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A Study of Examining Location Unfamiliarity as a Moderating Effect on the Intention of Using Location-based Services

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Abstract:
Location-based advertising (LBA) is founded through the compelling compound of mobile marketing and advertising with location-based services (LBS), enhancing the value proposition for both industry segments. In this research, Location, unfamiliarity has been working as a moderator which influences perceived value and intention of using LBS. As far as literature concern Location unfamiliarity has been a new variable for mobile marketing field. According to the analysis report, Location unfamiliarity and Intention of using LBS have a negative impact which was mentioned in the hypothesis. As a result of that hypothesis were supported by analysis. Mainly Location unfamiliarity is holding the highest importance in this research. As the variables are rotating in a familiar or unfamiliar location, LBA is one of the key aspects to fulfill. Meanwhile, according to the analysis report, Push LBA comes to play apart from Pull LBA. Considering the both values, they are almost equal and only a very sharp difference between them.
According to the research results, there is a positive relationship with perceived value and intention of using LBS. The more perceived value of consumers, the intention of using LBS will get higher. The primary aim has been done to investigate the moderating influence towards intention of using LBS.

Keywords: *Mobile marketing, Location based marketing. Location Unfamiliarity, perceived value, Intention of using LBS*

1. Introduction

Location-based marketing provides enormous avenues for direct marketers. According to customer's necessities, it grants ample of options to decide on, LBM enables service which can attain consumers at the bordering selling points. (Pr Newswire, 2013) As mobile marketing, spreading all around the world, location-based marketing produces significant levels of assistance for marketers to chase their market without hesitation. Mobile marketing involves with different kinds of ads that emerge on smartphones, tablets, or other mobile devices. Mobile marketing ad format, customization, and styles can be deferred, as many social media platforms, websites, and the mobile application offers its individual distinctiveness and customized advertising options. Modern Technology assists in mobile communications to acquire advanced platforms for Location -consumer connections. This indicates that the modern technology has improved B-C much smoothly than before. (Sultan et al.,2009). In particular; the consideration is highly focused on mobile marketing in China, where, according to its Ministry of Industry and Information Technology, the number of mobile subscriptions has reached 1.29 billion in February 2015 (National Bureau of Statistics of China, 2015). Businesses began in commencing commercial location-based services which are to utilize the perspective of positioning capabilities. For some, it can be referredto an information or entertainment service, which is available with mobile devices through the mobile network and uses geographical location information provided by the mobile devices (Wang, & Yi, 2008). At the same time, location-based services provide information about products and services that are specific to a given location (Rainer & Cegielski, 2012). Considering the modern convergence of computing and telecommunications technologies with the implausible achievement of the Internet, the World Wide Web, and Mobile Communications, the next step is predictable to be the Mobile Web. The major agreement of the Mobile Web is to influence user needs for anywhere, anytime access to information and services, together with Location Based Services (LBS). This Thesis presents a revolutionary LBS service applicable to the Mobile Marketing industry segment. We demonstrate the construction of the information system supporting the proposed service and a software prototype we implemented using a simulation environment for providing location information. (Ververidis & Polyzos, 2002)

1.1. Research Objects are in Summary

1. Explore the most effective type of location-based advertisement (push and pull type) in forming positive attitude towards the ads and influence purchase behavior positively
2. Investigating how irritation feature works out on both pull and push type LBA and effect on perception
3. Explore the Moderator effect (locationunfamiliar) on predictive association between pull and push LBA's and ad perception

2. Literature Review

2.1. Attitude and Intention

Attitude toward advertising is defined as a profound decision to respond in a consistently complimentary or unfavorable habit toward advertising， normally Consumer attitudes toward advertising direct to determine their attitudes toward particular advertisements (Saadeghvaziri & Seyedjavadain, 2011)researchers around the world have stated multiple models that point out determinants of attitudes toward advertising.

Factors underlying consumers' attitudes contrast among various forms of advertising and a variety of other factors. Because this study concerns mobile web displays ads and in-app ads, mobile advertising throughout the research is supposed to part of internet advertising. In an article about advertising value and advertising on the web (Mehta, 2000), three perceptual predecessors (Informativeness, Entertainment, and Irritation) rule how consumers appraise the value of web advertising. The findings of this research also noted that consumers' assessments of the condition have a significant impact on their overall attitudes. Informativeness, Entertainment, and Irritation are factors that should be considered when measuring attitudes toward mobile advertising. , a further variable of Credibility was connected to the Ducoffe model in the research, Cyberspace advertising vs. other media (Huang, Su, Zhou, & Liu, 2013), and tested to show that it strengthened this model. This research will focus on four hypothesized factors: Informativeness, Entertainment, Irritation, and Credibility.

2.2. Perceived Usefulness of Consumers

Perceived value is the degree to which a person believes that using a particular systemwill enhance their performance in a given task(Davis, 1989b)Perceived usefulnessin combination with convenience has been found to significantly influence subscriber'sintention to use 3G mobile services (Ramayah & Ignatius, 2005)further examined the role of Perceived value with regards to the intention to usemessaging technologies (voice and electronic mail) and software applicationsWordPerfect, Lotus 1-2-3 and Harvard Graphics). Their findings indicated that perceived usefulness is an important determinant of system use. Similar findings with regards to Perceived value and adoption of technologies havebeen found by (Karahanna & Straub, 1999)in consumer's intentionsto use health recommendation systems, (Blomstermo, Eriksson, Lindstrand, & Sharma, 2004)in investigating intention to use technology among librarians by (Subramanian, 1994)in studying the intention to use Telecare Systems.

2.3. Location Unfamiliarity

We draw on this theorizing to propose that Location unfamiliar is an important variable that can influence the consumer processing and the stages of habituation and tedium. Location unfamiliar reflects the extent of a consumer's direct and indirect experience with a Location(Burritt & Provenza, 1997)Location unfamiliar captures consumers 'Location knowledge structures, that is, the Location associations that exist within a consumer's memory. Although many advertised products and services are unfamiliar to consumers, many others are unfamiliar, either because they are new to the marketplace also Consumers don't have proper identification regarding products or services, meanwhile consumers have not yet been exposed the Location (Gefen, 2000)Unfamiliar and unfamiliar Locations differ regarding the knowledge regarding the Location that a consumer has stored in memory. Consumers tend to have a variety of different types of associations for unfamiliar Locations. Consumers may have tried or may use an unfamiliar Location, may have family or friends who have used the Location and told them something about it, they may have seen prior ads or marketing communications for the Location, or they may know how the Location is positioned, packaged, and so on, from the press. Consumer slacks many associations for unfamiliar Locations because they have not had any of these types of experiences with them. One possibility might be that consumers would have adverse reactions to the repetition of ads for unfamiliar Locations quicker than they would to ads for unfamiliar Locations. Because consumers already know something about unfamiliar Locations, ads for these Locations might seem less interesting than ads for a novel location that consumers do not know. Following this line of reasoning, ads for unfamiliar Locations might seem less boring than those for unfamiliar Locations, such that wear out would be postponed for unfamiliar Locations. However, consideration of the processing engendered by unfamiliar versus unfamiliar Location suggests the hypothesis that ads for unfamiliar Locations can wear out more quickly than ads for unfamiliar Locations, as follows. Because of knowledge differences, consumers are likely to have different processing goals when exposed to ads sponsored by unfamiliar and unfamiliar Locations. People conduct to endeavor to learn about and evaluate novel stimuli. Thus, when consumers are exposed to an ad for an unfamiliar Location, they are more likely to have a goal of learning about and forming an accurate impression of the Location(Espinosa, Slaughter, Kraut, & Herbsleb, 2007)To put it another way, if ads for unfamiliar Locations appear more novel and exciting, they will, therefore, elicit more extensive processing. When exposed to an ad for an unfamiliar Location, by contrast, consumers already have some knowledge about the Location and, therefore, are more likely to update their existing knowledge (Christensen & Drejer, 2005) .Since consumers already know something about unfamiliar Locations, they are likely to engage in relatively less extensive, more confirmation based processing when exposed to an ad for an unfamiliar Location. (So, Seow, & Looi, 2009)In fact, unfamiliar can itself use cognitive capacity such that processing of a familiar, about an unfamiliar, stimulus is diminished although it should be recognized that consumers may not always engage in a highly-involved process, in an absolute sense, in either case. The more comprehensive processing obtained by ads for unfamiliar Locations has suggested the resource availability; since, as noted above, excess resource availability has commenced to wear out (Dow, 2013)these ads should show shortened repetition effectiveness at a lower number of ad displays about ads for unfamiliar Location. Because of knowledge differences, consumers are likely to have different processing goals when exposed to ads sponsored by unfamiliar and unfamiliar Locations. People tend to attempt to learn about and evaluate novel stimuli. Thus, when consumers are exposed to an ad for an unfamiliar Location, they are

more likely to have a goal of learning about and forming an accurate impression of the Location (Alcácer & Chung, 2007). To put it another way, if ads for unfamiliar Locations appear more novel and interesting, they will, therefore, elicit more extensive processing. When exposed to an ad for an unfamiliar Location, by contrast, consumers already have some knowledge about the Location and, therefore, are more likely to update their existing knowledge (Li, Sarathy, & Zhang, 2008) Since consumers already know something about unfamiliar Locations, they are likely to engage in relatively less extensive, more confirmation based processing when exposed to an ad for an unfamiliar Location. In fact, unfamiliar can itself use cognitive capacity such that processing of a familiar, about an unfamiliar, the stimulus is diminished(Elhadad, 2006). although it should be recognized that consumers may not always engage in highly involved processing, in an absolute sense, in either case.The more extensive processing elicited by ads for unfamiliar Locations has increased the resource availability; since, as noted above, excess resource availability leads to wear out(Cooke, Sujan, Sujan, & Weitz, 2002), these ads should show decreased repetition effectiveness at a lower number of ad exposures about ads for unfamiliar Locations.Habituation is the process by which fundamental uncertainty or negativity to an unfamiliar stimulus are attenuated(Cooke et al., 2002)When a consumer first sees an ad for an unknown Location, there are two sources of unfamiliar to which the consumer could reply negatively: the ad itself is novel, and the Location is also novel. The first time that a customer sees a new ad for an unfamiliar Location, there is only one source of unfamiliar —the ad. Thus, the negative uncertainty created by unfamiliar should be higher for a new location.

As the research mainly focuses on Location-based advertising, it will give a fair enough contribution to the Literary that has supported. The new dimensions Such Location unfamiliarity will open up the new researcher's ideas into more wide extent. The Literary review has supported mainly building the conceptual framework to maximize the output for better off of contribution. All the independent variables were backed up by the framework which can be highly suggested to the audience. Interracial of independent variables were tested before by the researchers with the decent margin of analysis statements. To maximize the benefit of this research, the author has taken the most important factors that can affect on Location based adversity stent perspective in Sri Lanka. Moreover, it has the unusual combination of new factors such as Location unfamiliarity has supported. Meanwhile, consumer innovativeness has involved with the better off as a moderator with location unfamiliarity to figure out the best outcome of the research.

3. Conceptual Framework

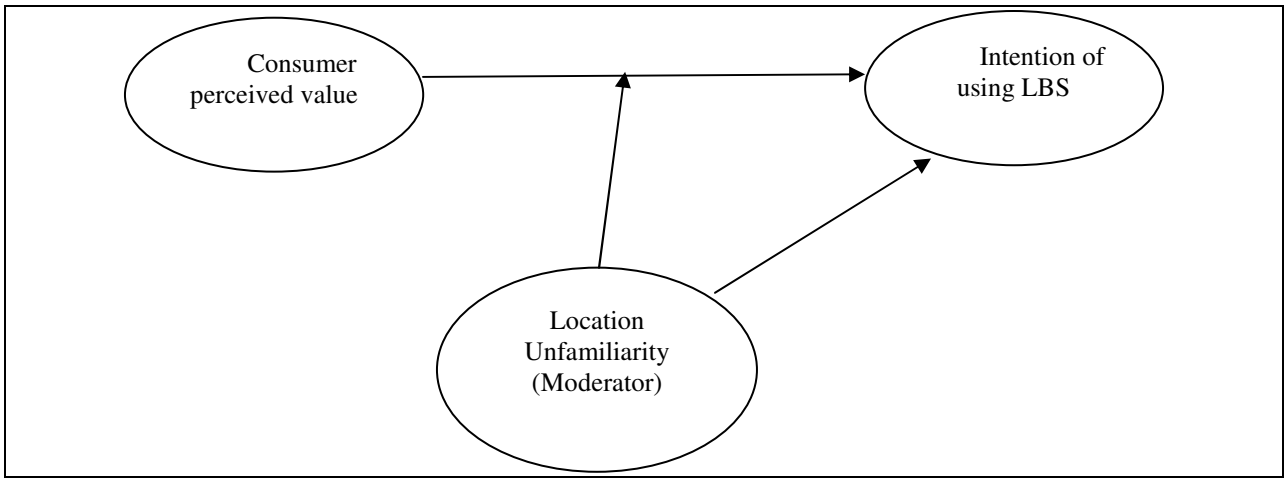

Figure 1: Designed and Adapted from Thivanka Chamith Wijesinghe / Zhang Jing &Kolmel and Alexakis (2002) and Carat Interactive (2002)

3.1. Moderator – Location Unfamiliarity

People often consume products in a variety of different situations. For example, one might eat breakfast at

Home, at a hotel, or at an airport. In making consumption decisions in these different situations, consumers must first recall from memory a set of products that may fulfill their needs and then make their final choice from this set.(S. Ratneshwar, Cornelia Pechmann, 1996).Location unfamiliar defined as the knowledge about some locations. Location based advertising can be highly promoted when the consumer doesn't have an idea about the location. If the consumer has more information or consumer has many other options to use at a given location, it would be wasted decision to use LBS software to get services. Most of the customers willing to use LBS when the situation is unfamiliar. Such as updating the market in China, consumers are more likely to use LBS, because of the lack of knowledge of the location. Location unfamiliar canbe defined as when the consumer doesn't have an idea about the location and its products and services. As it's an important moderator from a customer point of view, it will be used as a moderator in the research framework。(Campbell & Keller, 2003) Conducted in which ad content and repetition were carefully controlled, and only the unfamiliar of the Location sponsor was varied. This provides consistent evidence that ads for unfamiliar Locations wear out faster, showing decreased effectiveness at lower levels of repetitionabout ads for unfamiliar Locations. The results also provide insight into the consumer psychology underlying the effect of Location unfamiliar on ad wear out. Across both studies, processing of the ads was seen to differ with repetition depending on the unfamiliar of the Locations. Ads for unfamiliar Locations

were processed more extensively with repetition than were ads for unfamiliar Locations. Just as a marketer's focus is often on building market knowledge for new Locations and on maintaining a presence for familiar Locations, consumer focus may be on learning about unfamiliar Locations but also on updating existing knowledge for unfamiliar Locations. Increases in processing because of repetition and Location uns unfamiliar lead to more negative and fewer positive thoughts. Additionally, the studies provide evidence to suggest that at higher levels of ad repetition, consumers may use more extensive processing to consider the inappropriateness of advertising tactics for unfamiliar Locations. Tactic inappropriateness was seen to mediate the effects of ad repetition and Location unfamiliar onmessage effectiveness.(Ye & Yin, 2010) Finally, the results demonstrated that attitude toward the ad had a greater influence on attitude toward the Location for unfamiliar Locations compared with familiar Locations

3.2. Hypothesis

- H1 Perceived value and intention of using LBS has a positive relationship
- H2 Location Unfamiliarity feature is affecting negatively towards intention of using LBS & pull LBA is moderating effectively than pull LBA

4. Methodology

4.1. Introduction

All the constructs were measured by the multiple-item method. Each item was measured on a five-point Likert scale from ''strongly disagree'' to ''strongly agree.'' The questionnaire will be translated into Chinese to collect data. A Pilot test will be conducted with a pilot sample (n= 30). Respondents of the pilot test will be asked to provide feedback and suggestions for improvement when instructions or questions are not clear.

4.2. Data Collection

The empirical data will be collected from Sri Lanka as the study was required primary data for analysis. A survey will be conducted to examine the hypotheses in this study. Empirical data will be mainly collected from consumers who use advertisement on mobile's apps in the tourism industry in Sri Lanka. In addition, the author will use Google Docs and email to collect survey data. Participants are those who have had an experience viewing on Tourism advertisements regarding tourism industry in Sri Lanka. The author will carefully scrutinize the responses for each question.

