THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY

MOBILE ADVERTISING ATTRACTIVENESS AND ITS DETERMINANTS

Master's Thesis

DİLARA MATARACI

ISTANBUL, 2013

THE REPUBLIC OF TURKEY

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ÖNSÖZ

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DİLARA MATARACI

May 2013

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ABSTRACT

MOBILE ADVERTISING ATTRACTIVENESS AND IT'S DETERMINANTS

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This study deals with mobile advertising attractiveness and its determinants; technology acceptance level of consumers and design features of the advertisement; as an outcome the impact of attractiveness on consumers' online and offline activities. In addition to these, the effect of product type and animation of the advertisement, on attractiveness is also investigated. In order to measure the impact of the characteristics of mobile advertising attractiveness, 4 different advertisements were created. Convenience- sampling method was used to collect data and survey was applied to 161 respondents. As a result of the study it was concluded that, design features of the advertisement has an impact on mobile advertising attractiveness and the more consumers find the advertisement attractive, the more likely they share it and take actions towards the product.

Keywords: Mobile Marketing, Mobile Advertising Attractiveness, Online WOM, Design Features of Advertisement

ÖZET

MOBİL REKLAM ÇEKİCİLİĞİ VE ETKİLEYEN FAKTÖRLER

Dilara MATARACI

Pazarlama

Tez Danışmanı: Doç. Dr. ELIF KARAOSMANOGLU

Bu çalışmanın amacı; mobil reklamın çekiciliğini ve mobil reklamın belirleyici faktörlerini; tüketicilerin teknoloji adaptasyon seviyesi, reklamın dizayn özellikleri ve bunların sonucu olarak mobil reklamın çekiciliğinin tüketicilerin online ve offline aktivitelerinde ki etkisini incelemektir. Bunlara ek olarak, ürün türü ve reklamda ki animasyonun etkisinin de mobil reklam çekiciliği üzerinde ki etkisini incelemektir. Bu etkenlerin mobil reklam çekiciliği üzerindeki etkiyi incelemek için, 4 farklı reklam yaratılmıştır. Kolayda örneklem metodu ile data toplanmış ve anketler 161 kişiye ulaşmıştır. Bu çalışmanın sonucunda, reklamın dizayn özelliklerinin mobil reklamın çekiciliği üzerinde etkisi olduğu ve tüketicilerin beğenisi arttıkça bu reklamı paylaşma ve doğrudan ürüne yönelik (ürünü aramak, incelemek vb.) aktiviteler yapacakları sonuçlarına varılmıştır.

Anahtar Kelimeler: Mobil Pazarlama, Mobil Reklam Çekiciliği, Mobil Reklam Dizayn Özellikleri

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ABBREVIATIONS

ANOVA: Analysis of Variance
BST   :   Bartlett Test of Sphericity
KMO   :   Kaiser-Mayer-Olkin
MAA   :   Mobile Advertising Attractiveness
MMS   :   Multimedia Messaging Service
MSA   :   Measure of Sampling Adequacy
O-WOM: Online Word of Mouth
PEOU   :   Perceived Ease of Use
PU   :   Perceived Usefulness
RA   :   Relative Advantage
SMS   :   Short Message Service
SPSS   :   Statistical Package for the Social Sciences
TAM   :   Technology Acceptance Model
TRA   :   Theory of Reasoned Action

1. INTRODUCTION

Today with the developing mobile technology new concepts emerged in marketing, which are called 'mobile marketing' and 'mobile advertising'. As mobile technology has advanced; companies also started integrating more and more with the mobile commercial communication tools; not only text messages but also multimedia messages. It is also evident that mobile technologies have a considerable effect on marketing world; the reason is mobile devices enable *interactivity* between advertisers and customers. Even with the technological possibilities; advertisers can reach customers based on their location and advertise & promote their products /services by means of 'location based services'.

1.1 SCOPE OF THE STUDY

Even though technology provides too much benefits for the advertisers in terms of reaching customers; there is still little known about the customer`s perception and how they evaluate mobile advertising and what is the outcome based on their attitude towards mobile advertising. This study explores mobile advertising attractiveness along with the impact of advertising animation and with the effect of product type.

In the light of literature review about mobile marketing and mobile advertising; a research model of 'mobile advertising attractiveness' is proposed with several constructs. One of the antecedent variables for mobile advertising attractiveness is *technology acceptance (TAM)*, which has characteristics such as usefulness, ease of use, relative advantage and perceived risk. This will help to understand how consumers are willing to accept technology and advertising along with the developing technology. *Design features* of mobile advertising are another antecedent variable that will influence mobile advertising attractiveness; with the characteristics such as color, text/image ratio, animation/non-animation of the mobile ad and image.

As mobile advertising attractiveness is measured based on the parameters mentioned above; its effect on *store patronage* is explored. Store patronage has basically

characteristics; based on customers' interest in the product presented in the ad; and due to this interest their actual behavior as an outcome. It is also important to examine mobile advertising attractiveness' effect on *online word of mouth* activities. As technology is being developed; consumers are more active in social media and with the increase of personalization in social media; online word of mouth activities gain importance for mobile marketing and advertising.

In the following chapter; previous studies are examined in detail and literature is reviewed on 'mobile marketing' and 'mobile advertising'. As mentioned above; based on the theoretical framework; antecedent variables of mobile advertising attractiveness are derived and a research model is proposed for this study. Additionally each concept of the model is explained and defined in this section, and its relevance for the model is explored in detail.

In Data and Method chapter; applied research model and methodology of the study is explained. In the scope of the methodology; design of the survey is examined in detail; in this section. In the following section research findings are analyzed and statistics are provided based on the empirical evaluations. In the last chapter; research findings and their relevance with the tested hypotheses are discussed.

