

Youngster's Attitude and Acceptance of Mobile Advertisement in Pakistan

Muhammad Nauman Abbasi

Professor, Institute of Management Sciences,
Bahauddin Zakariya University, Multan
Email: abbasimna@bzu.edu.pk

Nadir Munir Hassan

Assistant Professor Department of Business Administration,
Air University, Multan Campus, Multan.
Email: nadir.magsi@aumc.edu.pk

Zeeshan Ahmad

Assistant Professor Department Business Administration,
Air University, Multan Campus, Multan.
Email: zeeshan.ahmad@aumc.edu.pk

Abstract:

This research consolidates the impact of cognitive and productive message-driven aspects on youngsters' attitudes towards mobile advertisement. Five major constructs including, entertainment, perceived usefulness, irritation, attitude, and permission were used to determine the acceptance of Pakistani youngsters towards mobile advertisement. A structured questionnaire was administered to attain the desired objectives. Total 445 valid responses were obtained from youngsters, aging between 18-34 years, from five major Metropolitan Cities of Pakistan. The responses were analyzed using Structural Equation Modeling (SEM). The findings indicate that reducing users' irritation will help to improve youngsters' attitudes toward mobile advertisements which is essential for the acceptance of mobile advertising. The study also concluded a positive moderation of permission on the relationship of attitude and acceptance of mobile advertisements. The findings are in line with the actual marketing conditions and can meet the actual needs of enterprises in the current settings.

Keywords: Mobile Advertisement, Irritation, Entertainment, Perceived usefulness, Permission

I. Introduction

Mobile advertising has an enormous effect on the business landscape. In the era of big data, firms are heavily relying on mobile & social media as a source of information on consumers' purchase patterns, across varying situations and circumstances (Murillo-Zegarra, Ruiz-Mafe, & Sanz-Blas, 2020). The intense increase in the use of Mobile devices has positively influenced its demand as well. As mobile phones act as a means of reaching millions of customers worldwide, it has become of great importance and use for firms to utilize this tool to connect the masses (Liu et al., 2019). Surprisingly, the marketing budget on digital marketing has exceeded in comparison to television

advertising, whilst, among the digital marketing, mobile advertising is considered the fastest emerging avenue (Hoelzel, 2015). Therefore, the organizations also shifting from traditional means of an advertisement on mobile advertisements to approach the maximum number of clients.

As per the Mobile Marketing Association (MMA, 2009), Mobile advertising (Mb-Ad) is any type of showcasing; promoting, or deals advancement action that went for customers and led over a versatile channel. Mobile advertising has emerged as a primary and meaningful source of information on drivers of effective mobile advertising outcomes for marketers across the globe (Murillo-Zegarra, Ruiz-Mafe, & Sanz-Blas, 2020). Smart devices such as mobile phones have shown the potential to promote connectivity in real-time, location-based interaction, and fast contact to customer schedule information (Smith, 2019). Moreover, among shoppers, youngsters have been on the front line of receiving Mb-Ad, in the most recent couple of years (Khan et al, 2019). It is worth noting that worldwide expenses on Mb-Ad amounted to almost \$190 billion in 2019 and are expected to be around \$280 billion by 2022 (Guttmann, 2019). Besides all these facts, the acceptance of Mb-Ad is still in the premature stage and considered an important issue in developing countries particularly among the youngsters' which should have been addressed. Because, if the Mb-Ad is unacceptable by the target audience, then it's just a wastage of organizational capital. Therefore, investigating youngster's attitudes towards Mb-Ad is an important research gap and hence addressed in this study.

The previous study on Mb Ad concentrated on creative factors or utilitarian elements like perceived control, trust, or sacrifice of the consumers, a little consideration has been given to the collective effect of cognitive and influence precursors of attitude and behavior against Mb-Ad (Merisavo et al., 2007). To address the gap, an attempt has been made to investigate the relationship among factors, like, 'irritation' that restrict customer attitude towards the acceptance of Mb-Ad and the customer 'permission' that facilitate the customer attitude towards the acceptance of Mb-Ad. Normally the user's permission is required to send the mobile push advertisements. Therefore, push advertising is conducive to forming positive users' attention (Grewal et al., 2016). This positive attitude may lead towards the acceptance of Mb-Ad. Hence, this research is in line with the real marketing situation and can meet the actual needs of enterprises.

