Factors Determining Consumer's Behavioural Intention to Purchase Mobile Content Services Advertising

By

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LIST OF ABBREVIATION

ACMA	Australian Communication and Media Authority
ANOVA	Analysis of Variance
AVE	Average Variance Extracted
B	Beta
C	Content Credibility
CA	Consumers' Attitudes
CAB	Cognitive – Affective - Behaviour
CB	Consumers' Behavioral Intention
CR	Composite Reliability
DV	Dependent Variable
E	Entertainment
GoF	Goodness-of-fit
GSMA	Groupe Speciale Mobiles
H	Hypothesis
IN	Informativeness
IR	Irritation
MMS	Multimedia Messaging Service
PLS	Partial Least Square
PLS – SEM	Partial Least Square – Structural Equation Modeling
SMS	Short Messaging Service
WAP	Wireless Application Protocol

ABSTRAK (MALAY)

Kajian ini menyelidik sama ada informasi, hiburan, kerengsaan and kredibility kandungan akan menpengaruhi niat dan tingkah laku pengguna untuk membeli perkhidmatan kandungan mudah alih di Malaysia. Rangka kerja untuk kajian ini adalah berdasarkan Kognitif-Kesan-Kelakuan (CAB). Partial Least Square (PLS) dan Statistical Package for Social Sciences (SPSS) telah digunakan untuk menganalisis data. Data dikumpul melalui soal selidik di mana terdapat 300 responden mengambil bahagian dalam kajian ini. Penemuan menunjukkan bahawa informasi, hiburan dan kredibiliti kandungan terhadap perkhidmatan kandungan mudah alih pengiklanan mempunyai positif pengaruh kepada sikap dan tingkah laku pengguna. Selain itu, sikap pengguna didapati untuk mempunyai kesan pengantara terhadap informasi-niat, hiburan-niat dan kredibiliti-niat. Padahal, sifat-tingkah laku kerengsaan didapati tidak mempunyai pengaruh ke atas niat pengguna terhadap perkhidmatan kandungan mudah alih pengiklanan dan tingkah laku pengguna untuk membeli perkhidmatan kandungan mudah alih. Niat Pengguna juga bukan kesan pengantara untuk kerengsaan. Hasil kajian ini menunjukkan bahawa pengiklan dan agensi pengiklan perlu menggunakan teknik yang betul untuk mempromosikan perkhidmatan kandungan mudah alih di pasaran.

ABSTRACT

This study investigates the influence of informativeness, entertainment, irritation and content credibility on consumers' behavioural intention to purchase the mobile content services in Malaysia. The Cognitive-Affect-Behaviour (CAB) theory was the underlying theory in this study. Out of 274 data from survey questionnaires analysed using Partial Least Square (PLS) and Statistical Package for Social Science (SPSS), the findings showed that Informativeness, Entertainment and content credibility were positively influence the consumers' attitudes towards mobile content services advertising and their behavioural intention to purchase the mobile content service. Additionally, consumers' attitudes towards mobile content advertising was found to be mediator for the relationship between informativeness-intention, entertainment-intention and content credibility-intention to purchase the mobile content services. Irritation attributes was found to have no influence on consumers' attitudes towards mobile content services and on consumers' behavioural intention to purchase the mobile content services. Consumers' attitudes towards mobile content services was not the mediator for irritation. The findings of this study imply that advertisers and advertising agencies need to apply correct advertising techniques to promote their mobile content services in the market.

CHAPTER 1: INTRODUCTION

1.1   Background of Study

The rapid changing of technology, has accelerating the speed of smartphones'
adoption and higher speed of mobile broadband networks are provided. This situation
has proven by the statistic indicated in GSMA mobile economy 2015 report where it
reported that there is a total of 3.6 billion unique mobile subscribers that have been
subscribed to mobile plan globally in 2014. This phenomenon will grow continuously
and has been anticipated that approximately one billion subscribers to be added by
2020 where the mobile phone penetration rate will be achieved approximately 60%
globally. Whereas, in Malaysia, Statistic has shown that mobile penetration has
achieved 40% where 47% Malaysians own at least 1 mobile phone. Besides that,
approximately 10 million of Malaysians have subscribed to the mobile 3G
subscriptions plan where allow them to access to the internet at anytime and anywhere.
Additionally, it was reported that more than 15million Malaysian are using 3G
subscription (MCMC, 2015). There is 65% of Malaysians are still using the feature
phone while 35% of them using smartphone. However, according to McCann
prediction (eCommerceMILO, 2014), feature phone will no longer ruling the Malaysia
market in future and it will be overtaken by smartphone by 2015. The anticipation
indicate that the adoption of smartphones will increase to 60% by 2015.

