

THE RELATIONSHIP BETWEEN ADVERTISEMENT FACTORS  
AND CONSUMERS' ATTITUDE TOWARDS MOBILE  
ADVERTISING

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## DECLARATION

I hereby declare that the work of this exercise is mine except for the quotations and summarize that have been duly acknowledge

Signature :.....  
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Date :.....

## DEDICATION

I dedicate this research to

My mother, Mrs Suzana Aziah binti Leman  
and my father, Mr Mohd Nasir bin Daud.  
Thank you for raising and support me until now.

My siblings, Aqmal, Syafira and Syasabila.  
Thank you for having faith in me.

My beloved fiancée, Ahmad Syahir 'Izzat  
My greatest supporter. You are truly blessing from Allah.

My best friends, Nur Atika and Nurul Huda  
Thank you for being there.

and all my friends especially 4 BTMM  
Thank you, guys. We made it!

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## ABSTRACT

The development of mobile phone has allowed new type of advertising such as mobile advertising. Mobile advertising is marketing on device such as smartphone. The main objective of mobile advertising is attracting customers and allowing them to interact with the brand through mobile phone. In order to fully utilize mobile phone as advertising tools, marketers need to understand its unique and different approaches to consumers as well as how it will influence consumer's attitude. The purpose of this research is to study the relationship between advertisement factors and consumers attitude towards mobile advertising. This research was utilized theory based on Brackett and Carr (2001). The data were collected using questionnaires from 401 consumers from Malacca. The result of the analysis showed that only entertainment, credibility and personalization had significant while informativeness and irritation were not significant in consumers' attitude towards mobile advertising. The results of this study contribute to improve marketing activity of marketers in Malaysian market especially in Malacca.

Keywords: Mobile Advertising, Consumers' Attitude, Malacca

## ABSTRAK

*Pengembangan telefon bimbit telah membenarkan jenis pengiklanan baru seperti pengiklanan mudah alih. Pengiklanan mudah alih adalah pemasaran pada peranti seperti telefon pintar. Objektif utama pengiklanan mudah alih menarik pelanggan dan membolehkan mereka berinteraksi dengan merek melalui telefon bimbit. Untuk menggunakan telefon bimbit sepenuhnya sebagai alat pengiklanan, pemasar perlu memahami pendekatan yang unik dan berbeza kepada pengguna serta bagaimana ia akan mempengaruhi sikap pengguna. Tujuan kajian ini adalah untuk mengkaji hubungan antara faktor iklan dan sikap pengguna terhadap pengiklanan mudah alih. Kajian ini menggunakan teori berdasarkan Brackett dan Carr (2001). Data dikumpul menggunakan soal selidik dari 401 pengguna dari Melaka. Keputusan analisis menunjukkan bahawa hanya hiburan, kredibiliti dan keperibadian yang signifikan manakala maklumat dan kerengsaan tidak signifikan dalam sikap pengguna terhadap pengiklanan mudah alih. Hasil kajian ini menyumbang kepada peningkatan aktiviti pemasaran pemasar di pasaran Malaysia terutama di Melaka.*

*Kata kunci: Pengiklanan Mudah Alih, Sikap Konsumer, Melaka*



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## LIST OF ABBREVIATIONS

SMS	Short Messaging Service
MMS	Multimedia Messaging Service
ACCA	Association of Chartered Certified Accountants
SPSS	Statistical Packages for the Social Science
ANOVA	Analysis of Variance
H1	Alternative Hypotheses



## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

In this chapter, the researcher introduced the background of the study, problem statement, the research questions and research objectives. Besides that, it also covered the scope of the research as well as the respondents who take part in the research.

#### **1.2 Background of Study**

Development of mobile phone in Malaysia has allowed new type of advertising such as mobile advertising to target a higher number of potential consumers. Advertising approach that used mobile phone to advertise products and services can be defined as mobile advertising (Wong & Tang, 2008). Short Messaging Services (SMS) which is the basis of mobile advertising is one of the most famous mobile advertising (Waladt, Rebello, & Brown, 2009). Salem (2016) state that in order to fully utilize mobile phone as an advertising tool, marketer should understand its unique and different approaches to consumers as well as how it influences consumers' attitude.

Business environment in Malaysia is becoming more competitive (Noor et al., 2013). Noor also stated that some businesses use advertisement to promote their products or services to maximize their profit and remain competitive. However, most of the companies around the world still using traditional advertising (television, radio, outdoor billboards and print media) as part of advertising tool. Malaysian Communications and Multimedia Commission (2013) state that 86.3% are mobile phone users in Malaysia. Marketers have higher impulse to adopt mobile advertising when the Internet consumption in the society increases because the society have higher acceptance towards mobile advertising (Greene, 2009 & Rogers, 2013).