II. Literature Review

Nowadays, it is quite evident that smartphones offer more potential to reach and associate with individuals at a more 'personal level' as compared to any other technology in the world (Pavithran et al., 2014). Considering the monumental role of Mb-Ad in influencing the consumers, it is important to realize that both 'informativeness' and 'entertainment' are essential to get acceptance (M. Kim, 2019).

A strong public rise in smartphone and data usage is attributed to growing user permission and privacy concerns (Taylor, 2019). In this regard, a General Data Protection Regulation (GDPR) was introduced so that customers can have better control over the public usage of their personal information (Regulation, 2016). One main feature of GDRP is that users are expected to grant permission or opt-in before a data processing agency can access their data. Likewise, youngster confidentiality has also increasingly been the priority of the Privacy Legislation as shown by the Children's Privacy Act,

which allows parents more scrutiny of what youngsters' can do digitally (Commission, 2020). It means, in the future, targeting will rely on the consumer's approvals. Though, these devices make personalized advertising services possible, however, how to optimize the delivery of suitable Mb-Ad to target users without irritating the users is also a thought-provoking question.

Companies that send a lot of advertisements to users find that this is not a suitable marketing method (Hongyan & chen 2017). It is, therefore, knowing customers' attitudes towards Mb-Ad is important, as this awareness may help outline strategies for enhancing business transmission through mobile technology. Similarly, as with other intuitive factors, buyer attitudes and aims towards Mb-Ad are probably going to impact the reception and utilization of Mb-Ad. As customers are progressively presented to Mb-Ad, their acknowledgment is likewise progressively viewed as a basic achievement factor (Ström et al., 2014).

This study, like most studies in Mb-Ad, uses 'Theory of Reasoned Action', 'Theory of Cognitive Dissonance' and 'Technology Acceptance Model' to examine the impact of the characteristics of the technology (Muk and Chung, 2015). The theory of cognitive dissonance assumes that an individual is always aiming to keep his cognitive system in balance. If inconsistencies between several cognitions - i.e., opinions, attitudes, or expectations - arise, consumers experience a feeling of discomfort. To overcome this displeasing feeling, consumers try to reduce the inconsistencies between their cognitions, hence, considered useful to determine the acceptability of Mb-Ad.

A. Attitude towards Mobile Advertisement

Attitude towards Mb-Ad is characterized as "a customer's general persevering assessments of the advertising message in the mobile media" (Fournier, 1998). Multiple contextual attempts have been made to measure the attitude of customers' towards Mb-Ad. For example, an examination by Hakimi & et al., (2019), have observed meaningful and favorable change in customers' attitude towards Mb Ad. Tsang, Ho, & Liang, (2004) have explored purchasers' attitudes as essentially well connected with their goal to get Mb-Ad.

On the other hand, Le & Nguyen (2014) argued that even without denying the stronger influence of mobile commercials, many users have negative feelings towards incidental advertisement exposure. The viewer should be willing to watch the commercials and be easily persuaded to attract goods on the condition that advertising must contain enticing messages, concentrating on reputation and fun. In line with the same, Mpinganjira & Maduku, (2019) concluded that at first glance, unfavorable feelings toward Mb-Ad are common in many consumers. Keeping in view the above arguments, the following hypothesis can be framed;

H₁: Teenagers' attitude toward mobile advertising has a significant positive impact on teenagers' acceptance of mobile advertising.

B. Irritation

Analysis of emotions remains a popular field of marketing research (Aaker & Bruzzone, 1985). When we dissect the individual's responses towards Mb-Ad, irritation was among the six fundamental feelings (Wells et al., 2009). Irritation is a sentiment of

eagerness that may grow into annoyance. Y. J. Kim and Han (2014) highlighted that the way publishers utilize systems that are annoying, excessively manipulative, and confronting, customers will probably see them as undesirable and irritating. Another version of conceivable irritation is undesirable messages generally known as spam. Advertisements also appear annoying because of increasing intrusive intent and lack of honesty which resultantly generating a negative consumer attitude.

