







ISSN: 2617-6548

URL: www.ijirss.com



Decoding digital influence: The role of mobile advertising message content in shaping purchase intention for sustainable building business strategy in Malaysia

 Sandar Tun¹,  Ganesh Ramasamy^{2*},  Abdul Rahman Bin S Senathirajah³,  Puvaneswary Ramasamy⁴,
Kumarashvari Subramaniam⁵

^{1,3}*Faculty of Business and Communications, INTI International University, Malaysia.*

²*Faculty of Business, Accounting, Finance, Law & Humanity, MAHSA University, Malaysia.*

⁴*Lincoln University College, Malaysia.*

⁵*Truong Dai Hoc Anh Quoc Viet NAM (BUV), Ecopark Campus, Hanoi, British University Vietnam.*

Corresponding author: Ganesh Ramasamy (Email: ganeshalr@gmail.com)

Abstract

This study aims to examine the impact of mobile advertising message content on consumers' purchase intention in Malaysia. It investigates how specific message attributes, credibility, informativeness, relevance, timing convenience, and consumer permission affect purchasing decisions in a digitally driven marketplace. Adopting a positivist research philosophy and a deductive approach, the study is grounded in a guided research onion model. A cross-sectional survey design was employed, utilizing non-probability convenience sampling. Data were collected from 385 Malaysian consumers through structured questionnaires distributed via social media platforms. The data were analyzed using Structural Equation Modeling (SEM) with SmartPLS 4.0, involving both measurement and structural model assessments. The results confirm strong measurement reliability and validity, supported by composite reliability, Cronbach's alpha, Average Variance Extracted (AVE), the Fornell-Larcker criterion, and the Heterotrait-Monotrait (HTMT) ratio. Four message attributes, credibility ($\beta = 0.338, p < 0.001$), informativeness ($\beta = 0.205, p = 0.001$), relevance ($\beta = 0.165, p < 0.001$), and timing convenience ($\beta = 0.169, p = 0.003$), exert significant positive effects on consumers' purchase intention. However, consumer permission to receive mobile ads was found to have an insignificant impact ($\beta = 0.071, p = 0.083$). The model explains 62.3% of the variance in purchase intention ($R^2 = 0.623$), indicating strong explanatory power. The study concludes that effective mobile advertising messages, particularly those perceived as credible, informative, relevant, and delivered at a convenient time, significantly enhance consumers' purchase intention. Conversely, obtaining prior permission to send mobile advertisements does not substantially influence consumer behavior in this context. Marketers targeting Malaysian consumers should prioritize crafting mobile advertisements that emphasize message credibility, informativeness, and relevance while optimizing the timing of message delivery. These factors are key drivers of consumer engagement and purchase intention in an increasingly competitive and digital advertising landscape.

Keywords: Advertisement message, Consumer behavior, Credibility, Informativeness, Relevance, Sustainable building.

DOI: 10.53894/ijirss.v8i6.9616

Funding: This study received no specific financial support.

History: Received: 30 June 2025 / **Revised:** 4 August 2025 / **Accepted:** 6 August 2025 / **Published:** 2 September 2025

Copyright: © 2025 by the authors. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

Competing Interests: The authors declare that they have no competing interests.

Authors' Contributions: All authors contributed equally to the conception and design of the study. All authors have read and agreed to the published version of the manuscript.

Transparency: The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

Publisher: Innovative Research Publishing

1. Introduction

Mobile advertising has become an integral part of the marketing strategy for many businesses due to the widespread use of smartphones. It is important for marketers to understand how the content of mobile advertising messages can influence consumers' purchase intentions. Several factors have been identified in the research that can impact consumers' attitudes and intentions toward mobile advertising [1, 2]. Research has shown that the content of mobile advertising messages, including the use of compelling visuals, clear and concise language, and personalized offers, can significantly impact consumers' purchase intentions [1, 2]. Additionally, the level of interactivity and relevance of the message to the consumer's needs and preferences have been found to play a crucial role in shaping purchase intentions [3-5]. Furthermore, the timing and frequency of mobile advertising messages also substantially influence consumer behavior [6-8]. A well-timed and balanced approach to delivering mobile ads can enhance the likelihood of a favorable response from consumers [6-8].

Understanding these factors and creating mobile advertising messages that align with consumers' preferences and behaviors can greatly improve the effectiveness of mobile marketing strategies.

2. Literature Review

Mobile advertising has experienced significant growth and evolution in recent years, becoming an integral part of business marketing strategies. It has evolved from simple banner ads and pop-ups to more sophisticated and targeted strategies. With the increasing use of smartphones and other mobile devices, advertisers have been able to leverage location-based targeting, personalized messaging, and immersive ad formats such as video and interactive ads.

In addition, the rise of social media platforms and mobile apps has provided new opportunities for businesses to reach their target audience with tailored advertising content [9]. Data analytics and machine learning have also revolutionized mobile advertising, allowing marketers to better understand consumer behavior and preferences and create more effective and engaging ad campaigns [10, 11].

As mobile advertising continues to evolve, it is essential for businesses to stay updated with the latest trends and technologies in order to maximize their impact and reach their target audience effectively. Mobile advertising has become increasingly important in the digital marketing landscape due to several factors. Firstly, the widespread use of mobile devices such as smartphones and tablets has led to a significant shift in consumer behavior. The convenience and accessibility of mobile devices have made them primary tools for communication, information seeking, and entertainment for a large portion of the population [12]. As a result, businesses have recognized the need to adapt their marketing strategies to reach consumers where they spend a significant amount of their time on their mobile devices [9].

