How smartphone advertising influences consumers' purchase intention

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ABSTRACT

In the last decade, the use of smartphones has grown steadily. The way consumers interact with brands has changed owing to the accessibility of internet connection on smartphones, and ubiquitous mobility. It is crucial to understand the factors that motivate consumers to interact with smartphone advertisements and therefore what stimulates their decision to purchase. To achieve this goal, we proposed a conceptual model that combines Ducoffe’s web advertising model and flow experience theory. Based on the data collected from 303 Portuguese respondents we empirically tested the conceptual model using a partial least squares (PLS) estimation. The results showed that advertising value, flow experience, web design quality, and brand awareness explain purchase intention. The study provides results that allow marketers and advertisers to understand how smartphone advertisements contribute to consumer purchase intention.

1. Introduction

The number of smartphone users has been increasing significantly because of the growth of the smartphone industry, which develops new operating systems and a proliferation of applications. According to Gartner (2016) global sales of smartphones to end users totalled 349 million units in Q1 2016, a 3.9% increase over the same period in 2015. Moreover, smartphone sales represented 78% of total mobile phone sales in Q1 2016. Smartphones have been influencing the way people communicate with each other, becoming a near necessity in both private and professional lives (Derks, Bakker, Peters, & van Wingerden, 2016). The unprecedented growth of smartphones has attracted academic attention, hoping to determine the motivations that explain smartphone use (Park, Kim, Onon, & Shim, 2013; Yeh, Wang, & Yieh, 2016).

Earlier studies focused mainly on antecedents of advertising value and flow experience on mobile advertising, to study attitude toward mobile advertising or intention to read or click (Liu, Sinkovics, Pezderka, & Haghirian, 2012; Yang, Kim, & Yoo, 2013). There is little research about what leads to advertising value, and purchase intention on smartphone advertising (Kim & Han, 2014). Therefore, the aim of this study is to analyse the factors that influence consumers' purchase intention after seeing smartphone advertisements. To do so, we developed a model that combines Ducoffe’s web advertising model, flow experience theory and three additional variables (emotional value, web design quality, and brand awareness) to understand the antecedents of purchase intention on smartphone advertising. The research questions (RQs) that emerged are as follows:

RQ1 – What are the factors that influence advertising value and flow experience?
RQ2 – Do emotions add significance to advertising value in smartphone advertisements?
RQ3 – Does web design quality influence flow experience in smartphone advertisements?
RQ4 – Does brand awareness play an important role in forming purchase intention in smartphone advertisements?

The contributions of this research are threefold. Firstly, it will be a guideline for marketers and advertisers to understand the factors that play an important role in smartphone advertising. Secondly, it provides valuable insights on how smartphone advertisements contribute to forming consumer purchase intention. Thirdly, we investigate the elements that influence best communication strategies for brands in the smartphone advertising market.

This article is structured as follows: Section 2 contains the theoretical background, i.e., the concept of mobile advertising, smartphone advertising and purchase intention, and theoretical foundation. Then, in Section 3 it presents the conceptual model, followed by Section 4 which covers the method used in the research. Sections 5 and 6 contain data analysis and discussion, respectively. Conclusions are in Section 7.

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2. Theoretical background

2.1. The concepts of mobile advertising, and smartphone advertising

Mobile advertising is defined by The Mobile Marketing Association as “a form of advertising that transmits advertisement messages to users via mobile phones or other wireless communication devices” (Chen & Hsieh, 2012). By incorporating mobile advertising techniques in their communication strategies, retailers, services providers and manufacturers can create more dynamic offers and campaigns. From a theoretical perspective, in order to understand how campaigns can reach successful levels, one must know how to ensure alignment between all context variables, the advertising goals, the stakeholders, market conditions, and the chosen mobile ad elements (Grewal, Bart, Spann, & Zubicsek, 2016).

Smartphones, different from standard mobile phones in terms of the operating system, have been attracting a substantial number of users and have become a perceived necessity in personal and work lives. People use them for social networking purposes, for features and functions like reading e-books, answering e-mails, sending messages, and playing games. The Smartphone is a quite new technology and it has received minor attention in academic research in terms of understanding users’ mind-sets about the adoption of smartphones (Joo & Sang, 2013). Nevertheless, smartphone advertisements play an increasing role in the decision-making process in supporting consumer purchases (Kim & Han, 2014).

Advertisements on smartphones have become more sophisticated, adapting to device screens that are not suitable for showing traditional online advertising (pop up, pop under, video, and display ads).

2.2. The concept of purchase intention

Purchase intention indicates likelihood that consumers will plan or be willing to purchase a certain product or service in the future (Wu, Yeh, & Hsiao, 2011). Past research has demonstrated that an increase in purchase intention reflects an increase in the chance of purchasing. If consumers have a positive purchase intention, then a positive brand engagement will promote that purchase. Regarding the context of smartphones, one needs to consider purchase intention as the desire of consumers to make a purchase through the mobile application (Chen, Hsu, & Lin, 2010). Some of the most relevant research on mobile purchase intention is summarized in Table 1.

