Bachelor Degree Project

Mobile Advertisements:

Millennials' Perspective

- A Quantitative Study

Authors: Mariia Buzynna
Andriy Lukin
Andreea Greenstine

Examiner: Setayesh Sattari

Supervisor: Monika Müller

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ABSTRACT

Title: Mobile Advertisements: Millennials’ Perspective
Authors: Mariia Buzynna, Andriy Lukin, Andreea Greenstine
Tutor: Dr. Monika Müller
Examiner: Dr. Setayesh Sattari
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Background: Millennials are the largest and most pertinent audience for mobile advertisements and yet, following an extensive literature review, there were no mobile marketing studies which delimited their scope specifically to Millennials. Furthermore, advertisements are complex presentations which are described by both content factors such as playfulness or informativeness, and also media type factors through which the advertisement is delivered. These different factors cause different attitude levels in Millennials.

Purpose: The purpose of this thesis is to discuss and analyze different media type, content and context factors of mobile advertisements in order to gauge which of these factors mobile advertisements should possess.

Methodology: The research has a quantitative approach and is based on a survey design. Both secondary and primary data were used. The primary data collection was conducted with the help of a questionnaire which was distributed online.

Conclusions: The results show that Millennials have the most positive attitude towards advertisements which they were exposed to through Apps, and that the content factor which has the most influence on their attitude is the entertainment value. Therefore, marketers should focus on making highly entertaining ads and delivering them through Apps in order for Millennials to have more positive attitudes towards them.
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Mariia Buzynna           Andriy Lukin           Andreea Greenstine

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1. INTRODUCTION

In the Background chapter, the authors briefly discuss the phenomena of mobile advertising and outline the main specificities of this advertising type. The Problem Discussion announces the practical issues which motivated this thesis. After this, the purpose and research questions which guide this study are formulated. This chapter also contains the delimitations and the outline of the entire thesis.

1.1. Background

Advertising, which is a form of marketing communication, has mostly been one-sided, largely because of the mediums used. Newspaper and magazine ads are two-dimensional and use either text, images or a combination of both text and images to convey their message. T.V. and radio advertisements are more complex and dynamic, as they use voice components and moving images (Mehta, 2000). Nevertheless, these media are not interactive at the full extent: people cannot interact with the sent message. Even more importantly, they are limited in terms of how focused or targeted they can be. Mobile advertising has been an answer for both those issues. Mobile advertising is not only highly interactive, but it offers marketers the possibility to truly target the consumer based on their search patterns, selected preferences and so on. Furthermore, this broad form of digital wireless advertising offers the possibility of reaching users wherever they are. Therefore, there is no surprise in that the mobile advertising market has been on a surge (Rosenkrans and Myers, 2012).

So what is mobile advertising? Mobile advertisements can be defined as text- and graphics based commercial messages that are sent to consumers via mobile devices, including cellular phones and personal digital assistants (Yu, 2013). The Mobile Marketing Association defines mobile advertising as “a form of advertising that is communicated to the consumer/target via a handset” (Mobile Marketing Association, online, 2014). Rosenkrans and Myers (2012) define it as “advertising or marketing messages delivered to portable devices, either via a synchronized download or wirelessly over the air”. These definitions, even though they may vary, share a common meaning, which made it possible to deduce a definition that would be suitable for the research. In the context of this study, mobile advertising is the placement of announcement and persuasive messages purchased in mobile media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/or
persuade members of a particular target market or audience about their products, services, organizations, or idea.

Mobile advertising is most commonly seen as SMS, MMS, Banner advertisements and Apps (Mobile Marketing Association, online, 2014). SMS (Short Message Service) advertisements are advertising messages which are presented in the form of text messaging. The advertising message usually has up to 160 characters, and therefore can be stored in the user’s handset, and easily reviewed or forwarded to others. SMS ads are diverse in content, and can be filled with special offers, teaser ads, and product information requests (Wei and Xiaoming, 2010, revised from Barwise and Strong, 2002). Though SMS provides a wide range of possibilities, it lacks a rich media toolkit that MMS (Multimedia Messaging Service) promises for advertisers (Blum, 2006). A major difference from SMS is that MMS provides the opportunity to utilize richer content types, which can include long text messages, color images, as well as music, video clips, and more (Coulombe and Grassel, 2004). Other popular types of mobile advertisements are apps and banners. An “app” is an end-user software application, which is designed for a mobile device operating system, which extends that device’s capabilities (Purcell, 2011); they often have advertisements incorporated into their programs. It is widely popular among iOS and Android operating system users, and other smartphones users as well. Banner advertisements display their ad information on mobile browsers that are usually hyperlinked to the websites of advertised products (Wang and Shih, 2013).

Furthermore, in addition to the type of media used to deliver them, mobile advertisements possess various characteristics which pertain to the content or the context of the ad. These characteristics, as well as the media type, all determine different attitudes in consumers (Vatanparast and Asil, 2007; Sung, 2012, Tsang, Ho and Liang, 2004). For example, Qin Gao (2009) had conducted research concerning the interactive factors of mobile advertisement and he showed that user control choices, control instruction, humor and customization are crucial for a good attitude towards mobile ads. Moreover, there are some other groups of variables that have a big influence on the advertisement’s success. Patrick Rau (2014) examined the users’ perception of SMS ads in relation to time pressure and repetition; Qin Gao (2010) has shown that even age of the user and the experience of using Internet can change the perceived interactivity of mobile advertisement. Such factors as “location” were explored in connection

Nowadays, mobile media is mostly popular within people from age 10 to 30. They are the most active mobile users and therefore their brand awareness and product loyalty is extremely important to the mobile advertising research (Syrett and Lammiman, 2004). The common naming for these people is “Millennials” or “Generation Y” - people, whose birth years are ranging from the early 1982 to 2004, following Generation X (Emeagwali, 2011). Millennials is the first generation that grew up with internet and mobile phone technology, and therefore easily adjusted to it from the early years (Syrett and Lammiman, 2004). They are the main mobile users, which is why they need to be taken into account first of all (Syrett and Lammiman, 2004).

Therefore, from the different factors studied by the aforementioned scientific literature, this thesis focuses on the most common, influential and pertinent ones and put them together in order to understand key characteristics which influence Millennial’s attitude towards mobile advertisements. These factors will be:

- Entertainment - the degree of enjoyment, playfulness, and richness of the ad
- Usefulness – how informative the advertisement is, and whether it saves the users time or effort
- Personalization – whether the ad is tailored to the specific target’s device, preferences and activities

The study will also look at media types for ad delivery (like SMS, MMS, Apps and Banners) to gauge Millennials’ attitudes towards them. Ultimately, this thesis seeks to understand which media and what characteristics mobile ads should possess when they are targeted towards Millennials.

1.2. Problem Discussion

“People simply don’t like ads on their mobile devices” says Gupta (2013, p. 75). At the same time smart phones tend to be a very advanced platform for product and service promoting and companies are trying to place their advertisements on mobile phones in order to get as close to
the customer as possible (Li and Du, 2012,). This intersection of interests causes a problem 
that has to be bridged in order to gain a mutual benefit for both company and the mobile 
phone user. The problem is that mobile platforms are more widespread, yet attitudes towards 
advertisements on these platforms are generally negative (Tsang, Ho and Liang, 2004). 
Therefore, how can marketers devise their mobile advertisements in such a way that they 
generate high attitudes and positive effect? Furthermore, once this issue has been bridged, the 
next step is to understand who the main users are. Today the biggest generation of mobile 
platforms users are Millennials (Syrett and Lammiman, 2004). As on article warns, “many 
organizations fail to consider the importance of demographics in ‘buying behaviour’ and in 
creating emotional bonding with their existing customers” (Atkinson 2008, p 303). It is then 
relevant for companies not just to understand how to influence the attitudes towards the 
mobile ads to be successful, but also how to do so among one of its largest user groups.

As it was discussed before (Syrett and Lammiman, 2004), Millennials are using different 
technologies, including mobile devices, much more than other generations. Also, Millennials 
since Millenials have always had digital services, they are ‘digital natives’, adapting faster to 
new digital services. As a result they also have a set of distinct preferences regarding such 
services and media; for example, they are media/format agnostic, meaning they most enjoy 
multimedia but they can use any of the existent media (Sweeney, 2006). This is not the only 
reason why Millenials are highly important as a generation to market to: they are an 
extraordinarily large market of digital natives (Sweeney, 2006), and they are highly influential 
consumers (Fromm and Garton, 2013). Therefore, marketers should understand what factors 
Millenials are most susceptible to, what characteristics influence their preference for an ad, 
and towards what media they have the most positive attitude in order to more effectively tailor 
their marketing communication to this generation.

So, what makes mobile advertisements effective in general? Different pieces of research 
showed different results regarding factors that can identify the success of the mobile ad (for 
instance, Drosses et al., 2007; Haghiran and Madleberger, 2006; Vatanparast and Asil, 2007; 
Chen and Hsieh, 2011). In addition to this, one should keep in mind that every advertisement 
carries some special message (Blythe, 2009), and that all advertisements take place in a 
context. Context refers to circumstances in which the message was delivered, such as time, 
location etc. On the other hand, content of the advertisement includes form and meaning of 
the information that was delivered. However, in order to understand how to most effectively
formulate their mobile advertisements towards Millennials, marketers should understand how each of these factors influence Millennials’ attitude towards mobile advertisements. For example, the study of Tsang, Ho and Liang (2004) revealed that Entertainment was one of the most influential factors for attitude towards mobile advertisements in general and therefore marketers could focus on this aspect of their messages. The same needs to be understood for Millennials as well.

Furthermore, the success of mobile ads depends not only on content and context factors but also on the media type of the message (Sung, 2012). Along with the content and context factors, the attitude towards the media type of mobile ads is changing overtime as well (Sung, 2012) and that is why it requires the further investigation. Although the influence of media on the users’ attitude has already been examined by different authors, the review performed for this thesis did not reveal any articles which compared the attitude of consumers towards different types of mobile media types. There are articles which discuss one media type and how it influences the users’ attitude. Texts, motion and still pictures as an instrument of advertisement delivery were investigated by Sung (2012) from the perspective of consumers’ attitudes, but this research was not related to any particular context or content factors. Gupta (2013) presented for consideration the benefits of apps and showed that consumers may have better attitude towards mobile advertising delivered in this way. However, there is no overall comparison to put the different media types side by side and assess Millennials' attitude towards them, the way Shavitt et al (2004) put TV and Radio and magazines side by side for example.

Hence, the literature review conducted for this thesis did not find any study that would examine users’ attitude towards different media types of mobile advertisement, and there was no research found that would show the connection between context and content of ads together with several media types. Moreover, Millennials as a target group were also ignored in many previous studies. Therefore, in order for marketers to understand how to formulate their advertisements, in terms of content, context and media type, so that they are more effective on Millennials, there is a need for research which assesses Millennials’ attitudes towards the different media types and how content and context characteristics influence their attitude towards mobile advertisements.
1.3. Purpose and Research questions:

Our purpose is to discuss and analyze the different media type, as well as the content and context factors of mobile advertisements in order to gauge which of these factors mobile advertisements should possess.

*Overarching Research Question:* What media factors and what characteristics should a mobile advertisement possess for more positive attitudes among Millennials?

*Sub-questions:*

1) Out of the different mobile media types, which one do Millennials have the most positive attitudes towards?

