Impact of Advertising Media on General Public of Pakistan

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This study delves into the intricate web of media dynamics in Pakistan, specifically exploring the pervasive influence of advertisements on the preferences and decisions of the general public. The research investigates the multifaceted impact of advertising across various media platforms and its role in shaping societal interests, consumer behavior, and decision-making processes. Through a comprehensive analysis of advertising strategies, content, and audience reception, this study aims to elucidate the mechanisms through which advertisements mold perceptions, sway opinions, and steer the choices of individuals in the Pakistani context. A systematic questionnaire was deployed to fulfill the study's objectives, gathering 350 valid responses from individuals aged 18 to 38 in major metropolitan areas of Pakistan. The collected data underwent analysis using Path Analysis, revealing that Ads on social media, TV and magazines significantly impacts young individual's perceptions, thereby fostering their adoption. Moreover, the study uncovered that permission plays a constructive role in moderating the relationship between attitude and the acceptance of mobile marketing. These findings resonate with current marketing landscapes and address the needs of firms within this specific context. The study's primary focus lies in exploring the nexus between mobile advertising and user behavior, particularly centering on irritation, entertainment, perceived utility, and permission as key factors. The findings from this study are anticipated to contribute significantly to understanding the broader implications of advertising dynamics on public interests and choices in the unique socio-cultural landscape of Pakistan.

Keywords: Structural Equation Modeling, Cognitive and Productive factors, Irritation, Attitude.

Abbreviations

Mobile Marketing Association Mobile advertising (Mb-Ad)
General Data Protection Regulation (GDPR)
Average Variance Extracted (AVE)

Introduction:

In Pakistan, the media landscape is a vibrant tapestry of diverse channels and platforms that constantly bombard the public with advertisements. These advertisements, strategically crafted and disseminated, wield substantial influence over the collective interests and choices of the populace. Understanding the intricate dynamics between media advertisements and the behaviors of the general public has become increasingly crucial in deciphering the mechanisms that shape societal preferences and consumer decisions. The pervasive presence of advertisements across various mediums, from television to social media and billboards, underscores their significance in not only promoting products but also in subtly molding perceptions, shaping cultural norms, and influencing individual choices. Within this context, exploring how advertisements resonate with and impact the diverse socio-cultural fabric of Pakistan becomes imperative [1].

Mobile advertising involves leveraging mobile devices as a platform to promote products and services. It encompasses various forms of advertisements displayed on mobile devices,

including smartphones. As technology advances, there's a notable surge in consumer usage of mobile devices. This escalating usage is indicative of the burgeoning potential for mobile advertising. According to a study conducted by Kantipur publication in 2016, Nepal demonstrates a mobile subscription rate of approximately 27.5 million, with nearly 75% of the population possessing access to smartphones. Remarkably, even in rural areas, there's a transition from basic phones to smartphones among individuals [1] [2].

The impact of mobile advertising on the business environment is substantial. In the current era characterized by the proliferation of large-scale data, companies are increasingly dependent on mobile and social media platforms as valuable sources of information regarding consumers' purchasing behaviors in diverse scenarios and contexts. The significant rise in the utilization of mobile devices has had a favorable impact on the demand for these gadgets. The utilization of mobile phones as a communication tool has gained significant importance and utility for enterprises in connecting with a large client base globally. Remarkably, the allocation of funds towards digital marketing has surpassed that of television advertising. In the realm of digital marketing, mobile advertising is widely regarded as the most rapidly growing channel. Hence, firms are increasingly transitioning from conventional methods of mobile advertising to effectively reach a larger clientele [2][3].

