



Factors influencing Mobile Advertising on Behaviour intention (case study: Students Erbil)

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ABSTRACT

The mobile advertising is the favorite device for student consumers worldwide who tend to exhibit a global perspective. In other words, students tend to relate to the world and global issues. Accordingly, understanding student consumers' attitudes toward mobile advertising in a cultural context is vital. Quantitative data has been collected through a questionnaire based on simple probability sampling technique. The statements used in the questionnaire are based on previous studies and theories. The data retrieved through the questionnaire has been analyzed using Lisrel. The analysis is based on a student survey. A total of 382 valid responses were received from a survey in Erbil city. The research results reveal that the relationships between (credibility, informativeness, and entertainment) and attitude toward mobile advertising, and the relationship between attitude toward mobile advertising and behavior intention. Implications for the current investigation and future research directions are provided.





Introduction

In this paper, how behaviour intention is effected by mass communication and attitude changes is explored. The entire conversation has been asserted since the millennium and has included many hypotheses such as the Theory of Planned Behaviour (TPB) and Theory of Reasoned Action (TRA) determine the relationship between attitude and behaviour intention, and the Technology Acceptance Model (TAM) to explain how (credibility, irritation, informativeness and entertainment) influence Users Attitude toward Mobile Advertising. In all theories, some behaviours were explored to better understand individual such as intentions to act, actual behaviour and the antecedents of attitude (Agarwal and Prasad, 1998). The relationship between social norms, beliefs, and attitudes effects personal behaviour and causes the adoption and acceptance of new methods and opinions. These theories demonstrate that the activities of individuals are based on reasonable thoughts. The future and actual state of technology relies upon the beliefs on how to employ a particular technology to influence people. As reported by Venkatesh (2003) these theories include some similarities but vary in terms of setting and factors. To make a qualified model that can provide advertisement settings based on location, information must be the drawn from the adopted theories. Research on location based an answer to the question of how plans for approval are designed.

Literature Review

Credibility and mobile advertising is tied up with a consumer's confidence regarding a certain brand in an advertisement. Furthermore, credibility in advertising assumes a vital part to foresee customer states of mind toward advertising (Zhou et al., 2010). In the investigation conducted by MacKenzie (1989) and Luntz (1985) there were several advertising trustworthiness subsystems, containing advertiser credibility and advertising credibility. Advertisement credibility is usually affected by several issues, but particularly the firm's credibility and the message (Okazaki et al., 2007). The significance and credibility of commercials are vital once customers have to make decisions based on inexact data (Peterson et al., 2002). Advertising credibility is assessed using the content the commercials supply. This credibility is significant in confirming that customers obtain time-critical information, tied to a remote event or transaction (Okazaki et al., 2007).

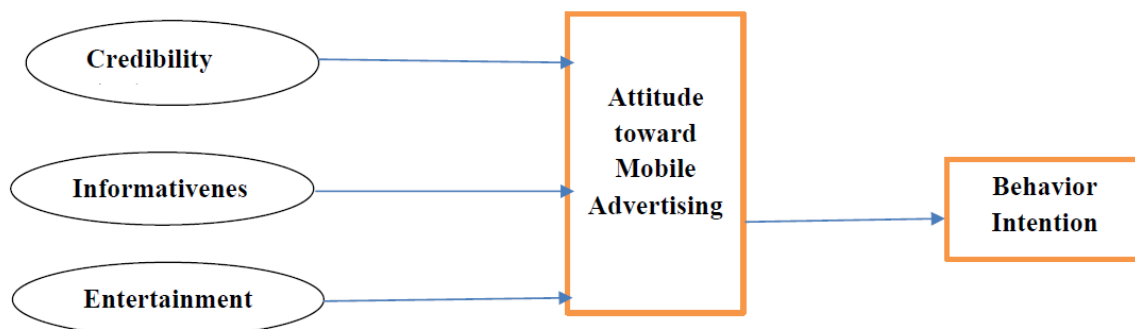
Mobile Ads must supply product information and make product information rapidly accessible (Ducoffe, 1996). The quality of information from a firm in a mobile ad has a direct influence on customer attitudes regarding the firm and its goods (Scharl et al., 2005). Data which is sent to customers through mobile tools should be accurate, timely, and benefit customers (Usta, 2009). Informativeness is considered a principal issue regarding mobile ads that are established for customers (Xu et al., 2007).

