



Mobile Marketing Effects on Consumer Attitudes

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Abstract

With the emerging advertising mediums in today's business context, each and every organization struggles to capture the powerful opportunities to reach consumers by allowing interactivity with personalized marketing messages. The huge advertising clutter has led to a harder competition to grab the attention of consumers from thousands of marketing messages. With the penetration of mobile marketing to each and every corner of Sri Lanka and to each and every hand has led the marketer to open up a new source of marketing to bridging the gap of being more personalized and delivering the marketing message to the most effective target group of customers.

In spite of the increasing number of mobile phone users in the country the interested parties suffering from a lack of knowledge about the topic in the Sri Lankan context. The nature and implications of mobile marketing is not yet fully understood due to the inability of applying foreign researches to the Sri Lankan culture as same as it is. The subjective research addresses those untouched areas of mobile marketing to the hearts of Sri Lankan consumers with Asian cultural touch.

The study addresses mobile marketing effects on consumer attitudes. Four theories driven hypothesis are derived and tested. The results indicate that entertainment, informativeness have a statistically significant positive effects on consumer attitudes. Credibility of the mobile marketing message also has positive effects on consumer attitudes but with less significant value. Irritation of the mobile marketing message negatively effects on consumer attitudes with partially significant value. The findings have managerial implications for both advertising companies and interested parties for mobile marketing to use as their advertising mediums.

Keywords: *Consumer attitudes, Credibility, Entertainment, Informativeness, Irritation, Mobile Marketing*

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