An individual's positive or negative feelings can be defined as attitude (Fishbein & Aizen, 1975). Attitude represent what consumer like and dislike. Attitude is predictably regarded as a sign of the efficiency of advertising. Previous research had shown that there is a relationship between mobile advertising with a higher rate of interactivity and positive attitude towards that advertisement. In SMS advertisement field, attitude is a consumer's overall enduring evaluations of an advertising message in the mobile phone (Salem, 2016). As such, this research will further study the relationship between advertisement factors and consumers' attitude towards mobile advertising.

### **1.3 Problem Statement**

Previous research has conducted a research about the predictable consumer and companies spent for advertising which explained that there was a fast development for mobile advertising in Malaysia (Menezes & Graham, 2015). Menezes and Graham has forecast that there only 5% of advertising spent for mobile advertising by year 2019 that will make a chasm from the universal trend of 35% through the same year. Revenue for global companies that use mobile advertising as a tool to advertise products or services increase year by year (Menezes & Graham, 2015). This explains that there is a right for other marketing tools to be developed in Malaysian mobile advertising. Many companies can remain success in business when they take the chances to change traditional advertising with mobile advertising in Malaysia in this fast-competitive market (Ismail et al., 2013).

The fast growth of advertising market is mainly contributed by mobile advertising, which has become a main channel for advertising; thus, creating channel for marketer to communicate with consumer (Malaysian Communications and Multimedia Commission, 2009). Abdullah et al., (2013) stated that to develop the advertising industry, Malaysian business need to do more research related to current mobile advertising. There is an essential for future researchers to develop the factors related with the acceptance of mobile advertising to provide endless efforts to understand the mobile advertising in Malaysia (Abdullah, Bohari, Warokka, and Abdussalam, 2013). Therefore, there should be more researches investigating variables that has the capability to give impact towards the adoption of mobile advertising in Malaysia.

Present research focusing on adoption of mobile advertising has adapted conceptual theory from Brackett and Carr (2001) that has been extended theory of Ducoffe (1995) to study the advertisement factors such as entertainment, informativeness, irritation, advertising, and credibility. The variables found from the theory had been used to assume the attitude of the users in advertising. Xu, Liao & Li (2008) state that mobile advertising is depends on whether personalization is applied efficiently or not in order to success or failure. In previous research such as Okoe & Boateng (2015) found that personalization has relationship with consumers' attitude towards mobile advertising. Perspective of Malaysian consumer will be agreed that theory used in this research. Thus, this research aims to make forward past researches by investigating the advertisement factors such as entertainment, informativeness, credibility, irritation and personalization as well as how these factors impact consumers' attitude in Malaysia.

Most of the previous studies on consumer attitude on mobile advertising have been carried out in other countries such as Jordan, Vietnam, Ghana, Bahrain and Pakistani (Almossawi, 2014; Le & Nguyen, 2014; Ofosu et al., 2013; Okoe & Boateng, 2015; Zabadi, Shura, & Elsayed, 2012). It is needed to gain a well understanding about how advertisement factors influence consumer attitude since mobile advertising for the products and services in Malaysia has remain unclear (Abdullah et al., 2013). Thus, this research will help to find the perception from Malaysian consumer attitude especially in Malacca towards mobile advertising.

As such situation, although the relationship between the variables in this study have been explored in the past researches, the relationships were studied separately in different contexts. Therefore, a comprehensive research will be conducted to study the relationship between advertisement factors and consumers' attitude towards mobile advertising.

#### **1.4 Research Questions**

Researcher had provided three research questions to solve this problem. The questions are:

- i. What are the most factors that affect consumers' attitude towards mobile advertising?
- ii. What are the level of consumers' attitude towards mobile advertising?
- iii. What are the relationship between advertisement factors and consumers' attitude towards mobile advertising?

#### **1.5 Research Objectives**

Based on the research questions, the research objectives have been outlined as follows:

- i. To identify the most factors that affect consumers' attitude towards mobile advertising.
- ii. To identify the level of consumers' attitude towards mobile advertising.
- iii. To study the relationship between advertisement factors and consumers' attitude towards mobile advertising.