An investigation on use and satisfaction confirmed that entertainment is applied to capture consumer attention and make them acquainted with the presented goods (Lehmkuhl, 2003). Client passion and pleasure associated with advertisements has an important role in accounting for their overall attitudes regarding the advertisement (Shavitt et al., 1998). Entertainment has a crucial role in mobile marketing. It is essential that the message must brief and funny to grab the attention of customers (Katterbach, 2002).

The definition of attitude from Ajzen and Fishbein (1980) is an "individual's negative or positive estimation of implementing the behaviour". The direct impact of attitude on purpose is supported widely via many types of inquiries using various appropriation structures (Taylor et al., 1995). Based on the theory of Ajzen and Fishbein (1980), attitudes are the results of feelings at the moment that individuals act on a behaviour.

Proposed conceptual framework for this study





4. Hypotheses Development

- H1: The credibility effect on Attitude toward Mobile Advertising.
- H2: The informativeness effect on Attitude toward Mobile Advertising.
- H3: The entertainment effect on Attitude toward Mobile Advertising.
- H4: The Attitude toward Mobile Advertising effect on behaviour intention

RESEARCH METHODOLOGY

Cooper et al., 2006 defined sample as a “group of cases, participants, events or records consisting of a portion of the target population, carefully selected to represent that population” (2006, p. 717). The focus group methodology employed for this study will use simple probability sampling technique. The premise of using the simple probability sampling technique in the study was that simple probability sampling technique has a high degree of accuracy and precision and that “there is enough similarity among the elements in a population that a few of these elements will adequately represent the characteristics of the total population” (Cooper et al., 2006). It is advantageous to use the sampling approach because it can ensure that each member of the study individual has an equal probability of being selected in a sample (Cooper et al., 2006).

Finally, to be assured that the most reliable and valid number of participants is obtained with no violations in sample size or normality, the researcher decided to apply more than the lowest required sample size recommended by statisticians; thus, based on the Krejcie and Morgan Table (1970), a total sample size of 382 students is needed to be representative universities of Erbil. Furthermore, as recommended in SEM guidelines, sample size should be 5–20 times larger than the number of estimated paths in the model (Krejcie and Morgan, 1970). Based on information of Ministry of Science in Iraqi Kurdistan, number of students in Erbil universities is around 30000. All universities have similar legislation and organizational aspects are the same, also style of testing and acceptance about students have the same procedure. So, these 382 samples can be suitable representative for student’s society.

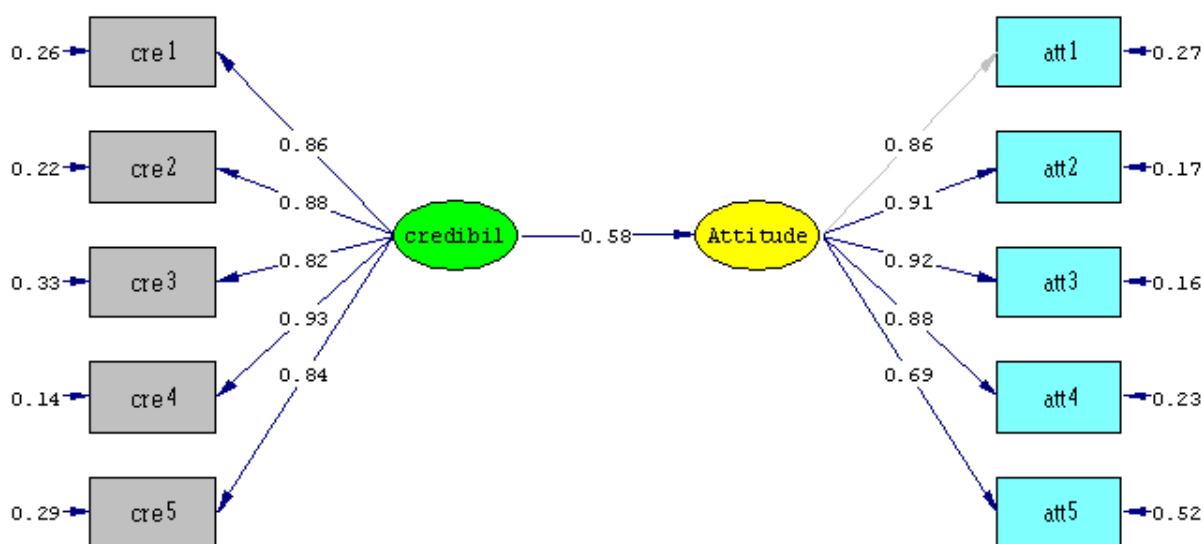
$$n = \frac{X^2 * Np(1 - p)}{d^2(N - 1) + X^2p(1 - p)}$$