Furthermore, the ability to leverage location-based targeting and personalized messaging through mobile advertising has allowed businesses to engage with their target audience in a more relevant and effective manner [10]. This level of precision in targeting has proven to be highly beneficial in driving customer engagement and increasing conversion rates.

In addition, advancements in mobile technology have enabled the development of interactive and engaging ad formats, such as video ads, AR experiences, and rich, immersive media ads. These formats have the potential to capture and hold the attention of mobile users, making mobile advertising an effective channel for brand awareness and storytelling. Overall, mobile advertising has become an integral part of digital marketing strategies, offering unique opportunities for businesses to connect with their audience in meaningful ways and drive impactful results.

With the increasing use of mobile devices, the role of relevance in the message content of mobile advertising has become more crucial than ever [2, 12, 13]. Consumers are constantly bombarded with advertisements, and the key to capturing their attention lies in delivering content that is not only engaging but also relevant to their needs and interests [2, 12, 13]. The impact of relevance in mobile advertising can be seen in the increased response rates and engagement levels that personalized and targeted content elicits [2, 4, 12, 13]. By leveraging data and technology, marketers are able to tailor their message content to specific demographics, behavioral patterns, and preferences of their target audience [14]. This personalized approach not only enhances the overall user experience but also increases the effectiveness of advertising efforts.

As the mobile advertising landscape continues to evolve, the role of relevance in message content will undoubtedly remain a critical factor in determining the success of campaigns [12, 13, 15]. Marketers who prioritize relevance and understand the importance of delivering content that resonates with consumers will be better positioned to achieve their

advertising goals and drive meaningful results. The concept of relevance in mobile advertising goes beyond simply reaching the target audience; it is about making a genuine connection with consumers. When advertisements are tailored to address individuals' specific needs and desires, they are more likely to make a lasting impression and drive action [16, 17].

Moreover, message content's relevance contributes to a brand's overall positive perception [16, 18, 19]. When consumers encounter ads that align with their interests and preferences, it enhances their experience and fosters a sense of connection with the brand [16, 18]. This can lead to increased brand loyalty and advocacy, as consumers are more likely to engage with and recommend brands that consistently deliver relevant and valuable content [20-22].

In essence, the impact of relevance in mobile advertising extends beyond immediate response rates and conversions; it plays a pivotal role in shaping long-term relationships between brands and consumers [2, 12, 23, 24]. As technology continues to advance, marketers have an incredible opportunity to harness data and insights to create meaningful and relevant experiences for their audiences, ultimately driving sustainable success in the rapidly evolving landscape of mobile advertising [2, 12, 15, 25]. With the continued evolution of technology and the increasing use of artificial intelligence and machine learning, marketers can delve even deeper into understanding consumer behavior and preferences [2, 12, 13]. This allows for even more accurate and targeted content delivery, further enhancing the impact of relevance in mobile advertising.

In addition to personalization, the context in which the message content is presented also plays a crucial role in its relevance [12, 13, 26]. Understanding the consumer's current situation, location, and mindset can significantly impact the effectiveness of mobile advertising [2, 13]. For instance, a message about a nearby coffee shop is more relevant when sent to someone currently in the vicinity rather than to someone miles away.

Furthermore, as consumers become more selective about the content they engage with, relevance becomes a key differentiator for brands [27, 28]. Those who consistently deliver timely, useful, and pertinent information are more likely to stand out amidst the clutter of advertisements, fostering a deeper connection with their audience. As the mobile advertising landscape continues to evolve, staying attuned to consumers' ever-changing preferences and behaviors will be essential for maintaining relevance [2, 12]. Leveraging innovative technologies and data-driven insights will enable marketers to stay ahead in delivering meaningful and impactful message content in the realm of mobile advertising [2, 12, 29].

The role of informativeness in the message content of mobile advertising has become more crucial than ever [2, 12]. Informativeness plays a significant role in capturing consumers' attention and effectively conveying the intended message [2, 12, 15]. With the vast amount of information available at their fingertips, consumers are drawn to relevant, valuable, and informative content. The impact of informativeness in mobile advertising cannot be overstated. When ads provide valuable and relevant information, they are more likely to resonate with the audience, resulting in higher engagement and conversion rates [2, 12, 15]. Furthermore, informative content helps establish credibility and trust, essential elements for building lasting relationships with customers. As businesses continue to harness the power of mobile advertising, ensuring that message content is informative and impactful will be a key determinant of success in reaching and resonating with the target audience [2, 29, 30]. By understanding the role of informativeness and its impact, marketers can craft message content that delivers meaningful and valuable experiences for consumers in the mobile advertising space.

The other significant factor in mobile advertising is the convenience of receiving messages in a timely manner. It plays a crucial role in determining the impact and effectiveness of the message content in mobile advertising [2, 12, 29]. Research has shown that the timing of message delivery can significantly influence consumer response and engagement with mobile advertising [2, 12, 31]. By reaching consumers at a convenient time, advertisers can maximize the impact of their message content [12, 31, 32]. This is especially important in a world where consumers are constantly bombarded with information and may quickly dismiss messages that arrive at inconvenient times. Understanding the role of convenience in message receiving time is essential for crafting effective mobile advertising strategies that resonate with target audiences [2, 33]. Research indicates that messages delivered at opportune times when consumers are most receptive such as during commute hours or leisure periods, are more likely to be engaged with and have a lasting impact [12, 29, 34]. This underscores the importance of aligning message delivery with the rhythms of consumers' daily lives to optimize receptivity and engagement.