1.2 HYPOTHESES

This study constructed a theoretical model with TAM, mobile advertising design and mobile advertising literatures, analyzed by an empirical study measuring determinants of mobile advertising attractiveness. To test the tentative work the following hypotheses are proposed (See Table 1.1)

Table 1.1: Proposed hypotheses of the theoretical model and results

Hypotheses		Result
H1	MAA is positively related to the ease of use of technological device	*
H2	MAA is positively related to the usefulness of the technological device	*
H3	MAA is positively related to the relative advantage of the technological device	*
H4	MAA is positively related to the attitude of the design features of the advertisement	Supported
H5	MAA is positively related with store patronage	Supported
H6	MAA is positively related with consumers' online WOM activities	Supported
H7	There is a difference between the advertisements (Product vs. Service) on the basis of MAA	Rejected
H8	There is a difference between the advertisements (animated vs. non-animated) on the basis of MAA	Rejected
H*	MAA is positively related to technology acceptance level of consumers	Rejected

* Based on the results of Exploratory Factor Analysis, additional hypothesis is proposed and initially proposed hypotheses were excluded. Technology acceptance level was measured accordingly

2. LITERATURE REVIEW

Mobile technologies have become a significant part of marketing activities. 'Mobile marketing' is a concept gaining importance and interest through time; that companies all around the world are starting to use mobile marketing operations not only text messages; but also multimedia messages for the communication of their services/products. Scholars relate this increasing popularity of mobile marketing, directly with; mobile phones containing too much personalized details about consumers (Barutcu, 2007). It is also believed that through mobile activities it will be possible to deliver more personalized information; that consumer responses are expected to be higher for brand/product related communications (Barutcu, 2007).

On consumer's side; receiving mobile advertisements will save their time while searching for the product/service and even will provide them the opportunity to search for the best offer that satisfies them the most (Quah and Lim, 2002). Because of this mutual beneficial situation; scholars and marketers attention is engaged with the concepts 'mobile marketing' and 'mobile advertising'.

From the development of the theory of 'mobile marketing'; scholars gave many different definitions and studied the term `mobile marketing and advertising`. However there is a conflict between scholars that according to Tähtinen (2006); terms like mobile advertising and mobile marketing are being used despite not having been explicitly defined and different terms seem to refer to the same phenomenon. On the other hand; despite this conceptual definition debate between scholars; the others define mobile marketing as a conceptualized marketing communications in mobile media with characteristics (1) mobile marketing, (2) mobile advertising, (3) wireless marketing and (4) wireless advertising (Leppäniemi and Karjaluoto, 2007).

By definition; mobile marketing is "a process of delivering marketing messages from businesses to consumers using permission-based and interactive communication services over mobile communication media" (Huang and Symonds, 2009); "the

distribution of any kind of message or promotion that adds value to the customer while enhancing revenue for the firm" (Kalakota and Robinson 2002, Tähtinen 2006). Mobile Marketing Association (2013) defined mobile marketing as "set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network".

2.1. SCOPE OF MOBILE MARKETING RESEARCHES IN LITERATURE

In the literature; it is evident that scholars have studied different aspects of mobile advertising. Although the subject is considerably new; there's a wide research interest in mobile marketing (e.g. Barnes & Scornavacca 2004; Facchetti et al. 2005) or mobile commerce/business (e.g. Denk & Hackl 2004; Kalakota & Robinson 2002; Varshney 2003; Wang & Wang 2005) that touches upon the issue of mobile marketing communication (Tähtinen, 2006). According to Varnali & Toker (2010) since the topic is still under development and the research is in its early ages; it is highly fragmented in terms of different field of studies. Based on Varnali & Toker (2010)'s studies on *mobile marketing research*; scholars have focused on 4 major field of studies which are: theory of mobile marketing; strategy of mobile marketing; consumer behavior aspect of mobile marketing; legal &public policy of mobile marketing. It is also seen that; out of all these 4 major topics scholars mainly focused on consumer behavior aspect of mobile marketing.

One of the major sub-topics of mobile marketing related with consumer behavior aspect is; mobile marketing adoption and acceptance. It has been argued that the acceptance of a mobile marketing message is likely to be influenced by (Varnali & Toker, 2010) :

a. Consumers' personal predispositions, tendencies, attitudes and individual-level perceptions (Bhatti, 2007; Junglas et al, 2008; Khalifa & Shen, 2008; Luarn & Lin, 2005; Mahatanankoon, 2007; Pagani, 2004; Pedersen, 2005; Wang, et al 2006; Wu & Wang, 2005; Yang, 2005)

b. Social/peer influence (Kim et al 2008; Lee & Murphy, 2006; Rohm & Sultan, 2006)

c. Demographics (Bigne, et al 2005; Hanley et al, 2006; Karjaluoto; Suoranta & Mattila, 2004),

d. Cultural dimensions (Gressgard & Stensaker, 2006; Harris et al., 2005; Muk, 2007; Sundqvist et al, 2005)

e. Acceptance of the mobile medium itself (Bigné et al. 2007; Heinonen & Strandvik, 2007)

f. The relevance and the credibility of the content (Choi et al., 2008; Haghirian & Inoue, 2007; Okazaki, 2004; Wang et al., 2006)

g. The level of trust towards the message sender/wireless service provider (Lee, 2005; Lu et al., 2004; Okazaki et al., 2007)

h. The context of the marketing message (Barnes & Scornavacca, 2004; Chae et al., 2002; Karjaluoto & Alatalo, 2007; Lee, 2005)

i. User permission, and user control over content, delivery timing and frequency of the marketing message (Carroll et al., 2007; Kleijnen et al., 2007; Tsang et al., 2004)

Even though mobile services offer many different benefits to the consumers; trust issues are still one of the major obstacle in adoption process and effect attitude towards mobile marketing. Studies show that level of trust issues differs among gender, income and even cultures. Regarding 'trust issues' Okazaki et al. (2009) claimed, consumers are majorly concerned about their privacy and personal information protection. The reason is; many consumers feel uncomfortable with the idea of conducting commerce and sharing personal information over wireless, hand-held devices (Varnali & Toker, 2010). Moreover, it is proven that there is a positive influence of trust in the marketer on both the attitude toward mobile advertising and the intention to receive messages on consumers' perspective (Karjaluoto et al, 2007). Scholars relate consumer's intention to receive any mobile marketing activity (ads, SMS, MMS etc.) with their level of acceptance of the technology. As a result they examine consumers' technology acceptance along with the characteristics of *technology acceptance model* (TAM).

A number of studies provide different theoretical frameworks and models for acceptance of technology (Lu et al., 2003). Among them, the technology acceptance model (TAM), proposed by Davis (1989), has evolved as the most popular (Schierz et

al., 2010). TAM was rooted in the theory of reasoned action (TRA) which proposes that beliefs influence attitudes, and then generate behaviors (Lu et al., 2003). In TAM perspective, it is assumed that beliefs about usefulness and ease of use are always the primary determinants of technology adoption and based on TRA, TAM emphasizes that all factors that influence behavior are mediated by perceived usefulness (PU) and perceived ease of use (PEOU) (David, 1989; Lu et al., 2003; Zhu et al., 2010). According to TAM, these two determinants serve as the basis for attitudes toward using a particular system, which in return determines the intention to use and then generates the actual usage behavior (Lu et al., 2003). Many researchers suggested that TAM needed to be given additional variables to provide an even stronger model. Thus the model was developed relative advantage (RA).

