

CUSTOMER ATTITUDE TOWARDS MOBILE ADVERTISING

A Dissertation submitted to the Office of Dean, Faculty of Management, in partial fulfillment of the requirements for the Master's Degree

By

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CERTIFICATION OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled "Consumer Attitude Towards Mobile Advertising". The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor. It has been proposed and presented as part of requirements for any other academic purposes.

The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

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REPORT OF RESEARCH COMMITTEE

Mr. Bikash Rajbahak has defended research proposed entitled "**Consumer Attitude Towards Mobile Advertising**" successfully. The research committee has registered the dissertation for future progress. It is recommended to carry out the work as per suggestions and guidance of supervisor Dr. Binita Manandhar and submit the dissertation for evaluation and viva voce examination.

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APPROVAL SHEET

We, the undersigned, have examined the dissertation entitled "**Consumer Attitude Towards Mobile Advertising**" presented by Bikash Rajbahak a candidate for the degree of master of Business Studies (MBS Semester) and conducted the Viva voce examination of the candidate. We hereby certify that the dissertation is worthy of acceptance.

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LIST OF ABBREVIATIONS

M-advertising	:	Mobile Advertising
MBS	:	Master of Business Studies
SPSS	:	Statistical Package for the Social Sciences
TV	:	Television

ABSTRACT

Mobile advertising leverages the ubiquity and engagement of smartphones to reach consumers through targeted ads on mobile apps, websites, and social media platforms. This form of advertising is highly effective due to its personalized nature, utilizing data analytics and user behavior to deliver relevant content. Formats include banner ads, video ads, native ads, and in-app ads, each designed to integrate seamlessly with the user experience. The rise of mobile usage has made it a crucial channel for marketers, offering real-time feedback and the ability to reach users anytime, anywhere, thereby driving higher engagement and conversion rates.

The purpose of this study, "Customer Attitude towards Mobile Advertising," was to investigate how informativeness, entertainment, and irritation affect consumers' perceptions of mobile advertising. This study's main goals are to investigate consumer perceptions of mobile advertising. 180 samples were taken from respondents in the Kathmandu by the researcher using the structured questionnaire and analysed using Statistical package for social science (SPSS) and Microsoft Excel.

The current study demonstrates that informativeness is the most influential factor on consumer attitudes. Although consumers generally view mobile advertising as a valuable source of entertainment and information, irritation can detract from these positive perceptions

Findings indicate that personalized and contextually relevant ads are generally well-received, enhancing user engagement and positive attitudes. Conversely, excessive or intrusive ads contribute to ad avoidance and negative perceptions. The study underscores the importance of balancing ad frequency and personalization to optimize customer acceptance. These insights offer valuable guidance for marketers aiming to design effective mobile advertising strategies that align with consumer preferences and enhance user experience.

Keywords: Consumers' attitude; Mobile advertising; Entertainment; Informativeness; Irritation

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In today's globalized world, effective communication is crucial, as promotional tools help create valuable information. Knowing the right information is a basic consumer right. Mobile phones are a powerful tool for staying updated on information changes (Huq et al., 2015). The swift progress of technology has provided businesses with innovative methods to connect with their consumer. Generally, traditional advertising has been used by most organizations worldwide and continues to play an important role as a popular advertising technique. Many proactive companies strive to align their advertising messages closely with mobile communication technology (Saeed, 2013).

The phones are not just for staying connected but also reflect one's personality. They are now crucial in mobile marketing, which uses mobile devices to advertise and inform about brands, targeting specific markets with timely, location-specific, and customized information. (Tomar, & Singh, 2017). The rise in mobile device usage and subscriptions, particularly in Nepal where 75% of the population has smartphones, highlights the potential of mobile advertising. Mobile marketing is faster and more user-friendly than internet marketing, making it popular with companies, especially in retail. It allows advertisers to send personalized messages based on consumer interests and location, helping companies build and manage customer relationships effectively.

Due to the portability of mobile devices, which enable messages to be conveyed whenever and wherever, mobile advertising offers a variety of chances for marketers. Unlike conventional internet networks, technologies are more flexible and accessible, making mobile advertising a superior option. Mobile commerce is advantageous because it delivers personalized messages using user profiles and location awareness. Given the affordability and accessibility of mobile devices compared to personal computers, mobile technology offers mobile technology has more potential comparing to conventional internet networks (Haghirian & Inoue, 2007).

In today's globalized world, effective communication is crucial, and promotional tools play a vital role in providing consumers with relevant information. Mobile phones have

become essential for staying informed, making mobile advertising increasingly important, especially in developing countries like Nepal. The benefits of mobile marketing are numerous, allowing companies to reach consumers directly through promotional messages (Kartika & Supatmi, 2020). Furthermore, new forms of mobile advertising such as display ads has not been investigated in the majority of study, which has concentrated on internet advertising. Mobile devices have indeed transcended their original function as communication tools and evolved into personal fashion statements and symbols of social status (Lou et al, 2022). The most important characteristic of mobile devices is their portability, enabling constant user accessibility for marketers throughout the day without the need for traditional media like TV or radio (Garcia 2023).

Mobile advertising offers companies the advantage of targeting specific customer groups, but understanding how customers perceive and react to this type of advertising is crucial. Most studies focus on factors like entertainment, information, credibility, irritation, and incentives to accurately gauge customer attitudes towards mobile advertising. By examining these independent variables, the research provides a comprehensive overview of how these factors influence customer perceptions and responses to mobile ads. This approach helps in understanding the diverse elements that contribute to consumer attitudes, offering valuable insights for developing effective mobile advertising strategies.

Many companies are now using SMS as a cost-effective means to send promotional messages, fully capitalizing on the advantages of mobile marketing. This approach allows businesses to directly reach a wide audience with personalized offers and timely updates, leveraging the high open rates and immediacy of text messages. By integrating SMS into their marketing strategies, companies can enhance customer engagement, drive sales, and build stronger brand loyalty, all while maintaining lower costs compared to traditional advertising channels. This strategy benefits not only consumers but also operators and governments, providing alternative methods for acquiring mobile phones, subscriptions, and services. Understanding consumers' attitudes towards mobile advertising is essential for effectively supplementing mobile usage fees and start-up costs through targeted advertising campaigns. This study aims to assess the perceived usefulness of mobile advertising on customer attitudes in Nepal, where over 90% of the population has access to mobile phones. The findings may provide valuable insights for marketing professionals and electronic media investors on changes in consumer technology acceptance.

1.2 Problem Statement

Smartphones have become indispensable in people's lives, serving both as a lifestyle choice and a necessity. With many populations accessing the internet through smartphones and mobile devices rather than computers or laptops, these devices have become essential for staying connected to the world. Mobile marketing uses mobile devices to deliver personalized, targeted advertising directly to consumers.

Mobile advertising offers companies the advantage of targeting specific consumers based on factors like age, gender, and geographic location. However, the key question is how consumers perceive this targeted advertising approach. This study aims to provide an overview of consumers' attitudes toward mobile advertising, examining various aspects of this emerging marketing phenomenon.

Understanding consumer behavior in mobile commerce is vital for the success of mobile advertising. Effective mobile marketing hinges on a profound grasp of consumer preferences and actions, as its efficacy heavily relies on consumer response. Advertisers are adopting innovative systems to profile and track mobile consumers, thereby enhancing advertising personalization, adding value, and improving consumer perception. In Nepal, where mobile advertisements are gaining traction, marketers must embrace this burgeoning trend, aligning with current market research. Despite this, there remains a notable dearth of research on consumer attitudes towards mobile advertising in Nepal, highlighting the importance of studies in this realm. This research endeavors to bridge this gap by delving into consumer behavioral intentions towards mobile advertisements, offering invaluable insights to companies seeking to leverage mobile phones as potent marketing tools. Furthermore, the personalized and interactive nature of mobile marketing has spurred increased investment in mobile marketing applications like platforms and international wireless systems, facilitating more effective engagement with consumers through personalized and customized advertisements.

