

Attitude Toward In-App Mobile Advertising and Its Effect on Customers' Purchase Intention (Case of Ooredoo)

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Abstract

In-app Mobile Advertising is considered one of the latest marketing methods, and with the widespread use of mobile phones in Algeria, companies have adopted it to market their products, including the telecommunications company Ooredoo. Therefore, this research aims to identify the impact of mobile phone application advertising on consumers' attitudes and purchasing intentions. An 18-question questionnaire was designed and distributed to mobile phone users, yielding 203 valid questionnaires for the study.

The statistical analysis was carried out using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) in SPSS 26 and AMOS 24. To verify the hypotheses, structural equation modeling (SEM) was used in AMOS 24. The results showed that informatics, credibility, and entertainment affect consumers' attitudes, whereas annoyance does not. Consumers' positive attitudes towards advertising via mobile applications also enhance their intention to purchase.

Key words: In-app Mobile Advertising, Customer attitude, Purchase Intention, Ooredoo.

Jel Codes Classification : M30, M31, M37, D12

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المواقف تجاه الإعلان عبر تطبيقات الهاتف المحمول وأثرها على نوايا المستهلك الشرائية (حالة أوريدو)

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ملخص

يعتبر الإعلان عبر تطبيقات الهواتف المحمولة من أحدث الأساليب التسويقية الحديثة، و مع الانتشار الواسع لاستخدام الهواتف المحمولة في الجزائر، و هذا دفع الشركات لاعتماد هذا الأسلوب في التسويق لمنتجاتها و من بينها شركة الاتصالات ooredoo. و بالتالي يهدف هذا البحث إلى التعرف على أثر الإعلان عبر تطبيقات الهواتف المحمولة على مواقف المستهلكين و نيتهم الشرائية، و قد تم تصميم استبيان مكون من 18 سؤالاً وزع على مستخدمي الهواتف المحمولة و قد تم الحصول على 203 استبيان صالح للدراسة.

تم إنجاز التحليل الإحصائي باستخدام التحليل العاملي الاستكشافي (EFA) و التوكيدي (CFA) بالاعتماد على البرامج الإحصائية SPSS 26 و AMOS 24، و للتحقق من صحة الفرضيات تم استخدام نمذجة المعادلات الهيكلية (SEM) بالاعتماد على برنامج AMOS 24، و توصلت النتائج إلى أن المعلوماتية، المصادقية و الترفيه تؤثر بالفعل على مواقف المستهلكين، بينما لم يؤثر الإنزعاج على مواقفهم، كما أن مواقف المستهلكين الإيجابية تجاه الإعلانات عبر تطبيقات الهواتف المحمولة تعزز من نيتهم في الشراء.

الكلمات المفتاحية: الإعلان عبر تطبيقات الهواتف المحمولة، مواقف المستهلكين، نية الشراء، أوريدو.

التصنيف JEL : M30، M31، M37، D12

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Introduction:

