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MBA in Business Management

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**Consumers' Attitudes Towards Mobile
Advertising in Ireland**

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Abstract

The high penetration of mobile devices in recent years along with the ubiquity of mobile technology has created a unique opportunity for marketers to engage with their customers. The ability to advertise goods and services in a time, location, and personalised manner has made mobile advertising the centre of attention in the business world. However, as consumers spend more and more time on their mobile devices, marketers have struggled to exploit this channel effectively to communicate with their target customers. Although studies have been conducted in this area, there is still some uncertainty with regards to what consumers' attitudes are towards mobile advertising. This is particularly the case in Ireland, where little research has been done in this area to date. Hence, this research explores through quantitative analysis some of the key factors believed to affect consumers' attitudes and behaviours towards mobile advertising. The goal is to bridge the knowledge gap regarding how consumers feel and behave towards this advertising channel in Ireland and to provide the industry, academia and the general public with valuable insight about consumers' attitudes towards mobile advertising in Ireland.

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1 Introduction

The recent exponential growth of mobile phone users around the world has given rise to a new highly attractive medium for advertising. As we observe the fast development of the mobile technologies, mobile users are offered a growing range of contents and services in a more interactive and personalized manner. Varnali and Toker (2010, p. 144) stated that “(...) the mobile channel has morphed into an ultimate marketing vehicle, which enables business entities to establish a pervasive electronic presence alongside their customers anytime, anywhere.” Things are going mobile at an incredible speed. Facebook reported that over 33% of the traffic to the website came from mobile devices in 2011, up from only 1% in 2008 (Mobile Advertising Hub, n/d.). In terms of the impact on the business, last July the social media giant reported that its mobile ad revenue made up 41% of their total advertising revenue for the first quarter of 2013 (The Irish Times, 2013). However, in spite of the significant hype in recent years about this new advertising medium, the industry is still in its infancy stage. To put things into perspective, “while mobile ad spending is the fastest growing among all media categories, it captures \$6.5bn (equivalent to €4.8bn¹), or just 1.3% of total advertising revenue, according to Interpublic’s ad buying firm MagnaGlobal” (Steel, 2013). Furthermore, It has been highlighted that in spite of the growth of this advertising channel, mobile ad spend still lags significantly behind the actual time mobile phone users spend on their devices, relative to the other advertising mediums (Birkenhead, 2013). Interestingly, “consumers are now spending over 10% of their media time on mobiles, fast catching up with traditional media like TV, whereas advertisers are still only allocating 1.6% of their marketing budgets to reach their customers via mobile” (Birkenhead, 2013). In the United States, Ingram (2013) noted that advertising revenue from print media is in hard decline, as advertisers are moving to new platforms such as mobile and social media. However, he also highlighted that mobile ad spend is still significantly lagging behind time spent on mobile devices, unlike other media such as TV, which accounting for 42% of overall ad spend, has almost a perfect match with the 43% of time consumers spend in that media according to this report in US (Ingram, 2013). See full bar chart of percentage of time spent in media versus percentage of advertising spend in US in Appendix A.

¹ Currency conversions calculated with Yahoo currency converter

Olenski (2013) stated that despite the on-going hype and promise about mobile marketing, so far it has been under-utilized by marketers of all kinds. There are different views that explain the reason for mobile advertising's modest success to date. According to Burke (2008, p. 381) "operators and marketers have been rushing into the field too fast without appropriate preparation and strategies, and the unfortunate fact that mobile spam and viruses have made consumers suspicious of messages by third parties on their mobiles." In addition, in spite of the growing interest by the academia and practitioners in this new industry, there is still no consistent understanding about the consumers' attitudes towards mobile advertising, the key factors that influence these attitudes, and how the attitudes affect consumers' behaviours towards mobile advertising. This is particularly the case in the Irish market, where little research has been done in this field to date. According to Slattery (2013) this year the Internet Advertising Bureau of Ireland measured the mobile ad spend in Ireland for the first time. Based on this study, mobile advertising spend in the Irish market reached €9.9 million in 2012. To put this figure in context, taking into account the population size of each country, in the UK with a mobile ad spend of approximately €612 million in 2012 (iReach, 2013), mobile advertisers spent roughly €9.7 per citizen in the country, whereas marketers spent approximately only €2.1 per citizen in Ireland, in other words, less than a quarter than its British counterparts. With an annual per capita GDP estimated at \$45,140.00 (equivalent to €33,975.00²) (The Economist, 2012), and a mobile penetration of 119% at the end of December 2012, (Irish Commission for Communications Regulation, 2013); Ireland presents an incredible opportunity to marketers which are willing to take its advertising campaigns to the mobile devices. See bar chart of mobile penetration in Ireland in Appendix B. Furthermore, with a 48% smartphone/table share of the mobile market (Irish Commission for Communications Regulation, 2013), almost double the smartphone uptake of South Korea (Kim, Yoon, Kim and Lee, 2012, p. 9), Ireland also offers advertisers a great opportunity to exploit the capabilities of these devices to interact with its target audience through innovative and rich advertising media. However, despite the great potential for this advertising medium to blossom in Ireland, mobile advertising spend still remains low as highlighted earlier. The lack of understanding of consumers' attitudes towards mobile advertising, together with a limited comprehension of the benefits that this advertising medium can bring to businesses and consumers alike may be part of the root cause behind the modest development and adoption of mobile advertising in Ireland. Therefore, this study investigates the attitudes that

² Currency conversions calculated with Yahoo currency converter

consumers have towards mobile advertising in Ireland and the factors that drive a positive impact on such attitudes, and how consumers' behaviours are affected by those attitudes. The ultimate goal of this study is to provide valuable insight for Irish marketers to help them incorporate this fast growing advertising vehicle effectively into their marketing strategy. Therefore, the recipients of this research are not only academic institutions, but also general businesses, marketing, advertising and technology industry stakeholders.

1.1 Research Questions

Based on the considerations explained, the present study intends to answer the below research questions.

- What are consumers' attitudes towards mobile advertising in Ireland?
- What are the key factors that have a positive impact on consumers' attitudes towards mobile advertising, and how are consumers' behaviours affected by those attitudes?

1.2 Overview of the Literature

According to the academic literature and research conducted in this field in different geographies, the factors believed to have a positive impact on consumers' attitudes towards mobile advertising are location based, entertainment, information value, incentives and trust (Tsang, 2004; Tähtine, 2006; Unni and Harmon, Brunner and Kumar, Okazaki and Taylor, 2007; Vatanparast and Butt, Varnali and Toker, 2010; Saadeghvaziri and Seyedjavadin, 2011, etc.). Therefore, this research seeks to determine the impact that these factors have on consumers' attitudes towards mobile advertising in Ireland. Hence, the discussion about these factors leads to a number of hypotheses and the conceptualization of the phenomenon of consumers' attitudes towards mobile advertising in Ireland.

1.3 Research Objectives

The conceptualisation is presented through a theoretical model that forms the basis for the empirical research that was conducted to address the knowledge gaps highlighted throughout the literature review in order to meet the following research objectives

1. Conceptualise the overall consumers' attitudes towards mobile advertising in Ireland
2. Determine the impact that the factors of location based, entertainment, information value, incentives and trust have on consumers' attitudes towards mobile advertising in Ireland
3. Rank the order of importance that Irish consumers give to those factors in order to accept mobile advertising
4. Investigate the correlation between attitudes and actual behaviours of Irish consumers for each of those factors that affect consumers' attitudes towards mobile advertising

The literature review examines the key theoretical frameworks and empirical findings on consumers' attitudes towards mobile advertising in different parts of the world. The core theoretical concepts and findings were analysed and synthesised, highlighting the knowledge gaps that led to the formulation of hypotheses for empirical testing in the Irish market. The chapter begins with some context on the mobile advertising industry and various definitions of the phenomenon, as well as a summary of various relevant research studies. Next, a closer look is taken at the industry in Ireland, and a few research studies conducted in the Irish market are examined to bring the topic in context. Finally, five sections follow, each examining in detail the factors believed to affect consumers' attitudes towards mobile advertising. Theoretical concepts and previous empirical findings for each of the factors are discussed and knowledge gaps are highlighted with links to the research objectives mentioned earlier.

1.4 Overview of the Methodology

This section discusses the methodological considerations, explaining the research method and philosophy, the approach and design, and data collection method chosen to conduct the study. This is done in a sequential order based on the research onion framework, proposed by Saunders, Lewis and Thornhill (2012, p.128). Considering the characteristics of the mobile advertising phenomenon, and the research questions and objectives formulated previously, the study is conducted through quantitative research methods, as it seeks to test theory, identifying and predicting factors that affect the outcome of consumers' attitudes towards mobile advertising in Ireland (Creswell, 1994, p. 23). The set of hypotheses for testing is presented, along with the theoretical model that illustrates how the independent variables of location based, entertainment, information value, incentives and trust affect the dependent variable of consumers' attitudes towards mobile advertising in Ireland. In line with the quantitative research approach, the positivist stance is followed with regards to the research philosophy, seeking to observe the phenomenon studied as an external entity, separate from the researcher. In addition, the research strategy is explained, and a survey questionnaire is chosen to collect the data from a large enough sample of the general population, in order to make inferences and draw generalisations from the findings observed (Saunders *et al*, 2011, p. 20). Next, sampling is discussed and the adoption of a non-probability convenience sample is explained, based on time and financial constraints. Last, the ethical considerations and personal biases are discussed, followed by the acknowledgement of potential limitations faced by this study.

1.5 Overview of the Discussion and Conclusion

First the empirical results from the survey questionnaire are presented through multiple graphs and statistical analysis, starting with the demographic profile of the respondents to the specific questions about mobile advertising. The findings are linked and compared with the academic literature and previous studies discussed in the literature review section, and allow for the testing of the hypotheses. These findings lead to the final discussion on the research questions and objectives. The empirical results suggest that although Irish consumers are strongly in favour of mobile technology and fairly familiar with mobile advertising, overall

the majority remains negative towards receiving mobile ads, and just over a third of the population intentionally interacts with mobile advertising. However, offering monetary incentives seems to be an effective way for advertisers in Ireland to increase consumers' acceptance towards mobile advertising, and drive consumers' behaviour through the mobile channel. In addition, establishing trust with their target audience seems to be the most crucial element for advertisers to drive actions from their customers through the mobile medium. On the other hand, involving entertainment in mobile ads does not appear to have a positive impact on consumers' attitudes and behaviours towards mobile advertising in Ireland. In addition, to a large extent, content relevance seems to be lacking in the mobile advertising channel in Ireland, even though information value in the ads appears to be a significant positive driver for consumers' behaviour. After the conclusions on these findings are presented, recommendations and alternatives for future research are proposed.

1.6 Overview of Self Reflection on Learning and Skill Development

The final chapter of this paper outlines the researcher's self-reflections on the learning process experienced throughout this research project as well as the MBA course as a whole. Based on academic theory, it evaluates how the learning process occurred, highlighting the main knowledge acquisitions and skill developments areas, and how they will be applied and contribute to the researcher's future professional career.

2 Literature Review

2.1 Introduction

The literature review chapter is comprised of seven sections that cover the core topics of this research study, reviewing the key concepts, theories and the empirical findings, comparing and contrasting them to stir debate on the subject. Each section content links with the research questions and research objectives proposed for this study. The first two sections cover the mobile advertising industry and studies conducted on consumers' attitudes towards mobile advertising worldwide, and then the context of this industry in Ireland, examining local research studies and the knowledge available about this phenomenon in the Irish market. The next sections discuss the five factors believed to have an impact on consumers' attitudes towards mobile advertising. Hence, location based, entertainment, information value, incentives and trust are examined, discussing key theory and empirical findings, and highlighting the knowledge gaps that need to be addressed in this research study to meet the research objectives. Last, the section concludes with a brief summary of the key concepts presented that shape up the research methodological considerations discussed in the following chapter.

2.2 Mobile Advertising, Attitudes and Consumers' Attitudes Towards this Advertising Medium.

Mobile advertising can be defined as "the usage of mobile Internet-based media to transmit advertising messages to consumers in form of time and location sensitive, personalized information with the overall goal to promote goods and services" (Haghirian, Madlberger and Inoue, 2008, p. 3). Similarly, Scharl, Dickinger and Murphy (2005, p. 165) described it as information that promotes goods and services in a personalized, time and location sensitive manner, using a wireless medium. Leppäniemi, Karjaluoto and Salo (2004, p. 93) defined it simply as "the business of encouraging people to buy products and services using the mobile channel as medium to deliver the advertisement message." Mort & Drennan (2002, p. 9) stressed "the ubiquitous nature and power of mobile digital technology" to communicate

directly and gain a response from consumers. Leppaniemi and Karjaluoto (2005, p. 200) highlighted the great potential of the one to one communication type that this digital advertising medium offers, if used in the right way. Despite some differences in these definitions, the concepts of location awareness, personalisation, interactive communication and the ubiquity of mobile technology are predominant in the academic literature on mobile advertising, and contribute to the uniqueness of this medium among other advertising media (Mort and Drennan, 2002; Leppaniemi and Karjaluoto, 2005; Brunner and Kumar; Merisavo, Kajalo, Karjaluoto, Virtanen, Salmenkivi, Raulas and Leppäniemi, 2007; Xu, Oh and Teo, 2009, etc.). However there is still little clarity on which is the most effective way for marketers to use mobile advertising. Kawamoto (2012) noted that mobile advertising is not yet generating the expected return on investment growth because advertisers are failing to achieve the optimum customer engagement that can be realised through this channel. Tähtinen (2006, p. 153) stressed that unlike in traditional advertising media where there is a one-way communication from the marketer to the customer, in mobile advertising the receiver of the message can react by calling the advertiser, sending them a text message, or logging onto the company's website, hence "mobile advertising is much more interactive and personal than traditional advertising." Thus, it is crucial for mobile advertisers to understand what attitudes consumers have towards mobile advertising and the respective behaviours that these attitudes trigger in order to determine how this marketing tool should be used to engage most effectively with the target audience. However, before delving deeper into the world of mobile advertising, it is important to first review some general theory about attitudes and behaviours. Solomon, Bamossy, Askegaard and Hogg (2006, p. 138) defined attitude as "a lasting, general evaluation of people (including oneself), objects, advertisements or issues." According to these authors, attitudes tend to endure over time, they are not formed momentarily, and they help to determine the actions and ways in which people behave, from the type of music they listen to, to the type of people they hang out with or products they consume (Solomon *et al*, 2006, p. 138). Yeshin (2006, p. 178) noted that attitudes dictate the way in which we think about particular elements in the world in which we exist, affecting the way we act in specific circumstances. Kotler and Keller (2006) stressed the fact that "an attitude is a person's enduring favourable or unfavourable evaluations, emotional feelings, and action tendencies toward some object or idea." According to most researchers, attitudes are comprised of three components, affect, behaviour and cognition, which refer to the individual's feeling, the intentions to do something regarding an attitude object and the knowledge of that attitude object (Solomon *et al*, 2006, p. 140). The level of importance of

each of the three components will vary depending on the person's level of motivation towards the attitude object, and a conceptual model named as the hierarchy of effects has been developed by attitude researchers to explain the relative impact of these components in the attitude formation (Solomon *et al*, 2006, p. 140). Thus, according to this theory, the interrelationships between the factors of knowing, feeling and doing something in relation to a specific object, also described as "the particular hierarchy of effects in operation," (Solomon *et al*, 2006, p. 145) trigger the person's actual attitude towards that object. However, some authors have challenged this theoretical model and suggested alternative models to address consumers' attitude formation (Barry, 1987, p. 266). Ray (1973) proposed the models of cognition-affect-collation and conation-affect-cognition. The first one, also known as the learning hierarchy, suggested that people first think and perceive, then feel or develop attitudes, and then behave, whereas the second one proposed that "consumers first behave, then develop attitudes and feelings as a result of that behaviour, and then learn or process information that supports the earlier behaviour" (Barry, 1987, p. 266). Furthermore, Ehrenberg (1974) proposed the ATR model, standing for awareness, trial and reinforcement, which regarding advertising and consumers attitudes, suggested that the focus should be on reinforcing previously developed repeat purchasing habits given that most customers are not totally brand loyal (Barry, 1987, p. 267). In addition, Yeshin (2006, p. 178) stressed that by comprehending the attitudes that people hold, advertisers can seek to reinforce them if they are positive, or change them if they are negative. Hence, moving to the advertising context, attitude towards advertising can be defined as a learned predisposition to respond favourably or unfavourably to advertising in general in a consistent manner (Lutz, 1985, p. 53). Likewise, Javid, Namin and Noorai (2012, p. 9,294) stated that "attitudes toward mobile advertising are the consumer's propensity to react positively or negatively to specific mobile advertising." Thus, it can be said that positive attitudes towards mobile advertising would imply favourable evaluations and willingness towards it. However, as Solomon *et al* (2006, p. 155) pointed out, attitudes are not always good predictors of behaviours. Indeed there are numerous factors that may interfere with actual behaviour, despite the consumer's intentions, as multiple studies found, obtaining a low correlation between a person's reported attitude towards an object and their actual behaviour towards it (Solomon *et al*, 2006, p. 155). This is because there are uncontrollable factors that may prevent the researcher from predicting the person's actual behaviour, for instance financial constraints or product unavailability. Hence, this is the reason why one of the research objectives proposed in this study is to investigate the relationship between consumers' attitudes and behaviours towards mobile advertising in

Ireland, in order to shed light on the correlation between these two variables in the Irish context. Therefore, now that general theory about attitudes and behaviours has been explained, it is time to look at some of the findings that research studies have obtained with regards to consumers' attitudes towards mobile advertising.

Tsang, Shu-Chun and Ting-Peng (2004, p. 75) quantitative research conducted in Taiwan in 2002 found that people held negative attitudes about receiving mobile advertising. Given the intimate and personal nature of mobile devices, Tsang *et al* (2004, p. 65) highlighted that it is critical that marketers know how customers feel about receiving ads on their mobile devices. Wells, Kleshinski and Lau (2012) examined the attitudes and behavioural intentions towards mobile marketing of generation Y (people born in the 80s and early 90s) consumers in China, France and the United States. Their quantitative research indicated that this generation in China was the one with the most positive attitude towards mobile marketing among the three countries (Wells *et al*, 2012, p. 20). In addition, a survey conducted in 54 countries found the English along with the French to be the most pessimists about mobile advertising, not seeing much value from this advertising medium (Birkenhead, 2013). Instead, the mobile users in North and South America were found optimistic and open to mobile advertising and the use of personal data for targeting purposes, especially in exchange of monetary incentives (Birkenhead, 2013). According to the AdReaction 2012 Report (Pidgeon, 2012) only 34% of consumers in the UK would tolerate advertisements on mobile websites, and just 17% of the smartphone and tablet users would be actually in favour of mobile ads. On the other hand, the report suggests that in developing markets consumers are more favourable towards mobile advertising, with "Nigeria and Kenya (both 48% favourable), India (43%) and South Africa (30%), largely because mobile devices are even more central to consumers' lives in these markets" (Pidgeon, 2012). This is consistent with the findings about Chinese consumers by Wells *et al* (2012). Hence, with regards to consumers in Ireland, the question to be answered is what are consumers' attitudes towards mobile advertising in this country?

2.3 Mobile Advertising in Ireland

Mobile advertising has not yet fully taken off in Ireland. As mentioned in the introduction, in spite of its great potential, the significant mobile penetration and smartphone ownership, with a business worth just under €10 million in 2012 (Slattery, 2013), mobile advertising still has plenty of room for growth in Ireland. The overall trend in digital advertising is good however, according to Slattery (2013) excluding mobile, in 2012 online advertising spend rose by over 12% year on year, in sharp contrast to the declining ad revenues of the other media types. Studies about the phenomenon of mobile advertising and consumers' attitudes towards this advertising medium in the Irish market are scarce (Conway and Ward, 2006; Duane, Andreev and O'Reilly, 2011; KPMG, 2012). In an empirical study about the Irish awareness and acceptance of mobile marketing, Conway and Ward (2006, p. 4) concluded that Ireland is not ready yet for this advertising medium. Their findings suggest that at the time of the study there was a level of unawareness about this new advertising channel among mobile users, as well as a perceived invasion of their privacy, considering the very personal nature of these devices. According to their analysis, this led consumers to associate this advertising medium with spam. In line with other studies conducted elsewhere, they stressed that it is crucial that customer trust is developed and maintained for mobile advertising to become a successful and sustainable advertising channel over the long term (Conway and Ward, 2006, p. 70). Duane *et al* (2011) conducted an empirical study on the willingness of Irish consumers to make payments via their smart phones, finding a strong correlation between the consumers' trust in the vendor with their willingness to make payments through the mobile devices. According to their findings, security and privacy were the key factors behind consumers' willingness to make payments through their smart phones (Duane *et al*, 2011, p. 13). The reappearance of the concept of trust as a top consumers' concern regarding the use of mobile devices, suggests that marketers need to take clear notes of this factor when designing future mobile advertising campaigns in the Irish market. A deeper discussion about the element of trust is included in one of the following subsections of this literature review, and the investigation of its impact on consumers' attitudes towards mobile advertising in Ireland constitutes one of the research objectives of this study as highlighted earlier. A recent study by KPMG which surveyed 300 Irish consumers, found that only 11% of the sample population were open to receive generic advertising on their mobile device or personal

computer, whereas 45% would be happy to receive advertising tailored to their personal lifestyles (KPMG, 2012). The presentation of the research findings of this study in the discussion and conclusion chapter will add further empirical evidence of the overall attitudes of Irish consumers towards mobile advertising.