In their most recent research, Zubicsek, Katona, and Sarvary (2017) present several arguments supporting the assumption that consumers’ movement patterns tend to represent their product preferences, which should be used by marketers to improve the provided commercial offer. In line with this, Shen (2015) argues that not only is mobile shopping increasing to the point of becoming part of many people’s routine, but there is also a set of determinants, such as attitudes, subjective norms, and perceived behavioral control that tend to impact the customer intention to purchase. Hence, product information in mobile advertising should take into consideration these determinants to be well accepted by customers and to have the desired trigger effect.

2.3. Theoretical foundation

2.3.1. Ducoffe’s web advertising model

Ducoffe (1995) developed an approach to study the effectiveness of attitude toward web advertising, focusing on advertising value. In order to understand what makes an advertisement valuable, Ducoffe (1995) found the antecedents (i.e., informativeness, irritation, and entertainment) of advertising value on the World Wide Web. Firstly, informativeness, described as the ability of advertising to inform consumers of product types. Secondly, irritation reflects the techniques employed by advertisers that annoy, offend, insult, or manipulate consumers. Consequently, techniques are perceived as unwanted, irritating consumers. Thirdly, entertainment is perceived as pleasant or likeable advertising and has a positive impact on brand attitudes. These three determinants were the starting point to justify how consumers evaluate the value of advertising. The addition of credibility by Brackett and Carr (2001) and incentives by Kim and Han (2014) as antecedents of advertising value came later. Varnali, Yilmaz, and Toker (2012) describe incentive as generic monetary gains (lotteries, discounts, prepaid credits, and gifts).

2.3.2. Flow experience theory

Csikszentmihalyi (1975) pioneered flow construct. Flow illustrates the best feelings and the most enjoyable experiences possible in human lives as “the bottom line of existence”. By definition, flow is a psychological state in which an individual feels cognitively efficient, motivated, and happy. Researchers have started to recognize the value of this theory in understanding people’s behaviour while using the web (Hoffman & Novak, 2009; Novak, Hoffman, & Yung, 2000). The concept of flow was first applied to the experiences of web users by Hoffman and Novak (1996) in an examination of online marketing activities.

3. Conceptual model

3.1. The conceptual model

The conceptual model, as shown in Fig. 1, is based on Ducoffe’s web advertising model and flow experience. The goal of this research is to determine how consumers perceive the antecedents of the interaction with smartphone advertisements, and consequently how this influences their purchase intention. The constructs, advertising value, and flow experience have five common variables: (1) informativeness; (2) credibility; (3) entertainment; (4) irritation; and (5) incentives. A new variable was added to advertising value, i.e., emotional value. Similarly, the web design quality variable was added to flow experience. We added brand awareness and the antecedent emotional value. Purchase intention is depicted as the consequence of advertising value, flow experience, web design quality, and brand awareness. Each of these constructs is discussed in the following sections.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Research</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information credibility and purchase intention</td>
<td>Discuss how information credibility and user-generated content might impact the product quality and the customer purchase intention</td>
<td>Flanagan, Metzer, Pure, Markov, and Hartell (2014)</td>
</tr>
<tr>
<td>Purchase intention in social network sites</td>
<td>Authors studied the relationship between eWOM, value co-creation, and purchase intention when customers are using SNS</td>
<td>See-To and Ho (2014)</td>
</tr>
<tr>
<td>Risk perceptions and online purchase intention</td>
<td>Research on the influence of online shopping experience on perception of risks associated with online shopping and how this influences online purchase intentions</td>
<td>Dai, Forsythe, and Kwon (2014)</td>
</tr>
<tr>
<td>Facebook advertising effect on purchase intention</td>
<td>Discuss how customer perception toward social media advertising impacts the relationship with brands, hence triggering the purchase intention. Authors present an extension to Technology Acceptance Model that included perceived enjoyment and satisfaction as the added constructs, aiming to explain customers’ acceptance of m-shopping.</td>
<td>Dehghanian and Tumer (2015)</td>
</tr>
<tr>
<td>Mobile shopping</td>
<td></td>
<td>Aghbi and Jallais (2015)</td>
</tr>
</tbody>
</table>

Table 1

Earlier research studies on mobile purchase intention.
دریافت فوری
متن کامل مقاله

امکان دانلود نسخه تمام متن مقالات انگلیسی
امکان دانلود نسخه ترجمه شده مقالات
پذیرش سفارش ترجمه تخصصی
امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
امکان دانلود رایگان ۲ صفحه اول هر مقاله
امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
دانلود فوری مقاله پس از پرداخت آنلاین
پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات