

Engaging Users Using Movie Mobile Advertising: Technology Acceptance and Purchase Intention

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Abstract

The study identified the relationships between technology acceptance and purchase intentions on movie mobile advertising among Twitter users in Malaysia. Technology Acceptance Model was used to predict the acceptance of computer-based technology based on technology use and usefulness. The objective of this study is to investigate the relationship between attitude (technology acceptance) towards movie mobile branding in Malaysia and purchase intention. Data was randomly collected from 400 Twitter users in Malaysia and analyzed with statistical analysis (SPSS) using descriptive and correlation analysis. The findings of this paper advocate that technology acceptance attitudes in movie mobile branding contributed significantly towards movie purchase intention in Malaysia. This paper introduces the contribution of attitudes in the study of branding communication utilizing mobile telecommunications technology in Malaysia.

Keywords: mobile advertising, marketing, movie advertising

1. Introduction

Film production was introduced in Malaysia in the 1930s during the colonial era. The Malaysian government formed FINAS (National Film Development Corporation Malaysia) in 1981 to aid, to improve and to control the growth of the national film industry. From that moment onwards, the indigenous business of filming was transformed into a much proper and accepted national industry that is contribute to the nation's percent of wealth (Ahmad, 2000). Malaysian film industry, however, contributes insignificantly to the Malaysian economy. Therefore, the onset and state of development of mobile digital media in the global marketing practices is expected to embody new opportunities and encounters to movie marketers. Chang and Villegas (2008) argued that smart phones have a remarkable potential in terms of delivering advertisements because of its ability to instill high penetration rate. In fact, they claimed that it is the only advertising medium that consumers bring with them almost anywhere they go, with by logic is true. This is further enhanced by the speedy development of the use of social media that has created top of the plan for many corporate officials today. Many of social media network providers try to ascertain ways in which companies will be able to create money-spinning usage of applications of Facebook, Twitter and blogs. Therefore, the objectives of this paper are to investigate Twitter users' technology acceptance after receiving movie mobile advertisement, to investigate Twitter users' purchase intention after receiving movie mobile advertisement and to determine the relationships between Twitter technology acceptances with purchase intention.

2. Movie Mobile Marketing

Rapid proliferations of mobile marketing around the world were caused by loads of factors. Such factors can be the global connectivity, user-friendliness, interoperability of the Internet towards the human race and many others. Abdullah (2004) found that Malaysian youths claimed that possessing a mobile phone is a fundamental part of their life even in the early stage of Internet development. These sets of people will naturally be dependent on technology as they've regarded the mobile phone as a way to express themselves beside the old tool for interaction (Ito & Okabe, 2004). Studies from other scholars also suggested that the usages of mobile phones are fashionable and current. This situation is contrary to older generations who usually see the importance of mobile

phones in the perspective of social or business purposes (Bianchi & Phillips, 2005).

Mobile marketing is a new lifestyle that offers superfluity of technology that motions mobility and convenience to its users, and in some occasions it offers better prospects to marketers in their quest to reach their customers wherever they may be (Rayfield, 2010). She further elaborated nine types of mobile marketing namely; short message service (SMS); multi-media message service (MMS); Mobile Applications; Bluetooth Wireless Proximity Based Marketing; Location-Based Marketing; quick-response barcodes (QR Codes); Pay Per Call Mobile; Voice Marketing; and Mobile Banner Ads.

One famous mobile marketing medium is Twitter. Numerous researches conducted on the practices of Twitter as mobile advertising. Twitter is said as vital in terms of internal communication (Ehrlich & Shami, 2010; Riemer & Richter, 2010; Zhao & Rosson, 2009); as an online listening tool (Van den Putte & Bas, 2009); and as crowd sourcing medium to understand a particular phenomenon (Ehrlich & Shami, 2010). In the situation of movie advertising, these social networks were taken seriously and regarded as an instrument to generate words of mouth electronically (Jansen et al., 2009b), and as a new viral marketing device (Asur & Huberman, 2010). Nowadays, as it is already made known that consumers fundamentally have accepted and embraced the mobile life in the life cycle, the smartphone market is blasting to a maximum rate thanks to the love of Apple's iPhone, RIM's Blackberry and Google's Android.