2.4 Factors Affecting Attitudes Towards Mobile Advertising

2.4.1 Location Based

Unni & Harmon (2007, p. 28) defined location based advertising as “targeted advertising initiatives delivered to a mobile device from an identified sponsor that is specific to the location of the consumer.” According to Bruner and Kumar (2007, p. 3) location based advertising is when the advertising is determined by the location of the recipient, or more technically speaking, the location of his or her device. To the consumers’ benefit, Drossos, Giaglis, Lekakos, Kokkinaki, and Stavraki (2007, p. 17) stated that “targeting prospects at the right time and place actually implies minimum perceived effort for the prospect in buying the advertised product.” In the empirical study of 4,062 Finnish mobile phone users about the drivers of consumer acceptance of SMS-based mobile advertising, Merisavo *et al* (2007, p. 43) highlighted that with location based mobile services, mobile advertising can provide more value to consumers as the ad is customized to be contextually valid for the consumer given his or her location at a given time. Their research findings supported the hypothesis that the utilization of contextual information has a positive impact on consumers’ willingness to accept mobile advertising. However, what is not examined in this study is the correlation between the consumers’ willingness to accept location based advertising, and consumers’ behavioural intentions to take action upon it. Xu, Oh and Teo (2009, p. 172) stated that advertisers can now deepen customer relationships by sending personalised and context relevant advertisements, enabled by the location-based technologies. However, there is little evidence that this element of mobile advertising is being fully exploited. Okazaki and Taylor (2007) surveyed 53 Marketing, Sales and Advertising executives of multinationals operating in Europe, about their intentions to use mobile advertising based on their perceptions of four different factors, one being the capability to use location based marketing. Although the reasons are not explained in the paper, the findings showed that the respondents did not have

strong intentions to employ location based marketing techniques in their advertising campaigns (Okazaki and Taylor, 2007, p. 7). Brunner and Kumar (2007, p. 6) noted that although multiple studies have been conducted about people's attitudes towards mobile advertising, what has not been explored is people's attitudes towards location based advertising in particular. They highlighted the fact that location based advertising is not the same as mobile advertising because mobile phone users can receive ads on their devices that have nothing to do with the location they are in at the time (Brunner and Kumar, 2007, p. 6). Hence, in their empirical study they surveyed 789 participants about their views about location based advertising, and the findings indicated that people were slightly negative about the idea of receiving location based advertising (Brunner and Kumar, 2007, p. 9). According to Sense Networks CEO David Petersen (Olenski, 2013) a lot of the location based advertising campaigns do not drive the desired results because of the lack of good consumer behaviour insights, in other words, past consumer activity data, that should be used in conjunction with the mobile location data. Essentially he argues that although advertisers wish to advertise to consumers found within a certain location of a store, they do not advertise relevant products or services based on the recipients' actual consumer activity (Olenski, 2013). According to Mobile Marketing Ireland, "while mobile marketing is currently used to great effect by some large and national companies, many small businesses are missing out on the opportunity of using mobile marketing techniques for Local Marketing to current and new clients" (Mobile Marketing Ireland, n/d). This is not a big surprise as there is no empirical research available conducted in Ireland to assess the level of importance and acceptance of location based advertising in this country. Hence, this is an area where a knowledge gap exists and needs to be addressed with regards to the Irish market, and therefore, investigation in this area constitutes one of the research objectives of this study as listed in the introduction.

2.4.2 Entertainment

Tsang *et al* (2004, p. 67), noted that entertainment is an important predictor of the value of the ads and critical to the effectiveness of online advertising. Haghirian *et al* (2008) argued that entertainment increases customer loyalty, adding value for the customer. In addition,

they argued that “as most people have natural playfulness, providing games and prizes via text messaging (SMS) yields high participation” (Haghirian, et al., 2008, p. 4). Jingjun Xu (2006, p. 11) stressed that it is crucial that the advertisement is concise and funny in order to capture the customers’ attention immediately. Tsang *et al* (2004) empirical study found entertainment as a critical factor affecting respondents’ attitudes towards mobile advertising as well, followed by credibility and irritation. This is in line with Bauer, Barnes, Reichardt and Neumann (2005, p. 189) research findings which indicated that entertainment was one of the central factors for consumers’ acceptance of mobile marketing. Blanco, Blasco, and Azorin (2010, p. 4) proposed that based on academic literature and previous findings, advertising delivering entertainment had a positive correlation with a favourable attitude towards advertising via mobile devices. The results of their empirical study indicated that perceived entertainment in mobile advertising affected consumers’ attitudes towards this advertising channel however the respondents perceived a very low level of entertainment from this medium, lower than from other advertising media (Blanco *et al*, 2010, p. 8). In the Irish context, KPMG report of the Irish market showed that 49% of the 300 participants rated entertainment as a positive driver influencing their willingness to accept mobile advertising, only surpassed by retail discounts (KPMG, 2012). What needs to be validated is if indeed entertainment does drive consumer’s acceptance of mobile advertising in Ireland, and also what the correlation is between a positive attitude and the behaviours of the Irish consumers towards mobile advertising when perceived entertainment comes into play. Hence, this research area constitutes one of the research objectives of this study.

2.4.3 Information Value

With regards to the value of information in mobile advertising, Jingjun Xu (2006, p. 11) noted that “information delivered to customers via mobile devices needs to show qualitative features like accuracy, timeliness, and usefulness for the consumer.” Bauer *et al* (2005, p. 189) concluded their empirical study stating that information value is one of the key drivers for consumers’ acceptance of mobile marketing. In line with this, Leppäniemi *et al* (2004, p. 95) wrote that “the personal nature of the mobile phone makes the content of advertisement extremely critical.” However, Tähtinen (2006, p. 153) criticised the practices in mobile advertising, stressing that mobile ads resemble more traditional media ads sent to unknown

masses (such as newspapers advertising) than interactive and personal advertising targeted to potential and or loyal customers, annoying consumers and leading to the failure of mobile advertising campaigns. Scharl *et al* (2005, pp. 167-168) argued that in order to personalise mobile advertising effectively, marketers rely on the quality of the customer databases they have access to, which should have enough personal information from active and potential customers to reach the target audience profitably. Park, Shenoy and Salvendy (2008, pp. 359-361) used the hierarchy of effects used to assess consumers' attitudes formation as cited earlier, to explain the content of advertisements. They highlighted that the content of the advertisement can be either cognitive or affective, depending on the focus to which the advertisement appeals. For functional products the cognitive approach is more effective, whereas for expressive and playful offerings the affective message which appeals to emotional processing will be the most effective (Park *et al*, 2008, pp. 359-361). Blanco *et al* (2010) in line with previous research argued that the content of advertising, referring to the informativeness or information value, is crucial to the effectiveness of advertising, and directly affects consumers' perceptions of the advertiser (Blanco *et al*, 2010, p. 4). In addition, they proposed a hypothesis suggesting that the element of informativeness has a positive impact on consumers' attitude towards mobile advertising, and their quantitative research results accepted their hypothesis, finding that the informational aspects perceived by consumers in mobile advertising have a positive correlation with their attitudes towards mobile advertising (Blanco *et al*, 2010, p. 8). In India, according to Mobile Media Consumption report by InMobi, mobile advertising seems to be providing good information value to consumers, "with 75 per cent of respondents admitting they'd been introduced to something new via their mobile device while 67 per cent feel that it had provided them with better options" (Zeenews, 2013). In United States, a study published by the On Device Research (2012) for the Internet Advertising Bureau, suggested that relevance is one of the key factors for advertisers to take into account if they wish to personalise mobile advertising for consumers. The report indicated that 30% of the respondents liked mobile advertising that was personalised to them, and 40% of the participants wished mobile ads which they could click on to browse further the advertisers' broader product offering. In United Kingdom, 29% of the respondents of a study expressed willingness to share location with the advertisers in return for more personalised and relevant ads (Pidgeon, 2012). The question that must be addressed is how Irish consumers feel about the information value of mobile advertising, and if this is something that has a positive correlation with their attitudes and behaviours towards

this advertising channel. Hence, investigating this constitutes one of the research objectives of this study as explained earlier.

2.4.4 Incentives

According to Drossos *et al* (2007, p. 17) people are interested in getting some monetary benefits from direct marketing campaigns. Tsang *et al* (2004, p. 75) concluded their empirical study confirming that incentives have a positive impact on consumers' intentions and willingness to accept mobile advertising. In line with this, Drossos *et al* (2007, p. 22) empirical study also found that "the use of incentives in SMS advertisements led to more positive attitudes and purchase intentions." Vatanparast and Butt (2010, p. 36) highlighted that giving consumers the option to opt-in for discounts in exchange of getting permission to utilize their personal data to customize advertisements, making them more useful and relevant is a good incentive option that advertisers should consider when designing mobile campaigns. In addition, they mentioned the example of a win-win situation when large retailers send special discount coupons to their loyal customers via mobile phones to those who opt in for these services, benefiting the retailer, the advertiser and the consumer (Vatanparast and Butt, 2010, p. 36). Park *et al* (2008) conducted a literature review and analysis of 53 case studies on effective mobile advertising, and they cited the case of Dunkin' Donuts which offered free coffee to consumers via mobile coupons. According to this case study, by offering incentives through mobile advertising the business experienced a 21% increase in customers' traffic in the store (Park *et al*, 2008, p. 370). However, it must be noted that sales promotions techniques, such as offering monetary incentives, may also cause a less favourable effect in some circumstances. Yi and Yoo (2011, pp. 892-893) argued that marketers should be careful when considering to implement sales promotions, because although offering price discounts may have a positive immediate effect, over the long term for certain type of consumers this may have a less favourable impact on brand attitude and brand equity building. Nonetheless, looking at research regarding attitudes towards mobile advertising, offering incentives appears to be a strong positive factor for driving acceptance of this advertising medium. In a study conducted in Saudi Arabia which compared local attitudes towards mobile advertising with those in United Kingdom, it was found that incentive based advertising has a significant impact on consumers' willingness to accept

mobile advertising, in line with the secondary research findings in the United Kingdom (Alotaibi, 2010). Likewise in the Irish market, based on the KPMG report (2012), 57% of the respondents confirmed that retail discounts positively influenced their willingness to accept mobile advertising. According to this report, this was the most important factor for the Irish consumers to accept mobile advertising (KPMG, 2012). However, it is not clear from this study what the correlation is between the willingness to receive incentives-type mobile advertising, and the decision to take action towards it as a result. Hence, it is one of the research objectives of this study to further examine and validate the existing findings and tackle the knowledge gap highlighted.

2.4.5 Trust

Varnali and Toker (2010, p. 148) argued that in spite of the unique benefits of mobile services, for mobile advertising to succeed in building loyalty with mobile users, it is crucial to overcome the obstacle of lack of trust with consumers. Furthermore, they stressed the fact that many consumers feel uncomfortable with doing business and sharing personal information over wireless mobile devices (Varnali and Toker, 2010, p. 148). Saadeghvaziri and Seyedjavadain (2011, p. 107) defined trust in advertising as the “confidence that advertising is a reliable source of product/service information and willingness to act on the basis of information conveyed by advertising.” According to them, consumers must trust advertising for this one to work effectively as a source of information (Saadeghvaziri & Seyedjavadain, 2011, p. 107). Kim, *et al* (2012, p. 13) concluded their South Korean study about mobile advertising in the smart environment highlighting trust as one of the factors with significant positive effects on consumers’ attitudes towards advertising. Merisavo *et al* (2007, p. 43) proposed that customers’ trust in privacy and the laws of mobile advertising has a positive impact on their willingness to receive mobile ads. This hypothesis was supported in their empirical findings of Finish consumers. However, the correlation was relatively weak, meaning that the respondents did not perceive these factors as very important (Merisavo, *et al*, 2007, p. 45). It is important to highlight that in the European Union, except for specific cases where there is an existing customer relationship, mobile advertising is restricted to opt-in advertising, in order to keep mobile phones clear of spam. This may partially explain the findings in Finland, as “consumers might take it for granted that marketers do not send them

mobile advertising messages without their permission” according to Merisavo *et al* (2007, p. 46). Other studies suggest slight discrepancies in this area. Jayawardhena, Kuckertz, Karjaluoto, and Kautonen (2009) developed a conceptual model and tested it empirically with over 600 participants across Finland, Germany and United Kingdom, about how the elements of trust, experience and perceived control affected consumers’ willingness to provide personal data to advertisers for mobile marketing activities. The key finding of this study is that institutional trust appears to be the most important factor for the respondents across all three countries and with no gender differences, in order to accept to participate in mobile marketing campaigns (Jayawardhena, *et al*, 2009, p. 23). In line with this, in the Irish context Conway and Ward (2006, p. 37) also argued that for marketers to be successful, they should work towards establishing a trust relationship with their customers as this is a key variable to build a longstanding relationship. Therefore, to validate and confirm the level of importance of trust regarding consumers’ attitudes towards mobile advertising in Ireland, and to understand how trust drives behaviours towards the product or services advertised, constitutes one of the research objectives of this study, as explained in the introduction section.

2.5 Conclusion

This section presented the most relevant theory and research studies conducted around the world about the phenomenon of consumers’ attitudes towards mobile advertising. Knowledge gaps were highlighted in relation to how the factors of location based, entertainment, information value, incentives and trust affect consumers’ attitudes and behaviours towards mobile advertising in Ireland, underpinning the research questions and research objectives that are presented and addressed in the following chapters. Hence, this discussion set the scene for the next two chapters where the methodology chosen for this study is presented and examined, followed by the presentation of the primary research findings and the final conclusions about the topic under study.

3 Research Methodology

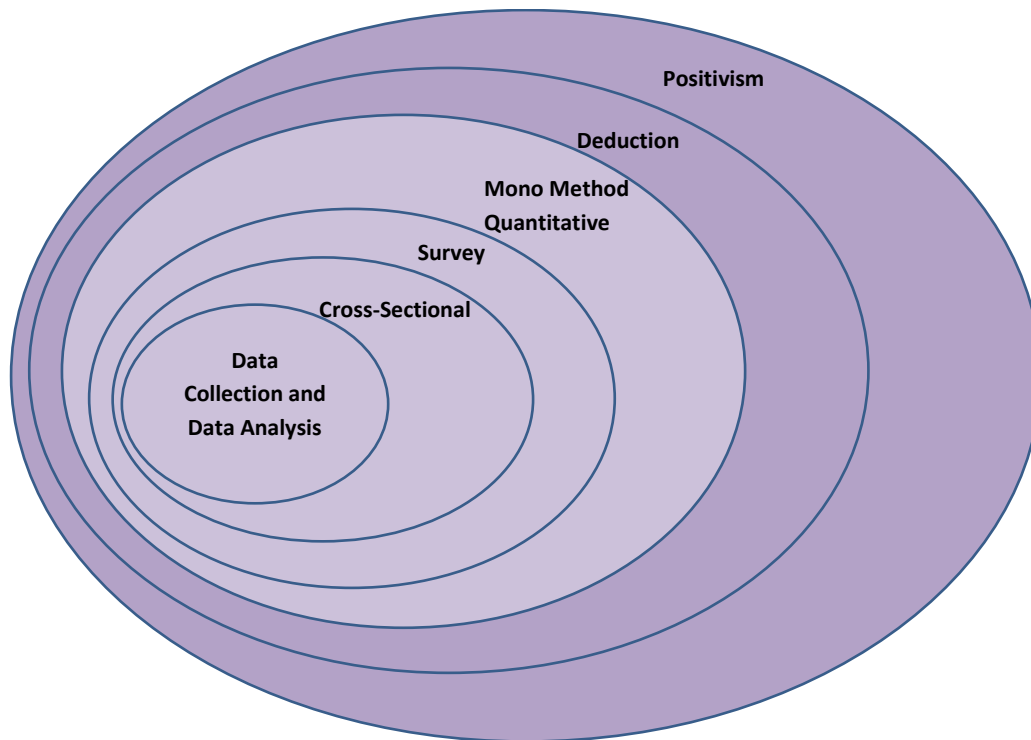
3.1 Introduction

Following the literature review on consumers' attitudes towards mobile advertising and the key factors affecting those attitudes, this chapter is a presentation of the research methodology chosen to address the research questions and objectives of this study.

Creswell (1994, p. 20) stated that a researcher chooses the method for a study based on whether the intent is to confirm the type of information to be collected in advance of the project, which is the case with the quantitative method, or let it emerge from the participants in the study, which is how the qualitative method works. In addition, he noted that if the purpose is to test a theory, or identify or predict factors that influence an outcome then a quantitative approach is best (Creswell, 1994, p. 23). This concept summarizes the reason why the research method chosen for this study is the quantitative approach. The intent of this research is to test theory about attitudes towards mobile advertising in Ireland, and assess how certain factors influence these attitudes in the Irish context, which have been empirically proved to have a positive impact in other countries. Black (1999, p. 215) noted that in the social sciences, the study of attitudes as well as beliefs and opinions from groups of subjects of common characteristics is valuable because it is assumed that these attitudes will influence behaviour. In fact, the correlation between attitudes and behaviours towards mobile advertising is addressed in this research and the findings are discussed later. However, in order to follow a clear structure and ensure a valid and credible outcome from the research, this chapter follows the research onion framework proposed by Saunders *et al* (2012, p. 128) which illustrates the research process in the shape of an onion, highlighting the layered approach to research. Therefore, each layer of the research onion framework will be explained throughout this chapter, followed by considerations about the research sample,

limitations, ethics and personal biases, discussing the paradigm and approach chosen in each case as per the below illustration

Figure 1: The Research ‘Onion’ (Saunders *et al*, 2012, p. 128) adapted to illustrate the research characteristics of this study



3.2.1 Research Philosophy

Ponterotto (2005, p. 128) stated that “generally speaking, quantitative methods focus on the strict quantification of observations (data) and on careful control of empirical variables.” Sale, Lohfeld and Brazil (2002, p. 44) suggested that in quantitative research the objective is to measure and examine causal relationships among variables within a value-free framework. In this study the intention is to measure the causal relationships between the independent variables of location based, entertainment, information value, incentives and trust, and the dependent variable of consumers attitudes” towards mobile advertising in Ireland. In addition, Creswell (1994, p. 22) stated that in quantitative research, a theory is tested by formulating narrow hypotheses and the collection and analysis of empirical data to either support or refute

the hypotheses. Hence, considering the ontological philosophies of objectivism, subjectivism and pragmatism, this study takes the objectivist view. It has been noted that “the ontological position of the quantitative paradigm is that there is only one truth, an objective reality that exists independent of human perception” (Sale, *et al*, 2002, p. 44). Holden and Lynch (2004, p. 10) argued that in line with natural scientists, objectivists seek to identify causal relationships and fundamental laws that help to explain human social behaviour. This is illustrated in the theoretical model and hypotheses that are presented later in this chapter which seeks to explain the causal relationships between the variables concerned. Holden and Lynch (2004, p. 9) noted that objectivists believe that their research activities can be done independently of what is being observed, and that their values, beliefs and interests will have no influence or impact on the study or research methods they have chosen to use. This is the approach chosen for this study, where the researcher seeks to remain neutral and external from the reality that is being studied, intending to base the research on the theory, academic literature and empirical findings in this field of research. Unlike what the subjectivist viewpoint proposes, which is that the researcher should get involved with the social actors being observed to better understand the subjective reality, motives, actions and intentions of the phenomenon under research, in a meaningful manner (Saunders, *et al*, 2012).

Regarding the epistemology philosophies of interpretivism, realism, and positivism, the philosophical stance of positivism is the one that fits best with the characteristics of this research. Ponterotto (2005, p. 128) stated that “the primary goal of positivistic inquiry is an explanation that (ultimately) leads to prediction and control of phenomena.” This approach will address the research objectives mentioned earlier, which seek to find an explanation about the relationship between variables in order to predict the phenomenon of consumers’ attitudes towards mobile advertising in Ireland.

Science as a whole can be characterized by empirical study, while the various phenomena can be attributed to the indicators underlying the research which portray the truth (Sale, *et al*, 2002, p. 44). This is the view for this research study, as the following hypotheses for each factor believed to affect consumers’ attitudes towards mobile advertising are proposed to be tested through empirical research, aiming to reach findings that represent the truth with regards to the phenomenon under study.