2) Out of the different characteristics of mobile advertisements, which ones have the most influence on attitude?

1.4. Delimitations

In order to define the size, scope and boundaries of the research, certain delimitations must be drawn. As the research targets mobile users, the study will concentrate on Millennials as one of the most representative groups of mobile platform users in the world (Syrett and Lammiman, 2004). Also, concentrating on Millennials will allow researchers to gain a bigger response rate than with any other group, since they have access to representatives of this generation through campus groups, university sites, groups of friends and acquaintances, and so on. Therefore, this study will not include respondent with ages higher than 32 or lower than 18, as minors cannot be included in studies without a guardian’s permission.

As the study will include Millennials from different backgrounds, countries and different nationalities, certain language problems are likely to arise. Difference in languages causes a distance between consumer and the advertisement, resulting in the incomprehension of the information. The language barrier is difficult to break therefore the study should be limited to one particular language for the advertisements. English seems to be an obvious choice, since
it is a widely used language internationally as well as in the world of advertisements, and it is also the language all three researchers have in common. The survey will not be sent out or translated in any other language, since it would be costly and inefficient in terms of time.

Time will be a delimitation as well, since it would be counter-productive and not cost efficient to spend a large amount of time gathering responses. The time interval will be set to two weeks within which the surveys will be launched among large populations of Millennials. At least one reminder will also be sent out within this scope of time.

Lastly, the method chosen is a survey as it is within the scope and possibilities of the authors of this research project. Even though an experimental study might be relevant for answering some of the questions of this research, experiments are too costly, timely and present high risk of low response rate. Therefore, experimentation was eliminated as a possibility for this study, since it is carried out by students and not professionals. Furthermore, unlike an experiment, a survey allows for gathering much larger sample size, which is very relevant when trying to understand such a large generation as Millennials.
1.5. Thesis Outline

**Introduction**
- In the Background chapter, the authors briefly discuss the phenomena of mobile advertising and outline the main specificities of this advertising type. The Problem Discussion announces the practical issues which motivated this thesis. After this the purpose and research questions which guide this study are formulated. This chapter also contains the delimitations and the outline of the entire thesis.

**Literature Review**
- This chapter provides a review of extant literature on the main concepts of the study, such as Millennials, Attitude and Mobile Advertising. Definitions are provided for these concepts and how they are to be understood in this thesis. Furthermore, the theoretical chapter establishes connections between concepts such as attitude and effectiveness and discusses the types of media which will be analyzed, as well as the content and context factors which will be include in the study.

**Frame of Reference**
- Based on the theoretical review, the research gap which this thesis aims to fill is identified and discussed. Furthermore, the four hypotheses which will govern the analysis of the results are formulated based on the previous theoretical discussion. The research model will illustrate the relationship between Usefulness, Entertainment and Personalization, and Millennial’s attitude towards mobile advertisement based on 3 of Hypotheses. A fourth Hypothesis is formulated individually.

**Method**
- This study was based on particular research approach and research design, the discussion about which is provided in this chapter. Moreover, this chapter discusses methods of data collection and sample selection that were used in order to gather empirical data. With a goal of checking reliability and validity, the quality criteria for this study are outlined. Operationalization, as a part of the study that connects theory and methodology, finishes the whole chapter and describes how the empirical data collection was carried out.

**Analysis**
- This chapter outlines and discusses the main findings of the study. It consists of an analysis of the data obtained from the survey, as compiled in SPSS. The chapter is structured to follow both the order in which the SPSS analysis was performed, as well as the order of the two sub-questions for this research. In other words, the discussion in this chapter is centered first around media type and then around the research model. Finally, the hypotheses are confirmed or denied.

**Conclusions**
- In the final chapter the conclusions are drawn and the suggestions are made. The chapter starts by first answering and discussing the research questions. Then the managerial implications of this research are drawn, and the limitations of the study are explained. Lastly, suggestions are made for future research.
2. LITERATURE REVIEW

This chapter provides a review of extant literature on the main concepts of the study, such as Millennials, Attitude and Mobile Advertising. Definitions are provided for these concepts and how they are to be understood in this thesis. Furthermore, the theoretical chapter establishes connections between concepts such as attitude and effectiveness and discusses the types of media which will be analyzed, as well as the content and context factors which will be include in the study.

2.1. Attitudes

“Attitudes may be described as a person’s internal evaluation of an object such as an advertisement, and may be favourable or unfavourable”, says Sicilia et. al. (2005, p. 141). Attitudes must be considered as real and valuable components of human nature. Without them it is impossible to evaluate satisfactorily the consistency of any individual’s behavior (Allport, 1935).

The evaluation of attitudes based on a person’s opinions does not inevitably give one an opportunity to predict consumers’ behavior. Researchers should assume that an attitude scale can be used only in those situations, when it is possible to expect respondents to express their opinions sincerely and honestly. One of the most important limitations of measuring attitudes is to specify an attitude variable(s) and to restrict the measurement to them (Thurstone, 1949).

2.2. Millennials

“Millennials” is the popular term for people, whose birth years are ranging from the early 1982 to 2004, following Generation X (Emeagwali, 2011). Millennials are the first generation to grow up with internet and mobile phone technology, and thus have been adjusted to it since their youth. Millennials are the most active group of mobile users (Syrett and Lammiman, 2004). Moore (2012) in her research showed that Millennials are a generation who use interactive media and digital technologies more frequently than any other generation. They are the main users of mobile technologies (Syrett and Lammiman, 2004).

The phenomenon of advertisement towards Millennials has been explored in several studies (McCrea, 2011; Smith, 2011; Moore, 2012). Also, on the topic of digital advertising, some
studies were discovered that can help to better understand the phenomenon of marketing towards Millennials. The analysis of digital marketing strategies towards Millennials was carried out by Smith (2011), where she proposed five hypotheses concerning the attitude Internet advertisements. The first one, which states that Millennials prefer side-panel ads, was strongly supported. With the second hypothesis she showed that people consider pop-up ads (such as banners) to be annoying. Thirdly, this study showed that personalization is one of the best ways to get the attention of Millennials. She did not prove the fourth hypothesis, which states that Millennials will visit a website again because of its personalization. Finally this study showed that Millennials want to get a benefit from a website in exchange for their review (Smith, 2011). To sum up, this study is relevant for this thesis because it analyses Millennial’s preferences for digital marketing. However, these hypotheses are not focused particularly on mobile advertisement, which is a main topic of this research.

2.3. Mobile Marketing and Advertising

Mobile advertising is seen as one component of the larger field of mobile marketing (Leppaniemi and Karjaluoto, 2008). As “regular” marketing and advertising are associated, so are mobile marketing and mobile advertisement. In this work, the focus will be on mobile advertising, and this is treated as part of the larger field of mobile marketing. The Mobile Marketing Association defines mobile marketing as “a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.” (Mobile Marketing Association, Online, 31.03.2014). They also define mobile advertising as “A form of advertising that is communicated to the consumer/target via a handset. This type of advertising is most commonly seen as a Mobile Web Banner (top of page), Mobile Web Poster (bottom of page banner), and full screen interstitial, which appears while a requested mobile web page is “loading.” Other forms of this type of advertising are SMS and MMS ads, mobile gaming ads, and mobile video ads (pre, mid and post roll)” (Mobile Marketing Association, Online, 31.03.2014).

The literature on mobile marketing has grown to large proportions. Despite this, there are still no clear and consistent definitions of concepts underpinning the field (Leppaniemi et al., 2006). For example, even though the mobile marketing association defines mobile advertising as a form of advertising which has a handset as a medium of transmission, Rosenkrans and Myers (2012) define it as “advertising or marketing messages delivered to portable devices,
either via a synchronized download or wirelessly over the air”. This is also how it is broadly understood through most of the literature reviewed for this paper: as not just restricted to handsets, but also including tablets, for example, and a plethora of other portable devices. In their literature review, Leppaniemi et al. (2006) also note the many approaches and understanding of mobile marketing and conclude by defining mobile marketing as “the use of the mobile medium as a means of marketing communications”. Furthermore, the American Marketing Association website (accessed 04.04.2014) defined advertising as “The placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas.” Therefore, in the spirit of these two definitions, this thesis understands mobile advertising as the placement of announcement and persuasive messages purchased in mobile media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas. In this context, mobile media refers to media on a broad range of portable devices, delivered via synchronized or wireless (or through the air) download.

According to several researchers, mobile advertising has been shown to generate high levels of readership, awareness, to impact brand attitudes and to generate more click-through rates than comparable means such as internet advertising (Xu et al, 2008; Chen and Hsieh, 2011; Rosenkrans and Myers, 2012). One of the most important characteristics of this type of advertising is personalization (Haghiran et al, 2005; Chen and Hsieh, 2011). In comparison to other means, such as TV, newspaper, or internet ads, mobile ads can be personalized to the user’s characteristics and can also be interactive (it has responsive content, users can send a text back, etc.) For example, Adidas launched a permission based marketing program through Alcatel-Lucent and Mobinil in Egypt where users who registered for Mobinil’s ads service and specified an interest in sports and sport gears received messages about Adidas, their products and campaigns; the response rates were of 35% and higher (mobilemarketer.com). Researchers distinguish between three types of mobile advertising: permission based, incentive based and location based (Tsang, Ho and Liang, 2004: Chen and Hsieh, 2011). Permission based advertising is illustrated in the example above and refers to advertising that the users express their permission and interest in receiving. Incentive based advertisements are those that offer a reward to individuals when they agree to receive promotional material.
For example companies which may offer discounts to their products should the individual agree to receiving ads from them. Location based advertisements target individuals based on their location.

Like internet advertisements, mobile advertisements are also divided into push and pull categories (Rosenkrans and Myers, 2012; Leung et al, 2004). An example of pull advertisements are those which are triggered when users request information based on their location, whereas push advertisements refer to content which is sent to the user’s mobile device (Leung et al, 2004). One of the most popular means of mobile advertising are through such push messages that are sent directly to the mobile device like SMS (text messages) or MMS (multi-media messages) (Chen and Hsieh, 2011). SMSs are more static and limited, as they consist of short lines of text (maximum 160 characters). They are plain but informative in nature and one of their main advantages is that they can be read by all cell phones, which is why they are one of the most popular and widely used form of mobile advertising (Chen and Hsieh, 2011). Another one of the most prevalent modes of mobile advertisements are banners, which can be static or clickable, with associated text link or without (Laszlo, 2009). They are categorized as pull-type advertisements because they are displayed to the user when surfing a mobile websites. Park et al. (2006) carry out a literature review and define mobile ads categories in the following manner:

Table 1- Classifications of Different Types of Advertisements Source: Park et. al. (2006)

<table>
<thead>
<tr>
<th>Communication</th>
<th>Presentation Type</th>
<th>Business Purpose</th>
<th>Message Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Push</td>
<td>Message ( SMS/EMS/MMS)</td>
<td>Direct Purchase</td>
<td>Pure Advertisement</td>
</tr>
<tr>
<td>Pull</td>
<td>Mobile Banner</td>
<td>Coupon/Promotion</td>
<td>Attached Advertisement</td>
</tr>
<tr>
<td>Interactive</td>
<td>Ringtone</td>
<td>Information Transfer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Application (screensaver,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>wallpaper, mobile game)</td>
<td>Brand Imaging</td>
<td></td>
</tr>
</tbody>
</table>

2.4. Mobile Advertising Effects on Consumer Attitude

Two key words for the next parts of this chapter, and the remainder of this thesis, are effectiveness and attitude. Not only are these linked to the success of mobile advertisement, but also these two concepts are behind some of the controversy related to mobile
advertisement. First, attitude towards mobile advertisements has been linked to effectiveness
and intention to buy (Mohta, 2000; Gelb and Pickett, 1983; Mackenzie and Lutz, 1989).
Second, there are many factors that have been shown to influence the effect of advertisements
on consumers (Park et al., 2008; Merisavo et al., 2007). McKenzie and Lutz (1989) defined
the attitude toward an advertisement as an individual’s “learned propensity to respond in a
consistently favorable or unfavorable manner toward advertising in general.” A positive
attitude towards the ad translates into a positive attitude towards the product being advertised
and a higher intention to buy (Leung et al, 2004; Tsang, Ho and Liang, 2004). Therefore, it is
important for mobile advertisers and companies to understand the factors which influence a
user’s attitude towards a mobile ad, as these will influence the individual’s behavior (buying
intention).