Buyers are now and again irritated by advertising strategies they discover irritating, hostile, or excessively manipulative (Sung & Yih, 2019). Furthermore, compared to traditional media, irritation in Mb-Ad may be more significant in viewing the private and personal essence of social media (Y. Wang & Genç, 2019). Moreover, the measure of advertising web clients (internet users) that are presented these days can likewise bring more irritation (Kim & Moon, 2020). It is also observed that because of the smaller screen size (search display), the advertisement will take a greater percentage of the telephone screen as compared to the monitor display, making it more irritating for users. Ko, Wei, & An (2019) found that advertisement avoidance is rooted in its irritation on social media platforms. Therefore, we posit that;

H₂: Irritation produced by mobile advertising has a significant negative impact on teenagers' attitudes toward mobile advertising.

C. Entertainment

Entertainment, recognized as an enthusiastic factor adding to the arrangement of buyers' attitudes towards ad (C. Wang, Zhang, Choi, & D'Eredita, 2002). It refers to the capacity to stimulate stylish enjoyment. It describes the capacity of the Mb-Ad medium to satisfy shopper requirements for enjoyment or enthusiastic discharge.

The previous examination demonstrated that entertaining advertising could satisfy people's requirements for enjoyment, and along these lines, it positively affects shoppers' attitudes toward the advertisement and relevant brands (M. Kim, 2020). As indicated by past research, a message must be brief and interesting and accordingly instantly catches shoppers' consideration (Einav, Kuchler, Levin, & Sundaresan, 2015). Y. Wang and Genç (2019) claimed that Mb-Ad influences users' needs for adequate and timely information and entertainment needs using interesting, pleasing, and emotional experiences. It has also been observed that the feelings of enjoyment of purchasers linked to advertisements take the best part in expressing their general attitudes towards advertising (Shavitt, Lowrey, & Haefner, 1998).

Grant and O'Donohoe (2007) exerted that youthful buyers' prevailing inspiration for mobile phones, entertainment was beneficial – utilizing texting, verbal conversation, and sometimes site administration – "by clicking a button." Buyers, who spot more fun and enjoy using hand-held phones, continue to have more positive Mb-Ad attitudes (Saadeghvaziri & Seyedjavadin, 2011). It has been concluded that the entertainment/delight assessment of mobile information services' usage explicit impact on teenage attitudes towards the use of mobile SMS. Unlike non-Mb-Ad, Mb-Ad can take advantage of a range of features offered by devices and smartphones, allowing customers to be more entertained (Lee, Lee, & Yang, 2017). Y. Wang and Genç (2019) referred that the more users understand that mobile advertising offers useful data, entertainment

opportunities and promotes his/her social ties, the more positive a person's attitude towards mobile advertising will be. It is, therefore, we posit that:

H₃: Entertainment provided by mobile advertising has a significant positive impact on teenagers' attitudes toward mobile advertising.

Several earlier studies have reflected an inverse association of entertainment & irritation. Leppäniemi and Karjaluoto (2008) found that irritation and entertainment were inconsistent and fundamentally linked in e-commerce. The omission of enjoyment from the advertisement is a predictor of irritation. Tsang et al. (2004) concluded that the clear estimate of Mb-Ad's excitement tends to diminish the unpleasant impact encountered by shoppers when viewed on Mb-Ad – particularly experience occurring under a non-approval scenario. Boateng, Okoe, & Omane (2016) explored that irritation harms Mb-Ad attitudes amongst people. Balakrishnan et al., (2018) stated that the more entertaining an advertisement is, the lesser irritation it will cause, for the customer and less risky it will be to engage with the advertisement. Therefore, it is hypothesized;

H₄: The entertainment of mobile advertising has a significant positive impact on teenagers' irritation toward mobile advertising.

