

Examining the Determinants of Consumer Purchase Intention towards Mobile Advertising

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Abstract

Purpose: This paper examines the factors influencing consumer purchase intention towards mobile advertising in Melaka, a historical city in Malaysia. Irritation, entertainment, informativeness, credibility, incentives and emotional values were hypothesized to explain advertising value. The relationship between advertising value and purchase intention of consumers towards mobile advertising were also examined.

Design/methodology/approach: A set of self-administered questionnaires have been distributed to the 150 respondents who are involved in online shopping and familiar with mobile advertising. Structural equation modeling was used to test the relationship between all the variables in the model.

Findings: The findings have indicated that there is significant relationship between credibility, irritation, informativeness, incentives, emotional value and advertising value respectively except entertainment. Advertising value is positively influencing the consumer's purchasing intention.

Practical implications: The findings of this research paper would be able to assist the marketers to understand more about the factors that may affect the consumers purchasing intention towards mobile advertising. This will enable marketers or advertisers and consumers to know which factors influence the purchase intention towards mobile advertising in Melaka, Malaysia. This will also enable them to have better planning in their marketing strategies through mobile advertising to attract more consumers.

Value: This study gives an insight to the mobile advertising companies from the perspective of the respondents' view towards their purchasing intention.

Keywords: Mobile Advertising, Consumer Purchase Intention, Advertising Value

Introduction

Mobile advertising is a form of internet-based advertising which precisely targets mobile phone users with transmitting messages and information related to a certain product and services not just through wordings but with graphics, videos, sound clips, and interactive response buttons. According to Nasco and Bruner (2008), through mobile devices, marketers can customise their

messages to be delivered to the customers as mobile advertising and not solely depend on voice communication. At present, the form of advertising is evolving, following the footsteps of rapid changes and advancement in digital technology. Explosive growth of smartphone industry has caused the shift from traditional advertising to mobile advertising.

In Malaysia, the rapid growth in mobile advertising is supported by the changing trend in the country from traditional physical shopping to online shopping. Based on e-Commerce Consumers Survey 2018, it is found that 51.2% of Malaysians used e-commerce platforms to shop and sell online in the past 12 months. Thus, it is important for a mobile marketer to know what values that need and demanded by the consumers and understand how the advertising values will influence the purchase intention of consumers.

There have been several studies focus on purchase intention of consumers towards mobile advertising (Goh et al., 2018; Hashim et al., 2018). However, very few studies examine the impact of advertising value on purchase intention of customers towards mobile advertising (Kim & Han, 2014, Martins et al., 2019). As mentioned by Martins et al. (2019) in their studies, to overcome cultural and economic disparities, similar studies should be conducted in other countries to compare the findings. Hence, this study is an adaptation of Martins et al. (2019) study that examining the determinants of consumer purchase intention towards mobile advertising in the Malaysian context. This study aims to examine the influence of advertising value on purchase intention as well as the predictive effects of entertainment, irritation, credibility, informativeness, incentives and emotional value on advertising value.

Literature Review

Consumer's Purchase Intention

As the market for mobile advertisement has drastically expanded, advertisers or marketers should also use the correct and effective method for their mobile advertisement because it affects the consumer's purchase intention. Ducoffe (1995) claimed that advertisement value is significantly important because consumers use it as a guideline to judge how well an advertisement is doing. According to Wu et al. (2011), purchase intention indicates that a consumer has shown a high probability of purchasing a product or a service and is willing to repurchase that same product or service that favours him or her in the near future.

According to Gorn (1982), the motive of a consumer to buy a product often arouse when the consumer is satisfied with the product and services. However, a good advertisement is often able to offer values that benefits the consumers and is able to influence the consumer's purchase intention positively. Once the purchase intention is positive, the consumer can associate better and have a positive behaviour towards the brand of the product and service (Lee et al., 2006). As highlighted by Kim and Han (2014), customers will purchase the goods or services if they perceived the smartphone advertisement to be useful, important and valuable.