Currently, there are 4 main phone operators offering mobile phone services to the
users in Malaysia. Those operators consist of Maxis (13.26M subscribers), Digi
(11.69M subscribers), Celcom (12.28M subscribers) and Umobile (4M subscribers).
For the past few years, Maxis had been leading in the top position (Goh Thean Eu,
2015) of mobile operators market where it has the highest total mobile subscriber base.

Recently, the total mobile subscribers of Maxis have been dropped dramatically due to aggressive competition from Celcom and Digi. Celcom has overtaken the top position in Q4 2014 with 34.8% of market share with 0.02% slightly higher compare to Maxis (34.6%). However, in Q1 2015, Maxis has regained its lead in telecommunication industry with the market share of 35.6% where followed by Celcom 33% and Digi 31.4%.

In fact, these operators play an important role in mobile content services as relevant service provider will collaborate with them to promote their mobile subscription services. The service content provider is unable to launch their services if these operators are not providing the short code. Furthermore, there is positive relationship between the mobile subscribers and mobile adnetwork. It's difficult for the marketers to penetrate the mobile subscription market if low mobile phone subscribers or mobile phone users available in that country. Mobile adnetwork could not supply the traffic inventories if low population growth rate and mobile users rate in that country. Meanwhile, Malaysia is considered as one of the top mobile subscription market in the Southeast Asia. According to Buzz City (2015), Malaysia is one of the top traffic inventories countries. There is 853.1M ad will be served where 46.69% is from Maxis, 23.84% from Celcom, 23.86% from Digi and 5.91% from Umobile. There is positive relationship between telecommunication companies and mobile adnetwork where higher inventories will be supplied to those top mobile subscribers companies.

In the fast changing and growing technology environment, Internet advertising has now established itself as essential part of marketing mix. In United States, business owners have spent on internet from $4.6 billion in 1999 increased to $16.9 billion in 2006 (IAB, 2014) and the trend are forecasted to grow strongly in future. Today, the evolution of technology and increasing of internet usage has enable the users could

access the internet via mobile phone at anytime and anywhere. Moreover, the risen of internet and mobile usage has bring huge revenue potential in mobile advertising where it play an important role in promoting the mobile content services. In 2013, there was $19.4bilion revenue gained in mobile advertising and it indicates the 92% of growth rate compare to 2012. For instance, the clash of clans is one of the top games of mobile content services. It is developed by Supercell in 2012 and is one of the top promoted mobile apps in mobile application store nowadays. It's ranked #2 of top grossing game in the world while estimate of 61,000 users install the game in daily basis (Think Game, 2015). It is initially advertised via Facebook channel, however, it has started to expand its advertising method by airing the mobile games though US television and Youtube. Although the advertising spending has costed the company approximately $4.5M USD, however, Supercell is still willing to invest the money as the clash of clans has brought the revenues of $1.8bn in 2014.

1.2   Problem Statement

Internet has been evolving rapidly and becoming an increasingly important tool for marketing success. It helps the companies to conduct their business and obtain several competitive advantages over its competition. Many companies have been observed to apply integrated marketing strategies on which they have adopted both online and offline business to strike a balance to meet their customers' needs (Peter Yannopoulos, 2011). In addition to the Internet, the mobile phone has recently considered by customers as significant and has since redefine the consumers' experiences in many aspects of their daily life. It also has created a range of new business opportunities and services to business owners. While this provides the companies with opportunities, they, for instance the mobile content services providers have to align their promotion

strategies with advertising agencies. Mainly, this is due to the fact that the digital ecosystem has been evolving continuously. Any gap within the digital ecosystem (advertisers, advertising agencies, mobile content services providers and publishers) will disrupt the mobile content services advertising, and consequently, will affect consumers' experiences and business's performances.

Smartphone today plays a very critical role as an important communication tool to mobile users. It allows them to stay informed about every happenings in their daily life. Most of the consumers will use their mobile phone to access to the service or information pertaining to life important events. In 2014, the global statistic has shown that 62% of use mobile phones to follow up the health information, 57% use mobile phone to complete online banking transaction, 44% of them access to the information about real-estate listing or searching appropriate housing place to live, 43% for career hunting purposes, 40% to follow up on government-related information, 30% to access to educational content and lastly 18% for job application. Hence, good mobile content services able to allow mobile users to connect with important live event and thus improve and facilitate the mobile user's daily living.