$$n = \frac{1.96^2 * 60523 * 0.5(1 - 0.5)}{0.05^2(60523 - 1) + 1.96^2 * 0.5(1 - 0.5)} \sim 382$$

Hypotheses are developed prior to data collection and emerge from the literature review, research questions, and theory. Studies use hypotheses to explain and test proposed facts or phenomena. In developing hypotheses, researchers must be concerned about whether the hypothesis is testable. To test hypotheses, one must be able to identify the group you are focusing and measure appropriate variables (Hair et al., 2015). Thus, in developing hypotheses researchers constantly must ask: “what group will be evaluated with the hypothesis?” and “what variable are being tested?” This study investigates the Factors influencing Mobile Advertising on Behaviour intention (case study: Students Erbil). To evaluate this study, Hypothesis testing was performed using LISREL software.

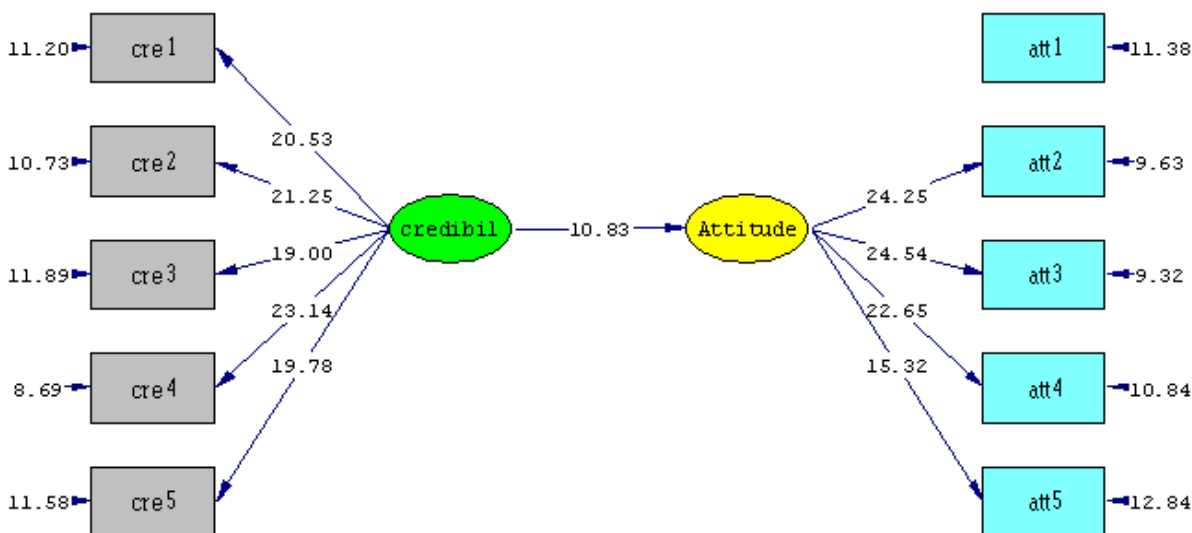
FINDING

1. Testing Hypothesis One (The credibility effect on Attitude toward Mobile Advertising). Analysis by Means of Structural Equation Modeling.