In today's market, customers wield significant power in controlling information and purchase decisions. While research on consumer attitudes towards mobile advertising has been conducted in nations such as Sri Lanka, Pakistan, Malaysia and Bangladesh, it's yet unknown how Nepali customers feel. This research aims to address this gap and provide insights into the perception and attitude of Nepalese consumers towards mobile

advertising. Understanding these factors is crucial as mobile advertising for goods and services in Nepal is still not well understood. With the rapid increase in mobile penetration in Nepal, exploring consumer attitudes towards mobile advertising will pave the way for new opportunities in this field.

By investigating, the study hopes to address the identified problems and contribute to improved.

- How do consumers feel about mobile advertising that target potential customers for purchases?
- What factors influence customers' intention to purchase?
- How do customer attitude and entertainment, information, and irritation relate to each other?

1.3 Objectives of the Study

The objectives of the study are as follows:

- i. To analyze the customer's attitude towards mobile advertising.
- ii. To investigate the influence of entertainment, informativeness and irritation on customer attitude towards mobile advertisement.
- iii. To explore the relationship of entertainment, informativeness, irritation with mobile advertisement.

1.4 Hypothesis

The purpose of the hypothesis is to investigate if independent and dependent variables are related. For the investigation, the following theories were developed:

H₁: Entertainment has positive impact on attitudes towards mobile advertisement.

H₂: Informativeness has positive impact on attitudes towards mobile advertisement.

H₃: Irritation has negative impact on attitudes towards mobile advertisement.

1.5 Rationale of the Study

The study aims to explore how entertainment informativeness and irritation impact customer attitudes towards mobile advertisements in Nepal. Drawing on past research, this study adapts and combines various approaches within the Nepalese context. It seeks

to uncover the effects of mobile advertising on customer purchase intentions, providing valuable insights for companies to foster strong customer relationships and make informed business decisions. Additionally, the findings can aid companies in attracting new customers, tailoring product and promotion strategies to different segments effectively. Furthermore, the study contributes to the researcher's academic development by enhancing their competence in the field.

1.6 Limitations of the Study

The limitations of the study are as follows:

- i. The study is concentrated on Customer attitude towards mobile advertisement.
- ii. Kathmandu valley is taken for the study.
- iii. The study is based on primary data and secondary data.

CHAPTER II

LITERATURE REVIEW

This section reviews prior research on consumer attitudes regarding mobile advertising and proposes a variety of perspectives. The study delves into customer attitude patterns towards mobile marketing, followed by a detailed description of enabling technologies in mobile marketing. Finally, a review of theories pertaining to the factors influencing mobile marketing is conducted. Finally, theories on how the dependent and independent variables relate to one another are developed.

Mobile marketing is a digital marketing strategy that allows businesses to reach their target audience through mobile devices. Companies can engage customers via websites, email, text messages, and mobile apps to deliver time-sensitive content to their smartphones, tablets, and other devices (Samuel & Unyime, 2024). Mobile marketing is marketing on or with a mobile device, such as smart phones. The growing mobile phone market opened new avenues for marketers, as they started using mobile phones as an advertising channel (Bakopoulos et al., 2017).

By introducing an integrative model that examines the effects of multiple factors, such as mobile advertising alerts, permission marketing variables, consumer beliefs, and perceived value, on consumer continuance intention towards branded mobile apps, this research contributes to the scholarly discourse on advertising effectiveness. The results provide new insights into the mobile buying habits of social media users by clarifying how mobile advertising content affects customers' perceptions of the worth of branded mobile applications, which in turn encourages consumers to make repeat purchases. Practically speaking, our findings inform marketers about the most important aspects to take into account when creating mobile ads that are intended for consumers of branded mobile applications (Murillo-Zegarra, 2020).

2.1 Theoretical Review

The continuous evolution of social media and mobile communication technologies is fundamentally altering the way businesses collect and leverage data from individual users' mobile activities. Mobile tracking technologies offer businesses the opportunity to gather valuable insights into consumer mobile shopping habits and lifestyle preferences. By leveraging this data, companies can tailor their mobile advertising alerts to better resonate

with consumers, ultimately enhancing the effectiveness of their marketing strategies. Analytics-based mobile interactions enable app developers to understand customer behavior and design customized products and services based on consumer needs and demand fluctuations.

2.1.1 Uses and Gratifications (U&G) theory

The Uses and Gratifications (U&G) theory, created in the 1940s to evaluate radio's impact, has since been used to understand how different media like television and the Internet influence people's motivations and values (Luo, 2002; Okazaki, 2004). The U&G theory is based on two main principles: first, people have various reasons for using certain media; second, their different needs and desires influence their media choices (Mahlangu, 2015). Credibility, annoyance, amusement, and informativeness are important aspects of the U&G hypothesis. According to the study, an advertisement's value is negatively impacted by discomfort (Luo, 2002; Okazaki, 2004).

2.1.2 Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA), developed by Ajzen and Fishbein in 1980, is used to study Neoteric inheritors' attitudes towards advertising. This framework establishes relationships between belief, attitude, and behavioral intention regarding advertising. In this model, belief influences attitude, and behavioral intention is the outcome, enhancing the understanding of attitudes towards advertising. Additionally, since personal values are predictors of attitudes, they are incorporated into the model as another antecedent influencing attitudes towards advertising.

2.2 Conceptual Review

According to Tsang et al. (2004), a consumer's perception of an advertisement significantly influences their purchasing intentions, brand attitudes, and the efficacy of the advertising. Tsang et al. (2004) investigated how consumers felt about advertisements on their mobile phones and how that feeling affected their general behavior. This study showed that trustworthiness, enjoyment, and informational value positively influence consumer attitudes towards mobile advertisements, whereas irritation exerts a negative influence on consumer advertising attitude.

Mobile advertising entails leveraging mobile media channels to inform and persuade targeted groups of individual's goods and services offered by the business.

Mobile phones and tablets continue to be the most popular mobile medium for the transmission of commercial advertisements (Duncan, Hazan & Roche, 2014). Mobile marketing is more advantageous for businesses than traditional marketing campaigns because it does the following: (i) give businesses a constant line of communication with their customers; (ii) assist in creating special offers to meet specific targets; and (iii) assist in customizing messages for each customer based on his purchase history and demographic information (Berman, 2016).

According to Luxton (2009), customer perceptions toward mobile marketing are primarily influenced by the following factors: degree of amusement, incentive, legitimacy, technological familiarity, and frequency of messages. He investigated how attitudes on mobile advertising are also influenced by age, gender, and education. Consumer attitudes are influenced by several factors that vary depending on age and gender.

2.3 Empirical Review

Haider (2014) carried out a study on consumers' perceptions of mobile advertising apps. The study's goals were to ascertain how consumers felt about mobile advertisements and the value of cell phones as a means of communication in the marketplace. The study used multiple regressions and ANOVA for analysis of data. Since young people in Pakistan primarily use cell phones for media consumption, the study concluded that the content of advertisements has a significant impact on consumer attitudes toward mobile advertising. The analysis also showed that, although the mobile phone sector the clouding business impact, consumer attitudes are negatively impacted by irritation from ads; on the other hand, consumer perceptions are strongly positively impacted by entertainment and credibility. As a result, the study recommended managers to carefully design strategies in order to optimize their efficacy and objectives.

