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Mobile Advertising Effectiveness on Gen Y's Attitude and Purchase Intentions

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Abstract

Advertising has evolved with each trending media platform in India. Digital era is catching up in India too and mobile advertising is not left behind. Research pegs mobile advertising at about Rs.430 crore in India by the end of 2014. The mobile revolution in India is championed by Gen Y. Hence this paper tries to study the factors which influence the attitude towards mobile ads, attitude towards brands advertising on mobile platforms and purchase intentions for these brands amongst Gen Y in a permission based and non-permission based environment. Descriptive research design was used to conduct the research.Cronbach alpha was used to test the validity of the questionnaire. Pearson correlation, Factor analysis and multiple regressions was used to analyse the data. The results highlight the importance of informativeness and credibility as the 2 most important factors forming purchase intentions. The introduction of permission as a mediator does not alter any results. Hence permission is yet to gain importance amongst Gen Y in Indian market.

Keyword: Mobile Advertising, Attitude Towards the ad, Attitude Towards the Brand, Purchase Intentions, Permission Marketing

Introduction

Advertising has evolved with each trending media platform in India. Post-independence, radio and newspapers were the major advertising platforms. Post India's 1983 cricket world cup victory, TV made an entry in the media plans. At the same time radio started fading only to enter again in late 1990's – early 2000 period in form of private FM channels. During mid-2000 Internet was gradually spreading its network in Metro India and has steadily grown since then. Search and display dominate the internet advertising platform. Steadily rising in continuum with the digital revolution in India is the mobile advertising. Mobile Marketing Association pegs that the mobile advertising industry in India reached at about Rs.430 crores by the end of 2014.An IAMAI data gives that, the Internet penetration percentage has soared from 3.6 % to 11.4 % from the year 2006 to 2012. The Internet user base in India, as on December 31, 2013 is 238.71 million. Telecom Regulatory Authority of India (TRAI) data says that Internet subscribers in India are 164.81 million as of March 31, 2013, with seven out of eight accessing the Internet from their mobile phones. IAMAI – IMRB research estimates 165 mn mobile internet users by 2015. The same research says that email, social networking, chatting, search and app store dominates mobile internet usage in India. A VServ.mobi research data reveals that the highest mobile Internet users fall in the age group of 18-24 years i.e. Gen Y. Ample literature has suggested that the Gen Y is driving this mobile revolution in India.

India, an emerging economy, has adopted mobile instruments very fast and is proving to be a huge opportunity market for the telecom and cell phone manufacturing giants of the world. Advertising is all about reaching out to the right target audience. Mobile instruments provide this very platform to the Marcom managers. The mobile revolution in a young country like India is heralded by the youth or the Gen Y. A Juxt India Mobile landscape 2013 survey says that penetration of mobile instrument is the highest in the age group of 19-24 years and 65% of users are below 35 in age. Marcom managers in India are gearing up to the mobile revolution and opening up their budgets for this new media platform. In the current work, the researcher has explored the consumer (Gen Y) attitudes towards mobile advertising and purchase intentions thereof.

Literature Review

Research on consumer attitude holds great importance in the dynamic field of consumer behaviour. Attitude is

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defined as an individual's internal evaluation of an object such as a branded product. The study of attitudes has gained importance as attitude is a stable and enduring predisposition, which makes it a crucial determinant of consumer's behaviour towards the product or service. Ajzen and Fishbein (1975) proposed the theory of reasoned action and established that behavioural intentions are formed basis an individuals' attitude towards the behaviour and perceived subjective norms. Advertising messages refer to communication exchanges between advertisers and consumers (Ducoffe, 1996). Attitude towards the ad (Aad) is defined as a "predisposition to respond in a favorable or unfavourable manner to a particular advertising stimulus during a particular exposure situation" (Mackenzie & Lutz, 1986). Attitude toward the brand is "recipients' affective reactions toward the advertised brand or desirable attitude toward purchasing the brand." Purchase intention is "recipients' assessments of the likelihood that they will purchase the brand in the future."

Ducoffe (1995) established that three factors viz. Informativeness, irritation and entertainment are the starting point for how consumers assess the value of advertising. The entertainment aspects relates to the enjoyment associated with the message. Credibility refers to the truthfulness and believability of the advertising in general. Irritation refers to the annoying, offending, insulting and overly manipulation of the consumers. Informativeness refers to the ability of the advertisement to provide up to date, timely and highly accessible information about the product. Ducoffe (1995) identified Informativeness as one of the most important benefit of advertising. Based on a data collected, he found a significant and positive correlation between Informativeness and advertising value. Rotzoll, Haefner and Sandage (1989) put forward informational aspect as central to advertising function. Bauer and Greyser(1968) found that annoyance or irritation is a major reason for people to criticize advertising. Ducoffe's study showed a significant and negative correlation between irritation and advertising value. The third aspect entertainment focuses on the ability of advertising to entertain and thus improve the experience of the consumer with respect to advertising. In Ducoffe's study there was a significant and positive correlation between entertainment and advertising value.

Pavlou and Stewart (2000) focused on the advertising credibility and posited that credibility is the consumer's perception of the truthfulness and believability of advertising in general. Goldsmith, Lafferty and Newell (2000) established that credibility of an advertisement is influenced by different factors, esp. by the company's credibility.

Tsang, Ho and Liang (2004) studied the factors influencing the consumer attitudes towards mobile advertising and the relationship between attitude and behaviour. The study suggested that consumers form negative attitude towards ads sent to them without prior consent. It also supported the fact that there is a direct relationship between consumer attitude and behaviour. In this study the importance of permission marketing was highlighted.

Peng (2006) investigated the factors that affect consumer purchase intentions and behaviour with reference to mobile marketing. This research was done in China. The results highlighted the importance of advertising content credibility and permission in influencing purchase intentions.

Chowdhury *et al.* (2006) studied the factors influencing consumer attitudes towards SMS –based advertising in Bangladesh. The findings showed that mobile ads which were informative and pleasing do not annoy and are liked by the respondents. The study also posited that credibility of the advertiser and message is the most significant factor affecting the respondent's attitude towards the mobile ads.

Yung, Hwang and McMillan(2008) undertook a cross culture study on key factors influencing consumers' acceptance of mobile messages. This study was undertaken in USA and Korea. The results revealed that regardless of the country, advertising that is fun and trustworthy appeals to all consumers. Credibility was the factor, which influenced the purchase intention of US consumers.

Khajehpour and Keshtgary (2011) conducted a study in Iran to understand the factors influencing the consumer attitude towards mobile advertising and the relationship between their attitudes and behaviour. The results highlighted the growing importance of permission marketing. The results gave that the respondents did not have a negative attitude towards mobile advertising, but they expected companies to ask for their permission before mobile advertising.

Ghouri and Khan (2012) studied the attitude of Pakistan consumers towards accepting mobile phone as a commercial marketing channel. He studied various dimensions viz. attitude of respondents towards mobile advertising, attitudes towards mobile coupons, entertainment, mobile shopping, and m commerce transactions. The results showed that consumers in Pakistan have a positive attitude towards mobile advertising and promotions.

Rebecca, Lau and Kleshinski (2012) undertook a cross cultural study to understand the attitudes towards behavioural intentions to adopt mobile marketing amongst Gen Y in France, USA and China. The results revealed that Chinese Gen Y has a more positive attitude towards mobile marketing compared to USA and French Gen Y.

Myers and Rosenkrans (2012) conducted a research to study the Click through Rate of banner ads on mobile devices vis-à-vis that of banner ads displayed on non-mobile devices. The results showed a higher click through rate of banner ads on mobile devices, further displaying a positive attitude of USA consumers towards mobile marketing.

Haq (2012) studied the attitude of Indian consumers towards SMS advertising. The research suggested that consumer attitudes were favorable if ads were sent with permission.

The literature review makes it very clear that brands in the emerging markets have started using mobile advertising in different forms. Hence this increased interest of the advertisers motivates the researcher to undertake a study on the influence of mobile advertising on the attitudes towards the ad, attitude towards the brand and purchase intentions in an emerging and attractive market like India.

