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## REVISITING THE IMPACT OF INFOTAINMENT AND IRRITATION ON MOBILE TEXT ADVERTISEMENT PURCHASE INTENTION

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### ABSTRACT

The purpose for this study is to analyze reinvesting the impact of infotainment and irritation on mobile text purchase intention the impact of mobile text (SMS) advertisement purchase intention in Hyderabad, Pakistan. They were considered to generate variables which had impact on for purchase intention through mobile text (SMS) advertisement including Infotainment and Irritation. This study surveyed 200major cities of Sindh, Hyderabad and Karachi. Data was collected through convenience sampling; structured questionnaire survey was use as a tool to collect the data from respondents and five point likert scale used as measurement scale. Reliability test and Multivariable linear regression was used for the calculation of the data and the following outcomes were formed. The result of this study shows that Infotainment has positive and significant impact on mobile text (SMS) advertisement purchase intention. However, Irritation has negative and significant impact on mobile text (SMS) advertisement purchase intention. Based on these findings it is highly suggested that marketers should avoid the repetitive SMS via mobile because customer get irritation and avoid buying goods and services for related brand.

**Keywords: Infotainment, Irritation, Purchase intention**

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### INTRODUCTION

In past few years' mobile internet has achieved a massive growth. Today the usage of mobile phones is not restricted to just communication but it has expanded to web surfing and managing work or business. Similar to this, shopping through mobile has become a part of traditional shopping, (Ngai and Gunasekaran, 2007).To make mobile shopping more user

friendly and efficient major online shopping platforms have developed mobile shopping applications or say Apps. Few of these platforms are Amazon and Taobao, so on (Yang et al., 2015). These mobile apps are easily available for customers to download and install due to which these apps have massively took over the web browsing for online shopping (Lee and Santanam, 2014). Talking about Taobao, developed by largest Chinese retail trading platform Alibaba Group, launched its app in 2011. Taobao is similar to Amazon an open market platform. With the passage of time the advancement in the personalization of mobile phones has reached to a whole new level. Today a mobile phone is such an essential tool for consumers that even when they sleep their phones are the last thing they use before falling asleep. May it be web browsing or using certain apps or even making documents has been a job of mobile phone? Due to such intensive usage of mobile phones, mobile advertisers are able to communicate directly to customers at any point at any time (Grewal et al., 2016). Despite of the fact that advertisement through mobile phones can be done anytime anywhere directly to customers, the problem arises that a big amount of advertisement reaches customer regardless of the need of customer (Stewart and Paul, 2002). These irrelevant advertisements are annoying and disturbing to many customers. This issue gave birth to the idea of optimizing mobile advertisements to targeted users.

## **LITERATURE REVIEW**

### **2.1 Uses and Gratifications Theory:**

The purpose of this theory is to understand the impact on psychology and behavior formed by using telecommunication and to identify the helpfulness of media in inspiring and self-gratifying knowledge by viewers. The findings of the former studies were Irritation, Informativeness and Entertainment as the important part of this theory (Ha et al, 2014). Eighmey and McCord (1998), U&G theory is widely used in media research for the motivation of consumers and this theory has been considered very helpful for research purposes. Furthermore, it was considered that irritation, entertainment and Informativeness in advertisement while searching on media forms was related to the attitude of the consumers 8 (Tsang et al., 2004). In this study we analyze the impact of SMS advertising on consumer behavior by measuring the level of irritation, entertainment and Informativeness. Wang and Sun (2010), In modern era Informativeness and entertainment are correlated to each other. Therefore, they can be combined into the one concept of Infotainment, which is combination of entertainment and Informativeness (Okazaki, 2004). It has been record in former studies that irritation has negative impact on attitudes of consumers and infotainment has a positive impact of the attitude of the consumer, when advertising is done through mobile networks or internet (Okazaki, 2004; Shankar and Balasubramanian, 2009).

### **2.2 Theory of Planned Behavior:**

The Theory of planned behavior discusses and analyzes the individual behavior and how it changes person by person, it was proposed by (Ajzen, 1985). This theory is expansion of previous theory known as the theory of rational actions (Ajzen and Fisbein, 1980). The theory of planned behavior understands and replicates the beliefs, intentions and attitudes of an

individual behavior. The outcomes of an individual beliefs and attitudes can be compute through expectation-value model (Fisbein and Ajzen, 1974). Subjective norms are referred as the amount of an individual belief that impacts their behavior; these usually come from the persons' reference groups such as family and friends (Schofield, 1974). Beliefs, attitudes, subjective norms and other extraneous factors has impact on an individual's behavior as per the theory of planned behavior (Crespo and Bosque, 2008).

