

ATTITUDE AS DETERMINANT OF MOBILE ADVERTISING ACCEPTANCE, AND THE MODERATING EFFECT OF CONTROL FACILITIES

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Abstract

Mobile advertisement has emerged as one of the most popular applications in mobile commerce. It is explored to generate value to its providers and customers as tailored wireless information services. However, in spite of the increasing number of companies, investing in mobile advertising campaigns, there is a yet, little academic research on this topic and the implications of this new media for advertising not yet understood in Sri Lanka. This research attempt to help in bridging this gap; it investigates the relationship between attitude of Sri Lankan towards mobile advertising and the acceptance of the new medium as a promotional mix, and the moderator effect of control facilities between attitude and acceptance. Hypotheses form the basis for this research and are empirically tested by means of regression models. The empirical results ($n=838$), identify, that there is positive attitude towards mobile advertising exists among Sri Lankan mobile phone users, and it reveals a positive relationship between attitude and acceptance of mobile advertising as an innovative promotional mix. Control facilities play a moderator role between the attitude and the acceptance of mobile advertisement. In order to accept the best use of mobile advertising and induce consumers to behave positively, control facilities should be taken into consideration. Therefore it is necessary for researchers to design and effective system capable of recommending control facilities to the customer, when they receive advertising on their mobile phones.

Key words: Mobile Advertising; Acceptance; Control Facilities

1. INTRODUCTION

Speedily developing new technology and the usage of electronic commerce channel have more and more led to the anticipation of mobile commerce revolution, which is explained to be the second wave of electronic commerce (Gillian & Judy, 2004) Mobile commerce has been defined as the delivery of electronic

commerce capabilities directly into consumers' Mobile phones via wireless technology. This type of electronic commerce makes possible for business to reach end-users directly, and it has provided most of the service provided by the Electronic commerce. Mobile Commerce is thought to be the second phase in technology involvement following the Electronic commerce.

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1.1 Advances in both E-Commerce and M-Commerce has changed the Marketing

Communication Environment last few years, especially mass markets have broken down into fragmented markets (Dalgic & Leeuw, 1994). Marketers are developing communication to build and maintain relationship with customers in more narrowly defined niche markets, furthermore, substantial development in information (Nowak & Phelps, 1997; Ryals & Knox, 2001; Schutz, 1993) and Communication technology (Peltier, Schibrowsky & Schultz, 2003; Hoffman & Novak 1996; Lichtenthal & Eliaz 2003) accelerate the movement towards personalized marketing communication. Consequently companies' interaction with customers is increasingly managed by technologies that enable the firms to personalize communications in real time across multiple media platforms and channels (Bezjian, Calder & Lacobucci, 1998).

Mobile advertisement has emerged as one of most popular application in mobile commerce (Dimitris & George, 2006). It is explored to generate value to its providers via time and location sensitiveness, and personalized wireless information services, as a new medium which creates shared relationship with customers (Carrol, Barnes, Scornavacca, & Fletcher, 2007), and can be utilized for the success of Customer Relationship Management (CRM) (Jaakko, Jarisalo, Matti, and Heikkil, 2005).

Sri Lanka liberalized ICT industry way back in 1996, as a result global

competitors came into made a substantial investment in terms of GSM technology, which is the one of the best and efficient technologies for mobile communication, has been introduced for the first time in Sri Lanka, in 1995, thus Sri Lanka become the first country in SAARC to use GSM technology. Since 2007 mobile phone penetration has been from 20% to nearly 50%, and speed of penetration is extremely high at present (Priyanths, 2008). Sunil Lakshmanasinge, director of the Nokia Siemens (2008) has predicted that, 14 million Sri Lankan customers will be using their mobile phones in 2010. A study by Lirne Asia and AC Nielson (2006) shows that 36.6 persons out of every 100 owns a mobile phone connection in Sri Lanka while its neighboring countries, India and Pakistan lag behind.