A study of mobile web display and mobile app display advertisements was conducted by Le and Nguyen (2014) to investigate attitudes regarding mobile advertising. The objectives of the study were to differentiate between mobile web display and mobile app display advertisements, to explore the impact of credibility and entertainment in mobile

advertising on consumer attitudes and purchasing behavior. The research used multiple regression for analysis of data. It is evident from this survey that a significant number of users hold negative attitudes towards advertising, underscoring the significance of mobile advertising. Customers are more inclined to see and consider purchasing products and services advertisements on mobile devices if they can provide them with amusement and credibility. The study concluded the subjects such as entertainment, informativeness and concise garnered the highest response rates.

Lun et al., (2014) conducted a research on consumer attitude towards mobile advertising in the city of Malaysia. The aim of the study was to examine the factors influencing Malaysian consumers' perceptions of advertising. The data analysis in the study was done using multiple regression and the Pearson correlation test. The outcome found that Customers' attitudes about mobile advertisements are positively impacted by entertainment, information, and credibility. The irritation impacted negatively.

Ting & Rum (2015) researched on attitude towards advertising: A young generation cohort's perspective. The study aimed to investigate young consumers' views on advertising from generation perspective. The data was analysed by using descriptive statistics and multiple regressions. The result found the product information, social image, being good for the economy, not being materialistic and truthfulness have significant effect on Neoteric-inheritors' attitude towards advertising. This study offers valuable insights into the perceptions of advertising among young consumers in developing markets. It explored the impact of advertising beliefs and personal values on attitudes and behavioral intentions.

Huq et al., (2015) researched on customer's attitude towards mobile advertising in Bangladesh. The study's goal was to investigate Bangladeshi consumers' perceptions of mobile advertising through which marketers can scan the real scenario. The research used factor analysis and multiple regression to analyse data. The result indicated that incentives, entertainment, informativeness, and credibility all had a favorable impact on customer attitude, while irritation had a negative influence. It helped in the formulation of sound business judgments and competitive strategies for efficient marketing and communication.

Salem (2016) studied on factors affecting consumer attitudes, intentions and behaviors toward SMS advertising in Palestine. The study examined the relationship between

independent variables (entertainment, informativeness, irritation, and credibility) and the dependent variable (consumer attitudes toward SMS advertising), as well as the relationships between consumer attitudes, intentions, and behaviors. The research used cronbach's a coefficient test to analyse the data. The findings of the study demonstrated a significant relationship between the independent variables and the dependent variable, which is consumer attitudes toward SMS advertising. The study concluded the scarcity of research on consumer attitudes toward SMS advertising in Arab countries like Palestine, as well as the global insufficiency of studies exploring intentions and behaviors related to SMS advertising

Kasuma & Bibi (2016) conducted a study on relationship and effect of entertainment, informativeness, credibility, personalization and irritation of generation y's Attitudes towards SMS advertising. The study aimed to identify generation y's views and perceptions towards SMS advertising in Malaysia, amidst the rapid growth of mobile phone usage it investigate the relationship and impact of Entertainment, Informativeness, Credibility, and Personalization on their perceptions. The research used multiple regression and pearson correlation coefficients for analysis of data. The study revealed a prevailing negativity towards SMS advertising among generation y in Malaysia.

Aramendia & Olarte (2019) conducted study entitled 'consumers' attitude towards mobile advertisement: an updated vision'. The study aimed to identify the impact of entertainment as a variable on attitudes towards mobile advertising. The method used in this study was cronbach's alpha and correlation analysis for data analysis. Despite varying attitudes, both positive and negative, consumers continue to engage with SMS advertising. This study contributed to a deeper understanding of the evolving perceptions surrounding SMS advertising, reaffirming its enduring efficacy in contemporary marketing strategies.

Boon et al. (2019) researched on mobile advertising: an insight of consumers' attitude in Melaka, Malaysia. The study aimed to determine the significance of mobile advertising. The research used structural equation modelling to evaluate the relationships between variables and test hypotheses to measured data. The findings provided valuable insights for marketers, offering a deeper understanding of the interplay between consumer attitudes and mobile advertising, thereby enhancing their strategic decision-making processes in this dynamic marketing landscape.

Rajesh et al., (2019) conducted a research on factors influencing consumers' attitudes toward SMS advertisement: evidence from Mauritius. The study purposed to investigate factors influencing consumers' attitudes towards SMS advertisement. The research used multiple linear regression, correlation and ANOVA for analysis of data. The study identified a favorable relationship between informational value, trustworthiness, and SMS marketing potential. The results underscored the importance for marketing managers to present precise information in an enjoyable manner, while avoiding elements in SMS adverts that may cause irritation. These insights hold significant ramifications for marketers that want to maximize the advantages of mass advertising through the creation and execution of successful SMS marketing programs.

Goh et al., (2020) studied on factors influencing consumers' intentions to buy mobile advertising. Examining the variables influencing Malaysian consumers' purchasing intentions with regard to mobile advertising was the study's goal. The research analyzed data using the correlation coefficient. Despite having aspects of enjoyment, fun, and good effect, the results showed that entertainment had a favorable impact on advertising value. This study offered valuable insights into consumer purchasing intentions towards mobile advertising, aiding mobile advertising companies in refining their marketing strategies to attract more consumers.

Alwreikat & Rjoub (2020) executed a research on the influence of mobile advertising wearout on customer annoyance, consumer engagement, and their loyalty. The study aimed to find out the effects of mobile advertisement on the irritation and identified intrusiveness, highlighting its significance in direct communication between firms/brands and consumers via mobile and smart devices. For data analysis, beta coefficient and least squares structural equation modeling (PLS-SEM) are used. The study concluded that mobile ad wearout significantly influences consumer irritation and intrusiveness, subsequently affecting consumer engagement and loyalty, thus emphasizing the need for a balanced approach in mobile advertising strategies.

Panjiyar (2021) conducted research on customer attitude towards mobile advertising in Kathmandu valley. The study focused on five variables to investigate the impact of informativeness, entertainment, customization, legitimacy, and irritation on consumers' perceptions of mobile advertising. The research used Pearson correlation for analysis of data. The result indicated that consumers disagree that mobile advertising is a reliable

source of sales information and believe it to be less useful. The results showed that customers were more interested in material that was both entertaining and relevant.

Shahina & Sachitra (2021) conducted the research on mobile marketing initiatives on consumer attitudes and buying behaviour of young consumer in Sri Lanka. The research examined the influence of innovative mobile marketing services on customer attitudes and buying behaviours, recognizing mobile marketing as a significant phenomenon in modern marketing communications. The research used multiple regression for data analysis. The findings revealed statistically significant relationships between mobile app marketing and SMS marketing with customer buying behavior, with customer attitudes mediating the relationship between mobile app marketing and buying behavior. These results highlighted the importance of mobile marketing initiatives in connecting businesses with customers and underscore the need for marketers to understand their influence on consumer attitudes and behaviors for effective marketing strategies.

Ariffin et al., (2022) conducted a research on effects of Malaysian consumer's emotions on attitude towards mobile advertising of cosmetic products. The objective of the research was to examine the relationship between positive and negative emotions and consumer attitudes towards positive and negative appeals in mobile advertising of cosmetics. The data were analysed using correlation coefficient. The findings concluded that positive emotions significantly influence attitudes towards positive appeals, while negative emotions have a significant negative impact on attitudes towards negative appeals. These findings underscored the importance of incorporating both positive and negative emotions in mobile advertising strategies to enhance advertising effectiveness and consumer engagement.

