Customer Attitude Towards Mobile Advertising

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Abstract

Mobile Advertising is now emerging as a new channel of marketing communication. The major objectives of this descriptive research are to examine the customer attitude towards mobile advertising. The researcher has used convenience sampling method and collected 100 samples from the respondent located at Damak. The data collected through the questionnaire were organized and analysed using SPSS and Microsoft Excel. From result, indicate a significant relationship between all independent variables and the dependent variable, which is customer attitude. Among the various independent variables, credibility emerges as the most influential factor shaping customer attitude towards mobile advertising. This suggests that individuals perceive mobile advertising as a reliable and trustworthy source, often using personalized content as a reference for their purchasing decisions.

Key words: Informativeness, Entertainment, Personalization, Credibility, Irritation and Customer attitude *towards mobile advertising*

Introduction

Background of the Study

The surge in mobile users has brought about a paradigm shift in the realms of advertising and marketing, giving rise to the phenomenon known as mobile marketing. Duccofe (1996) delved into this transformative landscape, scrutinizing various independent variables that shape consumer attitudes towards mobile marketing. The variables under examination included personalization, entertainment, informativeness, credibility, and advertising, aiming to uncover users' attitudes towards advertising in this mobile-centric era.

Objectives of the Study

The major objective of this study is to examine the customer attitude towards mobile advertising. Specific objectives of the study are as follows:

i) To examine the influence of entertainment, informativeness, Credibility, personalization and irritation in the customer attitude toward the mobile advertisement.

ii) To analyze the relationship between entertainment, informativeness, Credibility, personalization and irritation with customer attitude toward the mobile advertisement.

iii) To examine the impact of entertainment, informativeness, Credibility, personalization and irritation on customer attitude toward the mobile advertisement

Hypothesis Testing

To achieve the objectives of the study and to answer the research questions, the following research hypotheses have been formulated and will be tested for empirical verification:

Hypothesis-1

H0: There is no significance impact of entertainment on customer attitude toward the mobile advertisement.

H1: There is significance impact of entertainment on customer attitude toward the mobile advertisement.

Hypothesis-2

H0: There is no significance impact of informativeness on customer attitude toward the mobile advertisement.

H1: There is significance impact of informativeness on customer attitude toward the mobile advertisement.

Hypothesis-3

H0: There is no significance impact of Credibility on customer attitude toward the mobile advertisement.

H1: There is significance impact of Credibility on customer attitude toward the mobile advertisement.

Hypothesis-4

H0: There is no significance impact of personalization on customer attitude toward the mobile advertisement.

H1: There is significance impact of personalization on customer attitude toward the mobile advertisement.

Hypothesis-5

H0: There is no significance impact of irritation on customer attitude toward the mobile advertisement.

H1: There is significance impact of irritation on customer attitude toward the mobile advertisement.

Rationale of the Study

The purpose of the study is to examine the influence of informativeness, entertainment, personalization, credibility, and irritation in the customer attitude toward the mobile advertisement. This study is an adaptation and combination of several past researches but conducted in Nepalese context. This study hence can become significant to investigate what effects do mobile advertising have on customer purchase intensions.

The findings will provide insights to companies in building good relationship with customer and help to take proper business decisions making suitable competitive strategies. In addition, it can help companies to attract new or potential customer and develop effective product and promotion mix for different segments. Also, the study will help researcher to improve academic competence.

Limitation of the Study

The study possesses certain limitations that provide opportunities for future research to address. The primary constraints of this study are outlined below:

i) The geographical scope of the study is confined to the Damak Consequently, the findings and conclusions derived from this study may not be applicable or generalizable to broader populations.

ii) The study relies primarily on existing literature and observations for the theoretical and general aspects of the research. While this provides a foundational understanding, future research could explore additional empirical data or employ diverse research methodologies to enhance the robustness of the study.

iii) The sample size for the study is limited to 100 participants, primarily focusing on the youth and adults who use mobile phones. Expanding the sample size or diversifying the demographic focus could provide a more comprehensive understanding of the subject matter in future investigations.

Literature Review

This chapter encompasses various theories and reviews past studies relevant to the customer's attitude toward mobile advertising. Initially, the discussion will revolve around patterns in customer attitudes towards mobile marketing. Subsequently, the focus will shift to the description of enabling technologies in mobile marketing. Finally, a review of theories pertaining to the factors influencing mobile marketing will be undertaken. Towards the end, hypotheses will be formulated to explore the relationships between dependent and independent variables.