Even though the whole mobile marketing subject itself is in its infant years, being too fragmented; studies are majorly conducted on consumer behavior perspective. Thus in this study, mobile advertising attractiveness was investigated along with technology acceptance model *with the characteristics (PU, PEOU, RA)*, design features of the advertising and their impact on mobile advertising attractiveness (MAA). Further, the impact of mobile advertising attractiveness on consumers actions were investigated both in store patronage and online word-of mouth (online WOM) activities.

2.2.   CONCEPTUAL FRAMEWORK

Based on the arguments defined in previous section and in the scope of literature review in general; a research model was proposed (see Figure 1) with focus on technology acceptance, design features of the advertisement, their impact on mobile advertising attractiveness and its results on consumers online & offline activities.

Figure 2.1: Proposed research model for mobile advertising attractiveness
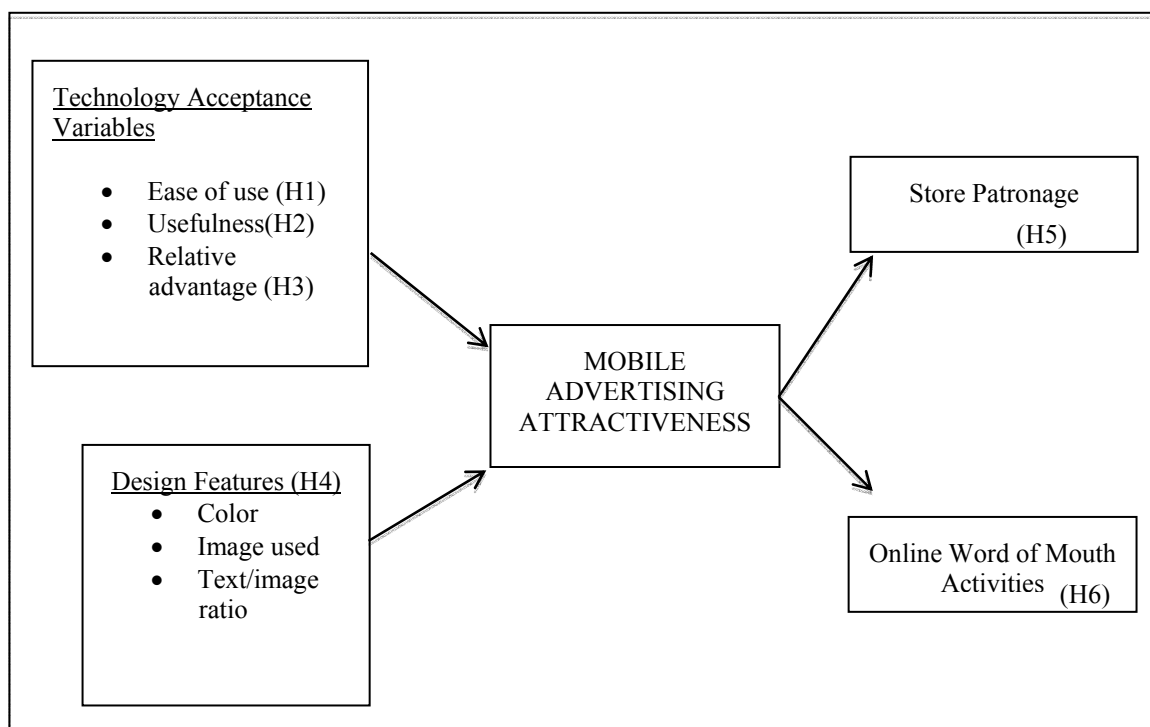
In the literature even though it is assumed that primary determinants of TAM is PEOU and PU; scholars developed Davis (1989)'s initial proposed TAM model, with an additional variable relative advantage. It is also argued that these indicators influence a new technology's adoption; in another words if a new technology easy to use, requires less effort to learn how to use, provides advantages over existing old technology ones then it is considered to be more likely to be adopted by consumers (Davis, 1989: Lu et al., 2003).

Perceived Ease of Use:

PEOU refers to "the degree to which a person believes that using a particular system would be free of effort" and the definition of `ease` is "the freedom from difficulty or great effort" (Davis, 1989). Also, PEOU reflects how difficulty it is to use the

technology (Gao et al., 2008) As a result, previous studies (Davis 1989, Adams et al. 1992; Lu et al. 2003) claim that perceived ease of use has a positive effect on consumers' willingness to receive mobile content; in another words has effect on attractiveness of the mobile advertisement.

H1: MAA is positively related to the ease of use of technological device

Usefulness:

Usefulness is defined as: "the degree to which a person believes that using a particular system would enhance his or her task" (Gao et al., 2008). The TAM proposes that perceived usefulness is a central antecedent to the attitude towards using a technology (Davis,1989; Schierz et al., 2010) thus, will have a positive relationship with mobile marketing attractiveness.

H2: MAA is positively related to the usefulness of the technological device

Relative Advantage:

Previous studies show, that if the innovation is perceived as `better` than its alternatives if the new technology is considered as relatively more advantaged over existing ones than consumers' are more likely to adopt new technology thus; has a positive influence on attractiveness of the mobile advertisement.

H3: MAA is positively related to the relative advantage of the technological device

With the proposed model in this study, it is claimed that not only technology adoption has an effect on mobile advertising attractiveness but also design features of the advertisement itself also affects attractiveness. While there may be a numerous design elements; three criteria: Color, Image used; Text/ image ratio were selected for this study which seem to be as key factors to advertising (Lohtia et al., 2003). In addition to these criteria, animation is one of the unique features of advertising that has contribution to improve design of the advertisement (Yoo & Kim, 2005). According to Yoo & Kim (2005); 'researchers studying motion effects have suggested that human beings show an inherent preference for moving objects that is, when individuals are exposed to moving images, they pay greater attention to the source of the motion and

process relevant information' As a result in this study it is suggested that these design element could increase the attractiveness of mobile advertising.