Advertising Value

The creation of add-in value is playing an important role in every business's mission statement nowadays as by offering value to the consumers, it helps to gain consumer's recognition and consciousness (Sweeney & Soutar, 2001). Furthermore, marketers offer values because they look at values as a main part of a business's strategic planning. It is important to provide values in order to ensure consumers can easily distinguish or compare between competitor's products. With that, business can be successful in long run and stay competitive in the market (Sweeney & Soutar, 2001).

Advertising value can be used as an index to measure consumer's satisfaction. The effectiveness of a mobile advertising is determined or evaluated by the advertising value. Evaluation of how a consumer perceived an advertisement is very subjective (Ducoffe, 1995).

Media vehicles such as digital screen, radio broadcast, magazines and newspapers were adopted by business organisations to distribute their products and services messages through advertisement to its targeted market audiences. Moreover, the media vehicle content can be enhanced and influenced by the advertising values if the marketers involve the right values that allow the products or services to communicate with the potential target customers. (Ducoffe, 1995). Previous studies have also suggested that there is a positive influence of advertising value on purchase intention (Kim & Han, 2014; Martins et al., 2019).

Entertainment

Entertainment is a potential ability to attain the viewer's need for escapism from the reality world. An advertisement that contained the elements of entertainment can be referred to as a sense of enjoyment of the message content (Xu, 2007). According to Bartsch and Viehoff (2010), entertainment is considered as one of the most crucial key factors in mobile marketing. The message sent is required to be concise and funny. With these elements, it helps to immediately capture the consumer's attention. For a more ideal outcome, marketers can add more values to get the acceptance from consumers.

In recent days, people often go for mobile gaming as entertainment. Thus, advertising via mobile games can better build emotional connection with the audience rather than using traditional formats such as print advertisement and film advertisement. As high involvement with media leads to more pleasure, it can also create a positive mood for the consumers. (Hoffman & Novak, 1996). According to Shavitt et al. (1998), people's feeling over enjoyment are corresponded with advertisement, and enjoyment could be the greatest role that decides a consumer's attitude and purchase intention towards a brand. To be specific and significant, entertainment plays an important role because it determines a respondent's attitude towards a mobile advertisement. Empirical studies have confirmed that entertainment is positively related to advertising value (Kim & Han, 2014; Martins et al., 2019).

Credibility

According to McKenzie and Lutz (1989), the term credibility is a level of believability of an individual towards information based from the sources and content. In general, consumer's perception of truthfulness and trustworthiness of advertising depends on the credibility of a particular advertisement. Sources that have high credibility will affect human's positiveness in cognitive evaluation. Erden and Swait (2004) have highlighted that credibility of a brand determines whether the brand has the determination (trustworthiness) and capability (expertise) to put sufficient effort to enhance the brand performance and reputation. Credibility in advertising is important and applicable to the advertising value of mobile advertising (Brackett and Carr, 2001). Johnson and Kaye (2016) argued that the massive amount of consumer's reviews that existed in the online environment cannot be fully trusted. The vast amount of unreal or fake reviews spreading over the Internet platform can cause bad reputation to the brand and affect the consumer's purchase intention, as credibility of an advertisement plays a significant role in providing values for mobile advertising (Brackett and Carr, 2001). This is further confirmed by the previous studies which have shown that credibility was found to be the strongest factor of advertising value (Kim & Han, 2014; Martins et al., 2019).

Irritation

Irritation is defined as a situation where an individual feel annoyed, unhappy or slightly angry and lack of tolerance (Ducoffe, 1996). Over the years, many studies (Ducoffe, 1996; Korgaonkar & Wolin, 1999; Yang et al., 2013) have defined that advertisements that consist irritation, created within the content of an advertisement, will offense the consumers; thus, they

will have negative emotions. Furthermore, advertisement content that is over manipulative might indirectly carry a thought of insulting to the consumers. (Ducoffe, 1996). Consumer's attention is important but overrated content might annoy the consumer's attention. If the advertisers adopted techniques that are offensive or overly manipulated, there are high chances that the audience will cognitively reject the unwanted advertisement due to the influence of irritation. (Ducoffe, 1996).