Content can be defined as product or services that expressed through some channels. The key point of content marketing is valuable (Josh Steimle, 2014) where mobile content services provided should give values to the consumers. It is pointless to deliver the content that is not consumers sought out and want to consume it. In this study, the mobile content services might be supplied in many forms such as information, news update, data, quizzes, joke, greeting, messages, ringtones, wallpapers, logos and games. Currently, mobile content services are available in three mediums which consist of short messaging service (SMS), multimedia messaging services (MMS) and wireless application protocol (WAP). For example, service

provider could offer their content services in terms of mobile phone personalisation (ringtones, java games, wallpapers and etc.), infotainment (sports news, gaming result, updates, gossips and etc.), Communication (chat, share joke and etc.) and more. For instance, clash of titans is developed by Supercell in 2012 and is one of the top promoted mobile apps in mobile application store nowadays. It's ranked #2 of top grossing game in the world while estimate of 61,000 users install the game in daily basis (Thinking game websites, 2015). According to Chris Chapman (ACMA, 2015), mobile premium services have become famous methods of procuring information and entertainment nowadays. These mobile content services have started to evolve and become transparent models of mobile electronic payment. Eventually, consumers could have wider range of purchase methods via accessing to their mobile phones. The ultimate purpose of companies is to generate sales and profit. To ensure the business sustainability, the service providers need to ensure there is strong connection between customers and its products or services. Nowadays, marketing is one of the important strategies that have been adopted in every company to promote the products or services (Adeolu. Ayanwale, Taiw Alimi and Mattew Ayanbimipe, 2005). Whereby, advertisement is one of the effective marketing method or tool to create the product or services knowledge and awareness (Morden, 1991). To instil the brand image about mobile content services in consumers' mind, service providers must know what are the potential products or services are sought by, thus, right contents or products can be delivered to right audience (Latif *et al*, 2011). Nowadays, many advertisers are using the "free to download" wording to attract the mobile users to download the application. However, European Commission indicated that "free to download" is inappropriate to be used in advertising as the mobile content might consist the unexpected costs from in-app purchases. The terms of "free to download" might consist the misleading

elements to encourage the mobile users to download the content. Therefore, this study is conducted to investigate the factors such as informativeness, entertainment, irritation and content credibility to measure the consumers' attitudes towards mobile content services advertising and their consumers' behavioural intention to purchase the mobile content services. Consequently, consumers could be protected from the financial harm from downloading unwanted mobile content services whereby it also helps to protect the credibility of the stakeholders in mobile content services market (Brendan Sinclair, 2014).

The study has through the literature review chapter identifies many studies that investigate the determinant factors that influence the consumer attitudes and behaviours towards mobile advertising (refer to table 2.1). Although some studies are carried out locally emphasizing on consumers' attitudes towards mobile advertising (refer to table 2.1), however, there is no study found investigating factors that can determine consumer's behavioural intention to purchase mobile content services advertising. Noting this gap, this study aims to examine selected determinant factors such as informativeness, entertainment, irritation and content credibility of mobile content services advertising and test their influence over consumers' attitudes and behavioural intention to purchase the mobile content services.

1.3 Research Objectives

This research aims to understand the consumer behavioural intention towards mobile content services adverting. The research objectives consist of:

a) To investigate whether informativeness, entertainment, irritation and content credibility influence consumers' attitudes towards mobile content services advertising.

b) To investigate whether informativeness, entertainment, irritation and content credibility influence consumers' behavioural intention to purchase mobile content services advertising.

c) To examine the relationship between consumers' attitudes towards mobile content services advertising and consumer behavioural intention to purchase the mobile content services.

d) To measure the mediating role of consumers' attitudes of mobile content services advertising between informativeness, entertainment, irritation and content credibility and consumer behavioural intention to purchase the mobile content services.

1.4 Research Questions

The research questions in this study consist of:

a) Do the factors such as informativeness, entertainment, irritation and content credibility influence consumers' attitudes towards mobile content services advertising?

b) Do the factors such as informativeness, entertainment, irritation and content credibility influence consumer behavioural intention to purchase mobile content services advertising?

c) Does the consumers' attitudes of mobile content services advertising affect their consumer behavioural intention to purchase mobile content services?

d) Does consumers' attitudes of mobile content services advertising mediate the relationship between informativeness, entertainment, irritation and content credibility and consumer behavioural intention to purchase the mobile content services?