Chi-Square=45.92, df=34, P-value=0.00000, RMSEA=0.030

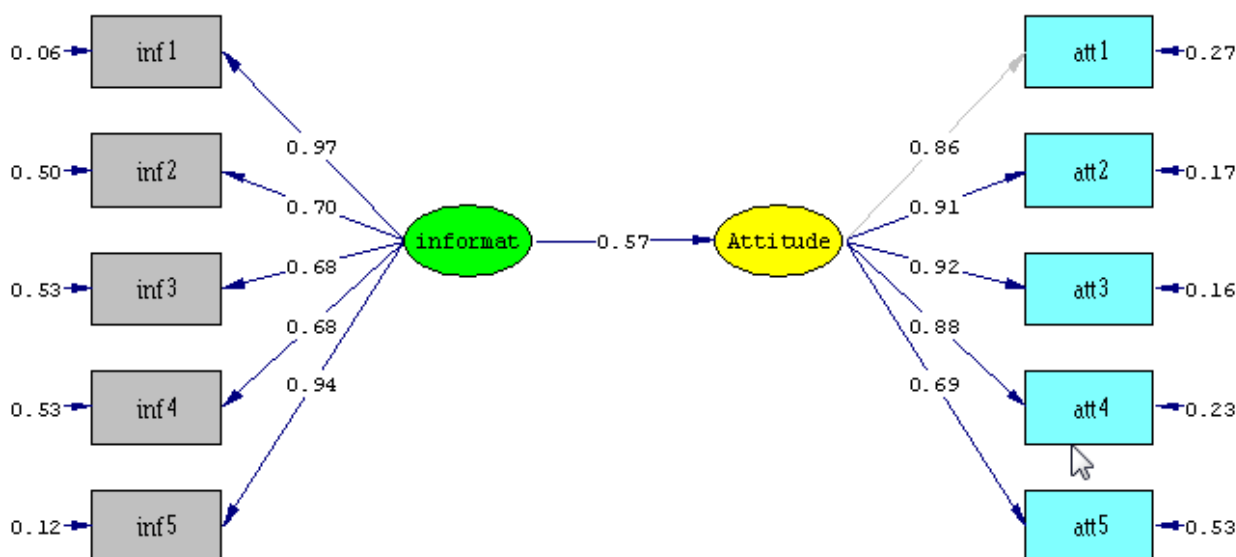
Figure 1. Structural Model of the Research in the State of Standard Estimation (Research Hypothesis One)



Chi-Square=45.92, df=34, P-value=0.00000, RMSEA=0.030

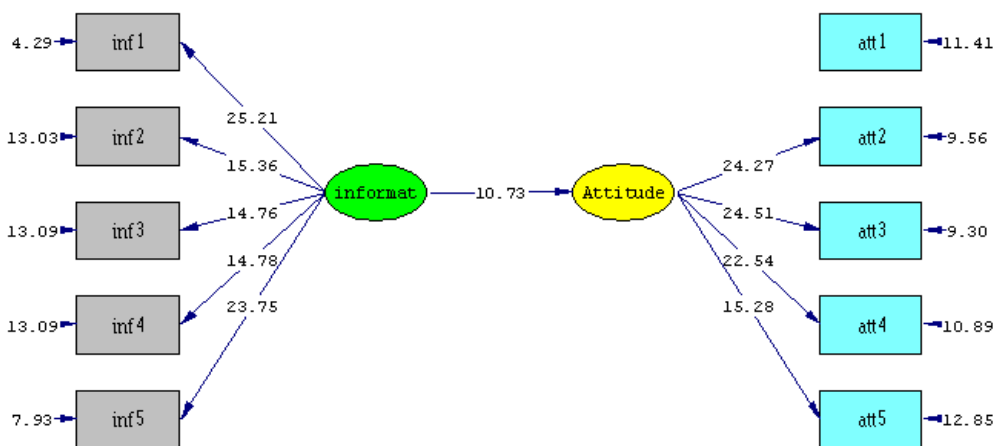
Figure.2 Structural Model of the Research in the State of Significance Number (Research Hypothesis One)

2. Testing Hypothesis Two (The informativeness effect on Attitude toward Mobile Advertising). Analysis by Means of Structural Equation Modeling