H4: MAA is positively related to the attitude of the design features of the advertisement

As a result of the impact of TAM and design features of the advertisement it is expected to have more attraction towards the mobile advertisement itself along with the concepts explained above. In the proposed model; as an outcome of attractiveness of mobile advertisement; it is suggested that consumers will have positive behavior in terms of store activities, searching for the product, for the store location etc. Furthermore, it is also suggested MMA will have positive impact on consumers' online activities, social media, MMS sharing etc. Thus, two hypotheses were developed from the outcome of mobile advertising attractiveness, which has positive relationship.

H5: MAA is positively related with store patronage
H6: MAA is positively related with consumers' online WOM activities

It is known that consumers' attraction level to hedonic and utilitarian products are different. Consequently, based on researches on product type (Zheng & Kivetz, 2009) it is proposed that consumers have a stronger need for justification and are more likely to rely on external justifications such as promotions to help them make a decision. As a result of this, in this study product type difference and its impact on mobile advertisement attractiveness is also measured and hypothesis is proposed as, because of the difference in the product type, different product types have different attractiveness level on consumers.

H7: There is a difference between the advertisements (Product vs. Service) on the basis of MAA

Likewise, in addition to characteristics of design features (as mentioned in previous paragraph) in this study it is proposed that advertising animation will also have a difference in consumers' advertising attraction level.

H8: There is a difference between the advertisements (animated vs. non-animated) on the basis of MAA

3. DATA AND METHODOLOGY

The major purpose of this study was to test the validity of the hypotheses stated in the previous chapter. In this section, step by step each phase of the research design; the methods used in collecting data and determinants of sampling are explored.

3.1. AIM AND SCOPE OF THE STUDY

The aim of this study was to investigate the level of attractiveness of mobile advertising; its determinants and the impact of the outcome on consumers' online and offline activities. Additionally, the effect of product type and effect of animation of the advertisement was also investigated.

3.2. SCENARIO DEVELOPMENT

In order to measure mobile advertising attractiveness, a scenario was developed within the survey. First of all a sampling determinant question was given in order to indicate smart phone user respondents.

> *" Do you have smart phone? If no, please end survey"*

Scenario basically was about how respondents were going to receive the pop-up advertising to their smart phones and in the survey it was indicated to answer the following questions based on the advertisement that is assumed to receive by the mall application:

> *"One Sunday, you had free time and you went to the nearest shopping mall to spend some time. In your smart phone, you have already installed that shopping mall's application that allows you to receive promotions and ads. Thus, once you were in the shopping mall, you received the pop-up advertisement seen below…"*

3.3. DATA COLLECTION INSTRUMENT AND CONSTRUCT MEASUREMENT

Primary approach in preparing the questionnaire was to review the technology acceptance, and advertisement design literature along with mobile advertising literature. A survey was designed to measure technology acceptance level, impact of design features of the advertisement and attractiveness level of advertisement; and as an outcome of the attractiveness consumers' online/offline activities were questioned. The items representing the constructs were generated with highly reliable literature items. In this study, to measure characteristics, both 5-point Likert type scales and 7-point Semantic differential type scales were used.

In order to see 'product type' and 'animation of advertisement' effect on consumers' attractiveness level of mobile advertisements, four different mobile advertisements were created to be implemented in the survey. For product type difference measurements; brands *PizzaHut* and *Yatas* were selected. For each brand two different (animated and non-animated) advertisements were created. However, during the creation phase, it was quite important to keep the advertisements standardized in terms of: image used (similar male figures were selected), colors (backgrounds were same), image/text ratio (were arranged equal), tag line format (same font, same color, same type of motto was generated); location of the logos and size of the logos; campaign message were also created in equally terms (See Figure 3.1 and Figure 3.2). Animated advertisements were also developed with the same manner: animation duration were same, animation of the logo were also same. Thus with four different image, four surveys were designed with exactly same survey questions and flow.

Figure 3.1: Non-animated pop-up advertisement created for the survey to measure MAA- Yatas
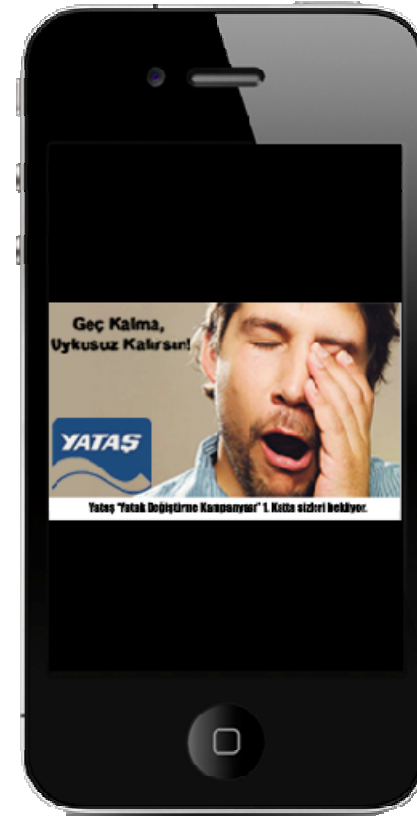
Figure 3.2: Non-animated pop-up advertisement created for the survey to measure MAA- PizzaHut

Regarding the flow of survey before the scenario was explained, general questions were asked about consumers' attitude towards animation/non-animation in the advertisements. All of the survey questions in this part were generated by the researcher; and were designed as 5 point Likert scale (see Table 3.1)

Consistent with the proposed theoretical model; technology acceptance was characterized with three components (ease of use, usefulness and relative advantage). Items measuring ease of use were adapted from the studies Weijters et al. (2007), Pagani (2004) and Davis (1989). Usefulness measurement items were taken from the study of Davis (1989) and relative advantage were measured with the items adapted from Dahl et al. (1999), Pagani(2004) and Weijters et al. (2007). For this part, questions were generated with 5 point Likert scale of measurement (see Table 3.2).

Likewise technology acceptance; design features were also characterized with three components (color, image and image/text ratio). Respondents answered survey questions for one of the four randomly selected images. All measurement items were generated by the researcher and 7-point semantic differential scale was used (See Table 3.3).