1.5   Significance of study

Theoretically, this study contributes to the mobile users about the ideas and importance about promotion of mobile content services via mobile marketing. Many mobile users do not understand the purpose of mobile content services where it aim to supply the information to ensure the consumers could access it at anytime and anywhere. The mobile content services normally will be charged through their mobile bills. However, these mobile users are not aware and understand mobile content services are in terms of subscription services and will be charged at a time or continuously. Those charges will be made either through postpaid bills or credit deduction from prepaid services. Users who are not aware might misperceived the mobile content services is a scam. Furthermore, ACMA (2015) revealed that users afraid that telecommunications providers could not offered the same level of security and fraud protection guarantees. Adding payments to mobile bills is similar to unlimited payment via credit card. Through this study, mobile users could have better understanding the promotions methods of mobile content services and able to decide whether they want to purchase the services.

Apart from that, the explanation of determinant factors of mobile interactive advertising will provide the different perspectives to user and marketers. This study will explain the mobile advertising attributes that will be used by advertisers to create consumer awareness about mobile content services. Different determinant factors will lead to different consumers' attitudes. Advertisers could avoid to use the determinant factors that could negatively affect consumer attitudes and behavioural intention. Through this study, we aim that both parties could have better insights and standpoints about each other. The outcome of this study enable the advertisers to use the favourable advertising attributes in order to drive positive consumer attitudes. It is because

different mobile interactive advertising could lead to different users' perspective. Marketers or advertisers could refer it and shed out some light to improve the mobile advertising strategies in order to generate more business opportunities and drive the positive consumer attitudes. Whereby, positive relationship will be driven between users and mobile marketers as it helps the users to have deep understanding of mobile content services via mobile advertising.

In addition, through this study, it aims to drive better consumer satisfaction and increase the consumer reliability or trustworthiness towards the promotion of mobile content services via mobile interactive advertising. Meanwhile, for users, they could understand how the mobile content services will be promoted. Positive attitudes that driven by the advertising attributes could lead to significant behavioural intention where decide to subscribe the mobile content services under their wish. As a result, the advertisers could reduce and improve their mobile content services brand image and develop long term business sustainability in the future.

1.6 Definition of Key Terms

1.6.1 Key Terms in Mobile Industry

GSMA Mobile Economy

GSMA is known as Groupe Speciale Mobile which is formed by the Confederation of European Posts and Telecommunications (CEPT). The purpose of GSMA is to design a pan-European mobile technology Mobile Economy (GSMA, 2015).

Short Messaging Service (SMS)

SMS is the abbreviation term of Short Messaging Service and is widely used by the people around the world. It's a store-and-forward communication system for mobile phone (Bamba and Barnes, 2007, p. 815) where it allows users to send alphanumeric message to others (Leung, 2007).

Multimedia Messaging Service (MMS)

Similar to SMS, MMS is one of the method to send a message from one people to another via mobile phone. However, SMS only allows users to send alphanumeric message to others while MMS able to send alphanumeric message, videos, images or sounds to others.

Wireless Application Protocol (WAP)

WAP is defined as a set of communication protocols that allow the portable devices such as mobile phones or personal digital assistant (PDA) to access to the internet (Matskin and Tveir, 2001). The users could check their email, send instant messaging or access to the mobile web browsers.

Australian Communication and Media Authority (ACMA)

ACMA is independent statutory authority which was formed in 2015. The purpose of ACMA was formed is to ensure the Australians media and legislation, related regulations, numerous derived standards and codes of practice operate effectively and efficiently with consideration of public interests (ACMA, 2015).

Mobile Premium Services

Mobile Premium Services are the payment and interactivity tools for digital content. Furthermore, it does also consider as beginning point of more sophisticated and transparent models of mobile payment services where consumers could purchase their mobile content via telecommunication service providers instead of bank to process payments (ACMA, 2015).

1.6.2 Definition of Variables

CAB Model

CAB model is formed by Cognition, Affect and Behavioural intention. Firstly, the cognition can be defined as the beliefs or thoughts a people has about an attitude object. Secondly, affect can be explained as emotional response or consumers' feeling has about an attitude object. Lastly, behavioural intention refer to intention of the persons to react with regard to an attitude object. These 3 elements are interrelated and emphasize consumers' attitude of knowing, feeling and doing has about to certain objects or situations.

Mobile Content Services

Mobile Content Services is defined as the mobile subscription contents which might available in terms of information, news update, data, quizzes, joke, greetings, messages, ringtones, wallpapers, logos and games where users may be offered free, charged at a time or continuously according to or above the standard network charges by the relevant service provider to consume the content services (MCMC, 2015).