Credibility also plays a crucial role in determining the effectiveness of message content [2, 15]. Credibility is essential for mobile advertising because it directly influences how consumers perceive the message content [35]. When users trust the information in a mobile advertisement, they are more likely to engage with the ad and consider the products or services being promoted [2, 15, 35]. Therefore, it is imperative for marketers to focus on establishing and maintaining credibility in their message content.

One way to enhance credibility in mobile advertising is by providing accurate and verifiable information [29]. This can be achieved by including statistics, research findings, or testimonials from satisfied customers [29, 35, 36]. Additionally, using professional and authoritative language can contribute to the message's credibility [37, 38]. Moreover, the source of the information also plays a significant role in establishing credibility [39]. Users are more likely to trust content from reputable and well-known sources [39, 40]. Therefore, partnering with trusted brands or industry experts can help enhance the credibility of mobile advertising content [40-44].

In addition, given the prevalence of mobile advertising, it is essential to understand the role of consumer permission and its impact on the message content of these advertisements. Consumer permission refers to the explicit consent given by individuals to receive promotional messages on their mobile devices [12, 45]. This consent can significantly influence the effectiveness of mobile advertising campaigns, as it reflects a level of receptiveness from the target audience [12, 15]. The impact of consumer permission on message content is multifaceted [2, 12]. When consumers have actively opted in to

receive marketing messages, advertisers have an opportunity to tailor their content to align more closely with the interests and preferences of the recipients [30, 44]. This targeted approach can result in more relevant and engaging advertisements, ultimately improving the overall effectiveness of mobile advertising initiatives.

Consumer permission also fosters trust and positive relationships between brands and their target audience [12, 44]. When consumers feel that they have willingly granted permission to receive promotional content, they are more likely to perceive the messages as valuable and less intrusive [22, 46]. This can contribute to increased brand loyalty and a higher likelihood of conversions from mobile advertising efforts [1, 12, 13, 15, 45, 47, 48].

In emphasizing the essentials of mobile advertising messages and with the findings from the literature review, the following hypotheses were proposed:

H₁: The relevance of a mobile advertisement message is positively associated with consumers' purchase intention.

H₂: The informativeness of a mobile advertisement message is positively associated with consumers' purchase intention.

H₃: The convenience of receiving a mobile advertisement message is positively associated with consumers' purchase intention.

H₄: The credibility of a mobile advertisement message is positively associated with consumers' purchase intention.

H₅: Obtaining consumers' permission for mobile advertising is positively associated with their purchase intention.

3. Methodology and Findings

This study adopts a positivist approach, which emphasizes the use of existing theory to generate testable hypotheses that can be validated or refuted based on empirical evidence [49]. The research design follows the research onion model [49], a comprehensive framework that guides the methodological choices at different stages of the research process. The study adheres to each model layer, ensuring a structured and rigorous approach to the research. The positivist philosophy was chosen to ensure objectivity, where the researcher remains detached from the subject matter. The hypotheses derived from the theory were tested using quantitative data collected from respondents, adhering to a deductive approach. The research was designed as a cross-sectional study, where data was gathered at a single point in time from consumers purchasing through mobile applications in Malaysia.

The study employs non-probability convenience sampling, which allows for easy access to respondents based on availability rather than random selection. While this method may introduce bias, it is commonly used when random sampling is impractical. To determine the appropriate sample size, the study utilized the formula of Bukhari [50], which takes into account a 95% confidence level and a 0.05% margin of error, resulting in a sample size of 385 respondents.

The study collected data through social media linked to Google Forms with a structured questionnaire. All responses were anonymized, and ethical guidelines were adhered to in data collection and handling. The data was analyzed using Smart Partial Least Squares (PLS) version 4.0 Structural Equation Modeling (SEM). A bootstrapping procedure of 5000 sub-samples was used to assess the statistical significance of the path coefficients [51]. The analysis was conducted in two stages: one measurement model that assessed the reliability and validity of the constructs. The study ensured that the measurement models were reliable and valid by examining factor loadings, composite reliability (CR), and average variance extracted (AVE). The structural model was followed, which evaluated the relationships between the latent variables, allowing for hypothesis testing. From that, the path coefficients were estimated to determine the strength of the relationships.

3.1. Reliability and Convergent Validity

Based on the findings in Table 1, the composite factor reliability coefficients for all constructs are above 0.84, indicating a high internal consistency and reliability level recommended by Fornell and Larcker [52] and Henseler et al. [53], confirming the robust measurement model. Furthermore, Cronbach's α values for all constructs are above 0.78, exceeding the commonly accepted minimum of 0.70, further demonstrating the reliability of the scale.

Regarding convergent validity, all constructs' Average Variance Extracted (AVE) values are above 0.50. This satisfies the criteria for convergent validity, meaning that the items associated with each construct are well correlated and explain a significant portion of the variance in the latent construct. This ensures that the constructs measure what they are intended to measure at the construct level. With that, the reliability and convergent validity results confirm the adequacy of the measurement model, ensuring that the constructs are both internally consistent and valid for further analysis in this research.

Table 1.
The Average Variance Extracted (AVE).