Methodology

The objective of this study was to understand the attitudes and purchase intentions of Gen Y with reference to mobile advertising. Descriptive research design was used to conduct the research.Respondents, basis convenience, belonging to the age group of 21-25 years were chosen for the survey as this age group has well documented exposure to mobile advertising. The respondents were based out of Bangalore.

The questionnaire was designed basis items adopted from Ducoffe (1995), Tsang *etal.* (2004), Parissa and Maria (2006), Bauer, Barnes, Reichardt and Neumann (2005), Biehal *et al*. (1992). Likert scale was used to measure purchase intentions. Cronbach's alpha was used to test the reliability of the questionnaire. All the constructs showed the alpha value greater than 0.70 and hence were considered for the final questionnaire. Pearson Correlation was run to understand the relationship between the variables under study. The questionnaire was electronically sent to 130 respondents, of which, 117 duly filled forms were selected for data analysis.

In the first phase of the research Entertainment (ENT), Informativeness (INF), Irritation (IRR) and Credibility (CR) were the independent variables and attitude towards the mobile ad (Aad) and attitude towards the brand (AB) advertising on mobile platforms were the dependent variables. Then Attitude towards the ad also was made an independent variable and its influence on Attitude towards the brand was tested. Then again AB was also made the independent variable and its influence on the Purchase Intentions (PI) was tested.

In the second phase of the research, the influence of independent variables, viz. Entertainment, Information, Irritation and Credibility was tested on Aad and AB, mediated by Permission(PER). Also the influence of these independent variables was directly tested on purchase intentions mediated by permission.

The following hypotheses werecreated:

H1: The perceived Entertainment, Informativeness, Irritation and Credibility of mobile advertisements significantly influence Attitude towards the ad, Attitude towards the brand and Purchase Intentions

H2: The factor-Permission, changes the results of the influence of perceived Entertainment, Informativeness, Irritation and Credibility of mobile advertisements on Attitude towards the ad, Attitude towards the brand and Purchase Intentions.

Factor analysis, Pearson Correlation and multiple regressionswere executed to arrive at the results.

Data Analysis

To assess the reliability of the questionnaire during this research, Cronbach's alpha was used. As can be seen from the Table 1, all scales have Cronbach's alpha values which are higher than 0.7.

Table 1: Cronbach's alpha values

Constructs	*Number of items*	*Cronbach's Alpha*
Entertainment	5	0.923
Informativeness	7	0.865
Irritation	5	0.781
Credibility	2	0.723
Permission	3	0.817
Attitude towards the Ad	5	0.803
Attitude towards the brand	4	0.832
Purchase Intentions	3	0.720

Factor Analysis

The researcher conducted the factor analysis to test the construct validity of the data and to identify underlying constructs in the data, as well as to reduce the number of variables with the attempt to retain as much of the information as possible and make the remaining variables meaningful and easy to work with. The following are the factor underlines in factor analysis :

Entertainment (Factor 1) contained five attributes and explained 76.606% of the variance in the data, with an Eigenvalue of 3.830.

It can be seen from Table 10 that IRR is negatively correlated to all other factors. It implies that as one factor increases the other decreases and vice-versa. As correlations cannot describe causation the researcher has run multiple regression analysis.

Multiple Regressions

The following is the regression model to study the effect of the various construct (i.e. ENT, IRR, IFM, and CR) on Attitude towardsthe advertisement:

$$Aad = \alpha + \beta_1 * ENT + \beta_2 * IRR + \beta_3 * INF + \beta_4 * CR$$

Table 2: Total Variance Explained (Factor 1)

Component	*Initial Eigenvalues*			*Extraction Sums of Squared Loadings*		
	Total	*% of Variance*	*Cumulative %*	*Total*	*% of Variance*	*Cumulative %*
1	3.830	76.606	76.606	3.830	76.606	76.606
2	.383	7.656	84.262			
3	.360	7.199	91.461			
4	.270	5.395	96.856			
5	.157	3.144	100.000			

Extraction Method: Principal Component Analysis.