Companies and content providers are aiming to reach niche communities in rural areas with lower PC penetration. According to a report on Malaysia's internet penetration (The Digital Media Across Asia, accessed August 20, 2012), Malaysia is one of the main users in the world with a 0.47% share of voice; the third biggest user of Twitter in Southeast Asia behind only Indonesia (2.34%) and Singapore (0.88%); and there will be an estimated total of 866,280 Twitter users in Malaysia by the end of 2013. Malaysian also mostly uses social networking sites for social engagement; to keep in touch with the people they concern, and to discover local the latest happenings in local scenes.

As in figure 1, total mobile advertising revenues in Malaysia were predicted to rise from RM10.4 million at the end of 2008, and the forecasted 2012 total revenue was RM175.5 million.

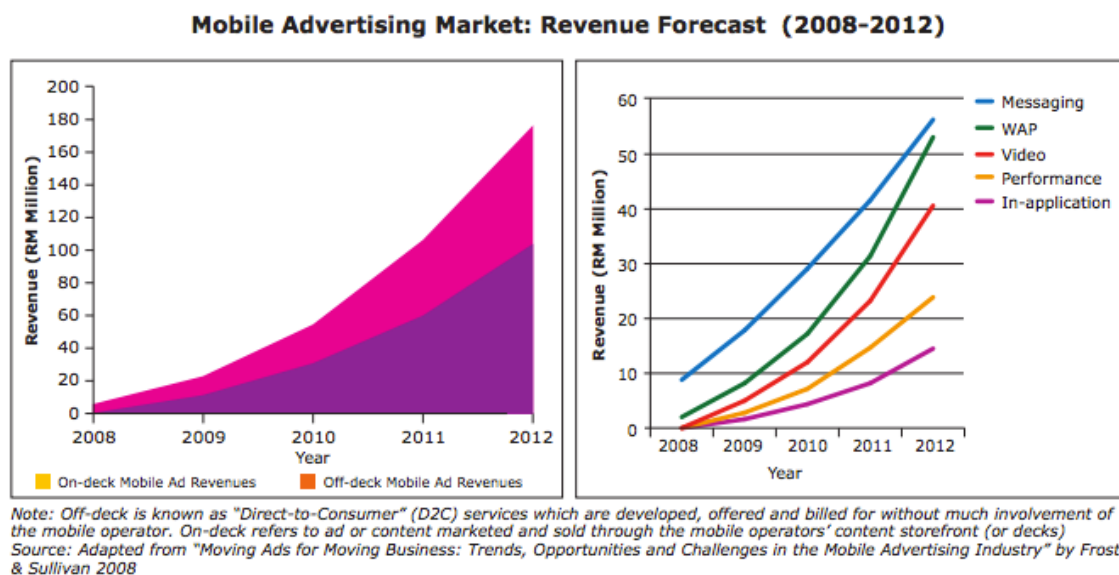


Figure 1. Mobile advertising revenue forecast for Malaysia (2008-2012)

Source: http://www.skmm.gov.my/skmmgovmy/files/attachments/Ad_Dev_Malaysia.pdf

The bonding between advertising movies through mobile phones has become a world hot niche. At first, mobile advertising has the critical role of updating movie-goers about play times for movies at their specific local theaters, which makes the medium of keen interest to film marketers. This then leads to the creation of various applications to cater for various other technological demands. Ahmad (2007) however, regards Malaysian filmmakers as failed capitalist for unable to balance production process (film making costs), distribution (advertising) and exhibition (sustainability of product in the market). He argued that the poor ticket sales in local movie market could occur

because most filmmakers are still opted for traditionally paid media to advertise their products. This is further supported by Herwina Rosnan et al. (2010) study that found difficulty to increase ticket sales in Malaysia as many filmmakers are still using conventional advertising medium to promote movies in Malaysian small domestic market. Unfortunately, traditional promotional activities might no longer cut it for local films to do so (Vogel, 2001). As Hoskins and McFadyen (1991) suggested that films should be first successful in the local market in order to penetrate the international market, this problem has definitely become a big block in attracting international attention towards local productions. Thus, it is very important for Malaysian filmmakers and moviegoers to have awareness and right attitude in the promotion of movies using mobile marketing.