Furthermore, research found that attitudes towards advertising have generally been negative
(Tsang, Ho and Liang, 2004). In particular, mobile advertisements can be seen as intrusive
and irritating, especially when they are received on devices that a person has an attachment
towards (Unni and Harmon, 2007; Banerjee, 2008). Moreover, mobile advertising has raised
considerable privacy concerns. For example, given that mobile phones are devices we take
with us everywhere, and that they store sensitive and highly personal information, advertisers
have a to walk a thin line between personalizing their message based on data gathered from
such devices and not violating individual privacy. This is also why acceptance has been
increasingly regarded as a success factor for mobile advertisement (Lepäniemi et al, 2006;
Merisavo et al, 2007).

Vatanparast and Asil (2007) identify consumer privacy to be one of the key factors affecting
the use of mobile advertisements. Privacy is also connected to attitude towards the ad and
Park et al. (2008) identify privacy as one of the main obstacles in mobile advertising.
Therefore, when discussing attitude towards mobile phone advertisements, a distinction
should be made between permission-based advertisements and regular advertisement, because
consumers have been shown to have a more positive attitude towards permission based
advertisements (Tsang, Ho and Liang, 2004). An other class which should be identified is
incentive based advertisements, as several researches indicate that individuals are more
accepting of advertisements when they are rewarded (Haghiran and Madlberger, 2006;
Vatanparast and Asil, 2007; Tsang, Ho and Liang, 2004). However, since these are
established features which refer more to the way in which the advertisement is broadcast (it
offers incentive or not, it targets location or not, etc.), this project will focus on other factors, outside of these, which can influence the attitude of consumers. The reason behind this is because the thesis aims at understanding how to best formulate the advertisement itself to make it more effective, and does not seek to understand whether location based or incentive based advertisements are more effective.

2.5. Factors Affecting Advertisement Effectiveness

As mobile advertisements can be categorized depending on different features, this research will distinguish between factors that pertain to the media type used and other types of factors that pertain to content and context (Xu, 2006; Haghiran and Madleberger, 2005). Media type refers to the mode of delivery, as an SMS, an MMS, a banner, or an app. The factors were divided into content and context factors into factors that pertain to Usefulness (time, location, informativeness), Entertainment (playfulness, enjoyment, richness) and Personalization (user preference, user activities, user age, device type). All the factors are related to either content or context, however they were grouped based on their function in order to give a more appropriate structure to our research.

1) Media Type Influence on Consumer Attitude

As previously discussed, mobile advertisements have various presentation media. They can be either plain text or complex graphics (static or dynamic), audio, video and so on. The media type, which can otherwise be seen as the delivery media, is a very important factor which can have a high impact on consumers’ attitude (Oh and Xu, 2003). Previous research has shown that different media types have different impacts on consumer attitude (Sung and Cho, 2012). Following an extensive search for studies that compare the effects on attitude of the different delivery methods, only a small number of studies were discovered. The search was conducted using Google Scholar and OneSearch from Linnaeus University Library, with the terms “influence of media type on attitude”, “media advertisement”, “media advertisement attitude” and “mobile media”. The only studies that were found to be relevant were those of Sung and Cho (2012) who investigate the influence of media types on consumers over time, and of Rau et al (2006) which investigates the effects of the presentation of the mobile advertisement on recognition. For example, there are several studies investigating the effectiveness and factors driving SMS advertising (Drossos et al., 2007; Scharl et al, 2005), and there are studies which compare non-mobile and mobile advertisements (Rosenkrans and Myers, 2012; Yu and Cude,
However, to the authors’ knowledge, there is no study that puts all the different types of media together and measures the attitude Millennials towards them.

Sung and Cho (2012) conclude that even though motion pictures (like videos or moving banners) have a higher initial impact on attitude, with time this influence decreases, whereas the impact of text advertising increases over time. Rau et al.’s (2006) study finds no significant difference between people’s attitude to static banners, static banners with audio or animated banners. They do however find a relevant difference in recognition, which suggests that animated banners are more memorable than static banners. This shows that different media result in different impacts and different attitudes. It is therefore relevant to try and understand if this is true and which medium is associated with the highest attitude or impact.

Sung and Cho (2012) discussed the impact of different type of media, as mentioned above, and revealed that there is indeed a difference in the impact they have. Oh and Xu (2003) assessed that multimedia has a higher impact on entertainment and informativeness in location based advertising, indicating that they generate higher attitudes. Park and Ohm (2014) carried out a study on different media types as well as placement and exposure types, seeking out impactful combinations, much like this thesis. Their study found that a combination of motion picture (consistent with MMSs) and pop-up type of exposure, or motion picture and bottom of the screen location generated the most positive attitudes. Lastly, the study of Shavitt et al (2004) compares attitudes between different types of delivery media for advertisements in general. They compare attitudes towards TV ads, magazine ads, Radio and other media types, because the different media delivered different types of experiences. They found that magazine ads were the most liked and TV ads the least (Shavitt et al, 2004). As the authors discussed, comparing the different types of delivery media is important not just because they offer a different experience, but also because they affect the audience’s willingness to be exposed to the advertisement or purchase the product (Shavitt et al, 2008). Furthermore, their study also indicates that whether the ad experience was self-selective or not (if the consumer had a choice in selecting when and which ad to see) factored into public opinion towards that medium.

2) Content and Context Factors and attitude towards mobile advertisement
The second group of factors which will be tested will be content and context factors. These are related to the content of the advertisement (information contained, graphics, design, if the advertisement contains one or more type of media, etc.) and the context in which it is sent (the time of the day, week or year that the advertisement is received, the location of the consumer when they receive the advertisement, how targeted the advertisement is and whether it is tailored to the characteristics of the receiver, etc.)

Studies like that of Tsang, Ho and Liang (2004), Xu (2006), Ducoffe (1995), or Vatanparast and Asil (2007) include negative factors such as irritation in their models in order to assess their influence on consumer attitude towards mobile advertisements. For example, the results of the study conducted by Tsang, Ho and Liang (2004) indicate that irritation is negatively correlated with attitude towards mobile advertisements, as previously suggested. And although the degree of perceived irritation can have an effect, albeit marginal, on consumer attitude towards mobile advertisement, this study will focus on positive factors in order to discover what factors of an advertisement would stimulate consumer attitude and trigger intention to buy. Furthermore, studies like that of Parenno et al. (2013) show that positive factors may outweigh, or diminish the influence of perceived irritation on consumers.

Drosses et al. (2007) classify different factors in terms of how often they are cited in mobile advertising literature. Out of them, factors such as location, time, relevance and interactivity ranked highest in terms of representation in literature. Drosses et al. (2007) place time and location under the greater umbrella of “amount of perceived effort to buy the advertised product. Location in particular appears to be a distinctly important factor, as it offers marketers the possibility to truly target consumers based on where they are. Nevertheless, Chien and Hsieh’s study (2011) suggests that consumers regard location differently than advertisers and that privacy concerns may have a negative mediating effect. Therefore, in this research time and location will be considered under the bigger umbrella of effort necessary to buy an item.

Haghiran and Madleberger (2006) identify content factors to be effective in increasing advertising value across empirical studies. More specifically, perceived entertainment has been shown to have a large influence on attitude across multiple studies (Haghiran and Madleberger, 2006; Tsang, Ho and Liang, 2004; Xu, 2006; etc.). Even so, Chowdhury et al. (2006) conducted their study in emerging markets and found, contrary to other authors that
perceived entertainment was not as influential on attitude as expected. This shows the importance of testing the influence this factor has on Millenials’ attitude towards advertisement, particularly since it has been shown to be a factor of critical relevance. Leung et al. (2004) describe entertainment as composed of perceived playfulness and perceived enjoyment. Likewise, Xu (2006) operationalizes entertainment based on humor and enjoyment.

Informativeness is another critical content factor which is heavily featured in literature. Rotzoll, Haefner and Sandage (1989), as quoted in Ducoffe (1995), argue that advertising’s informational role is its main legitimizing function. Furthermore, Ducoffe (1996) defines the informativeness aspect of an advertisement as the ability of the advertisement to effectively convey information to the consumer. This can be about price, brand, promotion, etc. Tsang, Ho and Liang (2004) found that informativeness is positively correlated with attitude, albeit it only has a marginal effect. Likewise, Xu (2006) found informativeness to be positively correlated but only marginally influential. It is relevant, though, to understand whether Millenials regard this factor in the same way, and whether if taken together with time and location, it can nonetheless impact their attitude.

Personalization is a mixed content and context aspect. Vatanparast and Asil (2007) emphasize the importance of customization in the success of an advertisement, especially since most people maintain a personal relationship with their phones and rarely share them with a different person. Chen and Hsieh (2011) state that if consumers were to receive tailored advertisement, messages that are custom-made for them, then they would be positively impressed and more willing to buy the product. Also, if advertisers could properly target their messages, they could substantially reduce costs while improving effectiveness (Chen and Hsieh, 2011). Furthermore, personalization increases the relevance of the message and has been found to have a positive impact on attitude (Dickinger and Haghirian, 2004; Beneke et al., 2010). On the other hand, advertisers have to make a compromise between the degree of personalization and privacy related concerns (Chen and Hsieh, 2011), which makes it important to understand to what degree the customization and personalization influences attitude.
Below is a sum-up of the factors presented above, grouped in their three categories.

*Table 2 – Groups of Content and Context Factors*

<table>
<thead>
<tr>
<th>Usefulness</th>
<th>Entertainment</th>
<th>Personalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>Playfulness</td>
<td>User Preferences</td>
</tr>
<tr>
<td>Location</td>
<td>Enjoyment</td>
<td>User Activities</td>
</tr>
<tr>
<td>Informativeness</td>
<td>Richness</td>
<td>Device type</td>
</tr>
</tbody>
</table>
3. FRAME OF REFERENCE

Based on the theoretical review, the research gap which this thesis aims to fill is identified and discussed. Furthermore, the four hypotheses which will govern the analysis of the results are formulated based on the previous theoretical discussion. The research model will illustrate the relationship between Usefulness, Entertainment and Personalization, and Millennial’s attitude towards mobile advertisement based on 3 of Hypotheses. A fourth Hypothesis is formulated individually.