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Credibility	0.881	0.884	0.911	0.632
Informativeness	0.848	0.852	0.885	0.523
P. Intention	0.877	0.88	0.904	0.575
M Relevance	0.816	0.819	0.863	0.575
C Permission	0.868	0.879	0.896	0.553
C.M.R Time	0.789	0.795	0.848	0.545

3.2. Fornell-Larcker Criterion

The Fornell-Larcker criterion was applied to assess discriminant validity, as shown in Table 2. The results confirm that each construct's square root of the Average Variance Extracted (AVE) is greater than its correlations with all other constructs, as represented by the values below the diagonal. This indicates that each construct shares more variance with its own indicators than with other constructs in the model. This finding meets the discriminant validity requirements, as per the Fornell-Larcker criterion. The constructs in this study are conceptually distinct and measure different phenomena. Therefore, the study achieves discriminant validity, ensuring that the constructs are reliable but also unique and distinguishable. Accordingly, the measurement model meets the necessary criteria for discriminant validity, reinforcing the rigor and validity of the constructs in this study for further hypothesis testing and model evaluation.

Table 2.
Discriminant validity through the Fornell-Larcker criterion.

Variables	CRE	INFO	INT	MR	PER	TIME
CRE	0.795					
INFO	0.537	0.723				
INT	0.675	0.671	0.758			
MR	0.562	0.737	0.655	0.689		
PER	0.432	0.513	0.499	0.541	0.744	
TIME	0.608	0.741	0.671	0.652	0.515	0.667

3.3. Heterotrait-Monotrait (HTMT) Ratio of Correlations

The Heterotrait-Monotrait (HTMT) ratio of correlations was used to further assess discriminant validity in this study, following the guidelines of Henseler et al. [53]. As shown in Table 3, all HTMT values are below the preferred threshold of 0.9, indicating that the constructs are sufficiently distinct from one another. This result confirms that the degree of correlation between constructs does not exceed the acceptable limit, thus meeting the discriminant validity criteria. The HTMT method strengthens the evidence that the constructs in this study do not overlap and represent separate theoretical concepts. The HTMT analysis provides further support for discriminant validity in the measurement model, ensuring that the constructs are distinct and valid for subsequent analysis. This adds robustness to the study's findings and the model's overall quality.

Table 3.
Discriminant Validity through Heterotrait-Monotrait (HTMT).

	CRE	INFO	INT	MR	PER	TIME
CRE						
INFO	0.615					
INT	0.764	0.768				
MR	0.655	0.878	0.757			
PER	0.476	0.583	0.548	0.619		
TIME	0.731	0.900	0.807	0.804	0.600	

3.4. Structural Model Path Coefficient

The structural model results (Table 4) and Figure 1 provide significant insights into the factors influencing mobile advertising message content towards purchase intention. The relevance of a mobile advertisement message (H1): The significant positive β value (0.165) and p-value (0.000) indicate that the relevance of a mobile advertisement message is positively associated with consumers' purchase intention. This suggests consumers will likely buy a brand when the message is relevant to the target audience. This finding aligns with previous studies emphasizing advertisement message content as a key factor in consumer purchase intention.

The informativeness of a mobile advertisement message (H2): a positive β value (0.205), the p-value (0.001), and the t-statistic (3.757) indicate a significant relationship between informativeness in the advertisement messages and consumers' purchase intention. This finding aligns with existing literature, where informativeness is often cited as a critical factor in consumer purchase intention. Even though consumer motivation could play an essential role, the informativeness of advertisements is crucial in purchase intention.

The convenience of receiving mobile advertisement messages (H3): The positive β value (0.169) with a p-value (0.003) demonstrates a significant purchase intention when marketers emphasize commitment in message sending time. This result is consistent with prior research that links high marketers' commitment to advertising about a brand with an appropriate time for rational consumer decision-making.

As for Hypothesis (H4), the credibility of mobile advertisement messages is examined in relation to consumers' purchase intention. The revealed β value (0.338) and p-value (0.000) suggest that effective mobile advertisement messages significantly influence consumer purchase intention. This finding aligns with other studies that highlight the importance of mobile advertisement messages as key motivators for consumer purchase intention. These messages could be a contributing factor to customer satisfaction.

Obtaining consumers' permission for mobile advertising is examined with purchase intention as Hypothesis (H5): The significant positive β value (0.071) with a p-value (0.083) suggests that obtaining consumers' permission for mobile

advertising towards purchase intention has no contribution. This could indicate that consumer permission has no effect on purchase intentions among consumers. While many studies recognize that obtaining consumers' permission may influence purchase intention, the magnitude and direction of this effect can vary depending on the industry, products, brands, or other economic factors.

Table 4.
Structural Model Path Coefficient.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CRE -> INT	0.338	0.336	0.044	7.666	0.000
INFO -> INT	0.205	0.205	0.055	3.757	0.000
MR -> INT	0.165	0.166	0.055	3.018	0.003
PER -> INT	0.071	0.072	0.041	1.734	0.083
Con TIME -> INT	0.169	0.173	0.057	2.981	0.003