Furthermore, consumers will be distracted and confused if there are unrelated information in the advertisements; thus, this creates irritation to the customers eventually (Goh et al., 2018). The high level of advertisement exposure can lead to negative perspective and negative attitude of consumers towards an advertisement (Choi et al., 2008). Hence, irritation has been revealed to have negative impact on advertising value by Martins et al. (2019).

Informativeness

Informativeness is referred as providing interesting information to enhance potential consumer's satisfaction by Ducoffe (1996). Interesting form and informative content of advertisements are both crucial to the effectiveness value of web advertising (Ducoffe, 1996). Information that is supplied to the audience needs to be up-to-date and includes good source of information. (Bracket & Carr, 2001). In this digital world, consumers demand quick and instant access information which may impact the judgement of consumers towards a product or service.

Bauer et al. (2005) claimed that informativeness is the key factor for consumers to approve an advertisement. Informativeness plays a major role in advertising to create awareness of a product and to help consumers distinguish between the existing competitor's products (Soberman, 2004). An informative advertisement is able to notify the consumers about the new product features and changes in price of the products. (Kotler & Keller, 2006). Hence, informativeness in advertising can strongly affect consumer's attitude especially when it is relocated from traditional media (Ducoffe, 1995).

Furthermore, informativeness has a solid relationship with the perceived advertising value according to Ducoffe (1996). When the productive information successfully drives a consumer's attention, consumers will be concentrating on the messages and details. Based on previous study, informativeness was found to be a factor of advertising value (Kim & Han, 2014; Martins et al., 2019).

Incentives

Incentives in the advertising context is a part of advertising value and a reward in monetary form such as discount vouchers, rebate codes or coupon vouchers that are distributed to the consumers in return for agreeing to receive mobile advertisements on their mobile phones (Pietz & Storbacka, 2007). Researchers also claimed that consumer's intention towards mobile advertisement is directly influenced by the incentives. (Tsang et al., 2004). The reason for giving out these incentives to consumers is to motivate their action on accepting the advertisements and to permit advertisers on receiving mobile advertisements in future (Saadeghvaziri & Hosseini, 2011).

According to Saadeghvaziri and Hosseini (2011), monetary incentives have significant influence on consumer's attitude towards mobile advertising. Advancement in mobile technology allows the mobile advertisers to easily identify the user's identity and distinguish the user's preference into segments. Incentives were showed to have positive relationship with advertising value (Kim & Han, 2014; Martins et al., 2019).

Emotional Value

Hyun, Kim and Lee (2011) stated that emotional responses after viewing an advertisement is the emotional responses being obtain during the time when the consumer is looking at the advertisement. Whereas emotional value towards a brand relates to positive feelings upon using the brand, which increases consumer loyalty towards the brand (Nor Hazlin et al., 2016). According to Mooij (2018), to distinct a product’s identity, marketers can provide emotional value into the products or services. Emotional benefits can build an emotional relationship with the consumers through giving good experiences to them, or through creating a story or reinforcing into the product. With that, when consumers are using the product, it gives them more emotional value. Emotional value is what makes a brand so strong. Past study has claimed that consumer’s loyalty can be found if consumers are having positive feelings (emotional value) towards an advertisement (Sweeny & Soutar, 2001). Nor Hazlin et al. (2016) stated that when customers have a positive emotional value perception towards a product or service, the likelihood for them to make a purchase is high. They have also demonstrated that emotional value is highly correlated to purchase intention.

Theoretical Framework and Hypothesis Development

Based on the above discussion, the research framework below is presented.

