

# THE EFFECT OF ADVERTISEMENT VALUE AND CONTEXT AWARENESS VALUE ON PURCHASE INTENTION THROUGH ATTITUDE BRANDS AND ADVERTISING ATTITUDE IN SMARTPHONE ADVERTISING

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**THE EFFECT OF ADVERTISEMENT VALUE AND CONTEXT  
AWARENESS VALUE ON PURCHASE INTENTION  
THROUGH ATTITUDE BRANDS AND ADVERTISING  
ATTITUDE IN SMARTPHONE ADVERTISING****Rowlan Takaya, Abdul Haeba Ramli & Nico Lukito****ABSTRACT**

Takaya, Rowlan, and Ramli, Abdul Haeba, Trisakti University, February 2019 <sup>14</sup> “The influences of advertisement value and context awareness value on purchase intention through brand attitude and advertising attitude on smartphone advertising”. The problem of this research was that the fast growing number user of smartphone in Indonesia and the duration of use smartphone in daily are getting longer made the advertising industry is shifting to digital mobile advertising. Advertise in smartphone have better advantage than traditional channel, advertiser can utilize the smartphone features like GPS, application, browser, camera, speaker, and Bluetooth. So advertiser can deliver more personalise advertisement to their target segment. Therefore advertisers are challenged to be more effective when delivering the advertisement to get better acceptance of message by customer and generate purchase intention. The objective of this research was to analyze the influences of advertisement value and context awareness value on purchase intention through brand attitude and advertising attitude on smartphone advertising. The methodology of this research was conducted with an online survey given to 329 respondents who have smartphone to address purchase intention through smartphone advertising using structural equation modelling. Finding and contribution in this research was credibility, entertainment, information, information, irritation, and personalization are the main factor from general advertisement which establishes purchase intention. Personalization, activity, timing, and location are the main factor from customized advertisement in mobile which establishes purchase intention. Both are through advertising attitude and brand attitude, but in this research purchase intention receives greater impact from advertising attitude. Research limitation in this research was the advertisement was not distinct by type like display banner ad, video ad, social media ad which possible to analyze as mediator variable to strengthen the result. Implication managerial from this research was for advertiser manager to send the personalized ad to the customer and try not to annoy them with ad.

**Keywords:** Brand attitude, Advertisement value, Advertising attitude, Context awareness value, Purchase intension

## INTRODUCTION

The development of mobile devices continues to increase every year, based on data from Kemp (2017) that the unique number of mobile device users in 2017 ranges from 4.917 billion users, equivalent to 66% of the population on earth, and the total online mobile devices range from 8.05 billion, which shows that everyone can have more than one device. In Indonesia, with a population of around 250 million, there are around 112 million mobile device users (Kominfo, 2014). In addition to the growth in the number of smartphone users, in Indonesia 93% of internet access comes from mobile devices, and spends an average of 5.5 hours a day (Kim, 2016). Judging from these data, there is a media transition where people spend their original time from television and print media switching to mobile devices. These factors make many marketers switch to digital media advertisements that can be accessed by mobile devices. It is estimated that by the end of 2017, the total expenditure on digital media advertising in Indonesia is in position 3, amounting to \$ 477 million, after print media amounted to 529 million, and television at \$ 1,680 million. Indonesia's digital advertising growth is expected to increase by 25% in 2018 and will continue to grow double digit until 2020 along with the increasing penetration of Shum (2017) smartphone users.

Advertising on mobile devices is interesting to be researched because it is a new and developing advertising channel on mobile devices with innovative features that will last for a long time. Lee (2017) states that entertainment, information, irritation, personalization, timing, and location in mobile advertising are the main factors in building purchase intention. According to (Haghirian and Inoue, 2007) and (Tsang et al., 2004) the credibility factor of advertising messages has a high impact on the consumer attitude towards advertising. Credibility is based on the extent to which consumers believe that marketers have the expertise and honesty to conduct transactions effectively and reliably, which is based on consumer trust. In previous studies the factor credibility was not discussed, so this study will examine the effect of credibility of mobile advertisements as a reference for purchases.