Mobile Advertising

Mobile Marketing Association (2009) defined Mobile advertising as the mobile tools or networks that adopted by the organization to communicate or deliver the relevant product or services message to their target audience. The key point of mobile advertising is connecting people via the mobile phones (Tri Dinh Le and Bao-Tran Ho Nguyen, 2014).

Informativeness

Informativeness can be defined as contents that consist of timely information (Sevtap Ünal, Aysel Ercis, and Ercan Keser, 2011) useful information or beneficial information (Wanmo Koo, B.S., 2010) to the users. Apart from that, the content shall also be able provide good source of information, up-to-date information and supplies relevant information (Tri Dinh Le and Bao-Tran Ho Nguyen, 2014) that is understandable and usable to the users.

Entertainment

Entertainment refers to contents, products or services that are able to be delivered to the target audiences in the forms of entertaining, pleasing, exciting and fun to receive (Sevtap Ünal, Aysel Ercis, and Ercan Keser, 2011). On the other hand, it helps the consumers to release or escape from emotional situation (Wanmo Koo, B.S., 2010).

Irritation

Irritation could be described in the forms of the contents, products or services that convey annoying and confusing message (Wanmo Koo, B.S., 2010). Moreover,

the users or consumers might perceive the contents, products or services are deceptive (Wanmo Koo, B.S., 2010), manipulated and insulting to people's intelligence (Sevtap Ünal, Aysel Ercis, and Ercan Keser, 2011).

Content Credibility

Content can be defined as product or services that expressed through some channels. The contents such as game, wallpaper, music, etc, can be delivered by using the marketing techniques to distribute it in the forms of products or services to the users. In this study, content credibility can be defined as truthful content delivered will create correct consumers' perception (Sevtap Ünal, Aysel Ercis, and Ercan Keser, 2011) and believability (Tri Dinh Le and Bao-Tran Ho Nguyen, 2014) about the products or services itself.

Consumers' Attitude

Attitude is the general assessment, evaluation or judgement a person has on ideas, objects or people which might include oneself. Normally, attitude is lasting and it might be formed or perceived by a person whether in positive or negative ways (Solomon, 2013).

Consumer Behavioural Intention

Consumer Behavioural Intention can be defined as the consumers' reaction towards a specific products or services and it might be caused by the results of the attitudes that consumers has on specific product and services (Solomon, 2013).

1.7 Structure of chapters

There is five chapters will be included in this study. In Chapter one, discussion about the background of study, problem statements, research questions, research objectives and key terms of definitions were presented. Followed by chapter two, literature review such as theoretical foundation, review of past studies, theoretical framework and hypotheses proposed that related to factors that determine consumer behavioural intention to purchase mobile content services were presented. Next, in chapter three, research methodology such as research design, sampling procedures and techniques, data collection methods and data analysis were discussed. In chapter four, research results such as statistical analysis, descriptive analysis, reliability analysis and mediating effects analysis were presented. Lastly, the research findings, implications of this study, limitation of this study, recommendations and conclusions were presented in chapter five.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

In this chapter, it will review the past studies about theoretical foundation there the researchers have adopted to form the hypotheses. This chapter begin with the clarification of mobile content services, mobile advertising, consumers' attitudes and consumers' behavioural intention. The Cognitive-Affect-Behaviour (CAB) theory is explained through and followed by the explanation of the essential consumers' attitudes towards mobile content services advertising. Besides that, determinant factors of mobile content advertising will be discussed after that. Lastly, research framework will be highlighted and research hypotheses will be developed according to past studies.

2.2 Mobile Content Services

Content can be defined as product or services that expressed through some channels. On the other hand, content marketing is also defined as the marketing techniques that have been adopted to create, distribute the value to specific product or services. The contents of the products or services must be relevant and consistent where it able to indulge the targeted audience and thus driving profitable customer action (Josh Steimle, 2014). Furthermore, the key point of content marketing is valuable (Josh Steimle, 2014) where mobile content services provided should give values to the consumers. It is pointless to deliver the content that is not consumers sought out and want to consume it.

In July 2010, Mandatory Standards has acknowledged for the provision of mobile content services. Users may be charged according to or above the standard network charges by the relevant service provider if they have subscribed to the mobile

content service. The mobile subscription contents might be supplied in the forms of information, news update, data, quizzes, joke, greeting, messages, ringtones, wallpapers, logos and games. Currently, mobile content services are available in three mediums which consist of short messaging service (SMS), multimedia messaging services (MMS) and wireless application protocol (WAP). For example, service provider could offer their content services in terms of mobile phone personalisation (ringtones, java games, wallpapers and etc.), infotainment (sports news, gaming result, updates, gossips and etc.), Communication (chat, share joke and etc.) and more.