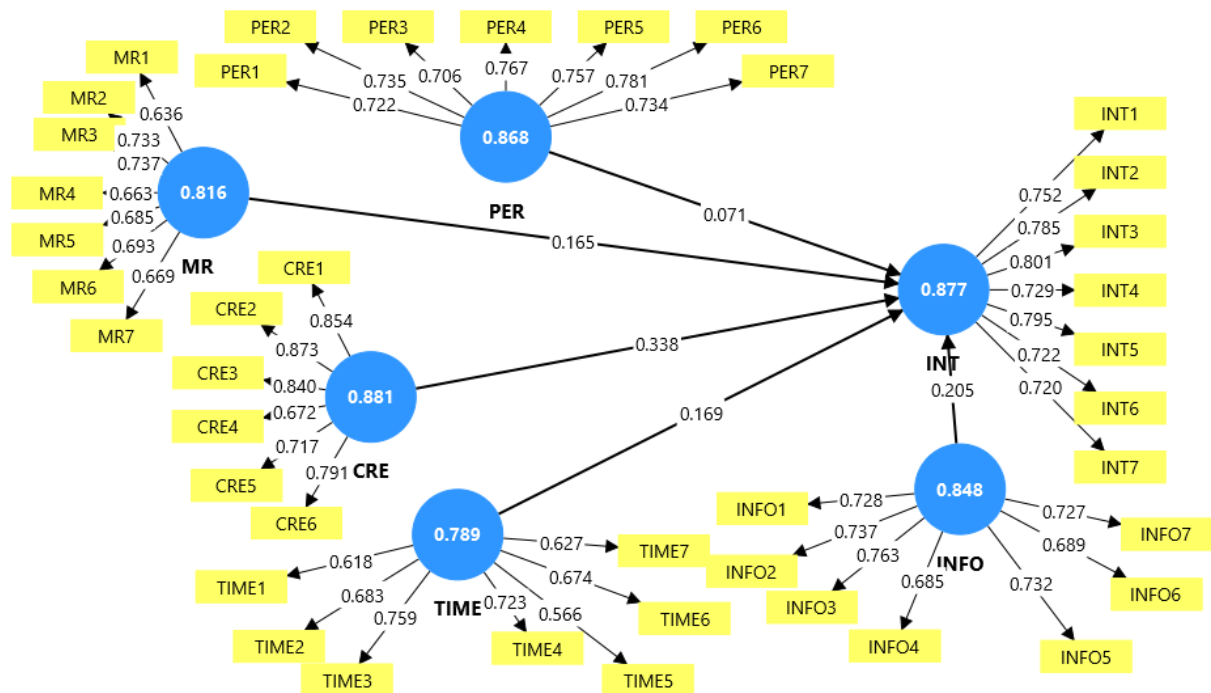


Figure 1.
Structural Model.

4. Discussion

The findings are grounded in statistical analysis and provide important insights for organizational/marketer strategies to increase purchase intention, particularly within the involvement of mobile advertisement. The study has demonstrated a linear relationship between the variables and indicated a positive correlation between message relevance, informativeness, convenience of message receiving time, and credibility with purchase intention. At the same time, consumers' permission relates insignificantly to purchase intention.

In standard Multiple Regression analysis, the R-square coefficient achieved $R^2 = 0.623$, or 62.3% (Table 5). This explains almost 62% of the variance in the dependent variable, purchase intention, as a result of the contribution from predictors (message relevance, informativeness, convenience of message receiving time, credibility, and consumers' permission).

Table 5.
R-square & R-square adjusted.

	R-square	R-square adjusted
INT	0.623	0.618

The data support the mobile advertisement message relevance hypothesis with consumers' purchase intention ($\beta = 0.165$, $t = 3.018$). This indicates that purchase intention increases when marketers offer advertisement messages. The findings are consistent with Hashim et al. [54], MacKenzie and Lutz [55] and Brackett and Carr Jr [56], reinforcing that advertisement messages directly impact customer purchase intention. In a practical sense, this suggests that businesses and marketers should focus on appropriate advertisement messages to encourage purchase intention, fostering relevant media tools to reach the specific target audience. In industries with high competition or new rivals, such as the monopolistic market sector, message relevance can be a key strategy for consumer purchase intention.

The hypothesis that increases the consumer purchase intention is credibility ($\beta = 0.338$, $t = 7.666$). This result is in line with existing literature, such as studies by Le and Nguyen [57], Noor et al. [58] and Najiba et al. [59], which highlighted the importance of credibility in consumer purchases. Marketers should clearly emphasize the element of credibility in mobile advertisements and align their various promotions with credible information to build trust.

The findings demonstrate a significant positive relationship between informativeness and consumer purchase intention ($\beta = 0.169$, $t = 2.981$). It is identified that the acceptance of a reasonable basis to assume that a higher level of informativeness in mobile advertising tends to increase consumers' purchase intention. As argued by Najiba et al. [59] claimed that consumers tend to react positively to mobile advertisements that transfer valuable information. In that view, marketers should create informative advertising messages that enable consumers to conveniently obtain product or service details, which can foster the intention to purchase.

This study also confirms a significant correlation between the convenience of message receiving time and consumer purchase intention ($\beta = -0.382$, $t = 2.311$). It reveals an essential relationship in the positive association between the convenience of message receiving time and consumers' purchase intention. Evidence has been confirmed by Lin et al. [13], indicating that advertising messages delivered at an appropriate time positively influence purchase intention. Therefore, marketers must identify customers' or end users' preferred times to deliver mobile advertising messages at an adequate frequency, which can stimulate purchase intention.

5. Conclusion

5.1. Managerial Implications

Overall, the study concludes that message relevance has a positive relationship with purchase intention. This will have a greater impact on marketers and business developers who are mainly involved in advertising, particularly mobile advertisements. It is also important to consider other variables such as informativeness, the convenience of message receiving time, and credibility, which align with mobile advertising message content for customers' purchase intention. The findings reveal that the values of message relevance, informativeness, convenience of message receiving time, and credibility in mobile advertising message content can influence consumers' desire to purchase. These results indicate that a particular brand promotional activity or customer relationship management program may be effective if these variables are utilized in mobile advertising in terms of message credibility, convenience of message receiving time, and informativeness, followed by message relevance.

