An Empirical Study on Attitude Towards Mobile Advertising Among Millennial Generation in Surat City

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Abstract: **World is getting transformed from physical to virtual domain because of advancement in the arena of information and communication technology, principally due to Mobile usage. It has transmuted the lives of people and changed the way how marketing and advertising are done. Mobile penetration and its increased usage has created additional more personal and handy platform for marketers to connect to their target market. Many new modes of marketing communication like SMS, MMS, Push notifications, App-based marketing, in-game mobile marketing, QR codes, proximity marketing, location based services etc., have materialized.**

In such a setting, it has become inescapable for marketers to be familiar with how consumers assess advertisements done through mobile for improved strategy formulation and execution. In this study, the primary research using structured questionnaire was directed in Surat city to investigate the attitude of millennial generation towards mobile advertisement. Four antecedents to this attitude i.e. informativeness, entertaining, credibility and irritating and impact of demographic factors on attitude towards mobile advertisements was also ascertained. It is found that informativeness and credibility affect attitude of millennials towards mobile advertisement considerably. Gender and occupation also have significance influence on this attitude.

Keywords: **attitude, millennial, mobile advertising**

1. Introduction

Telephony has been transmuted significantly by mobile headsets. They are furnished with numerous functionalities which surpasses telephony requirements, and boosts the progress of value-added mobile facilities, the use of mobile devices as access devices, and mobile commerce in common. As linked to other technical devices that could be used to market, sell, manufacture or distribute goods and services to consumers, the number of mobile phones is surpassing. (Dahlberg and Oorni, 2007). Mobile devices are becoming ubiquitous as they are found universally. All across the globe, there is a quick upsurge in the use of handheld electronic communication devices, such as mobile devices, digital music players, and handheld Internet access devices (Bolton and Saxena-Iyer, 2009).

Mobile marketing – the set of marketing initiatives that employs mobile devices and media (the vehicles of communication that include mobile devices) is attaining a lot of importance amidst such a progression in markets for mobile devices and applications. (Shankar and Balasubramanian, 2009). The Mobile Marketing Association defines mobile marketing as any form of marketing, advertising or sales promotion activity aimed at consumers. Barnes and Scornavacca (2004) found that mobile marketing can either be push based, which alludes to communication such as SMS and alerts that are sent to wireless gadgets. However, consumers' permission has to be taken by the company to send the push messages. (Karjaluoto, Leppäniemi, and Salo, 2004).

However, the portion of mobile marketing in the complete promotion mix is little, its role is progressively growing as corporations and customers are getting more and more conscious and knowledgeable with the new channel (Karjaluoto, Leppäniemi, and Salo, 2004). With the help of mobile marketing techniques like through text messages, mobile advertising, permission based marketing, the delivery of mobile content, user-generated content, and mobile commerce, customer engagement with a brand can be constructed (Watson, McCarthy, and Rowley, 2013). Audience can be conversed in the form of text, audio, or video. Moreover getting information from companies, clients can also inductee interactions, keenly sending requests or information to firms (Shankar, Venkatesh, Hofacker, and Naik, 2010).

A. Attitude

According to Gordon Allport, an attitude is a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related. Attitude plays a very vital role in marketing research. Fishbein defined an attitude as a learned predisposition of human beings. Kotler stated that an attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea. Researchers have proposed a number of models that describes the underlying dimensions of an attitude like Tricomponent Attitude Model, The Multiattribute Attitude Model, The Attitude-towards-the-Ad Model etc.

International Journal of Research in Engineering, Science and Management
Volume-2, Issue-9, September-2019
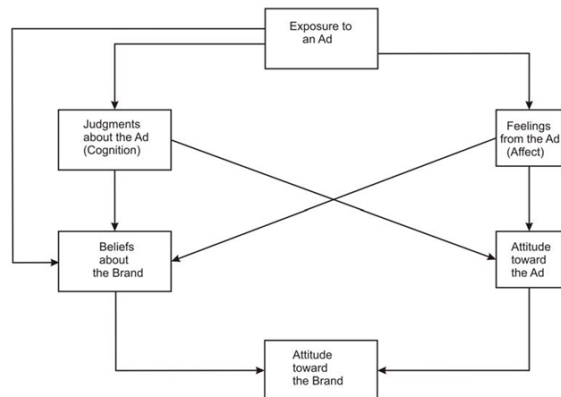**www.ijresm.com | ISSN (Online): 2581-5792**

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Fig. 1. Attitude-towards-the-Ad Model

As observed in figure 1, according to the attitude towards the ad model, when after getting exposed to advertisement, a customer develops cognitive and affective components of the attitude which leads to the conative components. Customer not only develops cognitive components towards about the brand but also develops a belief about an advertisement. The feeling part also directs to the belief about the brand and the ad. So in a nutshell, the consumers' attitude towards the advertisement leads and impacts both the cognitive as well as the feeling component. Opinions about the brand can also be led by a simple experience to the ad. Ultimately, the belief about the brand as well attitude towards the ad hints to the enlargement of an attitude towards the brand.