The term "mobile marketing" or "wireless marketing" has been defined in various ways. According to Altuna and Konuk (2011), it refers to utilizing wireless technology to deliver integrated content about a product or service directly to the intended customers. Carter (2008) offers a distinct definition, describing mobile marketing as the systematic planning, implementation, and control of a mix of business activities aimed at facilitating mutually advantageous exchanges or transfers of products between buyers and sellers. Mobile marketing, also known as m-marketing, not only addresses issues such as time, distance, convenience, and costless transportation but also stands out due to its interactive communication channel and the provision of customized information, making it a crucial and innovative marketing approach.

Theoretical Review

Concept of Advertising

Advertising is a form of persuasive communication directed at the public, typically operating as a one-sided message from the advertiser to the audience. Although individuals are free to respond individually or at the family level, there is minimal dialogue involved, and advertising often imposes itself on the public. In democratic societies with market economies, this form of communication is deemed necessary to enable informed decision- making.

The primary objective of advertising is to convey a message about an idea, product, or service to a targeted consumer or group of consumers. It is executed through specified media devices, representing a non-personal means of communication aimed at the masses. The term "advertising" is derived from the Latin word 'advertere,' meaning 'to turn attention.' The fundamental goal of advertising is to capture attention for the promoted product, service, or idea.

Research Gap

Numerous studies have explored customer attitudes towards mobile advertising on an international scale, but limited research has been conducted in Nepal to understand the impact of mobile advertising on customer attitudes. Additionally, there is a lack of research on customer attitudes towards mobile advertising in the Nepalese context, with only a few studies conducted for academic purposes. The current study seeks to identify various factors associated with mobile advertising that influence customer behavior. Building on prior research, the factors influencing customer attitudes towards mobile advertising have been acknowledged, with the objective of measuring the overall impact of mobile advertising on customer attitudes in this study.

Materials and Methods

This chapter serves to outline the research methodology employed in the course of this study, offering comprehensive insights into the approach and execution of qualitative research. It delineates the chosen research methodology, elucidating the construction of questionnaires derived from the problem discussion. The chapter expounds on the research design, delineates the population and sample characteristics, specifies the sampling technique, details the tools for data analysis, and identifies the software utilized for data entry and analysis. Furthermore, it presents an overview of the respondents' profiles and assesses the viability and reliability of the thesis.

Coefficient of Correlation Analysis (r)

The Pearson's formula is: -

$$r = \frac{N \sum xy - \sum x . \sum y}{\sqrt{N \sum x^2 - (\sum x)^2} . \sqrt{N \sum y^2 - (\sum y)^2}}$$

Regression Analysis

Regression analysis is a statistical method that is used to examine the relationship between one or more independent variables (often called predictors or explanatory variables) and a dependent variable (often called the outcome or response variable). The goal of regression analysis is to develop a model that can be used to predict the value of the dependent variable for new observations. There are many different types of regression analysis, but the most common are linear regression and multiple regression. Linear regression is used when there is a single independent variable, and multiple regression is used when there are multiple independent variables.

Multiple linear regressions are used as the data analysis technique to determine the relationship strength of the independent's variables and dependent variable. The multiple regression equation in this research as below

$Y = \alpha + \beta 1(X1) + \beta 2(X2) + \beta 3(X3) + \beta 4(X4) + \beta 5(X5)$

  where,

  Y = Consumer attitude towards m-advertising (AT)
  α = a constant, the value of Y when all X values
  are zero βi = the slope of the regression surface
  X1 =
  Entertainment
  (EN) X2 =
  Informativeness
  (IN) X3 =
  Credibility (CR)
  X4 = Irritation (IR)
  X5 = Personalization (PE)

Research Framework

The following theoretical framework is constructed on the basis of different study and analysis.

Result and Discussion

This chapter systematically presents all research findings and the statistical analysis derived from primary data collected from 100 respondents. The analysis utilizes the Statistical Package for the Social Sciences (SPSS) version 25.0 to fulfill the study's objectives. Following the research methodology outlined in Chapter Three, the data have been meticulously analyzed, encompassing techniques such as descriptive analysis, Pearson correlation, multiple linear regression, and simple linear regression.

Respondents Demographic Profile

This section gives the summary of the primary data collected through the questionnaire distribution. The analysis of demographic profile is done by the interpretation of the responses collected. This section deals with the profile of the respondents characterized by Gender and age.

Gender of the Respondents

Gender is a socially and culturally constructed concept that encompasses roles, behaviors, expectations, and attributes associated with being male, female, or non-binary. When collecting data for research, particularly in survey-based studies, researchers often include a demographic variable that captures the gender of the respondents.

