IJNRD.ORG ISSN : 2456-4184
INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT (IJNRD) | IJNRD.ORG
An International Open Access, Peer-reviewed, Refereed Journal

Effect of advertising on consumer buying behavior of Smartphones:

A case of Butwal City

Sajit Tiwari

Abstract

This study examines the impact of advertising on consumer buying behavior of smartphones in Butwal City. Purchase intention is the dependent variable and informativeness, credibility, entertainment, irritation, and incentives are the independent variables. The primary source of data is used to access the opinions of the respondents regarding how smartphone advertising influence consumer purchase intention in Nepal. The study is based on 100 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The regression models are estimated to test the relationship and impact of advertising on consumer buying behavior of smartphones in Butwal City.

The study reveals that there is a positive relationship between in formativeness and purchase intention. It indicates that more the advertisement is informative, higher would be the purchase intention. The result also shows that there is a positive relationship between creditability and purchase intention. It shows that credible advertisement leads to increase in purchase intention. The study shows that entertainment is positively related to purchase intention. It indicates that entertaining advertisement causes the purchase intention. Likewise, the result shows that incentives is positively related to purchase intention. It indicates that more the advertisements offer incentives with product, higher the purchase intention would be. The regression results also show that informativeness, creditability, entertainment, irritation, and incentives have positive impact on purchase intention. However, the coefficients are significant only for entertainment at 5 percent level.

Keywords: Informativeness, creditability, entertainment, irritation, incentives, and purchase intention.

1. Introduction

Along the advent of modern marketing and communication systems across the world of business, advertising has acquired a highly respectable position in integrated marketing communications (IMC) systems irrespective of nature of business, market places as well as segments. An advertisement influences to change the opinion of the consumers about a product (Kumar & Raju, 2013). The study also concluded that the consumers are likely to change the buying decision after viewing the advertisement that affects their opinion. Similarly, Arshad et al.

(2014) explored that emotional and environmental response in advertisement have great influence on consumer buying behavior and majority of people buy mobile phone sets after watching television advertisement where emotional responses showed greater impact than environmental as people want to buy those things that satisfy them and to which they are emotionally attached. Belch & Belch (2001) defined advertising as any paid form of non-personal communication about an organization, product, service or idea. Similarly, Semenik et al. (2012) stated that advertising is a paid, mass mediated attempt to persuade the consumers. Further, advertising is a paid communication by a company or organization that wants its information disseminated.

According to Semenik et al. (2012), advertising contributes to the marketing mix. Advertising also helps in developing and managing the brand of certain products or services. In addition, advertising helps in achieving effective market segmentation, differentiation and positioning and further, advertising contributes to revenue and profit generation as well. Fatima and Lodhi 2015) concluded that attractive and informative content creates better consumer awareness and such information can work more effectively if the firms are able to create a better blend of all elements of promotions mix rather than being affixed to only on advertising. Similarly, Rai (2013) stated that the better advertised products comprises of more features and so be of higher value. The study further added that purchase attitude and behavior is influenced by various types of advertisement which included product evaluation and brand recognition.

A study on how television advertisement affects purchasing decision of the consumers observed that television advertisements have enhanced the engagement process of consumer buying behavior (Hassan, 2015). The study further concluded that rural individuals preferred television advertisement more than urban residents and the female individuals are more influenced in contrary to male counterparts by television advertisements. Since the number of smartphone users has been increasing significantly, the importance of advertisement has also been increasing. For example, global sales of smartphones to end users totaled 349 million units in 2016, a 3.9% increase over the same period in 2015 (Gartner, 2016). Smartphones have been influencing the way people communicate with each other, becoming a near necessity in both private and professional lives (Derks, 2016). The unprecedented growth of smartphones has attracted academic attention, hoping to determine the motivations that explain smartphone use (Park et al., 2013; Yeh et al., 2016).

Mobile advertising can be defined as a form of advertising that transmits advertisement messages to users via mobile phones or other wireless communication devices (Chen & Hsieh, 2012). By incorporating mobile advertising techniques in their communication strategies, retailors, services providers and manufacturers can create more dynamic offers and campaigns. From a theoretical perspective, in order to understand how campaigns can reach successful levels, one must know how to ensure alignment between all context variables, the advertising goals, the stakeholders, market conditions, and the chosen mobile ad elements (Grewal et al., 2016).

Loudon & Bitta (2009) has claimed that consumer behavior is the decision process and physical activity in which individuals engage in when evaluating, acquiring, using or disposing of goods and services. Consumer behavior plays various types of role and they are -- initiator, influencer, buyer and user. While studying the consumer behavior, the internal factors such as learning and motives, as well as external factors; such as social expectation, and constraints affects the behavior of consumers. Ducoffe (1995) developed an approach to study the effectiveness of attitude toward web advertising, focusing on advertising value. In order to understand what makes an advertisement valuable, Ducoffe (1995) found the antecedents (i.e., informativeness, irritation, and entertainment) of advertising value on the World Wide Web. Firstly, informativeness, described as the ability of advertising to inform consumers of product types. Secondly, irritation reflects the techniques employed by advertisers that annoy, offend, insult, or manipulate consumers. Consequently, techniques are perceived as unwanted, irritating consumers. Thirdly, entertainment is perceived as pleasant or likeable advertising and has a positive impact on brand attitudes. These three determinants were the starting point to justify how consumers evaluate the value of advertising. The addition of credibility by Brackett and Carr (2001) and incentives by Kim and Han (2014) as antecedents of advertising value came later. Varnali, Yilmaz, and Toker (2012) describe incentive as generic monetary gains (lotteries, discounts, prepaid credits, and gifts).

Smartphones, different from standard mobile phones in terms of the operating system, have been attracting a substantial number of users and have become a perceived necessity in personal and work lives. People use them for social networking purposes, for features and functions like reading e-books, answering e-mails, sending messages, and playing games. The Smartphone is a quite new technology and it has received minor attention in academic research in terms of understanding users' mind-sets about the adoption of smartphones (Joo & Sang, 2013). Nevertheless, smartphone advertisements play an increasing role in the decision-making process in supporting consumer purchases (Kim & Han, 2014). Advertisements on smartphones have become more sophisticated, adapting to device screens that are not suitable for showing traditional online advertising (pop up, pop under, video, and display ads).

Purchase intention indicates likelihood that consumers will plan or be willing to purchase a certain product or service in the future (Wu, Yeh, & Hsiao, 2011). Past research has demonstrated that an increase in purchase intention reflects an increase in the chance of purchasing. If consumers have a positive purchase intention, then a positive brand engagement will promote that purchase. Regarding the context of smartphones, one needs to consider purchase intention as the desire of consumers to make a purchase through the mobile application (Chen, Hsu, & Lin, 2010). In their most recent research, Zubcsek, Katona, and Sarvary (2017) present several arguments supporting the assumption that consumers' movement patterns tend to represent their product preferences, which should be used by marketers to improve the provided commercial offer. In line with this, Shen (2015) argues that not only is mobile shopping increasing to the point of becoming part of many people's routine, but there is also a set of determinants, such as attitudes, subjective norms, and perceived behavioral control that tend to impact the

customer intention to purchase. Hence, product information in mobile advertising should take into consideration these determinants to be well accepted by customers and to have the desired trigger effects. In the context of Nepal, Sthapit et al. (2018) found that Nepali buyers are more likely to purchase smart-phones if they find attractive product features compatible with their needs and social sphere. Pandey (2014) revealed that there is positive relationship between prices with consumer buying behavior. This finding is indicating that companies cannot differentiate the customers as per rural and urban concept. Today's customers are being expose d by global environment and having the bunch of information that is why technological aspect could not be treated as discounted dimension of product in the case of rural customers. Dahal (2016) examine the impact of customer relationship management on customer satisfaction and loyalty of Nepalese commercial banks. The Study also reveal that service quality, behavior of employees and customer convenience have positive impact on customer satisfaction.

Khanal and Joseph (2011) conducted a comparative analysis of the buying behavior of mobile phones among rural, semi-rural and urban teenagers of Nepal. The study found that the percentage of teenagers with mobile phone differ significantly between urban, semi-rural and rural counterparts. The most important factor in deciding the brand was quality in majority of the semi-rural and rural respondents, but a distinct percentage of the urban respondents quoted style as the most important deciding factor.

The above discussion shows that there is no consistency in the findings of various studies concerning smartphone advertising and consumer purchase intention. Therefore, this study has been conducted to examine how smartphone advertising influences consumers' purchase intention in Kathmandu Valley. More specifically, this study examines the impact of informativeness, credibility, entertainment, irritation and incentives on consumer purchase intention.
The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results and the final section draws conclusion and discusses the implications of the study findings.

2. Methodological aspects

The study is based on the primary data which were gathered from 100 respondents. The respondents' views were collected on informativeness, credibility, entertainment, irritation, incentives, and purchase intention.

The model

The model estimated in this study assumes that influence consumer's purchase intention depend on informativeness, credibility, entertainment, irritation, incentives, and purchase intention. Perceived. Therefore, the model takes the following form:

$$PI = \beta_0 + \beta_1 I + \beta_2 CR + \beta_3 EN + \beta_4 IR + \beta_5 IN + e \quad (1)$$

Where,

PI = Purchase intention
I = Informativeness
CR = Credibility
EN = Entertainment
IR = Irritation
IN = Incentives

Informative was measured using a 5-item scale. Respondents were asked to indicate the responses on the 5-point Likert scale where 1 is for strongly agree and 5 for strongly disagree. Sample items include "smartphone advertising provides timely information on products or services", "smartphone advertising supplies relevant information on product or services", "smart phone advertising is good source of information", 'smartphone advertising is a good source of up-to-date products or services information" and so on.

Credibility was measured using a 5-item scale. Respondents were asked to indicate the responses on the 5-point Likert scale where 1 is for strongly disagree and 5 for strongly agree. Sample items include "I feel that smart phone advertising is convincing", "I feel that smart phone advertising is believable", "I feel that smartphone advertising is credible", "I believe that smartphone advertising is a good reference for purchasing products" and so on.

Entertainment was measured using a 5-item scale. Respondents were asked to indicate the responses on the 5-point Likert scale where 1 is for strongly disagree and 5 for strongly agree. "I feel that smartphone advertising is interesting", "I feel that smartphone advertising is enjoyable", "I feel that smartphone advertising is entertaining", "I feel that smartphone advertising is pleasing" and so on.

Irritation was measured using a 5-item scale. Respondents were asked to indicate the responses on the 5-point Likert scale where 1 is for strongly disagree and 5 for strongly agree. Sample items include "I feel that smartphone advertising is irritating", "I feel that smartphone advertising is annoying", "I feel that smartphone advertising is intrusive" and so on.

Incentives was measured using a 5-item scale. Respondents were asked to indicate the responses on the 5-point Likert scale where 1 is for strongly disagree and 5 for strongly agree. Sample items include "I am satisfied to get smartphone advertisement that offer rewards", "I take action to get smartphone advertisement that offer rewards", "I respond to smartphone advertising to obtain incentives".

The following section describes the independent variables used in this study.

Informativeness

In a mobile devices context, information is considered as a valuable incentive because consumers react very positively to advertising (Aitken, Gray, & Lawson, 2008). Consumers do not feel annoyed if mobile advertisements provide appropriate information. Scharl, Dickinger, and Murphy (2005) concluded that consumers are likely to purchase advertised products if advertisers provide funny and entertaining SMS messages that are informative and relevant. Thus, informativeness is strongly related to perceived advertising value (Ducoffe, 1996). In addition, informativeness positively influences flow experience because it will affect consumer attention. The consumer focuses on product information messages, concentrating on their details, excluding irrelevant thoughts (Hoffman & Novak, 1996; Li &Browne, 2006).