D. Perceived usefulness

The connection between perceived usefulness and attitude is supported by "expectation value models" (Fishbein & Ajzen, 1980). The perceived usefulness is a key source of youngster's attitudes towards Mb Ad (Shaikh & Karjaluoto, 2015). Garcia et al. (2014) contemplated the gathering of content appraising among youth and establish that text messaging appears extraordinary differently concerning other media because they were seen as quicker, more affordable, easier, and more accommodating to use. While, Murillo-Zegarra, Ruiz-Mafe, & Sanz-Blas (2020) found that perceived usefulness has limited influence on the perceived value of Mb-Ad. Their argument is based on the fact that customers might already have experienced such activities. However, with the rise of the Internet as a modern social medium, organizations all over the world, are increasingly using Mb-Ad to modify consumer attitudes (Shahzad et al., 2021). Therefore, we posit that:

H₅: Perceived usefulness of mobile advertising has a significant positive impact on teenagers' attitudes toward mobile advertising.

Reactance theory provides sufficient support regarding the effects of perceived usefulness on irritation. At a point where a man's flexibility is undermined, an individual would try to restore his or her independence by displaying restrictions and opposing pressures to adjust (Zia UIHaq, 2012). Reactance and irritation go parallel, as buyers tend to reject promoting if they see that publicizing is aggravating. Influence endeavors are not generally appeared as interfering. Impression of interference may be limited if the message becomes important to the objective gathering but of chance that it offers some reward to the beneficiary (Tripathi & Siddiqui, 2008). In this way, publicizing can give significant data, and this designs a mental power, which contradicts reactance. Given the nature of the reaction, how much commercial revenue purchasers see will combat the irritation and intrusiveness. Likewise, Li, Edwards, and Lee (2002) concluded that apparently interference might decrease for advertisements that are regarded as high

esteem. Tripathi and Siddiqui (2008) noticed that the buyers reacted to irritation and lack of interest in versatile ads. In accordance, it is hypothesized;

H₆: Perceived usefulness has a significant negative impact on teenagers' irritation toward mobile advertising.

E. Permission

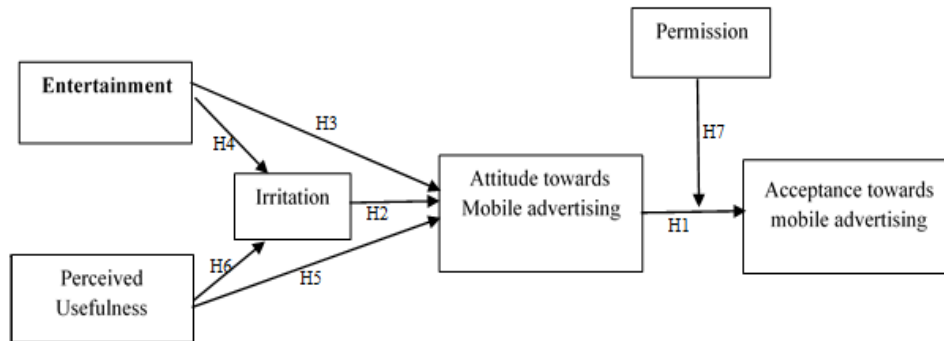
Permission is the beginning stage of trade data amongst clients and the versatile advertiser. In any case, authorization should be used as the "dynamic limit delivered with a mix of one's choices" (Carroll, Barnes, Scornavacca, & Fletcher, 2007). There has been a rapid increase in the number of firms, which claim increased efficiency through technology adoption but remain unable to generate the anticipated consumer response (Kurtz, Wirtz, & Langer, 2021). Similarly, consent-based Mb-Ad is seen as an acceptance by the purchaser of Mb-Ad. In the same way, privacy concerns may increase for mobile users because of its private and interactive nature (Y. Wang & Genç, 2019). Promoting permission is classified as opt-in and opt-out. In the former, customers agree on receiving messages (Godin, 1999). Since smartphones are an extremely private communication device for the consumer, prior consent for Mb-Ad is necessary (Trachuk & Linder, 2017). In given circumstances of consumerism, the privacy of customers have emerged as one of the prime concern for firms, and similarly, consumers also expect that they must be asked before a particular message is sent to them (Bhatti, Rehman, Kamal, & Akram, 2021).

Accordingly, unequivocal consent will produce an abnormal state of acknowledgment and fulfillment of the clients. On the other side, Opt-out promotions based on permission can be regarded as spam because consumers remain inactive in accepting advertising and can only make choices after receiving advertisements. In this respect, it is suggested that the opt-in program be a more efficient permission-based promotion (Godin, 1999). A few professionals suggested opt-out administration is a prominent permission-based advertisement for both promoters and shoppers.