According to the latest figure of Central bank (2009) Sri Lankan mobile sector has shown remarkable progress during the last few years, in terms of improvement in technology, capacity and coverage, which have led to a higher subscribers. The mobile phone penetration increased significantly to 54.8 % in 2008, from 39.9% percent in 2007, surpassing the level of penetration in other countries, number of mobile phone subscribers 7.9 million in 2007 and 11 million at the end of the 2008. In 2010 in the first half of the year a 10.8 percent growth was recorded in the mobile phone penetration. The number of mobile phone subscribers during January 2010 recorded 14.13 million and it increased to 15.87 mobile phone subscribers by the end of June. It accounted for a 1.55 million phone subscriptions during the past six months (TRCSL, 2010)

By means of the higher penetration rate of mobile phone subscribers, and the global marketer's interest, Sri Lanka's mobile operators have signed many contracts to manage mobile advertising campaigns (Mobile marketing magazine, 2008), for example one of the Global brands Coca-Cola launched the biggest ever SMS based mobile marketing promotion and have an expectation to continue with mobile advertising in Sri Lanka (zMessenger, 2008). However it is essential for getting to know the attitudes and responses of Sri Lankan Consumers towards this new medium, because consumer attitude towards mobile advertising is different than the attitude toward other traditional media like TV, and Internet (Tsang, Ho, & Liang, 2004).

Consumer survey conducted in three European countries (Finland, Germany and Greece) shows that there are significant differences regarding consumer attitudes toward mobile commerce among the investigated countries (Vrechopoulos, Pramataris, Doukidis & Lekakos, 2003). People in some countries are more receptive to mobile advertising than others. Studies show, consumers in china generally have slightly less favorable attitude toward receiving mobile advertisement (David, 2007), New Zealand consumers have a neutral attitude (Chadinee & David, 2005), consumers from both U.K (Fatim Bamba & Barnes, 2007) and Taiwan (Tsang, et al, 2004) have negative attitude toward mobile advertising, and mobile advertising is accepted as an entertainment fact of life among Australian than Japanese (Haghirian & Madlberger, 2005). From the above

findings shows that attitude of consumers towards this new medium, in a particular country differs from the attitude of consumers living in other country.

In cultural research, culture is always viewed as a collective phenomenon. People learn patterns of thinking, feeling and potential action by living within a social environment, normally typified by the country where they exist in. Negative and positive consumer reaction becomes more understandable and predictable when a person's cultural context is taken into account (Chau, Melissa, Massey, Montoya-Weiss & O'Keefe, 2002). Thus a necessary pre requisite for mobile advertisement, marketers need to understand the attitude of consumers in different cultures.

Understanding cultural different is often considered pre-requisites for successful international advertising Communications this because, culture influence advertising. They respond to mobile advertising in a manner that congruent to their cultural values. Consequently; Cultural characteristics of the target audients may limit the choice of the mobile advertising in one particular culture.

2. RESEARCH PROBLEM

Consumers are accustomed to the value systems, beliefs, and perception process in the particular cultures in which they grow up to develop (Asoka, 2000). Sri Lankan Collectivist culture differentiates, the people by the cultural characteristics as, independent relationship with one another, and group goals takes precedence over

individual's goals. Consequence of this cultural conditioning, the advertising Medias are more concentrated to design to convey values such as togetherness, caring, respect, authority, protection, and hard work through advertisement to Sri Lankan consumers (Keen, 1989). Therefore it is clear; that attitudes and the acceptance of Sri Lankan consumers towards this new marketing medium will differ from consumers in other surveyed countries. By understanding Sri Lankan attitude toward this new medium, it is a need to sure about whether they are willing to receive advertisement through their mobile phones. To identify that, this study intends to give attitudinal explanations of acceptance to use this specific advertising medium by the Sri Lankan consumers. Therefore the following research questions will convey the answer.