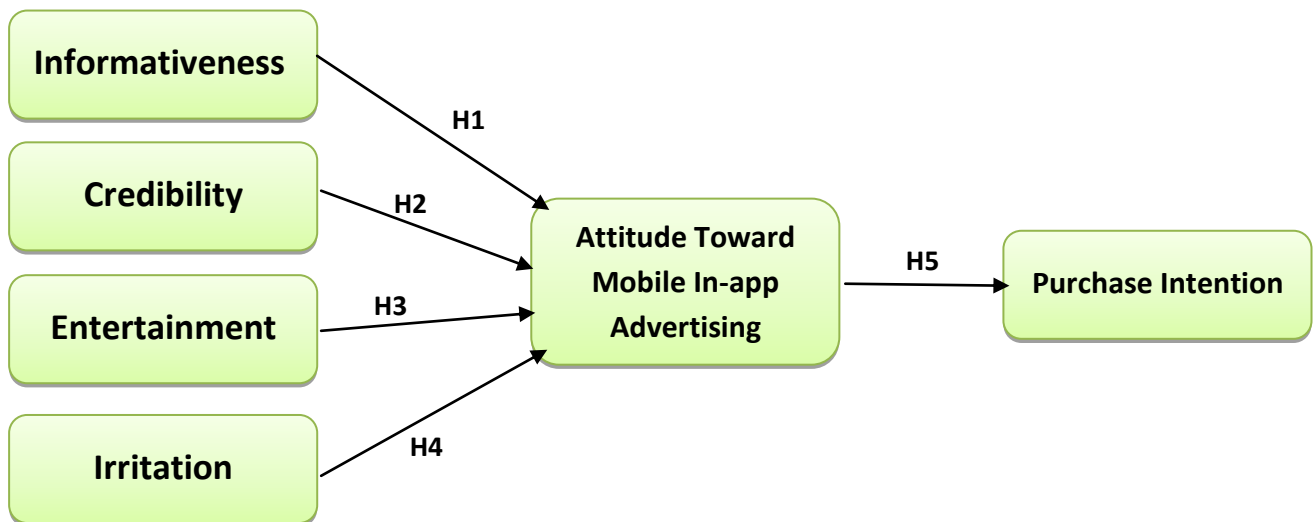
The world is undergoing rapid development, driven by technological advancements and scientific progress across various fields, particularly in media and communication. The increasing prevalence of smartphones has led to fundamental changes and transformations in the business landscape. Mobile devices have become a powerful tool for delivering targeted advertising messages for a wide range of products and services. Marketing experts recognize mobile phones as a significant opportunity to advertise and build successful interactive relationships by effectively conveying information to consumers and eliciting direct responses. This enables businesses to bridge the gap between themselves and consumers without limitations of time or place.

Furthermore, mobile in-app advertising possesses several prominent features, including its frequent alignment with consumer requests and its connection to their interests and desires. As a result, the majority of advertising messages within mobile applications focus on providing incentives to consumers, such as discounts and exclusive offers, to stimulate their desire and significantly influence their purchasing intention.

Research Framework and Hypotheses

The proposed model of this research.

Figure n°1: proposed model of this research



Source: Developed by Authors based on previous studies

H1: Informativeness has a positive impact on attitudes toward in-app mobile advertising.

H2: Credibility has a positive impact on attitudes toward in-app mobile advertising.

H3: Entertainment has a positive impact on attitudes toward in-app mobile advertising.

H4: Irritation has a negative impact on attitudes toward in-app mobile advertising.

H5: A favorable attitude toward in-app mobile advertising will have a positive effect on consumer's purchase intentions.

Previous studies

(Trivedi, Effectiveness of In-app Advertising on Gen Y's Attitude and Purchase Intentions, 2015) This scientific paper aimed to examine the effectiveness of in-app advertising on the attitudes and purchasing intentions of Generation Y. The researcher examined the impact of entertainment, informatics, and credibility on Generation Y's attitudes towards in-app advertising, the brand, and purchasing intentions. The study included 333 respondents and concluded that the only variable affecting the Y generation's attitudes towards in-app advertising is entertainment. In contrast, attitudes towards the brand are influenced by entertainment, information, and credibility, while purchasing intentions are significantly unaffected by attitudes towards in-app advertising. In contrast, attitudes towards the brand are influenced.

(Sigurdsson, Menon, Hallgrímsson, & Larsen, 2017) Factors Affecting Attitudes and Behavioral Intentions Toward In-app Mobile Advertisements. This study aims to examine customers' attitudes towards in-app advertising in both the U.K. and India, and to examine the impact of entertainment, informativeness, Credibility, irritation, and personalization on attitudes towards in-app advertising and the latter's effects on behavioral intentions. He distributed a questionnaire to a random sample from India and the United Kingdom, with 251 respondents. The study found significant correlations between attitudes toward in-app advertising and behavioral intentions. And entertainment is considered the most influential factor in attitudes towards in-app advertising in both countries. Credibility has had a significant impact on the respondents' positions from the United Kingdom. Unlike India's respondents, neither informatics nor personalization had a substantial effect on attitudes. while irritation harmed attitudes towards in-app advertising.

