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Mobile Advertising: An Antecedent for Customer Purchase Intention of Clothing Materials among Female Students of Public Universities in Ekiti State

Dr. Ogundipe, C. F.

Lecturer, Department of Business Administration, Ekiti State University, Nigeria

Olasehinde, S. A.

Lecturer, Federal University of Oye, Ekiti State, Nigeria

Bankole, O. A.,

Ph.D. Student, Department of Business Administration, Ekiti State University, Nigeria

Abstract:

The study examined the effect of mobile advertisement on customer purchase intention of Clothing Materials among Female Students of Public University in Ekiti State. Specifically, the study is to determine the effect of informative mobile advertisement, credibility mobile advertisement, irritation mobile advertisement and entertainment mobile advertisement on customer purchase intention. A descriptive survey research design through administration of well-structured questionnaire was adopted for the study. Ekiti State University female student constituted the study population while 391 female students were sampled via Yamane sampling Model. Data gathered were analyzed using regression model. The result showed that informative mobile advertisement positively affects customer purchase intention; it further show that credibility mobile advertisement affects customer purchase intention; furthermore, irritation mobile advertisement significantly customer purchase intention and positively affect and finally, entertainment mobile advertisement positively affect customer purchase intention. Thus, it concluded that mobile advertisement positively affects customer purchase intention particularly among female students of Public University in Ekiti State. It is recommended that mobile advertisement should be given higher attention particularly on clothing materials advertisement through social media or mobile phone to female students in Tertiary Institutions.

Keyword: Advertisement, customer, mobile advertisement, purchase intention

1. Introduction

Needless to say, now-a-days advertisement has made a prominent place for itself in the promoting purpose of products and services (Arshad, Noor, Noor, Ahmad and Javed 2014). It has gained popularity as a communication tool. It is difficult to find the name of business which has gained popularity without investing much in advertisement Hussainy (2008). Mass media is becoming indispensable in individual lives, like television, internet, radio, videos, bill boards, magazine, newspaper and other mediums. Marketers consider advertising as the best way to communicate consumers and convince them towards their product, service or any other idea. It is well-known for its broader exposure and considered as long-lasting tool to set image on consumers mind regarding any idea or product. With the advancement of technology, commerce, Mobile Advertising has become an omnipresent tool. The popularity becomes more due to the sign of the mobility (Barnes, 2002). Le and Nguyen (2014), also highlighted how Mobile advertising communicates with the target audiences via a handset. Many studies, reports like Mobithinking (2013) see future in mobile advertisements. According to Kemp (2012), huge amounts of (2.1 billion) advertisements are being served with mobile. It has able to cover a huge range of audience based on their ages, locations and professions (Wilska, 2003).

Bauer, Reichardt, Barnes & Neumann (2005), highlighted many effectiveness of mobile advertising compared to other means of advertisements. Kotler (2006), called it away to create more brand image and education of people. Altuna and Konuk (2009), discussed advantages of wireless technology as it helps in integration purpose. Hence, with the trend toward direct, one-to-one marketing, more attention is being paid to the use of the mobile channel as a means of effectively advertising to consumers. To many people, a mobile phone is seen as one of the few remaining inviolate personal spaces which they can use to communicate and socialize and, at the same, they can still maintain the control over the use of their mobile phones (Plavini & Durgesh, 2011). In this regard, marketers should take into account consumers' needs for security and privacy when designing a marketing plan. The marketers should maintain a balance between engaging consumers in their marketing mix and achieving the objectives of their marketing plan. In order to achieve this objective, the marketers must understand the factors, such as incentives and consumer attitudes, which affect consumer acceptance of advertisements via mobile phone (Plavini & Durgesh, 2011).