Omar & Hussain (2022) studied on consumer perception towards mobile advertising: a case of service sector in Pakistan. The study investigated consumer purchase intention in relation to the perceived usefulness. The study used correlation for analysis of data. The study concluded that consumer purchase intention is significantly influenced by the perceived usefulness of mobile advertising and showed high purchase intention towards telecom products after exposure to mobile advertisements.

Hadi & Aslam (2023) executed a research on demographic factors and consumer attitudes towards unsolicited mobile-based marketing messages. This study investigated the consumer attitudes towards unsolicited mobile-based advertising messages in Pakistan.

The data was analysed by using t-tests and one- and two-way ANOVA. The study found significant differences in mean scores based on age, education, and profession, with notable main effects for age and gender identified through two-way ANOVA. The study emphasized the importance of respecting consumer privacy and obtaining permission for mobile-based advertising to mitigate negative perceptions among consumers, ultimately advocating for ethical practices in mobile marketing.

Etuk & Udonde (2024) conducted a research on mobile marketing and consumer's purchasing decision among students of tertiary institutions in Akawa Ibom state. The objective of the research was to explore the relationship between mobile marketing and consumer's purchasing decision. The research used spearman correction coefficient to test the hypothesis stated. The major finding of the data analysis exposed a positive and significant relationship between the dimensions of mobile variables and consumer purchasing decision in Nigerian students.

Wilujeng et al., (2024) conducted a research on the effect of mobile advertising on purchase intention through advertising value and flow experience on smartphone users. The study aimed to explore the relationship between mobile advertising and purchase intention among Indonesian smartphone users, focusing on the mediating roles of advertising value and flow experience. The study used regression coefficient for data analysing. The research concluded significant and positive impact of mobile advertising on purchase intention, mediated by both advertising value and flow experience, thus highlighting the importance of these factors in shaping consumer behavior in the mobile advertising landscape.

Zaheer (2024) conducted a research on exploring factors affecting Pakistani student's intensions to accept and use mobile advertising. The research aimed to explore the factors affecting respondents' willingness to accept and utilize mobile advertising to include perceived enjoyment, perceived irritation, and personalization. The study used partial least squares structural equation modelling (PLS SEM) and regression coefficient to analyse the data. The study found that when mobile ads are personalized to match people's needs and personalities, they're more likely to want to use them. Also, if people have a positive attitude toward using mobile ads, they're more likely to actually use them for buying things, which matches what other studies have found before.

2.3.1 Entertainment Value

Ahmadi, Masrour and Khaksar (2013) demonstrated the importance of entertainment in mobile advertising. Entertainment in mobile ads can boost their value to customers, as it aligns with their need for enjoyment, aesthetic appeal, and emotional satisfaction. (Kim and Han, 2015). In order to influence consumers, marketers must include different videogames, audiovideo, and graphic apps in their mobile advertising campaigns. The majority of customers, who are children and young people, find entertainment value in advertisements of any kind; nevertheless, the real consumers are adults and older individuals, who generally find entertainment value to be objectionable (Saeed et al., 2013). Offering games and prizes through text messages keeps customers engaged and happy (Haghirian and Dickinger 2004). Entertaining advertising messages can build Entertainment plays an important role to be specific and significant because it ascertains the response's perspective on a mobile ad. Its favorable correlation with advertising value has been verified by empirical research (Martins et al., 2019).

2.3.2 Informativeness

Informativeness refers to the quality or degree of providing useful or valuable information to the customers. One of the most important aspects that marketers and advertisers should take into account when trying to change consumers' perceptions of mobile advertising is informativeness (Boon, 2019). Information that is thorough and comprehensive must be given to customers (Saeed et al., 2013). Advertising value was shown to be influenced by informativeness (Martins et al., 2019). The positive impact of informativeness on the perceived value of mobile advertising is higher for prevention-focused than for promotion-focused consumers (Kim, 2019)

2.3.3 Irritation

Perceptions of irritation involve unpleasant emotions, particularly annoyance, discomfort, and frustration. Customers will become irritated if they are subjected to high-frequency advertising, especially if advertisers use overly aggressive tactics to upset, annoy, or insult them. (Goh et al, 2020). Oftentimes, repetitious material, execution, or location, as well as obtrusive pop-ups during private moments or while conversing, can irritate people when they are exposed to advertisement content (Brechman et al., 2016). Consumer perceptions of intrusiveness and displeasure are greatly increased by mobile ad wearout.

Consumer engagement declines with increased intrusiveness, yet consumer loyalty unexpectedly rises as a result. Increased irritation also results in lower consumer engagement, but it does not affect consumer loyalty. Irritation has been revealed to have negative impact on advertising value by Martins et al. (2019). Irritation felt from the unwanted and incomprehensible SMS advertisements (Rajesh, 2019). There is a negative correlation between consumers' attitudes towards SMS advertisements and their impression of the annoying parts of these advertisements. These ineffective marketing strategies have angered and unsettled the majority of people (Zabadi, 2012).

2.3.4 Company's Attitude towards Mobile Advertising

Companies increasingly view mobile advertising as a critical component of their marketing strategies, recognizing its potential to reach a vast and engaged audience. They appreciate the ability to deliver personalized, real-time content that aligns with consumers' preferences and behaviors, enhancing the effectiveness of their campaigns. However, companies are also aware of the challenges, such as ad fatigue and privacy concerns, which can negatively impact consumer perceptions. As a result, they emphasize creating relevant, non-intrusive, and value-driven advertisements to maintain positive consumer relationships and achieve their marketing objectives (Lee, 2014). Mobile advertising is a distinctive channel that allows marketers to send customized messages tailored to consumers' characteristics and preferences, aiding in the management of long-term, healthy customer relationships. This ecosystem includes various players such as brands, advertising agencies, advertising networks, publishers, and users, all working together to achieve marketing goals. The three forms of mobile advertising that generate the most revenue are mobile web display, in-app display, and search/maps, according to Haghirian and Inoue (2006), the world's preeminent information technology research and consultancy firm.

Mobile advertising has become a critical component of the marketing strategies for many companies, and their attitudes towards it are generally positive due to several key reasons. Companies generally have a positive attitude towards mobile advertising due to its wide reach, ability to deliver personalized and data-driven ads, cost-effectiveness, and interactive formats that engage users effectively. Mobile advertising enables real-time engagement and can be seamlessly integrated with other marketing channels, providing a comprehensive marketing strategy.

2.4 Research Gap

Several international studies have explored customer attitudes towards mobile advertising, revealing various insights into its effectiveness and consumer perceptions. However, there is a noticeable gap in the context of Nepal, where few studies have been conducted to understand the impact of mobile advertising on customer attitudes. Most of the existing research in Nepal has been for academic purposes, with limited practical investigations into how Nepalese customers perceive and respond to mobile advertising. This lack of comprehensive research highlights a significant opportunity for further studies to explore the unique dynamics and preferences of Nepalese consumers regarding mobile advertising, which could provide valuable insights for businesses and marketers operating in the region. The current study attempts to pinpoint the different aspects of mobile advertising that influence consumer behavior. These variables have been identified to quantify the impact of mobile advertising on consumer attitude especially for this study, building on the findings of previous research.

By examining elements such as personalization, content relevance, frequency of ads, perceived intrusiveness, and overall user experience, the study seeks to provide a comprehensive understanding of how mobile advertising influences customer attitudes in the Nepalese context. This research will contribute to filling the existing gap and offer valuable insights for marketers aiming to optimize their mobile advertising strategies in Nepal.