(Damak Turk, 2020) Les facteurs explicatifs de l'attitude envers la publicité mobile : proposition et validation d'un modèle conceptuel. This study aimed to identify factors that explain consumers' attitudes toward mobile advertising. To that end, the researcher distributed a questionnaire containing 20 phrases to a random sample of 230 participants to examine the impact of perceived benefit, informatics, personalization, credibility, and irritation on attitudes towards mobile advertising. The results revealed that consumers' attitudes toward mobile advertisements are influenced by perceived usefulness, credibility, and personalization, while not affected by both informativeness and irritation.

I- LITERATURE REVIEW

I-1- Mobile marketing

Mobile marketing is defined as the use of mobile devices and wireless infrastructure as a means of marketing and advertising, enabling marketers to reach potential customers through wireless information channels. (Turban, Whiteside, King, & Outland, 2017, p. 280)

Mobile marketing is considered an effective method that relies on using mobile phones to reach consumers and engage them in a targeted manner, anytime and anywhere. (Damak Turk, 2020, p. 139)

The (Mobile Marketing Association 2009) defines mobile marketing as “a set of practices that enable companies to communicate and engage with the targeted audience in an interactive and relevant manner through any mobile device or communication network”.

I-1-1- Mobile Advertising

Mobile advertising stands out from traditional advertising due to its high flexibility, enabling tailored ad messages for mobile screens. It also offers an interactive experience and the ability to personalize ads using consumers' personal information. Moreover, mobile advertising is known for its ease, speed, cost-effectiveness, and high efficiency. (Bousquet, 2020, pp. 140-041)

Mobile advertising differs from internet advertising, which is limited to a specific location and primarily uses computers. In contrast, mobile advertising enables the dissemination of advertising messages everywhere, allowing for personalized ad content and enhanced effectiveness. (Naat, 2022, p. 44)

Mobile advertising enables marketers to deliver their messages to consumers wherever they are. They can capture a person's location and display the ad on their mobile device at the right time. As a result, the use of mobile phones as a marketing tool is increasing due to their ability to effectively target consumers, customize advertising messages, and provide an interactive environment, given the nature of the device. (Garris & Mishra, 2015, p. 63)

Mobile advertising encompasses marketing and advertising activities that display advertisements on mobile phones using wireless networks, aiming to promote products and services and build brand awareness. (Trivedi, Effectiveness of In-app Advertising on Gen Y's Attitude and Purchase Intentions, 2015, p. 80)

I-1-2- Mobile in-app Advertising

Mobile in-app advertising refers to advertising campaigns displayed through mobile applications. The most common format for these ads is banner advertising. Additionally, there is another format that relies on user location targeting. (Bhave, Jain, & Roy, 2013, p. 64)

Users are exposed to advertisements on mobile applications by clicking on the ads to view the advertising content. (Truong, Nkhoma, & Pansuwong, 2019, p. 80)

Mobile in-app advertising involves utilizing applications to display advertising content and deliver advertising messages to potential consumers. It is characterized by its dynamism, allowing advertisers to adapt the content and format of the ad based on the nature of the application.

I-2- Factors influencing consumers' attitudes toward in-app mobile advertising

I-2-1- Informativeness

Information is of utmost importance in mobile marketing because recipients of Advertising messages respond very positively when these messages contain more information about the product. (Damak Turk, 2020, p. 142)

Informativeness involves providing consumers with useful information through advertising, increasing their knowledge about the advertised product or service. The quality of information included in mobile advertising has a significant impact on customers' perception of the company. Consequently, it can have a noticeable effect on consumers' inclination to trust the company and its products. (Sigurdsson, Menon, Hallgrímsson, & Larsen, 2017, pp. 08-09)

I-2-2- Credibility

Credibility is the extent to which customers believe that a company can design and deliver products and services that meet their needs and desires. (Kotler, Keller, & Chernev, 2022, p. 118)