5.2. Limitation

While the study on mobile advertising and consumer purchase intentions has provided valuable insights, certain limitations should be acknowledged. The findings of this study may be specific to the limited geographical scope in which the research was conducted, limiting the generalizability of the results to other market segmentation settings. Different industries may have unique dynamics, cultures, and expectation characteristics that could impact consumer purchase intentions differently.

5.3. Future Research

The study may have accounted for only some relevant variables that could impact consumer purchase intentions. Other factors, such as external economic conditions, industry trends, or individual differences, may have been overlooked and could influence mobile advertising purchase intentions. Despite these limitations, the study on purchase intentions provides valuable insights and a foundation for further research. Continuing research can consider addressing these limitations in future studies to strengthen the validity and generalizability of the findings.

References

- [1] X. Feng, S. Fu, and J. Qin, "Determinants of consumers' attitudes toward mobile advertising: The mediating roles of intrinsic and extrinsic motivations," *Computers in Human Behavior*, vol. 63, pp. 334-341, 2016. <https://doi.org/10.1016/j.chb.2016.05.024>
- [2] M. P. Martínez-Ruiz, A. Izquierdo-Yusta, C. Olarte-Pascual, and E. Reinares-Lara, "Do affective variables make a difference in consumers behavior toward mobile advertising?," *Frontiers in Psychology*, vol. 7, 2017. <https://doi.org/10.3389/fpsyg.2016.02018>
- [3] X. Gong and X. Jiang, "Understanding consumer impulse buying in livestreaming commerce: The product involvement perspective," *Frontiers in Psychology*, vol. 14, 2023. <https://doi.org/10.3389/fpsyg.2023.1104349>
- [4] H.-H. Cheng, "The effects of product stimuli and social stimuli on online impulse buying in live streams," in *Proceedings of the 7th International Conference on Management of e-Commerce and e-Government*, 2020.
- [5] H. Xu, K. Z. K. Zhang, and S. J. Zhao, "A dual systems model of online impulse buying," *Industrial Management & Data Systems*, vol. 120, no. 5, pp. 845-861, 2020. <https://doi.org/10.1108/imds-04-2019-0214>
- [6] K. Chiong, S. Yang, and R. Chen, "Understanding the effect of incentivized advertising along the conversion funnel," *arXiv preprint arXiv:1709.00197*, 2017. <https://doi.org/10.2139/ssrn.3714353>
- [7] C.-C. Hsu and M.-L. Chen, "Timing of advertising and the MAX effect," *Journal of Behavioral and Experimental Finance*, vol. 20, pp. 105-114, 2018. <https://doi.org/10.1016/j.jbef.2018.09.001>
- [8] S. Förch and E. de Haan, "Targeting online display ads: Choosing their frequency and spacing," *International Journal of Research in Marketing*, vol. 35, no. 4, pp. 661-672, 2018. <https://doi.org/10.1016/j.ijresmar.2018.09.002>
- [9] U. Narang and V. Shankar, "Mobile marketing 2.0: State of the art and research agenda," *Review of Marketing Research*, vol. 16, pp. 97-119, 2019. <https://doi.org/10.1108/s1548-643520190000016008>

