

Customers' Intrinsic and Extrinsic Motivations in Mobile Advertising

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Abstract

Based on the two theories brand equity and theory of reasoned action it has been statistically proven that customers intrinsic and extrinsic motivations lead to intention to buy and brand loyalty when viewing a mobile advertising. There are 5 factors that were tested to see if this is true. Based on the literature review these 5 consist of (1) personalization, (2) informative-ness, (3) social influence, (4) attractiveness, and (5) entertainment. The first 3 were tested in response to intention to buy and the last two were tested for brand loyalty.

Based on previous research from the literature review there were about 50 questions that were asked in the survey that pertained to the 5 listed factors. By using the Likert scale along with demographics questions, we were able to come up with nominal, ordinal, interval, and ratio questions when put into the SPSS system. From the results, there were 150 participants who responded to the survey via Qualtrics out of all the participants only 90 were tested who were Millennials.

There were some interesting results that were gathered we found that males have a more favorable attitude towards advertising such as finding the ads more enjoyable and humorous. This was also found to be true in Wolin (2016) article that is a part of our literature review. However, this study discovered that women purchase more than men when it comes too mobile advertising.

Key words: Millennials, Mobile Advertising, Motivation

I. Introduction

Mobile Advertising is a flourishing business. In the United States alone, it has grown to more than \$19 billion as of 2014, and projection suggests that it will rise even further, to more than \$65 billion by 2019,

such that it will account for nearly three-quarters of all digital advertising spending (Grewal, 2016). Mobile advertising is a method of advertising that appears on mobile devices such as smartphones, tablets, or PDAs that have wireless connections. There are many reasons that mobile advertising will continue to grow.

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Frist, mobile phones are individual tools that are used for personal communication. Users have their phone with them all day and where ever they go even when they sleep. Users can download the apps and customize their phones the way they want. Second, mobile phones have truly enabled consumer's ubiquitous access to digital information, anytime and anywhere, which also means that mobile devices allow marketers to reach consumers more directly and constantly (mobile Advertising, 2016). Third, mobile devices have GPS that allow companies to track your location. Finally, people can access social media sites that provide a different advertisement for different users by using analytic capabilities (mobile Advertising, 2016).

Overall, there are many problems business may face when using mobile advertising. It will be hard for businesses to get peoples trust to buy their products when they use this type of marketing. There will be a hard time getting the customers attention. Consumers have the choice to skip any ads. So, businesses need to work harder on how to get their attention. Moreover, there is a specific age that will be interested in this kind of promotion which is Millennials meaning it may be hard to attract Generation X and Baby Boomers. So, businesses that target Generation X and baby boomers may not find this kind of advertising helpful.

There are some problems consumers will face. Companies can easily target consumers. For example, if consumers use the Amazon app to search for "sports shoes" when the same consumer opens Instagram he/she will find ads for "sports shoes." Also, consumers will have no privacy on their phones because some companies' track and sell their information to other companies through data brokers. These problems that face companies may recur. One company gets the consumer's attention and interest in one ad the company may lose them in the next ad if the ad is not as good as the first one. Businesses need to keep

their ads interesting to get customers attention. Mobile advertising is a growing phenomenon that big and small businesses use. Due to a lot of competition keeping the ads interesting is not an easy task to do.

With this research, we examine how mobile advertising affects consumer intention to buy as well as their brand loyalty. Through our research we focus on answering these two questions: How does personalization, social influences, and informative-ness affect consumer's intention to buy?

How does the level of attractiveness and entertainment on mobile advertising affect consumer's brand loyalty? Specifically, in this study, we examined how mobile advertising affects consumer's intention to buy as well as their brand loyalty. After the data was collected, we answered these questions: (1) What is the relationship between brand loyalty and intention to buy with gender? (2) What is the relationship between intention to buy and gender? (3) What age is most common when it comes to the amount of purchases made? (4) How many fashion items have you purchased online with ethnicity?

II. Literature Review

For the purpose of this research, brand equity theory and theory of reasoned action have been used to predict customer's intention to buy and their loyalty towards a particular brand (Feng, 2016; Kim, 2014). By using these two theories we predict that there is going to be positive to moderate correlation when comparing mobile advertising to the independent and dependent variables. To support these theories there are five independent variables and two dependent variables that correlate with each other. The five independent variables consist of personalization, social influence, informative-ness, attractiveness, and entertainment (Feng, 2016; Goh, 2015; Kim, 2014). Per-

sonalization, social influence, and informativeness fit under intrinsic motivation because they satisfy consumer's internal needs. Likewise, attractiveness and entertainment are an extrinsic motivation that brings the customer external value when viewing a particular advertisement (Goldberg, 2016; Ha, 2014). These all correlate to the dependent variables which are intention to buy and brand loyalty. In today's society of advertising, most people consider these five variables when making an online purchase.