3.1. Research gap

As it was discussed in the problem discussion, and supported by literature review, while there have been studies on marketing and advertisement towards Millennials (Syrett & Lammiman, 2004; Fromm & Garton, 2013), the mobile advertising phenomenon has not yet been studied for this group. Moreover, studies on mobile advertising are either focused on one or several media types (Sung, 2012; Drossos et. al., 2007; Scharl et. al., 2005), or on content or context factors (Ho & Liang, 2004; Chen and Hsieh, 2011; Rau, 2014). Furthermore, these studies usually focus on one element of the mobile advertisement, like personalization, or value of an advertisement. The authors combine all of these factors in order to gain an overall understanding of how to formulate advertisements that have the most effect on Millennials and what factors to focus on when targeting advertisements to Millenials. Given the fact that resources are limited, advertisers need to know which aspects of an advertisement deliver the most value. Therefore, a general empirical study, taking into account as many factors as possible, can show which factors increase Millenial’s positive attitudes towards mobile ads.

3.2. Hypotheses and Research Model

According to Hampel et al (2012), advertising perception is a very strong indicator of the consumer’s attitude towards the advertisement. Ad perception is defined as “a multidimensional array of consumer perceptions of the advertising stimulus, including executional factors but excluding perceptions of the advertised brand” (MacKenzie and Lutz, 1989, P. 51). Therefore, the term perception will be used to formulate our hypotheses.
Given on the theoretical discussion above, our model is based on hypotheses which posit that there is indeed a positive relationship between the different content and context factors and Millennials’ attitude to mobile advertisements. The three hypotheses, related to the content and context factors, are as follows:

H1: The perceived usefulness of an advertisement will have an influence on Millennials’ attitude toward the mobile advertisement.

H2: The perceived entertainment of an advertisement will have an influence on Millennials’ attitude toward the mobile advertisement.

H3: The perceived degree of personalization will have an influence on Millennials’ attitude towards the mobile advertisement.

![Diagram of hypotheses (Figure 1)]

*Figure 1 – Content and Context Factors that influence Millennials’ attitude towards mobile advertising (Research model of the study)*

The fourth Hypothesis is related to the type of media which is used in delivering the advertisement. Therefore, this thesis will also hypothesize that Millennials will have the most
positive attitude towards MMS ads, since they are (a) multimedia, which has been shown to have an impact on attitude (Oh and Xu, 2003; Park and Ohm, 2014), and (b) relatively self-selective, insofar as they do not automatically appear like banners, but one can choose to open a message on their phone, and which message to look at first.

H4: Millennials have the most positive attitude towards mobile advertisements through MMS.
4. METHODOLOGY

This study was based on particular research approach and research design, the discussion about which is provided in this chapter. Moreover, this chapter discusses methods of data collection and sample selection that were used in order to gather empirical data. With a goal of checking reliability and validity, the quality criteria for this study are outlined. Operationalization, as a part of the study that connects theory and methodology, finishes the whole chapter and describes how the empirical data collection was carried out.

4.1. Research approach

Theory and research

The theory in the project can have deductive and inductive function. In a deductive study the relationship between theory and research leads to generating a hypothesis from the existing studies, confirming or rejecting this hypothesis and making a revision of the theory. On the other hand, in inductive study this connection is reversed: researcher generates new theory from the observations and the conclusions he/she made (Blaikie, 2010). These theoretical considerations “are possibly better thought of as tendencies rather than as a hard-and-fast distinction” (Bryman and Bell, 2011, p. 14). As it was mentioned in the previous chapters, there are numerous examples of theory regarding the chosen topic of the study. The authors will build the thesis on the ground of previous investigations. Following their research questions, the authors will try to test some of the existing studies which are approximate to their research and compare the findings. Therefore, the relationship between theory and research has a deductive nature.

Epistemological considerations

The next step of building the research strategy is deciding what should be regarded as acceptable knowledge for the research. Concerning this issue, there are two main epistemological positions: positivism and interpretivism. Positivistic knowledge refers to empirical information and sensory experience as the authoritative knowledge (Saunders, 2009). According to Bryman and Bell (revised from Pugh, 1983), positivism describes the research task as entailing the collection of data upon which to base generalizable propositions that can be tested. The contrast epistemology to positivism is interpretivism which takes into
consideration the subjective meaning of social actions and respects the differences between
the people and objects of the natural sciences (Blaikie, 2010).

In this study authors will explore the attitude towards mobile advertising of direct users of
mobile platforms. Their goal is to make the result of the study practically implemented in
mobile advertising field and, moreover, it supposes to be testable. One of the goals here is to
generalize the findings, so the authors will try to minimize the subjectivity in their research.
Therefore, authors will use natural science model which is represented by positivism.

Ontological considerations

The ontological position of the study can be represented by objectivism or constructionism.
These considerations show the relationship between the event and related to this event
individuals. According to Bryman and Bell (2011, p. 21) “objectivism is an ontological
position that asserts that social phenomena and their meanings have an existence that is
independent of social actors”. In contrast, constructionism stands for the individuals as a
defining factor for social phenomena (Blaikie, 2010). In this study, the connection between
social phenomena and social actors is objectivism because mobile advertisement already
exists as social phenomena. So the authors’ purpose is not to influence its development but to
explore the current situation on this particular market and to identify the main patterns in this
field.

Connection of epistemology and ontology – competing paradigms

The function and the purpose of the scientific research can be either regulatory or radical.
Regulatory assumption comprehends the description of the phenomena without any
judgments. Radical assumptions, in contrast, are more about making judgments and providing
the suggestions regarding the improvement of the organization’s (the phenomena’s) condition
(Bailey, 1994; Blaikie, 2010). The paradigmatic position of the study can take four different
forms: functionalist, which is based on the problem-solving orientation; interpretative, which
involves social actors who work within the particular organization; radical humanist that rises
from the need of change in particular social phenomena; and radical structuralism, which
refers to the conflicts in relationships within the organization (Bryman and Bell, 2011). The
authors are going to investigate externally, towards organization factors and they are not
trying to provide any changes. Therefore, the authors’ assumption about the function and purpose of scientific research is purely regulatory. The objectivistic and regulatory assumptions of this study lead to functionalist paradigmatic position of the research which will help to provide rational explanations.

Research strategy

The research strategy can be quantitative or qualitative. The distinction between these two approaches resides in epistemological and ontological orientation and also in the relationship between theory and research. For the qualitative studies these main components will be represented by inductive theory, interpretivism and constructionism (Bryman and Bell, 2011; Kumar, 2011). Nevertheless, the research strategy of this study is quantitative. Its epistemological orientation is positivism; ontological orientation is objectivism; and the testing of existing theory refers to deductive method of study.

4.2. Research design

There are five different types of research design: experimental, cross-sectional, longitudinal, case-study and comparative design (Kumar, 2011). For this research it is important to say more about cross-sectional design. It includes the investigation of a lot more than one case and the collection of data that is connected to a lot more than two variables. In this particular situation the research design will be represented by survey research which “comprises a cross-sectional design in relation to which data are collected predominantly by questionnaire or by structured interview on more than one case (usually quite a lot more than one) and at a single point in time in order to collect a body of quantitative data in connection with two or more variables (usually many more than two), which are then examined to detect patterns of association” (Bryman and Bell, 2011, p. 54).

The survey design is the most suitable because: this research has a quantitative nature; authors will have and need a big sample size which will contain many representatives of studied population; also, the authors will examine more than two variables in their study.
4.3. Data sources

The task of data collection comes up after the research problem has been defined and the research design has been chosen (Kothari, 2004). In order to answer the research questions the authors will use secondary as well as primary data. Secondary data is the information that has been collected by somebody else and which has already been passed through the statistical process (Kothari, 2004). This type of data in this research was collected mostly from the scientific articles concerning mobile advertising and which topics are related to types and factors of mobile advertising that have an influence on consumers’ attitude. The secondary data analysis was presented in the literature review chapter.

Primary data is the information or statistics that was collected afresh and for the first time, so it is original in character (Kothari, 2004). Its main advantage of this type of data is in suitability for the context of this research as far as this information was specifically collected with a particular purpose and in order to answer original research questions. Primary data will be gathered by the authors with the goal of testing the secondary information and criticizing it.

4.4. Primary data collection method

As it was mentioned before, this study has a survey design. In means that primary data will be collected by sending questionnaire to a target group – Millennials. First of all, it is important to mention that authors will base a general look of questionnaire on already existing ones from the previous studies because the pilot test for them has already been made before (Jun and Lee, 2007; Xu, 2006; Drossos et al, 2013). It will also allow authors to make a comparison to other research and see some differences in findings if they exist and also on what these differences may depend, for example, location samples (Bryman and Bell, 2011). So it may help the authors both to build the thesis on the previous researches concerning this topic and to come up with a new concept. Therefore, from the articles mentioned in the literature review chapter, the authors will borrow some basic methodological and theoretical baselines.

The survey design involves a big sample size and it means a very large scope of work for the researchers. Therefore, if some of the questions are invalid, or not understood by respondents, or will cause any other statistic error, authors will have to change the question(s) and to send
it once again to such a big number of respondents, which will take a lot of time and work. In order to avoid this potential problem, authors are planning to carry out a pilot testing that will help to correct the questions and create the final version of the questionnaire. In total, the authors are going to have pilot test with 8-10 people. This pilot study will help to ensure that survey questions operate well and that the research instrument as a whole functions well (Bryman and Bell, 2011).

The distribution of the questionnaire will be through Internet resources, it may cause some advantages. First of all, it will save time and money for the researches, especially taking into consideration the required amount of respondents. Secondly, Millennials will have a possibility to answer the questions in comfortable for them time, without any pressure. Answers will be anonymous and standardized (Flick, 2011), therefore, authors expect respondents to be honest and sincere.

4.5. Operationalization

As described in Bryman and Bell (2011) the 4th step in a quantitative research process is devising measures and concepts. In order to examine the concepts and relationships proposed in the study, they have to be well defined and measurable (Saunders et al, 2009). Furthermore, it is important to establish measurements because these are the ones that can give an account of the degree of relationship between different concepts (Bryman and Bell, 2011), which is what this study aims to investigate. For this, there is a need to assign operational definitions and indicators that will stand for the concept (ibid).

According to Bryman and Bell (2011, p. 713), a concept is defined as “a name given to a category that organizes observations and ideas by virtue of their possessing common features”; an operational definition is defining a concept in terms of the actions that need to carried out in order to measure it; and an indicator is a measure which is used in relation to a concept when no direct measure is available. According to Zikmund et. el. (2010), in an empirical investigation concepts are reflected in variables. Variables capture different concept values, which is useful as researchers try to capture variance between concepts in order to make their assessments (Zikmund et. el., 2010). Furthermore, a construct is a term specifically designed for a scientific purpose, generally to organize knowledge and direct research in order to better understand an aspect of nature (Peter, 1981). Zikmund et. al. (2010) define constructs
as concepts which need more than one variable to be measured. For Bryman and Bell (2011), concepts can have different dimensions and don’t have to have only once facet.