Credibility has been defined as the extent to which a consumer perceives the truthfulness and credibility of claims and information provided about a brand in an advertisement, and perceives that the source of the advertisement possesses the knowledge and skills necessary to provide truthful information about the product or brand without bias. (Yehia Salem, 2016, p. 03)

I-2-3- Entertainment

Content that is likely to stick in people's minds is the kind of content that makes viewers laugh. For this reason, advertisers strive to make their ads entertaining and humorous, delivering their message through entertaining content. (Diamond, 2019, p. 81)

Employing entertainment factors such as humor is an effective technique in advertising to attract the customer's attention and help him remember the advertising message. It has been proven that humorous ads are more effective in attracting attention than non-humorous ads. Humor in advertising can increase purchase intent and improve product evaluation by indirectly changing attitudes. (Lakchan & Samaraweera, 2025, pp. 50-51)

I-2-4- Irritation

Ducoffe defines it as "the annoying methods used by marketers in advertisements, which may violate the consumer's position or demean their dignity, and consumers perceive them negatively and find them bothersome." It is also a phenomenon closely resembling reactance, as consumers are likely to reject advertisements they perceive as intrusive. (Yehia Salem, 2016, p. 02)

Irritation is the only dimension that creates a negative impact on consumer behavior, leading to annoyance and compelling people to criticize mobile advertising. Users perceive advertisements as a violation of their privacy, which bothers them and elicits a negative response, reinforcing their intention to reject them. (Butt, Siddique, & Baig, 2020, p. 30)

I-3- Attitude

Willingness or inclination to respond positively or negatively to an idea, objective, person, or specific situation, and it affects an individual's choice to take action and respond to challenges, incentives, and rewards. (Fathelrahman Mansour, 2012, p. 04)

The attitude is the individual's self-evaluation of a branded product, and it is a stable and enduring readiness that significantly influences consumer behavior towards the product or service. (Trivedi, 2015, p. 18)

Attitude is a collection of somewhat cohesive beliefs, experiences, and feelings that form a stable readiness to evaluate something or an issue and to behave in a certain manner. (Baynast, Lendrevie, & Lévy, 2017, p. 60)

Attitude is the individual's ability to evaluate someone or something.

I-4- Purchase Intention

Purchase intention is the evaluation by recipients of the advertising message of the likelihood of their future purchase of the advertised product. (Trivedi, Effectiveness of In-app Advertising on Gen Y's Attitude and Purchase Intentions, 2015, p. 20)

Purchase intention is the tendency of consumers to purchase a brand or take actions related to that brand. This intention can be measured by the level of probability that consumers will make purchases. (Takaya, 2016, p. 02)

Purchase intention is one of the key indicators for evaluating consumer behavior. It represents the degree or likelihood that a consumer will be willing to make a purchase.

II-Method

II-1- Analysis & Results

The aim of this study is to examine consumer attitudes towards advertising via smartphone applications and the impact of these attitudes on consumer purchasing intentions. In order to obtain information and verify the research hypotheses, we prepared a questionnaire based on items quoted from (Ducoffe, 1995) (Bauer, Barnes, Reichardt, & Neumann, 2005), and the five-point Likert scale was relied upon (1 = strongly disagree to 5 = strongly agree). The study population includes smartphone users in Algeria. A random sample was selected, and the questionnaire was sent to 237 respondents, from which 203 completed forms were selected for analysis.

and the following is the demographic composition of the study sample.