3. RESEARCH QUESTIONS

1. Whether the Sri Lankan consumers have positive or negative attitude towards mobile advertising, and what is the level of acceptance of the mobile advertising?
2. Is there any relationship between attitude towards mobile advertising and the acceptance of mobile advertising?
3. If it is there, how control facilities moderate the relationship between attitudes and acceptance of mobile advertising

4. RESEARCH OBJECTIVES

1. To identify the attitudes of Sri Lankan towards mobile advertisement, and the level of their acceptance.
2. To find out the relationship between attitude toward mobile advertising and the acceptance of that

3. To recognize the moderator effect of control facilities on the relationship between attitude toward the mobile advertising and the acceptance of mobile advertising

5. LITERATURE REVIEW

Mobile marketing can be seen as the process of planning and execution conception, pricing, promotion, and distribution of products and services through the mobile channel (IMAP 2003). Mobile marketing is the only personal channel enabling spontaneous, direct, interactive and targeted communications at any time, and any at any place. Mobile advertisement means as marketing with the use of the mobile medium as a communication and entertainment channel between the brand and the end user (The mobile marketing association, 2003). There are different synonyms for advertising via mobile devices, such as wireless advertising (Krishnamurthy, 2003) or wireless advertising messaging (Pretty, 2003). To avoid the confusion concerning the concept of mobile advertising it is valuable to clarify the concept of mobile advertising and wireless advertising. While mobile advertising refers to the use of mobile channel as a medium to deliver the advertising messages to mobile devices, wireless advertising can be seen as a wireless internet and online advertising in the first place (Paavilainen, Barnes, 2002).

Usually, mobile advertising messages are transmitted via short messages services (SMS) (De Reyck and Degraeve, 2003). Mobile advertising allows marketers to exploit the medium's unique features in

order to customize their messages to consumers' attributes. Good marketing management always emphasizes the building of long term relationship with customers through proper medium (Houston and Gassenheimer, 1987). Mobile advertising can support these goals in various ways because it allows reciprocal communication process between marketers and customers. As more wireless bandwidth becomes available, content rich advertising involving audio, pictures and video clips can be produced for individual users with specific needs, and inclinations (Varshney, 2003). Technologies such as the multimedia messaging services (MMS) help to overcome this limitation. Phones with higher resolutions and multicolor displays can include visual elements for innovative mobile advertisement (Dickinger, Haghirian, Scharl & Murphy, 2004).

Basically mobile advertising can be divided into two main categories; push and pull advertising (Barnes, 2002), advertising that push to the users devices is generally used in conjunction with mobile advertising. Push advertising may be unsolicited such as special promotion delivered by SMS to the users within the context of an existing customer relationship or it may be solicited where users agree to have certain services or promotions pushed to them at certain time (for example sponsored sports score alerts, Government news alerts). Pull advertising is other hand, is defined as an advertising that is attached to the content or services that users request or "pull" to themselves. For instances, when a customer request the local whether from mobile service provider, the content of the response, including any related advertising, is pull advertising.

Advertisement is defined as predisposition to respond in a consistently favorable or unfavorable manner toward advertising in general (Mac Kenzie and Lutz, 1989). Attitude is also important construct for advertising media research. Consumer attitudes toward advertisement in general have long been found to be negative. Zanot, for instance, found that attitudes towards advertising become increasingly negative after the 1970s. Bauer and Greyser (2002) reported that more people held favorable attitudes toward advertising than unfavorable attitudes. Harris and associates, found that a majority of respondents considered TV advertising to be seriously misleading (Shavitt, Lowrey, & Haefner, 1998). Later studies have provided more evidence of the unfavorable public attitude toward advertising (Alwitt, 1994). Elliot and Speck (1998) investigated six major Medias (TV, broadcasting, magazine, newspaper, yellow page and direct mail), and found that television and magazine exhibits the highest level of ad-related communication problem. Perceived clutter, hindered search, and disruption were related to less favorable and greater ad avoidance. This effect varied in different media (Elliot & Speck, 1998). The different in the way different media affect consumer attitudes were also reported by Bogart (1990).