In this study, most constructs, variables and operational definitions will be built on previous research. There are no available pre-built questionnaires to use. However, for this task, several articles have been used as reference, but also to ensure that the definitions and measurements have reliability and validity. The main studies are those of Tsang, Ho and Liang (2004), Mehta (2000 Altuna and Konuk (2009), Xu (2006), Jun and Lee (2007), Ducoffe (1996), Chowdhury et al (2006), and Merisavo et al (2010). The concepts of Attitude, Usefulness, Entertainment and Personalization were chosen to frame the entire questionnaire. The concept of Usefulness was divided into Time and Location, and Informativeness based on factors discussed above. The concept of Entertainment was divided up into Playfulness, Enjoyment and Richness, as factors that together should indicate the amount of perceived entertainment (Oh and Xu, 2003; Leung and Cheung, 2004). Lastly, perceived Personalization was measured in terms of User Preference, Device Type and User Activities, alongside an overarching question that addresses to what extent Millennials perceive mobile advertisements as personalized. The operationalization of all concepts was based on previous studies, what is shown in Table 3. The questions that were related to attitude towards the different media types were the ones that had to be adjusted the most, since no other study was found that compared the perceived attitude to these different advertisements media.

Table 3 – Operationalization of concepts of the study

<table>
<thead>
<tr>
<th>Construct (ATT)</th>
<th>Operational Definition</th>
<th>Measurement/Indicator</th>
<th>Characteristics</th>
</tr>
</thead>
</table>
| Attitude (ATT) | Attitude is the consumer's liking, endorsement or preference for product attributes, which summarizes the criteria that consumers use to make decisions | To me mobile advertising through SMS/MMS/App is ….  
Boring/Interesting  
Positive/Negative  
Favorable/Unfavorable  
I like receiving ads through SMS/MMS/Apps… | Oh and Xu (2003),  
Jun and Lee(2007)  
5 point Likert Scale  
Xu (2006), Tsang,  
Ho and Liang (2004)  
5 point Likert Scale  
Xu (2006), Tsang, |
<table>
<thead>
<tr>
<th>Regarding what products to buy</th>
<th>Overall, I like mobile advertising</th>
<th>Ho and Liang (2004)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I would like it most if in the future mobile advertisements</td>
<td>Own creation</td>
</tr>
<tr>
<td></td>
<td>-were more personalized</td>
<td>Multiple Choice +</td>
</tr>
<tr>
<td></td>
<td>-were more interactive</td>
<td>Open Question</td>
</tr>
<tr>
<td></td>
<td>-used several media (sound and image, image and video)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-other (open ended)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Usefulness (USE)</th>
<th>I feel that mobile advertisement …</th>
<th>Tsang, Ho and Liang (2004), Oh and Xu (2003), Drossos et al (2013)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usefulness is described as the extent to which it helps consumers perform the job better (Davis, 1989)</td>
<td>-is a good source of timely information</td>
<td>5 point Likert Scale</td>
</tr>
<tr>
<td>Time and location (TL)</td>
<td>-is a good source for product information</td>
<td>Strongly</td>
</tr>
<tr>
<td>Informativeness (I)</td>
<td>-supplies relevant product information</td>
<td>Agree/Strongly</td>
</tr>
<tr>
<td>I feel that mobile ads…</td>
<td>-decrease the effort that I must make in order to purchase the product</td>
<td>Disagree</td>
</tr>
<tr>
<td>I feel that mobile ads…</td>
<td>-decrease the time required to buy the product</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Entertainment (ENT)</th>
<th>I feel that receiving mobile advertisements is enjoyable</th>
<th>Xu (2006), Oh and Xu (2003), Chowdhury et al (2007)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playfulness</td>
<td>To me, it is amusing to receive mobile advertising</td>
<td>5 Point Likert Scale</td>
</tr>
<tr>
<td>Enjoyment</td>
<td>I feel that mobile advertisements are fun to use</td>
<td>Strongly</td>
</tr>
<tr>
<td>Richness</td>
<td>I feel that mobile advertisements are rich in content and presentation.</td>
<td>Agree/Strongly</td>
</tr>
<tr>
<td>I feel mobile advertisements are entertaining</td>
<td></td>
<td>Disagree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Personalization (PE)</th>
<th>I feel that personalization is a characteristic of mobile ads</th>
<th>Xu et al (2008), Xu (2006)</th>
</tr>
</thead>
<tbody>
<tr>
<td>User Preference</td>
<td>I feel that mobile advertisements deliver content that is personalized to my preferences</td>
<td>5 point Likert Scale</td>
</tr>
<tr>
<td>Device Type</td>
<td>Strongly</td>
<td>Agreement/Strongly</td>
</tr>
</tbody>
</table>
Pre-Testing

In order to assess its validity and reliability, the questionnaire was pre-tested using both a small pilot test, followed by a focus group and respectively academic review. The small pilot test was handed out during seminar number 3, on the 28th of April 2014. A total number of 7 respondents were present and were asked to fill out the questionnaire. After the respondent filled it out, a focus group was organized ad-hoc to discuss the questionnaire. The feedback included comments on the introductory text to the questionnaire, arrangement of the Likert scales, phrasing and so on. As a result of this group, the introductory text was changed so that people could know that the interview would not take long. Furthermore, there were several modifications made to the Likert scale based on the focus group suggestions and another variable was included: Exposure. As appropriately indicated, it is important to be able to distinguish between respondents who were exposed to a certain type of advertisements and those who were not. This would make the evaluation of the respondent’s attitude more accurate. In the end of the seminar authors of this thesis got a critique evaluation of the questionnaire and had a possibility to fix problems that may appear while a respondent fills in the survey.

Primary data collection

The last part of gathering empirical material for this research was the survey. It was carried out among Millennials by placing an announcement in social network (Facebook.com) on the page of Linnaeus University, Campus Växjö, which is popular among students of the university and has over 1200 followers. The questionnaire was also distributed through the personal networks of the authors of this thesis, as well as in academic and professional groups. Authors asked users to fill in the questionnaire by introducing the topic of the research, providing reasons of importance of this investigation for researches and for users of mobile devices, and expressing an appreciation for their participation in the survey.

| I feel that mobile advertisements are tailored to the type of device that I am using | Disagree |
| I feel that mobile advertisements are tailored for me based on my usual activities |  |
4.6. Sampling

Sampling is a necessity in the research conduction, as it simplifies the process of data collection. Sample is the segment of population that is selected for investigation (Bryman and Bell, 2011). Using samples is less expensive and time-consuming than data collection from the whole population. It is important to define sampling strategy and sample size to ensure the given feedback would be the most effective (Bailey, 1994).

There are two types of samples: probability sample and non-probability sample. Probability sample is selected using random selection method, whereas non-probability sample is not selected this way. The authors concluded that due to inability to define the population size of the study and homogeneity issues it would be suitable to choose non-probability sample over probability sample. The chosen type of non-probability sampling is convenience sampling. The convenience sample is one that is simply available to the researcher by the virtue of its accessibility. It requires less preparation than probability sampling, and is simpler in every way (Bryman and Bell, 2011).

The determination of sample size depends on a number of considerations, such as absolute sample size, time and cost, non-response, heterogeneity of the population, kind of analysis. The bigger the sample, the more representative it is likely to be, though resources should be taken into account too (Bryman and Bell, 2011). To determine the optimal value of the total sample, authors held an investigation of previous studies on the topic. Sung and Cho conducted a research on the attitude influence towards mobile advertisements with a sample of 117 participants, with the mean age 23.55 (Sung, Cho, 2012). Beneke, Cumming, et al. conducted a research of attitude towards mobile text message advertisements within South African youth and collected information from 250 respondents (Beneke, Cumming, et al., 2010). Patrick Rau, Jenwen Chen and Duye Chen studied mobile web banners and used a group of 72 volunteers (Rau, Chen, Chen, 2006). The authors came to conclusion that the necessary feedback should be provided by 130-150 respondents. It is a close number to the mean observation of three previously mentioned studies (~146 respondents). The sample selection is also explained through the limited amount of resources and study cost. Also, 130-150 respondents is a justifiable amount of sample, because of the larger response rate and minor time consumption rate.
4.7. Data analysis

Finally, SPSS Statistic Viewer will be used to analyze the received responses. It will make possible to analyze quickly and cheap the connections between variables, find the means, minimums and maximums, check Cronbach’s Alpha, run the correlation and regression analysis and implement other necessary instruments in order to analyze primary data, test the hypotheses and answer the research questions.

4.8. Quality criteria

Quality of the study can be shown by a level of reliability and validity. The terms reliability and validity are used in order to define measures of concepts. Reliability is basically concerned with issues of consistency of measures and can be divided on stability, internal reliability and inter-observer consistency (Bailey, 1994). On the other hand, “validity refers to the issue of whether or not an indicator (or a set of indicators) that is devised to gauge a concept really measures that concept” (Bryman and Bell, 2011, p. 159). In can include face validity, concurrent validity, predictive validity and construct validity (Bailey, 1994). According to Bryman and Bell (2011) validity also can be internal, external and ecological.

Reliability measures

Stability, as a component of reliability, means that the individual has the same attitude towards phenomenon across different situations and across time (Bergman et. al., 1991). In order to measure stability of the responds, the questionnaire was created in a way when some questions define the same concept but they are rephrased, or one question is a reverse of another. For instance, if the question “Overall, I like mobile advertising” got in the Likert scale point 5 – Strongly Agree, then the question “Overall, I dislike mobile advertising” should get an answer 1 – Strongly Disagree, and it will allow to check the stability of person’s responds.

Internal reliability, which describes whether or not scores that respondent gives to indicator tend to be related to his/her scores on other indicator (Bryman and Bell, 2011), will be checked by correlation analysis that can help to indicate relationship between variables. Moreover, Cronbach’s Alpha will be calculated on SPSS in order to check internal reliability and see how many highly correlated items are included in the model (Lehman et. al., 2013).
Subjective judgments have an influence on inter-observer consistency (Bryman and Bell, 2011). Therefore, in order to increase this type of reliability, open-ended questions will not be used for measuring variables. Instead of open-ended questions, Likert scale will be used. Overall, findings of this research will be compared to previous studies on related topics. Therefore, similarity of the results of this investigation and the ones that were made before will give a background to decide if these findings can be applied in other times.

**Validity measures**

According to Bryman and Bell (2011), face validity shows if the measure reflects the content of the concept in question and it can be checked by asking other people, who are involved in the particular field of investigation, to determine the best way of measuring the concept. In this study, pre-testing among marketing students was made in order to evaluate variables and their relation to the questions. Moreover, the questionnaire was shown to examiner and tutor for this paper, who has a degree in Economics and who helped the authors with this study.

Concurrent validity, according to Carmines and Zeller (1979), can be achieved by including a specific criterion in the calculations which can differ the cases (i.e. Millennials in this study). For example, the exposure of different types of media can be viewed as differentiation criterion for this thesis. Respondents may have different attitude towards different types of media depending on which type of delivering ads they have been exposed to. The authors are not aiming to analyze separately those, who have been exposed to SMS, then to MMS etc. Only general characteristics of the relationship between exposure and attitude will be provided. Also, no moderating factor was included in the research model. Nevertheless, more detailed analysis of this relationship can be suggested for the future research.

Predictive validity testing, which “concerns a future criterion which is correlated with the relevant measure” (Carmines and Zeller, 1979, p. 18) can also be recommended for the future research. Construct validity, which means that researcher should conclude hypotheses from the theory that is related to the topic of the investigation (Bryman and Bell, 2011), was achieved in this study by using pieces of previous researches for creating a questionnaire, research model and seven hypotheses.
Internal and external validity can help to answer the questions how believable are the findings and do they apply to other contexts (Bryman and Bell, 2011). These types of validity were also increased by using questions from previous studies as well as variables that are tested in this thesis. The difference here is that authors are going to investigate different factors at the same time, the validity of which was already tested separately over time.
5. ANALYSIS

This chapter outlines and discusses the main findings of the study. It consists of an analysis of the data obtained from the survey, as compiled in SPSS. The chapter is structured to follow both the order in which the SPSS analysis was performed, as well as the order of the two sub-questions for this research. In other words, the discussion in this chapter is centered first around media type and then around the research model. Finally, the hypotheses are confirmed or denied.