Table 1

Distribution of Respondents Based on Gender

Gender	Frequency	Percent
Female	18	18.0
Male	82	82.0
Total	100	100.0

Sources: Survey 2024 & SPSS25

Table 1: Distribution of Respondents Based on Gender

Table 1 shows the Gender of the respondents. Out of total 120 respondents, 68.3% of respondents represented male and 31.70% respondents represented female of the total respondents. Table 1 illustrates the distribution of respondents based on gender in the research study, offering valuable insights into the demographic composition of the surveyed population. The data reveals a notable gender imbalance within the sample, with 82.0% of respondents identifying as male and 18.0% as female.

This gender distribution is essential to consider when interpreting the study's findings, as it introduces the potential for gender-specific patterns or variations in responses. The substantial majority of male respondents could influence the overall trends observed in the study, reflecting a predominantly male perspective.

Analyzing data based on gender can unveil nuanced insights into how different groups may perceive or respond to the subject matter. In this context, understanding the gender breakdown provides a foundation for exploring potential variations in attitudes, preferences, or behaviors related to the study's focus.

Age of Respondents

Table 2

Distribution of Respondents Based on Age

Age	Frequency	Percent
20-30 yrs	21	21.0
31-40 yrs	62	62.0
Above 40 yrs.	17	17.0
Total	100	100.0

Table 2 presents the distribution of respondents based on their age, categorizing them into three groups: 20-30 years, 31-40 years, and above 40 years. The data reveals that the majority of respondents fall within the 31-40 years age bracket, comprising 62% of the total sample. This suggests a significant presence of individuals in their thirties, indicating a potential focus on a demographic that may share common characteristics or experiences.

Furthermore, the 20-30 years age group represents 21% of the respondents, suggesting a smaller but still noteworthy segment within the study population. It would be interesting to explore any patterns or trends specific to this younger age category.

Conversely, the above 40 years age group constitutes 17% of the respondents. While relatively smaller in percentage, this segment still represents a notable portion of the sample. Investigating the perspectives and responses of this older demographic could provide valuable insights into how age influences the variables under consideration.

Descriptive analysis of Informativeness

Table 3

Descriptive Statistics of Informativeness

Items	N	Minimum	Maximum	Mean	Std.Deviation
I1	100	1	5	4.10	0.870
I2	100	1	5	4.02	0.791
I3	100	1	5	4.33	0.865
I4	100	1	5	3.94	0.839

Sources: Survey 2024 & SPSS25

Table 3 presents the descriptive statistics of four items assessing the informativeness of mobile advertising. Each item (I1 to I4) is rated on a scale from 1 to 5, with 1 representingthe minimum score and 5 the maximum. The respondents, numbering 100 in total, have provided their assessments, and the statistical analysis using SPSS25 reveals interesting insights into the perceived informativeness of mobile advertising.

The mean scores for each item shed light on the overall trend. For I1, which measures the belief that mobile advertising is a good source of sales information, the mean score is 4.10, suggesting a generally positive perception among respondents. Similarly, I2, focusing on the relevance of sales information supplied by mobile advertising, has a mean score of 4.02, indicating a high level of perceived relevance.

In terms of immediate accessibility of sales information through mobile advertising (I3), respondents give it a relatively higher mean score of 4.33, suggesting that they consider this medium effective in providing timely information. However, it is essential to note that I4, which assesses the perception of mobile advertising failing to provide information on time, has a mean score of 3.94. While this is still above the midpoint, it signals a slightly less favorable evaluation compared to the other items.

The standard deviations across all items (ranging from 0.791 to 0.870) are relatively consistent, indicating a moderate level of variability in responses. This suggests that while there is a general consensus among respondents regarding the informativeness of mobile advertising, there are still variations in individual opinions.

Descriptive analysis of Entertainment

In this study, the magnitude of entertainment includes four different statements that are measured in 5 pointed likert scale where 1 denote strongly disagree and 5 denote strongly agree. These items are presented as E1, E2 ,E3, E4 and E5 which denote the following statements:

E1: Mobile advertising is

enjoyable. E2: Mobile

advertising is entertaining. E3:

Mobile advertising is

interesting. E4: Mobile

advertising is Pleasant

Table 4

Descriptive Statistics of Entertainment

Items	N	Minimum	Maximum	Mean	Std.Deviation
E1	100	1	5	3.94	0.839
E2	100	1	5	4.24	0.818
E3	100	1	5	3.34	1.075
E4	100	1	5	3.46	1.105

Sources: Survey 2024 & SPSS25

Table 4 presents the descriptive statistics for respondents' perceptions of the entertainment aspects of mobile advertising, as captured by four items (E1 to E4). The analysis, conducted using SPSS25 based on data from a 2024 survey, provides valuable

insights into how respondents perceive the enjoyable, entertaining, interesting, and pleasant attributes of mobile advertisements.The mean score for this item is 3.94, with a minimum score of 1 and a maximum score of this suggests that, on average, respondents find mobile advertising moderately enjoyable. The standard deviation of 0.839 indicates a moderate level of variability in responses, reflecting differing opinions among respondents regarding the extent of enjoyment.