Since the mobile phone is a very personal devices that allows an individual to be accessed virtually any time and any where, mobile advertising must be more personalized and may take many forms. Based on different strategic application, mobile advertising can be either permission based, incentive based or location based

(Zoller, Housen and Matthews, 2001). Permission based advertising different from traditional irritation advertising in that messages about specific product and services, or content are send only to individuals who have explicit indicated their willingness to receive the message. Consumers often impatiently ignore the message when interrupted by an advertisement. By relying on the permission of the target audience, permission based advertising focusing on reducing the irritation (Fatim, Stuart and, .Barnes, 2007). incentive based advertising provides specific financial rewards to the individuals who agree to receive promotion and campaigns, for example mobile phone companies may reward customers with free connection time for listening to voice advertisement. Both permission based and incentive based advertising mechanism are feasible for mobile advertising, because the wireless technology makes it possible to identify individual users (Tsang, Ho, and Liang, 2004). In addition to individual identification, Mobile technology also makes it possible to locate a particular consumer. Location based advertising takes advantages of this feature to target people in a certain location. Advertisements are sent based on where the user is or where the user is going (Zoller, Housen and Matthews, 2001).

Mitchel (2003) found that control is important with building trust and in-turn relationships with customers. Phelps, Nowak and Ferrell (2000), pointed out that individuals like to control, how personal information about them is used by the marketers, the kind of advertising mail and

catalogs that they receive and the volume of advertising they receive. This study also concluded that offering more control has a relatively dramatic (Positive) impact on customers' purchase acceptances furthermore; direct marketing literature (Milne and Boza, 1999; Phelps, D'Souza and Nowak, 2001) consistently suggests that the amount of information control desired by consumers is positively related to the amount of acceptance.

Individuals have right to control the information held about them by third parties, and send to them by third parties (Chaffey 2004). Dickinger et al. (2005) observed that the mobile phone cannot distinguish between spam and genuine communication automatically. They also found that consumers prefer to register SMS-based information services, which can be controlled, If the consumer is interrupted during his or her daily activities this can severely damage brand image, which were advertised (Hoyer and MacInnis, 2004). The major privacy violations in term of information capture are demographics and purchase data disclosure without consumers' consent, click stream patterns and browsing history, and physical location and purchase context for this reason, the notion of control over the wireless service is pertinent (Barnes and Scornavacca, 2003). Barnes and Scornavacca (2003) establish that mobile marketing acceptance depends on users' control over wireless service provision. Dickinger et al.'s (2005) model of success factors for SMS marketing explained that control facilities available to consumers are consumer preference factors for mobile advertising acceptance. consumers may

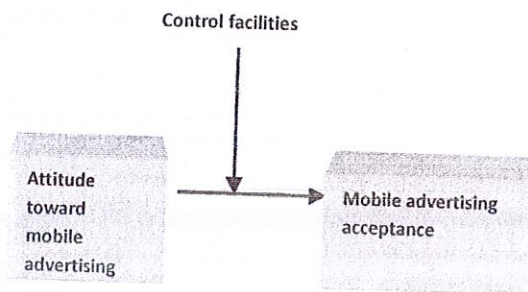
base their choice on a non-compensatory model where a specific attribute is valued and any negative information from this attribute will lead to a rejection of the offer for example consumers can refuse their acceptance if an ad is non-controllable without even considering any aspects.

5.1 Propositions and Hypothesis

- H1: There is a positive Attitude of Sri Lankan towards mobile advertising.
- H2: Sri Lankan consumers have higher level of acceptance for mobile advertising.
- H3: Attitude towards mobile advertising positively impact on its acceptance
- H4: There is a moderator effect of control facilities between attitude towards mobile advertising and acceptance of mobile advertising.

6. CONCEPTUAL FRAMEWORK

The following conceptual model is developed, to understand the relationship between attitude toward mobile advertising and the acceptance of mobile advertising. Further this model shows the moderator effect of control facilities on the relationship between them.



Source: current study

7. RESEARCH METHODOLOGY

The target Population of the study is Sri Lankan consumers, who are mobile phone users. The reason why these users were considered was due to the fact that they were considered to be more likely to accept mobile advertising in the future than those without a mobile device. The surveys for this study were distributed at mobile phone service providers branches located in different shopping malls in Sri Lanka. The survey was given to every third customer who enters the shop. For users who did not want to fill in the form in the shop, e-mail addresses of these users were requested and the questionnaire was e-mailed to them. A total of 650 hardcopies of questionnaires were distributed in the shops, while another 250 soft copy of questionnaires were sent via e-mail. Out of these 900 samples 62 samples were rejected due to partial response and/or missing data, thus giving a total response rate of 92 percentage. In order to ensure the content validity of the scale used, it is advised to largely adapt the items for each construct prior researchers (Luarn and Lin, 2005).