Tsang et al. (2004) considered attitudes towards SMS promotions and their effect on expectations to further Mb-Ad. The findings revealed that consumer perceptions towards Mb-Ad are generally bad except when early authorization is collected. There is currently enough evidence that more personalization leads to more valid direct marketing deals, leading to higher response rates (Khan et al., 2017). Krafft, Arden, & Verhoef (2017) have demonstrated a positive relationship between privacy concerns and acceptance of promotional offers. They found that the higher the privacy concerns an ad show towards an individual, the higher its acceptability will be. The findings of Bhatia (2020) also revealed that granting permission empowers the individuals and thus results in more acceptance of Mb-Ad in permission marketing. Finally, we posit that:

H₇: Permission has a significant positive moderating impact on the relationship between attitude towards mobile advertising and acceptance of mobile advertising.

Figure 1: Proposed Research Framework



III. Research Methodology

A. Sample

Pakistan's mobile market has shown substantial growth in the telecom sector in previous years. Currently, 75% of the population actively uses mobile connections, out of which 35% are active internet users. Among the users, 29.5% and 29.0% are between the age of 18-24 years and 25-34 years respectively. Compared to elders, the youngsters do not have financial autonomy to make purchases but are considered as strong influencers as they are more knowledgeable to handle the technology (Pakistan, 2020). For this study, convenience sampling was used to collect data from 445 mobile users, aging between 18-24 years, and studying in colleges or universities of five major metropolitan cities, i.e. Islamabad/Rawalpindi, Sialkot, Lahore, Faisalabad, and Multan, of Pakistan. It is believed that youngsters are more technophiles and dynamic users as compared to other age groups and also key movers for mobile services (Xu, Bin & Teo, 2009).

A structured questionnaire comprised of 36 questions, was deployed for data collection. Out of 445 respondents, 270 (i.e. 60.67%) were male and 175 (i.e. 39.32%) were female. 5-point-Likert Scale was used to measure the responses, wherein, 1 stand for 'strongly disagree' to 5 'strongly agree'. The scale measurement and source are presented as Appendix – I.

IV. Results and Discussion

A two-step method, suggested by Anderson and Gerbing (1988), was applied to perform two sorts of assessment: the measurement model assessment and the structural model assessment. Several items were eventually omitted from the scales to reach sufficient uniformity standards. The SPSS statistical analysis package and the AMOS v24 were used for data analysis and hypothesis testing.

In addition, composite reliability (CR) thresholds were measured for every endogenous latent variable to determine the reliability. Table 1 illustrates that reliability values are greater than the recommended standard (i.e. 0.60) (Diamantopoulos, Siguaw, & Siguaw, 2000). AVE is considered a related measure of Composite Reliability. It implies explicitly, in relation to variance due to measuring error, the sum of variance

reported by a construct. The values of all constructs under observations exceed the recommended level of 0.50 (Diamantopoulos, Siguaaw, & Siguaaw, 2000), hence, authenticating the reliability of the constructs.

Table 1: Reliability and Convergent Validity

Factor	Indicator	Loading	Composed Reliability (CR)	AVE	Cronbach's Alpha
Entertainment (F1)	Ent1	0.81	0.862	0.558	0.773
	Ent2	0.82			
	Ent3	0.83			
	Ent4	0.86			
	Ent5	0.74			
Irritation (F2)	Irr1	0.72	0.914	0.728	0.701
	Irr2	0.72			
	Irr3	0.78			
	Irr4	0.8			
Perceived Usefulness (F3)	Pu1	0.84	0.851	0.535	0.769
	Pu2	0.86			
	Pu3	0.86			
	Pu4	0.79			
	Pu5	0.64			
Attitude (F4)	At1	0.8	0.913	0.599	0.808
	At2	0.86			
	At3	0.87			
	At4	0.85			
	At5	0.87			
	At6	0.88			
	At7	0.85			
Permission (F5)	Per1	0.64	0.914	0.542	0.856
	Per2	0.79			
	Per3	0.71			
	Per4	0.63			
	Per5	0.71			
	Per6	0.73			
	Per7	0.72			
	Per8	0.77			
	Per9	0.81			
Acceptance (F6)	Ac1	0.92	0.956	0.785	0.956
	Ac2	0.82			
	Ac3	0.86			
	Ac4	0.87			
	Ac5	0.91			
	Ac6	0.93			