Mobile advertising is growing worldwide due to its advanced promotional activities. Marketing personnel realizes that mobile devices will play an important role in advertising because of the device's capacity to target consumers by both location and time (Feng, 2016). This is especially true when it comes to targeting the younger generations, such as Millennials. As mentioned previously, our research is more structured towards Millennials and how they perceive mobile advertising in everyday life. We chose to focus on Millennials because they're a potential rising business that most companies want to segment in order to build trust and relationships to increase their intention to buy as well as their brand loyalty. Millennials are more likely to buy from websites that they recognize in some shape or form that they can connect with. Mobile advertising is all over phones and many Millennials are exposed to them on a daily basis.

Companies are constantly on the lookout for prospects that are Millennials. In the U.S, there is an increasing number of Millennials that contribute to one-fourth of the entire population and have about \$200 billion in buying power (Schawbel, 2015). Millennials are continuously connected to mobile advertising through multiple platforms and devices. In 2013, 96% of the world's population subscribed to mobile services (Chu & Goh, 2015). 87% of Millennials use between two to three devices at least once on a daily basis (Schawbel, 2015). With these statistics, there is an increasing number of users exposed to mobile advertising,

Millennials are a huge part of it. Companies are always innovating new ways of targeting Millennials because if a brand is important and all their friends have it then there is a higher chance that they too will be more willing to buy.

It is important to note that Millennials want to engage with brands through social networks. 62% of Millennials say that if a brand captures their attention on social networks, they are more likely to become a loyal customer. Also, 60% of Millennials say that they are loyal to brands once they find a good product (Schawbel, 2015). It is better to reach these Millennials in the prospect stage because once they get older they will be willing to purchase again. Today, companies are always giving back in some type of way. When companies give back to society there is a highly likely chance that Millennials will be interested in purchasing from that company. 75% said that it is fairly or very important that a company is involved in corporate social responsibility (CSR) instead of just trying to make a profit (Schawbel, 2015). Millennials now have the purchasing power and it is important for companies to take into consideration of what they want in order to create a relationship and build trust for future purchases. What we intend to do is to find correlations between Millennials and their intention to buy and how it is affected by personalization, social influences, and informativeness. As well as their brand loyalty in forms of attractiveness and entertainment.

Personalization

Personalization is the first intrinsic motivator that consumers consider when presented with an advertisement. Intrinsic motivations satisfy the customer based on happiness and excitement they have when a particular ad is shown. Personalization of mobile advertising refers to the degree to which the advertising message is customized to reflect consumer's preferences, needs, mind-set, lifestyle, and specific cultural and

geographical characteristics (Feng, 2016). Personalization for mobile advertising is important especially when there are millions of different advertisements trying to grab the user's attention. Due to short attention spans when it comes to mobile advertising customers spend about 8 minutes a day looking at ads. In this case, personalization is beneficial in order to reach the most audiences in the shortest amount of time (Chung, 2015). Based on previous clicked websites, keywords are chosen that may predict whether the user reads another advertisement. It is more than likely that if a particular advertisement is directed towards the intended user that the need of that user will more likely appeal to their lifestyle and would benefit them to know more (Chung, 2015). For example, Han and Kim (2014) in their research found that consumers have a positive attitude towards authorized messages in mobile advertising. When an advertisement fits someone's lifestyle, they are more likely to use mobile advertising, which leads to a higher intention of buying.

Social Influence: Social influence is the second intrinsic motivator that brings information and satisfaction to customers. Sheena and Sudha (2017) in their research define influencer marketing as a process of identifying and attracting individuals who have influence over a specific target audience or medium. Social influence can have a positive or negative effect depending on how a customer receives and reviews a particular product through word of mouth, this can occur over the web or in person. Anyone can be an influencer this can occur between people, groups, brands, or place. For example, social influencers can be anyone from YouTube who tests products, celebrities, or even a close friend or family member. Sheena and Sudha (2017) discovered that marketers use social influence to establish credibility in the market, create social conversation around their brands, and to drive online or in-store sales of their products.