3.2.3 Hypotheses

1. H1a: Location based advertising has a positive impact on consumers' attitudes towards mobile advertising in Ireland

H1an: Location based advertising has no impact on consumers' attitudes towards mobile advertising in Ireland

2. H1b: The positive attitudes derived from location based advertising have a positive impact on consumers' behaviours towards mobile advertising in Ireland

H1bn: The positive attitudes derived from location based advertising have no impact on consumers' behaviours towards mobile advertising in Ireland

3. H2a: Perceived entertainment has a positive impact on consumers' attitudes towards mobile advertising in Ireland

H2an: Perceived entertainment has no impact on consumers' attitudes towards mobile advertising in Ireland

4. H2b: The positive attitudes derived from perceived entertainment have a positive impact on consumers' behaviours towards mobile advertising in Ireland

H2bn: The positive attitudes derived from perceived entertainment have no impact on consumers' behaviours towards mobile advertising in Ireland

5. H3a: Perceived information value has a positive impact on consumers' attitudes towards mobile advertising in Ireland

H3an: Perceived information value no impact on consumers' attitudes towards mobile advertising in Ireland

6. H3b: The positive attitudes derived from perceived information value have a positive impact on consumers' behaviours towards mobile advertising in Ireland

H3bn: The positive attitudes derived from perceived information value have no impact on consumers' behaviours towards mobile advertising in Ireland

7. H4a: Offering incentives has a positive impact on consumers' attitudes towards mobile advertising in Ireland

H4an: Offering incentives has no impact on consumers' attitudes towards mobile advertising in Ireland

8. H4b: The positive attitudes derived from offering incentives have a positive impact on consumers' behaviours towards mobile advertising in Ireland

H4bn: The positive attitudes derived from offering incentives have no impact on consumers' behaviours towards mobile advertising in Ireland

9. H5a: Trust has a positive impact on consumers' attitudes towards mobile advertising in Ireland

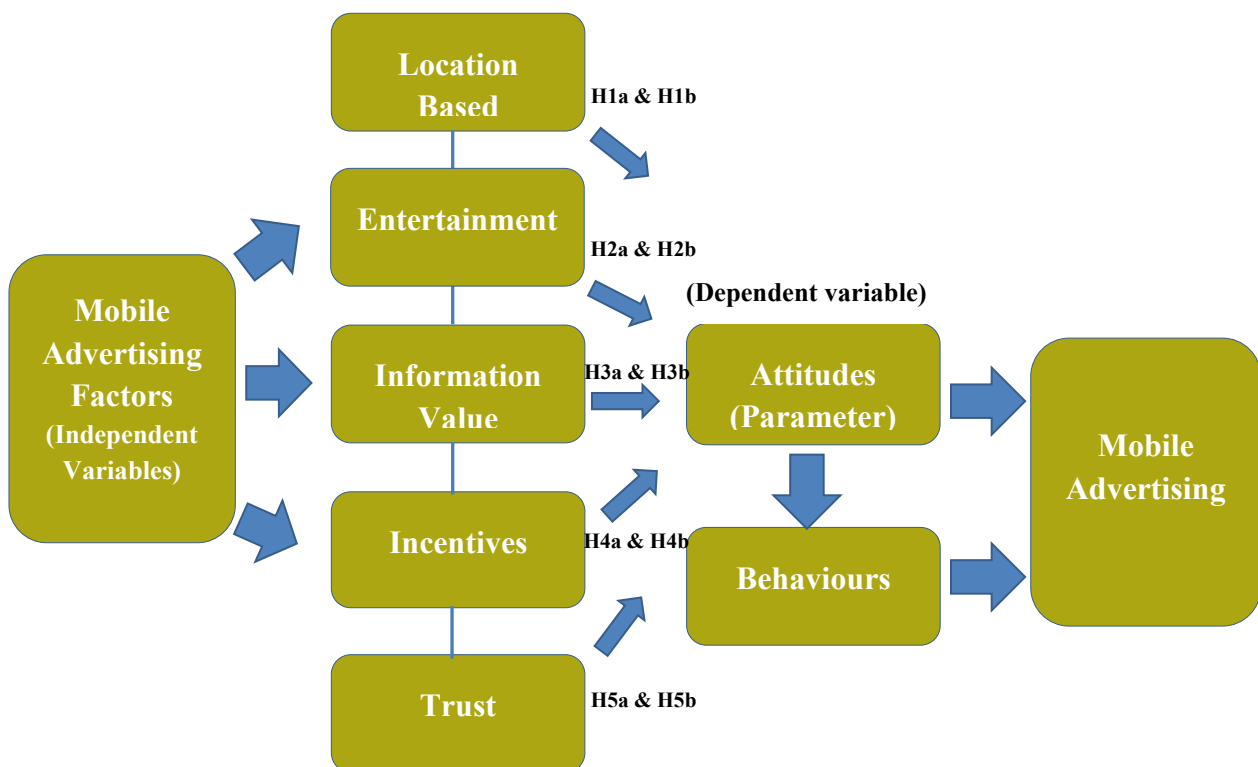
H5an: Trust has a no impact on consumers' attitudes towards mobile advertising in Ireland

10. H5b: The positive attitudes derived from trust have a positive impact on consumers' behaviours towards mobile advertising in Ireland

H5bn: The positive attitudes derived from trust have no impact on consumers' behaviours towards mobile advertising in Ireland

It has been argued that in the scientific method, a phenomenon is contextualized within a theoretical model, where the observation and description of such phenomenon take place, and hypotheses are proposed for testing (Ponterotto, 2005, p. 128). This is completed through “(...) the execution of tightly controlled experimental study, the use of inferential statistics to test hypotheses, and, finally, the interpretation of the statistical results in light of the original theory” (Ponterotto, 2005, p. 128). Following this concept, the proposed hypotheses are tested in the Irish market based on the below theoretical model, and the results are contrasted with the academic theory and previous research studies.

Figure 2: Theoretical Model of Consumers’ Attitudes and Behaviours Towards Mobile Advertising



The model uses the independent variables of location based, entertainment, information value, incentives, and trust to illustrate the potential impact that these factors have on consumers’ attitudes and behaviours towards mobile advertising in Ireland. The rationale for

the model is linked to the rationale behind the formulation of the hypotheses, which is to test in the Irish market, theory and empirical findings observed in other countries and examine the correlation between attitudes and behaviours for each of the factors selected for the study.

3.2.4 Research Approach

The research approach is the deductive process, given that a conceptual model and hypotheses are developed based on theory, and a research strategy is designed to test the formulated hypotheses. The deduction approach is the most appropriate for quantitative research, while the inductive approach is more suitable for qualitative research, where the theory is produced in an inductive way once the data has been collected and analysed. Saunders *et al* (2012, p. 162) stated that “quantitative research is usually associated with a deductive approach, where the focus is on using data to test theory.” Creswell (1994, p. 14) argued that quantitative studies use theory deductively, placing it at the start of the study, and following the goal of testing the theory, to confirm or refute it. This concept illustrates the research process of this study, where existing theory was presented in the literature review, forming the basis for the research objectives and hypotheses which have been tested empirically in the Irish market. Holden and Lynch (2004, p. 404) stated that “the hypothetico-deductive approach involves the quantitative operationalization of concepts, which involves reductionism, that is, the problem is reduced to its smallest elements.” In the present study this is explained in how a set of variables which according to the academic theory constitute factors that have a positive impact on consumers’ attitudes towards mobile advertising, are chosen to operationalize or simplify the phenomenon under study in the Irish context. According to Creswell, (1994, p. 17) “the reduction to a parsimonious set of variables, tightly controlled through design or statistical analysis, provides measures or observations for testing a theory.”

3.2.5 Research Choice

This research is based on the mono-method given that it follows the quantitative research paradigm only as the single choice to address the research project. Quantitative research allows for the verification of the causal relationship between the variables of the theoretical

model presented, which suits perfectly the purpose of this study. In addition, based on the epistemology branch of positivism, through the quantitative research approach, the study seeks to observe the social phenomenon of attitudes towards mobile advertising in Ireland as an external entity which is separate from the researcher, seeking to achieve an objective truth of the phenomenon under study. Instead, the qualitative paradigm suggests that the researcher must interact with the research subject which is an evolving reality in order to interpret it correctly, and regardless of the element of subjectivism resulted in the process. This highlights the unsuitability of the qualitative method for this study, as its main principles are opposed to those of the quantitative approach. However, there are proponents of the so called mixed methods research, who suggest that by combining the two methods, the researcher can improve confidence in the findings. This view supports the idea of triangulation, which argues that with a mixed methods approach, the results of an investigation employing a method associated with one research strategy can be cross-checked against the findings from the use of a method associated with the other research strategy (Bryman & Bell, 2011, p. 631). Nonetheless, there is vast criticism of this approach as well, Sale *et al* (2002, p. 50) argued that (...) “mixing research methods across paradigms, as is currently practiced, often diminishes the value of both methods.” Creswell (1994, p. 14) stated that “mixed method researchers need to establish a purpose for their “mixing”, a rationale for the reasons why quantitative and qualitative data need to be mixed in the first place.” For this study, there is no apparent benefit in using qualitative methods to conduct the investigation, in addition to the quantitative choice, two different choices that are viewed as separate paradigms rooted on different epistemological commitments (Bryman & Bell, 2011, p. 631).

3.2.6 Research Strategy

This research project used a survey strategy, based on a self-completion questionnaire, which follows the principles discussed earlier with regards to the research philosophy and research approach chosen, in order to answer the research questions and meet the research objectives. Saunders *et al* (2012, p. 177) noted that “surveys using questionnaires are popular because they allow the collection of standardised data from a sizeable population in a highly economical way,” and this data can be analysed in a quantitative manner using descriptive and inferential statistics. Creswell (1994, p. 17) stated that “a survey design provides a

quantitative or numeric description of trends, attitudes, or opinions of a population, with the goal of drawing generalisations from the target sample of participants. However, it is important to note that there are limitations and potential drawbacks with this research strategy, such as the limited depth and range of information that can be obtained from a questionnaire, or the risk of respondents not answering it fully or correctly. Nonetheless, this research strategy fits well the purpose of this study, in order to draw generalisations about consumers' attitudes towards mobile advertising in Ireland, meeting the research objectives. Therefore, a survey questionnaire was designed through SurveyMonkey (see in Appendix C), and distributed via email and Facebook to a population of roughly 150 people of various age groups and backgrounds living in Ireland. SurveyMonkey was the chosen platform to construct the questionnaire as it offered superior analytical capabilities to the other options, in addition to compatible data export capabilities to transfer the results easily to SPSS. Saunders *et al* (2012, p. 222) noted that for the participation rate to be successful, an introductory letter should be sent with the survey, with short and clear sentences, polite tone and it should generate interest from the intended respondents to participate in it. Hence, the survey was sent with an introductory letter (see in Appendix C) following these guidelines, which explained the high level scope of the research, and assured the confidentiality of the data and anonymity of the individual participants, two important elements that are expanded further in the ethics section. The questionnaire was completed by 160 respondents, although it is not possible to confirm accurately the exact number of participants who received it or the actual response rate, given that it was sent to numerous group email aliases within the researcher's workplace, and also to unknown individuals considering the snowball technique used as part of the non-probability sampling. Saunders *et al* (2012, p. 429) noted that in order to ensure the validity and reliability of questionnaires, questions must be understood by the respondent in the way intended by the researcher, and answers must be understood by researcher in the way intended by the respondent. Hence, prior to distribution, the questionnaire was pre-tested with eight people, some familiar with the design of survey questionnaires and research topic, and some not, to gather feedback on the structure and validity of the questions. Based on this exercise, questions were edited if needed, and constructed in the clearest possible way to explain correctly the meaning of each of them (see draft questionnaire in Appendix C). Therefore, the survey was designed to gather responses regarding the participant's attitudes towards mobile technology, mobile advertising, and of each of the factors believed to affect consumers' attitudes towards this advertising medium, and how behaviours were affected by those attitudes. In addition, the participants were asked to rank those five factors in order of

preference. Finally, the questionnaire included a set of demographic questions to examine the profile of the sample population. The questions were a closed format, in the form of multiple choices and Likert-style rating in order to gather opinion data from the respondents, and to help drive completion and simplify data processing and analysis. The closed question format makes it easier for the respondents to answer the predetermined questions and for the researcher to process the answers and examine the relationship between variables, or make comparisons between respondents and type of respondents (Bryman & Bell, 2011, p. 249). However, this format has its potential disadvantages, such as the possibility of different interpretation that respondents may have of the same questions, or the loss of spontaneity in the answers or even irritation that the participants may feel if they cannot find a category that they feel applies to them (Bryman & Bell, 2011, pp. 251-253). Anyway, the questionnaire completion was highly successful, exceeding the 100 response threshold, and as mentioned earlier, reaching 160 questionnaires completed in the course of two weeks.

3.2.7 Time Horizon

The survey questionnaire was sent on 27th June 2013 and locked for data collection on 12th July 2013 to begin the data analysis. This means the study took the form of a cross-sectional research as the data was collected simultaneously, providing a snapshot at a single point in time with regards to the participants' responses about their attitudes towards mobile advertising. Saunders *et al* (2012, p. 190) noted that for research projects in academic courses the cross-sectional time horizon approach is the most used considering the usual time constrains. The alternative time horizon option for data collection is longitudinal, which means that the data is collected over time, appropriate for longer term research projects (Creswell, 1994, p. 17). Bryman and Bell (2011, p. 53) stated that cross-sectional design involves data collection on multiple cases at a single point in time, in order to gather a set of quantitative data which is linked to two or more variables that are then observed to discover patterns of association and the measurement of variation between cases.

3.2.8 Techniques and Procedures

The data was collected through Survey Monkey once the 160 questionnaires were gathered, and the responses were easily exported to SPSS in an excel file format for data analysis. Then descriptive and inferential statistics were performed in SPSS, such as the Spearman's correlation coefficient and chi-square tests, in order to present the results from the questions and assess the relationship between the variables, and the statistical significance of these relationships. It has been noted that if data have been measured at only ordinal level, they are said to be non-parametric and therefore the Spearman's correlation coefficient is used (Field, 2005). Instead, the Person's correlation analysis is suitable for data categorized as interval scale (Field, 2005, pp. 125-129). The variables under study here are non-parametric and were categorized as ordinal variables in SPSS in order to conduct the statistical analysis. Saunders *et al* (2012, p. 521) stated that "a correlation coefficient enables you to quantify the strength of the linear relationship between two ranked or numerical variables." They noted that the coefficient can take on any value between +1 and -1, +1 representing a perfect correlation, indicating that two variables are precisely related, hence when values of one variable increase, values of the other variables increase as well (Saunders, *et al*, 2012, p. 521). Hence, correlation coefficient values of 0 or close to 0 mean that the variables are perfectly independent or almost so. With regards to the chi-square test, this analysis helps to find out the likelihood of two variables being associated, with a probability result value of 0.05 or less indicating that the researcher can be at least 95% sure that the association between the two variables could not have occurred by chance factors alone (Saunders, *et al*, 2012, p. 514). Bryman and Bell (2011, p. 354) noted that the chi-square test helps the researcher to determine how confident he or she is about whether there is a relationship between the two variables under study. The value of performing the chi-square test in addition to the Spearman's coefficient correlation is that unlike the Spearman's test which relies upon steady increases or decreases in scores, the chi-square analysis does not require this to be present. Hence it adds an additional layer of analysis on the relationship between two variables. The results of the statistical analysis not only aided the testing of the hypotheses in a rigorous manner, but also helped to answer the research questions and meet the research objectives of this study.

3.3 Sample

Generalisation is one of the principles of the quantitative research paradigm, Saunders *et al* (2011, p. 20) noted that “in order to be able to generalise statistically about regularities in human social behaviour it is necessary to select samples of sufficient numerical size.”

Likewise, Holden and Lynch (2004, p. 10) argued that to be able to determine causal explanations and fundamental laws that explain regularities in human social behaviour, it is required the generalisation of results from ample sample sizes, utilizing the hypothetico-deductive process as explained earlier. Hence, the goal for this research was to have at least 100 usable completed questionnaires, to ensure that the data collected met the size requirement for valid quantitative data analysis. To achieve that, the questionnaire was sent through email and Facebook to roughly 150 people, although colleagues and acquaintances also forwarded it other people following the snowball sampling technique. The sample was made up of the researcher’s work colleagues at Microsoft Ireland, as well as acquaintances, friends and their work colleagues who happened to work in companies belonging to the IT, banking and travel industries based in Dublin. All respondents were current residents in Ireland, of various nationalities and age groups, different income, work and educational backgrounds, reflecting the researcher’s diverse social network in Dublin. Despite the advantages of random sampling in terms of the representativeness of the general population (Creswell, 1994, p. 19), for time, financial and practical reasons, the sample took the form of a non-probability convenience sampling. Hence, the sample resulted from people the researcher had either direct or indirect access too. However, given the referral chain conducted to enlarge the sample, the snowball sampling technique was used as part of the non-probability sampling approach contributing a level of randomization in sample population. Nonetheless, it is important to acknowledge that the sample did not represent fully the heterogeneity of the Irish population, as certain age groups such as the elderly, or industry sectors, such as agriculture, health and building workers have not participated in the survey.

3.4 Ethics

Orb, Eisenhauer, and Wynaden (2001, p. 93) stated that “the research process creates tension

between the aims of research to make generalisations for the good of others, and the rights of participants to maintain privacy.” The principle of potential harm to participants in the research plays a central role when it comes to research ethics. In this quantitative study, although the type of information to be collected from the participants may be of less sensitive nature than in other research projects, especially qualitative studies, nonetheless, the individual participant details have been and will be kept anonymous and confidential, ensuring data privacy is fully protected and no harm is caused to the participants. Participants were given a brief summary of the scope and research objectives of this study on the survey introductory letter to ensure informed consent from all participants completing the questionnaire. Bryman and Bell (2011, p. 137) noted that deception is likely to be fairly widespread in the world of research, because researchers frequently intend to limit the participants’ comprehension of the research topic, in order to drive more natural responses to fit the experimental treatment. However, in this study, by giving the participants a true description of the research subject and what the questionnaires were genuinely going to be used for, it improved the chances that no deception occurred, keeping in line with the good ethics approach of this research project. Creswell (1994, p. 77) also referred to other potential ethical issues in the writing of the research such as to invent or produce false findings in order to meet the needs of a researcher or audience, a practice that has not been performed in this research.

3.5 Limitations

Creswell (1994) defined research limitations as “(...) limiting conditions or restrictive weaknesses, which are unavoidably present in a study’s design” (Creswell, 1994, p. 17). He further argued that all statistical procedures and research strategies have limitations, from the utilization of surveys to grounded theory studies, and researchers typically highlight both the strengths and the weakness when introducing the discussion about these strategies for their research studies (Creswell, 1994, p. 16). Following this principle, regarding the sample, although the size of it met the minimum required for valid quantitative research analysis on a non-probability sample (Saunders, *et al*, 2012, p. 283), it may not be large enough to draw conclusive generalisations on the findings for the entire Irish market. In addition, the sample

used is of participants living in the city of Dublin and surrounding areas, which may or may not be accurately representative of how mobile advertising is perceived in other parts of Ireland. Also, although the population age and socio economic groups were fairly wide in the participating sample, they did not perfectly represent the entire Irish mobile phone population as explained in the sample section. Besides, regarding the correlation between consumers' attitudes and behaviours towards mobile advertising, the data collected corresponds to the participants' answers on whether they have made a purchase or participated in a mobile advertising campaign, not to hard empirical data. Hence, although the researcher's expectation is that the respondents have given a correct and truthful response in each question, there is no way to empirically confirm if in reality this is the case. Last, regarding the factors affecting consumers' attitudes towards mobile advertising selected for this research study, it is important to note that although they were based on the theory and academic literature studied, they may not cover the entire universe of factors that may affect or influence consumers' attitudes towards this advertising channel in Ireland.

3.6 Personal Biases

Saunders *et al* (2011, p. 20) stated that "in order to pursue the principle of scientific rigour, deduction dictates that the researcher should be independent of what is being observed." However, a degree of personal biases is inevitable given the researcher's role in choosing the subject, designing the research strategy and questionnaire. Nevertheless, this study's goal was to observe the research subject as an external and separate phenomenon, and to conduct the research in a value-free manner. The researcher does not believe that personal biases, experience or knowledge in the research area have interfered in the results, instead great focus was put on ensuring the validity and reliability of the data collection, designing the questionnaire in the best possible way to prevent misinterpretation and biases from the respondents.

3.7 Conclusion

The key theoretical concepts about the research methodology used in this study have been presented in this chapter, providing justification on the route chosen for each layer of the research onion proposed by Saunders *et al* (2012, p. 128). In addition, a number of hypotheses were proposed for testing in order to meet the research objectives, and a theoretical conceptual model was presented to illustrate the social phenomenon of consumers' attitudes towards mobile advertising in Ireland, with the key dependent and independent variables under study. Hence, this chapter set the scene to advance to the discussion and conclusion chapter where the actual research findings are presented and discussed in detail, along with the hypotheses testing analysis, leading to the conclusions of this study and recommendations for future research in this field.