According to Jafaar, Lalp and Naba (2010), Consumers' buying decision is very complex. Usually purchasing intention is related with consumers' behaviour, perception and their attitude. Purchase behaviour is an important key point for consumers during considering and evaluating of certain product (Keller, 2001). Purchase intention might be altered by the influence of price, quality perception and value perception (Zeithaml, 1988). In addition, consumers tend to be interrupted by internal impulse and external environment during purchasing process (Kim & Jin, 2001). The purchasing process to buy a particular brand or product is affected by various factors such as price of the product, design, packaging, knowledge about product, quality, celebrity endorsement, fashion and sometimes family relation as well (Shafiq, 2011). According to Younus, Rasheed and Zia (2015), Purchase intention is the preference of consumer to buy the product or service. In other words, Purchase intention has another aspect that the consumer will purchase a product after evaluation. Many factors affect the consumer's intention while selecting the product and the ultimate decision depends on consumers' intention with large external factors (Keller, 2001). The central objectives of this study shall be to investigate the effect of mobile advertising on customer purchase intention of clothing materials among female undergraduate students in Ekiti State Public Universities.

Mobile advertising has been recently referred as one of the best means to cut through the clutter and interact directly with consumers. Hence, much advertisement from puppy stories to serious social reform advocates are found on you tube and other social media site with millions of views and continue to gain publicity even after the intended product is eventually sold. According to McNeal (2012), companies and marketers are very interested in creating awareness to study overall science behind media advertisement, printed advertisement and other advertisement means where the consumers has a say in how long and advertisement can run as well as the psychological behaviour of sharing content. Specially, mobile advertisement has been called to the attention of large organisations and the real influence of advertisement means has been called into the questioning of the key advertising tools used by firms in developed economies and parts of Africa which has not witnessed active usage in Nigeria, except for bulk messaging by banks and other groups. However, much work has been done on advertisement on different variables such as Alhaddad (2015), Ene and Özkaya (2015) and Oentaryo, Lim, Low, Lo and Finegold (2014) to mention few, but the aforementioned researchers deal much on media, and billboard mode of advertisement which left a vacuum for the present study since effort were not fully concentrated on mobile advertisement in Nigerian thus this study intends to investigate the influence of mobile advertisement on customer patronage especially among Ekiti State University Students. Therefore, this study will be of benefit to the customers, to the banks on importance of mobile advertising and usage especially in this modern world. More so, the research will contribute immensely to the existing literature

2. Literature Review

Rafique (2012) asserted that advertisement is a way to communicate with the audience. They believed that culture highly influence the buying behaviours of the people because every person has different wants and trends according to their life styles. Thus, if we say that advertisement is like a magic than it will not be false because advertisement actually changes the needs and wants of the people and sometimes it creates the need among the people (Rafique, 2012). People are highly affected by the advertisements and organizations are trying to target the masses of the people.

Richards and Curran (2002) define advertising as a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. An official and well-liked definition of advertising is any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor (Belch & Belch, 2003). On the other hand, advertising can be a cost-effective way to disseminate messages, whether to build a brand image and to educate people (Kotler, 2006). Altuna and Konuk (2009), called mobile marketing as a tool based on wireless technology to provide consumers integrated content regarding a product or a service in a direct manner. Carter (2008) defined mobile marketing "the systematic planning, implementing and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products". Leppäniemi and al. (2004), defined it an attitude, intentions and behaviours influencing tool as a mean of paying message communicated via a mobile media. Effective response-to-advertisement ratio can be achieved through this De Reyck and Degraeve (2003). Any form of marketing, advertising or sales promotion activity aimed at consumers and conducted over a mobile channel is known as Mobile Marketing as per Mobile Marketing Association (2003). It has been also defined a business level strategy for encouraging people to buy products and services using the mobile channel (Leppaniemi, 2005).

2.1. Value of Mobile Advertising

2.1.1. Informative Mobile Advertising

Informative mobile advertising is defined as the extent to which the advertising medium provides users with resourceful and helpful information (Ducoffe 1996). Marketers generally tend to convey information via advertising messages. In the case of mobile services (Pagani 2004), consumers expect the content to be tailored to their interests and to prefer messages that are relevant for them (Robins 2003). The quality of the information placed on a company Web site has a direct influence of the customers' perceptions of the company and its products. Accordingly, the information delivered to them via mobile devices also needs to show qualitative features, such as accuracy, timeliness, and usefulness for them (Nasco & Bruner, 2008). Chowdhury (2006) posited that consumers do not feel annoyed if mobile advertisers present advertisements with appropriate information. In the same vein, Scharl, Dickinger and Murphy (2005) opine that

when advertisers provide funny and entertaining SMS advertising messages, which are informative and relevant to the target group, customers are likely to increase their purchasing intentions regarding the advertised products.