4.3. Analysis

SPSS and Smart PLS will be the statistical packages for the empirical data analysis for the study.

Descriptive statistics will be used to analyze the demographics of subjects. Central Tendency measure will be utilized to analyze the responses of subjects to each question item. Convergent validity is assessed using three criteria: reliability of measurement items, composite reliability (CR) of measurement items, and average variance extracted (AVE) for each construct. Assessment of the model and test hypotheses will be conducted by structural equation modeling (SEM) using Smart PLS.

4.4. Measurement Scale

- Location unfamiliarity

I receive direct and indirect experience with a Location area for Location-based services (Alba & Hutchinson, 1987)

If I'm in unfamiliar location, I likely to have a goal of learning about and forming an accurate impression of the location (Hilton & Darley, 1991)

For unfamiliar location, I have less extensive, more confirmation based processing when exposed to an ad for an unfamiliar location (Keller, 1991)(MacKenzie & Spreng, 1992)

I likely to update my existing knowledge of a particular location (Snyder & Stukas, 1999)

- Perceived value

consumer's anticipation about the outcome of purchasing a product or service based on future benefits and sacrifices (Spreng & Olshavsky, 1993)

a customer's perceived preference for, and evaluation of those product attributes attribute performances, and consequences arising from use that facilitate (or block) achieving the customer's goal and purposes in use situations (Woodruff, 1997)

a customer's perceived perception of what they want to happen in a specific use situation, with the help of a product and service ordering, to accomplish a desired purpose or goal (Overby, Woodruff, & Gardial, 2005)

- Purchase Intention

I would consider purchasing goods or services with accommodation advertisements Kim & Han (2014), Hong and Cho

I intend to purchase goods or services with accommodation advertisements (2011), Wu et al. (2011)

I would probably buy goods or services with accommodation advertisements (Saadeghvaziri, 2011)

The Attitudes of the consumer can lead to a change in buying process (Skinner, 1938)

Consumers are satisfied with location-based service will generate repeat purchase intention (Gardial, Clemons, Woodruff, Schumann, & Burns, 1994)
Rising of customers' satisfactions can increase their purchasing behaviors of location-basedservices,(Kotler, 2000)

5. Analysis

5.1. Coding of Measurements and Responses
Coding systems of a questionnaire depends on the requirements of the research study and fulfills basic criterion for data analysis. A unique coding system is required to avoid inconsistencies in data entering and receiving a bad quality output from the analysis. Thus, all measurement scales of the study were given codes and coding of all measurement scales employed to measure particular dimensions are listed in*Table4.1.* Further, each measurement was given five optional responses using 5-point Likert-scale which respondents can pick the most relevant answer. Coding of given optional responses is depicted in table*4.1.*

5.2. Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Usefulness	800	2.3	4.7	3.624	.5392
Location Unfamiliarity	800	2.7	5.0	3.769	.6004
Intention of Using LBS	800	1.3	5.0	3.602	.7714
Valid N (listwise)	800				

Table 1

Descriptive statistics (see table 5.6, Appendix IV) produce evidence that most of the variables have more than 0.5 Standard Deviations other than Customer innovative. The highest rate of SD marked in the Dependent Variable (0.7714). Other than that highest Independent variable is an Average irritation, which is most standard deviation among other variables

5.3. Testing for Normality
After collecting data, it needs to be tested for normality of the data can be measured through skewness and kurtosis indices. (Geary, 1947) (Joanes & Gill, 1998) He suggested that absolute values of skewness which are greater than three and kurtosis absolute values greater than ten are problematic. Table 5.2 shows that there are no such issues in skewness and kurtosis. Therefore, data appeared to be sufficiently normally distributed.

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Perceived Usefulness	.257	800	.000	.892	800	.000
Location Unfamiliarity	.148	800	.000	.953	800	.000
Intention of Using LBS	.216	800	.000	.849	800	.000
a. Lilliefors Significance Correction						

Table 2

According to the test of normality table, all the values are significance. Use the p-value to determine whether the data do not follow a normal distribution. To determine whether the data do not follow a normal distribution, compare the P-value to the significance level. Usually, a significance level (denoted as α or alpha) of 0.05 works well.