4 Discussion and Conclusion

4.1 Introduction

This section presents the empirical findings and data analysis from the primary research obtained through the survey questionnaire. Survey Monkey and SPSS were used to process the data and conduct the quantitative analysis with various statistics, charts and graphs to illustrate the findings in an insightful and comprehensive manner. First, descriptive statistics were used to present mobile device penetration as well as the demographic profile of the survey participants, and a few considerations about potential limitations with the sample were explained. Next, descriptive statistics showed the results from the answers collected, followed by inferential statistics that were employed to show the relationships between the variables under study, and test the hypotheses. These findings are grouped and presented according to the four research objectives. Finally, the empirical findings are examined further in relation to the research questions and research objectives, leading to the final conclusions of the study, and the acknowledgement of limitations and recommendations for future research.

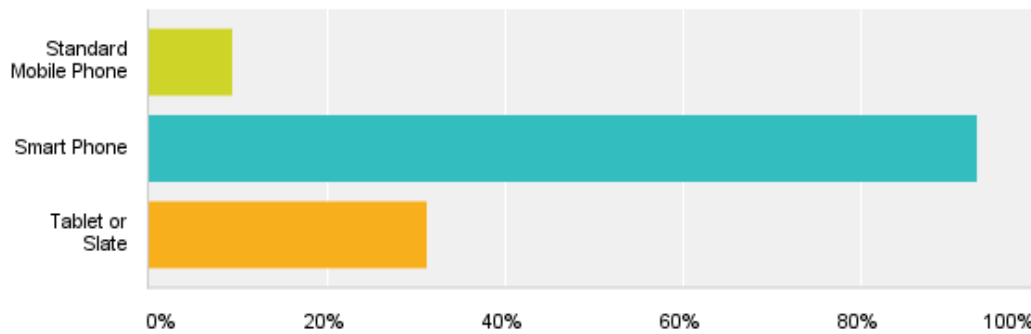
4.2 Sample Demographics and Characteristics

4.2.1 Mobile Device Penetration

The smartphone penetration was very high at over 93%, followed by the tablets with over 31% of the respondents. This is considerably higher than the combined smartphone and tablet penetration in Ireland reported to be 48% (Irish Commission, 2013) and can be explained as a result of the high number of participants working in commercial operations, information

technology and systems, where smart phones and other mobile devices are given to the employees for work use.

Figure 3: Mobile Device Penetration within sample



4.2.2 Gender

The results reveal that the 160 sample of respondents was fairly evenly distributed between genders, with 77 females or 48% of the total, and 83 males, representing 52% of the sample. This is a positive finding with regards to the sample representativeness of the Irish population, considering the latest census report released by the Irish statistics office which revealed that the gender split in Ireland in 2011 was 50.5% of females and 49.5% of males, close to the sample's split in this research (Central Statistics Office, 2012) A gender pie chart can be found in Appendix B.

4.2.3 Age

The large majority of the respondents were in the age groups of 26-35 and 36-45, as the two groups combined made up almost 90% of the sample. This implies that other age groups were underrepresented in the sample in relation to the Irish population, for instance age groups of 25 or under and 46 or over which represent just over 10% of the sample, even though they make up a significant percentage of the Irish population as illustrated in Appendix D (Central Statistics Office, 2012). The sample age pie chart can be found in Appendix D.

4.2.4 Occupation

Over 36% of the participants worked in commercial operations, followed by 23% in the information technology and systems sector and 15% in banking, accounting and finance. The reason for the high share of respondents working in commercial operations, and IT is due to the researcher's own work environment, and the fact that the sampling was conducted as a non-probability sample, with the usage of a snowball technique. Hence, it must be acknowledged that the occupational profile of the respondents leaned heavily towards the sectors of commercial operations and IT, making up for 59% of the sample, whereas these two sectors only account for 9% of the Irish labour population (Central Statistics Office, 2012). The occupation bar chart can be found in Appendix D.

4.2.5 Educational Background

With over 80% of the respondents holding a university degree or higher, the participants of this study hold above average qualifications in relation to the overall population in Ireland. According to the Central Statistics Office's latest census (2012), 20% of the Irish population aged 15 to 64 held a university degree or higher in 2011. An educational background bar chart of the sample can be found in Appendix D.

4.2.6 Income

With 44% of the respondents earning between €31K and €60K per annum, and 42% earning over €60K, the average income in the research sample is higher than the Irish national average. Gross income per capita reports are not commonly published, however comparing with a similar indicator such as annual GPD per head which was reported at €35K in 2011 (Central Statistics Office, 2012) it can be said that the participants of this research on average have a higher income per annum than the Irish population's average. A gross income bar chart of the respondents can be found in the Appendix D.

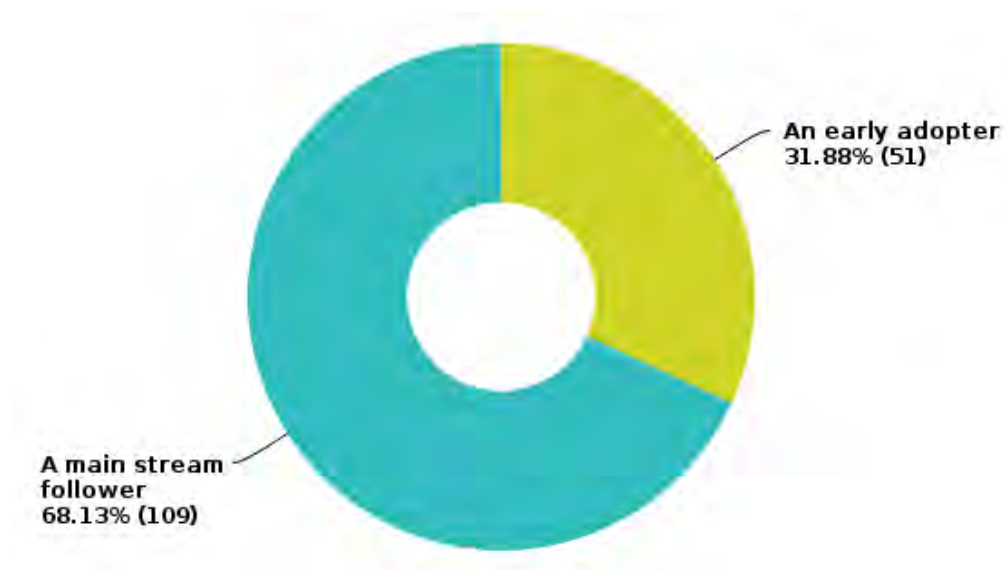
4.3 Research Objective 1

Conceptualise overall consumers' attitudes towards mobile advertising in Ireland

A set of questions were asked to understand the respondents' general views about the adoption of technology, the impact of mobile technology on people's lives, and what they thought about whether mobile advertising could be of benefit to them.

Figure 4: Attitudes Towards Technology

With regards to technology, would you consider yourself to be?



In Figure 2 roughly 32% of the respondents see themselves as technology early adopters while roughly 68% see themselves as main stream followers.

Figure 5: Attitudes Towards Mobile Technology

In general, do you think mobile technology has made your life easier?

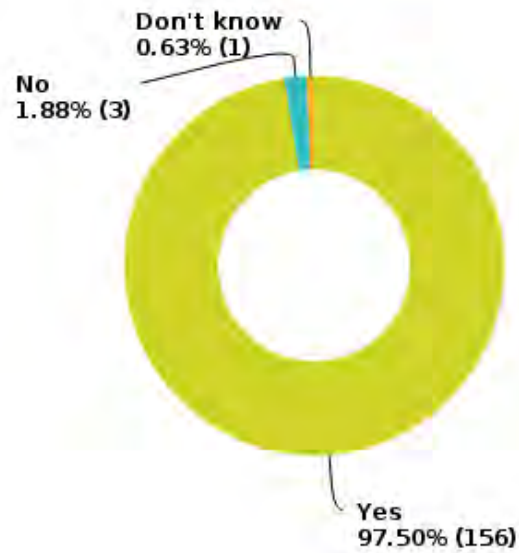


Figure 5 confirms that the large majority of the population held positive attitudes towards mobile technology in general with over 97% of the participants agreeing that mobile technology has made their lives easier.

Figure 6: Attitudes Towards Mobile Advertising

Do you think mobile advertising can be of benefit to you?

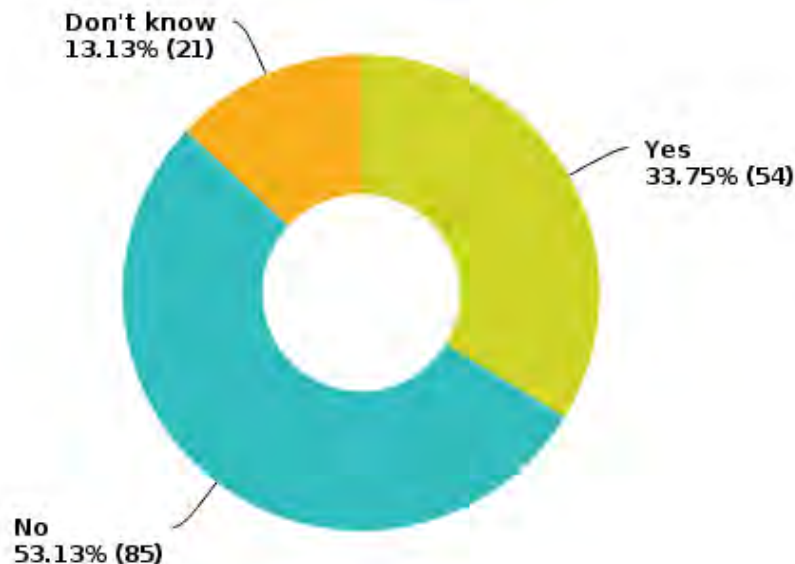


Figure 6 provides valuable information in relation to the first research objective of this study is study. Only 34% of the participants responded “yes” on whether they thought that mobile advertising could be of benefit to them, while 53% responded “no” to that question. Hence, it can be inferred that overall the majority of the respondents have a negative attitude towards mobile advertising. These results appear in line with the study by Tsang *et al* (2004, p. 75). A similar question was asked to the Irish mobile users back in 2006 by Conway and Ward (2006, p. 55), and over 38% of the respondents indicated that mobile marketing could be beneficial to them. They attributed the still predominant negative attitudes to the lack of awareness in the population as a result of the low adoption of mobile marketing by companies in Ireland (Conway and Ward, 2006, p. 10). This comparison suggests that there has been a flat or even slightly negative trend over the past years in terms of the Irish consumers’ attitudes towards mobile advertising. On the other hand, perhaps the two results are not comparable because of potential differences in the sample types and research techniques used across the two studies. Looking at the UK, in a survey also a 34% confirmed willingness to accept mobile ads (Pidgeon, 2012). However, the rate dropped to just 17%, when it looked at smartphone and tablet users only. Instead, in Ireland the opposite trend was found in this study when the results were examined on the responses provided by the smart phone and tablet users separately. Through a cross tabulation analysis it was found that when

counting the smartphone users only, the response rate for “yes” on that question stayed the same with 34% of the respondents selecting this option. However the rate went up to 44% for tablet users.

Table 1: Attitudes Towards Mobile Advertising by Mobile Device User

Mobile Device Users	Do you think advertising on your mobile device can be of benefit to you?		
	Yes	No	Don't Know
Standard Mobile Phone User	20%	60%	20%
Smart Phone User	34%	52%	14%
Tablet or Slate User	44%	44%	12%

As illustrated in table 1, only 20% of the standard mobile phone users answered “yes” to the same question, suggesting that these mobile users tend to see mobile advertising less positively than those holding smart phones and tablets.

The following questions go deeper into mobile advertising and people’s experiences and attitudes towards this advertising medium.

Figure 7: Awareness of Mobile Advertising

Have you ever received or noticed advertising through your mobile device?

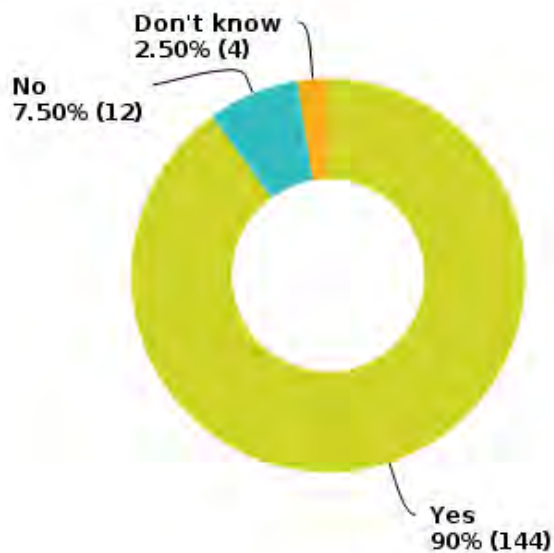
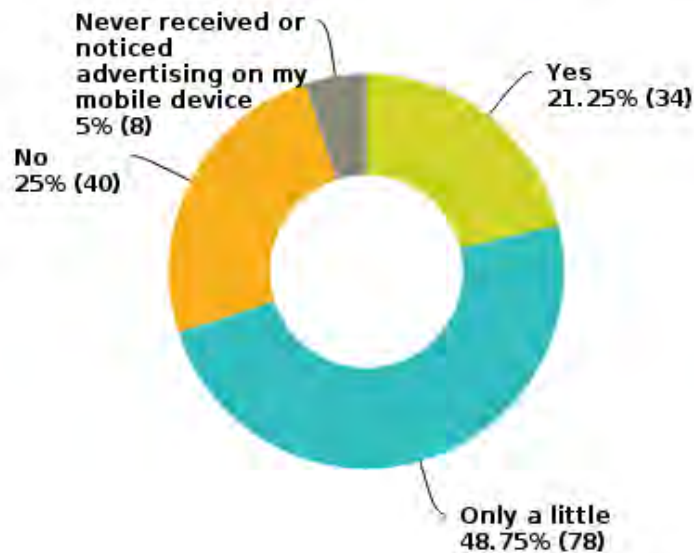


Figure 7 indicates that 90% of the respondents claimed to have received or experienced mobile advertising. Hence, the large majority of the sample has been exposed or has interacted with mobile advertising. This suggests that consumers are now generally familiar with this advertising medium. This seems to depict a change in the figures gathered in a 2006 Irish study where over 27% of respondents indicated that they did not know what mobile advertising was (Conway and Ward, 2006, p. 53).

Figure 8: Content Relevance of Mobile Advertising Received

If you have received or noticed advertising through your mobile device, was it relevant based on your personal profile?



The key finding in Figure 8 is that although 70% of the respondents agreed that they had experienced mobile advertising that it was relevant to their personal profiles, 49% of them responded that it was relevant only to a small extent, followed by a quarter of the sample indicating that it was not relevant. This finding appears in line with Tähtinen's view, who argued that mobile advertisers were not following accurate targeting practices to reach real potential customers, but instead were contacting unknown masses, therefore annoying customers and leading to the failure of mobile campaigns (Tähtinen, 2006, p. 153), view shared also by Olenski (2013). Therefore it can be inferred from this question's results and analysis that perhaps mobile advertisers should improve their customer's data insights and targeting capabilities in order to maximize the effectiveness of mobile advertising in the Irish market.

Figure 9: Engagement with Mobile Advertising

Have you ever intentionally clicked on an ad while browsing a webpage on your mobile device?

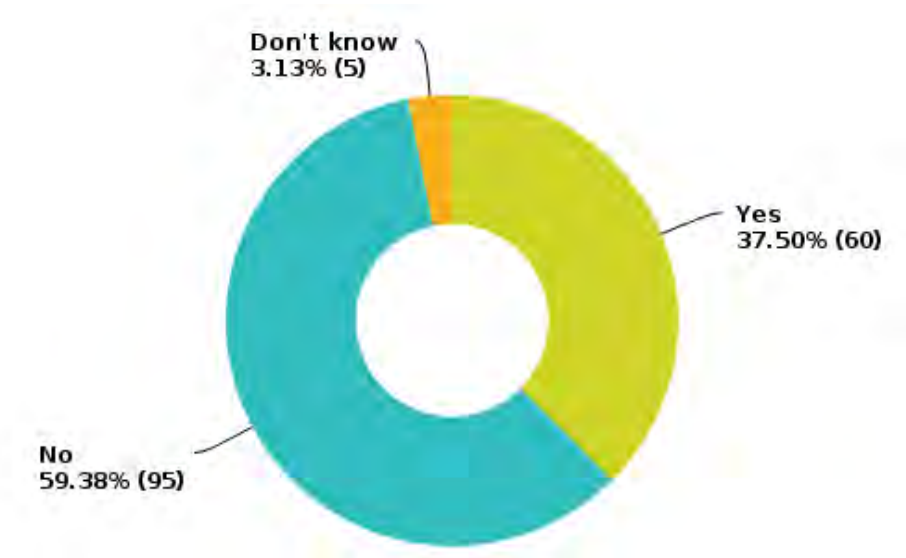
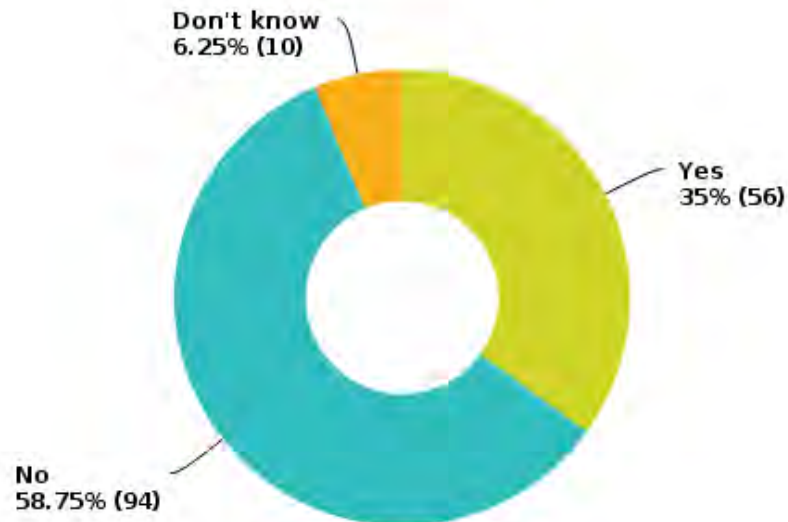


Figure 9 shows that 38% of the respondents indicated that they had intentionally clicked on a mobile ad while browsing the internet on their mobile devices. This highlights that although it is still the minority, a significant number of people in Ireland now intentionally click on mobile ads. This seems to suggest that there has been a subtle positive trend in general perceptions of mobile advertising in Ireland in recent years. Especially considering one of Conway and Ward's conclusions in their Irish study, where they stated that "the conclusions from the current research suggests that until awareness is increased and the technology is used to carefully target its audience, mobile marketing will be looked at as another form of spam" (Conway and Ward, 2006, p. 11).

Figure 10: Acceptance to Receive Mobile Advertising

If you like a company or brand, would you be likely to opt in to receive mobile ads from them?



Following similar trends from the previous questions, Figure 10 shows that only 35% of the respondents indicated that if they liked a company or a brand, they would opt in to receive mobile ads from those firms. Six per cent said that they did not know, and 59% said that they would not opt in to receive mobile ads, even from companies and brands they like. This section presented the empirical results linking the findings with concepts and theory discussed in the literature review, in order to address the first research objective of conceptualising the overall consumers' attitudes towards mobile advertising in Ireland. Final conclusions about the findings regarding this research objective will be discussed in the conclusion section at the end of this chapter.

4.4 Research Objective 2

Determine the impact that the factors of location based, entertainment, information value, incentives and trust have on consumers' attitudes towards mobile advertising in Ireland

4.5 Research Objective 3

Investigate the correlation between attitudes and actual behaviours of Irish consumers for each of those factors that affect consumers' attitudes towards mobile advertising

4.5.1 Location Based Findings

The following alternative and null hypotheses are proposed for testing with regards to how the factor of location relevance affects consumers' attitudes and behaviours towards mobile advertising in Ireland.

1. H1a: Location based advertising has a positive impact on the consumers' attitudes towards mobile advertising in Ireland.

H1an: Location based advertising has no impact on the consumers' attitudes towards mobile advertising in Ireland.

2. H1b: The positive attitudes derived from location based advertising have a positive impact on the consumers' behaviours towards mobile advertising in Ireland.

H1bn: The positive attitudes derived from location based advertising have no impact on the consumers' behaviours towards mobile advertising in Ireland.

Hence, the respondents were asked to answer on their willingness to accept mobile advertising if the advertising was location relevant. Secondly they were asked if they had participated in this type of mobile advertising campaigns by purchasing a product or service advertised to them based on location relevance. The results of the two questions are first presented with descriptive statistics, and then a Spearman's correlation coefficient and chi-

square tests were conducted to examine the relationship between the relevant variables to test the hypotheses proposed for the factor of location based.