People tend to trust influencer marketing more than any other type of product promotion (Sheena & Sudha, 2017). Blogs, Facebook, YouTube, and Instagram are the most popular places people can interact with social influencers in order to understand if their intention of buying a product will be beneficial or a waste of money. One industry that is driven entirely by influencers is the fashion industry. When it comes to fashion the main influencers are the brand itself at 55%, 24% are from celebrities, and 21% are from bloggers (Sheena & Sudha, 2017). Here we can see that the brand itself sells, however, bloggers do make a good portion of helping influence people towards a purchase.

Informativeness

Informative-ness is the last intrinsic motivator that defines how customers feel towards an advertisement. Chu's and Goh (2015) research shows that exposure to informative ad content positively influences advertising response on a mobile platform. When a message includes customer needs, the customer enjoys understanding detail (Han & Kim, 2014). Detail in an advertisement is important because customers who are more interested in reading about a specific topic concentrate more on the message without losing focus. Exposing a customer to something interesting that has a lot of information without them having to search elsewhere can increase their intention of buying. One difficulty in advertising to Millennials is getting their attention in an increasingly cluttered, fragmented media and keeping their attention (Eastman & Iyer, 2016). Advertising that provides information about a product on one page can eliminate that clutter.

Based on gender differences informative-ness can vary. Korgaonkar and Wolin (2016) did a study in which they discovered that males identify mobile advertising as more enjoyable, useful, and informative. Likewise, women were more favorable in receiving

marketers emails based on product information. However, if advertisements don't provide the information needed, then Millennials are more likely to get irritated and leave. This is because Millennials have short attention spans and have a high need for structure with a low tolerance for ambiguity (Eastman & Iyer, 2016).

Brand Loyalty

There are many factors that contribute to success in a brand. One of the most important that is contributed to our research is brand loyalty. Brand loyalty is important because it continually brings the consumer back to the same product over and over again. Millennials, unlike their parents, are not driven by the brand loyalty of the past, where the family used a certain brand and it was passed down from generation to generation. Many of the current brands and Generation Xers and Baby Boomers used do not resonate well with this younger generation (Joseph, 2017). They have a different way of thinking when it comes to brand loyalty. In order for marketers and advertisers to reach this target area of a consumer, they must first redefine the definition of brand loyalty. Understanding what Millennials want and turning into something they need and cannot live without is what marketing is all about. For Millennials, it is important to think about what is attractive to them when it comes to mobile advertisements and how entertaining it is for them. In our research, we focus on how the extrinsic properties of attractiveness and entertainment in mobile advertisements positively relates to brand loyalty. We intend to find the correlations between Millennials and their intention to buy and how brand loyalty is ultimately affected by entertainment and attractiveness of a mobile advertisement.

Attractiveness

Attractiveness in mobile advertising is an important factor to have. The way an advertisement comes across to a consumer is important. You only have so much time for a consumer to really pay attention before they dismiss a mobile advertisement. Not only does an advertisement have to be interesting to the consumer but also it has to have something that they ultimately want and need. It is said that marketers can either purchase or earn consumers attention (Goldberg, 2016). There are many different types of mobile advertising some that are the focus of our research are banners, pop-ups, and videos. There has been extensive research on how to keep consumers attention visually. According to Goldberg's article (2016), there are five tips for marketers to capture a consumer's attention: (1) Avoid overly prominent branding (2) Immediately create a positive emotional feeling, such as joy (3) Build an emotional Roller Coaster (4) Surprise consumers, but don't shock them (5) Target viewers who will share the message. These factors positively correlate with the attractiveness of an advertisement via mobile advertisements. Also, this has a positive correlation to brand loyalty, when a consumer gets a mobile advertisement and it has all these factors it promotes and attractiveness to that advertisement and in turn has a positive emotional attachment to that brand. It is important to understand that when you have an attractive mobile advertisement that holds consumers' attention you have gained access to that consumer on a personal level. This will benefit the marketer by being able to have the ability to persuade that consumer, which triggers their intention to buy, more so if that brand is a brand that the consumer is loyal to. The research showed that in order for a consumer to watch the ad in whole without skipping it, the mobile advertisement had to be humorous in nature (Campbell, 2017). This correlates with what Goldberg's (2016) study states that in order

for an advertisement to be attractive to a consumer it must make an immediate positive feeling.