The questionnaire is divided into two parts. The first part of the questionnaire elaborates on the independent, dependent, and moderator variables that would be tested in the survey. The second part of the questionnaire identifies the personal information of the respondents. Questionnaire in the form of scaled-response questions was adopted in the second part because "scaling permits measurement of the intensity of respondents' answers" (Churchill and Brown, 2004). The items of the questionnaire were adopted

from different sources of the extant literature. The items for the independent variables 'credibility' "irritation" and "informativeness" were adopted from Tsang (2004), the items for dependent variable 'acceptance of advertising' were adopted from Barnes & Scornavacca (2003).. The items for the control facilities adopted from Mitchel (2003); Phelps, Nowak and Ferrell (2000), Milne and Boza, (1999); Phelps; D'Souza and Nowak, (2001). Likert scale format was applied as the scale was suitable for self-administered survey method (Hair, Bush and Ortinau, 2004). A 5-point Likert scale anchored by "strongly disagree" (1) to "strongly agree" (5) was adopted as the measurement for the independent and dependent and moderator variables.

As mentioned in the objectives 1 of the research is to measure the attitude, and the level of acceptance of Sri Lankan towards mobile advertising. This study defined the positive attitude, and the higher level of acceptance as the range above 4, neutral attitude and medium acceptance lies between greater than or equal 3(3≤) and less than or equal ≤ 4 and negative attitude and low level of acceptance concentrated as below 3. It means that value given by the mobile phone users which is lies above 4, means the have positive attitude and higher level of acceptance towards mobile advertising. The score which lies between greater than or equal 3(3≤) and less than or equal ≤ 4 means the customers have neutral attitude and medium level of acceptance toward mobile advertising, and the score, lies below 3 means they have negative attitude, and low level of acceptance toward advertising.

8. RESULTS AND DISCUSSION

8.1 Profile of the respondent

The demographic profile of the respondents is presented in the table 1, which included gender, age group, marital status and highest level of academic qualification. The total sample for the survey consists of 838 respondents.

The gender distribution of the survey respondents is 54.4 % males and 45.5 % female. The results also indicated that the samples have age predominantly between 21 and 25, which is 65%. More than 80% of the respondents are single. Majority of the respondents have college or higher education level: 13% are master degree holders, 54% of the respondents are at the degree/or professional qualification level and 36 % of respondents are diploma/advanced diploma holders

Table 1: demographic profile of the respondents

variables	category	Fre	%
Gender	Male	456	54.4
	Female	382	45.5
Age	≤ 20 years	44	5.25
	21-25 years	544	64.9
	26-30 years	188	22.4
	31-35 years	44	5.25
	36-40 years	10	1.19
	≥41 years	8	0.95
Marital status	Single	696	83.0
	married	142	16.9
Highest level of academic qualification	Under certification qualification	80	9.5
	Diploma/advance diploma	298	35.5
	Degree /professional qualification	450	53.6
	Master degree	110	13.12

In this study, all the respondents have at least one mobile phone with different technology facilities. Table 2 shows the service categories that are experienced by the respondents. Communication and

entertainment services are the most popular services used by the respondents. The data also shows that the number of dialog subscribers is highest in the sample with 43.4%. About 32.9% are mobitel subscribers, 13.2% are Hutch subscribers, Airtel subscribers are 6.9% and 3.46% are the subscribers of other mobile service providers.