Attractiveness level of the pop-up mobile advertising was measured with 7 point – semantic differential scale questions. Four group of opposite adjectives were selected as attractiveness measurement items from the study of Guens & Pelsmacker (1998) (see Table 3.4)

Table 3.1: Measurement items of *attitude towards animation/ non-animation in the advertisements*

Variable	Construct	Measurement Items (5 point scale)	Source
Attitude towards animation/non-animation in the advertisements		• Generally, I like advertisements with animation • Generally, I find advertisements with animation more attractive • Generally, advertisements with more text are not attractive • Generally, I don't mind advertisements being animated or non-animated.	Researcher Generated

Table 3.2: Measurement items of *technology acceptance model*

Variable	Construct	Measurement Items (5 point likert scale)	Source
Ease of Use	PEOU	1. I think Smart phones require less effort to learn how to use. 2. I think Smart phones offer user-friendly interface. 3. I think Smart phones are easy to use while performing activities i.e. sending/receiving e-mails	Weijters et al. (2007), Pagani (2004), Davis (1989)
Usefulness	PU	1. Using smart phones makes me save time. 2. Using smart phones allows me to accomplish tasks through internet quickly	Davis (1989)
Relative Advantage	RA	1. I think smart phones usage is easier than the usage of featured phones 2. I think smart phones are useful. 3. I think smart phones are worthwhile.	Dahl et al. (1999), Pagani (2004), Weijters et al. (2007)

Table 3.3: Measurement items of *design features*

Variable	Construct	Measurement Items (7 point semantic scale)	Source
Color	CL	• Do you like the color of the pop-up advertisement in general?	Researcher Generated
Image	IM	• Do you like the human figures in the pop-up advertisement? • Do you like brand logo in the pop-up advertisement?	Researcher Generated
Text/Image Ratio	TX/IM	• Do you like text/image ratio of the pop-up advertisement?	Researcher Generated

Table 3.4: Measurement items of *mobile advertising attractiveness*

Variable	Construct	Measurement Items (7 point scale)	Source
Mobile Advertising Attractiveness	MAA	• Ordinary/Different • Unattractive/attractive • Unappealing/ appealing • Boring/interesting	Guens & Pelsmacker (1998)

As outcome variables, the impact of mobile advertising attractiveness on consumers' online and offline behavior was investigated. Outcome variables for the proposed theoretical model were Store Patronage and Online WOM activities. Thus, questions were designed to understand how respondents would act once they receive one of the four advertisements both in terms of in the mall (offline) and via their mobile phones (online) For these measurement items, 5 point Likert scale was used to researcher generated survey questions (see Table 3.5 and Table 3.6).

3.4. SAMPLE DESIGN AND SELECTION

For this study target group was, **smart phone users**, and there were no other sample reduction based on respondents' demographics. In the introduction part of the survey, smart phone owning was asked as a determinant question to reach the target audience. Judgmental sampling method was applied to reach smart phone users and respondents were reached by convenience sampling techniques based on their accessibility.

Table 3.5: Measurement items of *Store Patronage*

Variable	Construct	Measurement Items (5 point scale)	Source
Store Patronage	SP	• After seeing the pop-up advertisement, I will directly go the store where the product is being sold • I will not search for the store for the product in the pop-up advertisement, unless the store is located nearby me • I will definitely search for the location of the store where the product in the pop-up advertisement is being sold.	Researcher Generated

Table 3.6: Measurement items of *Online Word of Mouth activities*

Variable	Construct	Measurement Items (5 point scale)	Source
Online Word of Mouth Activies	WOM	• I will forward pop-up advertisement message to my family and friends via MMS • I will call my family and friends to share the pop-up advertisement • I will share the pop-up advertisement in social media (twitter, facebook etc.) • I will forward pop-up advertisement to my family and friends via e-mail • I will forward pop-up advertisement to my family and friends through chat applications (whatsapp, viber etc.)	Researcher Generated

4.   ANALYSIS AND RESEARCH FINDINGS

IBM SPSS Statistics _*Version 21.0* was used for descriptive analysis, missing data analysis exploratory factor analysis and reliability analysis.

4.1 INITIAL DATA ANALYSIS

As it was mentioned in previous chapter, in order to obtain targeted sample in the survey's introduction part, respondents answered whether they owned a smart phone or not. Out of 174 total survey results, 13 (7.5%) answered *NO* (did not own a smart phone) and their survey was ended. This was reflected as missing data in SPSS analysis, therefore questionnaires with missing answers were removed from the total sample and the total valid sample size was N= **161**.

4.2 SAMPLE CHARACTERISTICS

Survey was collected for N= 174 and 7.5% of the sample, 13 respondents, were removed from the sample. Thus, with 92.5% of 174 respondents were considered as target sample for this study. 69.6% of the survey results were collected from female respondents and majority (54 %) of the sample in general were university graduates. 80.7% of them were single, and the income level of the sample were majorly around 2001-3500 TL (36.6%). Demographic profile of sample is provided in detail *see* Table: 4.1

Table 4.1: Demographic profile of the sample (N= 161)

Category	Variables	Freq	%	Category	Variables	Freq	%
Gender	Female	112	69.6	*Income*	1000 TL and under	21	13
	Male	49	30.4		1000-2000TL	41	25.5
Occupation	Officer	10	6.2		2001-3500TL	59	36.6
	Worker	14	8.7		3501-5000TL	16	9.9
	Self-emploement	28	17.4		5001TL and above	24	14.9
	Student	48	29.8	*Mobile Phone Expence*	0-15 TL	1	0.6
	Unemployed	14	8.7		16-30TL	14	8.7
	Retired	1	0.6		31-50TL	41	25.5
	Other	46	28.6		51-100TL	48	29.8
Education Level	High school	6	3.7		101-200TL	36	22.4
	Junior College*	7	4.3		201TL and above	21	13
	Graduate	87	54	*Marital Status*	Single	130	80.7
	Post Graduate	51	31.7		Married	31	19.3
	PhD or higher	10	6.2				

* After High school 2-years program

4.3 DESCRIPTIVE AND FACTORIAL ANALYSES ON MAIN CONSTRUCTS

In order to validate the reliability of the constructs and demonstrate their dimensions; one-dimensional and/or multi-dimensional; first of all an exploratory factor analysis was made via SPSS. Survey was designed to measure TAM with three variables PU, PEOU, RE and to measure each one of the variables; 2, 3 and 3 measurement items were used respectively. As a result, it was expected to obtain this result as extracted into 3 variables in principal component analysis. However, analyses results show that only one component was extracted. Therefore, hypotheses proposed for TAM in the *Conceptual Framework* section is gathered up and based on the analyses TAM was measured with one variable. New proposed hypothesis is:

H*: MAA is positively related to technology acceptance level of consumers

Further analyses were made to measure technology acceptance level based on the recently constructed hypothesis.