- [10] O. Rafieian and H. Yoganarasimhan, "Targeting and privacy in mobile advertising," *Marketing Science*, vol. 40, no. 2, pp. 193-218, 2021. <https://doi.org/10.1287/mksc.2020.1235>
- [11] L. M. Matos, P. Cortez, R. Mendes, and A. Moreau, "A comparison of data-driven approaches for mobile marketing user conversion prediction," in *2018 International Conference on Intelligent Systems (IS)*, pp. 140-146. IEEE, 2018.
- [12] S.-P. Lin, "Determinants of adoption of mobile healthcare service," *International Journal of Mobile Communications*, vol. 9, no. 3, pp. 298-315, 2011. <https://doi.org/10.1504/ijmc.2011.040608>
- [13] T. T. C. Lin, F. Paragas, and J. R. Bautista, "Determinants of mobile consumers' perceived value of location-based advertising and user responses," *International Journal of Mobile Communications*, vol. 14, no. 2, pp. 99-117, 2016. <https://doi.org/10.1504/ijmc.2016.075019>
- [14] T. P. Tran, "Personalized ads on Facebook: An effective marketing tool for online marketers," *Journal of Retailing and Consumer Services*, vol. 39, pp. 230-242, 2017/11/01/ 2017. <https://doi.org/10.1016/j.jretconser.2017.06.010>
- [15] P.-T. Chen and H.-P. Hsieh, "Personalized mobile advertising: Its key attributes, trends, and social impact," *Technological Forecasting and Social Change*, vol. 79, no. 3, pp. 543-557, 2012. <https://doi.org/10.1016/j.techfore.2011.08.011>
- [16] N. Johnson-Hunt, "Dreams for sale: Ideal beauty in the eyes of the advertiser," *M/C Journal*, vol. 23, no. 1, 2020. <https://doi.org/10.5204/mcj.1646>
- [17] V. Woldarsky, "Tapping into the emotions of the wine consumer through storytelling: A case study," in *BIO Web of Conferences (Vol. 15, p. 03012)*. EDP Sciences, 2019.
- [18] M. R. K. Alavijeh, A. Foroozan, and A. A. Afrashteh, "Identification and prioritisation of effective criteria in the selection of outdoor advertising using the AHP technique," *International Journal of Internet Marketing and Advertising*, vol. 13, no. 4, pp. 359-373, 2019. <https://doi.org/10.1504/ijima.2019.103464>
- [19] Y.-Q. Zhu and J.-H. Chang, "The key role of relevance in personalized advertisement: Examining its impact on perceptions of privacy invasion, self-awareness, and continuous use intentions," *Computers in Human Behavior*, vol. 65, pp. 442-447, 2016. <https://doi.org/10.1016/j.chb.2016.08.048>
- [20] M. M. Abasin and F. Huseynov, "The impact of social media marketing on brand loyalty in fast-moving consumer good (FMCG) markets," *İşletme Araştırmaları Dergisi*, vol. 12, no. 2, pp. 1023-1035, 2020.
- [21] M. Keylock and M. Faulds, "From customer loyalty to social advocacy," *Journal of Direct, Data and Digital Marketing Practice*, vol. 14, no. 2, pp. 160-165, 2012. <https://doi.org/10.1057/dddmp.2012.37>
- [22] X. Wang, M. Tajvidi, X. Lin, and N. Hajli, "Towards an ethical and trustworthy social commerce community for brand value co-creation: A trust-commitment perspective," *Journal of Business Ethics*, vol. 167, no. 1, pp. 137-152, 2020. <https://doi.org/10.1007/s10551-019-04182-z>
- [23] C.-C. Lu, I.-L. Wu, and W.-H. Hsiao, "Developing customer product loyalty through mobile advertising: Affective and cognitive perspectives," *International Journal of Information Management*, vol. 47, pp. 101-111, 2019. <https://doi.org/10.1016/j.ijinfomgt.2018.12.020>
- [24] A. Giovanis, "Consumer-brand relationships' development in the mobile internet market: Evidence from an extended relationship commitment paradigm," *Journal of Product & Brand Management*, vol. 25, no. 6, pp. 568-585, 2016. <https://doi.org/10.1108/jpbm-05-2015-0884>
- [25] B. De Reyck, I. Fragkos, Y. Grushka-Cockayne, C. Lichtendahl, H. Guerin, and A. Kritzer, "Vungle Inc. improves monetization using big data analytics," *Interfaces*, vol. 47, no. 5, pp. 454-466, 2017. <https://doi.org/10.1287/inte.2017.0903>
- [26] X. Zheng, F. Lin, and X. Cai, "Exploration of contextual marketing model based on mobile apps," in *6th Annual International Conference on Social Science and Contemporary Humanity Development (SSCHD 2020)*, pp. 81-85. Atlantis Press, 2021.
- [27] A. K. Kohli and M. Haenlein, "Factors affecting the study of important marketing issues: Implications and recommendations," *International Journal of Research in Marketing*, vol. 38, no. 1, pp. 1-11, 2021. <https://doi.org/10.1016/j.ijresmar.2020.02.009>
- [28] H. Ting, W. M. Lau, J.-H. Cheah, Y. Yacob, M. A. Memon, and E. Lau, "Perceived quality and intention to revisit coffee concept shops in Malaysia: A mixed-methods approach," *British Food Journal*, vol. 120, no. 5, pp. 1106-1119, 2018. <https://doi.org/10.1108/bfj-08-2017-0452>
- [29] C. Chao, Y. Ping, and Y. Wang, "The advertising spending trends: Mobile vs traditional media—An empirical study," *Management and Organizational Studies*, vol. 6, no. 2, p. 1, 2019. <https://doi.org/10.5430/mos.v6n2p1>
- [30] A. Shukla, "Impact of emotional advertising on consumer purchase buying behavior in Delhi/NCR," *International Journal of Financial Management and Economics*, vol. 6, no. 1, pp. 201-5, 2023.
- [31] D. Zantedeschi, E. M. Feit, and E. T. Bradlow, "Measuring multichannel advertising response," *Management Science*, vol. 63, no. 8, pp. 2706-2728, 2017. <https://doi.org/10.1287/mnsc.2016.2451>
- [32] G. Yoon, C. Li, and J. J. Choi, "In search of time to bring the message on social media: Effects of temporal targeting and weather on digital consumers," *Frontiers in Psychology*, vol. 13, 2022. <https://doi.org/10.3389/fpsyg.2022.1042714>
- [33] K.-Y. Goh, J. Chu, and J. Wu, "Mobile advertising: An empirical study of temporal and spatial differences in search behavior and advertising response1," *Journal of Interactive Marketing*, vol. 30, no. 1, pp. 34-45, 2015. <https://doi.org/10.1016/j.intmar.2014.12.002>
- [34] P. Zou, Y. Xu, Z. Fang, and W. Li, "The effectiveness of location-based advertising: When, where, and to whom," *International Journal of Mobile Communications*, vol. 14, no. 3, pp. 273-290, 2016. <https://doi.org/10.1504/ijmc.2016.076289>
- [35] R. Alfikri, "Analysis the use of social media on purchase decisions," *Jurnal Bisnis dan Manajemen*, vol. 8, no. 1, pp. 7-15, 2021. <https://doi.org/10.26905/jbm.v8i1.4957>
- [36] S. Lee and E. Kim, "Influencer marketing on Instagram: How sponsorship disclosure, influencer credibility, and brand credibility impact the effectiveness of Instagram promotional post," *Journal of Global Fashion Marketing*, vol. 11, no. 3, pp. 232-249, 2020. <https://doi.org/10.1080/20932685.2020.1752766>
- [37] M. T. Nuseir, "Impact of misleading/false advertisement to consumer behaviour," *International Journal of Economics and Business Research*, vol. 16, no. 4, pp. 453-465, 2018. <https://doi.org/10.1504/ijebr.2018.095343>
- [38] P. H. Rubin, *Regulation of information and advertising*. Cheltenham, UK: Edward Elgar Publishing, 2017.
- [39] S. Choudhary and I. Khan, "Credibility of different agriculture information sources and channels utilized by the aonla growers," *International Journal of Current Microbiology and Applied Sciences*, vol. 6, no. 7, pp. 2277-2288, 2017. <https://doi.org/10.20546/ijcmas.2017.607.328>