Figure 11: Attitudes Towards Location Based Advertising

I am open to receive mobile ads if they are specific to the location I am at a given time:

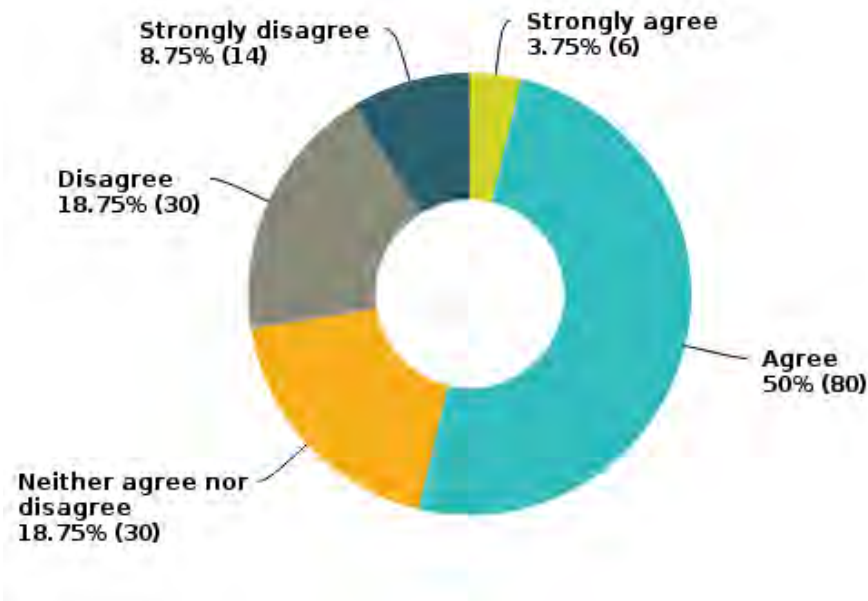


Figure 11 shows that almost 54% of the respondents indicated to be open to receive mobile advertising, if it is based on the location they are at a given time. Considering that only 33.75% of the respondents had answered positively to the question whether they thought mobile advertising could be of benefit to them, this finding implies that when the respondents evaluate the concept of receiving ads that are contextually relevant, some of the participants who indicated to be overall against mobile advertising seem to appreciate the benefits of the location based advertising concept. This suggests that indeed location based advertising has a positive impact on the consumers' attitudes towards mobile advertising in Ireland. However, to statistically test the relationship between location based advertising and the respondents' attitudes towards mobile advertising, a Spearman's correlation coefficient analysis and a crosstab chi-square test were conducted between the results from the question presented above (Figure 11), and the results from the question asking the respondents if mobile advertising can be of benefit to them, presented in Figure 6. Therefore, with regards to the testing of hypotheses H1a and H1an, the Spearman's correlation coefficient test gave a value

of .243, indicating that there is a weak positive correlation between the factor of location based and consumers' attitudes towards mobile advertising in Ireland. The correlation between the two variables is statistically significant, with a significance value of .001. This indicates that the probability of this correlation coefficient occurring by chance alone is extremely low. Hence, generalisations into the general population can be made from this result.

Table 2: Spearman's Test Between Location Based and Consumers' Attitudes Towards Mobile Advertising

		Do you think advertising on your mobile device can be of benefit to you?	I am open to receive advertising on my mobile device if it is specific to the geographical location I am at a given time
Do you think advertising on your mobile device can be of benefit to you?	Correlation Coefficient	1.000	.243**
	Sig. (1-tailed)		.001
I am open to receive advertising on my mobile device if it is specific to the geographical location I am at a given time	Correlation Coefficient	.243**	1.000
	Sig. (1-tailed)	.001	

** . Correlation is significant at the 0.01 level (1-tailed).

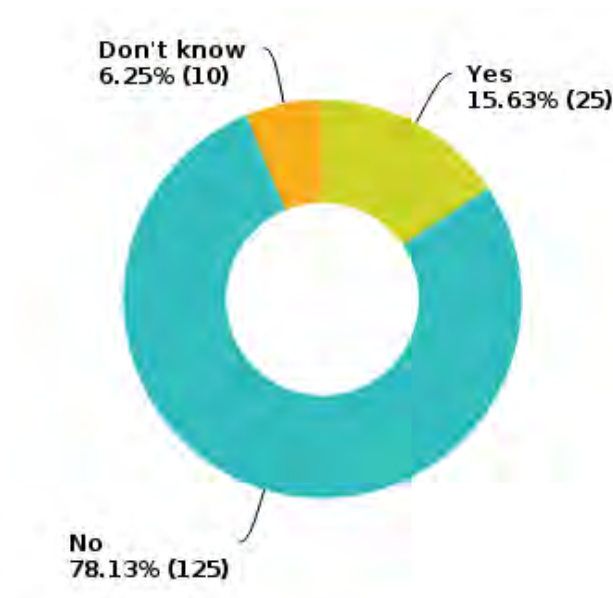
However, to further confirm the association between the two variables and test the null hypothesis, the cross tabulation chi-square test was performed, providing a statistical significance value of .000 which confirms the relationship between the variables of location based and the respondents' attitudes towards mobile advertising. See details of chi-square test in Appendix E.

Therefore, the null hypothesis H1an is rejected in favour of the alternative hypothesis H1a, which proposed that location based advertising has a positive impact on the consumers' attitudes towards mobile advertising in Ireland.

Next, the correlation between consumers' attitudes and consumers' behaviours in relation to location based advertising needs to be examined. Hence, a pie chart with descriptive statistics below shows the results from the question about consumers' behaviours towards location based advertising.

Figure 12: Behaviours Towards Location Based Advertising

Have you ever made a purchase or participated in a mobile advertising campaign received due to your location at a given time?



Although in the previous location based question almost 54% of the respondents indicated to be willing to accept location based mobile advertising, Figure 12 shows that less than 16% had actually made a purchase or participated in a mobile advertising campaign that was based on location based relevance. Hence, the relationship between being open to receive location based mobile advertising (attitude) and taking a subsequent action towards the advertising as a result (behaviour) must be tested. For that effect, the Spearman's correlation coefficient test confirmed that there is a weak positive relationship between the two variables, with a correlation coefficient value of .222, and a significance value level of .002, indicating that the correlation is statistically significant.

Table 3: Spearman's Test Between Consumers' Attitudes and Behaviours Towards Location Based Advertising

		I am open to receive advertising on my mobile device if it is specific to the geographical location I am at a given time	Have you ever made a purchase or participated on a mobile advertising campaign received due to your location at a given time?
I am open to receive advertising on my mobile device if it is specific to the geographical location I am at a given time	Correlation	1.000	.222**
	Coefficient		
	Sig. (1-tailed)		.002
Have you ever made a purchase or participated on a mobile advertising campaign received due to your location at a given time?	Correlation	.222**	1.000
	Coefficient		
	Sig. (1-tailed)	.002	

** . Correlation is significant at the 0.01 level (1-tailed).

In addition, the crosstab chi-square test also confirmed the association between the two variables, with a significance value of .000. Full chi-square test results in Appendix E.

Therefore, it can be inferred that the positive attitudes resulted from the location based advertising have a positive impact on the consumers' behaviours towards mobile advertising, which leads to the rejection of the null hypothesis H1bn, in favour of the alternative hypothesis H1b.

The findings and testing of the hypotheses about location based advertising have now been presented, therefore the other factors believed to affect consumers attitudes towards mobile advertising are examined next.

4.5.2 Entertainment Findings

The following alternative and null hypotheses are proposed for testing with regards to how the factor of entertainment affects consumers' attitudes and behaviours towards mobile advertising in Ireland.

1. H2a: Perceived entertainment has a positive impact on the consumers' attitudes towards mobile advertising in Ireland

H2an: Perceived entertainment has no impact on the consumers' attitudes towards mobile advertising in Ireland

2. H2b: The positive attitudes derived from perceived entertainment have a positive impact on the consumers' behaviours towards mobile advertising in Ireland

H2bn: The positive attitudes derived from perceived entertainment have no impact on the consumers' behaviours towards mobile advertising in Ireland

The survey questionnaire included two questions that asked the participants about the factor of entertainment in mobile advertising. The first question focused on the extent to which the respondents were willing to accept mobile advertising provided that this one involves entertainment. The second question focused on the respondents' behaviours towards mobile advertising that involved perceived entertainment, asking the participants if they had participated in this type of mobile advertising campaigns, by purchasing a product or service as a result of receiving mobile ads that involved entertainment.

Figure 13: Attitudes Towards Entertainment

I am open to receive advertising on my mobile device if it involves entertainment

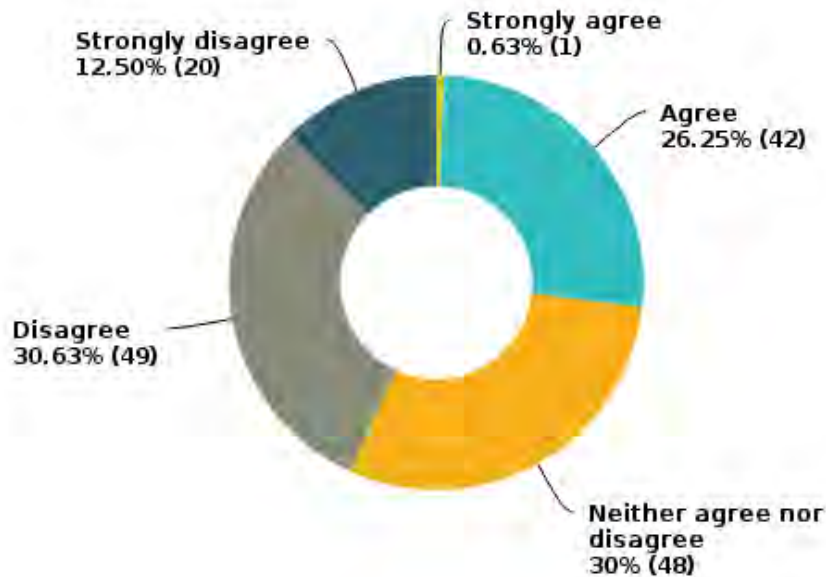


Figure 13 shows that roughly only about 27% of the participants agreed or strongly agreed with accepting mobile ads if they involved entertainment, with a significant 30% appearing undecided. However over 42% of the respondents indicated that they would not be willing to accept mobile advertising, even if this advertising involved entertainment. Hence, to statistically test if a relationship exists between the factor of entertainment and the consumers' attitudes towards mobile advertising in Ireland, the Spearman's correlation coefficient and crosstab chi-square tests were used using the results from the questions of agreeing or not to receiving mobile ads that involved entertainment (Figure 13) and the respondents' answers on whether mobile advertising could be of benefit to them (Figure 6). The Spearman's test in this case gave a correlation coefficient value of only .099, which is very close to 0 and with a significance value of .107 this test confirmed that there is no significance in the correlation between these two variables.

Table 4: Spearman's Test Between Entertainment and Consumers' Attitudes Towards Mobile Advertising

		Do you think that advertising on your mobile device can be of benefit to you?	I am open to receive advertising on my mobile device if it is entertaining
Do you think that advertising on your mobile device can be of benefit to you?	Correlation	1.000	.099
	Coefficient		
	Sig. (1-tailed)		.107
I am open to receive advertising on my mobile device if it is entertaining	Correlation	.099	1.000
	Coefficient		
	Sig. (1-tailed)	.107	.

The chi-square test however, gave a significance value level of .003 which is lower than the rejection threshold of 0.05. See chi-square test details in Appendix E.

Therefore, while the chi-square result suggests that there is a level of association between the two variables, the Spearman's correlation coefficient confirmed that there is no significance in this correlation. Hence, the alternative hypothesis H2a which proposes that perceived entertainment has a positive impact on consumers' attitudes towards mobile advertising in Ireland is rejected, while the null hypothesis H2an is not rejected.

Figure 14: Behaviours Towards Entertainment

Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving advertising that involved entertainment on your mobile device?

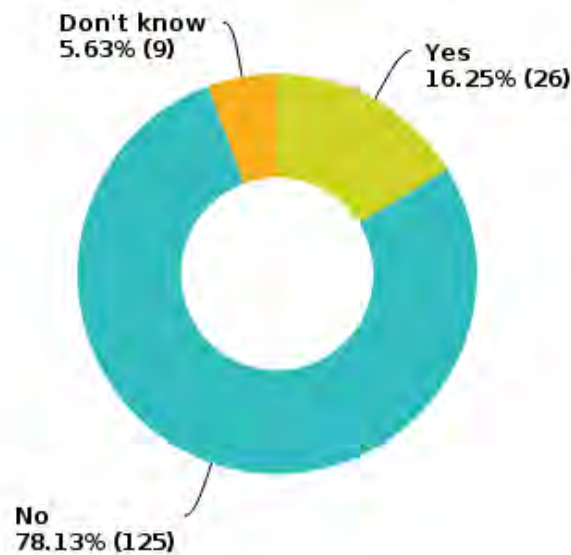


Figure 14 illustrates that just over 16% of the respondents indicated that they had made a purchase or participated on a mobile advertising campaign as a result of perceived entertainment coming from the mobile advertisement. With over 78% of the respondents answering that they have not taken part in a mobile advertising campaign as a result of perceived entertainment, it can be said that this factor of mobile advertising has not driven consumer's action for the vast majority of the participants in this study. Hence, it must be examined what the relationship is between being open to receive mobile ads that involve entertainment (attitude) and taking a subsequent action towards the advertising as a result (behaviour). The Spearman's test between these two variables gave a correlation coefficient value level of .177, which based on the scale of perfect independence proposed by Saunders *et al* (2012, p. 521), indicates that the correlation between these two variables is very weak. However, the .012 significance value level of the test indicates that there is a statistical significance in this correlation between the two variables.

Table 5: Spearman's Test Between Consumers' Attitudes and Behaviours Towards Entertainment

		I am open to receive advertising on my mobile device if it is entertaining	Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving advertising that involved entertainment?
I am open to receive advertising on my mobile device if it entertaining	Correlation Coefficient	1.000	.117*
	Sig. (1-tailed)		.012
Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving advertising that involved entertainment?	Correlation Coefficient	.117*	1.000
	Sig. (1-tailed)	.012	

*. Correlation is significant at the 0.05 level (1-tailed).

The chi-square test gave a significance value of .018, negating the possibility to infer that there is no association between the two variables. See full chi-square results in Appendix E.

Hence, considering that the Spearman's correlation coefficient result indicated statistical significance between the two variables, despite the very weak correlation, the null hypothesis H2bn is rejected in favour of the alternative hypothesis H2b, which stated that positive attitudes derived from perceived entertainment have a positive impact on consumers' behaviours towards mobile advertising in Ireland.

4.5.3 Information Value Findings

The following alternative and null hypotheses are proposed for testing regarding how the factor of information value affects consumers' attitudes towards mobile advertising in Ireland.

1. H3a: Perceived information value has a positive impact on consumers' attitudes towards mobile advertising in Ireland.

H3an: Perceived information value has no impact on consumers' attitudes towards mobile advertising in Ireland.

2. H3b: The positive attitudes derived from perceived information value have a positive impact on consumers' behaviours towards mobile advertising in Ireland.

H3bn: The positive attitudes derived from perceived information value have no impact on consumers' behaviours towards mobile advertising in Ireland.

Hence, the survey questionnaire asked the respondents if they were open to receive mobile ads if the ads were based on their personal profile, that is to say, on their life style, preferences, etc. In addition, they were asked if they had made a purchase or participated on a mobile advertising campaign, as a result of receiving ads that were based on their personal profile.

Figure 15: Attitudes Towards Information Value

I am open to receive advertising on my mobile device if it is based on my personal profile

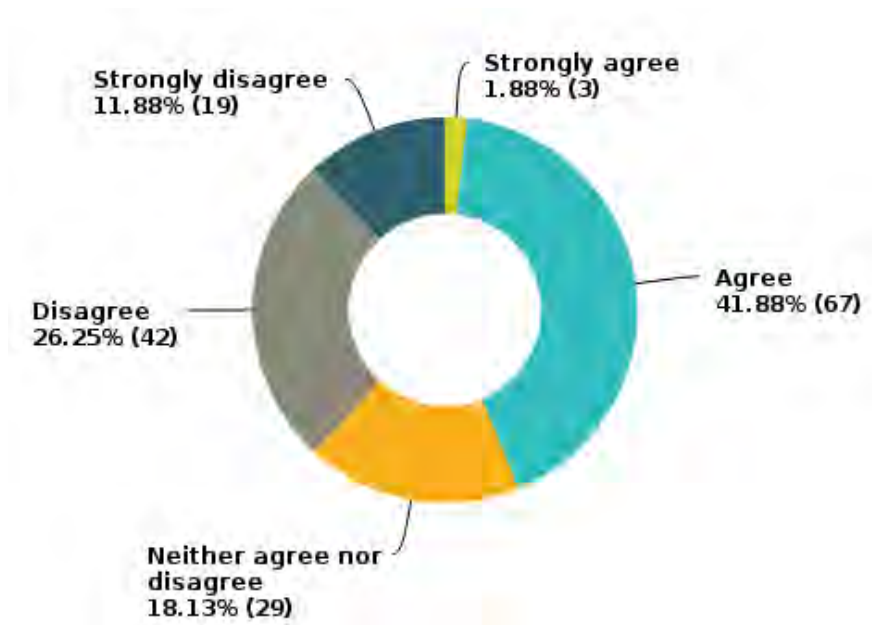


Figure 15 shows that almost 44% of the respondents either agreed or strongly agreed with being open to receive mobile advertising if the advertising was based on their personal profiles. However about 38% did not favour this idea, while over 18% seemed to be undecided about it. The Spearman's correlation test between the factor of information value and consumers' attitudes towards mobile advertising in Ireland gave a correlation coefficient value level of .227 which indicates a weak positive relationship between the two variables. The significance value level is .002, confirming the statistical significance of the correlation between the two variables.

Table 6: Spearman's Test Between Information Value and Consumers' Attitudes Towards Mobile Advertising

		Do you think advertising on your mobile device can be of benefit to you?	I am open to receive advertising on my mobile device if it is based on my personal profile
Do you think advertising on your mobile device can be of benefit to you?	Correlation	1.000	.227**
	Coefficient		
	Sig. (1-tailed)		.002
I am open to receive advertising on my mobile device if it is based on my personal profile	Correlation	.227**	1.000
	Coefficient		
	Sig. (1-tailed)	.002	

** . Correlation is significant at the 0.01 level (1-tailed).

In addition, the chi-square test gave a significance value of .000 which confirms a degree of association between the two variables. See full results in Appendix E.

Therefore, based on the results from both tests, it can be inferred that the factor of information value has a positive impact on consumers' attitudes towards mobile advertising in Ireland, which leads to the rejection of the null hypothesis H3an in favour of the alternative hypothesis H3a.

With regards to consumers' behaviours towards information value in mobile advertising, this is explained next.

Figure 16: Behaviours Towards Information Value

Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving advertising on your mobile device that related to your personal profile?

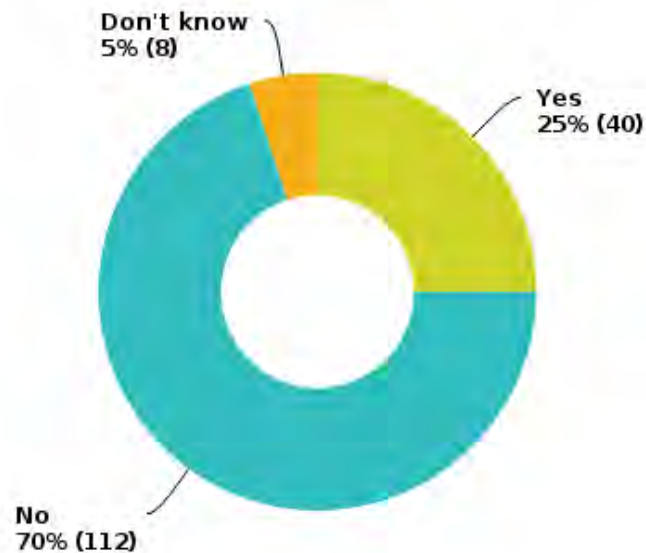


Figure 16 shows that as much as 25% of the participants indicated to have made a purchase or participated on a mobile advertising campaign due to having received mobile ads that were relevant to their profile. This result of actual participation with this type of mobile advertising is about 10% higher than the equivalent results for location based and entertainment type of advertising discussed earlier. Furthermore, the Spearman test between being open to receive mobile ads that are based on personal profiles, and taking a subsequent action as a result of this gave a correlation coefficient value of .417 which confirms a moderate positive relationship between the two variables. In addition, the significance value of .000 indicates that the correlation between the two variables holds statistical significance.