Table2: service categories

variables	category	fre	%
Pricing scheme	Post paid	432	51.5
	Pre paid	406	48.4
Subscribed providers	Dialog	364	43.4
	Mobitel	276	32.9
	Hutch	111	13.2
	Airtel	58	6.9
	others	29	3.46
Mobile services	Information services	128	15.2
	Entertainment	331	39.4
	Transaction services	180	21.4
	Location based services	22	2.62
	Communication services	838	100

The mean score of overall attitude toward mobile advertising was 4.2, (sd:0.0765) which implies that respondents attitude towards mobile advertising is positive, therefore hypothesis one is accepted, and the mean score of the acceptance of mobile advertising is 2.4 (sd:0.089), which means that consumers have low level of acceptance of mobile advertising. Therefore hypothesis two is being rejected Multiple regression analysis is defined as “a statistical technique which analyzes the linear relationships between a dependent variable and multiple independent variables by estimating coefficients for the equation for a straight line” (Hair et al., 2004). Multiple regression analysis was carried out to test the hypotheses 3 and the results were presented in Table3.

Table 3- Standard regression coefficient

Independent variables: attitude toward advertising	Dependent variables : mobile advertising acceptance
.	0.970
Significance of F	0.000
Adjusted R ²	0.725

According to the regression results in the Table 3 the fitted model encountered a significant relation between attitude toward mobile advertising and its acceptance. The R² value multiplied by 100 tells the percentage of variance in one variable accounted for by the predictor variables. The adjusted R² value is 0.725so, that 72% Percentage is accounted for by the predictor variable. Considering all above facts the, the hypothesis 3 is being accepted, and it could be proved that there is a significant evident of the impact of attitude towards mobile advertisement on mobile acceptance.

For the purpose of explaining the impact of attitude toward mobile advertising on its acceptance, researcher has used two models. Model 1: First Model is used to test the third hypothesis to show the impact of X1 (creditability), X2 (Informativeness), X3 (Irritation) on Y (acceptance of mobile advertising). Model 1 fit for the relationship between attitude toward mobile advertising and its acceptance. This explained that 72.5% variation by the fitted model. It entails that around 72% of the variation in mobile acceptance is explained by the attitude toward mobile advertising, therefore hypothesis three is accepted.

$$Y = 0.556 X_0 + 1.562 X_1 + 0.957 X_2 + 0.086 X_3$$

Model 2: this model is fitted to test the hypothesis 4, and explains the

relationship between predictor variable and dependent variable. It means that the fitted model reveals that, the variation in mobile advertising acceptance is explained by the moderating effect of control facilities between attitude towards mobile advertising and its acceptance. It is used to test the fourth hypothesis to show the relationship between the y (acceptance) and the X (product of control facilities and attitude toward advertisement).

$$Y = 1.23X_0 + 0.331 X_1$$

It has been noted that fitted model revealed the significant relationship between predictor variable ATTIFACICON; the product of attitude and control facilities and the dependent variable mobile advertising acceptance. It explains that there is a statistical significant of moderation effect between attitude toward mobile advertising and its acceptance (i. e. $\beta = 97.4$; p value < 0.05). H4 is accepted.

Table: 4 Standard regression coefficients

Independent variables: ATTIFACICON (product of attitude and control facilities)	Dependent variables: Acceptance of mobile advertising
	0.974
Significance of F	0.000
Adjusted R ²	0.852

12 Model 2 fit for moderator effect between attitude toward mobile advertising and its acceptance. This explained that 85.2% variation by the fitted model. It entails that around 85% of the variation in mobile acceptance is explained by the attitude toward mobile advertising; therefore hypothesis four is being accepted.

9. CONCLUSION AND MANAGERIAL IMPLICATION

According to the defined scale in the research, Sri Lankan consumers have positive attitude toward mobile advertising and have a low level of acceptance, therefore hypothesis one is being accepted and two is being rejected, and two regression models were used to test the hypotheses three and four. Findings show that there is an impact of attitude toward mobile advertising on the acceptance of it, and there is a statistical significant moderator effect of control facilities existing between those two constructs. It means that if the consumer will have control facilities on the mobile advertisement, which they will receive on their mobile phones change the acceptance level of this new advertising media. The results of survey show that potential receivers of mobile advertising seek control facilities, and the control is found to be the most important factor that motivate mobile phone users' acceptance of mobile advertising.