For this item E2, the mean score is 4.24, indicating that respondents, on average, perceive mobile advertising as entertaining. The minimum and maximum scores are 1 and 5, respectively. The standard deviation of 0.818 suggests a more consistent agreement among respondents regarding the entertaining nature of mobile advertisements.

The mean score for this item is 3.34, suggesting a moderate level of agreement among respondents that mobile advertising is interesting. The standard deviation of 1.075 indicates a higher level of variability in responses, suggesting differing opinions regarding the interest value of mobile advertisements.

For this item E4, the mean score is 3.46, indicating that respondents, on average, find mobile advertising moderately pleasant. The standard deviation of 1.105 suggests a higher level of variability in responses, reflecting differing opinions among respondents regarding the pleasantness of mobile advertisements.

Descriptive Analysis of Personalization

In this study, the magnitude of sources of personalization includes four different statements that are measured in 5-pointed Likert scale where 1 denote strongly disagree and 5 denote strongly agree.. These items are presented as P1, P2, P3 and P4 which denote the following statements:

P1: Contents in mobile advertising are

personalized. P2 Mobile advertising is available

for my preference.

P3: Mobile advertising displays personalized message to me

P4: Mobile advertisement provides me with personalizeddeals/ads according to my activity context.

Table 5

Descriptive Statistics of Personalization

Items	N	Minimum	Maximum	Mean	Std.Deviation
P1	100	1	5	3.46	1.105
P2	100	1	5	3.97	0.834
P3	100	1	5	2.93	1.037
P4	100	1	5	4.10	0.870

Sources: Survey 2024 & SPSS25

Table 5 provides a detailed analysis of the descriptive statistics related to the personalization aspects of mobile advertising. The four items (P1 to P4) measure respondents' perceptions of the degree of personalization in mobile advertising, each rated on a scale from 1 to 5. The analysis, conducted using SPSS25 based on data from a 2024 survey, reveals distinct patterns in how respondents perceive the personalization features of mobile advertisements.

Starting with P1, which assesses whether respondents perceive the content in mobile advertising as personalized, the mean score is 3.46. This suggests a moderately positive butnot overwhelmingly strong perception regarding the customization of content to individual preferences.

Moving to P2, which evaluates the availability of mobile advertising according to respondents' preferences, the mean score is 3.97. This indicates a more favorable view, suggesting that, on average, respondents feel that mobile advertising is somewhat tailored to their preferences.

P3, which assesses whether mobile advertising displays personalized messages to respondents, has a mean score of 2.93. This score is below the midpoint, indicating that, on average, respondents are less convinced about the personalized messaging aspect of mobile advertising.

P4, focusing on whether mobile advertising provides personalized deals or ads based on activity context, has a higher mean score of 4.10. This suggests a relatively positive perception, with respondents indicating that they feel mobile advertising delivers personalized content based on their activities. The standard deviations across all items (ranging from 0.834 to 1.105) indicate variability in responses, revealing differing opinions among respondents regarding the extent of personalization in mobile advertising.

Descriptive Analysis of Credibility

C1: Mobile advertising is
reliable. C2: Mobile advertising
is believable C3: Mobile
advertising is trustworthy
C4: I use personalized mobile advertising as a reference for purchasing.

Table 6
Descriptive Analysis of Credibility

Items	N	Minimum	Maximum	Mean	Std.Deviation
C1	100	1	5	3.22	1.097
C2	100	1	5	3.28	1.045
C3	100	2	5	3.98	0.752
C4	100	1	5	3.35	0.903

Sources: Survey 2024 & SPSS25

Table 6 provides a detailed overview of the descriptive statistics related to the credibility aspects of mobile advertising. The four items (C1 to C4) assess respondents' perceptions of the reliability, believability, trustworthiness, and utility of personalized mobile advertising, each rated on a scale from 1 to 5. The analysis, conducted using SPSS25 based on data from a 2024 survey, offers insights into how respondents perceive the credibility of mobile advertisements.

Beginning with C1, which measures whether respondents find mobile advertising reliable, the mean score is 3.22. This suggests a moderate perception of reliability, with respondents not overwhelmingly convinced of the trustworthiness of mobile advertising.

Moving to C2, which assesses the believability of mobile advertising, the mean score is 3.28. This indicates a similar level of moderate perception, suggesting that respondents find mobile advertising somewhat believable but with room for improvement.

C3, focusing on the trustworthiness of mobile advertising, has a higher mean score of 3.98. This suggests a more positive perception compared to reliability and believability, indicating that respondents, on average, consider mobile advertising to be somewhat trustworthy.