.*H_1: There is a positive relationship between advertisement informativeness and purchase intention.*

Creditability

"The extent to which the consumer perceives claims made about the brand in ads to be truthful and believable", defines credibility (Mackenzie & Lutz, 1989). Several empirical studies have demonstrated that advertisement credibility has a significant effect on attitudes toward advertising and behavioral intentions (Tsang, Ho, & Liang, 2004; Zhang & Mao, 2008). Advertising credibility is evaluated through the content of advertisements, being further influenced by a company's credibility and the holder of the message (Balasubraman, Peterson, & Jarvenpaa,2002). Thus, advertising credibility positively affects the perceived value of advertising. According to Yang et al. (2013) a consumer may avoid or not respond to advertising if they do not think mobile advertisements are trustworthy, not paying attention to the message.Therefore, the reliability of a mobile message is critical and consumers are able to experience flow state with a credible message (Choi, Hwang,& McMillan, 2008).

H2. : There is a positive relation between creditability and purchase intention.

Entertainment

Entertainment of advertising information is positively related to advertising value (Ducoffe, 1995). Entertainment is the ability of an advertisement to promote enjoyment and create positive consumer attitudes by providing a form of escapism, diversion, aesthetic enjoyment, or emotional release (Elliott & Speck, 1998; Shavitt et al., 1998). In the advertising context, entertainment is pleasurable, enjoyable, and fun to watch (Schlinger, 1979). According to Sternthal and Craig (1973), entertaining advertisements attract consumers' attention, consequently the effectiveness of the advertisement increases. Coulter et al. (2001) found that entertainment is an important value that consumers look for in advertising. Moreover, entertainment has recently become a factor that consumers expect when they view advertising. Based on it, this study develops the following hypothesis.

H_2: There is a positive relationship between advertisement entertainment and purchase intention.

Irritation

Irritation refers to the extent to which consumers perceive that mobile advertisements are irritating or annoying, involving negative feelings toward the advertisements (Yang et al., 2013). Past research examined irritation as being negatively related to advertising value, reducing advertising effectiveness and the value perceived by consumers (Korgaonkar & Wolin, 1999; Okazaki, 2004). Mobile advertising may provide information that is distracting and that overwhelms the consumer (Stewart & Pavlou, 2002) and this can be perceived as an intrusion into the mobile consumer's privacy. According to Liu et al. (2012), consumers then feel confused about the advertising and react negatively to it, and irritation caused by incomprehensible or unwanted mobile advertising messages may reflect negatively on the perceived value of mobile advertising. Based on it, this study develops the following hypothesis.

H_3: There is a negative relationship between irritating content on advertisement and purchase intention.

Incentives

Incentives are major predictors of consumers' responses and entail monetary benefits such as discounts, coupons, gifts, and non-monetary benefits (Varnali et al., 2012). Incentives are considered to have an impact on consumer intentions to receive mobile advertising and provide specific financial rewards to consumers who agree to receive an advertisement (Tsang et al., 2004). Kim and Han (2014) suggested that increasing incentives for consumers receiving smartphone advertisements leads to increase in consumer intention to purchase. The study also reported that consumers are interested in tangible benefits and pay more attention to an advertising message for financial advantage. Based on it, this study develops the following hypothesis.

H_4: There is a positive relationship between incentives on advertisement and purchase intention.

3. Result and discussion

Correlation analysis

On the analysis of data, correlation analysis has been undertaken first and for this purpose, Pearson's correlation coefficients along with mean and standard deviations have been computed and the results are presented in Table 1.

Table 1: Pearson's correlations matrix

This table shows the Pearson correlation coefficients between dependent and independent variables. PI (purchase intention) is the dependent variable and I (informativeness), CR (credibility), EN (entertainment), IR (irritation) and IN (incentives) are the independent variables.