## FORMULATION OF THE PROBLEM

- 1) Is there any influence between the generalized advertisement on advertisement value?
  - a) Is there any influence between the content of the message from the advertisement which has an element of credibility to the advertisement value?
  - b) Are there influences between elements of the ad that contain entertainment elements to advertisement value?
  - c) Are there any influences between elements of the ad that contain information about advertisement value?
  - d) Are there influences between the elements of the advertisement which have an element of irritation against advertisement value?
  - e) Are there influences between elements of the ad that contain the element of personalization against advertisement value?
- 2) Is there an influence between the customized mobile advertisement on the context awareness value?
- 3) Are there influences between the elements of the ad that contain elements of personalization to the context awareness value?
- 4) Is there any influence between the activity search on the internet that has been done by individuals on context awareness value?
- 5) Is there an influence between the timing of the appearance of ads on the context awareness value?
- 6) Is there an influence between the location of the appearance of advertisements on the context awareness value?
- 7) Is there an influence of value advertisement, credibility, context awareness value on advertising attitude?
- 8) Is there an influence between the content of the message from the advertisement which has an element of credibility towards advertising attitude?
- 9) Is there an influence between the advertisement value on advertising attitude?

- 10) Is there any influence between context awareness value on advertising attitude?
- 11) Are there influences between the advertisement value, context awareness value, and advertising attitude towards the brand attitude?
- 12) Are there influences between advertisement values on the brand attitude by the recipient of the ad?
- 13) Is there an influence between the context awareness value of the brand attitude?
- 14) Is there an influence between advertising attitude on brand attitude?
- 15) Is there an influence between advertising attitude and brand attitude towards purchase intention?
- 16) Is there influence between advertising attitude towards purchase intention?
- 17) Is there a positive influence between brand attitude on purchase intention by?

## LITERATURE REVIEW

### Entertainment

Entertainment is the ability to meet consumer needs for attention transfer, aesthetic pleasure or emotional release (McQuail, 2005). According to (Ha, 2014) in which it says that Entertainment depends on consumer responses to the pleasure found in advertisements referring to research (Ducoffe, 1996).

### Credibility

According to (Zha, 2015) advertising credibility is the level of consumer perceptions about brands in advertisements that can be trusted and true. This credibility has a positive influence on attitudes toward brands that influence the intention to buy a brand (Mackenzie et al., 1986). Advertising credibility is not only advertised products, but also for the media used to deliver advertisements. The credibility of advertising media can be defined in terms of consumer perceptions of the average level of trust in the whole channel (Kiousis, 2011).

### Information

Information is all communication that can be verified with reliable facts and actual data including opinions and facts in the world to reduce uncertainties received by recipients (McQuail, 2005). The information in this advertisement is the message that is to be conveyed to the recipient of the advertisement, it can be product specifications, promotions, solicitation to attend the event, solicitation to participate in the competition, and others that are expected to benefit the recipient of the ad (Ha, 2014).

### Irritation

In the context of advertising, irritation is defined as the use of tactics in advertisements that are annoying, offensive, insulting or too much manipulation (Ducoffe, 1996). Advertising on this mobile can provide a lot of excessive information to consumers that make consumers confused and negative about the advertisements received (Ha, 2014). This happens because of the tactics of advertisers who launch advertisements massively in order to get as much consumer attention as possible so that consumers get unwanted message or commonly called spam. This can be prevented by making more segmented personalization of ads on smartphones because the advertisements sent are tailored to the preferences and interests of the customers.

### Personalization

Mobile advertising is in great demand because of one of its superiorities that can be personalized which can make advertisers give effective and efficient promotions according to the profile relevance of potential customers, search history or purchases, and customer needs (Noh et al., 2012) and ( Xu, 2006).

### Activity

When searching for information the browser actually records user profile information called cookies. Cookies are a series of texts stored on a computer by the site visited. When returning to the website, the browser will send the corresponding cookie to the site in question. In this way, the site can display information in

accordance with the settings or preferences of its users (Saadeghvaziri and Hosseini, 2011). Cookies can store various types of information, including browser user information such as name, location, email address. Ads on mobile use the help of cookies to provide advertisements according to the user's search history (Awad and Krishnan, 2006)

### Timing

Timing is meant to increase awareness, mobile advertising is given when someone needs goods and services (Awad and Krishnan, 2006). From the explanation of the above activity it can be concluded that if someone is looking for information on goods or services, then at that time the person begins to feel his needs, so that advertisement is given to smartphone users with the hope that the advertisement can be a solution for user information search activities that is.