To deliver their content, service providers need to obtain the short code from operators in order to launch their content. Normally, there are 3 types of short code will be available. First type of short code will be the 2-series short code. It is applied for cellular network operator's own services. Second type of short code will be 3 series short code for premium services assigned by cellular network operators such as Maxis, Digi, Celcom and Umobile to mobile content service providers. Lastly will be the 6-series short code that is applied to corporate and bulk services. Once users have subscribed the content services, they will either offered free to use the content or otherwise will get charged via deduction from prepaid credit or charged to their postpaid bill. The payment term is relied on the method of mobile service provider has offered. The charges will be either charged at one time or continuously billed until subscriber send the keyword "STOP" or "BATAL" to terminate the services.

According to Chris Chapman (ACMA, 2015), mobile premium services has become famous methods of procuring information and entertainment nowadays. These mobile content services has started to evolve and become transparent models of mobile electronic payment. Eventually, consumers could have wider range of purchase methods via accessing to their mobile phones. The ultimate purpose of companies is

to generate sales and profit. To ensure the business sustainability, the service providers need to ensure there is strong connection between customers and its products or services. Nowadays, marketing is one of the important strategies that have been adopted in every companies to promote the products or services (Adeolu. Ayanwale, Taiw Alimi and Mattew Ayanbimipe, 2005). Whereby, advertisements is one of the effective marketing method or tool to create the product or services knowledge and awareness (Morden, 1991). To instil the brand image about mobile content services in consumers' mind, service providers must know what are the potential products or services are sought by, thus, right contents or products can be delivered to right audience (Latif *et al*, 2011). In previous studies, many researchers have proven that most of the consumers' attitudes have significant impact on mobile advertising. Therefore, what make this study difference is aim to determine the factors of consumers' attitudes will have significant impact on mobile content services advertising.

2.3   Mobile Advertising

Advertising is considered as mass-communication tool that customize a message of products or services and will help to deliver the product message to people with cheaper cost (Etzel et al., 1997). The evolution of mobile phones and rapid development in technology has enable the advertisers to begin promoting their product via mobile phone which known as mobile advertising at nowadays. Actually, the key point of mobile advertising is mobile phones. Carter (2008) explained mobile advertising is the intention of sellers to bring the attention from buyers to have mutually exchange advantages or transfer of goods via the systematic planning,

controlling and implementing processes. On the other hand, Altuna and Konuk (2009) defined mobile advertising as delivering the product or services content to intended customers via the WAP technology.

In Southeast Asia, display advertising and search advertising are the popular mobile advertising method being adopted by advertisers. Traditionally, display advertising is defined as different forms of print advertising which consist of direct mail brochures, magazine and newspaper ads which can be shown on any page throughout a publication (Rick Suttle, 2009). However, online display advertising was referred as banner ads which is a "basic image or flashy display ads" (Appnexus, 2015) that is used to promote the online content in order to attract customers. Next, search advertising also known as search engine advertising. Search engine advertising is shown when sponsored ads tailored with users search result. It's very crucial for the advertisers to write a good targeted text ads in order to attract potential customers (Arifa Raufi, Bijoux Niwemutoni, Chiara Derksen and Wiebke Kasper, 2015). The mobile advertising is very helpful tool to communicate with customers which able to enhance customer relationship and greater promotional activities result (Okazaki, 2005b)

Many players are involved in mobile advertising. These players consist of advertising agencies, affiliate networks, publishers and users (Bauer et al., 2005; Barnes & Scornavacca, 2008; Wilska, 2003) who will play the responsibility role as distributors who help to design the advertising campaigns and promote the campaigns through mobile web or mobile app. These agencies need the help from mobile web or app publishers to place the advertisements to reach out their mobile users who will be the potential customers of their brands (Bauer et al., 2005; Wilska, 2003).

2.4 Consumer Attitudes

According to Lars Perner (2010), consumer attitudes are combinations of consumer's belief about, feelings about and behavioural intention toward some object within in the context of marketing. These 3 components are highly interdependent and will become the representing forces to affect the consumer to react to the object when these components are combined together. Firstly, author (Lars Perner, 2010) explained that beliefs is really important to define consumer attitudes. Consumer could have negative or positive beliefs or impressions towards a product or service. Meanwhile, consumer may hold many beliefs where it could be vary across different consumers. It may be difficult to determine which is bottom line of consumer decision. Secondly, different consumers might hold different feelings to certain objects or situations. Those feelings might be affected by their feelings at sometimes. Lastly, consumers may have certain behavioural intention where they have made their plan or decision to do with. As a result, this behavioural intention sometimes would be affected by their belief or in other circumstances.