	Mean	Std.	I	CR	EN	IR	IN	PI
I	3.78	.0.592	1					
CR	3.53	.674	.489**	1				
EN	3.48	.0.817	.326**	.598**	1			
IR	3.14	.885	.032*	-.033	-0.66	1		
IN	3.42	.727	.166	.377**	.374**	.147	1	
PI	3.45	.694	.250*	.347**	.464**	.202*	.318**	1

Note: the asterisk signs (**) and (*) indicate that the coefficients are significant at 1 percent and 5 percent levels, respectively.

The study reveals that informativeness is positively correlated to purchase intention. It indicates that higher the level of information regarding product on the advertisement, higher would be the purchase intention. The result also shows that creditability is positively related to purchase intention indicating that better the creditability, higher would be the purchase intention. Likewise, entertainment is positively related to purchase intention indicating that greater the level of entrainment on the advertisement, higher would be the purchase intention.

Similarly, irritation has also negative relationship with purchase intention. It shows that higher the level of irritation, higher would be the purchase intention. Likewise, the result also shows that incentives is positively

related to purchase intention. It indicates that higher the level of incentives, higher would be the consumer purchase intention.

Regression analysis

Having indicated the Pearson's correlation coefficients, the regression analysis has been performed and the results are presented in Table 2. More specifically, it presents the regression results of informativeness, creditability, entertainment, irritation, and incentives on purchase intention in to purchase smartphone.

Table 2: Regression results informativeness, creditability, entertainment, irritation, incentives on purchase intention

The result are based on 204 observations by using linear regression model. The model is $PI = \alpha + \beta_1 I + \beta_2 CR + \beta_3 EN + \beta_4 IR + \beta_5 IN + e$ *where PI (purchase intention) is the dependent variable and I (informativeness), CR (credibility), EN (entertainment), IR (irritation) and IN (incentives) are the independent variables.*

S.N.	Intercept	Regression coefficients of					Adj. R_bar^2	SEE	F-value
		I	CR	EN	IR	IN			
1	2.343 (5.341)*	0.293 (2.554)*					0.053	0.675	6.522
2	2.192 (6.261)**		0.357 (3.659)**				0.111	0.6542	13.390
3	2.079 (7.656)**			0.394 (5.183)**			0.207	0.618	26.858
4	2.953 (11.691)*				0.158 (2.044)*		0.031	0.683	4.179
5	2.413 (7.556)**					0.303 (3.319)**	0.092	0.661	11.018
6	1.911 (4.212)*	0.124 (0.971)	0.304 (2.716)**				0.111	0.654	7.162
7	1.648 (30783)**	0.103 (0.855)	0.070 (0.558)	0.335 (3.524)**			0.204	0.619	9.476
8	1.083 (2.284)*	0.085 (0.726)	0.074 (0.612)	0.350 (3.786)**	0.180 (2.629)**		0.251	0.601	9.273
9	0.926 (1.881)*	0.091 (0.780)	0.044 (0.354)	0.326 (3.451)**	0.164 (2.362)**	0.109 (1.176)	0.254	0.599	7.724

Note: the asterisk signs (**) and (*) indicate that the results are significant at 1 percent and 5 percent levels, respectively.

The table shows that the beta coefficients for informativeness are positive with purchase intention. It indicates that informativeness has positive impact on purchase intention. This finding is related to (Aitken, Gray, & Lawson, 2008) similarly, the result reveals that the beta coefficients for creditability are positive with purchase intention. It reveals that creditability has a positive impact on purchase intention. This finding is related to Tsang (2004) Zhang & Mao (2008) and Balasubraman (2002)

Likewise, the result reveals that the beta coefficients for entertainment are positive with purchase intention. It reveals that entertainment has a positive impact on purchase intention. This finding related with Elliott & Speck (1998) and Shavitt (1998). Similarly, the result reveals that the beta coefficients for irritation are negative with purchase intention. It reveals that irritation has a positive impact on purchase intention. This finding is similar to Korgaonkar & Wolin, (1999) and Okazaki (2004) Likewise, the result reveals that the beta coefficients for incentives are positive with purchase intention. It reveals that incentives has a positive impact on purchase intention. This finding is similar to Kim and Han (2004).