### Location

One of the most useful features of a smartphone is GPS that can provide location information for its users. Besides being useful for its users, this GPS can be used by advertisers to provide advertisements according to the location's relevance for users to be able to get the goods or services Cha (2011).

### Advertisement Value

Advertisement value are the basis of actions, attitudes, and judgments in advertising (Beatty et al., 1985). Can also be defined as a subjective evaluation of the feasibility and utility of advertising to consumers (Ducoffe, 1995). Efficient advertising information allows consumers to receive information anytime and anywhere, while effective advertising information is when consumers receive advertising information that is useful for consumers, so that the advertisement value emphasizes the things that make consumers interested (Ha, 2014)

### Context Awareness Value

Context awareness value is context awareness that is defined as a system that uses context to provide information or services that are relevant to users, where relevance depends on user tasks, and context refers to information that can be used to mark an entity (Bruner and Kumar, 2007) and (Abowd et al., 1999).

### Advertising Attitude

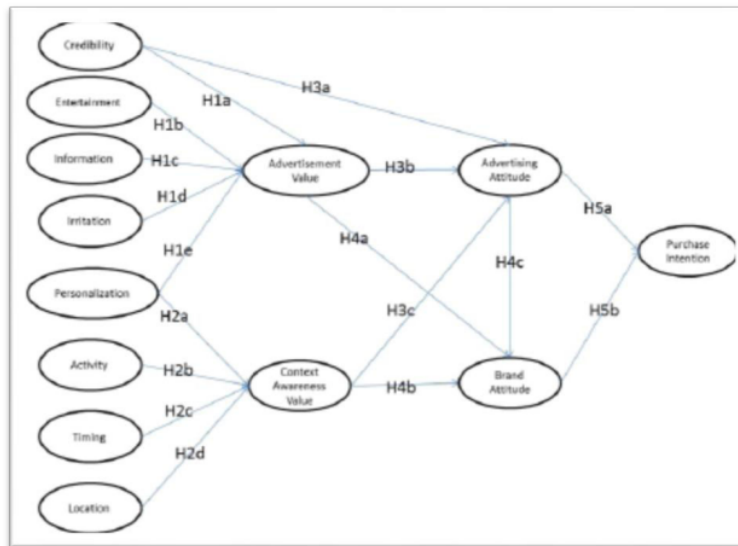
Advertising attitude is defined as the consumer's response whether it is pleasing or not pleasing to advertising (Lutz 1985). Favorable or evaluated advertisements can produce a more positive attitude towards the product (Xu, 2006). Message advertising requires the right attraction to be able to attract consumers' attention and make a new positive attitude towards the brand.

### Brand Attitude

Brand attitude is defined as evaluation of personal recognition and consumer emotional aspects of the brand (Mitchell and Olson, 1981). Similarly, advertising attitude responds consumers to advertised brands that can be positive or negative (Teng et al., 2014). Marketers use advertising to create a positive attitude towards the brand or can also change the negative attitude of the consumer to be positive again.

### Purchase Intention

Purchase intention is the process by which consumers make products or services because they have seen the advertisements (Huang et al., 2010). Before purchasing, consumers start by gathering product information based on personal and external experiences of the environment (Ha, 2014). Therefore, buying intention is often used to analyze consumer behavior in related studies.



Picture 1: Conceptual framework

### FORMULATION OF HYPOTHESIS

MacKenzie and Lutz (1989) define the credibility of advertising as consumer perceptions of honesty and trust in advertising in general, while Pavlou and Stewart (2000) refer to it as implicit and explicit predictability and fulfillment of online document agreement requirements. The credibility of advertisements is significantly relevant to advertising value (Brackett and Carr, 2001). Based on this review, the following hypothesis is proposed:

**H1a.** There is a positive influence between the credibility of the ad on advertisement value.

**H3a.** There is a positive influence between the credibility of advertising on advertising attitude.

Entertainment refers to consumer responses to the pleasure found in advertisements, consumers will feel satisfaction or disappointment (Ducoffe, 1996). Previous research from (Newman et al., 2004; Rau et al., 2006) states that the influence of entertainment in advertising has developed, and also advertising channels that have changed from print ads to online advertising. This mobile ad can take advantage of the variety of features of applications and smartphones so that it can better entertain consumers thoroughly (Charlesworth, 2009; Oulasvirta et al., 2012; Yang et al., 2013; Kim and Han, 2014). Therefore, the impact of entertainment on advertisement value can be considered positive. Based on this review, the following hypothesis is proposed:

**H1b.** There is a positive influence between entertainment advertisements on advertisement value.

Information refers to the process by which consumers recognize content in advertisements and feel informed about products or services advertised (Ducoffe, 1996). Because mobile ads are delivered through smartphones that are always brought by consumers, consumers can confirm immediately whether the information in the ad is appropriate or not (Shepard et al., 2011). Therefore, as with non-mobile ads, the impact of information on advertisement valuation in mobile ads is expected to be positive (Al Khasawneh and Shuhaiber, 2013; Tsang et al., 2004; Xu et al., 2009). The following hypothesis can be proposed:

**H1c.** Information has a positive influence on advertisement value.

Consumers sometimes feel the irritation of advertising, because they may feel disturbed when they see advertisements (Ducoffe, 1996). According to previous research, although the level of impact differs depending on the advertising channel, irritation has a negative effect on advertisement value (Sun et al., 2010; Xu et al., 2009). Mobile ads can be delivered more actively to consumers than non-mobile ads because consumers are exposed to advertisements when using smartphones. The following hypothesis can be proposed:

**H1d.** Irritation has a negative effect on advertisement value.

Personalization is <sup>34</sup> the main advantage of mobile advertising and is the main differentiator of non-mobile advertising. Advertising in print and television media is delivered to non-specific targets, many ad channels deliver optimal advertising to consumers in the network era to maximize their effectiveness, increase consumer access to useful information (Lee, 2010). If the ad is optimized for consumers, then the advertisement value will increase. Customized advertising has proven <sup>31</sup> to have a positive effect on advertisement value. While consumers are exposed to customized advertisements, mobile ads allow more intense personalization by utilizing USIM (Universal Subscriber Identity Module) technology that runs on 3G networks, so that ad content can be arranged for each consumer (Park and Chen, 2007). Identification needed for the introduction of personal circumstances has a positive impact on context awareness value (Yang et al., 2013). The following <sup>23</sup> hypothesis can be proposed:

**H1e.** Personalization has a positive effect on advertisement value.

**H2a.** Personalization has a positive effect on context awareness value.

Activity is a reaction to a certain situation, mobile advertising is delivered by considering the past activities of consumers. The idea that previous activity influences future activities is considered in the delivery of mobile advertising (Partridge and Begole, 2011). Many individuals carry out various activities on smartphones such as playing games, searching the internet and storing lots of log data. Mobile advertising is delivered based on consumer data logs, therefore when mobile ads maximize consideration of consumers' past activities, consumers feel a higher context awareness value. The following hypothesis can be proposed:

**H2b.** Activity has a positive effect on context awareness value.

If the ad contains useful information delivered to the consumer at the time needed, the <sup>13</sup> value will increase (Abowd et al., 1999; Drossos et al., 2007; Kaplan, 2012). In other words timing is an important factor when delivering advertisements. Mobile advertisements are delivered through smartphones that can be done at any time, and can be sent to consumers at the desired time (unlike non-mobile advertisements) via the internet (Chon and Cha, 2011; Liao, 2012). For example, when a mobile ad that includes a discounted coupon or voucher is sent when the consumer needs it, the consumer will feel a high context awareness value. The following hypothesis can be proposed:

**H2c.** Timing has a positive effect on context awareness value.

A recent study of mobile advertising focuses on location impacts (Al Khasawneh and Shuhaiber, 2013; Kaplan, 2012; Yang et al., 2013). Even though the location is already used also on non-mobile ads, this mobile ad is even more sophisticated because it uses GPS technology. The following hypothesis can be proposed:

**H2d.** Location has a positive effect on context awareness value.

The main purpose of advertising is for sales and branding of products or services (Laudon and Traver, 2013). Branding is the creation of a product's trademark. Consumers establish attitudes towards the brand by considering the positive and negative images conveyed through the trademark. Advertisements convey messages to influence consumer cognitive changes, make consumers feel pleasure, and cause temporary

emotional changes in them (Mackenzie and Lutz, 1989). Many previous studies have confirmed that advertisement value has an influence on advertising attitude through these cognitive changes (Haghirian and Inoue, 2007; Xu et al., 2009). The following hypothesis can be proposed:

**H3b.** Advertisement value has a positive effect on advertising attitude.

**H4a.** Advertisement value has a positive effect on brand attitude.

In addition to advertising value contained in mobile and nonmobile advertisements, context awareness value is influenced by consumer circumstances such as personalization, activity, time and location found in mobile advertisements (Kim and Han, 2014). Context awareness value, which occurs because mobile advertising features are new values that influence consumer attitudes towards products or services in mobile ads. Consumers are more accustomed and more open to being approached by advertisements that are appropriate to their personal circumstances. So that attitudes toward advertising change positively (Yang et al., 2013). So, if advertising information is directed more to personal circumstances, the company's brand is expected to be accepted more easily. Context awareness value is considered to have an impact on advertising attitude and brand attitude. The following hypothesis can be proposed:

**H3c.** Context awareness value has a positive effect on advertising attitude.

**H4b.** Context awareness value has a positive effect on brand attitude.

According to previous research, consumer advertising attitude has a positive impact on brand attitude (Aaker and Jacobson, 2001; Han, 1989; Li et al., 2002; Mackenzie and Spreng, 1992). Regardless of the influence of factors that occur from the advertisement itself, the attitude towards advertisements from consumers who are exposed to these advertisements is formed from advertisement value and context value due to the peculiarities of mobile advertising. The attitude of consumer advertising will be more positive through the value of context awareness. Therefore, the impact of the advertising attitude perceived by consumers on mobile advertising on the brand attitude is positive. The following hypothesis can be proposed:

**H4c.** Advertising attitude has a positive effect on brand attitude.

In previous research advertising attitude showed a positive impact on purchase intention (Xu et al., 2009). Mobile ads have all the features of non-mobile ads, but can convey more information by utilizing the features of a smartphone. Therefore advertising attitude of consumers who have been exposed to mobile advertisements is considered to have a positive impact on purchase intention. The following hypothesis can be proposed:

**H5a.** Advertising attitude has a positive effect on purchase intention.

According to previous research, brand attitude has a positive impact on rising stock prices (Aaker and Jacobson, 2001) and the positive impact on consumer purchase intention (Mackenzie and Spreng, 1992). Therefore brand attitude formed based on mobile advertising that utilizes the features of a smartphone, is considered to have a positive impact on purchase intention. The following hypothesis can be proposed:

**H5b.** Brand attitude has a positive effect on purchase intention.

## RESEARCH METHODOLOGY

### Population and Samples

The sampling method used in this study is convenience sampling where sampling techniques are based on the ease of obtaining research respondents. The population is smartphone users who already have income in Indonesia. The sample chosen was smartphone owners who already had income in the JABODETABEK area.



**Data analysis method**

This study was tested using the AMOS version 23 application with the Structural Equation Modeling (SEM) technique. Before analyzing the hypothesis, first test the suitability of the model. In SEM there are several fit indices that reflect how fit a model is to the data. Hair et al. (1995, 2010) and Holmes-Smith (2006) recommend that at least 1 fit index is fulfilled from each of the following fit model categories:

**Table 1: Model Suitability Test Results**

Category	Index Fit	Criteria Of Acceptance	Results of Research	Decision
Absolute fit	Chi sq	P > 0.05	0	Not fulfilled
	RMSEA	RMSEA < 0.08	0.063	Fulfilled
	GFI	GFI > 0.90	0.817	Not fulfilled
Incremental fit	AGFI	AGFI > 0.90	0.781	Not fulfilled
	CFI	CFI > 0.90	0.923	Fulfilled
	TLI	TLI > 0.90	0.913	Fulfilled
	NFI	NFI > 0.90	0.873	Not fulfilled
Parsimonious fit	Chi sq/df	Chi square/ df < 5.0	2.287	Fulfilled

Source: Processed results of AMOS 23 data

From the calculation of the table above, the model test is said to be fit because for the absolute fit category with the RMSEA 0.063 index that meets the fit index criteria RMSEA < 0.08. For the incremental fit category, there is a CFI fit index result of 0.923 that meets the criteria for the fit value of CFI > 0.9 and also the TLI fit index result of 0.913 which meets the criteria for TLI fit value > 0.90. For the parsimonious fit category there is a Chisq / df result of 2,287 which meets the Chisq / df < 5.0.

**DISCUSSION OF RESEARCH RESULTS**

**Descriptive statistics**

Descriptive statistics are summary statistics that quantitatively describe a collection of information from samples obtained. Data from the results of the received questionnaires were processed using the SPSS program to find out the responses of respondents to the statements in the questionnaire. Each statement is measured by a Likert scale which ranges from 1 (strongly disagree) to 5 (strongly agree).