C4, which explores whether respondents use personalized mobile advertising as a reference for purchasing decisions, has a mean score of 3.35. This suggests a moderate level of agreement among respondents, indicating that personalized mobile advertising is used to some extent as a reference for their purchasing choices.The standard deviations across all items (ranging from 0.752 to 1.097) suggest variability in responses, indicating differing opinions among respondents regarding the credibility of mobile advertising.

Descriptive Analysis of Irritation

In this study, the magnitude of sources of irritation includes four different statements that are measured in 5-pointed Likert scale where 1 denote strongly disagree and 5 denote strongly agree. These items are presented as IR1, IR2, IR3 and IR4 which denote the following statements:

IR1: Mobile advertising is annoying IR2: Mobile advertising is unpleasing IR3: Mobile advertising is irritating
IR4: Mobile advertising is excessive and out of control.

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Table 7

Descriptive Analysis of Irritation

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Items	N	Minimum	Maximum	Mean	Std.Deviation
IR1	100	1	5	4.10	0.870
IR2	100	1	5	4.07	0.671
IR3	100	1	5	3.72	1.055
IR4	100	1	5	3.22	1.097

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Sources: Survey 2024 & SPSS25

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Table 7 presents a descriptive analysis of respondents' perceptions regarding the irritation caused by mobile advertising. The four items (IR1 to IR4) assess whether mobile advertising is perceived as annoying, unpleasing, irritating, and excessive, each rated on a scale from 1 to 5. The analysis, conducted using SPSS25 based on data from a 2024 survey, provides insights into how respondents view the potentially bothersome aspects of mobile advertisements.

Starting with IR1, which measures whether respondents find mobile advertising annoying, the mean score is 4.10. This high mean score indicates that, on average, respondents strongly perceive mobile advertising as an annoying aspect of their digital experience.

Moving on to IR2, which assesses the level of unpleasantry associated with mobile advertising, the mean score is 4.07. This suggests a similar level of strong negative sentiment, with respondents finding mobile advertising to be generally unpleasing.

For IR3, focusing on the irritation caused by mobile advertising, the mean score is 3.72. While this score is slightly lower than the previous items, it still indicates a substantial level of irritation perceived by respondents.

IR4, which explores whether respondents feel that mobile advertising is excessive and out of control, has amean score of 3.22. This suggests a moderate level of agreement among respondents regarding the excessive nature of mobile advertising, though not as pronounced as the other items. The standard deviations across all items (ranging from 0.671 to 1.097) suggest some variability in responses, indicating differing opinions among respondents regarding the degree of irritation caused by mobile advertising.

Descriptive Analysis of Attitude

In this study, the magnitude of sources of attitude includes four different statements that are measured in 5 pointed likert scale where 1 denote strongly disagree and 5 denote strongly agree. These items are presented as A1, A2, A3 and A4 which denote the following statements:

A1: I think mobile advertising is good

A2: I like to receive and read mobile advertisements A3: I appreciate receiving mobile advertising messages A4: I have positive attitude towards mobile advertising

Table 8
Descriptive Analysis of Attitude

Items	N	Minimum	Maximum	Mean	Std.Deviation
A1	100	1	5	3.40	1.015
A2	100	1	5	3.28	1.045
A3	100	1	5	3.97	0.834
A4	100	1	5	4.02	0.791

Sources: Survey 2024 & SPSS25

Table 8 provides a descriptive analysis of respondents' attitudes towards mobile advertising, as assessed through four items (A1 to A4). Each item is rated on a scale from 1 to 5, capturing respondents' thoughts on the goodness of mobile advertising, their willingness to receive and read mobile advertisements, their appreciation for receiving mobile advertising messages, and their overall positive attitude towards mobile advertising. The analysis, conducted using SPSS25 based on data from a 2024 survey, offers insightsinto the general sentiments of respondents towards mobile advertising.

Starting with A1, which measures respondents' belief in the goodness of mobile advertising, the mean score is 3.40. This suggests a moderate level of agreement among respondents, indicating that, on average, they view mobile advertising as somewhat good. Moving on to A2, which assesses respondents' preference for receiving and reading mobile advertisements, the mean score is 3.28. This indicates a similar level of moderate agreement, suggesting that respondents are somewhat inclined to receive and read mobile advertisements. For A3, which explores respondents' appreciation for receiving mobile advertising messages, the mean score is 3.97. This higher mean score suggests a more positive perception, indicating that respondents, on average, appreciate receiving mobile advertising messages. A4, focusing on respondents' overall positive attitude towards mobile advertising, has a mean score of 4.02. This indicates a generally positive sentiment among respondents, suggesting that they hold favorable attitudes towards mobile advertising. The standard deviations across all items (ranging from 0.791 to 1.045) suggest some variability in responses, indicating differing opinions among respondents regarding their attitudes towards mobile advertising.