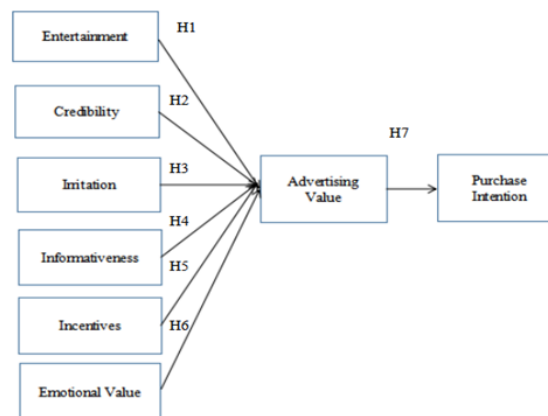


Figure 1: Theoretical Framework

In this research, seven hypotheses have been constructed to verify the relationship between the independent and the dependent variables. Below are the proposed hypotheses:

- H1 Entertainment element has a positive influence on advertising value.
- H2 Credibility element has a positive influence on advertising value.
- H3 Irritation element has a negative influence on advertising value.
- H4 Informativeness has a positive influence on advertising value.
- H5 Incentives has a positive influence on advertising value.
- H6 Emotional value has a positive influence on advertising value.
- H7 Advertising value has a positive influence over the purchase intention.

Method

This research was carried out in Melaka, a historical city in Malaysia. 150 respondents who were able to understand and be familiar with mobile advertising for example people who often do online shopping were recruited in this study. Non-probability sampling of convenience sampling was used to select these respondents from the population as it allows researchers to

collect the sample at somewhere that is comfortable and easy for research to access (Sekaran & Bogie, 2013). The data was collected through a survey by using a set of self-administered questionnaires. The questionnaires were designed to cover the respondent's profile and all the variables examined in the model. The measurement of all the constructs in the research model was adapted from previous studies as it was validated and tested (Hong & Cho, 2011; Hsu & Lin, 2015; Kim & Han, 2014; Liu et al., 2012; Varnali et al., 2012; Wang & Sun, 2010; Yang et al., 2013). All the variables studied were measured in 5-point likert scale with '1' representing strongly disagree to '5' representing strongly agree except advertising value and purchase intention. Both of these variables were measured in 7-point likert scale. The different scale of the response used in the questionnaire is to minimise the impact of common method variance (Podsakoff et al., 2003; Tehseen et al., 2017). The collected data was then analysed using SmartPLS version 3 to perform the Partial Least Squares Structural Equation Modeling (PLS-SEM).

Findings

Table 1 reflects the frequency and percentage of the data collected from the targeted 150 respondents. Out of 150 respondents, 57.3% of them were female and 42.7% were male. As for the respondent's age, most of the respondents, 51.3% were from the age group of 21-30 years old, followed by 30% from the age group of 31-40 years and 8.7 % from the age group of 41-50 years old. Majority of the respondents or 59.3% were Chinese, 28% were Malay and the rest were Indian. For the occupation, co-worker is the highest group compared to the rest of the options, which is 38%, followed by 20.7% of the executives or officers and 18% of the managers. 56.7% of the respondents were from the income group less than RM3000 per month and the rest comes from the income group of RM3000–RM6000 and above per month. Lastly, majority of the respondents or 46% were graduates, followed by diploma holders (31.3%), then secondary school education (18%), postgraduate (4%) and other education level (7%).

Furthermore, the hypotheses established were tested using Structural Equation Modeling (SEM). SEM was conducted in two stages using SmartPLS. Measurement model was examined to access the validity and reliability of all the constructs through the convergent validity and discriminant validity. The relationships between all the constructs were then tested in the structural model.

Factor loading, composite reliability (CR) and average extracted variance (AVE) were used to access the measurement model. The minimum cut-off value of 0.7 for factor loadings, 0.7 for CR and 0.5 for AVE are required to have sufficient convergent validity as suggested by Hair et al. (2017). Referring to Table 2, all the factor loadings obtained were between 0.707 and 0.937 except EV1 which has a value of 0.656. Item of EV1 was retained due to its contribution to the content validity (Hair et al., 2011). Poor item, INFOR3 was deleted from the model as the factor loading is lower than 0.5. CR and AVE revealed by the model was ranged from 0.859 to 0.953 and from 0.551 to 0.842 respectively. For all the factor loadings, VR and AVE met the minimum requirement as suggested by Hair et al. (2017), the convergent validity deemed to be satisfactory.