Table 7: Spearman's Test Between Consumers' Attitudes and Behaviours Towards Information Value

		I am open to receive advertising on my mobile device if it is based on my personal profile	Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving advertising on your mobile device that related to your personal profile?
I am open to receive advertising on my mobile device if it is based on my personal profile	Correlation	1.000	.417**
	Coefficient		
	Sig. (1-tailed)		.000
Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving advertising on your mobile device that related to your personal profile	Correlation		1.000
	Coefficient	.417**	
	Sig. (1-tailed)	.000	

** . Correlation is significant at the 0.01 level (1-tailed).

Also, the chi-square with a significance value level of .000 confirmed an association between the two variables. Full test results can be found in Appendix E.

Therefore, it can be inferred that the positive attitudes derived from perceived information value have a positive impact on consumers' behaviours towards mobile advertising in Ireland. Hence the null hypothesis H3bn is rejected in favour of the alternative hypothesis H3b.

4.5.4 Incentives Findings

The following alternative and null hypotheses are proposed for testing with regards to how

the factor of offering incentives affects consumers' attitudes and behaviours towards mobile advertising in Ireland.

11. H4a: Offering incentives has a positive impact on consumers' attitudes towards mobile advertising in Ireland

H4an: Offering incentives has no impact on consumers' attitudes towards mobile advertising in Ireland

12. H4b: The positive attitudes derived from offering incentives have a positive impact on consumers' behaviours towards mobile advertising in Ireland

H4bn: The positive attitudes derived from offering incentives have no impact on consumers' behaviours towards mobile advertising in Ireland

In the survey questionnaire the participants were asked on the extent to which they were willing to accept mobile advertising if they were offered monetary incentives in return. Also they were asked if they had participated on this type of mobile advertising campaigns, by purchasing a product or service as a result of receiving mobile ads that offered them monetary incentives.

Figure 17: Attitudes Towards Incentives

I am open to receive advertising on my mobile device if it offers monetary incentives

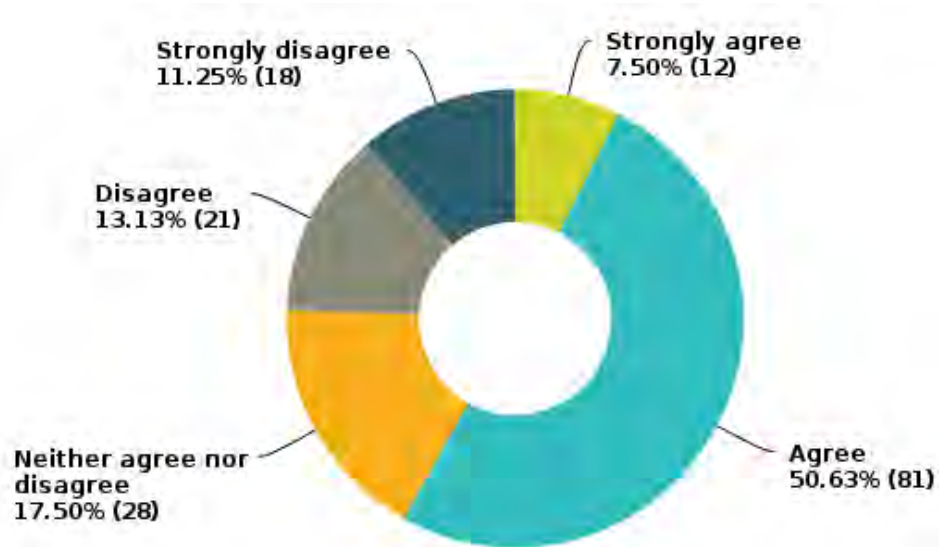


Figure 17 shows that over 57% of the respondents were in favour of receiving mobile advertising in exchange of monetary incentives. These results clearly suggest that offering incentives increases consumers' acceptance of mobile advertising, considering that only 33% of the sample had expressed positive attitudes towards mobile advertising as illustrated in Figure 6. In addition, the Spearman's test between the two variables gave a correlation coefficient value of .264, with a significance value level of .000, indicating a weak positive statistically significant relationship between the two variables.

Table 8: Spearman's Test Between Incentives and Consumers' Attitudes Towards Mobile Advertising

		Do you think that advertising on your mobile device can be of benefit to you?	I am open to receive advertising on my mobile device if it offers monetary incentives
Do you think that advertising on your mobile device can be of benefit to you?	Correlation	1.000	.264**
	Coefficient		
	Sig. (1-tailed)		.000
I am open to receive advertising on my mobile device if it offers monetary incentives	Correlation	.264**	1.000
	Coefficient		
	Sig. (1-tailed)	.000	.

** . Correlation is significant at the 0.01 level (1-tailed).

On the other hand, the chi-square also confirmed the association between the two variables with a significance value of .000. See full test results in Appendix E.

Therefore, it can be inferred that offering incentives has a positive impact on consumers' attitudes towards mobile advertising in Ireland, which leads to the rejection of the null hypothesis H4an in favour of the alternative hypothesis H4a.

Figure 18: Behaviours Towards Incentives

Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving advertising offering monetary incentives on your mobile device?

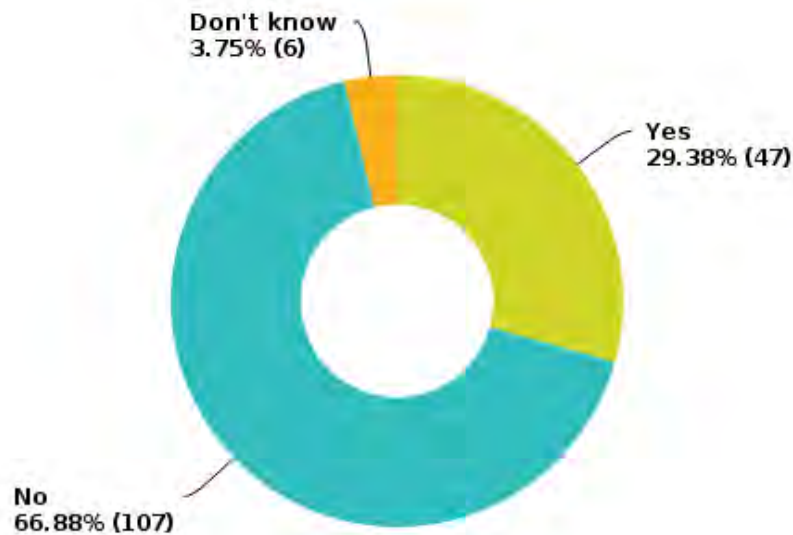


Figure 18 shows that almost 30% of the respondents indicated that they had participated on a mobile advertising campaign that offered monetary incentives. This is the highest participation rate recorded from the respondents across the five factors under study in this research. Nonetheless, those who have participated in a mobile advertising campaign in exchange of monetary incentives remain the minority of the sample, as over 66% of the participants answered “no” in this question. The Spearman’s test between the variables of being open to receive mobile ads in exchange of incentives and taking an action towards these ads gave a correlation coefficient value of .425 and significance value of .000, confirming a moderate positive statistically significant relationship between the two variables.

Table 9: Spearman's Test Between Consumers' Attitudes and Behaviours Towards Incentives

		I am open to receive advertising on my mobile device if it offers monetary incentives	Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving advertising offering monetary incentives on your mobile device?
I am open to receive advertising on my mobile device if it offers monetary incentives	Correlation	1.000	.425**
	Coefficient		
	Sig. (1-tailed)		.000
Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving advertising offering monetary incentives on your mobile device?	Correlation	.425**	1.000
	Coefficient		
	Sig. (1-tailed)	.000	

** . Correlation is significant at the 0.01 level (1-tailed).

On the other hand, the chi-square test confirmed the association between the two variables, with a significance value of .000. See full details in Appendix E.

Hence it can be inferred that the positive attitudes derived from offering incentives have a positive impact on consumers' behaviours towards mobile advertising in Ireland, therefore the null hypothesis H4bn is rejected in favour of the alternative hypothesis H4b.

4.5.5 Trust Findings

The following alternative and null hypotheses are proposed for testing regarding how the factor of trust affects consumers' attitudes and behaviours towards mobile advertising in Ireland.

1. H5a: Trust has a positive impact on consumers' attitudes towards mobile advertising in Ireland

H5an: Trust has a no impact on consumers' attitudes towards mobile advertising in Ireland

2. H5b: The positive attitudes derived from trust have a positive impact on consumers' behaviours towards mobile advertising in Ireland

H5bn: The positive attitudes derived from trust have no impact on consumers' behaviours towards mobile advertising in Ireland

The respondents were asked about the extent to which they were willing to accept mobile advertising if the ads came from companies they trusted. In addition, they were asked if they had participated on mobile advertising campaigns, by purchasing a product or service as a result of receiving mobile ads from a company they trusted.

Figure 19: Attitudes Towards Trust

I am open to receive advertising on my mobile device if it comes from a company I trust

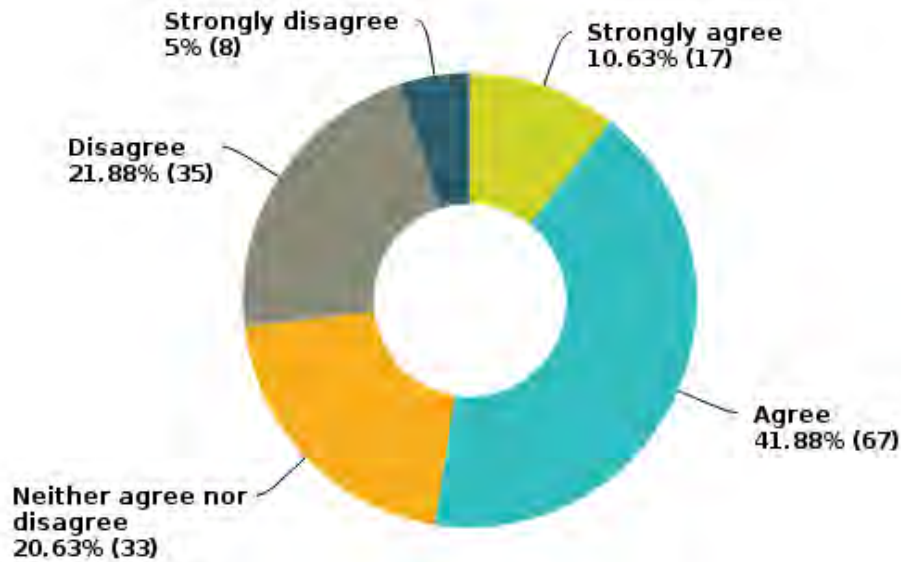


Figure 19 shows that over 50% of the respondents were in favour of receiving mobile advertising from a company they trust, confirming that trust seems to be an important factor for Irish consumers to accept mobile advertising. Furthermore, the Spearman's test between the two variables was provided a correlation coefficient value of .228, confirming a weak positive relationship of statistical significance, based on a significance value of .002.

Table 10: Spearman's Test Between Trust and Consumers' Attitudes Towards Mobile Advertising

		Do you think that advertising on your mobile device can be of benefit to you?	I am open to receive advertising on my mobile device if it comes from a company I trust
Do you think that advertising on your mobile device can be of benefit to you?	Correlation	1.000	.228**
	Coefficient		
	Sig. (1-tailed)	.	.002
I am open to receive advertising on my mobile device if it comes from a company I trust	Correlation	.228**	1.000
	Coefficient		
	Sig. (1-tailed)	.002	.

** . Correlation is significant at the 0.01 level (1-tailed).

The chi-square test also confirmed the relationship between the two variables, with a significance value of .000. Full chi-square results in Appendix E.

Therefore, it can be inferred that the factor of trust has a positive impact on consumers' attitudes towards mobile advertising in Ireland, hence, the null hypothesis H5an is rejected in favour of the alternative hypothesis H5a.

Figure 20: Behaviours Towards Trust

Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving ads from a trusted company?

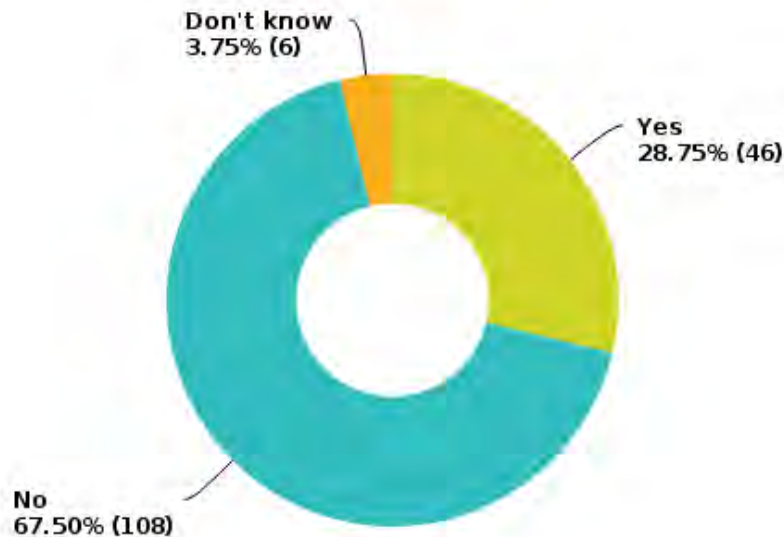


Figure 20 indicated that 30% of the respondents acknowledged having made a purchase or participated in a mobile advertising campaign, due to perceived trust of the company behind the mobile advertising. This suggests that there is a relationship between trusting a company, and accepting and taking action on mobile ads coming from that company. The Spearman's test confirmed a moderate positive relationship between the two variables, with a .445 correlation coefficient value and a .000 significance value, confirming also the statistical significance of this correlation.

Table 11: Spearman's Test Between Consumers' Attitudes and Behaviours Towards Trust

		I am open to receive advertising on my mobile device if it comes from a company I trust	Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving ads from a trusted company?
I am open to receive advertising on my mobile device if it comes from a company I trust	Correlation	1.000	.445**
	Coefficient		
	Sig. (1-tailed)		.000
Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving ads from a company I trust?	Correlation	.445**	1.000
	Coefficient		
	Sig. (1-tailed)	.000	

** . Correlation is significant at the 0.01 level (1-tailed).

Likewise, the chi-square test also confirmed a relationship between the two variables, giving a significance value of .000. See full results of test in Appendix E.

Therefore, it can be inferred that the positive attitudes derived from trust have a positive impact on consumers' behaviours towards mobile advertising in Ireland. Hence the null hypothesis H5bn is rejected in favour of the alternative hypothesis H5b.

This section employed quantitative analysis to examine in detail how each of the identified factors that have an impact on consumers' attitudes towards mobile advertising in other parts of the world, affect the attitudes and behaviours of Irish consumers towards this advertising channel. This constituted two of the research objectives of this study. Concluding findings regarding these two research objectives will be outlined in the conclusion section.

4.6 Research Objective 4

Rank the order of importance that Irish consumers give to the factors of location based, entertainment, information value, incentives and trust, in order to accept mobile advertising

In addition to the analysis presented throughout this chapter regarding how the factors of location based, entertainment, information value, incentives and trust, affect consumers' attitudes and behaviours towards mobile advertising in Ireland, a comparative analysis to examine the order of importance and relevance for each of them in the Irish context provides additional valuable knowledge. Although numerous research studies have concluded that the identified five factors drive consumers' acceptance of mobile advertising, (Tsang, 2004, Xu, Tähtine, 2006, Unni and Harmon, Brunner and Kumar, Okazaki and Taylor, 2007, Vatanparast and Butt, Varnali and Toker, 2010, F and Seyedjavadin, 2011, etc.) there has been no clear consistency with regards to the level of importance that each of the five factors has in consumers' minds to accept mobile advertising. This is particularly the case in the Irish market where few research studies have been published in this area (see Conway and Ward, 2006, Duane *et al*, 2011, KPGM, 2012). Hence, one of the survey questions asked the respondents to rank those five factors in terms of the level of importance that each of them held, as a determinant to accept mobile advertising, with one being the most to five being the least determinant for them to accept mobile ads. Therefore, the results of this question are presented with descriptive statistics in two ways. The first shows the weighted average chart to visualize the weighted score received for each factor across the five ranking options, and the second shows the frequencies of each ranking position received by each of the five factors. Below the two views of the results from the ranking question on the five factors believed to affect consumers' attitudes towards mobile advertising.

Figure 21: Weighted Average Ranking of the Factors Affecting Consumers' Attitudes Towards Mobile Advertising

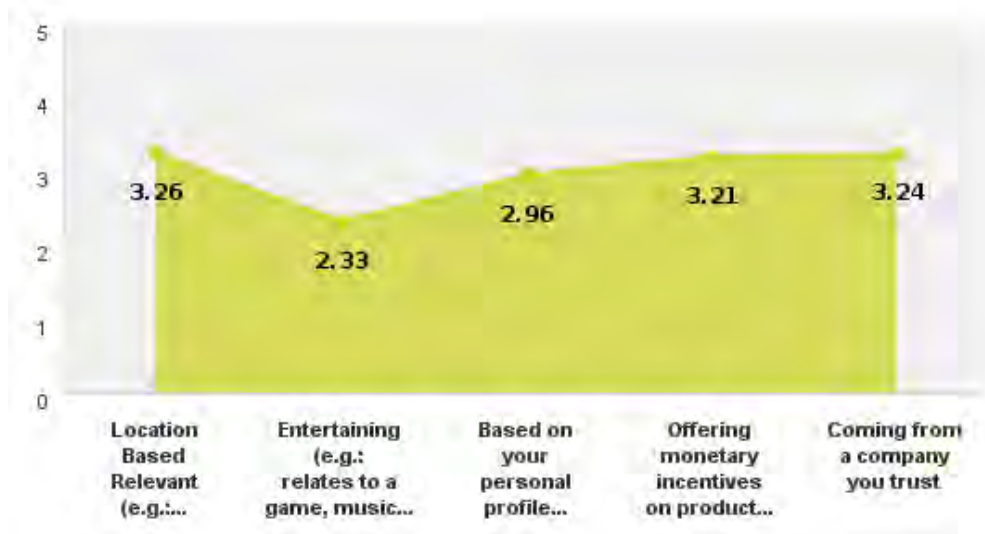


Figure 21 shows that location based received the maximum weighted score, followed by trust in second place, then incentives, information value (appearing with the legend of “based on your personal profile”) and lastly entertainment.

Figure 22: Frequency Ranking Position of Factors Affecting Consumers' Attitudes Towards Mobile Advertising

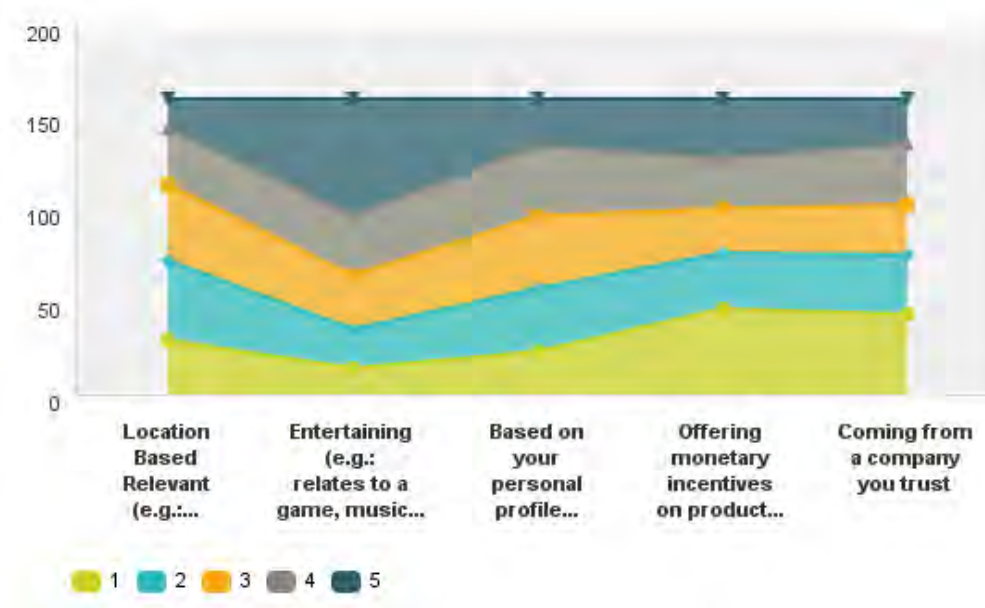


Figure 22 reveals that for the Irish consumers receiving incentives is the most important determinant to accept mobile advertising, as incentives was the factor ranked first the most often out of the five factors, followed closely by trust, then by location based advertising and information value, and finally entertainment came in last. This finding is consistent with the previous sections in this chapter, where the factors were tested individually. With regards to entertainment, only 27% of the respondents showed positive attitudes towards this factor as a condition to accept mobile advertising, and this was the lowest acceptance rate observed from the individual questions for each of the five factors. Considering the Spearman's correlation coefficient tests performed for each of the factors, with a correlation coefficient value of only .099, entertainment was the only factor whose relationship with consumers' attitudes towards mobile advertising could not be confirmed, leading to the rejection of the alternative hypothesis. On the other end of the scale, among the five factors, incentives showed the strongest relationship with the dependent variable of consumers' attitudes towards mobile advertising, despite the fact that with a correlation coefficient value of .264, it was still a weak positive relationship according to the perfect independence scale presented by Saunders *et al* (2012, p. 521). Considering both the findings from the individual questions and the results from the Spearman's correlation tests presented for all the five factors, after incentives, the second most important factor for the Irish consumers to accept mobile advertising is location relevance, followed by trust and in fourth place information value. Except for entertainment, for all the other factors, despite being weak, positive relationships were found with consumers' attitudes towards mobile advertising, which led to the rejection of the null hypothesis in favour of the alternative hypotheses.