2.1.2. Advertising Credibility

Advertising credibility refers to “consumers” perception of the truthfulness and believability of advertising in general. MacKenzie and Lutz (1981) suggested that there are different advertising credibility subsystems, including advertiser credibility and advertising credibility. The credibility of an advertisement is influenced by different factors, but especially the company's credibility and the bearer of the message (Goldsmith, Lafferty, and Newell 2000; Lafferty, Goldsmith & Newell, 2002). Advertiser credibility can be defined as the extent to which a customer perceives the company to be a credible source of information, and this credibility in turn assures the customer of the company's reputation, integrity, and good will. Advertising credibility is evaluated through the content the advertisements deliver. In wireless Internet communications, such credibility is vital in ensuring that the consumers acquire time-critical information, tied to a remote event or transaction (Balasubramanian, Peterson & Jarvenpaa, 2002). The relevance and credibility of advertisements are considered crucial when consumers must make decisions or take actions on the basis of uncertain information (Okazaki, Katsukura&Nishiyama, 2007).

2.1.3. Advertisement Irritation

Irritation has been defined as the extent to which the Web is messy and irritating to consumers (Eighmey and McCord 1998). Greyser (1968) indicated that the major reasons people criticize advertising are related to the annoyance or irritation it causes. Irritation may lead to a general reduction of advertising effectiveness and the value perceived by audiences (Luo 2002). Most consumers are still quite uncomfortable with the concept of mobile business and sceptical about whether the businesses engaging in mobile advertising are feasible and secure (Siau & Shen, 2003). Consumers can no longer depend on the intuitive sense of place and presence that governs their observable behavior, to make sure that they are not being watched or recorded by another individual (Rust, Kannan & Peng, 2002), which leads to feelings of insecurity. “When advertising employs techniques that annoy, offend, insult, or are overly manipulative, consumers are likely to perceive it as an unwanted and irritating influence. Mobile advertising may provide information that is distracting and which overwhelms the consumer (Stewart & Pavlou 2002) and this can be perceived as an intrusion into the mobile user's privacy.

2.1.4. Advertisement Entertainment

Overall attitude of consumers can be judged by investigating their preferences for advertisements (Shavitt, 1998). Important features of advertisement are concise and funny, which immediately attract customers mind.

On the other hand, it has been argued that mobile advertising is based on SMS messages today, while MMS messages would be the right approach to drive mobile campaigns in the future. MMS differs from the SMS because it enables to send pictures, videos and sounds in the messages to the consumers. MMS technology is expected to become more used with the movement from 2G to 3G phones (Pietz & Storbacka, 2007). Haghirian & Dickinger(2004), described entertainment services as a value addition tool. Significant relation of advertising value of traditional advertising has been highlighted by Ducoffe (1995).

2.2. Customer Purchase Intention

The preference of consumer for buying a product and service is known as Purchase intention. It has certain assumptions like evaluation of products facilitates purchase intention. Large external factors (Keller, 2001), affect the consumer's intention while selecting the product and in all decision. Madahi and Sukati (2012), defined intention as an attitude towards a product and perception of the product. There are several factors which drive consumers' intention (Keller, 2001). The level in which the consumer is likely to make purchases in the time to come is termed as purchase intention. On the basis of the perceived value purchase intention is a complete judgment of the cost and benefits of a given marketing offering in a specific customer application. It shows the net gain that consumers have from their usage attitude. On the basis of perceived value, purchase intention is rationally anticipated, for a product, by consumers. Perceived price, perceived usefulness and ease of use are the vital antecedents of perceived value. Many researchers have been supporting the importance of purchase intention in the context of product usage. For the sake of attracting the consumers towards new market product, designing of purchase intention should be charismatic and dynamic (Saqib, Mahmood, Khan & Hashmi (2015)