## **1.6 Scope of Study**

The research focus on the advertisement factors as the possible determinants of consumers' attitude towards mobile advertising. This research covers two variables which are advertisement factors as an independent variable and consumers' attitude towards mobile advertising as dependent variable. Hence, the relationship between advertisement factors and consumers' attitude towards mobile advertising will be determined in this research. The scope of the research covers people only live in Melaka area. Questionnaires were distributed among people in Melaka for achieving the desired objectives.

## **1.7 Limitations of Study**

There is some limitation in this research. First, the sample of this research is limited to 401 respondents that chosen randomly around Melaka only. In addition, this research given only 28 weeks to complete. It is impossible for the researcher to get information from the wider range of the respondents where the duration of this research is less than one year. Third, limit in data collection. The data was gathered through survey questionnaires. Respondents may lie due to their social desirability therefore wrongly reply based on their own interpretation of the questionnaire.

## **1.8 Significance of Study**

This research is important in determine the relationship between advertisement factors and consumers' attitude towards mobile advertising. The significance of this research can be dividing into two categories which are knowledge and practical view.

### **1.8.1 Practical view**

The result of this study may be beneficial to advertising agencies to evaluate their current mobile advertising practices that need to be improve. Advertising agencies can improve their marketing activities through mobile advertising to be more effective and indirectly it helps to increase the sale performance of the companies and ensure higher response from consumers. Other than that, this research is useful for businesses to consider mobile advertising as a part of their promotional tool.

### **1.8.2 Knowledge view**

The outcome of this study also could be very useful to the other researcher who would like to conduct a research that is similar for this topic. This study is using theory of Brackett and Carr (2001). This research will retest the theory of Brackett and Carr that contribute to find the factors affecting the consumer attitude towards mobile advertising. The researcher hopes that this study will contribute as a reference for future research in further identifying the relationship between advertisement factors and consumers' attitude towards mobile advertising.

## **1.9 Conceptual and Operational View**

This section provides the definitions of concepts and operational according to (De Jong & Den Hartog, 2010). The major constructs involve in the conceptual and operational definitions are advertisement factors, consumers' attitude and mobile advertising.

### **1.9.1 Advertisement Factors**

In this research, advertisement factors have five dimensions:

- i. Entertainment
- ii. Informativeness
- iii. Credibility
- iv. Irritation
- v. Personalization

#### **1.9.1.1 Entertainment**

Entertainment is a way of entertaining a person with message, video, voice, music and pictures (Nwagwu & Famiyesin, 2016). Based on Le & Nguyen (2014), entertainment gives a certain influences to attitudes toward advertising. Mobile users should enjoy it like music or film when an advertisement appears, they should not only see it. In this research, entertainment for mobile advertising are enjoyable, interesting, entertaining and fun to receive.

#### **1.9.1.2 Informativeness**

Skill of advertisers introduces a substitute products and services by sharing the information via advertising can be defined as informativeness (Sieh & Lin, 2014). According to Goodrich et al. (2015), advertisement that give less intrusive impact can be considered as advertisement that has more informative. Based on Ofosu et al. (2016), marketer should send only relevant information to the receiver. In this research, informativeness for mobile advertising are good source of sales, supplies relevant sales information, sales information accessible and do not provide information on time.

### **1.9.1.3 Credibility**

Credibility can be defined as user's perceptions of the authenticity and acceptability of advertising in general (Lin, Hsu & Lin, 2017). Nittala (2011) described credibility as most important factor that has impact on consumers' attitude. Credibility of an advertisement is dependent on a company's credibility as the agent of the message (Smith and Quelch, 1996). In this research, credibility for mobile advertising are reliable, believable, and trustworthy.

### **1.9.1.4 Irritation**

Irritation can be defined as negative reaction of the user to uninteresting advertising (Lin, Hsu & Lin, 2017). According to Saadeghvaziri & Hosseini (2011), sometimes marketers can irritate consumer by doing the tactics to catch consumers' attention and this affect consumers' attitude towards the advertisement. The permission of consumer tends to be relevant or useful to the receiver and it can minimize the irritation. In this research, irritation for mobile advertising irritating, annoying and unpleasing.

### **1.9.1.5 Personalization**

Personalization is the capability to identify and treat customer as individuals through personal messaging or other people transactions (Imhoff, 2001). According to Sieh & Lin (2014), personalization allows consumer to fix their own settings for application process based on their choice. Hence, personalization may provide advantage to increase positive attitudes towards mobile advertising. In this research, personalization for mobile advertising are contents are personalized, available for preference and displays personalized message.