The research findings and contributions brought some implications to various stakeholders. The implications can be divided into two categories: theoretical and managerial implications. In terms of theoretical implication, the current empirical research affirms the notion that the mobile advertising can be applied in a highly facilitated with consumer control media environment in Sri Lanka. In terms of managerial implication, the findings do provide some insights and feedback for administrators of media industry in drafting various advertising strategies on how to increase the consumers' acceptance of

advertising. Obviously, control facilities plays very important role in moderating the relationship between attitude towards mobile advertising and its acceptance. Control facilities not only enhance people's acceptance of mobile advertising, but also improve acceptance when the people have negative or less favorable attitude towards advertising.

On the whole mobile advertising has been developing as a promotional channel in Sri Lanka, based on the astonishing growth of SMS and mobile phone users. Practitioners will gain insight from the findings of the present study on how to design effective mobile advertising campaigns. Further investigation can be conducted to identify what factors will contribute to the control facilities and how to make the mobile advertising effectively to meet the needs of the customers.

Mobile advertising is currently a popular market instrument, the understanding of consumer attitude toward mobile advertising is important for marketers to design a high-quality promotion campaign. As SMS and MMS are continually growing at an enormous rate in Sri Lanka, their business application in mobile advertising must be systematically evaluated and properly integrated into a merchant's business strategies and marketing initiatives. This research identified the relationship between attitude towards mobile advertising and its acceptance, and the role of control facilities between them, further the control facilities is an important element that will improve consumer acceptance of mobile advertising. Consumers are willing to give out their

personal information to receive mobile advertising if it is controllable. Attitude towards mobile advertising is positively related to its acceptance to receive it on their mobile phones.

The internet has proven to be an efficient way of communicating, marketing and selling products and services. In parallel with internet, mobile communications and 3G technologies have emerged to play an important role in business and especially direct marketing. Therefore, emerging wireless mobile technology has been expected to bring a lot of opportunities for marketers. If mobile advertising is adopted by mobile phone users, mobile retailers will get revenue generating direct marketing tool in Sri Lanka.

Mobile phone users have positive attitude toward mobile advertisement, it reveals that people have a positive thoughts of mobile advertisement and have the low level of its receipt, the control facilities has a strong diplomat effect between the two construct, it means that if the consumer will have control facilities on the mobile advertisement, which they will receive on their mobile phones alter the acceptance level of this new advertising media. The results of survey show that potential receivers of mobile advertising seek control facilities, and the control is found to be the most important factor that motivated motive mobile phone users' acceptance of mobile advertising.

In addition developing successful marketing strategies lies to determine right customers, independent T-test and independent sample one-way ANOVA were

used. According to results, mobile phone users who are young and middle age have high income, working as officials in private and private institutions and have graduate and undergraduate degrees are the most important target customers for mobile advertisement, therefore mobile commerce companies should target mobile phone users who have these demographic characteristics.

10. LIMITATION AND FURTHER RESEARCH

Present study account for one aspect in mobile commerce, as mobile advertising, other mobile promotional mixes as mobile direct marketing, mobile CRM, mobile sales promotion are not considered. This study not considered the relationship to the company/brand /product/service with mobile advertising. Even if the empirical study is limited in these aspects, it shows that it is necessary to consider that products and services may have different responsiveness patterns. Further studies are warranted from scientific point of view especially with the focus on understanding how consumer characteristics and product/ services characteristics influence responsiveness, for example for some consumers only some media may be relevant for particular product/services than to others. Strong arguments have been made for mobile advertising as a determinant of customer acceptance of mobile communication; however an equally compelling argument was made for control facilities, which moderates the relationship between mobile advertising and its acceptance. The literature was generally non-existent relating to the influence of demographic data such as

gender, age, income, education. This study focused on only the house hold customers in Sri Lanka, future studies could be concentrated on mobile advertising in business to business customers.

Apart from the above suggestions, the main directions of further research should be a deeper analysis of the role of the customer in value creation process via mobile advertising. Further studies could also focus attention on deeper understanding of the interaction process and flows of knowledge and resource in implementing mobile advertising, in purchasing the co-creation of value to customers. Further additional empirical testing and investigation is required to gauge how mobile advertising links with brand awareness in different brands, brand recall and promotional performance.

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