CHAPTER III

RESEARCH METHODOLOGY

Research methodology is a structured framework through which a researcher plans and executes their research project. It encompasses a systematic and reasoned approach to how the research is conducted, detailing the steps and procedures used to gather, analyse, and interpret data. This chapter offers a thorough summary of the methodology and qualitative study, including the sort of research approach used and how the research was conducted. It describes the methodology of the study and how the problem discussion was used to develop the questionnaires. It ensures that the research is conducted systematically, with a clear rationale for each step, contributing to the overall reliability and validity of the thesis. The adoptive methodology for this research includes research design, sample and population size, sampling methodology, data analysis instruments, and data entry and analysis software.

3.1 Research Design

The research design utilized for this study encompasses both descriptive and causal research designs, with a survey approach for data collection. Since this study is using structured questionnaires, it can be classified as quantitative research. The target population for this study consists of mobile users in the Kathmandu valley.

3.2 Population and Sample

The study focuses on a specific population: male and female students aged 16 to 39 living in Kathmandu city who own a cell phone and can use the internet. In this study, the population comprises both male and female consists of students aged 16 to 39. The sample is taken from students living in Kathmandu city who own a cell phone and can use the internet. Non-probability sampling of convenience sampling was used, which involves selecting respondents who are easily accessible and willing to participate. A sample size of 180 is manageable in terms of data collection and analysis, allowing for a thorough and efficient study within the available resources and time constraints. With a sample of 180 respondents, descriptive analysis can effectively describe the sample characteristics and provide insights into the population being studied.

3.3 Nature and Sources of Data

This study used primary sources of data. Primary data provides information from questionnaires about the variables that are depicted in our framework. Customers' behavioral intents for mobile adverts as well as their personal information pertaining to demo graphs were included in the inquiry. The survey questionnaire is used to gather data; however, some questionnaires are sent by email. This procedure entails: (1) creating questions using a 6-point Likert scale; and (2) distributing and completing the questionnaire by email and survey. The data collected from respondents were evaluated and imported to SPSS. A set of 180 questionnaires is distributed. Secondary data was gathered from various sources, including reports, previous research studies, published articles, and online journals, all focusing on customer attitudes towards mobile advertising.

3.4 Instrumentation

The questionnaires were designed using a range of variables identified in the research framework. They include close-ended questions, single-choice responses, and Likert scale questions. The questionnaire is divided into two sections:

- **Section One:** This section contains demographic and background questions to gather basic information about the respondents.
- **Section Two:** This section consists of statements related to the research variables, which respondents rate using a six-point Likert scale.

The six-point Likert scale ranges from 'strongly disagree' to 'strongly agree,' allowing for nuanced responses. This scale is used to measure both dependent and independent variables. Each variable is assessed through several statements designed to capture different aspects of the respondents' attitudes and perceptions. This approach ensures comprehensive data collection on the factors influencing customer attitudes towards mobile advertising.

3.5 Data Analysis Techniques

The collected data was thoroughly analyzed using a range of statistical tools and techniques to ensure accuracy and reliability. The analysis included:

- **Reliability Test (Cronbach's α):** This test was conducted to assess the internal consistency of the questionnaire, ensuring that the items measured the same underlying concept.
- **Factor Analysis:** This technique was used to identify the underlying relationships between variables and to reduce the data to a smaller set of factors.
- **Multiple Regression Analysis:** This analysis helped determine the impact of independent variables on the dependent variable, providing insights into predictive relationships.
- **Pearson Correlation:** This statistical measure was used to assess the strength and direction of the linear relationship between pairs of variables.

The data was processed and analyzed using SPSS version 20.0 and Microsoft Excel, which facilitated detailed and comprehensive statistical analysis.

Based on the research articles of previous following regression is developed.

$$Y = \alpha + \beta_1(X_1) + \beta_2(X_2) + \beta_3(X_3) + E_i \dots\dots\dots i$$

where, Y = Consumer attitude towards mobile advertising (AT)

α = a constant, the value of Y when all X values are zero

β_i = the slope of the regression surface

X1 = Entertainment (EN)

X2 = Informativeness (IN)

X3 = Irritation (IR)

E_i = Error

3.6 Reliability Test

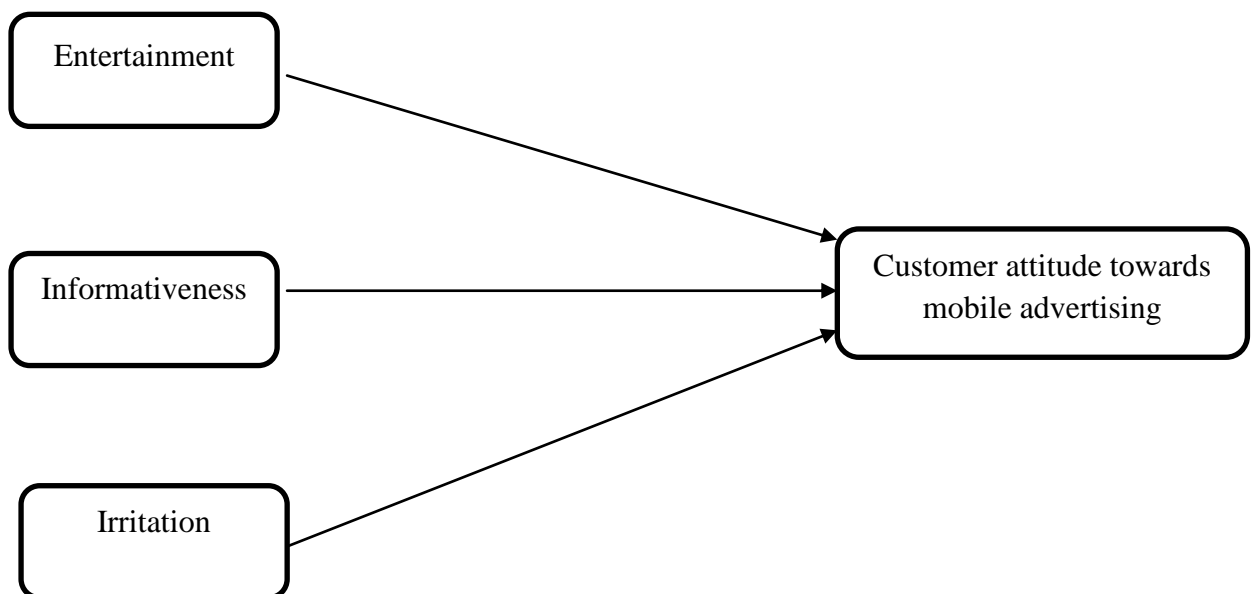
The study used the Cronbach's Alpha test to assess internal consistency, a measure of reliability. Data is considered reliable if the Cronbach's Alpha value exceeds 0.7.

3.7 Research Framework

The below theoretical framework is based on various studies and analyses.

Independent Variables

Dependent Variables



Source: Ducoffe (1995)

Figure 1 Theoretical Framework

The given framework shows the hypothesized effect of entertainment, informativeness and irritation with customer attitude towards mobile advertising

CHAPTER IV

RESULTS AND DISCUSSION

This section presents the empirical findings and statistical analysis from the primary research collected through the survey questionnaire. Statistical package for social science (SPSS) version 20.0 is used to process the data and conduct the quantitative analysis with various statistics, charts and graphs to illustrate the findings in an insightful and comprehensive manner.

The data were analysed according to the research methodology, which includes the analysis of data, conversation, and interpretation. The techniques such as reliability test (Cronbach α), factor multiple regression analysis, Pearson correlation are presented. Data analysis and the relationship between dependent consumers' attitudes and independent variables: Informativeness, Entertainment and Irritation are done using correlation analysis.

4.1 Demographic Profile of the Respondents

This section represents two demographic variables gender and age of respondents.