Table n°1: Demographic Characteristics

Variable	Interval	Frequency	Percentage
Gender	Male	112	55.2
	Female	91	44.8
Age	18 - 28 years old	69	34
	29 - 39 years old	76	37.4
	40 - 50 years old	52	25.6
	More than 50 years old	6	3
Educational level	Less than high school	6	3
	High school	27	13.3
	University	97	47.8
	Graduate studies	73	36
Average daily mobile phone use	less than 1 hour	18	8.9
	1 - 3 hours	78	38.4
	More than 3 hours	107	52.7

Source: Authors elaboration based on SPSS outputs

According to Table 1, the study sample was distributed by gender into two groups: 112 males (55.2%) and 91 females (44.8%). As for the age variable, the study sample was distributed into four categories, with the age group between 29-39 years occupying first place, with 76 individuals, representing 37.4%, followed by the 18-28 year group, which numbered 69 individuals, representing 34%. The 40-50 year old category reached 52 individuals, representing 25.6%, and in last place was the (over 50 year old category), representing 3%, representing 6 individuals. As for the educational level variable, the university level ranked

first at 47.8%, followed by the postgraduate level at 36%, the secondary level at 13.3%, and the lower secondary level at 3%. As for the variable of average smartphone use per day, the number of individuals who use their phone for more than 3 hours reached 107 individuals, or 52.7%, while the number of those who use their phone between 1-3 hours reached 78 individuals, or 38.4%, and finally, those who use their phone for less than an hour per day reached 18 individuals, or 8.9%.

II-1-1- Reliability of Variable:

From Table 2, we find that Konbach's alpha coefficient for the entire set of items was 0.869. This indicates that the study tool obtained a very good reliability score and that all factors exceeded 0.70, indicating that all measures can be used reliably and appropriately to analyze and interpret the results of this study.

Table n°2: Reliability Measures

Variable	Cronbach's Alpha
Attitude Toward In-app Mobile Advertising	0.732
Purchase Intention	0.717
Informativeness	0.701
Credibility	0.769
Entertainment	0.778
Irritation	0.742
Overall sets (18 items)	0.854

Source: Authors elaboration based on SPSS outputs.

II-1-2- Factor Analysis

To ensure the validity of the metrics, we conducted a multi-item metrics test using Exploratory Factor Analysis (EFA), and the factor loadings were all greater than 0.6, as shown in Table 3. The Kaiser-Meyer-Olkin (KMO) coefficient for sample suitability was 0.831, a good value that exceeds the minimum acceptable level, suggesting the possibility of conducting an exploratory factor analysis. The Barlett's sphericity test was statistically significant, and 18 items were classified into 6 factors, with a cumulative percentage of 67.447%, as shown in Table 4, which is acceptable. Based on these results, factor analysis was chosen as appropriate for this study.

Table n°3: Factor loading and reliability values

	Factor loadings	Composite Reliability	AVE
INF 1	0.732	0.765	0.521
INF 2	0.803		
INF 3	0.678		
CRD 1	0.801	0.792	0.565
CRD 2	0.743		
CRD 3	0.620		
ENT 1	0.813	0.815	0.596
ENT 2	0.760		
ENT 3	0.785		
IRR 1	0.796	0.799	0.574

IRR 2	0.836		
IRR 3	0.778		
ATT 1	0.795	0.821	0.605
ATT 2	0.772		
ATT 3	0.609		
PI 1	0.619	0.765	0.533
PI 2	0.775		
PI 3	0.762		

Source: Authors elaboration based on SPSS & AMOS outputs.