Informativeness (Factor 2) contained seven attributes and explained 55.750% of the variance in the data, with an Eigenvalue of 3.903.

Table 3: Total Variance Explained (Factor 2)

Component	*Initial Eigenvalues*			*Extraction Sums of Squared Loadings*		
	Total	*% of Variance*	*Cumulative %*	*Total*	*% of Variance*	*Cumulative %*
1	3.903	55.750	55.750	3.903	55.750	55.750
2	.862	12.309	68.059			
3	.651	9.305	77.364			
4	.507	7.248	84.612			
5	.474	6.775	91.388			
6	.336	4.801	96.189			
7	.267	3.811	100.000			

Extraction Method: Principal Component Analysis.

Irritation (Factor 3) contained five attributes and explained 53.580% of the variance in the data, with an Eigenvalue of 2.679

Table 4: Total Variance Explained (Factor 3)

Component	*Initial Eigenvalues*			*Extraction Sums of Squared Loadings*		
	Total	*% of Variance*	*Cumulative %*	*Total*	*% of Variance*	*Cumulative %*
1	2.679	53.580	53.580	2.679	53.580	53.580
2	.925	18.494	72.073			
3	.574	11.489	83.562			
4	.496	9.923	93.485			
5	.326	6.515	100.000			

Extraction Method: Principal Component Analysis.

Credibility (Factor 4) contained 2 attributes and explained 78.949 % variation in the data with an Eigen value of 1.579

Table 5: Total Variance Explained (Factor 4)

Component	*Initial Eigenvalues*			*Extraction Sums of Squared Loadings*		
	Total	*% of Variance*	*Cumulative %*	*Total*	*% of Variance*	*Cumulative %*
1	1.579	78.949	78.949	1.579	78.949	78.949
2	.421	21.051	100.000			

Extraction Method: Principal Component Analysis.

Permission (Factor 5) contained 3 attributes and explained 73.343 % variation in data with an Eigen value of 2.200

Table 6: Total Variance Explained (Factor 5)

Component	*Initial Eigenvalues*			*Extraction Sums of Squared Loadings*		
	Total	*% of Variance*	*Cumulative %*	*Total*	*% of Variance*	*Cumulative %*
1	2.200	73.343	73.343	2.200	73.343	73.343
2	.511	17.025	90.368			
3	.289	9.632	100.000			

Extraction Method: Principal Component Analysis.

Aad contained five attributes and explained 56.051 % of variance in data with an Eigen value of 2.803

Table 7: Total Variance Explained (Aad)

Component	*Initial Eigenvalues*			*Extraction Sums of Squared Loadings*		
	Total	*% of Variance*	*Cumulative %*	*Total*	*% of Variance*	*Cumulative %*
1	2.803	56.051	56.051	2.803	56.051	56.051
2	.842	16.840	72.891			
3	.572	11.430	84.321			
4	.482	9.641	93.962			
5	.302	6.038	100.000			

Extraction Method: Principal Component Analysis.

AB contained four attributes and explained 66.783 % of variance in data with an Eigen value of 2.671

Table 8: Total Variance Explained (AB)

Component	*Initial Eigenvalues*			*Extraction Sums of Squared Loadings*		
	Total	*% of Variance*	*Cumulative %*	*Total*	*% of Variance*	*Cumulative %*
1	2.671	66.783	66.783	2.671	66.783	66.783
2	.670	16.739	83.521			
3	.386	9.649	93.170			
4	.273	6.830	100.000			

Extraction Method: Principal Component Analysis.

PI contained three attributes and explained 64.978 % of variance in data with an Eigen value of 1.949

Table 9: Total Variance Explained (PI)

Component	*Initial Eigenvalues*			*Extraction Sums of Squared Loadings*		
	Total	*% of Variance*	*Cumulative %*	*Total*	*% of Variance*	*Cumulative %*
1	1.949	64.978	64.978	1.949	64.978	64.978
2	.627	20.894	85.872			
3	.424	14.128	100.000			

Extraction Method: Principal Component Analysis.