- [40] S. Liu, "The impact of influencer marketing on brand engagement: A conceptual framework," presented at the 4th International Conference on Humanities Education and Social Sciences (ICHESS 2021) (pp. 2219-2224). Atlantis Press, 2021.
- [41] A. P. J. Kalam, G. C. Lee, and T. Y. Ying, "Remodeling consumer brand choice behavior: The effects of social media influences and celebrity endorsement," presented at the In MATEC Web of Conferences (Vol. 377, Article 02004). Miri, Sarawak, Malaysia: EDP Sciences. <https://doi.org/10.1051/mateconf/202337702004>, 2023.
- [42] R. Bell, L. Mieth, and A. Buchner, "Coping with high advertising exposure: A source-monitoring perspective," *Cognitive Research: Principles and Implications*, vol. 7, no. 1, p. 82, 2022. <https://doi.org/10.1186/s41235-022-00433-2>
- [43] R. Bell, L. Mieth, and A. Buchner, "Source memory for advertisements: The role of advertising message credibility," *Memory & Cognition*, vol. 49, no. 1, pp. 32-45, 2021. <https://doi.org/10.3758/s13421-020-01075-9>
- [44] S. Sudheer, "The effect of message source credibility on consumer purchase intention: An empirical examination of the apparel industry," *Journal of Mechanics of Continua and Mathematical Sciences*, vol. 14, no. 5, p. 5, 2019. <https://doi.org/10.26782/jmcms.2019.10.00069>
- [45] F.-C. Tseng and C.-I. Teng, "Carefulness matters: Consumer responses to short message service advertising," *International Journal of Electronic Commerce*, vol. 20, no. 4, pp. 525-550, 2016. <https://doi.org/10.1080/10864415.2016.1171976>
- [46] R. K. Jayanti, "An institutional theory perspective on retailer loyalty," *Journal of Relationship Marketing*, vol. 20, no. 2, pp. 156-176, 2021. <https://doi.org/10.1080/15332667.2020.1756025>
- [47] M. S. Eastin, N. H. Brinson, A. Doorey, and G. Wilcox, "Living in a big data world: Predicting mobile commerce activity through privacy concerns," *Computers in Human Behavior*, vol. 58, pp. 214-220, 2016. <https://doi.org/10.1016/j.chb.2015.12.050>
- [48] N. Gupta, "Permission marketing: Antecedents, impact and future," *International Journal of Teaching and Case Studies*, vol. 6, no. 4, pp. 281-289, 2015. <https://doi.org/10.1504/IJTCS.2015.074589>
- [49] M. Saunders, P. Lewis, and A. Thornhill, *Research methods for business students*, 5th ed. Harlow, England: Pearson Education Limited, 2007.
- [50] S. A. R. Bukhari, "Bukhari sample size calculator," *ResearchGate GmbH*, 2020. <https://doi.org/10.13140/RG.2.2.27730.58563>
- [51] W. W. Chin, "Issues and opinion on structural equation modeling," *MIS Quarterly*, vol. 22, no. 1, pp. 7-16, 1998.
- [52] C. Fornell and D. F. Larcker, "Evaluating structural equation models with unobservable variables and measurement error," *Journal of Marketing Research*, vol. 18, no. 1, pp. 39-50, 1981. <https://doi.org/10.2307/3151312>
- [53] J. Henseler, C. M. Ringle, and R. R. Sinkovics, "The use of partial least squares path modeling in international marketing," Bingley, UK: Emerald Group Publishing Limited, 2009.
- [54] N. H. Hashim, Normalini, and N. Sajali, "The influence factors towards mobile advertising message content on consumer purchase intention," *Global Business Review*, vol. 19, no. 5, pp. 1187-1206, 2018. <https://doi.org/10.1177/0972150918788746>
- [55] S. B. MacKenzie and R. J. Lutz, "An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context," *Journal of Marketing*, vol. 53, no. 2, pp. 48-65, 1989. <https://doi.org/10.2307/1251413>
- [56] L. K. Brackett and B. N. Carr Jr, "Cyberspace advertising vs. other media: Consumer vs. mature student attitudes," *Journal of Advertising Research*, vol. 41, no. 5, pp. 23-33, 2001. <https://doi.org/10.2501/JAR-41-5-23-32>
- [57] T. D. Le and B.-T. H. Nguyen, "Attitudes toward mobile advertising: A study of mobile web display and mobile app display advertising," *Asian Academy of Management Journal*, vol. 19, no. 2, p. 87, 2014.
- [58] M. N. M. Noor, J. Sreenivasan, and H. Ismail, "Malaysian consumers attitude towards mobile advertising, the role of permission and its impact on purchase intention: A structural equation modeling approach," *Asian Social Science*, vol. 9, no. 5, p. 135, 2013. <https://doi.org/10.5539/ass.v9n5p135>
- [59] N. M. N. Najiba, J. Kasumab, and Z. B. H. Bibic, "Relationship and effect of entertainment, informativeness, credibility, personalization and irritation of generation Y's attitudes towards SMS advertising," presented at the International Conference on Business and Economics, 2016.