**Table 2: Descriptive statistics**

Variabel	Sample Amount	Minimum	Maximum	Mean	Std. Deviation
Credibility	328	1	5	3.20	0.96
Entertainment	328	1	5	2.97	1.05
Information	328	1	5	3.35	0.91
Irritation	328	1	5	3.37	0.83
Personalization	328	1	5	3.29	0.88
Activity	328	1	5	3.76	0.82
Timing	328	1	5	3.08	0.95
Location	328	1	5	3.28	0.88
Advertisement Value	328	1	5	3.31	0.84
Context Awareness Value	328	1	5	3.36	0.85
Advertising Attitude	328	1	5	3.32	0.91
Brand Attitude	328	1	5	3.32	0.82
Purchase Intention	328	1	5	3.61	0.77

Source: Processed results of SPSS 23 data

The purchase intention variable obtained a mean value of 3.61, a minimum value of 1, and a maximum value of 5 indicating that respondents strongly agreed that purchasing products through advertisements on smartphones is reasonable and possible, with deviations from respondents' answers to the average (standard deviation) of 0,77.

### Results Analysis and Interpretation

Data analysis was obtained from the results of testing the hypothesis. The purpose of hypothesis testing is to find out whether the tested hypothesis  $H_0$  is accepted or rejected. This can be seen by looking at the significance value (p) of each hypothesis test result. The error tolerance limit ( $\alpha$ ) acceptance and rejection of the hypothesis is 5%. If  $p < \alpha$  or  $p < 0.05$ , there is a significant effect of variable x on variable y. In this study, the authors used the help of AMOS software to test the research hypothesis. The model used is a model with observed variables. The results of the data analysis shown in the figure are summarized in the following table 3:

**Table 3: Hypothesis testing**

Hipotesis	Estimate	C.R.	P	Kesimpulan
H1a. Credibility -> Advertisement Value	0.01	0.149	0.88	H1a rejected
H1b. Entertainment -> Advertisement Value	0.138	2.434	0.02	H1b accepted
H1c. Information -> Advertisement Value	0.448	4.877	0,0001	H1c accepted
H1d. Irritation -> Advertisement Value	-0.106	-2.263	0.02	H1d accepted
H1e. Personalization -> Advertisement Value	0.076	1.878	0.06	H1e rejected
H2a. Personalization -> Context Awareness Value	-0.048	-0.935	0.35	H2a rejected
H2b. Activity -> Context Awareness Value	0.18	3.415	0,0001	H2b accepted
H2c. Timing -> Context Awareness Value	0.454	5.445	0,0001	H2c accepted
H2d. Location -> Context Awareness Value	0.268	3.66	0,0001	H2d accepted
H3a. Credibility -> Advertisement Attitude	0.063	1.168	0.24	H3a rejected
H3b. Advertisement Value -> Advertisement Attitude	0.724	7.54	0,0001	H3b accepted
H3c. Context Awareness Value -> Advertisement Attitude	0.283	3.813	0,0001	H3c accepted
H4c. Advertisement Attitude -> Brand Attitude	0.407	6.089	0,0001	H4c accepted
H4a. Advertisement Value -> Brand Attitude	0.388	4.34	0,0001	H4a accepted
H4b. Context Awareness Value -> Brand Attitude	0.096	1.513	0.13	H4b rejected
H5a. Advertisement Attitude -> Purchase Intention	0.322	4.03	0,0001	H5a accepted
H5b. Brand Attitude -> Purchase Intention	0.297	3.243	0	H5b accepted

## CONCLUSIONS, MANAGERIAL IMPLICATIONS, LIMITATIONS, AND SUGGESTIONS FOR NEXT RESEARCH

### Conclusion

The rapid development of smartphones makes the company pay more attention to the mobile advertising market. Because mobile advertisements can take advantage of existing smartphone features that are superior to traditional advertising, it can be seen that entertainment has a positive effect on advertisement value, with screens equipped with high-resolution LCDs and clear sound speakers, smartphones can display advertisements in the form of images or videos with high quality sound.

The GPS feature is very useful for providing advertising information at the right location and time, this is indicated by information having a positive effect on advertisement value, timing has a positive effect on context awareness value, and location has a positive effect on context awareness value.