Table n°4: Percentage of variance explained eigenvalues, KMO and Barlett's Test

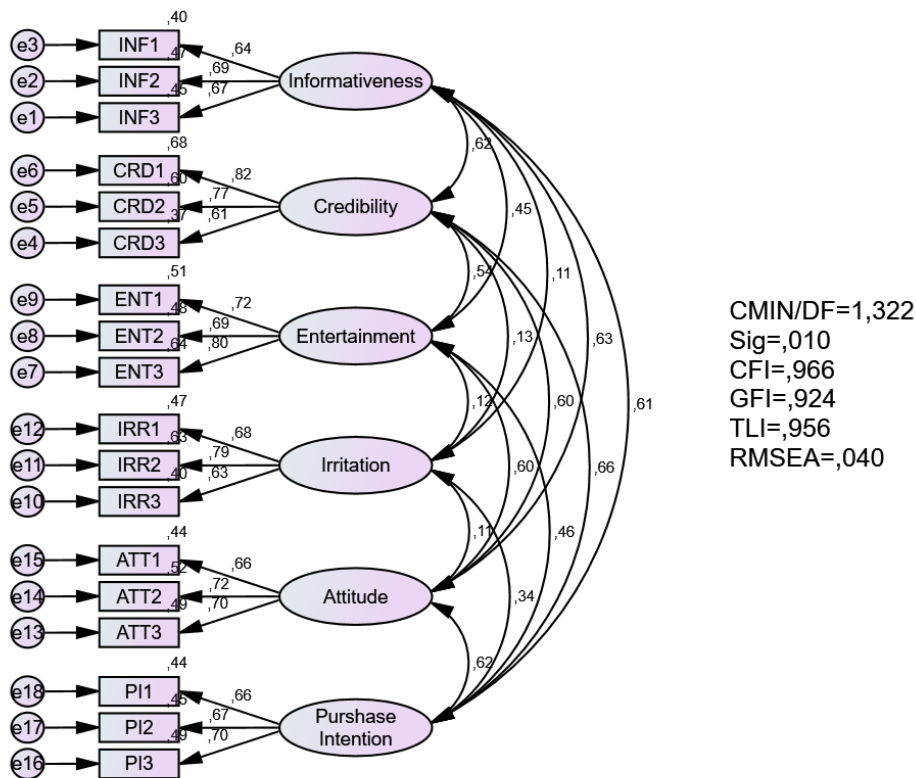
Number of items	Accumulation percentage of explained variance	KMO	Barlett's Test Sig
18	67.447	0.831	0.000

Source: Authors elaboration based on SPSS outputs.

II-1-3-1- Confirmatory factor analysis (CFA)

Confirmatory factor analysis (CFA) was then performed using AMOS V.24.0 using the maximum likelihood estimation, The model demonstrated an acceptable fit, so that the value of the chi-square index based on degrees of freedom was CMIN/DF: 1.322, which is less than the commonly adopted upper limit of 3, and CFI=0.966, which is greater than 0.9, The GFI=0.924, the SRMR=0.047, and the Tucker-Louis TLI=0.956, which is a value higher than the minimum: 0.9, and the RMSEA rounding error mean root index was 0.040, so that the RMSEA < 0.1 indicates a good model fit, and in general All values adhered to the values accepted by literature on model fit in the context of confirmatory factor analysis. (CFA)

Figure n°2: Confirmatory factor analysis



Source: AMOS outputs.

II-1-3-2- CR & AVE

As shown in Table 3, the Composite reliability (CR) values appear to be greater than 0.7, which indicates a sufficient level of internal consistency for the model dimensions, and the average extracted variance (AVE) for all constructs is greater than 0.5, which means that each latent variable explains more than 50% of the variance in its indicators. This indicates the achievement of convergent honesty.

II-1-3-3- HTMT

A novel criterion known as "heterotrait-monotrait ratio of correlations" (HTMT) has been used to verify discriminatory validity, and the HTMT limits must be less than 0.90 (Henseler, Ringle, & Sarstedt, 2015). As shown in Table 5, the results indicate strong discriminatory validity for the structures.

Table n°5: Discriminant validity (HTMT)

	INF	CRD	ENT	IRR	ATT	PI
Informativeness						
Credibility	0.658					
Entertainment	0.449	0.554				
Irritation	0.125	0.170	0.141			
Attitude	0.636	0.658	0.604	0.144		
Purchase Intention	0.609	0.691	0.465	0.341	0.625	

Source: Authors elaboration based on AMOS outputs.