Table 10: Correlation Coefficients

	ENT	*INF*	*IRR*	*CR*	*PER*	*Aad*	*AB*	*PI*
ENT	1							
INF	.646**	1						
IRR	-.443**	-.267**	1					
CR	.455**	.547**	-.331**	1				
PER	.550**	.404**	-.397**	.397**	1			
Aad	.708**	.706**	-.386**	.554**	.512**	1		
AB	.619**	.681**	-.370**	.537**	.431**	.749**	1	
PI	.487**	.551**	-.316**	.584**	.441**	.649**	.705**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Where a = constant of the intercept term, β_1, β_2, β_3 and β_4 are the regression coefficient. Tables 11, 12, 13 show the results of regression analysis by using SPSS.

It can be noted that factors significantly influencing Aad are Entertainment, Information and Credibility.

Next regression model is to study the effect of the various construct (i.e. ENT, INF, IRR, and CR) on AB

$$AB = \alpha + \beta_1^* * ENT + \beta_2^* * INF + \beta_3^* * IRR + \beta_4^* * CR$$

Where a = constant of the intercept term, β_1^*, β_2^*, β_3^*, and β_4^*, are the regression coefficient. Tables 14, 15, 16 show the results of regression analysis by using SPSS.

Table 11: Model Summary

Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.796[a]	.634	.621	3.430

a. Predictors: (Constant), CRM, IRRM, ENTM, INFM

Table 12: ANOVA[b]

	Model	*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	Regression	2279.235	4	569.809	48.432	.000[a]
	Residual	1317.688	112	11.765		
	Total	3596.923	116			

a. Predictors: (Constant), CRM, IRRM, ENTM, INFM
b. Dependent Variable: AADM

Table 13: Regression 1 Coefficients[a]

Model		*Unstandardized Coefficients*		*Standardized Coefficients*		
		B	*Std. Error*	*Beta*	*t*	*Sig.*
1	(Constant)	6.510	2.093		3.110	.002
	ENTM	.278	.061	.371	4.595	.000
	INFM	.247	.056	.356	4.390	.000
	IRRM	-.067	.061	-.071	-1.088	.279
	CRM	.293	.124	.167	2.364	.020

a. Dependent Variable: AADM

Table 14: Model Summary

Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.744[a]	.553	.537	3.181

a. Predictors: (Constant), CRM, IRRM, ENTM, INFM

Table 15: ANOVA[b]

Model		*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	Regression	1401.677	4	350.419	34.622	.000[a]
	Residual	1133.571	112	10.121		
	Total	2535.248	116			

a. Predictors: (Constant), CRM, IRRM, ENTM, INFM

b. Dependent Variable: ABM

Table 16: Regression 2 Coefficients[a]

Model	*Unstandardized Coefficients*		*Standardized Coefficients*			
		B	*Std. Error*	*Beta*	*t*	*Sig.*
1	(Constant)	5.530	1.942		2.848	.005
	ENTM	.145	.056	.230	2.582	.011
	INFM	.238	.052	.409	4.570	.000
	IRRM	-.080	.057	-.101	-1.400	.164
	CRM	.259	.115	.175	2.252	.026

a. Dependent Variable: ABM

Table 17: Model Summary

Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.788a	.620	.607	2.931

a. Predictors: (Constant), AADM, CRM, ENTM, INFM

Table 18: ANOVA[b]

Model		*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	Regression	1572.827	4	393.207	45.759	.000a
	Residual	962.420	112	8.593		
	Total	2535.248	116			

a. Predictors: (Constant), AADM, CRM, ENTM, INFM

b. Dependent Variable: ABM

Table 19: Regression 3 Coefficients[a]

Model		*Unstandardized Coefficients*		*Standardized Coefficients*		
		B	*Std. Error*	*Beta*	*t*	*Sig.*
1	(Constant)	1.535	1.081		1.421	.158
	ENTM	.058	.054	.092	1.071	.286
	INFM	.140	.052	.241	2.714	.008
	CRM	.168	.107	.114	1.571	.119
	AADM	.379	.080	.451	4.715	.000

Dependent Variable: ABM

It can be noted that Entertainment, Information and Credibility are the factors significantly influencing AB.