To attain model fitness, eleven items of different constructs including, entertainment (i.e., Ent3 and Ent4), irritation (i.e., Irr2 and Irr4), perceived usefulness (i.e., PU2 and PU3), attitude (i.e., Att6 and Att7), acceptance (i.e., acc2) and permission (i.e., per4 and per6) were erased from the model. The remaining 25 items were used to re-specify the model and a final measurement model was then calculated. Improved model demonstrated fair fitness with the following five-indices values: CMIN/DF = 2.343; GFI = 0.846; AGFI = 0.823; CFI = 0.923; RMSEA = 0.055.

The AVE, as demonstrated in Table 2, is used to determine the discriminant validity. The corresponding square root of the indexes derived by the variance was higher than the variance shared among constructs (Fornell & Larcker, 1981). After ensuring the

reliability (Cronbach's alpha) and the instrument's validity, structural equation modeling (SEM) was applied.

Table 2: Discriminant Validity of the Final Model

	CR	AVE	PER	ACCEPT	ATT	ENT	IRRIT	PU
Permission	0.914	0.542	0.736					
Acceptance	0.956	0.785	0.292***	0.886				
Attitude	0.913	0.599	0.313***	0.293***	0.774			
Entertainment	0.862	0.558	0.277***	0.115*	0.409***	0.747		
Irritation	0.914	0.728	-0.077	-0.187***	-0.368***	-0.288***	0.853	
PU	0.851	0.535	0.433***	0.294***	0.426***	0.321***	-0.308***	0.731

Table 3, exhibits the fit indexes for the model, including the five measuring criteria for various facets of Mb-Ad. Overall, the necessary indices for the measuring model demonstrate that the constructs of the scale conform acceptably to the results.

Table 3: Fit Indices for Measurement Model and Structural Model

MODEL	CMIN/X ² (DF)	CFI	SRMR	RMSEA	PCLOSE
Measurement Model	2.343 Significance = .00	0.929	0.042	0.055	0.015
Structural Model	2.949 Significance = .00	0.920	0.110	0.058	0.047

RMSEA: root mean square error of approximation, GFI: goodness of fit test, CFI: comparative fit index

V. Hypothesis Testing

The calculation of the standard regression coefficient ($\beta = 0.238$) with $p < 0.001$ indicates the significance and positive relationship between attitude and acceptance of Mb-Ad. Similarly, the co-efficient value ($\beta = -0.210$) with $p < 0.001$, demonstrates a significant negative relationship between irritation and its impact on attitude. Further, the co-efficient value ($\beta = 0.257$) with $p < 0.001$ substantiates an optimistic connection between entertainment and attitude, while, there is a 26 % difference in attitude due to entertainment. It was hypothesized that entertainment has a significant impact on irritation. The results, ($\beta = -0.211$) with $p < 0.001$ explain substantial, however, the negative relationship between them. Alike, $\beta = 0.281$ with $p < 0.001$ depicts a positive relationship between perceived usefulness and the attitude towards Mb-Ad. Finally, it was hypothesized that perceived usefulness has a considerable influence on irritation. From the results standard regression co-efficient -0.008 or ($\beta = -0.008$) with $p > 0.05$, revealing the insignificant connection of them.