4.1.1 Distribution of respondents by gender

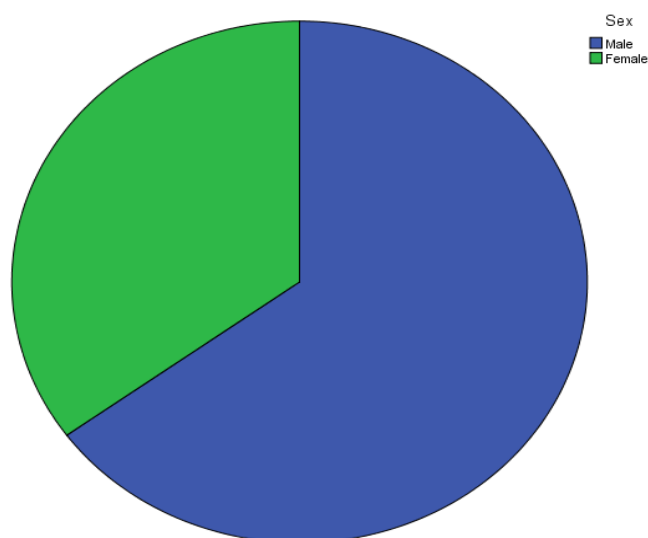


Figure 2 Gender

Figure 2 displays the respondents' percentage distribution according to gender. The data is collected and analysed from 180 respondents, with 117 males or 65% of the total and 63 females representing 35% of the sample. Thus, male respondents constitute a higher proportion of the total sample.

4.1.2 Distribution of respondent by age group

Figure 3 Age group of respondents

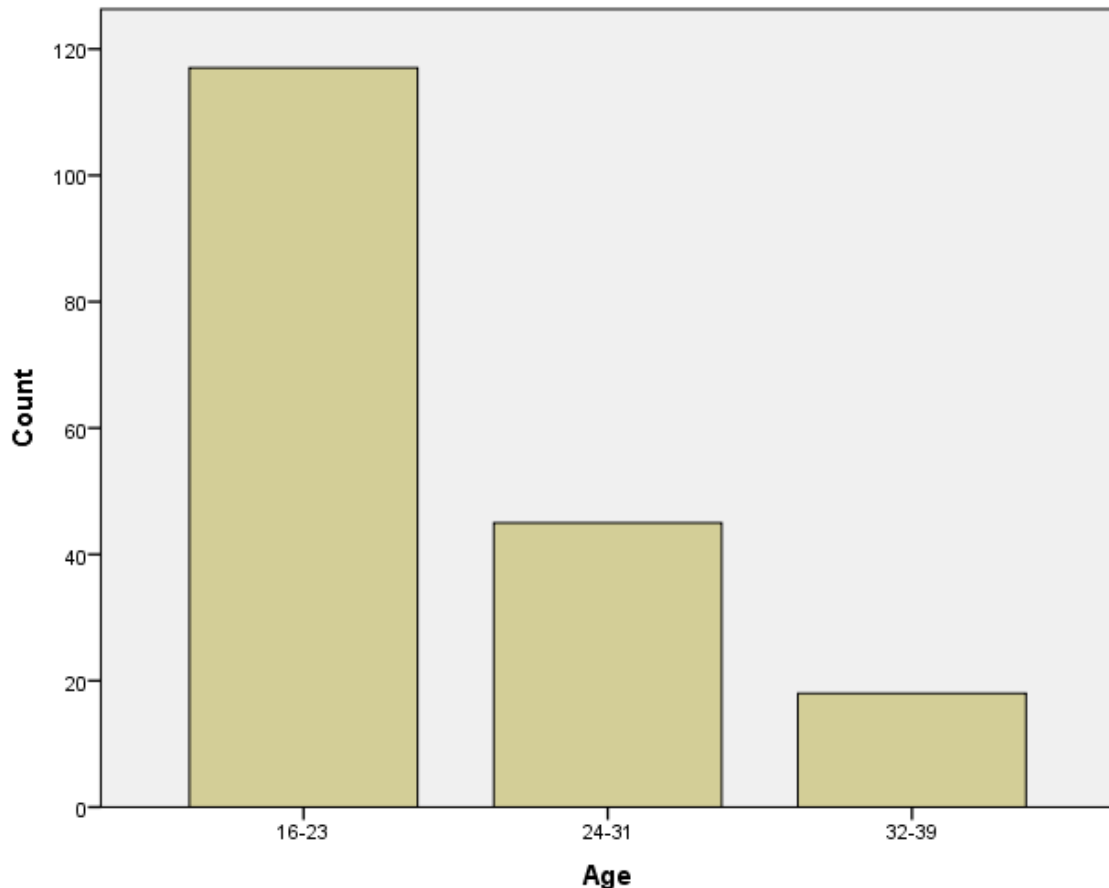


Figure 3 displays the respondents' percentage distribution according to age group.

Age groups 16 to 25 accounted for the largest percentage of responders, with 65% (117). The age group of 24-31 years accounted for 25% (45) of the respondents, while the age group of 32-39 years accounted for 10% (18), gender-based distribution of the responders.

4.2 Descriptive Analysis of Independent Variable

This chapter presents the results of the statistical analysis discussed earlier. The first steps in data analysis were to compute averages and frequency distributions to gain understanding of the data. Here is how they are calculated and examined:

4.2.1 Descriptive Analysis of Entertainment

Four distinct statements on the degree of entertainment are included in this study, and each statement is rated on a 6-point Likert scale, with 1 representing strongly disagree and 6 representing strongly agree. The outcomes are displayed in Table 1.

Table 1

Descriptive analysis of entertainment

Particular	N	Mean	Std. Deviation
Mobile advertising is enjoyable.	180	3.56	.762
Mobile advertising is entertaining	180	3.60	.729
Mobile advertising is fascinating.	180	3.81	.661
Mobile advertising is appealing.	180	3.53	.573

Source: Filed Survey 2023-2024

The mean value and standard deviation of several statements that convey amusement are shown in Table 1. In this case, the mean value is all less than 4, indicating that respondents may not think that mobile advertising is intriguing, engaging, fun, or attractive. The entertainability of mobile advertising is refuted by respondents.

The claim that "Mobile advertising is appealing" gets the lowest mean value in this instance, 3.53. This indicates that respondents do not find it enticing to use mobile ads.

4.2.2 Descriptive Analysis of Informativeness

Four distinct statements on the degree of informativeness are included in this study, and each statement is rated on a 6-point Likert scale, with 1 representing strongly disagree and 6 representing strongly agree. The outcomes are displayed in table 2.

Table 2
Descriptive analysis of informativeness

Particular	N	Mean	Std. Deviation
Mobile advertising is good source of sales information.	180	4.43	.635
Mobile advertising provides exclusive information	180	4.16	.596
Mobile advertising keeps up to date	180	3.58	.762
Mobile advertising provides information on time	180	3.81	.661

Source: Filed Survey 2023-2024

According to Table 2, the statement "Mobile advertising is good source of sales information" has the greatest mean (4.43), with a standard deviation of 0.635. The least mean for the statement "Mobile advertising keeps up to date" is 3.81, indicating a somewhat disagree position, while the mean for the statement "Mobile advertising provides information on time" is 3.58, indicating a slightly disagree position. Table 2's overall result indicates that consumers are impacted by the information found in mobile advertisements, as seen by their agreement that these advertisements are a source of unique and exclusive information.