Next regression model is to study the effect of the various construct (i.e. ENT, IFM, CR and Aad) on AB

$$AB = \alpha + \beta^{**}_1 * ENT + \beta^{**}_2 * INF + \beta^{**}_3 * CR + \beta^{**}_4 * Aad$$

Where a = constant of the intercept term, β^{*}_1, β^{*}_2, β^{*}_3, β^{*}_4, are the regression coefficient. Tables 17, 18, 19 show the results of regression analysis by using SPSS.

Table 20: Model Summary

Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.729[a]	.531	.518	2.488

a. Predictors: (Constant), ABM, INFM, AADM

Table 21: ANOVA[b]

Model		*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig*
1	Regression	791.069	3	263.690	42.603	.000a
	Residual	699.410	113	6.189		
	Total	1490.479	116			

a. Predictors: (Constant), ABM, INFM, AADM
b. Dependent Variable: PIM

Table 22: Regression 4 Coefficients[a]

Model		*Unstandardized Coefficients*		*Standardized Coefficients*		
		B	*Std. Error*	*Beta*	*t*	*Sig.*
1	(Constant)	2.017	.902	2.237	.027	
	INFM	.017	.043	.037	.389	.698
	AADM	.166	.068	.259	2.431	.017
	ABM	.372	.079	.486	4.720	.000

a. Dependent Variable: PIM

From the above regression results, it is noted that the independent variables Informativeness and attitude towards the ad significantly influence attitude towards the brand.

The next regression is to understand if the independent variables viz. Informativeness, Attitude towards the ad and Attitude towards the brand influence Purchase Intentions. The equation is $PI = \alpha + \beta^{**}_1 * INF + \beta^{**}_2 * Aad + \beta^{**}_3 * AB$ Where a = constant of the intercept term, $\beta^{**}_1, \beta^{**}_2, \beta^{**}_3$, is the regression coefficient. Tables 20, 21, 22 show the results of regression analysis by using SPSS.

Table 23: Model Summary

Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.660a	.436	.416	2.740

a. Predictors: (Constant), ENTM, IRRM, CRM, INFM

Table 24: ANOVA[b]

Model		*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	Regression	649.768	4	162.442	21.641	.000a
	Residual	840.711	112	7.506		
	Total	1490.479	116			

a. Predictors: (Constant), ENTM, IRRM, CRM, INFM
b. Dependent Variable: PIM

Table 25: Regression 5 Coefficients[a]

model		*Unstandardized Coefficients*		*Standardized Coefficients*		
		B	*Std. Error*	*Beta*	*t*	*Sig.*
1	(Constant)	4.580	1.672	2.739	.007	
	INFM	.111	.045	.248	2.460	.015
	CRM	.415	.099	.367	4.195	.000
	IRRM	-.043	.049	-.071	-.879	.382
	ENTM	.062	.048	.129	1.290	.200

a. Dependent Variable: PIM

It can be observed hereby that only Aad and AB are found to significantly influence the Purchase Intentions (PI).

The next regression is run to see the impact of the independent variables viz. Entertainment, Informativeness, Irritation and Credibility on Purchase Intentions directly without mediation from Aad and AB. The below regression equation was formulated. The SPSS results are also as displayed in Tables 23, 24, 25.

$$PI = \alpha + \beta^{**}_{1} * ENT + \beta^{**}_{2} * INF + \beta^{**}_{3} * IRR + \beta^{**}_{4} * CR$$

It can be observed that Informativess and credibility are the only two factors directly influencing purchase intentions.

In the next set of regression, the researcher tried to study the influence of Entertainment, Informativeness, Irritation and Credibility on Aad and AB, mediated by Permission. The regression model is as follows:Where a = constant of the intercept term, β_1, β_2, β_3, β_4, β_5, are the regression coefficient.

$$Aad = \alpha + \beta_1 * ENT + \beta_2 * IRR + \beta_3 * IFM + \beta_4 * CR + \beta_5 * PER.$$

The *SPSS* results are shown in Tables 26, 27, 28.

