

# The Influence of Advertising Value on Advertising Attitude and its Impact on Purchase Intention

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**Abstract**—This research seeks to investigate consumer perceptions of mobile advertising value that appears on their mobile devices, how their attitude towards these advertisements, and how consumers purchase intention in the advertised product. Furthermore, this study also tries to uncover the influence of advertising value on consumer attitudes and their impact on purchase intention. The research method used in this study is a quantitative method by applying the Structural Equation Modeling (SEM) technique to the primary data, which is obtained through questionnaires. The sampling method used was purposive sampling with a total of 200 respondents. The findings of this research showed that respondent's perception of mobile advertising value is differ based on its dimensions, the entertainment level of mobile advertising value is "low", the informativeness level are "moderate", while the irritation level is "high". In the other hand, respondent's attitude on mobile advertising are "moderate", while respondent's purchase intention on mobile advertising products are surprisingly "low". This research also found that the variables Irritation and Informativeness has significance influence on advertising attitude, while entertainment has no significance influence on advertising value.

**Keywords**—mobile advertising; advertising value; advertising attitude; purchase intention

## I. INTRODUCTION

A tight business competition environment requires companies to be more critical in determining their advertising strategies. With a limited advertising budget, companies must find ways to implement effective and efficient marketing strategies. They must use their advertising budget wisely to avoid waste.

Advertising through online media then becomes the main attraction for marketers. Online advertising is considered to have its own advantages compared to advertising in conventional media. These advantages include that online advertising is more interactive, can be aimed at specific target markets and have lower costs [1].

On the other hand, technological developments have made the use of mobile devices so prevalent. For the benefit of computing and communication, many people leave desktop devices and replace them with mobile devices that are easier to carry. They use mobile devices for various activities such as

socializing, banking, booking tickets for traveling and even ordering their groceries. The increasing use of mobile devices creates opportunities for marketers to utilize the media to advertise their products. Advertising through mobile devices is often known as mobile advertising.

However, the effectiveness of using mobile advertising still needs to be investigated, considering that advertising itself is often negatively addressed by consumers. Advertising is seen as something that is annoying and disliked by consumers [2], so that consumers tend to avoid advertisements that come to him [3].

According to previous research, advertising must be preferred by consumers to be effective [4]. The reason is that advertisements favored by consumers will attract their attention, thus creating brand awareness of the products advertised. If the ad gets the attention of consumers, it will increase consumer involvement and further influence their buying behavior [5].

Research on mobile advertising itself has been done with a variety of themes. For example, regarding the factors that influence the acceptance of mobile advertising by consumers [6-8], or about mobile advertising that is associated with consumer behavior [9-12]. However, there is little research on the effectiveness of mobile advertising in Indonesia. Therefore, this study tries to examine the effectiveness, by understanding the perception of Indonesian consumers on the value of advertising on mobile advertising, how they behave on advertisements that appear on their mobile devices, and how they affect their buying interest in the products offered.

The results of this study are expected not only to provide practical benefits for the industry in implementing their advertising strategies, but also expected to contribute academically and enrich the literature on research on mobile advertising.

### A. Mobile Advertising

Technology raises new ways to attract consumers, one of which is through mobile advertising [8,13]. The concept of mobile advertising itself has a lot of understanding, as stated by many experts [14-17]. Of the various concepts put forward by these experts, mobile advertising can be defined as the use of

mobile devices (such as smartphones and tablets) as advertising media for goods, services and ideas.

Mobile advertising has different characteristics from advertising through other media, because it is able to provide information directly to consumers, wherever and whenever. This is because consumers always carry their mobile devices almost everywhere, they go [18].

There are many types of mobile advertising used by companies in communicating their products. From the simplest, mobile advertising can be in the form of sending text on short message service media (SMS), or sending complex content in the form of static or moving images on multimedia message service (MMS) media, banners on internet sites accessed via mobile devices (banner ads), internet video ads accessed on mobile devices (mobile video ads), or advertisements that appear on mobile device games (mobile games ads). Mobile advertising is a new opportunity for marketers to communicate their products to consumers. However, this opportunity will only be used effectively if consumers have the desire to receive advertisements on their mobile devices.