II-1-4- Sem (Structural model results and hypotheses testing)

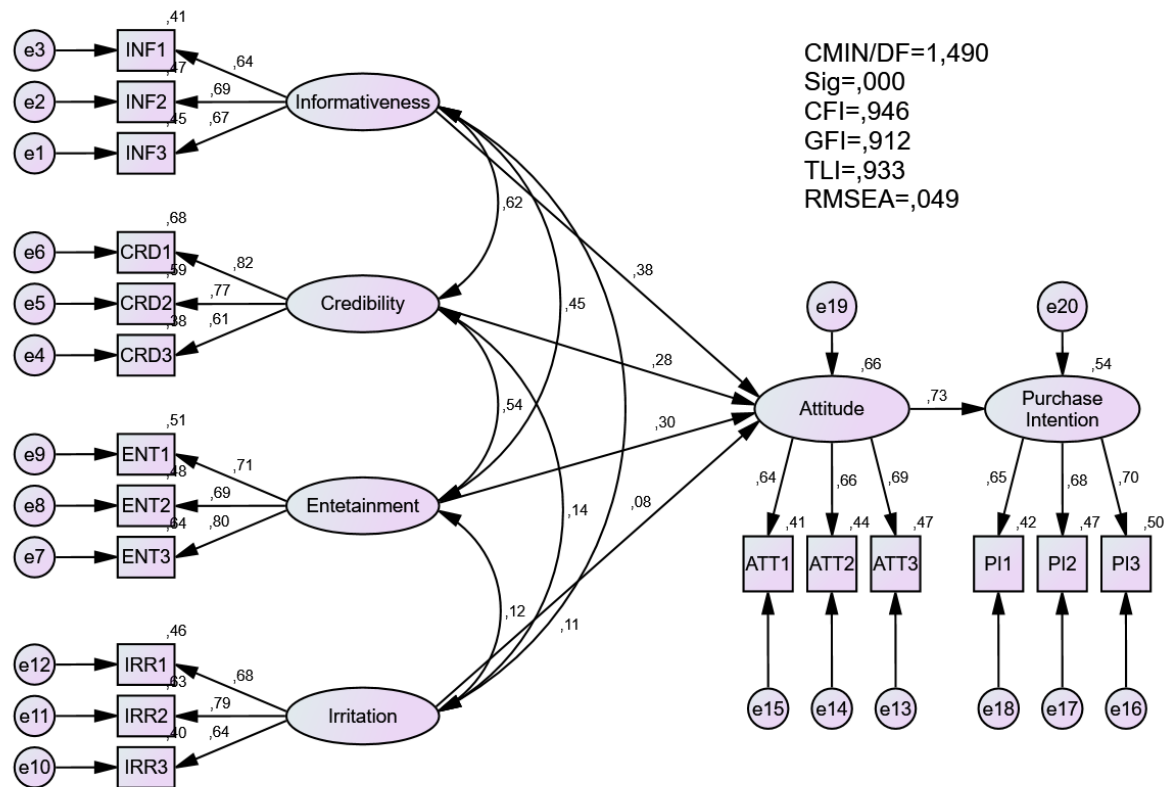
To test the study hypotheses, structural equation modeling (SEM) was used in AMOS V.24.0, and the model showed an acceptable fit with the data, such that the CMIN/DF value was = 1.490, the CFI value was = 0.946, the GFI value was = 0.912, and the TLI value was 0.933, while the RMSEA value was 0.049. such that all values meet the limits adopted in the literature for model fit. R^2 values indicate both attitudes towards In-app mobile advertising (0.66) and purchase intention (0.54), meaning that the four predictor variables: informativeness, credibility, entertainment, and annoyance explain 66% of the variance in attitudes towards In-app ads, and 54% of the variance in purchase intention is explained by attitudes. The results showed that informativeness has a positive and statistically significant impact on attitudes ($\beta=0.382$, $p=0.001$), supporting hypothesis H1. Accordingly, the greater consumers' awareness of advertising informativeness, the higher their acceptance of advertising. The results showed that credibility has a positive, statistically significant effect on attitudes ($\beta = 0.279$, $p = 0.017$), confirming hypothesis H2. Accordingly, the more credible the ads are, the more positive the trend towards in-app mobile advertising will be. The results also showed a positive and statistically significant effect of entertainment on attitudes ($\beta=0.299$, $p=0.002$), thus supporting hypothesis H3, which indicates that advertisements of an entertainment nature positively affect attitudes towards In-app mobile advertising. The results also showed that annoyance did not have a statistically significant effect on attitudes towards In-app mobile advertising ($\beta=0.08$, $p=0.272$), because the value of the statistical significance level ($p>0.05$) indicates that this effect is not significant, and therefore did not support hypothesis H4, This result means that annoyance with ads does not negatively affect consumers' attitudes towards In-app mobile advertising. As for the effect of attitudes on consumer purchasing intention, the results showed a statistically significant positive effect ($\beta = 0.734$, $P < 0.001$), supporting hypothesis H5. This indicates that consumers who show a positive attitude towards In-app mobile advertising are more likely to convert their acceptance into a real intention to buy.