Entertainment

Entertainment is a significant and important factor when it comes to gaining loyalty in Millennials. Disrupting the routine is one of the four tips; Joseph (2017) talked about his “Struggling to Market to Millennials.” It explained that in order to gain the loyalty of a millennial, marketer’s first need to look at the experience you offer your customers and disrupt what has become of the norm of the marketplace and get rid of compromise. Marketers must also understand that Millennials will not reward brands that are driven by profit. By being able to weave the purpose of your business into the brand experience it will get a better loyalty from this target market (Joseph, 2017). Being about to adopt these things into mobile advertising helps marketers in the long run to establishing a foundation with the consumer. Once a foundation is established maintaining the consumer to marketer relationship relies on keeping the consumer entertained and excited about the brand, this correlates parallel to all aspects of advertising for that company especially mobile advertising due to the involvement of mobile devices Millennials use in everyday life. Entertainment focuses on the ability of advertising to entertain and thus improve the experience of the consumer with respect to advertising. In his research, Trivedi (2015) found positive correlations with entertainment, credibility, and informative-ness when it came to advertising brand and the attitude of the consumer towards the brand.

Being able to keep someone entertained falls on many parameters when it comes to mobile advertising. According to the study by Kim & Yu (2016) they studied the experiences consumers that interacted with mobile apps which is a form of mobile advertisements that are downloadable on mobile devices,

and it expresses a brand identity. The researchers wanted to understand the relationship between consumers and brands and the effects of new media on brand experiences. They focused on sensory, affective, cognitive, behavioral, and relational experiences when it came to brand loyalty. Their second focus was consumer involvement with brand experience and its effects on brand loyalty. The findings showed a direct positive correlation to brand experience that is effective, cognitive, behavioral, and relationally based (Kim & Yu, 2016). This improves the consumers experience to that brand, which makes it entertaining to the consumer. To gain loyalty from a Millennial a mobile advertisement must have an effective experience in the advertisement to gain an emotional response.

Based on the extensive literature review, we examined the following hypotheses:

- H1:** Personalization in mobile advertising is positively related to their intention to buy.
- H2:** Social Influence in mobile advertising is positively related to their intention to buy.
- H3:** Informative-ness in mobile advertising is positively related to their intention to buy.
- H4:** Attractiveness in mobile advertising is positively related to their brand loyalty.
- H5:** Entertainment in mobile advertising is positively related to their brand loyalty.

III. Methodology

This study employed a convenience sampling method using students enrolled in a Southwestern University in the U.S. The survey link was distributed through email, text message, and social media such as Instagram and Facebook. This link lead to the survey that was conducted online via Qualtrics. Students between the ages 18-35 and identify as Millennials were asked to

participate in the study. The data was collected from people who have different ethnicity and background. There were 155 participants. Out of those 155 only 90 responded to the questions fully we had to eliminate any people who were not in the age range of Millennials.

The scale items for all constructs in the questionnaire are adopted from previous, publicly available literature pertaining to mobile advertising. The questionnaire was measured on a Likert scale pertaining to the level of agreement, from strongly disagrees to strongly agree, of prepared items. A total of 50 items were asked. Specifically, 40 of those items for “personalization, social influence, informativeness, attractiveness, and entertainment,” 10 items were adopted from the study by Kim et al. (2015), and 15 items for “International Journal” were adopted from the study by Hong and Lee (2016). There were 15 items adopted from the study by Science Direct (2017) to assess intrinsic and extrinsic factors that correlate with loyalty and intention to buy.

To test our hypotheses, we put all our questions on a Likert scale from strongly disagree to strongly agree. We also had some categorical questions as well to get more information demographic wise.

SPSS was used to test our hypotheses and find the relationship between the variables. Variables coefficients, p-value, R and R (square) of the regression output are used to investigate the statistical significance of the estimated relationships, that is, the degree of confidence that the true relationship is close to the estimated relationship (Forsido, 2012).

IV. Data Analysis & Results

Our research examined the intrinsic variables, which are personalization, social influences, and informativeness on intention to buy and their relationship

between Millennials and mobile advertising. We also tested the extrinsic variables such as attractiveness and entertainment and their effects on Millennials and its effects brand loyalty. In our research, we hope to find positive correlations that would help facilitate the marketing towards Millennials. This data would be beneficial to anyone trying to target Millennials. Millennials are important because they outsize the Baby Boom generation and become the largest living generation in the consumer market. The Millennials are an important engine of the economy in the coming decade. Mobile advertising is the fastest way to advertise and has become a staple in this technology-oriented decade. In our research, we hope to understand what variables trigger intention to buy and brand loyalty.