On the other hand, Solomon (2013) has also defined that attitudes is a general evaluation of a people (which including oneself), objects, issues or advertisements. According to Solomon (2013), it has indicated that many researchers has agreed that an attitude is formed by three components which consist of Affect (A), Behaviour (B) and Cognition (C). According to them, attitude "refers to the way a consumer feels about an attitude object" while behaviour "involves the person's intention to do something with regard to an attitude" and lastly cognition "refers to beliefs a consumer has about an attitude object". These three components are interrelated where it revealed what are consumer knowing, feeling and doing. Different hierarchies of these components will lead to different effects. There are three hierarchies model which

known as CAB, CBA and ABC. The CAB model refers to Attitude based on cognitive information processing, CBA model refers to attitude based on behavioural learning process and lastly ABC model refers to attitude based on hedonic consumption.

In this study, we will be focusing at CAB model where consumer' beliefs has about an object will affect their thinking or feeling and thus will lead to consumer behavioural intention and actions.

2.5   Consumer Behaviour

Pratyush Tripathi and Satish Kr. Singh (2012) had defined the consumer behaviour as consuming actions of good and services by individuals. Consumer behaviour has been formed by consuming processes where consumers or individuals choose the products or services based on previous experiences or ideas. Additionally, it is also the considered as the consumer decision making process where consumer able to decide to purchase the goods and services at anytime and anywhere. Besides that, according to Malhotra & McCort (2001), consumer behaviour is formed together with intention. The beliefs of individuals will have impact on consumer mental plan or attitudes to act or behave in certain behaviour.

On the other hand, behaviour intention is the engagement of consumer into specific behaviour is highly relied on the result of individual attitudes (Fishbein & Ajzen, 1980). Actually, the original Fishbein model is to measure a consumer's attitude towards a product. This model has been revised and is known as theory of reasoned action. There are three modifications in this model. The purpose of theory of reasoned action is to evaluate the consumer's behavioural intention which aim to recognize the uncontrollable factors that restrain the prediction of actual behaviour. Furthermore, it does consider the power of people which able to influence people

behaviour. Many of people might doubted on their preferences. They might think that what others would like to do is more relevant than their individual preferences (Solomon, 2013). In previous studies, the determinants factors that are significantly influenced the consumers' attitudes toward apparel advertising will positively influence the behavioural intention as well (Wanmo Koo, B.S., 2010). Consequently, relationship between attitudes towards mobile content services advertising and consumers' behavioural intention will be evaluated in this study as well.

2.6   Consumer Attitudes towards mobile content services

Solomon (2013) have defined that advertising play an important role to influence the consumers' over and above feeling about a product, evaluation of a product and reaction to a product. Meanwhile, the authors has also explained that "the attitudes toward the advertisement is the predisposition to respond in a favourable or unfavourable to a particular advertising stimulus during a particular occasion". Generally, the determinant of advertisements could be evaluated via the attitudes of viewer towards the advertiser, evaluations of the ad execution itself, the mood evoked by an ad and the degree to which the ad affects viewers' arousal levels. Eventually, these determinants can generate different consumers feeling which can have a direct impact of brand attitudes (Solomon, 2013)

According to Heinonen (2011), it is vital for the companies to understand the factors that will impact on consumer attitudes as consumers have started to create the content and share their opinions about brands through social media. Furthermore, Cox (2010) also defined that consumers were more favourable to the positive attributes of online advertising format. Whereby, in Tri Dinh Le and Bao-Tran Ho Nguyen (2014)

study, the researchers found that most of the mobile users hold moderate and show positive attitudes in mobile advertising. Despite of this, most of the mobile users perceived that mobile advertising has helped to gain the information and awareness about the product. In addition, another study which conducted by Wanmo Koo, B.S. (2010) also found out that determinants factors below had significantly affect the consumer attitudes towards mobile advertising and positively impact on behavioural intention as well.