Table 1: Profile of Respondents

Variable	Frequency	Percentage (%)
<i>Gender</i>		
Male	64	42.7
Female	86	57.3
<i>Age</i>		
Up to 20 year	11	7.3
21-30 year	77	51.3
31-40 year	45	30.0
41-50 year	13	8.7
Above 50 year	4	2.7
<i>Race</i>		
Malay	42	28.0
Chinese	89	59.3
Indian	19	12.7
<i>Occupation</i>		
Manager	27	18.0
Executives/Officer	31	20.7
Co-Worker	57	38.0
Housewife	13	8.7
Student	22	14.7
<i>Income (per month)</i>		
Less than RM2000	46	30.7
RM2000 - RM2999	39	26.0
RM3000 - RM3999	40	26.7
RM4000 - RM4999	13	8.7
RM5000 - RM5999	10	6.7
More than RM6000	2	1.3
<i>Education Level</i>		
Secondary school	27	18.0
Diploma	47	31.3
Graduate	69	46.0
Postgraduate	6	4.0
Others	1	7.0

*Note: 150 sample size

Table 2: Measurement Model

Construct	Items	Loadings	CR	AVE
Advertising value	AV1	0.93	0.941	0.842
	AV2	0.93		
	AV3	0.892		
Credibility	CRE1	0.861	0.931	0.729
	CRE2	0.873		
	CRE3	0.795		
	CRE4	0.86		
	CRE5	0.879		
Entertainment	ENT1	0.878	0.941	0.76
	ENT2	0.882		
	ENT3	0.877		
	ENT4	0.848		
	ENT5	0.873		
Emotional Value	EV1	0.656	0.859	0.551
	EV2	0.744		
	EV3	0.708		
	EV4	0.782		
	EV5	0.812		
Incentive	INC1	0.906	0.933	0.822
	INC2	0.923		
	INC3	0.891		
Informativeness	INFOR1	0.834	0.873	0.633
	INFOR2	0.859		
	INFOR4	0.774		
	INFOR5	0.707		
Irritation	IRR1	0.909	0.925	0.756
	IRR2	0.937		
	IRR3	0.886		
	IRR5	0.732		
Purchase Intention	PI1	0.904	0.953	0.801
	PI2	0.9		
	PI3	0.901		
	PI4	0.881		
	PI5	0.889		

Table 3: Discriminant Validity using Fornell-Larcker criterion

	1	2	3	4	5	6	7	8
1. Advertising Value	0.918							
2. Credibility	0.665	0.854						
3. Emotional Value	0.362	0.263	0.743					
4. Entertainment	0.607	0.735	0.234	0.872				
5. Incentives	0.622	0.487	0.236	0.549	0.907			
6. Informativeness	0.687	0.653	0.26	0.61	0.585	0.796		
7. Irritation	-0.538	-0.513	-0.213	-0.515	-0.419	-0.479	0.87	
8. Purchase Intention	0.804	0.745	0.32	0.586	0.458	0.634	-0.512	0.895

*Note: Values on the diagonal (bolded) represent the square root of the AVE, while the off diagonals represent correlations.

Table 4: Discriminant Validity using HTMT criterion

	1	2	3	4	5	6	7	8
1. Advertising Value								
2. Credibility	0.73							
3. Emotional Value	0.379	0.276						
4. Entertainment	0.663	0.799	0.243					
5. Incentives	0.687	0.535	0.272	0.603				
6. Informativeness	0.802	0.764	0.299	0.705	0.687			
7. Irritation	0.571	0.537	0.245	0.541	0.462	0.543		
8. Purchase Intention	0.866	0.807	0.319	0.625	0.494	0.727	0.526	

Discriminant validity was then accessed using two criterions, namely Fornell-Larcker criterion (1981) and Heterotrait - Monotrait criterion (HTMT) (Henseler *et al.* 2015). Fornell-Larcker criterion was accessed by comparing the square root of average variance extracted (AVE) value together with the correlation coefficients of other variables in the model. As suggested by Fornell-Larcker (1981), the square root of AVE has to be higher than correlation coefficient of other constructs in order to establish the discriminant validity. Table 3 shows that all the square root of AVEs (diagonal) are higher than the correlation coefficients of other constructs (off diagonals). Thus, this has confirmed that the model has sufficient discriminant validity.