Regarding validity and reliability issues of the analysis, first item (I think Smart phones require less effort to learn how to use) and sixth item (I think smart phones usage is easier than the usage of featured phones) of TAM model were excluded from the model and analyses. Afterwards, with the revised model all of the constructs TAM, design features, mobile advertising attractiveness, store patronage, WOM received higher reliability measures which is derived from Cronbach Alpha value; 0.926, 0.904, 0.961, 0.821 and 0.942 respectively (see Table 4.2, Table 4.3, Table 4.4)

Based on the Kaiser-Mayer-Olkin measure of sampling adequacy, for each construct it was obtained as 0.885, 0.890 and 0.914 which was significant, additionally all the factors obtained an acceptable level of total variance (73.15%, 80.62%, 84.26%)

Table 4.2: Construct Validation of *TAM*

Factors and Related Items	Factor Loadings	Cronbach Alpha
Technology Acceptance Model		
I think Smart phones are easy to use while performing activities i.e. sending/receiving e-mails	0.839	
I think smart phones are useful.	0.885	
Using smart phones makes me save time	0.870	**0.926**
Using smart phones allows me to accomplish tasks through internet quickly	0.860	
I think Smart phones offer user-friendly interface	0.824	
I think smart phones are worthwhile	0.852	

Kaiser-Mayer-Olkin (KMO)= 0.885   Total Variance explained = 73.15%

Bartlett's Test of Sphericy p=0.000<0.05

Table 4.3: Construct Validation of *Outcome Variables*

Factors and Related Items	Factor Loadings	Cronbach Alpha
Store Patronage		
After seeing the pop-up advertisement, I will directly go the store where the product is being sold	0.820	
I will not search for the store of the product in the pop-up advertisement, unless the store is located nearby me	0.861	**0.821**
I will definitely search for the location of the store where the product in the pop-up advertisement is being sold.	0.656	
Online WOM		
I will forward pop-up advertisement to my family and friends via e-mail	0.877	
I will share the pop-up advertisement in social media (twitter, facebook etc.)	0.855	
I will call my family and friends to share the pop-up advertisement	0.847	**0.942**
I will forward pop-up advertisement message to my family and friends via MMS	0.847	
I will forward pop-up advertisement to my family and friends through chat applications (whatsapp, viber etc.)	0.820	

Kaiser-Mayer-Olkin (KMO)= 0.890   Total Variance explained = 80.62%
Bartlett's Test of Sphericit p=0.000<0.05

Table 4.4: Construct Validation of _Design and Attractiveness_

Factors and Related Items	Factor Loadings	Cronbach Alpha
Design Features		
Do you like the color of the pop-up advertisement in general?	0.884	
Do you like the human figures in the pop-up advertisement?	0.763	
Do you like text/image ratio of the pop-up advertisement?	0.696	**0.904**
Do you like brand logo in the pop-up advertisement?	0.843	
Mobile Advertising Attractiveness		
Ordinary/Different	0.896	
Unattractive/attractive	0.888	
Unappealing/ appealing	0.879	**0.961**
Boring/interesting	0.802	

Kaiser-Mayer-Olkin (KMO)= 0.914   Total Variance explained = 84.26%

Bartlett's Test of Sphericit p=0.000<0.05

4.4 MODEL TESTING AND RESULTS

Regression analyses were used to test proposed research hypotheses, on the SPSS. ANOVA variables were also obtained and were significant statistically. Initially Mobile advertising attractiveness was subjected to regression analysis to reveal its level of relationship with the independent variables. In this test, independent variables were technology acceptance and design features. Afterwards, relationship between mobile advertising attractiveness and outcome variables (store patronage and online WOM) was analyzed with regression analyses. The purpose of the regression analyses here were to search for the determinants of mobile advertising attractiveness and its impact on online/offline activities of the consumers (see Table 4.5). In order to measure this, two variables were important, which are the Standard coefficient (Beta) and significance level. Theoretically beta gives the relationship between the dependent and independent variable and with significance level hypothesis validity is tested.

Based on the theoretical model, it is proposed that MAA is dependent on TAM and design features of the advertisement. As mentioned before, for TAM model, based on the exploratory factor analyses, new hypothesis was proposed instead of investigating each TAM characteristics separately. Further, based on the regression analyses it is seen that since significance level of TAM (0.251) is greater than 0.05, H* hypothesis is rejected thus; consumers' technology acceptance does not affect MAA.

It is seen that (Beta = 0.758) design features positively affects MAA, and since significance level of design features (0.000) is smaller than 0.05, then H4 is supported. Therefore, MAA is positively related to the attitude of the design features of the advertisement.

On the contrary, MAA becomes independent variable in theoretical model when outcome variables and their relation with MAA are investigated. There is a positive relationship between MAA and SP (0.599) as well as with WOM (0.613). Both hypotheses have significance level smaller (0.000) than 0.05 as a result; H5 and H6 are supported (see Table 4.5).

Table 4.5: Regression analyses of hypotheses

Indep. Variables	Hyp.	Dep. Variables	Stand. Coeff Beta	t	Sig.	ANOVA F	Sig.	Adjusted R^2	Summary
TAM	H*	MAA	-0.061	-1.151	0.251	102.024	0.000	0.558	R
Design Features	H4	MAA	0.758	14.241	0.000	102.024	0.000	0.558	S
MAA	H5	SP	0.599	9.426	0.000	88.855	0.000	0.354	S
MAA	H6	WOM	0.613	9.791	0.000	95.892	0.000	0.372	S

S: Supported R: Rejected

As it was stated in previous chapters, two additional hypotheses were generated (H7 and H8) in order to measure impact of animation of the advertisements and product type effect on attractiveness. However, analyses were applied considering design of the survey. For this study 4 different advertisements were created with the same survey questionnaires. As a result, in order to measure validity of these hypotheses MAA was assigned as dependent variable and ANOVA analyses were applied for between groups and multiple comparisons (see Table 4.6). Both hypotheses are rejected because of having greater (0.509) significance level than 0.05. Thus, it is concluded that there is no different between the advertisements regarding animated/non-animated and product type.