4.2.3 Descriptive Analysis of Irritation

Four distinct statements on the degree of irritation are included in this study, and each statement is rated on a 6-point Likert scale, with 1 representing strongly disagree and 6 representing strongly agree. The outcomes are displayed in table 3

Table 3

Descriptive analysis of irritation

Particular	N	Mean	Std. Deviation
Mobile advertising is often annoying	180	4.49	.875
Mobile advertising is displeasing	180	4.21	.634
Mobile advertising is frequently irritating	180	4.72	.757
Mobile advertising is excessive and unregulated.	180	4.32	.749

Source: Filed Survey 2023-2024

The mean value and standard deviation of many statements that express irritation are shown in Table 3. The statement "Mobile advertising is frequently irritating" has the highest mean, 4.72, with a standard deviation of 0.757. The average number indicates that consumers find the advertisements on their mobile phones annoying.

Table 3's overall result indicates that all mean values are more than 4, indicating that respondents generally believe that mobile advertising is annoying, displeasing, irritating and unregulated.

4.3 Relationship between Independent Variables and Customer Attitude

The data and the connection between the independent and dependent variables are analyzed using Pearson correlation analysis. The objectives of this study is to explore the relationship of Customer attitude with entertainment, informativeness and irritation.

The association between customer attitude and the factors of entertainment, informativeness and irritation.is displayed in the table below.

4.3.1 Relationship between Entertainment and Customer attitude

Table 4

Correlation matrix between entertainment and Customer attitude.

		Entertainment	Customer Attitude
Entertainment	Pearson Correlation	1	.015
	Sig. (2-tailed)		.841
Customer Attitude	Pearson Correlation	.015	1
	Sig. (2-tailed)	.841	

** Correlation is significant at the 0.05 level (2-tailed).

The association between entertainment and consumer attitude is seen in Table 4.4. According to the investigation, there is a positive correlation between client attitude and entertainment, as evidenced by the r value of .015. Nonetheless, the p-value above the significance limit of 0.05 at .841. It demonstrates the statistically significant association between client attitude and entertainment.

4.3.2 Relationship between Informativeness and Customer Attitude

Table 5

Correlation matrix between informativeness and Customer attitude

		Informative	Customer Attitude
Informative	Pearson Correlation	1	.083
	Sig. (2-tailed)		.266
Customer Attitude	Pearson Correlation	.083	1
	Sig. (2-tailed)	.266	

** Correlation is significant at the 0.05 level (2-tailed).

The association between informativeness and client attitude toward mobile advertising is explained in Table 5. The investigation reveals a positive correlation between informativeness and client attitude toward mobile advertising, with a r value of 0.083. Nevertheless, the p -value exceeds the significance level of 0.05 at 0.266. It demonstrates the strong correlation between consumer attitude and informativeness.

4.3.3 Relationship between Irritation and Customer attitude

Table 6

Correlation matrix between Irritation and Customer attitude

		Irritation	Customer Attitude
Irritation	Pearson Correlation	1	-.103
	Sig. (2-tailed)		.170
Customer Attitude	Pearson Correlation	-.103	1
	Sig. (2-tailed)	.170	

** Correlation is significant at the 0.05 level (2-tailed).

The correlation between irritation and customer attitude is seen in Table 6. According to the study, there is a negative correlation between consumer attitude and irritation ($r = -0.103$). Nonetheless, the p -value above the significance limit of 0.05 at .170. It demonstrates the detrimental effects of annoyance and consumer attitude.

4.4 Regression Analysis of Independent Variables and Customer Attitude

Examining the single dependent variable by a group of independent variables is the main goal of multiple regression analysis. The impact of amusement, informativeness, and irritation on consumers' attitudes toward mobile advertising will be examined based on the findings.

The study's objectives are served by looking over the data and analyzing it to see if the hypotheses it identified may be tested. The link is presented by the following regression equations:

$$CA = \beta_0 + \beta_1 \text{Ent} + \beta_2 \text{Inf} + \beta_3 \text{Irr} + e_i \dots \dots \dots i$$

Where,

CA= Customer Attitude

Ent= Entertainment

Inf= Informativeness

Irr= Irritation

e_i = Error

Table 7

Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.134 ^a	.018	.001	.614

a. Predictors: (Constant), irritation, informative, entertainment

Table 7 shows the value of R-square at 0.18 indicated that 18% of the consumer attitude towards m-advertising was significant by entertainment, informativeness and irritation.

The Adjusted R², a coefficient of determination, indicates that only 1% of the variance in

Three independent variables account for "customer attitude towards mobile advertising": informativeness, irritation, and entertainment.

Table 8
ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.205	3	.402	1.065	.366 ^b
	Residual	66.373	176	.377		
	Total	67.578	179			

a. Dependent Variable: Customer Attitude

b. Predictors: (Constant), irritation, informative, entertainment

The ANOVA table 8 shows that the independent variables (irritation, informativeness, and entertainment) collectively explain a small portion of the variance in customer attitudes towards mobile advertising. However, the model is not statistically significant, as indicated by the F-statistic (1.065) and its corresponding p-value (0.366). This suggests that the predictors used in this regression model do not significantly explain the variation in the dependent variable.

Table 9

Multiple regression analysis

Result of nature of relationship between Inf, Ent, Irr on CA

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	1.229	.359			3.424	.001
informative	.349	.312	.084		1.116	.266
entertainment	.011	.094	.009		.117	.907
irritation	-.156	.112	-.104		-1.394	.165

- a. Dependent variable- Customer Attitude
- b. Independent variable- Ent, Inf, Irr

Nature of relationship

Based on the SPSS output, the following multiple regression equation was formed:

$$\text{Customer Attitude} = 1.229 + 0.11 \text{ Entertainment} + 0.349 \text{ Informativeness} + (-0.156) \text{ Irritation}$$

The preceding linear equation shows that the independent variables, entertainment and informativeness, have a positive connection with the dependent variable, consumer attitude. However, there is a negative correlation between independent variable irritation and consumer attitude.

This result output demonstrates that when another dependent variable stays constant, informativeness will rise by 0.349 with a 1-unit increase in attitude. Entertainment will rise by 0.011 when one value unit of client attitude is increased, while the other independent variables stay the same. Furthermore, a one-unit rise in customer attitude values corresponds to a 0.156-unit drop in irritation values.

The findings also suggest that customer attitude is positively impacted by entertainment and informativeness, as evidenced by the sig. values of 0.266 and 0.907, which are larger than the significance level of 0.05. At 0.165, irritation has a significant value that is higher than the 0.05 threshold. Here, attitudes are unaffected by the independent factors.

4.5 Test of Significance

First hypothesis

H1: Entertainment has positive impact on attitudes towards mobile advertising.

According to Table 9, the significance value for entertainment is 0.907. Since this exceeds the p-value threshold of 0.05, we accept H1, demonstrating that entertainment does not have a significant impact on customer attitudes towards mobile advertising.

Second hypothesis

H2: Informativeness has positive impact on attitudes towards mobile advertising.

Table 9 indicates that the informativeness significant value is 0.266. The fact that this number is greater than the p-value of 0.05 means that H1 is accepted, demonstrating that informativeness has no significant impact on consumers' attitudes on mobile advertising.

Third hypothesis

H3: Irritation has positive impact on attitudes towards mobile advertising.

Table 9 indicates that irritation has a significant value of 0.165. Since this number is greater than the p-value of 0.05, the hypothesis is accepted, demonstrating that irritation has no effect on consumers' perceptions of mobile advertising.