4.7 Conclusions

The primary research findings demonstrated that although Irish consumers are positive about mobile technology and the advantages that this technology has brought to their lives, the majority still hold negative attitudes towards mobile advertising. Nonetheless, Irish mobile users seem to be increasingly familiar with the mobile advertising medium, and over a third of the respondents confirmed to intentionally interact with mobile ads.

With regards to the second research question, the findings presented in the previous section indicated that the factors of location based, information, incentives and trust all have a positive impact on consumers' attitudes towards mobile advertising in Ireland. A weak relationship was found between the variables, but statistically significant in four of the five cases. However, an exception was found for the factor of entertainment as no significance was found in the correlation between the variables, implying that entertainment has no impact on consumers' attitudes towards mobile advertising in Ireland. This is an interesting result considering that multiple international studies discussed in the literature review (Tsang *et al*, 2004, Haghirian *et al*, 2008; Xu, 2006; Bauer *et al*, 2005; and Blanco *et al*, 2010) concluded that entertainment is one of the core determinant factors driving consumers' acceptance towards mobile advertising. Incentives resulted to be the most determinant factor affecting consumers' attitudes towards mobile advertising in Ireland, which is consistent with the Irish report published by KPMG (2012). Interestingly, the KPMG report indicated that 57% of the respondents expressed willingness to accept mobile advertising in exchange of monetary incentives, which almost matches the 58% acceptance rate towards the incentives factor found in this study (Figure 17). Regarding the other factors, location based and trust came second and third in order of importance, followed by information value.

Regarding how consumers' behaviours are affected by the five factors, based on the descriptive statistics coming from the questions asked to the participants about actions taken towards mobile advertising in each case, incentives got the highest positive response rate with 29%, followed closely by trust with 28% and information value with 25%. Entertainment and location based came up further away with 16% and 15% respectively. However, based on the statistical analysis on the correlation between the variables of consumers' attitudes and consumers' behaviours for each of the factors, trust was the strongest driver for consumers' behaviour, closely followed by incentives and information value. These three presented a

moderate positive relationship between attitudes and behaviours. Instead, a weak positive relationship was observed for location based, with entertainment presenting the weakest correlation with consumers' behaviour. This analysis provides a valuable learning outcome, which suggests that with regards to driving consumers' behaviour, trust becomes crucial for successful mobile advertising. The second conclusion is that offering monetary incentives is not only the most effective approach to drive mobile advertising acceptance in Ireland, it also appears to be a very effective driver for consumers' behaviour. However it is important to reiterate that the data collected from the participants regarding their behaviours towards the different factor scenarios of mobile advertising corresponds purely to their answers, and not to hard empirical evidence.

As little related research has been conducted with Irish consumers, this research study contributes to the industry and to academia valuable new knowledge and conceptualisation of the topic of consumers' attitudes towards mobile advertising in Ireland, forming the basis for further investigation in this area of research.

4.8 Limitations and Recommendations for Academia

A recommendation for future research in this field is to conduct the study with a larger probability sample, in order to reach a more representative sample of the Irish general population, adding an additional level of confidence in the findings, and the possibility of additional cross tabulation analysis between the variables under study and different demographics. In addition, it would be valuable to examine consumers' attitudes towards mobile advertising in Ireland in relation to consumer's attitudes towards advertising in general. This would help to confirm the potential correlation between these two variables, and determine if mobile advertising is in fact a better or less liked medium than advertising in general and other advertising media types. Also, it would be beneficial to conduct this study over a period of time, with a longitudinal time horizon, thus discovering trends in attitudes and behaviours. In addition, it must be acknowledged that mobile ads may sometimes include more than just one of the five factors studied individually in this research. Hence, it would be valuable to investigate the potential combination of the factors in mobile advertising campaigns, and establish if there are particular practices by advertisers and preferences from the consumers' perspectives in this regard. In relation to the factor of entertainment,

considering the findings presented, it would be beneficial to examine if perhaps Irish marketers are currently not using the mobile channel to promote goods and services in a way that involves entertainment, or perhaps they are doing it ineffectively, and this is the reason why consumers see no value in this type of mobile advertising. The Blanco *et al* (2010, p. 8) European research study concluded that despite the fact entertainment has a positive impact on consumers' attitudes towards mobile advertising, consumers perceived a lower level of entertainment from this medium than from other advertising media. Hence this could be a possibility in the Irish context. Finally, it would be valuable to explore if other factors are driving consumers' acceptance towards this advertising channel and also potential drivers for consumers' rejection towards mobile advertising. This would help to construct a more holistic conceptualisation of all factors affecting consumers' attitudes towards mobile advertising in Ireland, whether positively or negatively.

4.9 Recommendations for Industry

Advertisers in Ireland should consider offering monetary incentives to drive consumers' behaviour through the mobile channel, as this is one of the most effective drivers of consumers' acceptance and behaviours towards mobile ads in Ireland. Nonetheless, considerations must be taken to ensure that this approach does not impact brand attitude and brand equity building over the long term (Yi and Yoo, 2011, pp. 892-893). Secondly, advertisers in Ireland should focus on establishing a solid relationship of trust with their customers as this factor plays a crucial role with regards to driving consumers' behaviour through mobile advertising, as other studies suggested (Conway and Ward, 2006; Duane *et al*, 2011) and this research confirmed. Finally, the fact that almost 75% of the respondents answered that they had received mobile advertising that was only a little relevant or not relevant to them, indicates that achieving content relevance in mobile advertising is a challenging element in Ireland, as also reported elsewhere (Tähtinen, 2006 and Olenski, 2013). This critical factor should be addressed because if marketers continue to fail to conduct relevant mobile advertising campaigns, matching the targeted audience profiles accurately, consumers' experience and attitudes towards mobile advertising will remain negative, risking this unique advertising medium to be associated with spam, as previously warned (Conway and Ward, 2006).

5 Self Reflection on Learning and Skill Development

5.1 Introduction

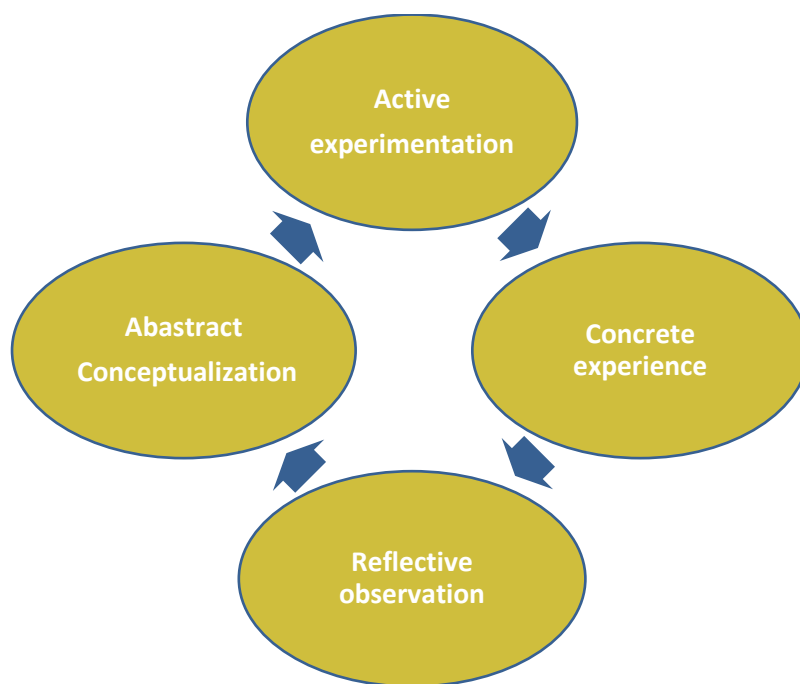
This section outlines the approach to learning observed during the MBA program and particularly in the dissertation assignment, discussing the skills development process and knowledge acquisition achieved. Based on academic theory, the chapter seeks to explain how the learning occurred and the most significant development areas identified in the process that are set to significantly contribute to my future professional career.

5.1.1 Learning Style

Everything we know, everything we can do and everything we believe, we have learned, we are products of our learning (Honey & Mumford, 2006). Human beings will always need to learn to develop their skills and adapt to the changing environment, hence although the things that we learn now may become obsolete in the future, still how we learn things will always remain a priority (Honey and Mumford, 2006, p. 1). Rogers (2013) suggested two contrasting approaches in the learning process. The learning can be confined to a specific activity, such as parenting or running a shop, where there is a concrete and immediate learning from the accumulation of experience even though there is no specific learning objective from the task, in which case Rogers refers to as task conscious or acquisition learning (Rogers, 2003, p. 18). On the other hand, the learning process can follow the learning-conscious or formalised learning approach, in which unlike the task conscious approach, there is a consciousness of learning, learning itself is the task and the learner is aware of that (Rogers, 2003, p. 27). However, people have different ways to learn things, and these are based on personal preferences, which will dictate how we approach the learning process, hence what our learning style is. Pashler, McDaniel, Rohrer and Bjork (2008, p. 106) defined the term of learning styles as “the view that different people learn information in different ways.” Cassidy (2004, p. 420) noted that there is general acceptance that the way in which people choose to or are inclined to perform a learning experience has an impact on performance and the achievement of learning outcomes. Kolb and Kolb (2005, p. 194) developed the

Experiential Learning Theory (ELT) which is made up of four learning modes which people go through in the learning process, based on the contextual demands. The theory proposes that knowledge develops from the combination of grasping and transforming the experience, through the modes of concrete experience and abstract conceptualization, and then reflective observation and active experimentation (Kolb and Kolb, 2005, p. 194). They argued that this theory portrays an idealized learning cycle where the learner goes through the four stages of experiencing, reflecting, thinking and acting (Kolb and Kolb, 2005, p. 194).

Figure 23: Kolb’s Experiential Learning Cycle, adapted from Kolb and Kolb (2005, p. 195)



Cassidy (2004, p. 430) highlighted that in Kolb’s Experiential Learning model, “individuals will show a preference for or will cope with some stages better than others and learning is seen as a continuous, interactive process.”

With regards to my learning process, I find myself close to the reflective observation mode from Kolb’s experiential learning cycle model. Although pressed by contextual circumstances, I may lean towards the active experimentation mode with relative ease as well. This was the case in particular during the dissertation work, where at times, time constraints and the need to remain on schedule with the various phases of the assignment project led me to the direct experimentation of tasks, for instance with regards to SPSS

statistical tests, as a way to learn and advance the dissertation work rapidly. However, considering the overall experience at the MBA course, there is a clear preference for the reflective observation approach. I feel comfortable and have normally opted for first carefully considering the context and alternatives to then take informed actions to solve a problem or a achieve learning outcome.

5.1.2 Learning Process

With regards to the learning process, Smith & Sadler-Smith (2006, pp. 93-94) referred to Curry's paper (1983) which separated the individual differences in the ways in which people learned into three domains; learning preference, learning style and cognitive style. According to this framework, learning preference refers to favouring one type of teaching or learning experience over the other, whereas learning style relates to the way of acquiring knowledge and skills, through particular ways of engaging with the learning process. Cognitive style refers to the distinctive and habitual way of representing, organising and processing information in the memory (Smith and Sadler-Smith, 2006, p. 94). Based on this theory, during the MBA I favoured a mix of the three learning context preferences developed by Sadler-Smith and Riding (1999), of collaborative, dependent and autonomous methods (Smith and Sadler-Smith, 2006, p. 96). According to this framework, collaborative methods refer to learners working together to achieve learning. Dependent methods imply that the learner achieves learning by following the teacher's instructional guidance, and autonomous methods refer to the self-learning approach by the learner, once learning materials have been handed to them (Smith and Sadler-Smith, 2006, p. 96). Hence, my preference and approach to succeed in the learning process is to follow a balanced equilibrium of the three methods discussed. With regards to learning styles, as explained earlier, my predominant style is that of a reflector, learning and constructing meaning through the process of reflection (Smith and Sadler-Smith, 2006, p. 97). Giving extensive consideration and observation of the concepts and theory presented in the classes, before forming and expressing an opinion, was primarily how I achieved learning throughout the MBA course. Finally, with regards to the cognitive styles, Curry's model (1983) focused on two categories of cognitive style, the mode of representation, which refers to whether the information is represented in the memory as words (verbaliser style) or as images (imager style). And the mode of organising, which

suggests that information can be organised into wholes, called a wholist style, or parts, named the analytical style (Smith and Sadler-Smith, 2006, p. 98). My stance here is slightly leaning towards the verbaliser mode in terms of how the information is represented in my memory. In fact, before presentations assignments, I tended to hand write key words to memorise and include in the speeches. Whereas regarding the mode of organising information, I feel close to the analytical style, as I typically process information through its components parts (Smith and Sadler-Smith, 2006, p. 99).

5.2 MBA Knowledge Acquisition and Future Application

The course provided me with great cognitive learning in multiple business critical areas such as finance, marketing, strategic management and cloud computing. Finance was an area where I had little academic and business exposure prior to the MBA, and during the finance module I was assigned the task of assessing and reporting on the financial performance of various large multinational companies. Hence, considering the importance of finance in the management of any business, this is without a doubt one of the greatest knowledge acquisitions I gained from undertaking the MBA. With regards to marketing, this is an area in which I already had a level of academic and business knowledge. However the depth in which I was submerged into the marketing world, with class discussions about real life examples on companies' marketing strategies, provided me with a valuable additional layer of knowledge in this critical field. Strategic management was a module of particular enjoyment for me. To better understand how companies operate, how they set their corporate and business goals and strategies in order to grow, gain market share, internationalise or raise capital, are all topics of critical importance that will greatly contribute to my future professional prospects. In addition, despite my significant experience in the IT industry, the cloud computing module provided a great base to expand my knowledge further in this newly fast growing business. Finally, another important cognitive acquisition worth mentioning is the research topic of the dissertation itself. The wealth of knowledge gained while researching consumers' attitudes towards mobile advertising was incredibly valuable. The learning occurred not only from reading books and academic journals but also from meeting business experts, who helped me better understand the industry, finding new perspectives of the topic and identifying knowledge gaps to focus the research on. In addition, the

dissertation assignment provided great knowledge acquisition about statistics, and the use of statistical applications such as SPSS, a totally new learning area for my knowledge base.

5.3 Skills Development During MBA

5.3.1 Interpersonal Skills

The dynamic and interactive format of the MBA program, along with the significant number of group projects assigned and presentations delivered throughout the length of the course greatly aided the development of my social and interpersonal skills. Verbal and non-verbal communications skills, listening and negotiation are all skill areas that were extensively tested and developed throughout the program. This acquired skill set will not only significantly contribute to my future professional success in targeted areas such as people's management roles, but also to my personal life.

5.3.2 Research Skills

The involvement in research activities have been one of the most fascinating experiences and skill developments from the MBA program. With no exposure and experience in research previously, the undertaking of the final dissertation assignment presented an enormous challenge at the start, which provided an incomparable learning experience and sense of fulfilment towards the completion of the project. To start with, the time management and organisational skills developed from such a demanding experience is worth highlighting. The process of selecting the research topic, submerging into the academic literature of an unknown subject, choosing and designing the research methodology, and at the end the feeling of contributing new knowledge to an area of research have constituted an extraordinary learning experience, providing great personal rewards. Decision making and dealing with ambiguity were two skills that were tested to a great extent during the dissertation work, considering the multiple times that I had to make decisions amid situations that were not entirely clear and comprehended. In addition, the testing of numeric, quantitative and critical skills during the research project has produced great knowledge acquisition. Undoubtedly, the dissertation assignment has been the most difficult task in the

MBA program, however, I feel that overall it has been the single most important source of knowledge acquisition and skills development of the entire course. In addition, I expect the outcome produced in the dissertation to serve as an additional vehicle to help advance my professional career further.

5.3.3 Thought Leadership Skills

To successfully lead a group of people, an organisation, a project requires a particular skill set. I think that thought leaders are those who come up with progressive and innovative ideas, who can conceptualize their thoughts and ideas effectively and communicate them with clarity of purpose. The extensive cognitive acquisition as well as the soft and interpersonal skills developed throughout the MBA program provided a significant contribution to my professional acumen, enhancing my thought leadership skills. In addition, a new and more holistic perspective in key areas such as business management, knowledge sharing and strategic management, to name just a few, will serve as foundations for achieving my goal of becoming an effective and successful leader.

5.4 Conclusion

From a personal perspective, the overall experience of completing the part time MBA course in conjunction with a demanding job has been tough. The time investment, the sacrifices made and the impact on my work life balance has been substantial. However, the personal rewards and added value that this experience will provide to my future professional prospects will be significant. One of the most valuable assets the MBA experience has given me was the possibility of learning about myself. Being surrounded by smart and competitive people, with various backgrounds and skill sets has served as a great personal benchmark, to identify my strengths, qualities and weaknesses, and in the process, identify my career goals and the specific development areas I needed to focus in order to achieve those goals. Despite my learning style and preferences identified earlier, the MBA course has submerged me into an educational culture that promoted diverse learning spaces regularly contributing greatly to my personal development as a whole (Kolb and Kolb (2005, p. 205). The learning and

development experiences highlighted throughout this chapter have been significantly beneficial in my becoming more career aware and career ready. Therefore, the successful completion of this dissertation project concluded an extraordinary learning experience that will help propel my professional career to the next level, and will remain as valuable asset for the rest of my life.

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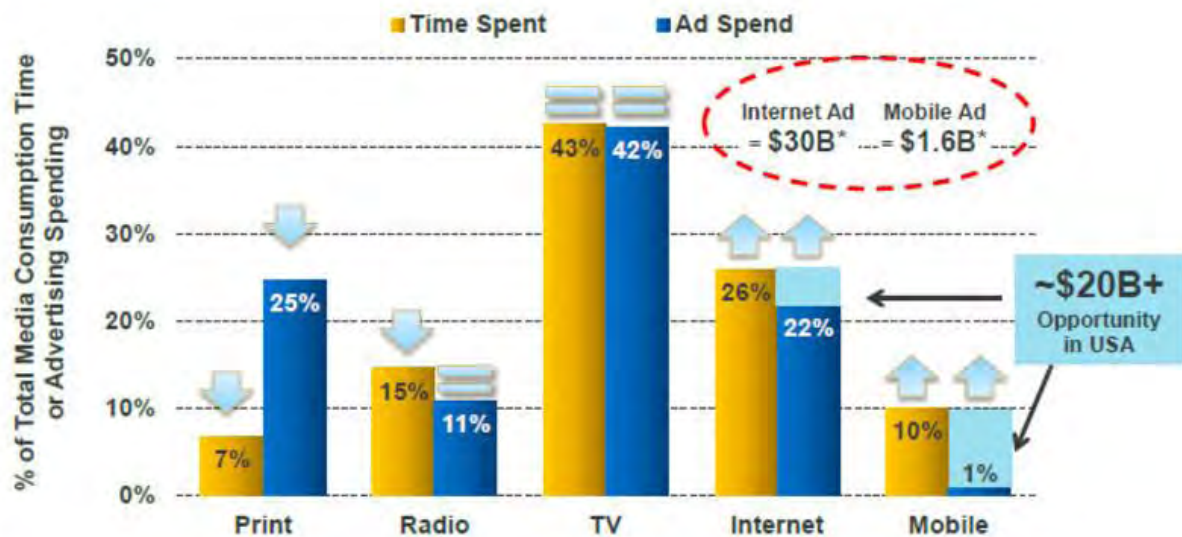
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Appendices

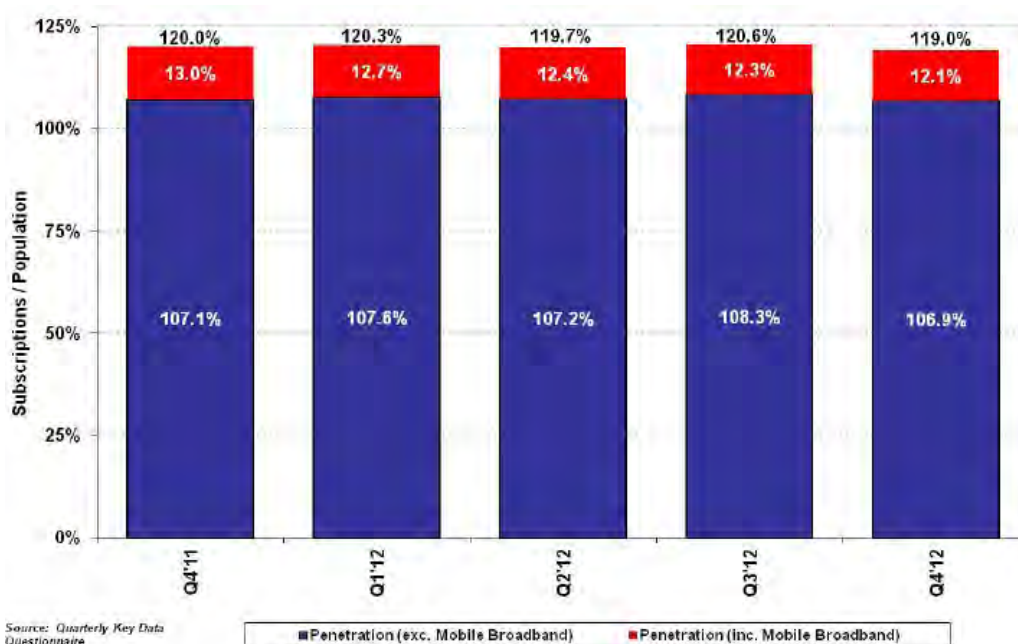
Appendix A: Time Spent vs. Advertising Spent per media (US)

% of Time Spent in Media vs. % of Advertising Spending, USA 2011 (Ingram, 2013)



Appendix B: Mobile Penetration in Ireland

Mobile Penetration in Ireland 2011 Q4 – 2012 – Q4 (Irish Commission for Communications Regulation, 2013)



Appendix C: Survey Questionnaire

Survey Introductory Letter

"Hi All,

As some of you may know, I am doing an MBA course at Dublin Business School, and I am currently working on the research assignment for my final thesis. I would kindly like to ask for your participation in a survey which will aid in the research for my thesis on consumers' attitudes towards mobile advertising in Ireland. Mobile advertising refers to advertising received or experienced on your mobile phones, tablets or slates.