Path Coefficients					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Location Unfamiliarity -> Intetntion of using LBS	0.214	0.221	0.045	1.9613	0.040
Moderating Effect - LU - PV -> Intetntion of using LBS	0.220	0.221	0.018	12.101	0.000
Perceived value -> Intetntion of using LBS	0.827	0.834	0.022	37.412	0.000

Table 3

Group Statistics					
	VAR00001	N	Mean	Std. Deviation	Std. Error Mean
Perceived Usefulness	pull	400	3.577	.5321	.0266
	push	400	3.672	.5428	.0271
Location Unfamiliarity	pull	400	3.761	.6029	.0301
	push	400	3.778	.5986	.0299
Intention of Using LBS	pull	400	3.540	.7731	.0387
	push	400	3.663	.7658	.0383

Table 4

Group Statistics					
	VAR00001	N	Mean	Std. Deviation	Std. Error Mean
LU-PER	pull	400	.4821	.70097	.03505
	push	400	.4554	.73793	.03690

Table 5

Interaction effect/ Moderated effect/Strategically effect		
Location Unfamiliarity ->Intention of using LBS	Supported	
Moderating Effect 2- LU - PV -> Intention of using LBS	Supported	
Perceived value ->Intention of using LBS	Supported	

Table 6: Summary of hypotheses testing

Location Unfamiliarity	Not Supported

Table 7: strategically effect

6. Discussion and Conclusion

6.1. Location Unfamiliarity

Moderating Effect 2- LU - PV ->Intention of using LBS

People often consume products in a variety of different situations. For example, one might eat breakfast at Home, at a hotel, or at an airport. In making consumption decisions in these different situations, consumers must first recall from memory a set of products that may fulfill their needs and then make their final choice from this set.(S. Ratneshwar, Cornelia Pechmann, 1996).In this research Location,unfamiliarity has been working as a moderator which influence perceived value and intention of using LBS. As far as literature concern Location unfamiliarity has been a new variable for mobile marketing field. According to the analysis report, Location unfamiliarity and Intention of using LBS havea negative impact which was mentioned in the hypothesis. As a result of that hypothesis were supported by analysis. Mainly Location unfamiliarity is holding the highest importance in this research. As the variables are rotating in a familiar or unfamiliar location, LBA is one of the key aspects to fulfilled. Meanwhile, according to the analysis report, Push LBA comes to play apart from Pull LBA. Considering the both values. They are almost equal and only a very sharp difference between them.

- Push LBA can be the quickest way to access and grab the customers mind

Location unfamiliar defined as the knowledge about some locations. Location based advertising can be highly promoted when the consumer doesn't have an idea about the location. If the consumer has more information or consumer has many other options to use at a given location, it would be wasted decision to use LBS software to get services. Most of the customers willing to use LBS when the situation is unfamiliar. Such as updating the market in China, consumers are more likely to use LBS, because of the lack of knowledge of the location. Location unfamiliar canbe defined as when the consumer doesn't have an idea about the location and its products and services.

- When the consumers are in a universitysituation,priority is the first option When consumers are in an unfamiliarlocation, it can be a common fact to send an advertisement via Apps rather than letting them search for ads. Sicily in an unfamiliar location, consumers, may easy to get depressed and feel lost,to make them feel better and get the reputation towards ads, marketers can implement push LBA rather than push LBA

6.2. Perceived value ->Intention of using LBS

Behavioral intention relationship examines the direct effect of *Perceived value* to *intention to use* the technology. The idea is that people form intentions toward using regardless of whether they have positive or negative feelings toward the behavior. Perceived value is defined by Davis, 1989 as *"The degree to which a person believes that using a particular system would enhance his or her job performance."* (Davis, 1989a) There is a positive correlation between the Perceived value of mobile commerce and consumer satisfaction in mobile commerce environment (Lee et al., 2007,). The study conducted by(Soroa-Koury & Yang, 2010) also found that Perceived value is one of the key variables for prediction consumer attitude toward mobile advertising. According to the research

results, there is a positive relationship with perceived value and intention of using LBS. The more perceived value of consumers, the intention of using LBS will get higher. With the ModeratingEffect, the primary aim has been done to investigate the factors influencing audience attitudes towards such location-based advertising.

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