B. Mobile Advertising

Within a very short span of time, the mobile phone has converted as one of a few of consumer products that has acquired worldwide recognition. (Barnes and Scornavacca, 2004). In current scenario, the mobile phone is a vital part of the lives of most customers, including the lives of youths. Mobile phone is such a device that many customers cannot live without; For these customers, the mobile phone is not just a medium to stay in touch with friends and family, but it is also an extension of their personality and independence (Grant and O'Donohoe, 2007; Sultan and Rohm, 2005). Marketers see the pervasive acceptance of mobile phones as a delightful marketing opportunity to reach and serve consumers anytime and anywhere (Grant and O'Donohoe, 2007; Roach, 2009; Barutcu, 2007). Kalakota and Robinson (2002) defined mobile marketing as "the distribution of any kind of message or promotion that adds value to the customer while enhancing revenue for the firm". The researcher claimed that since it has become a basic necessity nowadays, youth will obviously be dependent on technology as they've regarded the mobile phone as a medium to stay connected besides the old tool for interaction, such as face to face meetings (Ito and Okabe, 2004).

It can be said that in marketing communications, mobile advertising is a young, fast-growing part. Earlier it was overhyped, but now it is starting to take off for real (Okazaki and Barwise, 2011).

2. Literature Review

The result of analyzing the relationship between attitude and behavior indicates that consumers generally have undesirable attitude towards mobile advertising if they have not given the consent for the same. Informativeness and credibility are positively correlated whereas Irritation is negatively correlated (Melody, Shu-Chun and Ting-Peng, 2004). Entertainment, informativeness, credibility and incentive have positive influence whereas irritation has a negative influence on consumer attitude towards mobile advertising (Huq, Nekmahmud, Aktar, and Alam, 2015). Consumer accepts the advertisements on mobile better if the marketer has taken the prior permission. (Sivanenthira, Ratnam, and Sabina, 2018).

Users can't disregard the impact of mobile advertising even if they do not have constructive feelings towards advertising. Consumers are inclined to view the ads and be influenced to buy the products and services if mobile advertisers exhibit credibility and entertainment in their advertisements (Le and Nguyen, 2014). Youth see more mobile advertising as compared to adults but at the same time they find it more irritating and those mobile advertisements create more impact which are entertaining, informative, reliable, personalized and being sent with permission (Ünal, Ercis, and Keser, 2011).

Significant positive relationship is found between customer attitudes towards mobile advertisements and behavioral intentions and there exists a positive association between enjoyment and informative content and a negative association between credibility and irritation (Padmanabhan, 2016). The ability of the companies to persuade consumers to buy the products and services after seeing mobile advertisements is not so powerful, as most of the consumers ignore mobile advertisements. Moreover, many of them are concerned with privacy issues and hence they are not interested to upgrade to premium services. (Iddris and Kangwansarankul, 2018).

Message credibility, consumer perception of message customization, message content and consumers' ability to use mobile phones influence the attitude towards acceptance of mobile advertising while consumer inertia negatively influences it. (Pattanayak and Punyatoya, 2015). When an experimental research was conducted in Finland, it was found that consumer attitude towards mobile advertising is likely to be greater when the mobile advertiser has focussed on the actual need of the customer (Friman, 2010).

There are three constructs: usability, trust and informative, out of which, usability was observed to be notably affecting consumers' attitude towards mobile advertising, information search is significant in consumer decision making process and trust leads to positive attitude towards mobile (Kok, Teoh, Hussin and Mat, 2013). Consumers are attracted by messages related to apps download, free membership, video sharing. Modern way of mobile advertising can be explained by variables like marketing messages save money, enhance shopping efficiency, concerns about leak of personal information and liking to receive message on preferred time

International Journal of Research in Engineering, Science and Management
Volume-2, Issue-9, September-2019
www.ijresm.com | ISSN (Online): 2581-5792

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period (Baya, 2017).