2.3. Theoretical Framework

In Nicosia (1969) (cited in Goodhope, 2013), a consumer is an individual who purchases, or has the capacity to purchase goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants or desires. According to Schiffman and Kanuk (1987), the Nicosia focuses on the relationship between the firm and its potential consumers. The firm communicates with the consumers through its marketing messages (advertising) or inscriptions on the packaging and consumers also communicate with the firm been their purchase responses. The Nicosia model is interactive in design. Nicosia model is divided into four major fields (Schiffman & Kanuk, 1987; Goodhope, 2013) namely: the consumer's attitude based on the firm's message; search and evaluation; the act of purchase; and feedback.

3. Methodology

The study is conducted among female students of public tertiary institutions in Ekiti State. Research design adopted in this study is Descriptive survey design and Data are gathered through primary source mainly structured questionnaire which is administered to the target respondents. The population for this study covers only full-time female students in the two public universities in Ekiti State due to their daily availability on campus. The two universities are; Federal University of Oye Ekiti (FUOYE) and Ekiti State University (EKSU). Female students from 100 level to 500 level are the target respondents. In view of this, the total population of the study is three hundred and sixty-four (364) as revealed by the Student Affairs Computation of various Universities in 2019. Three hundred and ninety-one (364) respondents will be sampled using census sampling. Descriptive statistic is used to explain the demographic information through frequency table and percentages while data generated through questionnaire is analyzed through regression analysis. It is noted that the F- statistic measure is used to test the hypothesis generated in this study.

4. Data Analysis and Interpretation

4.1. Description of Respondent

Result and findings are discussed through the use of questionnaires administered to female students of the target Universities, 364 questionnaires were administered, 274 questionnaires were filled, and submitted for analysis.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100	12	4.4	4.4	4.4
	200	28	10.2	10.2	14.6
	300	222	81.0	81.0	95.6
	400	12	4.4	4.4	100.0
	Total	274	100.0	100.0	

Table 1: Student Level Distribution

Source: Field survey, 2019

Table 1 shows that (12) 4.4% of the respondents are 100 level students, (28) 10.2% of the respondents are 200 level students, (222) 81.0% of the respondents are 300 level students and (12) 4.4% of the respondents are 400 level students thus imply majority of the respondent are 300 level students.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 10,000	72	26.3	26.3	26.3
	11,000-20,000	190	69.3	69.3	95.6
	Above 20,000	12	4.4	4.4	100.0
	Total	274	100.0	100.0	

Table 2: Monthly Income Distribution

Source: Field survey, 2019

Table 2 shows that (72) 26.3% of the respondents earn below 10,000 as pocket money monthly, (190) 69.3% of the respondents earn between 11,000-20,000 as pocket money monthly and (12) 4.4% of the respondents earn above 20,000 as pocket money monthly thus implies majority of the respondent earn between 11,000-20,000 as pocket money monthly.

4.2. Discussion of Results

Model	R	R ²	Adj R ²	F-Test	B	Std Error	T value	P Value
Informative	.775	.601	.595	101.242	.483	.029	16.596	.000
Creative	.552	.305	.297	39.466	.322	.049	6.621	.000
Irritation	.470	.221	.188	6,746	.248	.046	5.367	.000
Entertainment	.699	.489	.483	86.061	.401	.051	7.794	.000
Constant					1.693	.279	6.069	.000

Table 3: Regression Results of Mobile Advertisement on Customer Purchase Intention