### B. Advertising Value

Research on advertising value has been started for a long time, beginning with research that examines how a person's attitude can change after being influenced by the level of interest and adoption of information [19-21] revealed that the level of advertising value is determined by several dimensions, namely entertainment, information, and irritation.

The term entertainment in advertising relates to the positive attitude of consumers on the entertainment they get after seeing the ad. There have been many previous studies that confirm the effect of entertainment on the positive attitude of consumers, where the advertising channels used have undergone changes to online advertising [17,22]. This supports the uniqueness of mobile advertising that has many features so that it can entertain more consumers [23-25].

Informativeness refers to a situation in which consumers accept the content of an advertisement and feel that the ad can provide complete and clear information about the product advertised [21]. Because mobile advertising is delivered through mobile devices that are always brought by consumers, consumers can immediately confirm whether the information is true or not [26]. Therefore, the influence of informativeness on mobile advertising is expected to be positive [27-29].

In the last dimension, consumers may feel irritation from advertising, because they may feel annoyed when they see the advertisement [21]. According to previous research, although its nature can differ depending on the advertising channel, irritation has a negative effect [29,30]. What's more, mobile advertising can be disseminated to consumers more actively than conventional advertising, so it is believed to provide higher irritation effects than conventional media.

### C. Advertising Attitude

Advertising attitude is defined as the consumer's response to a particular advertisement that is influenced by various

factors of the ad [31]. The response can be regarded as something that is beneficial or not profitable for them. Other researchers say that advertising attitude is a person's emotional change after seeing advertisements and is described as something positive or negative [32].

The topic of Advertising attitude has been researched by experts. Examples such as research on advertising attitude that discusses a person's attitude in relation to their emotions towards the advertised product [33]. Other researchers discuss advertising attitude and its influence on brand attitude and buying interest [34]. Various previous studies revealed information that advertising attitude is a variable that influences buying interest [35-38]. Mittal also found that advertising attitude is an antecedent that influences buying interest positively [39-44].

### D. Research Framework and Hypotheses

Based on the explanation above, the research framework and hypotheses in this study can be described as follows:

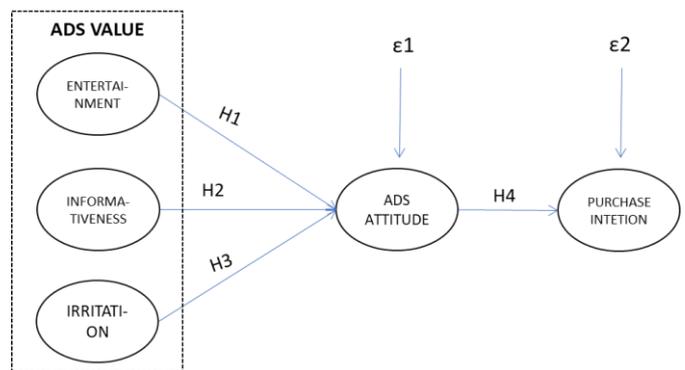


Fig. 1. Research framework and hypotheses.

From figure 1 about the research framework and hypotheses above, there are 3 independent variables that influence the advertising attitude variable, namely "entertainment", "informativeness" and "irritation". Meanwhile, the advertising attitude variable as a moderating variable is also predicted to significantly affect the purchase intention. More fully, the hypotheses proposed are based on the framework in figure 1 are as follows:

- H1: Entertainment has a positive effect on Advertising Attitude
- H2: Informativeness has a positive effect on Advertising Attitude
- H3: Irritation has a negative effect on Advertising Attitude
- H4: Advertising Attitude has a positive effect on Purchase Intention

**II. METHODS**

This research is descriptive verification research with a quantitative approach. The main objective of descriptive research is to describe the characteristics of objects, people, groups, organizations and the environment [45]. Verification method is a research that aims to determine the relationship between two or more variables [46]. Quantitative analysis is systematic scientific research on parts and phenomena and their relationships. The aim is to develop and use mathematical models, theories and hypotheses that are associated with phenomena [45].