Table 4.6: ANOVA analyses of hypotheses H7 and H8

ANOVA

Attractiveness of MA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.998	3	2.333	.775	.509
Within Groups	472.350	157	3.009		
Total	479.348	160			

5.   DISCUSSION AND CONCLUSION

The aim of the study was to find the relationship between technology acceptance level and design features of advertisements on consumers' mobile advertising attractiveness level. Based on the level of the attractiveness, it was proposed to have positive outcome in terms of online word of mouth activities and their actual behavior in the stores. Additionally, within the scope of the study the impacts of animation on mobile advertising attractiveness as well as product type's impact were investigated. Based on the theoretical model constructed, hypotheses were proposed and based on the research determinants, 4 different advertisements were created. With judgmental sampling methods, target sample was reached and based on the survey results hypotheses were tested in previous section. As it was provided briefly in introduction (see table 1.1) and explained in previous chapter, some of the hypotheses were rejected and some were supported which are listed below:

- ✖ MAA is positively related to technology acceptance level of consumers

  Excluded hypotheses:

  MAA is positively related to the ease of use of technological device
  MAA is positively related to the usefulness of the technological device
  MAA is positively related to the relative advantage of the technological device

- ✔ MAA is positively related to the attitude of the design features of the advertisement

- ✔ MAA is positively related with store patronage

- ✔ MAA is positively related with consumers' online WOM activities

- ✖ There is a difference between the advertisements (Product vs. Service) on the basis of MAA

✖ There is a difference between the advertisements (animated vs. non-animated) on the basis of MAA

It is concluded that MAA has positive relation with the design of the advertisement (color, image used, image/text ratio). In another words, consumers' find mobile advertisement more attractive based on the features of its' design. Through the study, it was proposed to test technology acceptance level with its three items (PU, PEOU and RA), however as a result of validity analyses technology acceptance measurements were decreased to one-general hypothesis. As a dependent variable MAA it was expected, to be influenced by consumers' technology acceptance level, however based on the analyses, TAM does not have an impact on attractiveness. In another words, it does not matter for the consumers to have a better-featured phone or to have benefits with the provided features.

On the output side of the model (MAA is independent variable), its relationship with consumers' physical act in the shopping mall and their online word of mouth activities were investigated. Analyses show that, consumers tend to share, post it in social media channels, send it as e-mails or directly take an action and try to search for the product in the mall, or at least visit the store if it is located nearby them; if the mobile advertisement they receive is attractive to them.

In addition to all these hypotheses, 2 more were proposed to test attractiveness on the basis of effect of animation and product type. As respondents were subjected to one of the four randomly assigned advertisements, results were obtained for 2 different product type and design format (animated vs. non animated). It was expected to have a positive relationship between MAA and these two items however results showed the opposite and both hypotheses were rejected. Thus, it refers that advertisements with animation or non-animation or for different product types does not differ for consumers' mobile advertisement attractiveness level.

5.1 MANAGERIAL IMPLICATION

Considering results and relationships among variables, this study concluded that mobile advertising attractiveness majorly affected by the design features of the advertisement, image, color, and image/text ratio is important for attractiveness on consumers' perspective. The more attractive they find the mobile advertisement, the more likely they share it with their friends and family or directly take action and go the store where the product is sold. As a result even though technology acceptance parameters were considered and proposed as an important determinant for the study, marketers should pay attention on design elements of the advertisement itself to attract consumers.

It should also be taken into consideration that, each characteristics of design elements; color, text/image ratio and image; has its own impact separately on attractiveness of the advertisement. Design of the advertisement depends on the product type and the advertisement message. Therefore, marketers should not expect to receive similar attractiveness level for different product types. In another words, for these characteristics, standardization is not possible for all product types. For instance, marketers cannot use same themes both for fast food advertisements and for clothing.

One should not misperceive that; in this study even though standardization was used for different product types, product itself was not displayed in the advertisements; instead product-recall method was used. It is believed that using product itself in the advertisement might affect consumers` attitude towards the ad or product and thus different results could be obtained based on this difference.

5.2 RESEARCH LIMITATIONS & FUTURE RESEARCH

For this study limitations could be named as, sampling method, products types selected could be multiplied, design of advertisements were also limited thus while measuring effect of animation, this limitation could have an effected negatively. As a result, this study can be explored with different product type selection, with a different applied

animation to the advertisement and with a greater number of sampling. As also mentioned in previous chapter, in this study product recall method was applied in order to keep the advertisements standardized. For future researches, the field could be broadened with multiple advertisements including product itself as well.

In addition to this, for this research different product types were selected to investigate, but for same product type and product category different *brands* (both for pizza) and the impact of the ads on consumers' perception could also be investigated. So this study could be elaborated in terms of creating different advertisements based on product type; brand; product recall/ product displayed to obtain whether these differences affect consumers' attitude towards advertisement, product itself, or brand.

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APPENDIX

Mobil Reklam ve Pazarlama Anketi

Bu soru formu, Bahçeşehir Üniversitesi yüksek lisans tezi için kullanılmak üzere tüketicilerin cep telefonlarına gelen mobil reklam ve pazarlama mesajları konusundaki tutum ve algılarının değerlendirilmesi amacıyla düzenlenmiştir.

Sorularımızı cevaplamanız en fazla 10 dakikanızı alacaktır.

Soru formunda isim veya iletişim bilgileri sorulmamaktadır. Cevaplarınız ve kişisel bilgileriniz kesinlikle gizli tutulacak ve sadece istatistiki değerlendirme amacıyla, yüksek lisans tezi kapsamında kullanılacaktır. Diğer sorularınız için yüksek lisans öğrencisi Dilara Mataracı'ya (dmataraci@gmail.com) veya tez danışmanı Doç. Dr. Elif Karaosmanoğlu'na karaosman5@itu.edu.tr adreslerinden ulaşabilirsiniz.

Katılımınız için teşekkür ederiz ☺

"Mobil reklam ve pazarlama mesajları, firmaların ürün ve hizmetlerini tanıtmak, tüketicileri ürün ve hizmetlerle ilgili promosyonlardan ve pazarlama kampanyalarından haberdar etmek için tüketicilerin cep telefonlarına gönderdikleri çeşitli formatlardaki (SMS, MMS vb. gibi) mesajlardır."

Lütfen aşağıdaki anket sorularını yukarıdaki açıklamayı dikkate alarak yanıtlayınız.

Akıllı cep telefonunuz (Smart Phone) var mı?

Evet   _____
Hayır   _____

Cevabınız 'Hayır' ise anketi sonlandırınız.