3. Technology Acceptance Attitude: Use and Usefulness

As time grows, so do human's behavior, their intentions and expectations. The needs to further know the use and usefulness of a product and services before making any purchasing decisions has led Davis (1989) to pioneered The Technology Acceptance Model (TAM). This model expanded the Theory of Reasoned Action, developed by Martin Fishbein and Icek Ajzen (1975, 1980) suggesting that perceived usefulness (PU) and perceived ease of use (PEU) are also important in predicting behavioral aim in purchase intention. One using a particular system describes usefulness as the extent of an individual to believe that, it would later enhance his or her productivity. Meanwhile, perceived ease of use is defined as the extent an individual believes that by using a particular system, difficulties would be spared (Davis, 1989). Although these variables might look similar to one another, Adams, Nelson & Todd (1992) and Davis (1989) claimed that unlike perceived ease of usefulness, perceived ease of use has an uninterrupted effect on both perceived usefulness and technology usage.

Pousttchi's (2003) study on the acceptance towards mobile payment procedures found that 93% of the respondents regarded easy handling of the system as at utmost importance. 81% of the respondents specified that the ease of learning about the system is also vital. Dahlberg et al. (2003) qualitative study on the ease of use found that respondents emphasized on the importance of ease of use in a mobile related system.

Davis (1989) coined the elements of perceived usefulness in influencing a purchase intention. It is the extent, which the user believes that using a system would improve their job performances, in a hassle-free process. If yes, then a person will commit to purchase the goods or services. Going hand in hand with the ease of use, various studies of TAM have also tested the influence of usefulness on user acceptance and/or purchase intention. 91% of the respondents in a study done by Pousttchii's (2003) found that fast, quick and hassle-free processing in mobile transactions is crucial. Such findings have enabled mobile content providers to foresee the importance of increasing the effectiveness and efficiency in other areas of mobile applications such as paying for digital content, Point of Sale (POS) payments, virtual POS, vending machines and topping up pre-paid mobile accounts.

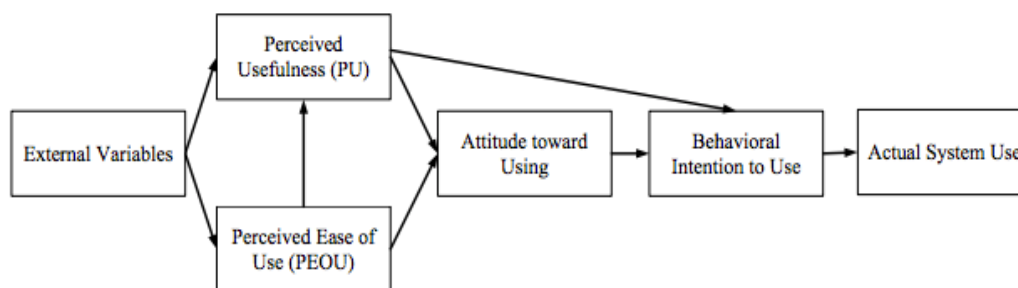


Figure 2. Technology acceptance model

TAM model was further prolonged to Extensive Technology Acceptance Model (ETAM) by V. Venkatesh, F.D. Davis. (2000) that integrates innovation diffusion theory, perceived risk and cost into the TAM to investigate what determines user mobile commerce (MC) acceptance.

4. Methodology

The online survey of 30 questions using Google Docs was done to 400 Malaysian Twitter users. Google Docs is a freeware web-based office suite offered by Google within its Google Drive service, which it saves documents on the Internet. Many scholars have recently adopted Google Docs in their journey of completing an online survey as it keeps the data safe in the most basic format in spreadsheets and scholars can later transfer the data and do all of the calculations in the SPSS program. This software is also free and runs as a mediator for professional level statistics program. It also runs on both Mac and Windows and is extremely reliable. In that note, Simple

Random Sampling method was used as suggested by Jianguo Lu, Dingding Li (2012) due to irrespective of respondent's status in a scale-free nature. According to Global (2012), current active Twitter users in Malaysia has amounted to 2.4mil (0.47% out of 500mil active users worldwide), thus the sample chosen for this study is 400 ($p=.5, >100,000$) by referring to the table by Israel, Glenn. D (n.d) Malaysia Twitter users irrespective of age, gender and other characteristics were approached using the ChurpChurp and Movies hashtag (#ChurpChurp, #Movies).