It can be noted hereby that Entertainment, Informative and Credibility are the factors significantly influencing Attitude towards the Ad.

Table 26: Model Summary

Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.801a	.641	.625	3.410

a. Predictors: (Constant), CRM, IRRM, PERM, INFM, ENTM

Table 27: ANOVA[b]

Model	*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*	
1	Regression	2306.349	5	461.270	39.673	.000a
	Residual	1290.574	111	11.627		
	Total	3596.923	116			

a. Predictors: (Constant), CRM, IRRM, PERM, INFM, ENTM
b. Dependent Variable: AADM

Table 28: Regression 6 Coefficients[a]

Model		*Unstandardized Coefficients*		*Standardized Coefficients*		
		B	*Std. Error*	*Beta*	*t*	*Sig.*
1	(Constant)	5.453	2.193	2.487	.014	
	ENTM	.247	.064	.329	3.871	.000
	INFM	.245	.056	.353	4.384	.000
	IRRM	-.050	.062	-.053	-.802	.424
	PERM	.128	.084	.108	1.527	.130
	CRM	.264	.125	.150	2.122	.036

a. Dependent Variable: AADM

AB =

The next regression model is as follows:

$AB = \alpha + \beta_1^* * ENT + \beta_2^* * IFM + \beta_3^* * IRR + \beta_4^* * CR + \beta_5^* PER$

Where *a* = constant of the intercept term, β_1^*, β_2^*, β_3^*, β_4^*, β_5^* are the regression coefficient. The results from *SPSS* were as shown in Tables 29, 30, 31.

It can be noted hereby that Entertainment, Informative and Credibility are the factors significantly influencing

Table 29: Model Summary

Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.744[a]	.554	.534	3.191

a. Predictors: (Constant), CRM, IRRM, PERM, INFM, ENTM

Table 30: ANOVA[b]

Model	*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*	
1	Regression	1405.055	5	281.011	27.599	.000[a]
	Residual	1130.193	111	10.182		
	Total	2535.248	116			

a. Predictors: (Constant), CRM, IRRM, PERM, INFM, ENTM

b. Dependent Variable: ABM

Table 31:Regression 7 Coefficients[a]

Model		*Unstandardized Coefficients*		*Standardized Coefficients*		
		B	*Std. Error*	*Beta*	*t*	*Sig.*
1	(Constant)	5.157	2.052	2.513	.013	
	ENTM	.134	.060	.213	2.245	.027
	INFM	.238	.052	.408	4.544	.000
	IRRM	-.074	.058	-.093	-1.270	.207
	PERM	.045	.078	.045	.576	.566
	CRM	.249	.117	.168	2.134	.035

a. Dependent Variable: ABM

Attitude towards the Brand. In both the regression analysis permission was not a significant factor influencing Aad and AB. But it has been observed in many research results that it can directly influence purchase intentions. Hence one last regression was run to study if Permission along with other independent variables viz. Entertainment, Informativeness, Irritation and Credibility directly has an influence on PI without mediation from Aad and AB.

The regression model was as follows:

$PI = \alpha + \beta^{**}_1 * INF + \beta^{**}_2 * ENT + \beta^{**}_3 * IRR + \beta^{**}_4 * CR + \beta^{**}_5 * PER$

Where a = constant of the intercept term, ,, , are the regression coefficient. The results from SPSS were as shown in Tables 32, 33, 34.

Table 32: Model Summary

Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.671[a]	.450	.425	2.717

a. Predictors: (Constant), CRM, IRRM, PERM, INFM, ENTM

Table 33: ANOVA[b]

Model	*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*	
1	Regression	671.004	5	134.201	18.178	.000[a]
	Residual	819.475	111	7.383		
	Total	1490.479	116			

a. Predictors: (Constant), CRM, IRRM, PERM, INFM, ENTM

Table 34: Regression 8 Coefficients[a]

Model		*Unstandardized Coefficients*		*Standardized Coefficients*		
		B	*Std. Error*	*Beta*	*t*	*Sig.*
1	(Constant)	3.645	1.748	2.086	.039	
	ENTM	.034	.051	.071	.677	.500
	INFM	.109	.045	.244	2.445	.016
	IRRM	-.028	.049	-.046	-.567	.572
	PERM	.113	.067	.148	1.696	.093
	CRM	.390	.099	.344	3.927	.000

a. Dependent Variable: PIM

It can be observed that only Informativeness and Credibility significantly influence the Purchase Intentions. Permission had no significant impact on purchase intentions.