The Heterotrait-Monotrait (HTMT) criterion looks at the ratio of between traits correlations to the within-trait correlations. HTMT criterion was accessed by comparing the value of HTMT with the threshold of HTMT_{.85} (Kline, 2011) or HTMT_{0.90} (Gold *et al.*, 2001). Table 4 shows that all the HTMT values are less than the threshold value of HTMT_{0.90}. This implies that the discriminant validity is adequate.

Bootstrapping procedure with resample of 5000 was used to perform Structural Model as recommended by Hair *et al.* (2017). The relationship between all the variables were tested and the results revealed as displayed in Table 5. Credibility ($\beta = 0.246$, t-value = 2.888), irritation ($\beta = -0.141$, t-value = 2.155), informativeness ($\beta = 0.266$, t-value = 3.698), incentives ($\beta = 0.2241$, t-value = 3.798) and emotional value ($\beta = 0.135$, t-value = 2.371) were found to have significant influence on advertising value. However, entertainment ($\beta = 0.027$, t-value = 0.256) was found to have no influence on advertising value. Advertising value ($\beta = 0.804$, t-value = 20.798) was also revealed to have positive impact on purchase intention towards mobile advertisement. All the t-values were greater than the critical value of 1.6449 or 2.3263, indicating H2 to H7 are supported but not H1.