## **Empirical Studies**

### **2.3 Infotainment**

Information is the most admirable reward in mobile marketing because advertisements which are informative usually tend to have positive impact and bring good feedback from the consumer (Aitken et al., 2008). The total amount of information available and amount of interaction in advertisement provided by advertiser combines to develop infotainment, this is also referring as Informativeness. Consumers are more interested in information that is related to them or have something in common towards their personal preferences and choices, when advertised through mobile services (Robins, 2003). It is very easy and helpful to gather consumer attention and create awareness about product and services through entertainment (Liu et al., 2012). Advertising that is appealing and enjoyable can have influence an individual's attitude moreover it also brings the sense of satisfaction among consumers controlling their attitude and behavior; this is another side which adds up entertainment to infotainment concept. Perceived usefulness can be divided in two components, 1) perceived entertainment and 2) perceived information (Zhang and Mao, 2008). Attitude towards SMS marketing can be determined by using perceived usefulness. According to the modern researchers, consumers prefer advertisements which are informative and have touch of extra entertainment and enjoyment (Lin et al., 2016). Following hypothesis has been developed:

***H1:** Infotainment positively related to Purchase intention for mobile text based advertisement.*

### **2.4 Irritation**

The types of advertisement that creates anger, annoys and upsets the consumer are considered to be irritation (Liu et al., 2012). Consumers mostly don't like SMS marketing because they perceive it to be irritating. When consumers get irrelevant and unnecessary amount of SMS advertisements, they have feeling of disturbance among them (Bruner and Kumar, 2007). The majority of people have doubt about the feasibility and safety of SMS marketing and they don't have knowledge about SMS selling 24. Recent advancement in mobile phone technology, some argue that SMS marketing have negative affect and brings frustration in attitude of the consumers but some believe advancement have decrease the ratio of irritation then pervious statistics (McCoy et al., 2008). This study examines the purchase intention of consumers towards advertised product through three variables. Multiple former studies have been conducted using these variables to investigate the purchase intention (Kim et al., 2011; Lin and Chen, 2015).

*H2: Irritation negatively related to Purchase intention for mobile text based advertisement.*

## Methodology

A Population is total of people, events, or things that have a common interest with the researchers and confirms with some specifications related to the purpose of our research. The target population in this study is taken was Female Mobile Phone Users between the ages of 20 to 35 in Hyderabad. 200 sample size is considered. Questionnaires are the easiest way for the collection of data as the researcher knows what to ask from the respondents and which variables needed to be measured for the accuracy and relevancy for the study. In the questionnaire, structured and close-ended questions were asked from the respondents. Mostly questions asked in this format are same for all the respondents. All items were measured by using five-point Likert Scale, and the measurements were from the strongly disagree (1) to strongly agree (5). It's named after the American Psychologist Rensis Likert. The Likert scale for is mostly used as a scale for the measurement of the respondent's degree of agreement towards the topic.

## Results

### 4.1 Reliability Analysis

**Table 1:** Cronbach's Alpha Value

Variables	Items	Cronbach's Alpha Value
INFOTAINMENT	04	0.86
IRRITATION	04	0.75
PURCHASE INTENTION	04	0.72

Table 1 indicates the reliability test is applied in order to authenticate reliability of research instruments. The discussion standard is that Cronbach's Alpha value should be greater than 0.70 or 70%. In our case all standard variables, such as: Infotainment, Irritation, and Purchase Intention is found reliable. The values of Cronbach's Alpha are 86%, 75%, and 72% respectively.

### 4.2 Model Summary

**Table 2:** Model Summary

Variables	R-Square
INFOTAINMENT	0.38
IRRITATION	

Table 2 shows the model shows fitness of the research in terms of percentage. It is recommended that it should be greater or at least 38% in order to predict the studied model.

In our case the value of R-square is 20.0%, in order to verify the fitness, the author is suggested to check the value of ANOVA's p-value.

### 4.3 ANOVA

**Table 3: ANOVA**

Variables	P-Value
INFOTAINMENT	0.000
IRRITATION	

**Source: Author's estimations**

Table 3 indicates the ANOVA value is to indicate the fitness of the research model in terms of p value. It is suggested that it should be less than 0.05 or 5% in order to predict the significance of the studied model. In our case the value of P-value is 0.00 that is less than 5. Therefore, we here verify that our research model is fit and is ready for further predictions and conclusion.

### 4.4 Co-efficient value

**Table 4: Regression Co-Efficient Value**

Independent Variables	Beta	P-Value	VIF Value
INFOTAINMENT	0.251	0.000	3.555
IRRITATION	-0.121	0.000	4.112

**Dependent Variable: PURCHASE INTENTION**

Table 4 shows the beta value which shows relationship between dependent and independent variable. In this study Infotainment and indicates positive and significant impact on mobile text advertisement purchase intention. However, irritation is found to have negative and significant impact on mobile text advertisement purchase intention. The VIF (Vector Inflation Factor) indicates that the correlation among the independent variables the decision criteria is that it should be less than 10 or at least 10 to make final result reliable. In our study all independent variables VIF is less 10. This shows that all our independent variables have correlation among them.

### Concluding Remarks

The purpose of this study is to analyze the impact of SMS advertisement on for purchase intention in Sindh, Pakistan. The variables of this study were identified as U&G (User and Gratification Theory) and TPB (Theory of planned behavior). The Infotainment has impact on SMS advertisement Purchase Intention. The result of this study shows that Infotainment has positive and significant impact on mobile text (SMS) advertisement purchase intention. However, Irritation has negative and significant impact on mobile text (SMS) advertisement

purchase intention. Furthermore, in future comparative study between male and female can be performed with more sample size.

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