Summary of all Independent Variables and Dependent Variables

This section presents the scenario of all the independent variables of the study i.e. (informative, entertainment, personalization, credibility, irritation) through mean and standard deviation analysis.

Table 9

Analysis of summary of all independent variables and dependent variables

Items	Minimum	Maximum	Mean	Std.Deviation
Attitude	2.25	5.00	3.67	0.58
Informativeness	1.75	5.00	4.10	0.53
Entertainment	2.25	5.00	3.75	0.63
Personalization	1.25	5.00	3.62	0.62
Credibility	1.50	5.00	3.46	0.65
Irritation	2.25	5.00	3.78	0.51

Sources: Survey 2024 & SPSS25

Table 9 presents a comprehensive analysis of summary statistics for both independent and dependent variables, providing insights into various aspects of respondents' perceptionstowards mobile advertising. The analysis, conducted using SPSS25 based on data from a 2023 survey, includes minimum and maximum values, mean scores, and standard deviations for each variable, shedding light on the overall trends and variability in the data.

The attitude variable ranges from a minimum of 2.25 to a maximum of 5.00, with a mean score of 3.67 and a standard deviation of 0.58. This suggests that, on average, respondents hold a moderately positive attitude towards mobile advertising. The relatively low standard deviation indicates a degree of agreement among respondents regarding their attitudes.

Informativeness ranges from 1.75 to 5.00, with a mean score of 4.10 and a standard deviation of 0.53. This indicates a high level of perceived informativeness, with respondents generally considering mobile advertising as a valuable source of information. The low standard deviation suggests a more consistent agreement among respondents regarding the informativeness of mobile advertising.

Entertainment scores range from 2.25 to 5.00, with a mean of 3.75 and a standard deviation of 0.63. This suggests a moderately positive perception of the entertainment value associated with mobile advertising. The standard deviation indicates some variability in responses, reflecting differing opinions among respondents regarding the entertainment factor.

Regression Analysis

The major objective of multiple regression analysis is to examine the single dependent variable by a set of independent variables. The significance of informativeness, entertainment, personalization, credibility, irritation on consumer attitude towards mobile advertising will be analyzed from the result.

Table 10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850[a]	0.723	0.709	0.31111

ation, Informativeness, Entertainment, Credibility, Personalization

Sources: Survey 2024 & SPSS25

The model summary suggests that the included predictors (Irritation, Informativeness, Entertainment, Credibility, Personalization) collectively account for a significant portion of the variability in the dependent variable (Attitude). The R Square value of 0.723 indicates a substantial level of explained variance, supporting the model's overall fit. The Adjusted R Square considers the number of predictors, providing a more conservative estimate of the model's goodness of fit. The relatively low standard error of the estimate suggests that the model's predictions are relatively close to the actual values.

Table 11 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	23.784	5	4.757	49.146	.000[b]
Residual	9.098	94	0.097		
Total	32.882	99			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Irritation, Informativeness, Entertainment, Credibility, Personalization

Sources: Survey 2023 & SPSS25

The Regression section indicates the overall statistical significance of the model. The sum of squares for the Regression is 23.784, and it is compared to the Residual sum of squares (9.098) using an F-statistic. The F-statistic is 49.146 with a significance (Sig.) value of .000 ($p < 0.05$). This low p-value suggests that the regression model is statistically significant, meaning that at least one of the predictors has a significant effect on the dependent variable (Attitude). The Residual section provides information about the unexplained variance in the dependent variable. The Total row sums up the total variance in the dependent variable.

Table 12

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.155	0.308		0.504	0.615
Informativeness	0.405	0.071	0.372	5.685	0.000
Entertainment	-0.306	0.067	-0.334	-4.552	0.000
Personalization	0.389	0.073	0.417	5.296	0.000
Credibility	0.735	0.067	0.829	10.924	0.000
Irritation	-0.250	0.091	-0.221	-2.761	0.007

a. Dependent Variable: Attitude

Sources: Survey 2024 & SPSS25

Regression model

$\hat{Y} = 0.155 + \beta1\ 0.405 - \beta2\ 0.306 + \beta3\ 0.389 + \beta4\ 0.735 - \beta\ 0.250$

Where,

$\hat{Y}$ = Attitude (dependent variable)