The research instrument in this study comprises of 4 sections, namely demographics, technology use, technology usefulness, and purchase intention. All sections except for Section 1 used 5 point Likert Scale ranging from 1 = "Strongly Disagree" to 5 = "Strongly Agree". Crosschecking with the subject matter Professor in order to get the standardization of the questionnaire and wording of the questions was done to get the instrument's validity. Cronbach Alpha reliability test on 30 respondents for pre test gained high score (0.89). Data from 400 respondents were analysed with SPSS using descriptive statistics and correlation.

As for the operational definition of the variables, purchase intention refers to a plan of acquisition towards a particular good and the process of how consumers make consumption-related selections (Solomon, M., 2009). Use refers to the extent of an individual believes that by using a particular system, difficulties would be spared, and usefulness refers to which the user believes that using a system would improve their job performances, in a hassle-free process (Davis, 1989). Movie mobile advertising refers to the interaction of movie products or services to mobile device and smartphone of customers. The mobile advertising scale sorts from short message service (SMS) text to interactive advertisement (Okazaki & Taylor, 2007).

5. Findings and Discussions

5.1 Respondents' Characteristics

The demographic characteristics of respondents indicated that 58.3% of the respondents were male. Majority of them were Malay (89.5%), 42% of them spent 6-7 hours per day in online activities, and 50.7% were aged between 21–25. In terms of education level, 54.0% of the respondents hold a diploma, and 31.0% were STPM graduates.

5.2 Users Technology Acceptance on Mobile Advertising Promoting Movies

The first objective of this study is to investigate Malaysian Twitter users' technology acceptance after receiving mobile advertisements promoting movies. Technology acceptance attitude is measured by the attitude towards technology use and technology usefulness. For the attitude towards technology use, it is found that, respondents agreed that it was easy to set bookmarks on movie mobile advertisements in a smartphone ($x=5.0$, $sd=0.0$), and it was easy to surf on movie mobile advertisements in the device as well ($x=5.0$, $sd=0.0$). Respondents also regarded movie mobile advertisements in Twitter as convenient because it is easy to read information on latest movie via a smartphone ($x=4.5$, $sd=0.5$). In overall, respondents agreed that mobile advertisements promoting movies were usable in their quest to seek information about the latest movies in the market ($x=4.2$, $sd=0.4$). These findings are consistent with the findings of a study done by Pedersen (2003) whom found that mobile advertisements are usable to its receivers. Since the marketing environment today is jumbled with marketing communications due to numerous market segmentations, the positive usage traits of mobile advertisements are considered vital.

As for the attitude towards technology usefulness, respondents agreed that such advertisements improve social interaction among moviegoers ($x=4.5$, $sd=0.5$) and the past browsing record on advertisements promoting movies can be easily accessed ($x=4.5$, $sd=0.5$). Respondents also agreed that movie mobile advertisements are new value added for moviegoers ($x=4.5$, $sd=0.5$). In overall, respondents agreed on the usefulness of mobile advertisements promoting movies in acquiring and retaining information about latest movies in the market ($x=4.3$, $sd=0.5$). These findings are consistent with the findings of a study done by Serenko & Bontis (2004). This is a prove that customers are becoming a better decision maker as little by little customers decided to filter advertisements before making their purchase. This is especially when it comes to mobile advertising as it is a very new occurrence.

5.3 Purchase Intentions after Receiving Mobile Advertisements Promoting Movies

The second objective of this study is to investigate the respondents' purchasing intentions after receiving movie mobile advertisements. The respondents almost agree that they have positive intention towards purchasing after receiving movie mobile advertising ($x=3.9$). They had given positive remarks to continuously read all the movie mobile advertisement messages they receive in the future ($x=4.5$, $sd=0.500$); would probably purchase the product or service mentioned in the text message or take part in the event ($x = 4.0$ $sd=0.000$); and interested in

getting more information on the product, service, or event in question ($x=4.0$ $sd=0.000$). Therefore content providers and advertisers should revise their marketing mix and add the use of mobile advertising with social media marketing and location-based services.