*A. Population and Sample*

Population is a generalization area which consists of objects/ subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions [46]. The population in this study were people who had received advertisements on their mobile devices.

According to Zikmund samples are parts, or parts, of a larger population [45]. While sampling technique is a technique in sampling [46]. The sampling technique used in this study was purposive sampling which included the non-probability sampling category. Non-probability sampling is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as a sample [46].

*B. Data Collection*

The data collected in this study are primary and secondary data. Primary data is the information that obtained from the respondents [47]. According to Sanusi, primary data is the information that was first recorded and collected by researchers [48]. While secondary data is the information that is already available and collected by other parties [48].

In collecting primary data through questionnaires, the scale of the instrument uses a Likert scale. The Likert scale is designed to estimate how strongly subjects agree or disagree with statements on a five-points scale with the following anchor: Very Low (1), Low (2), Moderate (3), High (4) and Very High (5).

*C. Data Analysis Technique*

This study uses descriptive statistical data analysis techniques to describe the results of questionnaires and use Structural Equational Modeling (SEM) techniques to test hypotheses & determine the relationship between variables. According to Sugiyono descriptive statistics are statistics used to analyze data by describing or describing data that has been collected as it is without intending to make conclusions that apply to the general and generalization [46].

Structural Equation Modeling (SEM) is a combination of path analysis and confirmatory factor analysis, which analyzes latent and observed variables [49]. SEM analysis techniques are often used by experts in the field of marketing management and consumer behavior [50], where complex relationships between variables can be tested in a complete and simultaneous manner [51].

**III. RESULTS**

*A. Respondent Characteristics*

Table 1 Respondent Characteristics shows the characteristics of the respondents that involved in this study. Based on the table 1, the respondents in this study consisted of 59.8% male respondents and 40.2% were female respondents. Then based on age, respondents in this study consisted of 40.7% of respondents aged under 20 years, 55.9% aged between 20 to 30 years, and 3.4% aged 31 to 40 years. Whereas based on smartphone usage per day (in hours) obtained through questionnaires, it was seen that respondents in this study who used mobile devices for more than 6 hours per day were 65.2%, 4-6 hours as much as 22.3%, 2-4 hours as much 8.9% and the rest use smartphones less than 2 hours per day.

TABLE I. RESPONDENT CHARACTERISTICS

<b>Gender</b>	
Male	59.8%
Female	40.2%
<b>Age</b>	
Below 20	40.7%
20 – 30 years	55.9%
31 – 40 years	3.4%
<b>Frequent of using mobile device (per day)</b>	
More than 6 hours	65.2%
4 – 6 hours	22.3%
2 – 4 hours	8.9%
Less than 2 hours	3.6%

*B. The Level of Entertainment, Informativeness, Irritation in Mobile Advertising According to Respondents' Perceptions*

Table 2 Descriptive Questionnaires shows the level of entertainment, informativeness, irritation in mobile advertising according to respondents' perceptions. Based on calculations, the average respondent's answer to the entertainment dimension is 2.07. If entered on the continuum line with a very low to very high scale range, then the entertainment level of ads on mobile devices is at the "moderate" level.

TABLE II. DESCRIPTIVE QUESTIONNAIRES

VARIABLES	AVERAGE	LEVEL
Entertainment	2.07	Low
Informativeness	2.95	Moderate
Irritation	3.49	High
Attitude	2.65	Moderate
Purchase Intention	2.07	Low

The answer range of the questionnaire are 1 to 5, which is 1 for strongly disagree and 5 for strongly agree

The average respondent's answer to the informativeness dimension is 2.95. If entered on the continuum line with a range of very low to very high scales, the information level of ads on mobile devices is at the "moderate" level. Meanwhile,

the average respondent's answer to the Irritation dimension is 3.49. If entered on a continuum line with a very low to very high scale range, then the Irritation level is at a "high" level.

This result is also not really surprising given previous studies that revealed how advertising can be something that consumers don't like. In terms of mobile advertising, the level of irritation that consumers feel also has results that are not much different from conventional advertising. With the advantages and disadvantages that exist in mobile advertising media, of course marketers must find the best solution so that their ads can be more effective.