Table 4: Hypothesis Results

	Estimates	S. E	C.R	p-Value
Hypothesis 1	0.238	0.037	7.852	***
Hypothesis 2	-0.210	0.047	-0.0355	***
Hypothesis 3	0.257	0.040	12.006	***
Hypothesis 4	-0.211	0.049	-4.221	***
Hypothesis 5	0.281	0.039	6.294	***
Hypothesis 6	-0.008	0.049	-0.154	0.877

Note: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

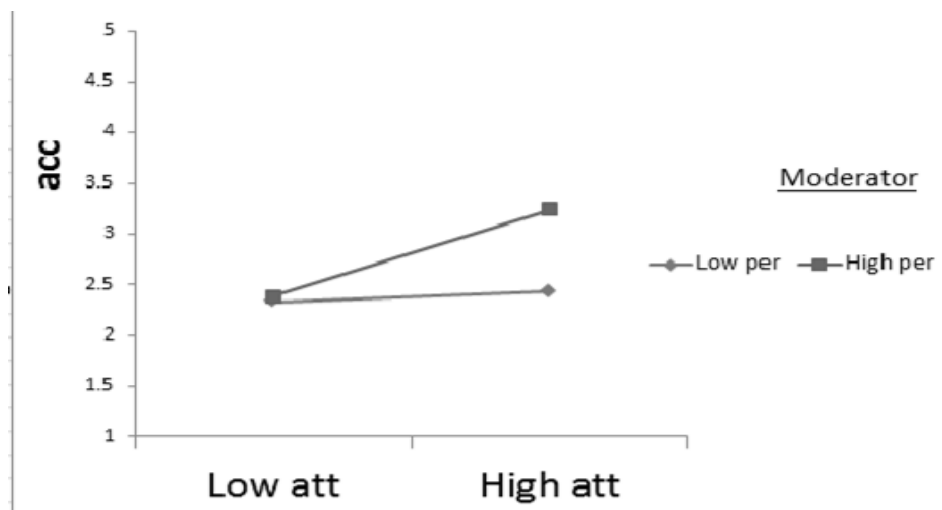
The interaction model was re-specified by drawing covariance between variables and the error terms of the variables that showed reasonable fitness with five

indicators: CMIN/DF is 2.549, GFI is 0.815, and AGFI is 0.834 and CFI is 0.913, whereas RMSEA is 0.053. The fitness of the hypothesized model was found to be the best fit. It is evident from the graph below that permission strengthens the relationship between attitude and acceptance.

VI. Discussion

The results of this study make several academic and practical contributions. The outcomes of the study are in line with the previous researchers, which have affirmed, that both intellectual forerunners of attitude are significant (usefulness) & additional emotional predecessors (entertainment and irritation) have an integral role in strengthening attitude towards Mb-Ads. Furthermore, it is observed that entertainment and perceived usefulness are vital variables in shaping youngsters' attitudes, while, irritation restricts attitude towards Mb-Ad. The role of perceived usefulness is also supported by the technology acceptance model, which propagates it to be the important antecedent of technology acceptance (Davis, 1985). Moreover, the outcomes illustrate that entertainment is an immediate supporter of attitude towards Mb-Ad, hence, managers may use the entertainment & perceived usefulness element in their Mb-Ad to generate the desired outcomes.

Figure 2



The outcomes of H₁ authenticate that the youngsters' attitudes towards Mb-Ad have substantially positive impacts on the acceptance of Mb-Ad. Traditional media ads have been considered irritating and the results of H₂ indicate that Mb-Ad causing, irritation for the customers, resulting in negative attitudes towards Mb-Ad. This outcome is in line with the findings of (Cahyani & Artanti, 2020; Hashim, Normalini, & Sajali, 2018) who agreed on the negative role of irritation on attitude toward Mb-Ad. The negative role of irritation on attitude towards Mb-Ad is also supported by (Huq, Alam, Nekomahmud, Aktar, & Alam, 2015). While, the case is otherwise with entertainment, as H₃, reflects that, unlike traditional ads, Mb-Ad have entertainment elements in them, and because of being more entertaining, result causing more positive teenagers' attitude towards mobile ads. These results concerning entertainment confirm the results of

previous works (Parreño, Sanz-Blas, Ruiz-Mafé, & Aldás-Manzano, 2013; Davtyan, D., & Cunningham, I., 2017).