Summary and conclusion

This study examines that How smartphone advertising influence consumer's purchase intention. This study is based on primary data with 100 respondent. The information related to informativeness, creditability, entertainment, irritation, incentives was administered through questionnaires.

The study reveals that there is a positive relationship between informativeness and advertising influence on consumer's purchase intention. It indicates that higher the informativeness, higher would be the advertising influence on consumer's purchase intention of smartphone. The result also shows that there is a positive relationship between creditability and purchase intention. It shows that better creditability leads to increase in consumer advertising influence on consumer's purchase intention. Likewise, the result shows that entertainment and irritation are negatively related to advertising influence on consumer's purchase intention. Similarly, the result also shows that incentives is positively related to purchase intention. It indicates that higher the level of incentives, higher would be the advertising influence on consumer's purchase intention. The regression results also show that informativeness, creditability, entertainment, irritation, and incentives, have positive impact on advertising influence on consumer's purchase intention. However, the coefficients are significant for informativeness and irritation at 5 percent level. The coefficients are significant only for creditability, entertainment, and incentives at 1 percent level.

REFERENCES

Aitken, R., Gray, B., & Lawson, R. (2008). Advertising effectiveness from a consumer perspective. *International Journal*, 27(2), 279–297.

Arshad, H. M., M. N. Noor., W. Ahmad., & S. Javed, (2014). Impact of effective advertising on consumer buying behavior: A study of mobile phone purchasers in Pakistan: *Journal of Basic and Applied Scientific Research*, 4(3)224-231.

Balasubraman, S., R. Peterson, & S. Jarvenpaa (2002). Exploring the implications of M-commerce for markets and marketing. *Journal of the Academy of Marketing Science*,

30(4), 348–361.

Belch, G. E., M. A. Belch & K. Purani (2012). *Advertising and promotion: an integrated marketing communications perspective*. (7th ed.). New Delhi: Tata McGraw Hill Education Private Limited, 34(6), 54-66.

Chen, P. & H. Hsieh (2012). Personalized mobile advertising: Its key attributes, trends, and social impact. Technological Forecasting and Social Change, 79(3), 543–557.

Choi, Y., J. Hwang & S. McMillan (2008). Gearing up for mobile advertising: *A cross-cultural examination of key factors that drive mobile messages home to consumers.Psychology and Marketing*, 25(8), 756–768.

Coulter, R.,G. Zaltman & K. Coulter (2001). Interpreting consumer perceptions of ad-vertising: An application of the Zaltman metaphor elicitation technique. *Journal of Advertising,* 30(4), 1–21.

Derks, D., A. Bakker., P. Peters & P.van Wingerden (2016). Work-related smartphone use, work–family conflict and family role performance: The role of segmentation preference. *Human Relations; Studies Towards the Integration of the Social Sciences, 69(5),* 1045–1068

Ducoffe, R. (1996). Advertising value and advertising on the web. *Journal of AdvertisingResearch,* 36(5), 21–35.

Fatima, S. & S. Lodhi (2015). Impact of Advertisement on Buying Behaviours of the Consumers: Study of Cosmetic Industry in Karachi City.*International Journal ofManagement Sciences and Business Research,* Vol-4, Issue 10

Grewal, D., Y. Bart., M. Spann & P. Zubcsek (2016). Mobile advertising: A framework and research agenda. Journal of Interactive Marketing, 34, 3–14.

Gartner (2016*). Gartner Says Worldwide Smartphone Sales Grew 3.9 Percent in First Quarter of 2016 [Press release]*.

Hassan, A. (2015). Effects of TV Advertisement on Consumer Buying Behaviour: A Comparative Study of Rural-Urban and Male-Female Consumers. *International Journal of Innovation and Applied Studies*, *11*(3), 608

Joo, J. & Y. Sang (2013). Exploring Koreans' smartphone usage: An integrated model of the technology acceptance model and uses and gratifications theory. Computers in Human Behavior, 29(6), 2512–2518. H

Kumar, D. P. & K. V. Raju (2013). The role of advertising in consumer decision
making. IOSR Journal of Business and Management, 14(4), 37-45.