5.4 The Relationships between Twitter Users Technology Acceptance on Purchase Intentions

The third objective of this study is to determine the relationships between technology acceptance (use and usefulness) on purchase intentions. It is found that technology acceptance records positive perfect relationships on purchase intention ($r = 1.0$ for both use and usefulness) as results showed that these elements recorded a very strong correlation with purchase intention. This means that respondents in this study perfectly accepted movie mobile advertising through Twitter and has influenced them greatly in their purchase intention to go and watch the movies advertised. Studies with positive perfect correlation are common, for instance Y. Srinivasa Rao (2011) found positive perfect relationships between variables in his study. With all these data being gathered, it is proven that mobile connectivity is continuing to grow as a means for audiences to keep track with latest films releases. These multiple mediums enable deeper one-to-one relationships between filmmakers, content providers with moviegoers.

6. Conclusion and Suggestions

The findings of this study recorded positive and strong relationship between technology acceptances with purchase intention in movie mobile advertisement in Malaysia. In terms if use, respondents agreed that it was easy to set bookmarks on movie mobile advertisements in a smartphone ($x=5.00$, $sd=0.000$) and it was easy to surf on movie mobile advertisements in the devise as well ($x=5.00$, $sd=0.000$). Respondents also regarded movie mobile advertisements in Twitter as convenient because it is easy to read information on latest movie via a smartphone ($x=4.52$, $sd=0.500$). In overall, respondents agreed that mobile advertisements promoting movies were usable in their quest to seek information about the latest movies in the market ($x=4.18$, $sd=0.4$). These findings are consistent with the findings of a study done by Pedersen (2003) who found that mobile advertisements are usable to its receivers.

In terms of usefulness, respondents agreed that such advertisements improve social interaction among moviegoers ($x=4.47$, $sd=0.500$) and the past browsing record on advertisements promoting movies can be easily accessed ($x=4.47$, $sd=0.500$). Respondents also agreed that movie mobile advertisements are new value added for moviegoers ($x=4.47$, $sd=0.500$). In overall, respondents agreed on the usefulness of mobile advertisements promoting movies in acquiring and retaining information about latest movies in the market ($x=4.32$, $sd=0.5$). These findings are consistent with the findings of a study done by Serenko & Bontis (2004).

In terms of Malaysian Twitter users purchase intention after receiving movie mobile advertisements, it is found that the respondents will continuously read all the movie mobile advertisement messages they receive in the future ($x=4.47$, $sd=0.500$). Respondents would also probably purchase the product or service mentioned in the text message or take part in the event ($x=4.00$, $sd=0.000$). In overall, respondents have positive purchase intention after receiving movie mobile advertisements ($x=3.87$, $sd=0.5$). Such findings are consistent with the findings of a study done by Sultan, Fareena and Andrew Rohm (2005) and Heinonen (2007). Such openness showed by respondents will in future generate more incomes for mobile advertising in Malaysia.

Such results proved that marketers, advertisers and content providers should emphasize on upgrading 'use' and 'usefulness' features in their ads. This is because respondents in this study agreed on the usability of movie mobile advertisements allowing them to use it for bookmark features, better fluidity on web surfing and better readability as opposed to read using a laptop or desktop. Respondents also agreed on the usefulness of movie mobile advertisements as they regarded it as a very useful tool as it has links to specific groups in social network and a fast retrieval of past browsing/purchase history.

Respondents in this study positively agreed that use and usefulness of movie mobile advertisements received influenced them greatly in their purchase intention to go and watch the movies advertised. With all these data being gathered, it is proven that mobile connectivity is continuing to grow as a means for audiences to keep track with latest films releases. These multiple mediums will enable deeper one-to-one relationships between filmmakers, content providers with moviegoers. This will be able to inspire film organizations to comply with mobile-enabled technology, setup mobile sites, build mobile apps and full extend their ads using these mobile platforms.

These findings should be able to inspire film organizations to comply with mobile-enabled technology, setup mobile sites, build mobile apps and full extend their ads using these mobile platforms. Advertisers and content providers also should create ads geared towards a collective approach. Besides enabling various businesses to

obtain the whereabouts information of its customers, mobile technology also enables organizations to extend their reach and objectives to various levels of consumers. Future studies should consider using other statistics and other theories such as ETAM.

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