The completion of this questionnaire will take approximately five to ten minutes. The responses are anonymous and will only be used for the purpose of this research project, and contribute new knowledge to this area of research. Once completed, participants can receive a copy of the thesis and research findings on request.

Please access the survey through the following

link: <https://www.surveymonkey.com/s/FVMLTN7> and feel free to ask friends and relatives (if they reside in Ireland) to complete the survey as well.

Many thanks in advance for your participation.

Patricio"

Appendix C, cont.

Survey Questionnaire Draft

In the first section, answer all the questions by selecting the correct option available below each question. All questions in the first section refer to your use of mobile devices, your attitudes towards receiving advertising on your mobile phones, tablets or slates, and if you would take some action or have taken actions towards the advertising when you perceive value from it. In section 2 (demographics) select the right option that matches your personal profile.

Section 1

1. What type of mobile device do you use on a regular basis? (Select all applicable options)
 - Standard Mobile Phone
 - Smart Phone
 - Tablet or other

Location Based Advertising

2. If mobile advertising provided you with contextually relevant information based on the geographical location you are at a given time, you would be happy to receive mobile advertising:
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree

3. If you perceived value in the location relevant advertisement received based on your geographical location, you would be willing to take action towards this mobile advertising.
 - Strongly agree
 - Agree
 - Neither agree nor disagree

- Disagree
 - Strongly disagree
4. Have you ever taken action, conducted a purchase or participated on a mobile advertising campaign, driven by the convenience of a location relevant mobile advertising received?

Entertainment

5. If mobile advertising provided you with entertainment, you would be happy to receive mobile advertising:
- Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree
6. If you perceived entertainment value from the mobile advertising received, you would be willing to take action towards the advertising.
- Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree
7. Have you ever taken action, conducted a purchase or participated on a mobile advertising campaign, driven by your feeling of perceived entertainment from the mobile advertising received?

Information Value

8. If mobile advertising provided you with relevant information based on your tastes, preferences and lifestyle, you would be happy to receive mobile advertising:
- Strongly agree

- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

9. If you perceived value in the advertising received as it is based on your tastes, preferences and lifestyle, you would be willing to take action towards this mobile advertising.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

10. Have you ever taken action, conducted a purchase or participated on a mobile advertising campaign, based on the relevance of the advertising received, in relation to your tastes, preferences and lifestyle?

Incentives Offered

11. If mobile advertising offered you incentives in the way of discounts or promotional prices, you would be happy to receive mobile advertising:

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

12. If you perceived value in those incentives received through the mobile advertising in the way of discounts or promotional prices, you would be willing to take action towards this mobile advertising.

- Strongly agree
- Agree

- Neither agree nor disagree
- Disagree
- Strongly disagree

13. Have you ever taken action, conducted a purchase or participated on a mobile advertising campaign, driven by the incentives offered in the mobile advertising received, in the way of discounts or promotional prices?

Trust

14. If you trusted the company or brand send you mobile advertising, you would be happy to receive mobile advertising from that company or brand:

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

15. If you perceived trust from the company or brand sending you mobile advertising, you would be willing to take action towards this mobile advertising.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

16. Have you ever taken action, conducted a purchase or participated on a mobile advertising campaign, driven by your perception of trustworthiness of the company sending you mobile advertising?

Section 2 (Demographics)

1. Indicate your gender
 - Male
 - Female

2. Indicate your age group
 - Under 20
 - 20-30
 - 30-40
 - 40-50
 - 50+

3. Indicate your occupation
 - Student
 - Self Employed
 - Professional
 - Working in a multinational corporation

4. Indicate your annual gross income group (if not working, otherwise select not applicable)
 - Under €30K
 - €30K to €40K
 - €40K to €50K
 - €50K to €60K
 - €60K to €70K
 - €70K +
 - Not Applicable

5. Indicate your Education Background
 - University Undergraduate
 - University Degree
 - Master Degree
 - PHD Degree
 - Non-Degree

Appendix C, cont.: Survey Questionnaire Distributed to Sample Population

***1. What type of mobile device do you use on a regular basis? (Select all applicable options)**

- Standard Mobile Phone
- Smart Phone
- Tablet or Slate

***2. With regards to technology, would you consider yourself to be either:**

- An early adopter
- A main stream follower

***3. In general, do you think mobile technology has made your life easier?**

- Yes
- No
- Don't know

***4. Do you think advertising on your mobile device can be of benefit to you?**

- Yes
- No
- Don't know

***5. Have you ever received or noticed advertising through your mobile device? (e.g.: SMS text ad, ad banner on a web page, google sponsor link, etc)**

- Yes
- No
- Don't know

***6. If you have received or noticed advertising on your mobile device, was it relevant considering your personal profile (e.g.: brand, product or services you like)?**

- Yes
- Only a little
- No
- Never received or noticed advertising on my mobile device

***7. Have you ever intentionally clicked on an ad while browsing a webpage on your mobile device (e.g.: Google sponsor link, ad banner on a newspaper webpage, etc.)?**

- Yes
- No
- Don't know

8. If you like a company or brand, would you be likely to opt in to receive advertising on your mobile device from them? (e.g.: Starbucks)

- Yes
- No
- Don't know

***9. Rank from 1 to 5 which of the following options would make you more likely to accept advertising on your mobile device? (1 to indicate most likely and 5 least likely)
If the advertising was:**

<input type="text" value="6"/>	Coming from a company you trust
<input type="text" value="6"/>	Location Based Relevant (e.g.: shop/restaurant near to your present location)
<input type="text" value="6"/>	Based on your personal profile (e.g.: favourite brand, product or service)
<input type="text" value="6"/>	Entertaining (e.g.: relates to a game, music concert, movie)
<input type="text" value="6"/>	Offering monetary incentives on product or services (e.g.: promotions, discounts)

***10. Location Based**

Rate the extent to which you agree or disagree with the following statement by selecting one of the 5 options:

I am open to receive advertising on my mobile device if it is specific to the geographical location I am at a given time (e.g.: a shop/restaurant near to my present location):

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

***11. Have you ever made a purchase or participated on a mobile advertising campaign received due to your location at a given time? Select one of the following options:**

- Yes
- No
- Don't know

***12. Entertainment**

Rate the extent to which you agree or disagree with the following statement by selecting one of the 5 options:

I am open to receive advertising on my mobile device if it is entertaining (e.g.: relates to a game, TV show, concert, movie)

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

***13. Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving advertising that involved entertainment on your mobile device? Select one of the following options**

- Yes
- No
- Don't know

***14. Information Value**

Rate the extent to which you agree or disagree with the following statement by selecting one of the 5 options:

I am open to receive advertising on my mobile device if it is based on my personal profile (e.g.: brand, product or services I like)

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

***15. Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving advertising on your mobile device that related to your personal profile? Select one of the following options**

- Yes
- No
- Don't know

***16. Monetary Incentives**

Rate the extent to which you agree or disagree with the following statement by selecting one of the 5 options:

I am open to receive advertising on my mobile device if it offers monetary incentives (e.g.: promotions, discounts)

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

***17. Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving advertising offering monetary incentives on your mobile device? Select one of the following options**

- Yes
- No
- Don't know

***18. Trust**

Rate the extent to which you agree or disagree with the following statement by selecting one of the 5 options:

I am open to receive advertising on my mobile device if it comes from a company I trust

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

***19. Have you ever made a purchase or participated on a mobile advertising campaign as a result of receiving ads from a trusted company? Select one of the following options**

- Yes
- No
- Don't know

***20. Gender**

Indicate your gender

Female

Male

***21. Age**

Indicate your age group

25 or under

26 - 35

36 - 45

46 or over

***22. Occupation**

Indicate your occupation

Engineering

Banking, Accounting & Finance

Marketing & Sales

Architect

Operations

Information Technology & Systems

Teaching

Student

Unemployeed

Other

***23. Income**

Indicate your annual gross income group (if not working at the moment, select not applicable)

Under €30K

€30K - €60K

€61K - €90K

Over €90K

Not applicable

Indicate your education background

Leaving Certificate (secondary school/high school)

Diploma

University Degree

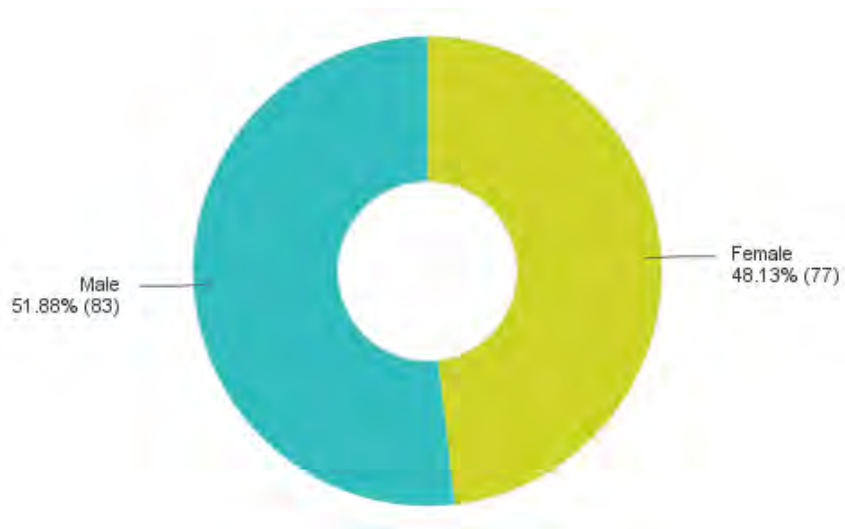
Master Degree

PHD Degree

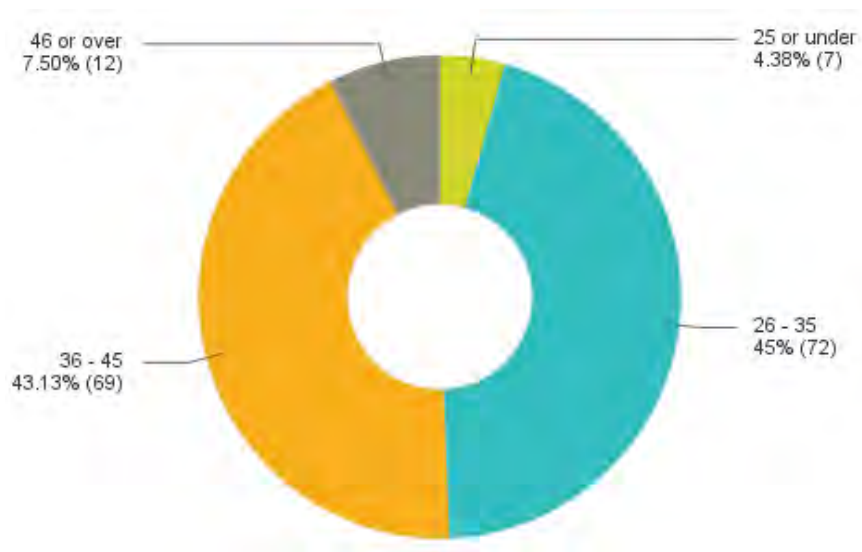
Other

Appendix D: Population Statistics

Sample Gender Pie Chart

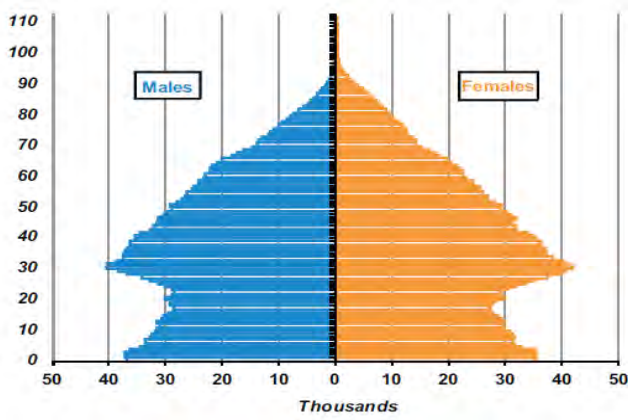


Sample Age Pie Chart

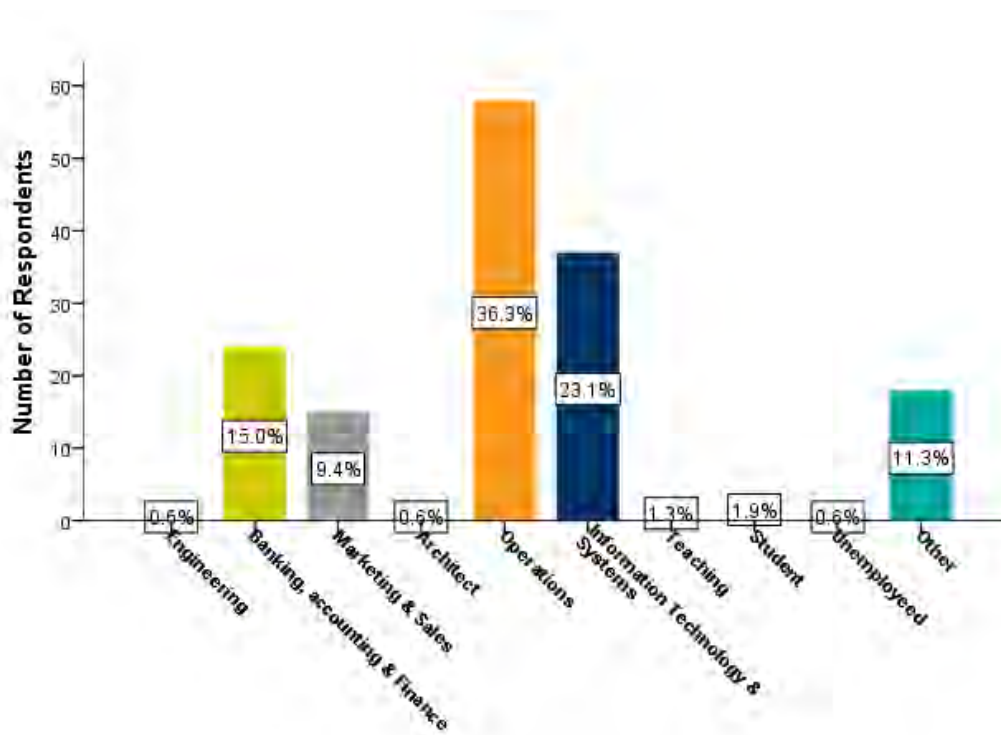


Appendix D, cont.

Population by Gender and Age 2011, Central Statistics Office, 2012

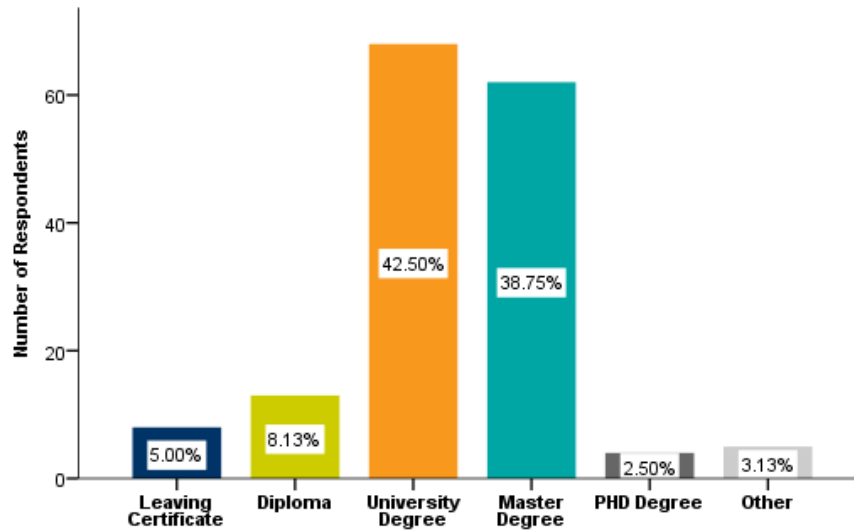


Sample Occupation Bar Chart

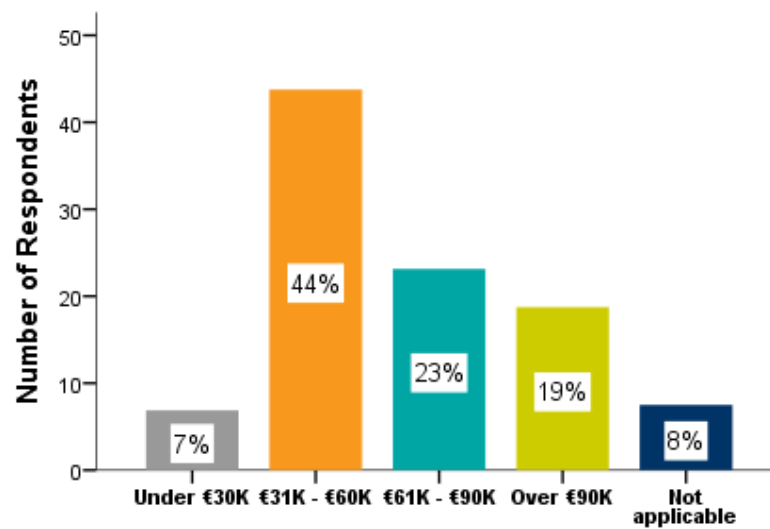


Appendix D, cont.

Sample Educational Background Bar Chart



Sample Annual Gross Income Bar Chart



Appendix E: Chi- Square Tests

Location Based & Attitudes

	Value	df	Significance
Pearson Chi-Square	38.537	8	.000
N of Valid Cases	160		

Attitudes Towards Location Based & Behaviours

	Value	df	Significance
Pearson Chi-Square	31.883 ^a	8	.000
N of Valid Cases	160		

Entertainment & Attitudes

	Value	df	Significance
Pearson Chi-Square	23.039 ^a	8	.003
N of Valid Cases	160		

Attitudes & Behaviours Towards Entertainment

	Value	df	Significance
Pearson Chi-Square	18.468 ^a	8	.018
N of Valid Cases	160		

Information Value & Attitudes

	Value	df	Significance
Pearson Chi-Square	42.501 ^a	8	.000
N of Valid Cases	160		

Appendix D, cont.

Attitudes & Behaviours Towards Information Value

	Value	df	Significance
Pearson Chi-Square	47.820 ^a	8	.000
N of Valid Cases	160		

Incentives & Attitudes

	Value	df	Significance
Pearson Chi-Square	31.526 ^a	8	.000
N of Valid Cases	160		

Attitudes & Behaviours Towards Incentives

	Value	df	Significance
Pearson Chi-Square	37.507 ^a	8	.000
N of Valid Cases	160		

Trust & Attitudes

	Value	df	Significance
Pearson Chi-Square	40.958 ^a	8	.000
N of Valid Cases	160		

Attitudes & Behaviours Towards Trust

	Value	df	Significance
Pearson Chi-Square	39.868 ^a	8	.000
N of Valid Cases	160		