It was observed that Mobile Display Advertising (MDA) campaigns advertised products that have higher involvement and utilitarian, this leads to an increase in consumer's favorable attitudes and purchase intentions. Further, this was explained using theories of information processing and persuasion and it states that MDA's work is effective because they trigger consumers to recall and process that product information which they have previously stored (Bart, Stephen and Sarvary, 2014). In Serbia, the young generation considers internet and SMS as the most appropriate medium and when it comes to selecting operator, price plays a very significant role. Given that half of the day, youth have GPS on their mobile phones, location based services have considerable growth (Damnjanovic and Milicevic, 2010).

Informativeness, credibility and entertainment positively influence the attitude towards SMS advertising while irritation negatively impacts the attitude towards SMS advertising (Shaheen, Lodhi, Mahmood and Abid, 2017). It is noted that for attitude towards apparel mobile advertising, entertainment, irritation and credibility are major factors and determinants and behavioral intentions can be explained by attitudes at least partly. Perceived Entertainment is dissimilar between SMS and MMS apparel mobile advertising and perceived entertainment, informativeness, irritation and credibility are dissimilar between the two groups of participants, i.e. US and Korea (Koo, 2016).

As far as millenials are concerned, the components including perceived interactivity, credibility and privacy are demonstrated to have relationships with attitude towards Facebook Advertisements and Gender and daily frequency of using Facebook are significantly disparate toward Millennials' attitude on Facebook Advertising (Lom, Thoo, Sulaiman and Muharam, 2016). In one research of attitude towards mobile search advertisement, it is noted that advertisements are skipped by around 67 percent of respondents while searching anything on their smartphones and all the four antecedents of advertising value were found important. It was also found that there were differences in responses based on gender (Murillo, 2017).

A study on 570 millennials showed that they gave preference to online coupons, side-panels ads and graphics over pop-up advertisements (Taken Smith, 2012). Informative and entertaining content of message is unable to positively influence the attitude towards mobile advertisements as it is inadequate to create positive attitude for consumer. The time, condition and place where SMS was delivered establish negative attitude for consumers. Location based SMS advertising creates a positive effect on consumer attitudes towards messages in form of advertising via SMS (Yoga and Paramartha, 2018).

In terms of mobile advertising acceptance, personalized advertising messages sent through prior permission and incentives play a very vital role and it is also found that the customers do not experience the same degree of engagement with mobile advertisement on their smartphones as they would experience whilst surfing over desktop (Abeywickrama and Vasickova, 2014). Service cost, personalization, branding strategy and privacy impact the mobile adoption. Furthermore, additional factors that impacted mobile advertising adoption are awareness of the potential and readiness of the market to adopt the latest technological integration (Alamuri, 2009).

3. Research methodology, hypotheses and theoretical model

Descriptive research design has been used. Data were collected through a structured questionnaire using non probability convenience sampling technique from 300 respondents belonging to millennial generation (People who are born between 1982 and 2000) in Surat city. Various constructs were measured using a five point Likert scale with extremes being "Strongly Disagree" and "Strongly Agree".

A. Research Objectives
1. To study Informativeness, Entertainment, Irritation and Credibility with respect to attitude towards mobile advertising among millennial generation.
2. To determine the attitude of millennial generation towards mobile advertising.
3. To study impact of Informativeness, Entertainment, Irritation and Credibility on attitude towards mobile advertising among millennial generation.
4. To know the difference in attitude of millennial generation across their demographic profile.

Based on literature review and research objectives following research hypothesis are framed.

H1: There is a significant positive relationship between informativeness and millennials' attitude towards mobile advertisement.

H2: There is a significant positive relationship between entertainment and millennials' attitude towards mobile advertisement.

H3: There is a significant negative relationship between irritating and millennials' attitude towards mobile advertisement.

H4: There is a significant positive relationship between credibility and millennials' mobile advertising.

H5: There is significant difference in response between males' and females' attitude towards mobile advertising.

H6: There is significant difference between millennials' attitude towards mobile advertising across various age groups.

H7: There is significant difference between millennials' attitude towards mobile advertising across various qualification.

H8: There is significant difference between millennials' attitude towards mobile advertising across various occupation.

H9: There is significant difference between millennials' attitude towards mobile advertising across various income groups.

International Journal of Research in Engineering, Science and Management
Volume-2, Issue-9, September-2019
www.ijresm.com | ISSN (Online): 2581-5792

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Consistent with above research hypotheses and available constructs under the study, the following estimated theoretical model containing all paths is available to be tested.

B. Proposed Research Model

Fig. 2. Proposed Research Model

able to use, apply and understand different technologies much quickly as compared to other generations (Mcavoy, 2016).

4. Result and Discussion

A. Sample Statistics

B. Model Fit

Numerous models were projected based on hypothesized relationships through model comparison and the relative strength of path coefficients.