Chi-Square=96.66, df=34, P-value=0.00000, RMSEA=0.03

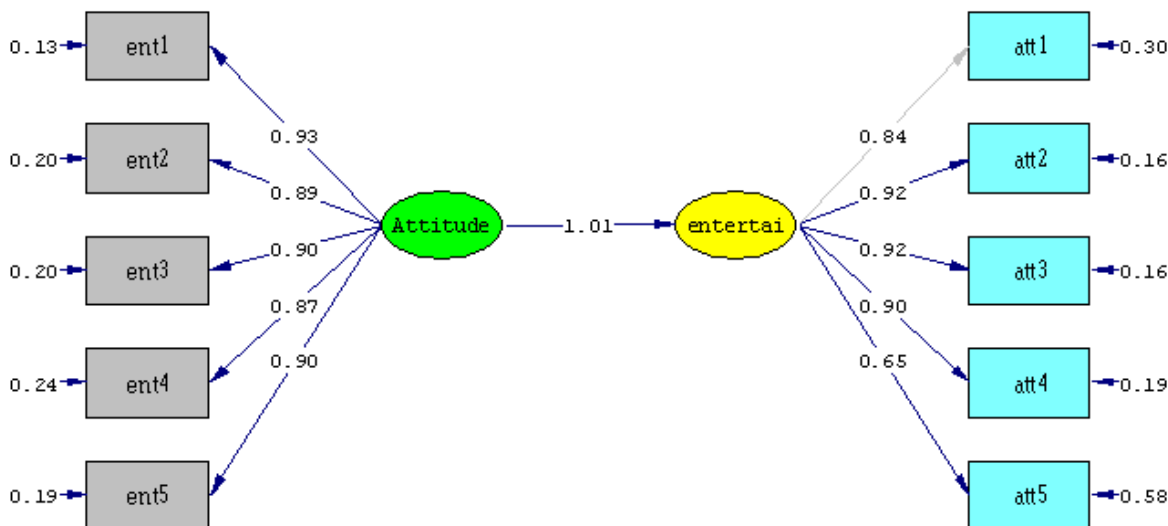
Figure.3 Structural Model of the Research in the State of Standard Estimation (Research Hypothesis TWO)



Chi-Square=96.66, df=34, P-value=0.00000, RMSEA=0.03

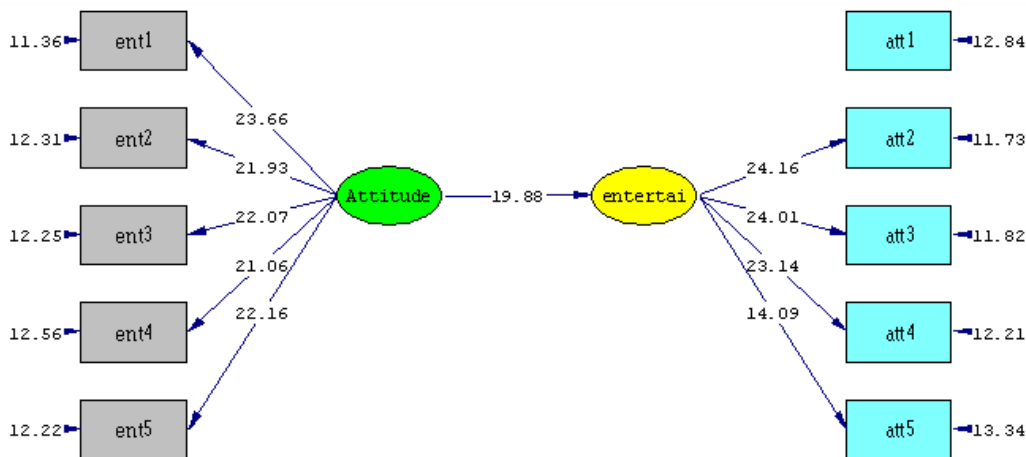
Figure 4. Structural Model of the Research in the State of Significance Number (Research Hypothesis TWO)

6.3 Testing Hypothesis Three (The entertainment effect on Attitude toward mobile Advertising). Analysis by Means of Structural Equation Modeling