Conclusion and Interpretations

The regression 1 exhibits that other than Irritation all independent variables viz. Informativeness, Credibility and Entertainment significantly influence Aad. The regression 2 exhibits that other than Irritation all independent variables viz. Informativeness, Credibility and Entertainment significantly influence AB. It is to be noted that Irritation is found not to significantly influence the Aad or AB in Gen Y. The regression 3 exhibits that Aad and Informativess of the ad significantly influences the Attitude towards the brand. Other factors viz. Entertainment and Credibility of the ad does not influence the AB. In the regression 4 Aad, AB and Informativeness are the independent variables whose influence is tested on the dependent variable purchase intention. It was observed that only Aad and AB significantly influence the purchase intentions. Regression 5 was run to observe if the independent variables viz. Entertainment, Informativeness, Irritation and Credibility had a significant impact on Purchase intentions without mediation from Aad and AB. The results showed that Informativeness and Credibility of the ad had a significant influence on purchase intentions. Hence hypothesis 1 is partially supported.

The next set of regression 6 was run to see the impact of the independent variables Entertainment, Informativeness, Irritation and Credibility had a significant influence on Aad and AB mediated by Permission. The results showed that there was no difference in the respondents Aad and AB due to permission. Again in regression 7, Entertainment, Informativeness and Credibility were the only factors significantly influencing Aad and AB. One last regression 8 was run to see the impact of the independent variables Entertainment, Irritation, Informativeness and Credibility on Purchase intentions mediated by Permission. Here it was observed that only Informativeness and credibility significantly influenced the purchase intentions. Hence hypothesis 2 can be rejected.

Interpretations

The results highlight the importance of Entertainment, Informativeness and Credibility of the ad towards creation of positive attitude towards the ad, attitude towards the brand and Purchase intentions. Irritation is found not to significantly influence Aad and AB when the content of the ad is Informative, Credible and Entertaining. But as seen in the Pearson correlation, irritation, individually,

can lead to significant decrease in Aad, AB and PI. These results are in sync with Ducoffee (1995), Bauer (1968) and Rotzoll (1989).

Permission Marketing, while is shaping up in the emerging markets, is yet to create an impact on the Gen Y's attitudes and Purchase Intentions. But as more youth come to know about their rights as far as controlling the messages they want to receive,permission, is going to be a significant factor like it is in the developed countries today.

Managerial Implications

Modern marketing communications managers cannot do without including mobile advertisements in their media plans. They need to ensure that the ads are not run of the mill, me-too kind of ads but entertaining and informative. Also they should ensure that the content of the ad is credible and consumers need to be ensured that the content in the ad is very believable and not manipulative in nature. This also emphasizes the need for a very short but clear and interesting advertising script for mobile communications. The advertising agencies should also motivate and educate their clients towards this. To ensure that audience find mobile ads informative, brand scan create mobile applications basis product category. For e.g. health related products, brands can create apps like pedometer and calorie monitors. These apps are not only informative but add value to the consumer's life. Especially Gen Y is very conscious about health. Brand managers should seek permission for their mobile ads as it may soon have legal compliances. But as observed in this research the Aad, AB and PI are influenced by Entertainment, Informativeness and Credibility of the ad and their attitudes don't change significantly with or without permission. Hence the communication should have these factors and permission can be taken to clear future legal complications.

Scope of Future Research and Limitations

This study was done in Bangalore city only. The research can be extended across India, especially rural Indiabecause the increased tele density. Also mobile ads are economical compared to other traditional mediums and hence gives a lot of value to brand in rural markets. This study can also be done gender basis to study the differential impact on male and female audience. Also very specific study can be conducted for SMS based, App based ad campaigns.

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