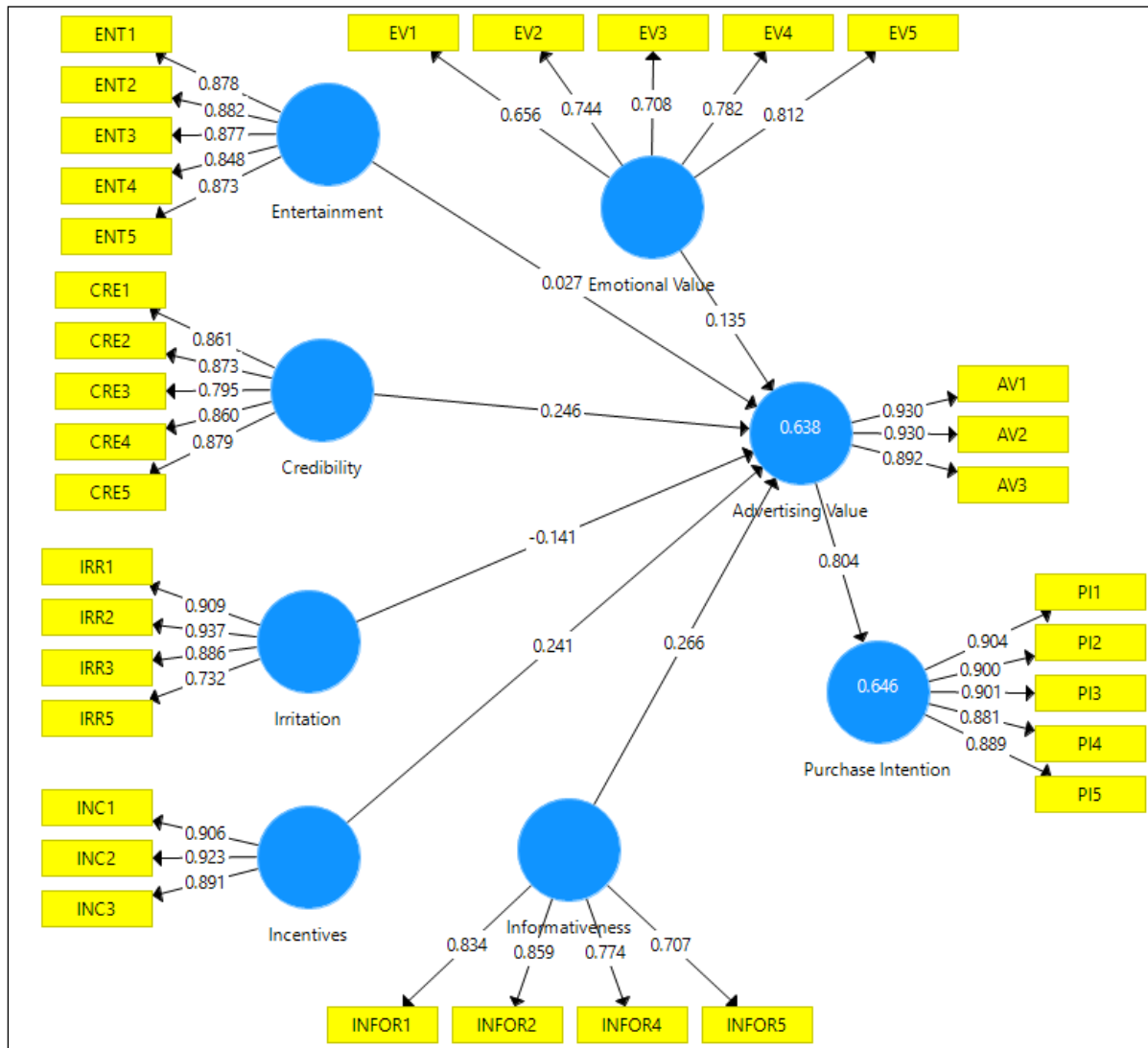


Figure 2: Structural Model

Table 5: Results of Structural Model

Hypothesis	Relationship	Std. Beta	Std. Error	t-value	Decision	R2	Q2	f2	VIF
H1	Entertainment -> Advertising Value	0.027	0.106	0.256	Not supported	0.638	0.477	0.001	2.543
H2	Credibility -> Advertising Value	0.246	0.085	2.888**	Supported			0.064	2.626
H3	Irritation -> Advertising Value	-0.141	0.066	2.155*	Supported			0.037	1.505
H4	Informativeness -> Advertising Value	0.266	0.072	3.698**	Supported			0.09	2.168
H5	Incentives -> Advertising Value	0.241	0.063	3.798**	Supported			0.094	1.699

H6	Emotional Value -> Advertising Value	0.135	0.057	2.371**	Supported			0.09	1.102
H7	Advertising Value -> Purchase Intention	0.804	0.039	20.798**	Supported	0.646	0.475	1.823	1

Note: ** significant at p -value < 0.01, *significant at p -value < 0.05

The value of R^2 of advertising value and purchase intention are 0.638 and 0.646 respectively. This means there is 63.8% of the variation in advertising is explained by all the variables tested in the model and 64.6% of the variation in purchase intention is explained by advertising value. Chin (1998) suggested that R^2 value of 0.67, 0.33 and 0.19 as substantial, moderate and weak respectively. Hence, R^2 value obtained for advertising value and purchase intention are considered as moderate. Besides, according to Cohen (1988), the effect sizes (f^2) of 0.02, 0.15 and 0.35 are considered as small, medium and large effect respectively. All the f^2 revealed by this study has met the minimum value of 0.02.

Blindfolding procedure was also performed to check on the predictive relevancy of the model tested (Hair *et al.*, 2017). The value of Q^2 obtained are 0.477 and 0.475 respectively, as the figure is larger than zero; therefore, the model has sufficient predictive relevancy. In addition, if a Variance Inflation Factor (VIF) value is higher than 5, then there will be multi-collinearity problem (Hair *et al.*, 2017). No VIF found in this study that exceeds 5; hence, the multi-collinearity problem does not exist.

Discussion and Conclusion

The finding of this study has showed that the relationship between entertainment and advertising value is non-significant. Thus, H1 is not supported. This finding does not collaborate the findings by Martins *et al.* (2019) which indicated that entertainment has positive influence on advertising value. Even though entertainment contains elements of fun, positive influence, and enjoyment that can catch the consumers' attention, the findings imply that the respondents of this study perceived entertainment as not an important factor of advertising value which impact their purchase intention.