The fig. 3, model was tested using structural equation modelling. Following is the output obtained.

Table 1
Demographic profile of Respondents

Particulars		Age				
		18 - 21 Years	22 - 25 Years	26 - 29 Years	30 - 33 Years	34 - 38 Years
Gender	Female	28	62	15	17	14
	Male	15	62	33	24	30
Qualification	SSC	1	0	1	2	1
	HSC	7	1	4	4	8
	Graduation	19	50	23	17	21
	Post-Graduation	15	72	20	18	14
	Others	1	1	0	0	0
Occupation	Student	34	52	2	0	0
	Salaried	9	46	20	13	18
	Businessman	0	13	10	9	11
	Housewife	0	2	6	8	9
	Self Employed	0	11	10	11	6
Income	Below Rs. 2,50,000	21	39	5	4	7
	Rs. 2,50,001 - Rs. 5,00,000	9	50	24	16	19
	Rs. 5,00,001 - Rs. 10,00,000	7	22	18	17	11
	Above Rs. 10,00,000	6	13	1	4	7

Source: Primary Data

C. Why Millennial generation?

"Millennial" term was first coined by Neil Howe and the late William Strauss, in the mid-90s and wrote Millenials Rising in 2000 (Pollak, 2015). Millennials, also known as Generation Y or the Net Generation, are the demographic cohort that directly follows Generation X. The precise delineation of millennials varies from one source to another but the term Millennials is usually considered to apply to individuals who reached adulthood around the turn of the 21st century (Rouse, 2015).

Millennials grew up with computers, the Internet and the graphical user interface (GUI) and this familiarity makes them adjust readily to new programs, operating systems (OS) and devices and to perform computer-based tasks more quickly than older generations (Solomon, 2014). Millennials do not let go of their smartphones and use their smartphones to post pictures and videos on social media; they love technology and mobile apps; they can juggle around with texting, tweeting and expressing in emojis (Naidu, 2015). The Millennial generation is the first to come of age with cable TV, the Internet and cell phones, so technology is essentially baked into every Millennial's DNA and when asked what makes their generation unique, highest number of Millennials (24%) ranked "Technology Use" first (Nielsen Report, 2014). Millennials are
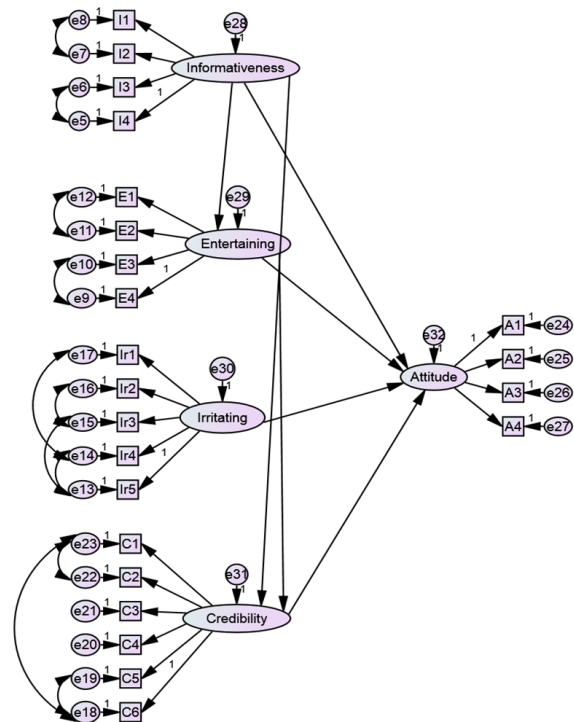

Fig. 3. Path diagram

International Journal of Research in Engineering, Science and Management
Volume-2, Issue-9, September-2019
www.ijresm.com | ISSN (Online): 2581-5792

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Table 2
Model fit measures

Measures	Threshold	Result
Chi –square/ df (CMIN/df)	<3 good; <5 sometime permissible	1.908
CFI	>0.95 great; 0.90 Acceptable	0.955
TLI	>0.90	0.946
GFI	>0.95	0.901
AGFI	>0.80	0.871
RMSEA	<0.06	0.055
PCLOSE	>0.05	0.148

Source: Primary Data

Table 3
Parameter estimates and significance

Hypotheses	Relationship	Reg. Weight	P	Results
H1	Informativeness ⮕ Attitude	0.548	***	Supported
H2	Entertaining ⮕ Attitude	-0.880	0.355	Not Supported
H3	Irritating ⮕ Attitude	0.149	0.119	Not Supported
H4	Credibility ⮕ Attitude	0.610	***	Supported
	Informativeness ⮕ Entertaining	1.075	***	Supported
	Entertaining ⮕ Credibility	0.343	***	Supported
	Credibility ⮕ Informativeness	0.475	***	Supported