Chi-Square=33.10, df=34, P-value=0.00000, RMSEA=0.026

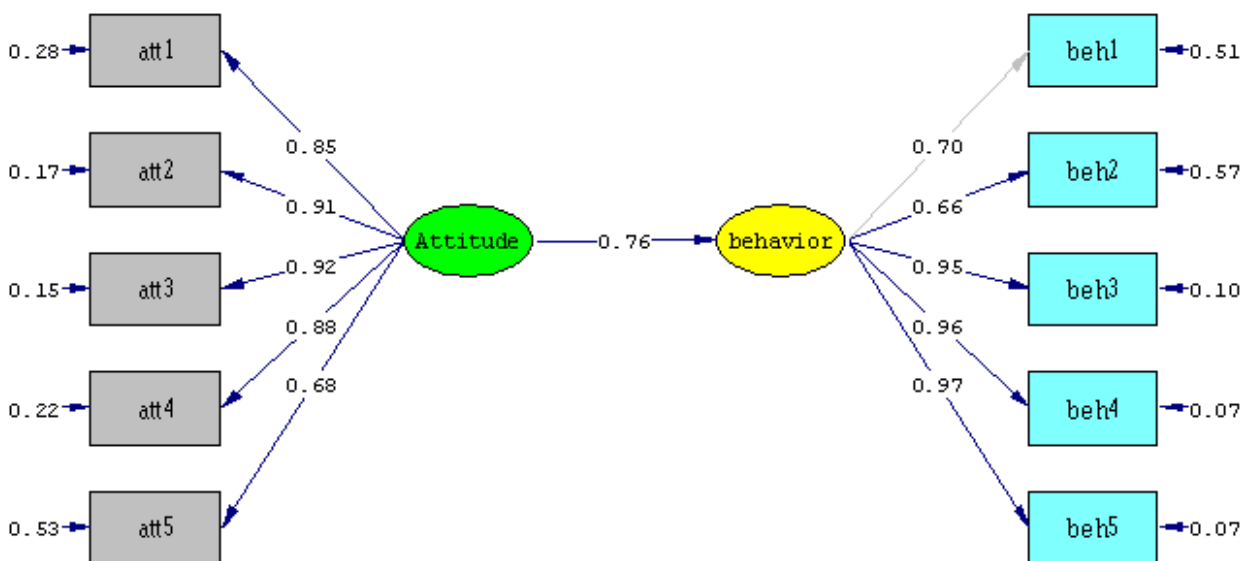
Figure 5: Structural Model of the Research in the State of Standard Estimation (Research Hypothesis THREE)



Chi-Square=33.10, df=34, P-value=0.00000, RMSEA=0.026

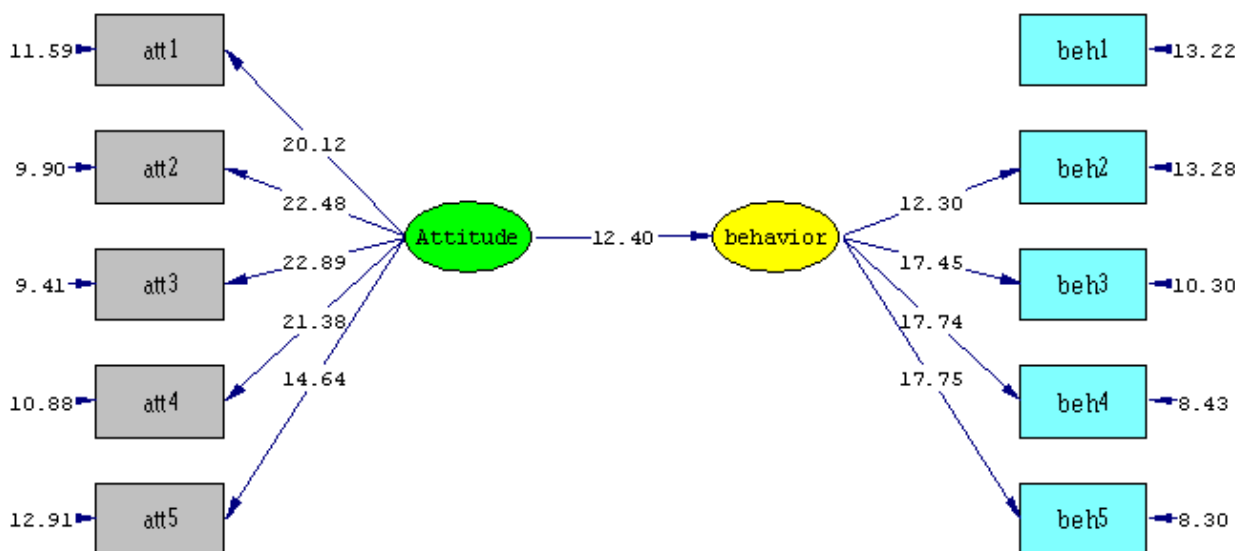
Figure.6 Structural Model of the Research in the State of Significance Number (Research Hypothesis THREE)