The cookies feature on browsers on smartphones also allows the delivery of advertisements to be more targeted to the target consumers according to their browsing activities history, this is indicated by activity having a positive effect on context awareness value, even though the ads on mobile are already personalized, but respondents does not seem to realize it so causing personalization does not affect advertisement value and personalization does not affect the context awareness value.

The delivery of push-based advertisements does not pay attention to the profiles of smartphone users, advertisers send advertisements en masse to certain application users, where usually these applications can be downloaded and used free, but instead in the application ads will be displayed as a source of publisher income, sometimes advertisements shown that it disturbs the comfort of the recipient of the ad, so that the recipient of the ad does not consider the ad message to be valuable or important, therefore the results of the study indicate that irritation has a negative effect on advertisement value.

Although mobile advertisements are growing rapidly and have been found daily, but respondents from the research results do not consider mobile ads to be a reference for their purchases, therefore the research shows that credibility has no effect on advertisement value and credibility has no effect on advertisement attitude. Respondents also considered that advertisements on smartphones were important, useful and valuable so they liked the idea of advertising on the smartphone, this was shown from the results of research that showed advertisement value had a positive effect on advertisement attitude and context awareness value had a positive effect on advertisement attitude.

Respondents like the idea of using advertisements on smartphones is wise and good will also like the product brand displayed, this is shown from the advertisement value that has a positive effect on brand attitude and advertisement attitude positively influencing brand attitude. Respondents like the idea of advertising on smartphones is good and wise and product branding on mobile ads is good to consider buying products or services in smartphone advertisements is reasonable and possible. The results of this study indicate that advertisement attitude has a greater effect than brand attitude on purchase intention.

### **39** Managerial Implications

The results of this study can provide input to marketing managers in delivering advertisements on smartphones. First, advertisements on smartphones should be sent personalization where it has been adjusted based on time, location, and history of consumer internet search activities to more effectively reach certain segments because advertising costs are generally calculated based on CPM (Cost per Million) per 1000 views. Second, like traditional advertising in general, advertisements that are sent should not interfere with the recipient, and should be more informative and entertaining so that the recipient of the ad can understand the advertising message properly. Third, because brand attitude also influences purchase intention, marketers need to periodically check brand image, so that when the ad is sent, the brand image will be good at the same time. Fourth, seen from the results of research from the generalized advertisement variable category that information variables that have the greatest influence through advertising value and advertising attitude towards purchase intention, marketers need to provide advertising messages that are relevant to the product, useful, and high quality so that purchase intention is higher. Fifth, judging from the results of the research from the customized mobile advertisement variable category that timing variables have the greatest influence through the context awareness value and brand attitude towards purchase intention, marketers need to display advertisements to consumers when consumers are in need of the product or service.

### **Research Limitations**

The limitations of this study include: First, mobile advertisements in this study have not been limited to the type of banner, video, or social media display so that to optimize marketers, they must see the results of the metric report from the advertiser. Secondly, it is seen from the demographics of the majority of respondents aged 21-30 years and working as employees where usually they can still follow technological developments such as e-commerce, social media, online news, etc. and already have income, but also do not rule out segments students under the age of 20 have a high potential for online shopping, because they are already familiar with a practical lifestyle. Third, the research time for survey collection for 3 months starting from November 2017 only gets 328 respondents in the Jabodetabek area, it can still be extended to other areas so that more general conclusions can be drawn.

### Suggestions for Next Research

Suggestions that can be given for further research to improve the shortcomings and limitations in this study are: First, from the results of AMOS application indice modification there is a proposal to add relationships to several variables to make the model more fit including adding a relationship between irritation and context awareness value information with context awareness value, activity with advertisement values according to table 7 in the appendix, further research can use the results of this proposal along with its supporting journals. Second, in this study the conceptual framework for purchase intention variables is influenced by brand attitude and advertisement attitude as mediating variables, but it cannot be measured whether partial mediation or complete mediation because of journal limitations that connect variable advertising value and context awareness value to direct purchase intention. Third, overcoming the limitations of the above research regarding the potential of respondents among students, the next researcher can use a purposive sampling technique with certain criteria. Fourth, to overcome the limitations of the above research regarding the types of mobile advertisements studied, researchers can then look for reference journals that distinguish types of mobile advertisements as variable mediators that can strengthen the influence of purchase intention.

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