This study has utilized three different types of analytical testing in order to assure that we understand the correlations between the variables and constants within our hypotheses. We have used the following three types, Bivariate Correlation Analysis, T-Test, and Cross Tabulation. The Bivariate Correlation Analysis, this type of testing found out if there were correlations between variables. The strengths of these correlations helped associate which variables correlate with the two tested dependent variables in our research, brand loyalty and intention to buy.

We have also utilized T-Test which is applied to compare whether the average difference between two groups is significant or if it's due instead to random chance. This is important because this will find out if gender or age is a factor or if it has any correlation to the research. The last type of testing that we utilized in our research is the Cross-Tabulation Analysis. This testing allows you to compare the relationship between the data that are not readily apparent when analyzing the total survey.

This study used Bivariate Correlation Analysis to research to find the correlation strengths between out

independent variables and dependent variables. The findings of this study show the correlation between intention to buy and personalization. It is found that the p-values are all significant (.000) indicating the presence of the relationship. Thus, H1 is supported. Especially when the asked if they intend to buy using mobile advertising in the future, and all social influence questions. This study also shows the correlations between intention to buy and social influence. The p-values are smaller than .05 indicating the presence of the relationship. The data shows that the question, “I am more likely to purchase fashion items from mobile phone ads” has the highest and most positive correlations with social influence questions asked to Millennials. All questions have p-value of .000 which is smaller than .05 indicating the significant presence of the relationship. This supported H2. Another finding shows correlations between intention to buy and informativeness. All questions have p-value of .000 which is smaller than .05 indicating the H3 is is correlated to brand loyalty. In this data, all questions asked showed positive correlations with attractiveness. All p-values were .0000 indicating the presence of the relationship between both brand loyalty and attractiveness. It concludes that H4 is supported. Further data also shows the correlation between brand loyalty and entertainment. This data was interesting because out of all the data, it had one question that was, “I have a positive feeling towards mobile advertising.” This question when finding a relationship with the question “I like pop up ads in mobile advertising,” this data was the weakest link in all the data. The

P-value for that question was .08 which is larger than .05 but smaller than .10. It is marginally acceptable when we use 90% confidence intervals. Over all, though the questions posed to Millennials for brand loyalty and attractiveness were positive which supported H5. All had positive relationships with brand loyalty, all had significant p-values (.0000) indicating the presence of the relationship between the independent and dependent variables. The variable that had the most positive response from Millennials was attractiveness; this means that attractiveness has a stronger correlation to brand loyalty than entertainment.

We also looked at different types of analysis to see if there were other correlations underlying within our data. We used Independent Samples T-Test. We tested gender would affect the dependent variables (Brand loyalty and Intention to buy). We wanted to know if there was any difference between males and females that influenced Intention to buy or brand loyalty. Except for the question that states, “I have a favorable attitude towards mobile advertising,” This question has a p-value of .049 which is slightly smaller than .05 meaning the difference between the means of the 2 groups is significant. When we look further to the mean difference between male and female, we see that the mean scores are slightly different where the males have a mean of 4.00 and the females have a mean of 3.37. This means that males have a stronger opinion when it comes to their favor when it comes to mobile advertising.

Regardless of that one question, all other questions pertaining to brand loyalty failed to reject the null

⟨Table 1⟩ Gender difference in the attitude towards mobile advertising

Variable	Male (n=17) Mean (S.D.)	Female (n=73) Mean (S.D.)	<i>t</i>
I have favorable attitude towards mobile advertising.	4.00 (.707)	3.37 (1.253)	1.995 (<i>p</i> =049)

hypothesis. The p-values of all were greater than .05 which means the difference between the means of the two groups is not significant, which in turn suggests that there is no difference between the two means. The Independent T-test shows that there was no difference between male and female respondents in terms of Intention to buy. All the p-values of questions were larger than the .05, meaning the difference between the means of the two groups is not significant, which in turn, suggest that there is no difference between the two means.

We then continue to analyze the data on Age and amount of purchases from mobile advertising using Cross Tabulation method. This is important to find out because we want to pin point what age group between Millennials 18-35, purchases the most through

mobile advertising with the data that we have acquired. The data suggests that from the 90 respondents. The data states that 21-year-olds are buying more online than any other age group, buying between 3-5 items in each purchase. The age group that purchases the least is 19-year-old which buy between 3-5 purchases through mobile advertising. However, the only number that is most significant is the Pearson Chi-square (.045). This means that association between the two variables is significant. This result suggests that we reject the null hypothesis stating that there is no association between the two variables.