Source: Primary Data

Table 4
Demographic factors and Millennials' Attitude towards Mobile Advertisement

Millennials' Attitude towards Mobile Advertisement Statements	Gender	Age	Qualification	Occupation	Income (Rs)
	Mann Whitney U Test	Kruskal-Wallis Test			
	Sig.				
S1	0.033	0.163	0.394	0.007	0.100
S2	0.267	0.607	0.278	0.562	0.237
S3	0.235	0.347	0.817	0.023	0.318
S4	0.042	0.008	0.390	0.013	0.001

Source: Primary Data

C. Model Fit

CMIN/DF is excellent as the value (1.908) is between 1 and 3. Multiple indicators were used to evaluate the model's fit as mentioned in table 2. Several commonly adopted indices were selected to evaluate the overall model fit measures and based of the values comparative fit index (CFI) = 0.955, Tucker Lewis. index (TLI) = 0.946, goodness-of fit index (GFI) = 0.901, adjusted goodness-of-fit index (AGFI) = 0.871, root-mean-square error of approximation (RMSEA) = 0.055, and PClose = 0.148, it can be concluded that model fit is acceptable.
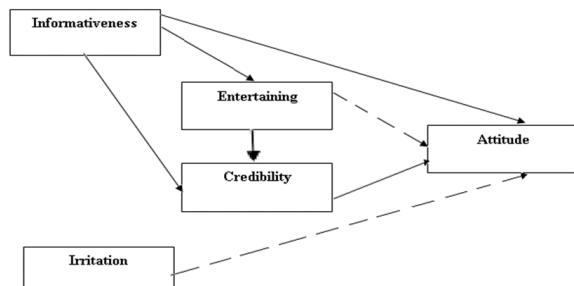

Fig. 4. Final Model

Above result indicates that H1 is fail to reject as there is a significant positive relationship between informativeness and millennials' attitude towards mobile advertisement is found. H2 is rejected as there is no significant positive relationship found between entertainment and millennials' attitude towards mobile advertisement. H3 is also rejected as there is no significant negative relationship found between irritating and millennials' attitude towards mobile advertisement. Significant positive relationship between credibility and millennials' mobile advertising is found so H4 is fail to reject. Apart from above, while testing the model empirically further statistically significant associations are found. Informativeness is having significantly positive relationship with entertaining and credibility. Moreover, entertaining is also having significant positive relationship with credibility.

D. Demographic factors and millennials' attitude towards mobile advertisement

From the table 4, it can be seen that for S1 significant difference in response is found based on categories of gender and occupation only. No significant difference in response is found for S2 in any of the demographic parameters. For S3 significant difference in response is found only based on occupation. While for S4 significant difference in response is found on all the demographic factors i.e. gender, age, occupation and income except qualification. Overall maximum significant differences in response is found on occupation while qualification has no impact on millennials' attitude towards mobile advertisement.

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Volume-2, Issue-9, September-2019
www.ijresm.com | ISSN (Online): 2581-5792

5. Conclusion and marketing implications

The study augments the knowledge about the attitude of millennial generation towards mobile advertisement. It also elucidates the antecedents to it and influence of demographic factors on it. Informativeness and credibility of the mobile advertisement directly affects the attitude of millennial generation towards mobile advertisements whereas entertaining mobile advertisement are not playing any significant role to affect attitude.

But mobile advertisement which is informative and entertaining from a credible source play a substantial role in developing attitude towards it. Informativeness also directly have significant influence on credibility and in turn impacts the attitude towards mobile advertisement. Besides in general, mobile users consider mobile advertisement irritating and create negative attitude towards the same but here mobile advertisement are not considered irritating and does not play noteworthy role to affect attitude negatively. The plausible reason may be, the existing study is conducted on millennials and as they consider themselves techno savvy, they are perhaps psychologically prepared for the same and consider mobile advertisement as part and partial of it.

As far as demographic factors are considered, attitude towards mobile advertisement are principally influenced by occupation and gender and least influenced by the qualification. Age and income moderately affect the same. While devising an advertisement strategies, marketers must consider that when they are targeting millennials, they must use mobile advertisements as they don't find it irritating but at the same time the content of the advertisement should be informative which should also have entertaining features. Additionally, they should attempt to generate credibility of the source. Marketers must be extra concerned about their mobile advertising strategy when they are distinguishing market based on gender and occupation.

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