The results of this study has revealed that credibility has positive influence on advertising value. Thus, H2 is supported. This is in accordance to the previous studies (Kim & Han, 2014; Martins *et al.*, 2019). Goh *et al.*, (2018) that highlighted messages delivered via mobile advertisements should be well-emphasised in order to create trust from the customers. Hence, before delivering a mobile advertising message regarding a certain topic, the marketers should ensure that the advertising content is originated from a reliable, trustworthy, and authentic source of study to ensure the effectiveness of the products.

The findings of this study indicated that irritation has negative impact on advertising value, and H3 is supported. This result is in accordance to the result revealed by Martins *et al.*, (2019). Respondents perceived that messages from the advertisement would upset or cause discontentment and bring negative emotional influences on them. Some consumers will even ignore the advertisements if the level of irritation is overly high. Thus, marketers should embrace this element in designing their marketing strategies through mobile advertisement.

The current study has discovered that informativeness is positively associated with advertising value; thus, H4 is supported. This result is consistent with those of other studies which also showed similar findings (Kim & Han, 2014; Martins *et al.*, 2019). This has confirmed that informativeness has the influence ability to affect the variance of advertising value. Thus, the

marketing manager should concentrate on the details of the information distributed to the clients, in terms of the quantity and quality of the contents.

Incentives has been proven to have positive impact on advertising value. Thus, H5 is supported. This is similar to the findings revealed by the study Kim and Han (2014) and Martins *et al.*, (2019). This means that if the company wishes to increase the advertising value, they should implement strategies such as online advertisement that offers consumers with more financial reward, or tangible benefits such as vouchers or free gifts.

Similarly, emotional value has also been found to have significant effect on advertising value. Thus, H5 is supported. This finding is different from the work by Martins *et al.* (2019) where emotional value was found to have no positive influence on advertising value. However, in this study, emotional value was revealed as a significant factor of advertising value. According to Sweeny and Soutar (2001), customers will have emotional response if they benefit from the goods purchased or services provided. They also claimed that consumer's loyalty can also be found if consumers have positive feelings which is an emotional value that provided by the advertisement. Hence, business corporations shall consider the variable of emotional value, in which they should always strive to facilitate the product quality, as the consumers would have higher satisfaction of perceived enjoyment due to greater changes of customer's satisfaction level.

Lastly, advertising value was implied to be a significant antecedent of purchase intention; thus, H6 is supported. This finding supports previous studies which suggested that advertising value is an important predictor of purchase intention of consumers (Kim & Han, 2014; Martins *et al.*, 2019). Kim and Han (2014) stated that customers are more likely to make a purchase if they perceived smartphone advertisement as useful, important and valuable. Therefore, the marketers are recommended to focus on creating more positive value on the mobile advertisement when developing marketing strategies to attract more consumers.

This research paper indicates that there is significant relationship between credibility, irritation, informativeness, incentives, emotional value and advertising value respectively. Entertainment is the only one that is not significant whereas advertising value is positively influencing the consumer's purchasing intention. The study which examines the effects of entertainment, credibility, entertainment, irritation, incentives and emotional value on advertising value as well as the relationship between advertising value and purchase intention remain scarce. Interestingly, emotional value which was non-significant in the study of Martins *et al.* (2019) turns to be significant in this study. Thus, this study adds valuable knowledge to the existing literature on mobile advertising which will form a base for future study.

The findings of this research paper would be able to assist the marketers to understand more about the factors that may affect the consumers purchasing intention towards mobile advertising. This will enable marketers or advertisers and consumers to know which factors influence the purchase intention towards mobile advertising in Melaka, Malaysia. This will also enable them to have better planning in their marketing strategies through mobile advertising to attract more consumers. This study also gives an insight to the mobile advertising companies from the perspective of the respondents' view towards their purchasing intention.

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