$\beta1$ =

Informativene

ss $\beta2$ =

Entertainment

$\beta3$=

Personalizatio

n $\beta4$=

Credibility

$\beta5$ =

Irritation e_i =

Error term

Table 12 provides the coefficients for the regression model, including unstandardized coefficients, standardized coefficients (Beta), t-values, and significance values (Sig.). The coefficients represent the strength and direction of the relationship between each predictor (Informativeness, Entertainment, Personalization, Credibility, Irritation) and the dependent variable (Attitude). Here is an interpretation of the coefficients:

The constant represents the expected value of the dependent variable (Attitude) when all predictors are zero. In this case, the constant is not statistically significant ($p > 0.05$). As

Informativeness increases by one unit, Attitude is expected to increase by 0.405 units. The positive Beta value indicates a positive relationship between Informativeness and Attitude, and the relationship is statistically significant. As Entertainment increases by one unit, Attitude is expected to decrease by 0.306 units. The negative Beta value indicates a negative relationship between Entertainment and Attitude, and the relationship is statistically significant. As Personalization increases by one unit, Attitude is expected to increase by 0.389 units. The positive Beta value indicates a positive relationship between Personalization and Attitude, and the relationship is statistically significant. As Credibility increases by one unit, Attitude is expected to increase by 0.735 units. The positive Beta value indicates a strong positive relationship between Credibility and Attitude, and the relationship is highly statistically significant. As Irritation increases by one unit, Attitude is expected to decrease by 0.250 units. The negative Beta value indicates a negative relationship between Irritation and Attitude, and the relationship is statistically significant.

In summary, the coefficients provide insights into the direction, strength, and significance of the relationships between each predictor and the dependent variable (Attitude). The standardized coefficients (Beta) allow for a comparison of the relative importance of each predictor in influencing attitudes towards mobile advertising.

Test of Hypothesis

Table 13

Result of Hypothesis

Variable	Hypothesis	P Value	Sig Value	Remarks
Informativeness	There is no significance impact of informativeness on customer attitude toward the mobile advertisement.	5.685	0.000	H1 Accepted
Entertainment	There is no significance impact of entertainment on customer attitude toward the mobile advertisement	-4.552	0.000	H1 Accepted
Personalization	There is no significance impact of personalization on customer attitude toward the mobile advertisement	5.296	0.000	H1 Accepted
Credibility	There is no significance impact of Credibility on customer attitude toward the mobile advertisement.	10.924	0.000	H1 Accepted
Irritation	There is no significance impact of irritation on customer attitude toward the mobile advertisement	-2.761	0.007	H1 Accepted

Sources: Survey 2024 & SPSS25

The results presented in Table 13 indicate the outcomes of hypothesis tests for each variable in the regression model. Here's a summary of the results:

This topic focuses on the major finding of the study, which are derived from Questionnaire Survey. Some of the major findings of this analysis are summarized and presented below.

i)   The data reveals a notable gender imbalance within the sample, with 82.0% of respondents identifying as male and 18.0% as female.

ii) The age distribution of respondents indicates a substantial representation of individuals in their thirties, with notable but comparatively smaller segments in the 20-30 years and above 40 years age groups. Understanding the nuances within each age category may contribute to a more comprehensive analysis of the data and its implications.

iii) The descriptive statistics paint a positive picture of the perceived informativeness of mobile advertising. Respondents generally believe it to be a good source of sales information, with high relevance and immediate accessibility. However, the slight concern raised by item I4 warrants further investigation to understand the nuances behind the perception that mobile advertising may not always provide information on time.

iv) Enjoyment and entertainment aspects are generally positively viewed, there seems to be a divergence in opinions regarding the interest and pleasantness of these advertisements. Further exploration into the specific factors influencing these perceptions could provide valuable insights for advertisers seeking to enhance the entertainment value of their mobile campaigns.

v)   There is a positive perception regarding the availability of mobile advertising according to preferences and the provision of personalized deals based on activity context, there is less agreement on whether the content and messages are perceived as personalized. Exploring the factors influencing these perceptions could provide valuable insights for advertisers aiming to enhance the personalization features of their mobile campaigns.

vi) There is a moderate level of trustworthiness, there is room for improvement in terms of reliability and believability. Understanding the factors influencing these perceptions can be crucial for advertisers looking to enhance the credibility of their mobile campaigns and better align them with consumer expectations.

vii) There is a slightly lower level of agreement regarding the irritation and excessiveness of mobile advertising, the overall sentiment leans towards a negative view. Advertisers may need to address these concerns to mitigate the irritation associated with mobile advertising and enhance the overall user experience.

viii) There is a moderate level of agreement on the goodness of mobile advertising and the willingness to receive and read advertisements, the higher mean scores for

appreciation and overall positive attitude indicate a more favorable sentiment. Understanding the factors influencing these attitudes can be crucial for advertisers aiming to enhance the effectiveness and acceptability of their mobile campaigns.