Kim, Y. & J. Han (2014). Why smartphone advertising attracts customers: A model of web advertising, flow, and personalization. *Computers in Human Behavior*, *33*, 256–269.

Liu, C., R. Sinkovics., N. Pezderka. & P. Haghirian (2012). Determinants of consumer perceptions toward mobile advertising - a comparison between Japan and Austria. *Journal of Interactive Marketing*, 26(1), 21–32

Loudon D.L. & A. J. Della Bitta (2009). Consumer behavior, (4th ed.). *New Delhi*: Tata

Mcgraw Hill.Mackenzie, S. & R. Lutz (1989). An empirical examination of the structural antecedentsof attitude toward the ad in an advertising pretesting context. *Journal of Marketing* 53(2), 48-65.

Pandey, P. (2014). Choice determinants of rural and urban consumers. *International Journal of Innovative, Science, Engineering and Technology*, 1(10), 294-307.

Park, N., Y. C. Kim., H. Y. Shon & H. Shim (2013). Factors influencing smartphone use and dependency in South Korea. *Computers in Human Behavior*, 29(4), 1763–1770.

Rai, N. (2013). Impact of advertising on consumer behaviour and attitde with reference toconsumer durables. *International Journal of Management Research and BusinessStrategy*, *2*(2), 2-8.

Scharl, A., A. Dickinger & J. Murphy (2005). Diffusion and success factors of mobile marketing. *Electronic Commerce Research and Applications*, 4(2), 159–173.

Shavitt, S., P.Lowrey & J. Haefner (1998). Public attitudes toward advertising: More favorable than you might think. *Journal of Advertising Research*, 38(4), 7–22.

Semenik, R. J., C. T.Allen., T. C. O'Guinn, & H. R. Kaufmann (2012). *Advertising and promotions: an integrated brand approach.* (6th ed.). New Delhi: Cenage Learning India Private Limited.

Shen, G. C.-C. (2015). Users' adoption of mobile applications: Product type and message framing's moderating effect. *Journal of Business Research*, 68(11), 2317–2321.

Sternthal, B.& S. Craig (1973). Humor in advertising. *Journal of Marketing*, 37(4), 12–18.

Stewart, D. & P. Pavlou (2002). From consumer response to active consumer: Measuringthe effectiveness of interactive media. *Journal of the Academy of Marketing Science,*30(4), 376–396.

Sthapit, Arhan and Laohakosol, Wilaiporn and Sharma, Ayush.(2018). Impact of Product-Related and Social Factors on Purchase Intention of Smart-Phone Buyers in Nepal. The Sankalpa: *International Journal of Management Decisions,* 4(1).

Tsang, M. S. Ho & T. Liang (2004). Consumer attitudes toward mobile advertising: AnEmpirical study. *International Journal of Electronic Commerce, 8(3), 65–78.*

Varnali, K., C. Yilmaz & A. Toker (2012). Predictors of attitudinal and behavioralOutcomes in mobile advertising: A field experiment. *Electronic Commerce Research andApplications,* 11(6), 570–581.

Wu, P., G. Yeh & C. Hsiao (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19(1), 30–39.

Yeh, C., Y. Wang & K. Yieh (2016). Predicting smartphone brand loyalty: Consumer value and consumer-brand identification perspectives. *International Journal of Information Management, 36(3),* 245–257.

Yang, B., Y. Kim & C. Yoo (2013). The integrated mobile advertising model: The effects of technology- and emotion-based evaluations. *Journal of Business Research*, 66(9), 1345–1352.

Zubcsek, P., Z. Katona & M. Sarvary (2017). Predicting mobile advertising response using consumer colocation networks. *Journal of Marketing*, 81(4), 109–126.