Table n°6: Testing of hypotheses .

Hypothesis	β	p value	t value	Result
H1: Informativeness $\rightarrow$ Attitude	0.382	0.001	3.222	Accepted
H2: Credibility $\rightarrow$ Attitude	0.279	0.017	2.384	Accepted
H3: Entertainment $\rightarrow$ Attitude	0.299	0.002	3.125	Accepted
H4: Irritation $\rightarrow$ Attitude	0.080	0.272	1.099	Rejected
H5: Attitude $\rightarrow$ Purchase_Intention	0.734	***	6.566	Accepted

Source: Authors elaboration based on AMOS outputs.

Figure n°3: Testing of hypotheses



Source: AMOS outputs.

II-1-5-Mediating effect of Attitude

The mediation of attitudes towards In-app mobile advertising was tested in the relationship between the independent variables and the dependent variable, using the bootstrapping method in AMOS V.24.0 (bootstrapping Sample = 5000, confidence interval = 95%). The results showed that informatics and entertainment affect the intention to purchase through mediation through attitudes towards In-app mobile advertising, while credibility and annoyance did not affect the intention to purchase through mediation, as shown in Table No 7.

Table n°7: Test for Mediation using a Bootstrap Analysis with a 95 Confidence Interval

	Indirect Effect	t-Value	P-Value	Confidence Interval	
				low	high
Informativeness → Purchase_Intention	0.281	2.838	0.004	0.101	0.492
Credibility → Purchase_Intention	0.205	1.541	0.092	-0,04	0.480
Entertainment → Purchase_Intention	0.220	2.588	0.009	0.057	0.395
Irritation → Purchase_Intention	0.059	0.907	0.351	-0,054	0.201

Note : Bootstrap Sample = 5000 with replacement

Source: Authors elaboration based on AMOS outputs.

Discussion

Advertising is considered one of the most important communication methods, and with the increase in mobile phone users in Algeria, it has become a valuable channel for companies to deliver their advertising messages. Advertising via mobile phone applications is also a new field in Algeria, constantly developing; many Algerian companies have begun to rely on it to promote their products. The main objective of this study is to investigate the impact of mobile app advertising on consumer attitudes. To measure this impact, we relied on four advertising elements: informationality, credibility, entertainment, and annoyance. We relied on these structures based on studies by (Ducoffe, 1995) (Pavlou & Stewart, 2000), where we studied the impact of these structures on attitudes, and the impact of attitudes on the purchase intention of the Algerian consumer. The results showed that informatics is the factor that most influences attitudes towards advertising via mobile applications, followed by entertainment and then credibility, and this partly supports the study of both (Sigurdsson, Menon, Hallgrímsson, & Larsen, 2017) and (Trivedi, 2015), while annoyance did not affect attitudes, and this supports the study of (Damak Turk, 2020). The results also showed that positive attitudes towards In-app mobile advertising have a statistically significant positive effect on purchase intention. and the more negative attitudes towards these advertisements, the less likely consumers are to have purchase intention. That is, there is a direct relationship between the consumer's attitude towards advertisements and their purchase intention. Therefore, companies that seek to attract customers through advertising on mobile phone applications should ensure their advertisements provide sufficient, brief product information, are entertaining, and are reliable.

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