1. **Lütfen aşağıdaki sorulara ne derece katıldığınızı belirtiniz.**

	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
Akıllı telefonları kullanmak için daha az efor gerektiğini düşünüyorum	1	2	3	4	5
Akıllı telefonların ara yüzünün kullanıcı dostu (user friendly) olduğunu düşünüyorum	1	2	3	4	5
Akıllı telefonlar ile elektronik posta yollamak/ almak gibi aktiviteleri gerçekleştirmenin kolay olduğunu düşünüyorum.	1	2	3	4	5
Akıllı telefon kullanmak bana zamandan kazanç sağlıyor	1	2	3	4	5
Akıllı telefonlar internet üzerinden yapmak istediklerimi hızlıca yapabilmemi sağlıyor	1	2	3	4	5
Akıllı telefonların kullanımını; diğer telefonlara kıyasla daha kolay buluyorum	1	2	3	4	5
Akıllı telefonları yararlı buluyorum	1	2	3	4	5
Akıllı telefonların gerekli olduğunu düşünüyorum	1	2	3	4	5
Akıllı Telefon kullanımı ile başkaları tarafından şahsi	1	2	3	4	5

bilgilerime erişim riskinin düşük olduğunu düşünüyorum					
Akıllı telefon kullanımının özelimi riske attığını düşünüyorum	1	2	3	4	5

2. Lütfen aşağıdaki sorulara ne derece katıldığınızı belirtiniz.

	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
Genel olarak, reklamların animasyonlu olması hoşuma gider.	1	2	3	4	5
Genel olarak, reklamların animasyonlu olmasını ilgi çekici bulurum	1	2	3	4	5
Genel olarak, reklamlarda çok fazla yazı olması ilgimi çekmez	1	2	3	4	5
Genel olarak, reklamlarda animasyon olsa da olur olmasa da olur diye düşünürüm	1	2	3	4	5

SENARYO:

Bir Pazar günü oldukça boş vaktiniz vardı, siz de en yakınınızdaki alışveriş merkezine vakit geçirmeye gittiniz. Size ait olan **akıllı telefonunuz**da gittiğiniz AVM'nin **uygulama**sı bulunmakta ve bu uygulama sayesinde telefonunuza bir anda yukarda gördüğünüz pop-up reklam geldi.

 Lütfen aşağıdaki anket sorularını yukarıdaki **senaryo**yu ve gördüğünüz **pop-up reklamı** dikkate alarak yanıtlayınız.

3. Akıllı Telefonunuza gelen reklamın genel olarak <u>renklerini</u> nasıl buldunuz?

	1	2	3	4	5	6	7	
Hiç Beğenmedim								Çok Beğendim

4. Akıllı Telefonunuza gelen reklamda bulunan <u>kişileri</u> nasıl buldunuz?

	1	2	3	4	5	6	7	
Hiç Beğenmedim								Çok Beğendim

5. Akıllı Telefonunuza gelen reklamda ki <u>ürün</u> <u>logosunu</u> nasıl buldunuz?

	1	2	3	4	5	6	7	
Hiç Beğenmedim								Çok Beğendim

6. Akıllı Telefonunuza gelen reklamda kullanılan <u>görsellerin yazıya oranını</u> nasıl buldunuz?

	1	2	3	4	5	6	7	
Hiç Beğenmedim								Çok Beğendim

7. Lütfen akıllı telefonunuza gelen reklamı 1'den 7'ye kadar olan skalada aşağıdaki sıfatlar bakımından değerlendiriniz. (1'e yaklaştıkça soldaki sıfata yakın, 7'ye yaklaştıkça sağdaki sıfata yakın bir değerlendirme yapmış olacaksınız, lütfen buna dikkat ederek cevaplayınız.)

	1	2	3	4	5	6	7	
Sıkıcı								İlgi Çekici
Gösterişsiz								Gösterişli
Etkileyici Olmayan								Etkileyici
Sıradan								Farklı

8. Akıllı telefonunuza gelen reklamı gördükten sonra neler yapardınız? Aşağıdaki soruları lütfen bu yönden düşünerek cevaplayınız.

	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
Bu reklamı gördükten sonra hemen ürünün satıldığı mağazaya giderim	1	2	3	4	5
Telefonuma gelen reklamdaki ürünün satıldığı yeri özellikle aramam, ama yakınımdaysa giderim	1	2	3	4	5
Telefonuma gelen reklamdaki ürünün satıldığı yeri ne yapar ne eder AVM'de bulur bir bakarım	1	2	3	4	5

9. **Bu reklamı akıllı telefonunuzda gördükten sonra başkalarına bu mesajı iletmek veya iletmemek konusunda neler yaparsınız? Aşağıdaki soruları lütfen bu yönden düşünerek cevaplayınız**.

	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
Telefonuma gelen reklamı tanıdıklarıma MMS yolu ile iletirim	1	2	3	4	5
Telefonuma gelen reklamı tanıdıklarımı arayarak paylaşırım	1	2	3	4	5
Telefonuma gelen reklamı sosyal medya (Twitter, Facebook vb.) mecralarında paylaşırım	1	2	3	4	5
Telefonuma gelen reklamı tanıdıklarıma elektronik posta ile yollarım	1	2	3	4	5
Telefonuma gelen reklamı tanıdıklarımla 'yazışma uygulamaları' ile (Whatsapp, Viber vb.) paylaşırım.	1	2	3	4	5

1. Yaş Grubunuz:

18-23	_____
24-29	_____
30-35	_____
36-41	_____
42-47	_____
54-59	_____
60 yaş ve üstü	_____

2. Cinsiyetiniz

Kadın	_____
Erkek	_____

3. Medeni Durumunuz:

Evli	_____
Bekar	_____

4. Öğrenim Durumunuz:

Lise	_____
Yüksekokul	_____
Üniversite	_____
Yüksek Lisans	_____
Doktora veya üzeri	_____

5. Mesleğiniz:

Memur	_____
İşçi	_____
Serbest Meslek	_____
Öğrenci	_____
Çalışmıyor	_____
Emekli	_____
Diğer (belirtiniz)	_____

6. Aylık Ortalama Geliriniz:

1000 TL ve altı	_____
1000-2000 TL	___52___
2001-3500 TL	_____
3501-5000 TL	_____
5001 TL üzeri	_____

6. Kaç Adet Cep Telefonu Kullanıyorsunuz (belirtiniz)

_____

7. Aylık Cep Telefonu Masrafınız

0 - 15 TL	_____
16-30 TL	_____
31-50 TL	_____
51-100 TL	_____
101-200 TL	_____
201 TL üzeri	_____