Simultaneously, H5 of the predicted model affirms, that if the teenager's perceived usefulness of a Mb-Ad is higher it will also plausibly generate a positive attitude towards Mb-Ad (Lin & Bautista, 2018; Wang & Genç, 2019). The study has also concluded that entertainment presented in ads reduces irritation and results in a positive attitude (H₄). The positive role of entertainment on young consumers Mb-Ad acceptance is also in line with the findings of (Cahyani & Artanti, 2020; Hashim, Normalini, & Sajali, 2018). On the other hand, if the viewers find the ads to be useful then it also causes a reduction in irritation caused by the Mb-Ads (H₆). Therefore, while designing the marketing programs the marketers must include the elements of entertainment & usefulness, whenever targeting the young population.

Finally, to generate the acceptance of Mb-Ads in teenagers it is important that the marketing agencies first collect the consent or permission from their target audience and our moderation analysis confirms that if the permission has been obtained then it strengthens the relationship between the attitude and acceptance of Mb-Ads. When youngsters, grant permission then a changed attitude results in higher acceptance towards Mb-Ads. Results concerning permission are supported by previous studies as well (Tsang, Ho, & Liang, 2004). Therefore, the promotional consequences of irritation for prevention-oriented customers are more serious than for promotion-oriented people. As forecasted, preventive consumers have a greater sensitivity than promotional consumers to persuasion and advertisement. This is consistent with earlier researches on behavioral emphasis which shows that consumers focused on prevention are more vulnerable than promotion-oriented consumers to persuasive attempts (Scholer & Higgins, 2013).

The findings eventually suggest that the relative importance of Mb-Ad. It is the main factor of both perceived usefulness and entertainment to generate attitudes towards mobile ads. The more valuable smartphone advertising is for customers, the more favorable it will be for advertising. This correlates with recent research, which suggests that advertisement importance plays a major role in forecasting customer perceptions towards mobile advertising (Liu, Kanso, Zhang, & Olaru, 2019).

VII. Conclusion

This investigation enhances understanding about the acceptance of Mb-Ad. by youngsters and outlines the need to continue studies on core drivers of Mb-Ad. Entertainment and perceived usefulness are important factors that generate teenagers' attitudes towards Mb-Ad, whereas irritation has an insignificant impact on Mb-Ad attitudes among young consumers. A positive attitude leads towards acceptance of Mb-Ad among teenagers. The outcomes demonstrated that permission emphatically directs the connection between attitude and acceptance of Mb-Ad. This research verifies that permission is a crucial element for the marketers in the Pakistani market to get access to a larger pool of customers and get the acceptance of their Mb-Ad.

A. Theoretical and Practical Implications

The findings of the study indicated clearly that the reaction of consumers to mobile ads is not the same and that advertisers should be vigilant when they send everyone standardized marketing content. Marketers should try to identify the customer

based on their objective ambition and deliver the message that suits their motives to boost mobile ads' efficiency. Specifically, advertisers must have useful, timely, and accurate product information if they want to engage prevention-focused customers. They should also be careful about distracting or annoying features of mobile ads in terms of protective users since they are alert to convincing messages (Kirmani & Zhu, 2007). In comparison, advertisers must create engaging and insightful messages if they plan to attract promotional customers. The research outcomes are also beneficial for the companies using Mb-Ads as a promotional tool by formulating their campaign in a way that motivate customers in granting permission for such promotional messages.

B. Limitations and Future direction

Despite covering up for all the possible intended aspects, this study still has certain limitations. Young people as a sample of our study are of a major limitation because young people are not homogeneous users of cell phones because of the social base, sex, urban/rural lifestyles, and mechanical education will generally vary their use patterns attitudes. Secondly, convenience sampling was employed to collect the data, it is recommended to use other sampling techniques. Thirdly, this study was conducted in only 5 cities of Pakistan i.e., (Multan, Lahore, Faisalabad, Sialkot, and Islamabad). This aspect should be explored in future research as all these cities are metropolitan and represent the country's rural population. Further research could be conducted to check the acceptance of mobile ads in urban populations as well, or a comparative study could also generate more interesting results. Furthermore, future researchers could use the moderating part of sexual orientation since gender-related viewpoints can influence advertising attitudes. Likewise, the use of additional variables (i.e. perceived risks, role of public Policy, & positive/negative word of mouth), and their role in the given framework, must be of interest for future researches in the given field of study. Finally, It would be of special interest to examine how consumers in different social setups will respond to the different types of mobile advertising (M. Kim, 2020).

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