In total, 136 responses were gathered before the preliminary deadline for this thesis. Although this is not an ideal number, it will serve as a basis for an estimation of attitude trends towards advertising from Millennials. Since the file was missing some variables and also had 6 extra cases which were not relevant to our topic because they were not in the age range of Millennials, all the missing values were replaced in SPSS with Transform -> Replace Missing Values, thereby creating new variables. Additionally, the cases which were not relevant to the study were deleted through the function Select Data If variable Age < 4, which left only the respondents in the Millennials age group. Furthermore, the control variable was first used to assess the validity of the questionnaire. This variable was negatively correlated with the inverse variable for Attitude, suggesting that construction of the questionnaire and the answers are reliable. A third variable was constructed with the means of these two variables, which was used to measure overall attitude towards mobile advertisements.

The variables were analyzed with descriptive statistics, in order to assess skewness as well as kurtosis. Most variables have a skewness of around +1, which is within expected values. The only variables which exceed these limits are those related to banners: X12 and Banner mean. The Skewness for these is: 1.019 for X12 and BannerMean with 1.048. This indicates that the skewness is far from symmetrical, and with a heavy tail towards positive values. The kurtosis is within the boundaries of +3, however most are negative values, larger than or around -1. The full table with results can be seen in Appendix 1. Overall, even though the data set shows some skewness and tail heaviness in some variables, it is largely within expected means. From looking at the box plots of the variables though, it is readily apparent that Millennials felt more strongly about some aspects than about others. For example, the variable for boxplot for Banners is skewed towards negative values, which may visually indicate that Millennials have more negative attitude towards Banners than towards other types of media.
Also, in order to measure whether the variables measured separate constructs, a correlation analysis was performed. None pairs of variables exhibited a higher correlation that 0.8. These results confirm that the variables are reliable and that they do not measure the same thing. Therefore, analysis can be carried on further on these variables and results.

Table 4 – Correlation analysis for dependent and independent variables

<table>
<thead>
<tr>
<th></th>
<th>AttitudeMean</th>
<th>SMSMean</th>
<th>MMSMean</th>
<th>BannerMean</th>
<th>AppsMean</th>
<th>UsefulMean</th>
<th>EntertainMean</th>
<th>PersonalMean</th>
</tr>
</thead>
<tbody>
<tr>
<td>AttitudeMean</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMSMean</td>
<td>.513</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMSMean</td>
<td>.662</td>
<td>.290</td>
<td>1.000</td>
<td></td>
<td>.289</td>
<td>1.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BannerMean</td>
<td>.352</td>
<td>.330</td>
<td>.119</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AppsMean</td>
<td>.616</td>
<td>.215</td>
<td>.634</td>
<td>.289</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UsefulMean</td>
<td>.637</td>
<td>.296</td>
<td>.637</td>
<td>.181</td>
<td>.620</td>
<td>1.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EntertainMean</td>
<td>.726</td>
<td>.310</td>
<td>.700</td>
<td>.260</td>
<td>.758</td>
<td>.795</td>
<td>1.000</td>
<td></td>
</tr>
<tr>
<td>PersonalMean</td>
<td>.420</td>
<td>.146</td>
<td>.481</td>
<td>.049</td>
<td>.639</td>
<td>.702</td>
<td>.710</td>
<td>1.000</td>
</tr>
</tbody>
</table>

Other first analyses performed on the data set were reliability analyses in order to confirm that the different questions measured the same intended concept. Since in most cases the Cronbach’s alpha values were larger than 0.9, it can be concluded that for example the different entertainment variables, like playfulness, enjoyment and so on, all measured the same concept: Entertainment. Below is a summary of the Cronbach’s alpha test results.

Table 5 – Reliability test

<table>
<thead>
<tr>
<th></th>
<th>Cronbach's Alpha Based on Standardized Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMS</td>
<td>.901</td>
</tr>
<tr>
<td>MMS</td>
<td>.928</td>
</tr>
<tr>
<td>Banners</td>
<td>.897</td>
</tr>
<tr>
<td>Apps</td>
<td>.949</td>
</tr>
<tr>
<td>Usefulness</td>
<td>.917</td>
</tr>
<tr>
<td>Entertainment</td>
<td>.928</td>
</tr>
<tr>
<td>Personalization</td>
<td>.914</td>
</tr>
</tbody>
</table>

Table 6 – Age Statistics

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-22</td>
<td>75</td>
<td>55.1</td>
</tr>
<tr>
<td>23-27</td>
<td>47</td>
<td>34.6</td>
</tr>
<tr>
<td>28-32</td>
<td>8</td>
<td>5.9</td>
</tr>
<tr>
<td>33-37</td>
<td>4</td>
<td>2.9</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Given that all Cronbach’s alpha values are quite strong, the reliability of the concepts and the questionnaire can be further ascertained and therefore the analysis can be taken further safely. The next step was to utilize descriptive statistics in order to understand the sample better. Since one of the most important
characteristics of our sample is age, it can be seen from below that most of the sample fits within the category “Millennials”, with a small exception of 4.4% of respondent. The bulk of respondent were between 18 and 27 years of age and therefore well fitting into the definition for Millennials. Furthermore, approximately 50% of the sample is made up of Undergraduate students, while the rest of the sample is made up of Graduate students (25%), and Business and Computer or Mathematical Professionals (11.7%). Also, it is interesting to note that the majority of respondents were males (53.7%).

The first interesting outcome of the study was revealed when looking at the variable assigned with measuring the concept Attitude, meaning the overall attitude towards mobile advertisements. This was computed by reverse coding the last question, which was a control question to measure reliability, and constructing a new variable. This new variable represents the mean between the Attitude variable, and the control variable which also measured attitude but was phrased in a reverse way. The mean of the series was 2.46. Compared to the study of Tsang, Ho and Lian (2004) which found that out of 380 responders, the mean was 2.76, the mean in this study is quite lower indicating that perhaps the attitude of Millennials towards advertisement is even more negative than that of the generations before. The mode of the Attitude series is 3 though, which indicates that most responders chose to neither agree nor disagree with the statement “overall, I like mobile advertisement”. This, together with the fact that 27.2% of responders Strongly disagreed with the statement, indicates that most Millennials may have a neutral attitude towards advertisements in general, but a large number of them have a strongly negative attitude towards advertisements, which weighs down the average attitude. This could perhaps be an indication of the fact that Millennials are very familiar with digital media and grew up exposed to many more advertisements than other generations, which made most feel neutral about advertisements and accept them as part of life. Nevertheless, there is a large number of Millennials for which advertisements cause a strongly negative attitude, which may be concerning for marketers. It is good to note that these results may be influenced by other characteristics of mobile advertisements though.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>37</td>
<td>27.2</td>
</tr>
<tr>
<td>Disagree</td>
<td>27</td>
<td>19.9</td>
</tr>
<tr>
<td>Neither</td>
<td>44</td>
<td>32.4</td>
</tr>
<tr>
<td>Agree</td>
<td>23</td>
<td>16.9</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>2</td>
<td>1.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>133</strong></td>
<td><strong>97.8</strong></td>
</tr>
</tbody>
</table>
The next interesting result was related to the type of delivery media. As can be seen from Table 8 below, there is a noticeable difference between perceptions and overall attitude scores of the different media types. SMSs and Banners received much lower scores than Apps and MMSs. To start with, the attitude towards SMSs and Banners is quite negative. In particular referring to SMSs, for 3 of the 4 questions most people had strongly negative reactions. The results were similar for Banners. Most people felt very unfavorable towards both SMSs and Banners, which indicates that this type of delivery modes trigger a relatively strong negative attitude. The results for these two types of delivery media were surprisingly similar, leading to the conclusion that both SMSs and Banners are similarly disliked.

Table 8 - Comparative Statistics Of Different Delivery Media

<table>
<thead>
<tr>
<th></th>
<th>To me, mobile advertisements through SMS/MMS/Banner/Apps are...</th>
<th>To me, mobile advertisements through SMS/MMS/Banner/Apps are...</th>
<th>The way I feel towards mobile advertisements through SMS/MMS/Banner/Apps is...</th>
<th>I like receiving advertisements through SMS/MMS/Banner/Apps</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SMS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>2,12</td>
<td>1,95</td>
<td>2,14</td>
<td>1,96</td>
</tr>
<tr>
<td>Median</td>
<td>2,00</td>
<td>2,00</td>
<td>2,00</td>
<td>2,00</td>
</tr>
<tr>
<td>Mode</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>MMS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>2,93</td>
<td>2,95</td>
<td>2,90</td>
<td>2,74</td>
</tr>
<tr>
<td>Median</td>
<td>3,00</td>
<td>3,00</td>
<td>3,00</td>
<td>3,00</td>
</tr>
<tr>
<td>Mode</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Banner</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>2,13</td>
<td>1,93</td>
<td>2,02</td>
<td>1,90</td>
</tr>
<tr>
<td>Median</td>
<td>2,00</td>
<td>2,00</td>
<td>2,00</td>
<td>2,00</td>
</tr>
<tr>
<td>Mode</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Apps</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>3,16</td>
<td>3,13</td>
<td>3,15</td>
<td>3,00</td>
</tr>
<tr>
<td>Median</td>
<td>3,00</td>
<td>3,00</td>
<td>3,00</td>
<td>3,00</td>
</tr>
<tr>
<td>Mode</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
On the other hand, respondents had better reactions to Apps and MMSs. Out of these two, Apps were noticeably better perceived. For example, for 3 out of the 4 questions, the mean was above 3, indicating that people had a slightly positive attitude towards Apps. Furthermore, the modes for questions indicating how interesting and positive Millennials perceive advertisements delivered through apps were 4, meaning that most respondents indicated that they found Apps advertisements interesting and positive. Likewise, even though on the average respondents indicated a neutral response to whether or not they liked receiving advertisements through Apps, the mode was 4 which indicates that most responses said that they liked receiving them.

This result was further strengthened by the answers to question 17, in which respondent were asked to choose the delivery media they had the most positive attitude towards. The results were overwhelmingly in the favor of Apps and perhaps MMSs.

Overall, even the literature review indicated that MMSs might be the type of media which Millennials have the most positive attitude towards, this survey shows evidence to the contrary. Even though they are more liked as a medium than SMSs or Banners, Millennial’s attitude towards MMSs is overall negative (2.865 mean). Even though studies such as those of Oh and Xu (2003) indicated that the use of multimedia might have a positive impact on attitude, this research shows that among Millennials this factor is not strong enough to determine a positive

![Figure 2 – Millennials’ Attitude towards different media types](image-url)
attitude. The fact that it is more self-selective than other types of advertisements also did not make a major difference, as Shavitt et al (2004) suggested. Apps on the other hand are the only type of medium that Millennials had a positive attitude towards. This is perhaps because they also use multimedia, but perhaps Millennials are more tolerant of advertisements which are delivered through apps because they enjoy using Apps or see them as helpful. Since there are several articles which suggest that Millennials like gaming and technology which makes life easier (Sweeney, 2006; Fromm and Garton, 2013), perhaps they see the app as an incentive and therefore have higher attitudes towards delivered in this way. Nevertheless, the hypothesis that Millennials will have the most positive attitudes towards MMSs was not confirmed. Instead, as Gupta (2013) advises, perhaps advertisers should think Apps, not other forms of ads.