6.4 Testing Hypothesis Four (The Attitude toward Mobile Advertising effect on behavior intention). Analysis by Means of Structural Equation Modeling



Chi-Square=79.15, df=34, P-value=0.00000, RMSEA=0.069

Figure.7 Structural Model of the Research in the State of Standard Estimation (Research Hypothesis Five)



Chi-Square=79.15, df=34, P-value=0.00000, RMSEA=0.069

Figure.8 Structural Model of the Research in the State of Significance Number (Research Hypothesis five)

RESULTS

hypothesis one was confirmed because the path coefficient T of all variables is greater than 1.96. There is a significant relationship between Attitudes toward Mobile Advertising and credibility. Results show that credibility, with an impact coefficient of 0.58 and significance number of 10.83, exerted the greatest impact on Attitudes toward Mobile Advertising.

hypothesis Two was confirmed because the path coefficient T was greater than 1.96. There is a significant relationship between Attitudes toward Mobile Advertising and informativeness. The results show that informativeness, with an impact coefficient of 0.57 and significance number of 10.73, exerted the highest impact on Attitudes toward Mobile Advertising.

hypothesis Three was confirmed because the path coefficient T was greater than 1.96. There is a significant relationship between Attitudes toward Mobile Advertising and entertainment. The results show that entertainment, with an impact coefficient of 1.01 and significance number of 19.88, exerted the highest impact on Attitudes toward Mobile Advertising.

Hypothesis Four was confirmed because the path coefficient T was greater than 1.96. There is a significant relationship between Attitudes toward Mobile Advertising and behavior intention. The results show that entertainment, with an impact coefficient of .76 and significance number of 12.40, exerted the highest impact on behavior intention.

LIMITATION

As the data of the current investigation were gathered by using questionnaires among the participants, some difficulties have happened like some respondents' denial for filling the questionnaires that led to the lengthy period of data collection. Current investigation had some other limitations as well. One of the limitations related to the time and the other one related to the place of conducting the study which might cause the results of the investigation to be generalized to other populations or other times with care.



Regarding other limitations, the following issues can be addressed; the existence of other issues that might have applied their own effects in the investigation context, in that they were taken constant. Major financial and contextual variables are among the issues that might influence the producers regarding some issues. It is likely that at certain times might affect customers' attitude regarding the decision making more than other functions that makes the likelihood of forecasting the clients' behaviour more complex.

Suggestions for Future Research

Researchers are suggested to focus on the following issues:

- Comparing the women's and men's perceptions regarding the mobile advertisements and to the efficiency of the mobile ads.
- Investigation the relationship between the amusing features of the websites and customer perceptions.
- Attempt for more exact description and clarification of the main directories in this investigation or determining novel guides.
- Trying for precise description and clarification of the operative measures applied in this investigation and substituting them in the outline of the modified indices.
- Trying to design direct measures for the investigation regarding the behaviour in the digital televisions framework.
- Investigating the emerging synthetic measures to evaluate the attendance of television in the media matrix of the spectators and the significant effect of the ads broadcasted on the national medium compared to the foreign competitors.
- Determining the addressees' variances in their tendency of accepting the effects based on their cultural and environmental features and how those changes may be applied to improve the advertisement effect.

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