C. Respondents Attitude and Purchase Intention on Mobile Advertising

Based on the calculation of the questionnaire data, the average respondent's answer to the attitude variable is 2.65. while for purchase intention variables obtained an average answer of 2.07. If entered on the continuum line, then the levels of these two variables are at the level of "moderate" and "low".

The results of this descriptive study can be valuable information for companies that utilize mobile advertising. Low entertainment levels, moderate levels of information, and high levels of irritation, may not be in line with the expectations of marketers, but these results are expected to be input for marketers to be able to carry out more effective marketing activities.

D. Hypotheses Testing

Before testing the hypothesis, a goodness of fit is tested on the model. Goodness of fit testing is based on several criteria that shows on table 3 Goodnes of Fit, such as Chi Square calculation, Cmin / df, Goodnes of Fit Index (GFI), Tucker-Lewis Index (TLI), Normed Fit Index, and so on. Based on the data processing using AMOS software, the following results are obtained:

TABLE III. GOODNESS OF FIT

Criteria	Results
Chi Square	150.453 (fit)
Probability	0.000 (unfit)
CMIN/DF	1.567 (fit)
GFI	0.857 (unfit)
AGFI	0.797 (unfit)
TLI	0.938 (fit)
CFI	0.951 (fit)
RMSEA	0.076 (unfit)

Some criteria still do not meet the minimum requirements (unfit). However, because some other criteria have met the minimum requirements, the overall model can be considered fit. Because of this, an analysis of hypothesis testing can be carried out. Based on the results of data processing on the model can be described in figure 2 Structural Equation Modelling Diagram, as follows:

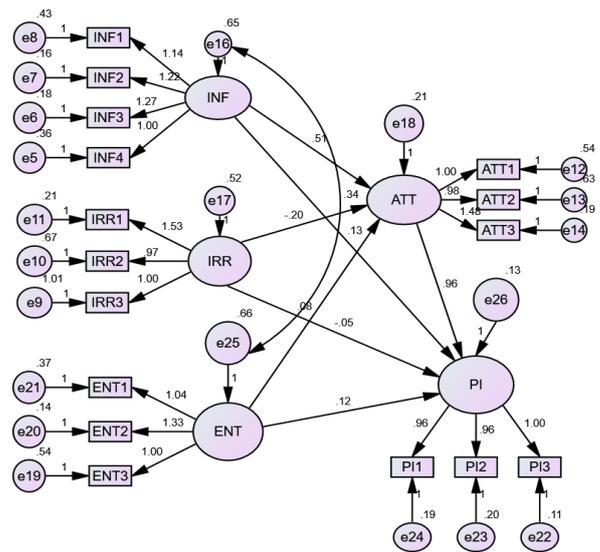


Fig. 2. Structural equation modelling diagram.

From the Figure 2 above, each hypothesis gets different results which can be briefly described in the table as follows:

TABLE IV. ESTIMATES

			Estimate	S.E.	C.R.	P	Label
ATT	<---	IRR	-.201	.090	-2.230	.026	par_8
ATT	<---	INF	.512	.112	4.578	***	par_9
ATT	<---	ENT	.082	.086	.949	.343	par_11
PI	<---	ATT	.960	.181	5.296	***	par_14
PI	<---	INF	.131	.118	1.108	.268	par_15
PI	<---	IRR	-.051	.087	-.590	.555	par_16
PI	<---	ENT	.122	.080	1.518	.129	par_17

Table 4. Estimates, shows that informativeness has a significant positive effect on advertising attitudes with a coefficient of 0.512. Likewise, the consumer attitude variable

that has a significant positive effect on purchase intention, which is equal to 0.960. In addition, advertising attitude is also negatively affected by irritation significantly, with a coefficient of -0.201. All the hypotheses support the theory that has been proposed in previous studies.