For a thorough analysis it is important to also understand how many of the respondents were actually exposed to advertisements through the different types of media. The most positive responses were to ads received through SMS and the largest number of “No”-s were to ads through MMS. The second largest number of “Yes”-s were to Apps. Most of these respondents who said no however did fill out the other questions regarding how they feel about the different types of advertisement mediums. Research shows though that and attitude towards advertisements can be formed through indirect contact as well, as the person can think about it and develop and attitude, as explained by Sicilia et al. (2006).

The next steps were the regression analyses in order to confirm the model regarding characteristics which affect Millennials’ attitudes towards mobile advertisements. New variables were built using the mean of all the variables which belonged to the same constructs. For example, UsefulMean is a variable based on the means of: TL (time and location factors, and if Millennials thought advertisement saved them any time or effort) and Informatioveness (how informative Millennials thought that mobile ads were). In the same way, EntertainMean and PersonalMean were constructed. Them a regression analysis was performed on the entire model illustrated in Chapter 3, Frame of Reference, with both contextual and content factors put together.

Table 9 - Research Model for Mobile Advertisement Characteristics

<table>
<thead>
<tr>
<th>Model</th>
<th>Adjusted $R^2 = .558$</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sig=000;</td>
</tr>
</tbody>
</table>

The model with Usefulness, Entertainment and Personalization resulted in an adjusted $R^2$ of .558. There were no big differences between the $R^2$ and the adjusted $R^2$ value, meaning that all variables in this model were significant, or that there was no variable without any influence in the model. Also, the model was statistically significant, with a p<0.01, which indicates that there is indeed a relationship between the dependent variable Attitude and the factors included in the model and that the model is quite strong.

Furthermore, all of the independent variables were statistically significant within the framework of this model. For all factors, p values are smaller than 0.05, meaning that there is a statistically significant relationship with the dependent variable within the framework of the model. Entertainment is by far the strongest and the most statistically significant with a p<0.01. The Standardized Beta value for Entertainment is also the highest, which means that from all the other contextual factors, Entertainment has the highest weight towards attitude. A standardized Beta value of .706 means that within that context, a one point increase in Entertainment will trigger a .706 percentage increase in Millennials’ attitude towards mobile advertisements. The second most significant factor is Personalization and the third was Usefulness. The difference between the contributions of these two factors toward the dependent variable however is very small. Also, there is a very significant difference between Entertainment and Personalization and Usefulness, suggesting that Millennials care most about Entertainment. The degree to which an ad is personalized or useful only marginally influences the attitude of Millennials towards it. Therefore, marketers should focus their attentions and efforts on factors such as playfulness, richness and on making the ads enjoyable, as these features will have the biggest influence on attitude. The flipside of this coin is that if marketers are not careful and do not make the ad at least mildly enjoyable, or playful, this can negatively impact attitude.

This findings regarding the different content and context factors were consistent with the findings of other researchers (Tsang, Ho and Liang, 2004: Xu, 2006; Oh and Xu, 2003 Dickinger and Haghiri, 2004). The difference however is that the importance placed on the entertainment factor among Millennials is much heftier than in the general population which
was studied by previous articles. Furthermore, the impact of Usefulness and Personalization is quite dismal, meaning that perhaps Millennials take personalization for granted as suggested by researchers such as Sweeney (2006), and therefore this factor has less impact on their attitude.

Lastly, when asked what they would prefer advertisements to possess in the future, most Millennials answered that they would prefer it if mobile advertisements were more interactive.

In order to answer the research question which this thesis set out to answer, the hypotheses must be first confirmed or denied.

\textit{H1: The perceived usefulness of an advertisement will have an influence on Millennials’ attitude toward the mobile advertisement.}

\textbf{Confirmed for p = 0,011 < 0,05. Perceived Usefulness does have an influence on attitude, with a standardized Beta of 0,262.}

\textit{H2: The perceived entertainment of an advertisement will have an influence on Millennials’ attitude toward the mobile advertisement.}

\textbf{Confirmed for p = 0,000 < 0,01. Perceived Entertainment does have an influence on attitude, with a standardized Beta of 0,706.}

\textit{H3: The perceived degree of personalization will have an influence on Millennials’ attitude towards the mobile advertisement.}

\textbf{Confirmed for p = 0,003 < 0,05. Perceived Personalization does have an influence on attitude, with a standardized Beta of 0,264.}

\textit{H4: Millennials have the most positive attitude towards mobile advertisements through MMS.}

\textbf{Denied for an overall MMS attitude mean of 2,86, which indicates a negative attitude.}
6. CONCLUSION

In the final chapter the conclusions are drawn and suggestions are made. The chapter starts by first answering and discussing the research questions. Then, the managerial implications of this research are drawn, and the limitations of the study are explained. Lastly, suggestions are made for future research.

6.1. Discussion

This thesis has set out to discuss and analyze the different media type, as well as the content and context factors of mobile advertisements in order to gauge which of these factors mobile advertisements should possess. Thus far, the research has looked at content and context factors of how informative, entertaining, or useful an advertisement is. Furthermore, our study also assessed and compared Millennial’s attitude towards different media types for mobile advertisements such as MMSs or Banners, as previous literature suggested that different media affect attitude in various ways. The ultimate reason for doing this was to understand which of these factors advertisers or marketers should focus on in order to develop effective mobile ads or campaigns.

Sub-questions:

1) Out of the different mobile media types, which one do Millennials have the most positive attitudes towards?

Out of the four different media types, Millennials had the most positive attitude towards Apps. Even though the research hypothesized, based on previous literature, that MMSs will be the most liked, Millennials actually have negative attitudes towards MMS ads. It is also relevant to consider that even though overall attitude towards mobile ads was negative, and the attitude towards all other media types was also negative, Millennials exhibited positive attitudes towards ads delivered through Apps. According to the research in this thesis, Millennials find advertisements through apps as positive and interesting. This suggests that ads delivered in this way will be more effective than through other types of media.

Furthermore, the findings also indicated that at the other end of the spectrum, Millennials had the most negative attitudes towards Banners. This was consistent with the findings of Smith
(2011) which found that Millennials considered banner-type ads on the internet to be annoying.

2) Out of the different characteristics of mobile advertisements, which ones have the most influence on attitude?

Among the different content and context factors, the most influential one was Entertainment. Usefulness and Personalization have only a marginal contribution to the attitude of Millennials towards advertisements.

**Overarching Research Question:** What media factors and what characteristics should a mobile advertisement possess for more positive attitudes among Millennials?

According to the research performed in this thesis, a mobile advertisement should have a high entertainment value and be delivered through an App. This is the most effective combination, as Millennials have the most positive attitudes towards Apps and they also care the most about the entertainment aspect. Millennials actually have negative attitudes towards ads delivered through other types of media, and even though the degree of personalization and usefulness contribute to the attitude, they are only marginal factors.

Even so, the results of this study do not automatically indicate that all advertisements should be delivered through Apps. SMSs for example allow marketers to reach a large number of target audience with relatively small costs (Rosenkrans and Myers, 2012). Also, MMSs were shown to exhibit larger attitude values than SMSs or Banners, and to impact entertainment and informativeness (Oh and Xu, 2003). Furthermore, since SMSs and Banners are among the most widespread forms of advertisement on mobile and digital platforms (Merisavo et al, 207; Scharl et al 2005), perhaps this is why they generate more negative attitudes as Millennials are most often exposed to them.

**6.2. Theoretical and Managerial Implications**

Probably one of the most interesting aspects this study revealed is the fact that receiving an advertisement is a complex event, dominated not just by characteristics of the content itself. How they receive the advertisement also matters for Millennials. Perhaps advertisers should think of their messages as not just content, but also an experience that has more to it than the
message transmitted. For example, when the phone sends out an alert that an SMS has been received, one can feel the vibrations. Or, receiving an MMS with a beautiful photo may perhaps offer a pleasurable experience. Most research focuses on content or context factors, however advertisements do not happen in a vacuum. The way the advertisements is delivered, the media used for transmitting it to the target audience is very relevant, as demonstrated by the acute differences in how Millennials feel about the different types of media.

One of the first implications to be drawn out of the theoretical discussion, as well as the findings of the study, is the fact that marketers should not just think they know what Millennials prefer or are sensitive to. As the analysis showed, their attitudes towards advertisements are even more negative than those exhibited by populations used in other studies. They also place more importance on the entertainment value of the ad than populations from other studies. These are just some of the factors which Millennials may feel different about than other populations, and marketers should be aware of them in order to appropriately tailor their messages to this large group of influential consumers.

The more direct implications are that, like Gupta (2013) said, marketers should think Apps. Apps are the only medium, among the 4 most popular ones, that Millenials feel positive about and this will increase the effectiveness of ads transmitted through Apps. The next most effective medium is the MMS, third is SMSs and fourth Banners. Marketers should be aware of these differences and focus their efforts accordingly. Naturally when launching a campaign, they also need to be aware of the target market they are trying to reach, the nature of the product, and other such characteristics. However, all else being equal, marketers should keep these difference in attitude and preferences in mind.

Additionally, this research shows that Millennials would prefer it if mobile advertisements were more interactive in the future. Perhaps in this way marketers can increase the effect of their ads, if they devised them in such a way that users could click on them or respond to them.

The not so obvious implication which may have relevant ramifications is that Millennials do have quite negative attitudes towards SMSs and Banners. This may affect their willingness to be exposed to the advertisement. Since Millennials have control over when and if they read an SMS for example, a negative attitude towards SMS ads may mean that they could just leave
them unread, or erase them without ever opening them. Likewise with MMSs, although the chances are smaller because overall the attitudes towards MMSs are a bit higher. Therefore, in cases where it is crucial that the message is read, perhaps media such as Banners or Apps are better because then the users are compelled to open them.

To sum up, in order to develop more effective mobile ads and thus to influence Millennials’ behavior, marketers should focus on creating highly enjoyable and playful, or otherwise entertaining ads and send them through Apps, or MMSs if Apps cannot be used.

6.3. Limitations

The most relevant limitation of this study was the size of the sample. Given how large the population of the Millennial generation is, 136 respondents make up a quite small sample size. Furthermore, even though the sample has been distributed among respondents of different ages, backgrounds and nationalities, most respondent were students, probably from the Linnaeus University. Therefore, a more appropriately constructed sample, with larger numbers of respondents from higher age groups, or different nationalities other than Swedish, would be more appropriate.

Also, since the survey was distributed to friends and acquaintances of the authors, the respondent sample may exhibit small biases. Other biases may have occurred since many respondents might not be native speakers of English and the survey was not translated in multiple languages.

A final limitation rises from the assumption, that not everybody has smart phones, and use less sophisticated phones. The major mobile advertisements sector nowadays is targeted at the smart phones, which is why the users of regular mobile phones would be cut from most of the types of mobile advertisements. These people do not have a technical possibility to view the mobile advertisements, even though they are still regarded as the mobile users. This is the reason for authors to determine what kind of phone the participants have and how it is applicable with any type of the mobile advertisements.