4.6 Summary of Hypothesis Testing

Table 10
an overview of the hypothesis testing results

Hypotheses	Value scored	Determination
<i>H₁: Entertainment has positively impact on attitudes towards mobile advertising.</i>	P= 0.907 (p>0.05)	Rejected
<i>H₂: Informativeness has positively impact on attitudes towards mobile advertising.</i>	P= 0.266 (p>0.05)	Rejected
<i>H₃: Irritation has positively impact on attitudes towards mobile advertising.</i>	P= 0.165 (p>0.05)	Rejected

4.7 Discussion

This study was done to identify the relationship and influences of various factors of mobile advertising on the customers and buying behaviour in Kathmandu. The total sample size is 180 respondents of Kathmandu Valley, which consist up to 117 males or 65% of the total and 63 females or 35%. The result found that mobile advertising influence for the customer attitude and customer attitude influence for the relation between mobile advertising and customer attitude. It found that there is no relationship between mobile advertising and customer attitude and customer attitude do not affect the relationship between mobile advertising and customer buying behaviour; the result is

supported by the finding of Shahin and Sachitra (2021). The study stated that consumers' attitudes toward mobile advertising is favorably connected with information and entertainment, a finding that is corroborated by Le and Nygen (2014), Haider (2014), Huq et al (2015).

CHAPTER V

SUMMARY AND CONCLUSION

5.1 Summary

This chapter presents a summary, conclusions, and actionable implications of the study. The purpose of the study is to explore the connection between the independent variables, and how these factors influence customer attitudes toward mobile advertising. The second chapter introduced three hypotheses relevant to this study, highlighting their significance. This evaluation will summarize and discuss each hypothesis, as well as their implications.

Entertainment has a favorably impacted according to the initial hypothesis and the finding of the study supported the relationship. It also demonstrates that consumers find mobile advertising fascinating and entertaining. H1 is approved.

According to the second hypothesis, customers' perceptions of mobile advertising are positively impacted by informativeness. The result shows that informativeness has significant impact on customer attitudes as H2 is accepted. This finding is not supported in the context of customers in the Kathmandu Valley. One possible reason for this outcome is that people may not perceive the information provided in mobile advertisements as reliable. As a result, customers in Kathmandu are less influenced by informativeness in mobile ads. Despite H1 being accepted, the research objective of examining the influence of informativeness on customer attitudes is achieved.

According to hypothesis third, the attitudes toward mobile advertising is favorably correlated with irritation. As H3 is accepted, the finding demonstrates that customers' attitudes on mobile advertising are significantly impacted by irritation. Irritation provides only negative dimension of consumer attitudes towards mobile advertising.

5.2 Conclusion

The purpose of this study is to investigate how customers in the Kathmandu Valley feel about mobile advertising, revealing that entertainment and informativeness positively influence customer sentiments, while irritation has a significant negative impact. The study finds that informativeness is the most influential factor on consumer attitudes. Although consumers generally view mobile advertising as a valuable source of

entertainment and information, irritation can detract from these positive perceptions. Consumers also consider mobile advertising to be reliable and dependable, often referring to personalized ads when making purchases, though they find mobile ads only somewhat interesting and amusing.

The research indicates that consumers appreciate mobile advertising for providing useful information and exclusive details about sales, which enhances their purchasing decisions. The informativeness of ads is more critical than their entertainment value in influencing consumer behavior, with irritation negatively impacting purchase intentions. This suggests that in developing countries like Nepal, the primary factors shaping attitudes toward mobile advertising are the informativeness and relevance of the content, rather than its entertainment value.

Overall, the study highlights the importance of delivering relevant and personalized marketing messages to build consumer trust and foster loyalty. As mobile phones become essential daily tools, especially for adults, they offer marketers a potent channel for connecting with potential customers. Mobile advertising, therefore, plays a crucial role in shaping consumer sentiments and driving purchase behavior, presenting significant opportunities for businesses to effectively promote their products and services.

5.3 Implications

The findings of the study carry significant implications for management, policymakers, investors, and researchers in this field. These implications are categorized into two areas: managerial insights and suggestions for future research by academicians.

5.3.1 Managerial Insights

Advertising should provide more helpful and informative content to consumers. Improving the usefulness of mobile ads can greatly benefit companies. Advertisers should include fun elements like games and puzzles to enhance enjoyment. Additionally, mobile ads should be informative, providing relevant and trustworthy information. Ads need to be relevant, interesting, personalized, and limited in number to avoid irritating customers. This study will help e-marketers and business professionals recognize the importance of mobile advertising and use it to boost their brands and sales. However, further research is needed to validate these findings as they may not be comprehensive.

5.3.2 Implications for Future Research

This study provides valuable insights for academics and can serve as a foundation for further research. Future researchers should consider measuring additional variables to enhance the accuracy of their findings on customer attitudes towards mobile advertising. Improvement in methodology, demographic variables, and sample size, along with advanced analytical tools, can increase the accuracy of the findings. Additionally, Further studies could be conducted in Nepal with a more diverse sample, including people from various regions, age groups, and professions, to enhance the generalizability of the findings.

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a) Yes

b) No

7) Does mobile advertising provide irritation?

a) Yes

b) No

8) Which variables has significant impact on customer attitude towards mobile advertising?

a) Informativeness

b) Entertainment

c) Irritation

Please put a tick (√) for the most preferred question

1 =Strongly Disagree,

2 = Disagree,

3 = somewhat disagree,

4 = Somewhat Agree,

5 = Agree,

6= Strongly Agree

1. Informativeness

Statement	1	2	3	4	5	6
Mobile advertising is good source of sales information.						
Mobile advertising provides exclusive information.						
Mobile advertising keeps up to date.						
Mobile advertising provides information on time.						

2. Entertainment

Statement	1	2	3	4	5	6
Mobile advertising is enjoyable.						
Mobile advertising is entertaining						
Mobile advertising is fascinating.						
Mobile advertising is appealing.						

3. Irritation

statement	1	2	3	4	5	6
Mobile advertising is often annoying						
Mobile advertising is displeasing						
Mobile advertising is frequently irritating						
Mobile advertising is excessive and unregulated.						

CUSTOMER ATTITUDE TOWARDS MOBILE ADVERTISING

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ABSTRACT Mobile advertising leverages the ubiquity and engagement of smartphones to reach consumers through targeted ads on mobile apps, websites, and social media platforms. This form of advertising is highly effective due to its personalized nature, utilizing data analytics and user behavior to deliver relevant content. Formats include banner ads, video ads, native ads, and in-app ads, each designed to integrate seamlessly with the user experience. The rise of mobile usage has made it a crucial channel for marketers, offering real-time feedback and the ability to reach users anytime, anywhere, thereby driving higher engagement and conversion rates. The purpose of this study, "Customer Attitude towards Mobile Advertising," was to investigate how informativeness, entertainment, and irritation affect consumers' perceptions of mobile advertising. This study's main goals are to investigate consumer perceptions of mobile advertising. 180 samples were taken from respondents in the Kathmandu by the researcher using the structured questionnaire and analysed using Statistical package for social science (SPSS) and Microsoft Excel. The current study demonstrates that informativeness is the most influential factor on consumer attitudes. Although consumers generally view mobile advertising as a valuable source of entertainment and information, irritation can detract from these positive perceptions Findings indicate that personalized and contextually relevant ads are generally well- received, enhancing user engagement and positive attitudes. Conversely, excessive or intrusive ads contribute to ad avoidance and negative perceptions. The study underscores the importance of balancing ad frequency and personalization to optimize customer acceptance. These insights offer valuable guidance for marketers aiming to design effective mobile advertising strategies that align with consumer preferences and enhance user experience. Keywords: Consumers' attitude; Mobile advertising; Entertainment; Informativeness; Irritation ii CHAPTER I INTRODUCTION 1.1 Background of the Study In today's globalized world, effective communication is crucial, as promotional tools help create