#### IV. DISCUSSION

This research shows unfavorable results for marketers, especially for advertisers in online media. According to respondents' perceptions, the advertisements they see on mobile devices still show low value. This deficiency can be seen in specific dimensions of advertising value, namely the level of entertainment, informativeness and irritation. According to respondents' perceptions, advertising on mobile advertising has a low entertainment level. This is indeed not surprising because advertisements displayed on a mobile device have many limitations to be able to entertain. This limitation may arise due to limited space on the screen of a smartphone or tablet, so that not much creativity can be raised there. Some forms of advertising may be more entertaining because it uses a video format. Unfortunately, this is also a difficult challenge because the video format can cause a longer loading time on the web page that will be displayed. Especially for consumers, advertisements like this can spend their internet quota.

This is different from the form of advertising on conventional media such as television or radio. Advertising through these media can be more entertaining because it appears when the main shows from TV or radio "break" for a moment to be replaced by advertisements. These ad impressions can be arranged in such a way as to be able to attract the attention of consumers. For example, advertisements on television or radio can contain comedy or action content so as to be more entertaining to viewers.

Space limitations on mobile devices can usually be overcome by showing pop up ads that cover the entire screen of your smartphone or tablet for a while. However, this also caused an unpleasant reaction from the respondents because pop up advertisements were considered annoying and increased the level of irritation of advertisements for consumers. Based on the results of questionnaires, it can be seen that the level of ad irritation is very high. Besides pop out ads, placing irregular advertisements on layouts can also interfere with the audience's focus. Things like this certainly disrupt the main content of the website so that it can cause irritation.

From the informativeness dimension, advertisements are usually used to inform new products launched by the company or inform the uses of the product, or others. Informative advertising is able to provide something useful for consumers. In this study, mobile advertising is considered to have a moderate level of informativeness by respondents. This is a challenge for marketers so that advertisements displayed on mobile devices can display information better and relevant to their needs. Moreover, mobile advertising has advantages in terms of personalization in displaying advertisements. This personalization can connect between consumer preferences and the type of ad that will be displayed.

Descriptively, the advertising value of mobile advertising receives a less favorable response from respondents, as well as the variable advertising attitude and purchase intention. But what about the relationship between each variable? Are the results of this study still relevant to previous studies?

The results of hypothesis testing indicate that advertising attitude is influenced by the dimensions of advertising value differently. The entertainment dimension affects advertising value insignificantly, so does the irritation dimension that affects advertising attitude negatively and not significantly. It is different from the informativeness dimension that significantly influences the advertising attitude variable and the advertising attitude variable that significantly influences the purchase intention variable.

These results have implications for marketers to pay more attention to the informativeness dimensions of advertising because this dimension can influence consumer attitudes and ultimately can affect their purchase intention on the advertised product. Especially because we think that the limitations of mobile advertising on the entertainment dimension can be overcome if the display of advertisements can provide consumers with the right and relevant information.

Although the level of irritation is felt to be quite high and negatively affects consumer attitudes and interest in buying the products advertised, these results are still in line with previous studies on the irritation of advertising. However, we believe that the level of informativeness will be the solution to this, namely if an advertisement is able to display useful and needed information, then the irritation rate of the advertisement will decrease. Finally, previous studies have proven that purchase intention is positively influenced by advertising attitude and so are the results of this study. The results of this study have succeeded in strengthening previous research about the influence of advertising attitude on buying interest. In this case, consumers who have a positive attitude on advertising tend to have the desire to buy the product advertised.

#### V. CONCLUSION

Based on the descriptive & regression analysis, the finding of this research can be concluded that:

- Respondent's perception of mobile advertising value is differ based on its dimensions. The entertainment level of mobile advertising is at the "low" level, the informativeness level of mobile advertising is at the "moderate" level, while the irritation level of mobile advertising is at the "high" level.
- Respondent's attitude on mobile advertising is moderate, while respondent's purchase intention on mobile advertising products are low.
- Irritation and Informativeness has significance influence on advertising attitude, while entertainment has no significance influence on advertising value.
- All dimensions of Advertising Attitude influences Purchase Intention, whereas Advertising Value influences Advertising Attitude.

This study shows that mobile advertising still has moderate value according consumer perception. Therefore, companies must find a way to improve their mobile advertising value and attitude to increase purchase intention. For the academic purpose, this research is expected to enrich the literature about the variables considered in this study.

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