This study also tested the association between Gender and the number of items purchased. We found that females make the most purchases in regard to mobile advertising, 73 of the 90 respondents, that is about

〈Table 2〉 The number of fashion items purchased online in the past three months by age group

Variable	Age			Total N (%)	χ^2
	19-26 years N(%)	27-34 years N(%)	35-40 years N(%)		
1-2 items	7 (7.8%)	21 (23.4%)	10 (11.1%)	38 (42.3%)	107.108 ($p=.045$)
3-4 items	24 (26.7%)	12 (13.3%)	3 (3.3%)	39 (43.3%)	
5-7 items	2 (2.2%)	2 (2.2%)	0 (0%)	4 (4.4%)	
More than 7 items	6 (6.7%)	3 (3.3%)	0 (0%)	9 (10%)	
total	39 (43.4%)	38 (42.2%)	13 (14.4%)	90 (100%)	

〈Table 3〉 The number of fashion items purchased online in the past three months by gender

Variable	Gender		Total N (%)	χ^2
	Male N(%)	Female N(%)		
1-2 items	2 (2.3%)	36 (40%)	38 (42.3%)	12.001 ($p=.017$)
3-4 items	13 (14.3%)	26 (28.8%)	39 (43.1%)	
5-7 items	0 (0%)	2 (2.3%)	2 (2.3%)	
More than 7 items	2 (2.3%)	9 (10%)	11 (12.3%)	
total	17 (18.9%)	73 (81.1%)	90 (100%)	

80%. The data also shows that between the two Genders 3-5 items is the amount of purchases that is most popular with 39 of 90 respondents selecting that as their answer and 1-3 purchases almost ties with them with 38 of 90 respondents selecting that as their answer. However, the only number that is most significant is the Pearson Chi-square which is .017. This means that association between the two variables is significant.

V. Conclusion

Based on our findings there is a positive relationship between all of our hypotheses, and they were all supported. However, when looking at the findings, the strongest out of the data was personalization and attractiveness. These two variables had the highest percentage where respondents answered agree to strongly agree. With these results we can recommend that when it comes to Millennials and mobile advertising there should be a strong focus on personalization to the customer as well as attractiveness of the ads, but also it is important to not forget about all the other variables because they are also important. Because we are targeting Millennials it is important to personalize to their needs at the right time and place. Many Millennials are always on the go so they like to buy from a website that is personalized to something that they have previously looked at. Attractiveness is also important because if an ad doesn't focus on this then they can potentially lose the customer. Millennials in their 20's like to have an ad that will benefit them from clicking. It is important to focus on these things because Millennials will guide our generation in the mobile industry and if there is not a positive reason to see an ad then they will turn to something else. Based on Goldberg's (2016) article it is true in this case that an ad needs to: (1) Avoid overly prominent

branding (2) Immediately create a positive emotional feeling, such as joy (3) Build an emotional roller coaster (4) Surprise consumers, but don't shock them (5) Target viewers who will share the message.

For the most part, there were some interesting results that were gathered we found that males have a more favorable attitude towards advertising such as finding the ads more enjoyable and humorous. This was also in line with Korgaonkar and Wolin (2016) research that is a part of our literature review. However, it was discovered that women purchase more than men when it comes too mobile advertising. From these results we can say that mobile advertising attracts women more than men because they only tend to find the ads enjoyable and don't really have an intention of buying. Maybe they are just viewing the ad because of the brand that they have purchased in the past.

Limitations that could occur in our research is not being able to have enough responses to our questionnaire. Our data depends solely on participants that fell in the ages of 18-35 and identified as Millennials. If we do not get feedback, we would not have enough data to support our hypotheses and our research would be inconclusive. Our questionnaire may be too long for participants. This may cause irritation that would conclude to skip rates in our data. That data would be rejected due to not finishing the questionnaire and any data that comes from skipping questions or not finishing the questionnaire would not be available to include in our research. Problems with the Internet could also affect our results. Our method of delivery and acceptance of questionnaires is solely based on the Qualtrics tool for survey taking. The inability for a participant to have Internet connection would be an issue and retrieving data from that participant. Furthermore, technological issues could and would not be limited to email access, issues with the website, electrical outages, glitches with the system, and or inability to submit finished questionnaire. Not having enough

time could rush a participant and they may not read the questions entirely and therefore generate unreliable data. Finally, participants may not be answering truthfully to the questions, which can contribute to conflicting and unreliable data. The ability to have valid and reliable results is important to any form of research and the sampling pool of participants may not take the survey seriously.

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