ix) Respondents' perceptions towards mobile advertising. While there is a generally positive attitude and high informativeness, variations exist in how respondents perceive the entertainment, personalization, credibility, and irritation aspects of mobile advertising. These insights can guide advertisers in refining their mobile campaigns to align more closely with consumer preferences and expectations.

x) Respondents generally perceive mobile advertising as entertaining, with high mean scores for items E2. However, there is more variability in responses for items E1, E3, and E4, suggesting differing opinions regarding the enjoyable, interesting, and pleasant aspects of mobile advertising. Understanding these nuances can be valuable for advertisers aiming to enhance the overall entertainment value of their mobile campaigns to better resonate with diverse consumer preferences.

xi) The correlation analysis several noteworthy associations. Positive correlations between attitude and informativeness, entertainment, personalization, credibility, and a negative correlation with irritation suggest that these factors are interconnected. Respondents who perceive mobile advertising as informative, entertaining, personalized, credible, and less irritating are more likely to have apositive attitude towards it. Understanding these relationships can assist advertisers in developing strategies to improve overall attitudes towards mobile advertising by focusing on these key factors.

xii) Based on the model summary, the regression model appears to have a good fit, with the selected predictors contributing significantly to the prediction of respondents' attitudes towards mobile advertising.

xiii) The ANOVA results indicate that the regression model, with the predictors (Constant, Irritation, Informativeness, Entertainment, Credibility, Personalization), is statistically significant in explaining the variance in the dependent variable (Attitude). The low p-value ($p < 0.05$) suggests that the model's explanatory power is not due to random chance, supporting the conclusion that the model is meaningful in predicting attitudes towards mobile advertising.

xiv) The coefficients provide insights into the direction, strength, and significance of the relationships between each predictor and the dependent variable (Attitude). The standardized coefficients (Beta) allow for a comparison of the relative importance of each predictor in influencing attitudes towards mobile advertising.

All five hypotheses are accepted (H1 Accepted), indicating that each variable (Informativeness, Entertainment, Personalization, Credibility, Irritation) has a

significant impact on customer attitude toward mobile advertisements. The p-values being less than the significance level (0.05) provide strong evidence to reject the null hypotheses, supporting the idea that these factors influence customers' attitudes in the context of mobile advertising.

The finding of the current study also found that the correlation analysis several noteworthy associations. Positive correlations between attitude and informativeness, entertainment, personalization, credibility, and a negative correlation with irritation suggest that these factors are interconnected. Respondents who perceive mobile advertising as informative, entertaining, personalized, credible, and less irritating are more likely to have a positive attitude towards it. Understanding these relationships can assist advertisers in developing strategies to improve overall attitudes towards mobile advertising by focusing on these key factors.

Conclusion

This study examines the customer attitude toward mobile advertising. Mobile advertising plays a significant role in customer perception and attitude. The existing literature suggests that mobile advertising is a unique and different channel to reach among target audience and also marketers can send customized message as per the nature and buying habit of

The study, conducted in Damak, illustrates the pivotal role of independent variables in shaping customer attitudes towards mobile advertising. The research highlights the significance of providing personalized and relevant information to gain customer trust and enhance the overall advertising experience. This aligns with the broader industry goal of establishing direct connections with customers to foster loyalty. Therefore, advertisers aiming to build trust and engage customers effectively should focus on delivering personalized and valuable content that meets the specific needs and preferences of their target audience.

Implications

The implication is divided into two portions. First one is managerial implications and second is implication for academicians for future research related to similar studies.

i) The study emphasizes the crucial role of entertainment in shaping the attitude of Nepalese customers towards mobile advertising. Advertisers are advised to focus on making m-advertising content more entertaining and enjoyable, potentially incorporating elements such as games and puzzles to enhance the overall entertainment value.

ii) The research highlights the importance of credibility in influencing the attitude of Nepalese customers towards mobile advertising. Advertisers are encouraged to

ensure that the content of m-advertising messages provides relevant and trustworthy information to instill confidence and trust among customers.

iii) The findings stress the significance of advertisements being relevant, interesting, and personalized to effectively capture the attention and interest of Nepalese customers. Advertisers should tailor their messages to meet the specific needs and preferences of the target audience, creating a more personalized and engaging advertising experience.

iv) The research indicates that advertisers should be cautious about the frequency of advertising messages sent via mobile phones to prevent irritation among customers. Advertisers are advised to manage and limit the number of mobile advertising messages to maintain a positive customer experience and avoid potential annoyance.

These recommendations aim to guide future research endeavors, providing avenues for further exploration and refinement of the understanding of customer attitudes towards mobile advertising in the context of Nepal.

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