Source: Data Output, 2019

From Table 3, the R (regression summary) of the four mobile marketing constructs (informative, credibility, irritation and entertainment) gives a positive values of 0.775, 552, 470 and 699; this indicates that informative has a very strong effect on customer purchase intention, credibility and entertainment have a strong effect on customer purchase intention and irritation has a moderate effect on customer purchase intention. The R² is a portion of the total variation in the dependent variable that is explained by the variation in the independent variables. From the results obtained, R² is

equal to 0.601, 0.305, 0.221 and 0.489, this implies that informative, credibility, irritation and entertainment brought about 60.1%, 30.5%, 22.1% and 48.9% variance in customer purchase intention, this is further proven by the adjusted R^2 that shows the goodness of fit of the model which gives a value of 0.595, 0.297, 0.188 and 0.483 implying that when all errors are corrected and adjustments are made the model can only account for 59.5%, 29.7%, 18.8% and 48.3% of mobile advertisement in the surveyed tertiary institutions. However, four variables were used to measure mobile advertising which are: informative, credibility, irritation and entertainment and customer purchase intention which were subjected to multiple regression analysis as shown in Table 3.

From the Table 3, the unstandardized β co-efficient of informative gives a positive value of 0.483 with $t= 16.596$ and ($P= 0.000 < 0.05$). This result showed that informative has a significant effect on customer purchase intention therefore, it was found significant. This means that respondents' reason for customer purchase intention is strongly and positively influenced by mobile advertisement.

The unstandardized β co-efficient of credibility gives a positive value of 0.322 with $t= 6.621$ and ($P= 0.000 < 0.05$). This result showed that credibility has a significant effect on customer purchase intention therefore, it was found significant. This means that respondents' reason for customer purchase intention is strongly and positively influenced by mobile advertisement.

The unstandardized β co-efficient of irritation gives a positive value of 0.248 with $t= 5.367$ and ($P= 0.000 < 0.05$). This result showed that irritation has a positive effect on customer purchase intention therefore, it was found significant. This means that respondents' reason for customer purchase intention is strongly influenced by mobile advertisement as shown in Table 3.

From Table 2, the unstandardized β co-efficient of entertainment gives a positive value of 0.401 with $t= 7.794$ and ($P= 0.000 < 0.05$). This result showed that entertainment has a significant effect on customer purchase intention therefore, it was found significant. This means that respondents' reason for customer purchase intention is strongly and positively influenced by mobile advertisement. In view of the above results, the study is in line with the findings of Le and Nguyen (2014) who examined attitudes toward mobile advertising: a study of mobile web display and mobile app display advertising in Vietnam. The study found mobile advertising positive and significant. Moreso, Nandagopa, Ha, Balamurugan, Sathish and Jublee (2012) examined consumer attitude towards mobile advertising and its impact on consumers' behavioural intention in India. The results revealed that there exists a positive relationship between the attributes of customers using mobile phones and their behavioural intentions. The F-test is used to test the overall significance of a model by comparing the F calculated with the F tabulated, the comparison is done on the table 3. The table shows that the calculated value of F-calculated distribution gives a value lesser than the F-tabulated. Hence, we accept alternate hypothesis and reject null hypothesis. This implies that mobile advertisement will significantly affect customer purchase intention among female students in Ekiti State Public Universities.

5. Conclusion and Recommendations

This study focused on the effect of mobile advertisement on customer purchase intention of clothing materials among female students in Ekiti State Public Universities. According to the obtained results, the study found that the entire mobile advertising attributes measured have Positive and significant effect on customer purchase intention at 0.05 level of significance. The mobile advertising components including informative advertising, credibility advertising irritation advertising and entertainment advertising have a strong positive significance effect on customer purchase intention except irritation advertisement with moderate effect on customer purchase intention. However, informative mobile advertising has the highest significant value. Therefore, the alternate hypotheses were accepted while the null hypotheses were rejected thus concluded that mobile advertising is positively related to customer purchase intention.

Based on the findings, it was found that mobile advertisement constructs are positive and significant thus proffered that mobile advertisement serve as a medium that inform or make students aware of new and existing clothing materials. In view of this, clothing material distributors and manufacturers should ensure the credibility of this advertisement to yield more results through influencing customer purchase intention. Moreo, it is recommended that accurate information about clothing materials should be provided and that the platform at which the product is advertised should be an entertainment to customers so as to catch or divert phone user's attention to the product at hand. The adoption of these mobile advertisement measures will provide higher chance of purchasing intention among female students due to their exposure through social media socialising and addiction to smart phone.

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