6.4. Future Research

There is a need for more research taking into account the fact that advertisements are not just content, but they are more of a complex experience and the delivery mode matters. Suggestions for further research include research among a larger sample of Millennials to
confirm the results of this study. It would also be interesting to conduct similar studies among Millennial populations from different cultures and compare the results to determine how culture influences Millennials’ views on these factors.

This study examined which media type Millennials have the most positive attitude towards and discovered that Apps are the most liked. Future studies should focus on why this is so, and whether Millennials indeed perceive the App as an incentive.
7. REFERENCES


## Descriptive Statistics

<table>
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X23 - I feel that mobile advertisement is a good source of timely information
X24 - is a good source for product information
X25 - supplies relevant product information
X26 - I feel that mobile ads...decrease the effort that I must make in order to purchase the product
X27 - decrease the time required to buy the product
X28 - I feel that receiving mobile advertisements is enjoyable
X29 - To me, it is amusing to receive mobile advertising
X30 - I feel that mobile advertisements are fun
X31 - I feel that mobile advertisements are rich in content and presentation
X32 - I feel mobile advertisements are entertaining
X33 - I feel that personalization is a characteristic of mobile ads
X34 - I feel that mobile advertisements deliver content that is personalized to my preferences
X35 - I feel that mobile advertisements are tailored to the type of device that I am using
| X36 - I feel that mobile advertisements are tailored for me, based on my usual activities | 128 | 1 | 5 | 3.14 | 1.266 | -0.387 | 0.214 | 0.959 | 0.425 |
| X42 - Overall, I dislike mobile advertisements | 130 | 1 | 5 | 2.52 | 1.202 | 0.203 | 0.212 | -1.001 | 0.422 |
| X5 - To me, mobile advertisements through SMS are... | 130 | 1 | 5 | 2.12 | 0.988 | 0.679 | 0.212 | 0.124 | 0.422 |
| X6 - To me, mobile advertisements through SMS are... | 130 | 1 | 5 | 1.94 | 0.946 | 0.626 | 0.212 | -0.418 | 0.422 |
| X7 - The way I feel towards mobile advertisements through SMS is... | 130 | 1 | 5 | 2.15 | 0.997 | 0.511 | 0.212 | -0.368 | 0.422 |
| X8 - To me, mobile advertisements through MMS are... | 130 | 1 | 5 | 2.91 | 1.030 | -0.331 | 0.212 | -0.518 | 0.422 |
| X9 - To me, mobile advertisements through MMS are... | 130 | 1 | 5 | 2.94 | 1.180 | -0.225 | 0.212 | -0.872 | 0.422 |
| SMS Mean | 130 | 1.00 | 4.50 | 2.0500 | 0.88122 | 0.702 | 0.212 | -0.094 | 0.422 |
| MMS Mean | 130 | 1.00 | 5.00 | 2.8654 | 1.00732 | -0.420 | 0.212 | -0.686 | 0.422 |
| Banner Mean | 128 | 1.00 | 5.00 | 1.9690 | 0.88627 | 1.048 | 0.214 | 0.674 | 0.425 |
| Apps Mean | 130 | 1.00 | 5.00 | 3.1019 | 1.22344 | -0.404 | 0.212 | -1.120 | 0.422 |
| Info Mean | 126 | 1.00 | 5.00 | 3.1878 | 1.08361 | -0.706 | 0.216 | -0.344 | 0.428 |
| TL Mean | 128 | 1.00 | 4.50 | 2.7891 | 1.02067 | -0.309 | 0.214 | -0.885 | 0.425 |
| Enjoy Mean | 129 | 1.00 | 4.50 | 2.6550 | 1.07674 | -0.224 | 0.213 | -1.171 | 0.423 |
| Play Mean | 128 | 1.00 | 5.00 | 2.5742 | 1.10491 | -1.33 | 0.214 | -1.074 | 0.425 |
| PERS Mean | 126 | 1.00 | 5.00 | 3.2421 | 1.07840 | -0.491 | 0.216 | -0.751 | 0.428 |
| Attitude Mean | 127 | 1.00 | 5.00 | 2.4724 | 1.08435 | 0.010 | 0.215 | -1.024 | 0.427 |
| Valid N (listwise) | 113 |
### Correlations

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### Sig. (1-tailed)

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</tr>
<tr>
<td>AppsMean</td>
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</tbody>
</table>
Millenials' Attitudes to Mobile Advertising

Hello!

We are three students from Linnaeus University, Sweden who are currently writing their bachelor thesis in Marketing. It concerns mobile advertising and our goal is to investigate the attitude of Millenials towards this specific kind of advertisement.

Your answers are very important in determining what are the best features of a mobile ad for people in your generation. The insights gained through this study will help us, as well as future marketers to develop more user-friendly advertisements and may lead to you receiving more pleasant ads in the future.

This questionnaire will only take 3-5 minutes. We appreciate your input!

1. Please select your gender
   Check all that apply.
   - [ ] Male
   - [ ] Female

2. Please select your age range
   Mark only one oval.
   - [ ] 18-22
   - [ ] 23-27
   - [ ] 28-32
   - [ ] 33-37
   - [ ] 38-42
   - [ ] Other

3. Which of the following best describes your current occupation?
   Mark only one oval.
   - [ ] Undergraduate Student (Bachelor Level)
   - [ ] Graduate Student (Master Level)
   - [ ] Graduate Student (Doctoral Candidate)
   - [ ] Business or Financial Occupation
   - [ ] Management Occupation
   - [ ] Life, Physical or Social Sciences Occupation
   - [ ] Computer and Mathematical Occupation
   - [ ] Architecture and Engineering Occupation
   - [ ] Other
4. Do you own at least one mobile device? (If no, you can stop filling the questionnaire here. Thank you very much for your input!)  
Mark only one oval.  

☐ Yes  
☐ No  

5. Which of the following mobile devices do you own? (Please select all that apply)  
Check all that apply.  

☐ Mobile phone - iPhone  
☐ Mobile Phone - Android Platform  
☐ Mobile Phone - Other (Windows, etc.)  
☐ Tablet computer (e.g. iPad, Samsung Galaxy)  
☐ E-book Reader (e.g., Kindle, Nook)  

Example of SMS ad  

6. To me, mobile advertisements through SMS are…  
Mark only one oval.  

1 2 3 4 5  
Very Negative ☐ ☐ ☐ ☐ ☐ Very Positive  

7. Mark only one oval.  

1 2 3 4 5  
Not Interesting ☐ ☐ ☐ ☐ ☐ Very Interesting  

8. The way I feel towards mobile advertisements through SMS is…  
Mark only one oval.  

1 2 3 4 5  
Very Unfavorable ☐ ☐ ☐ ☐ ☐ Very Favorable
**Example of MMS ad**

9. To me, mobile advertisements through MMS are...
   *Mark only one oval.*

<p>| | | | | |</p>
<table>
<thead>
<tr>
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<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

   Very Negative  | Very Positive

10. *Mark only one oval.*

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<tbody>
<tr>
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<td>3</td>
<td>4</td>
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</tr>
</tbody>
</table>

   Not Interesting  | Very Interesting

11. The way I feel about mobile advertisements through MMS is...
   *Mark only one oval.*

<p>| | | | | |</p>
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<tr>
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<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

   Very Unfavorable  | Very Favorable

---

**Example of Mobile Banner Ad**
Example of a dining banner ad inside a movie listing.

12. To me, mobile advertising through banners is...
   Mark only one oval.

   1  2  3  4  5
   Very Negative □ □ □ □ □ Very positive

13. Mark only one oval.

   1  2  3  4  5
   Not Interesting □ □ □ □ □ Very Interesting

14. The way I feel towards mobile advertising through banners is...
    Mark only one oval.

   1  2  3  4  5
   Very Unfavorable □ □ □ □ □ Very Favorable

Example of App Ad
15. **To me, mobile advertising through apps is...**
   *Mark only one oval.*

<table>
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<th>5</th>
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16. **Mark only one oval.**

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<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>Not Interesting</td>
<td></td>
<td></td>
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<td></td>
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</tbody>
</table>

17. **The way I feel toward mobile advertisements through apps is...**
   *Mark only one oval.*

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
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<th>5</th>
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</thead>
<tbody>
<tr>
<td>Very Unfavorable</td>
<td></td>
<td></td>
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</tbody>
</table>

18. **Out of the different delivery ways (SMS, MMS, Banners, Apps), please choose the one you like the most**
   *Mark only one oval.*

   - SMS
   - MMS
   - Banner
   - App

19. **I like receiving advertisements through SMS**
   *Mark only one oval.*

<table>
<thead>
<tr>
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<th>2</th>
<th>3</th>
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20. **MMS**
   *Mark only one oval.*

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21. **Banners**
   *Mark only one oval.*

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<tbody>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</table>
22. **Apps**
   *Mark only one oval.*

   1 2 3 4 5

   | Strongly Disagree | | | | | Strongly Agree |

23. **Overall, I like mobile advertisements**
   *Mark only one oval.*

   1 2 3 4 5

   | Strongly Disagree | | | | | Strongly Agree |

24. **I feel that mobile advertisement ...**
   is a good source of timely information
   *Mark only one oval.*

   1 2 3 4 5

   | Strongly Disagree | | | | | Strongly Agree |

25. **is a good source for product information**
   *Mark only one oval.*

   1 2 3 4 5

   | Strongly Disagree | | | | | Strongly Agree |

26. **supplies relevant product information**
   *Mark only one oval.*

   1 2 3 4 5

   | Strongly Disagree | | | | | Strongly Agree |

27. **I feel that mobile ads...**
   decrease the effort that I must make in order to purchase the product
   *Mark only one oval.*

   1 2 3 4 5

   | Strongly Disagree | | | | | Strongly Agree |
28. I feel that mobile ads... decrease the time required to buy the product. 
Mark only one oval.

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Strongly Disagree   Strongly Agree

29. I feel that receiving mobile advertisements is enjoyable 
Mark only one oval.

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Strongly Disagree   Strongly Agree

30. To me, it is amusing to receive mobile advertising 
Mark only one oval.

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</table>

Strongly Disagree   Strongly Agree

31. I feel that mobile advertisements are fun 
Mark only one oval.

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Strongly Disagree   Strongly Agree

32. I feel that mobile advertisements are rich in content and presentation 
Mark only one oval.

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Strongly Disagree   Strongly Agree

33. I feel mobile advertisements are entertaining 
Mark only one oval.

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Strongly Disagree   Strongly Agree

34. I feel that personalization is a characteristic of mobile ads 
Mark only one oval.

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Strongly Disagree   Strongly Agree
35. I feel that mobile advertisements deliver content that is personalized to my preferences  
   *Mark only one oval.*
   
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<td>Strongly Disagree</td>
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36. I feel that mobile advertisements are tailored to the type of device that I am using  
   *Mark only one oval.*
   
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37. I feel that mobile advertisements are tailored for me, based on my usual activities  
   *Mark only one oval.*
   
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38. Which types of advertisements have you received or been exposed to in the past?  
   *Check all that apply.*
   
   - [ ] SMS Ads
   - [ ] MMS Ads
   - [ ] Banner Ads
   - [ ] App Ads

39. I would like it most if in the future mobile advertisements  
   *Mark only one oval.*
   
   - [ ] were more personalized
   - [ ] used multiple media (sound and image, image and video)
   - [ ] were more interactive
   - [ ] Other: .................................................................

40. Overall, I dislike mobile advertisements  
   *Mark only one oval.*
   
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