Table 2.1 displayed the review of previous studies. In previous studies, the researchers have highlighted different factors forms of advertising attributes and other various factors that could lead to different consumer attitudes and behaviours. In this study, determinant factors will adapt the conceptual theory as indicated in figure 2.1. This study has applied the similar advertising attributes concept to examine consumer attitudes to measure the consumers' attitudes and behavioural intention. Additionally, the difference and purpose of in this study is to examine the determinant factors of mobile advertising on consumer's attitudes towards mobile content services advertising in Malaysia instead of consumer's attitudes to mobile advertising.
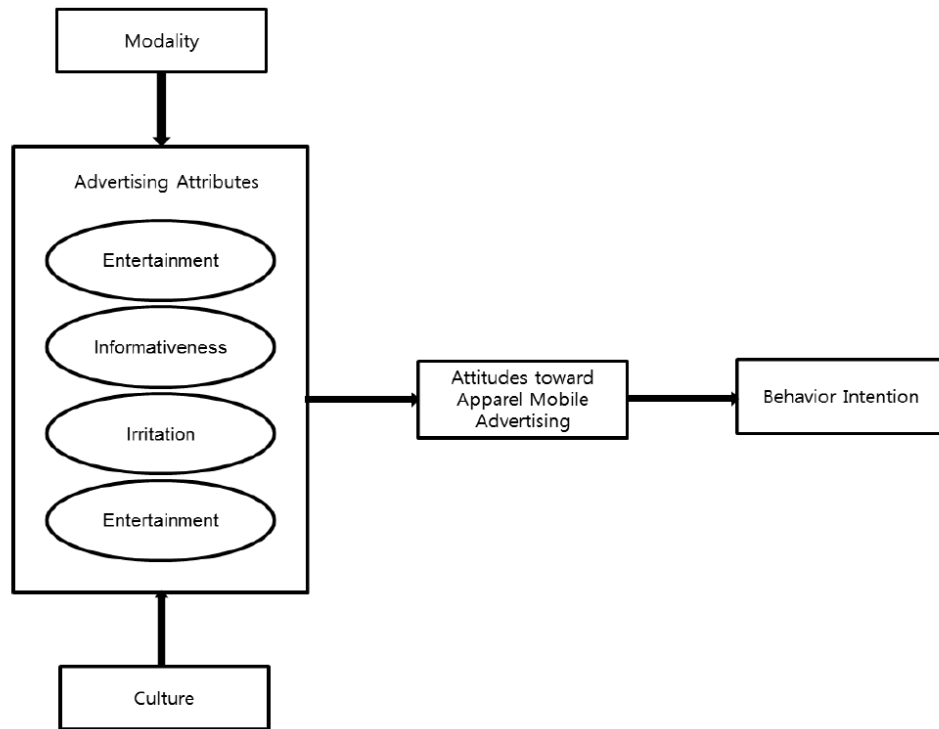
Figure 2.1: Conceptual model adapted from Generation Y Attitudes towards Mobile

Advertising: Impacts of Modality and Culture (Wanmo Koo, B.S., 2010)

2.7   Determinant Factors

2.7.1   Informativeness

According to Ducoff (1996), he has defined Informative a condition of providing useful or interesting information. Additionally, Bracket & Carr (2001) indicated that informativenes should consist of providing good source of product information and owning the ability to provide relevant and up-to-date information. Generally, researchers found that informative advertising will drive the positive influence on consumers' attitudes (Tsang et al., 2004). Furthermore, Siau and Shen (2003) found that quality features of mobile advertising content which consist of accurate information, timely and useful information should delivered to consumers. Besides that, Okazaki (2005a) found that positive attributes toward web advertising

will be generated if web providers able supply certain degree of supportive and practical information to the users. The quality of companies' web-pages will be the major determinant factors that influence the consumers' mindset or perceived value about the companies and their goods and services, and mobile advertising (Haghirian et al., 2005)

2.7.2 Entertainment

Xu (2007) has defined entertainment as the enjoyment of message. Entertainment is one of the essential factors to determine the consumer attitudes towards mobile marketing. In previous studies, researchers found out that entertainment which consist of fun and joy elements will lead to positive feelings or emotions influences on consumer attitudes (Hoffman & Novak, 1996). Life is not a bed of roses. Many people is living in a high stressful life nowadays. Entertainment that built on many foundations such as sense of humour, sympathy or love could become certain contribution to consumers to help them relieve their stressful life (Tri Dinh Le and Bao-Tran Ho Nguyen, 2014). In addition, Ozaki (2005a) defined the consumers pleasant and amusement perception could be generated through the use of media. Entertainment could be delivered in the forms of commercial messages that lead to positive feelings from consumers whereby overall of consumers' attitudes will be influenced by entertaining advertisement (Shavitt Lowrey, and Haefner, 1998).

2.7.3 Irritation

Irritate is defined as the emotion or stimulation of angry, impatient, discontent or upset (Ducoff, 1996). According to Asker & Bruzzone (1985), the researchers