According to the Mobile Marketing Association Mobile advertising (Mb-Ad) refers to any form of marketing, advertising, or sales promotion activity that is targeted towards consumers and conducted over a mobile channel. The field of mobile advertising has become a significant and valuable resource for marketers worldwide, providing essential insights into the factors that contribute to successful outcomes in mobile advertising [4], mobile phones, which are considered smart devices, have demonstrated the capacity to facilitate real-time connectivity, location-based interaction, and rapid access to client schedule information. Furthermore, in recent years, young individuals have been at the forefront of adopting mobile advertising, as evidenced by studies conducted [5]. It is important to highlight that global expenditures on mobile advertising reached almost $190 billion in 2019 and are projected to reach approximately $280 billion by 2022, as reported. In addition to the aforementioned facts, it is noteworthy that the adoption of advertisement media remains in its nascent stage, posing a significant concern in emerging nations, particularly among the younger population. This matter warrants attention and resolution. If the target audience finds the mobile advertisements unsatisfactory, it would result in a loss of organizational capital. Hence, the examination of young individuals' attitudes towards these advertisements is a significant area of research that is being explored in this study [6][7].

The previous research on Mb Ads primarily focused on examining creative factors and utilitarian elements such as perceived control, trust, and consumer sacrifice. However, there has been limited attention given to comprehensively understanding the combined impact of cognitive and influence precursors on attitudes and behaviors [8]. In order to bridge the existing knowledge gap, an endeavor has been undertaken to examine the correlation between several elements, such as irritation, which hinders consumer attitudes towards accepting Mobile advertisements, and permission, which facilitates customer attitudes towards accepting these advertisements. Typically, obtaining the user's consent is necessary prior to sending mobile push adverts. Hence, it can be argued that push advertising has the potential to effectively capture users' attention in a positive manner. The adoption of advertising media may be facilitated by this optimistic mindset. Therefore, our research aligns with the current marketing landscape and has the capacity to fulfill the practical requirements of businesses [9].

The second point to consider is the present document aims to provide a comprehensive review of the existing literature on the chosen topic. In the present era, it is readily apparent that smartphones possess a greater capacity to engage and establish connections with individuals on a more intimate level as compared to any previous technological innovation in existence [10].

When considering the significant impact of mobile advertisements on customer behavior, it is crucial to acknowledge that the presence of both informational and entertaining elements is necessary to achieve acceptability. The significant increase in smartphone and data usage among the general public can be ascribed to the escalating concerns around user authorization and privacy. The introduction of the General Data Protection Regulation (GDPR) aimed to provide customers with enhanced control over the public utilization of their personal information [11]. A prominent characteristic of the GDPR is the requirement for users to provide explicit consent or opt-in prior to a data processing agency being able to access their personal data. Similarly, the protection of minors' privacy has become an increasingly prominent concern within the realm of Privacy Legislation, as seen by the enactment of the Children's Privacy Act [12].

This measure enables parents to have greater oversight over the digital activities of their children. In forthcoming times, the practice of targeting will be contingent upon the explicit consent of the consumer. While these devices enable the provision of individualized advertising services, the challenge of optimizing the transmission of relevant mobile advertisements to target customers without causing user irritation is a topic that warrants careful consideration [13]. organizations that extensively distribute adverts to users have discovered that this approach is not an effective marketing strategy. Hence, understanding customers' perceptions of advertisements holds significance, since this knowledge can inform the development of initiatives aimed at improving company communication via mobile technology. Likewise, akin to other cognitive characteristics, consumer attitudes and intentions toward mobile advertising are likely to influence the acceptance and adoption of mobile advertising. The increasing exposure of clients to Mb-Ad is considered a crucial determinant of their acceptance, as emphasized [14].

This research endeavors to delve into the intricacies of the youth's attitude towards mobile advertising in Pakistan. By employing a multifaceted approach encompassing surveys, focus groups, and behavioral analysis, this study aims to unravel the underlying factors influencing their acceptance or rejection of mobile advertisements.

Theoretical Frameworks in Mobile Advertising:

This study employs the theoretical frameworks of the Theory of Reasoned Action, Theory of Cognitive Dissonance, and Technology Acceptance Model to investigate the effects of technology characteristics in the field of Mb-Ad, as demonstrated. The theory of cognitive dissonance posits that individuals consistently strive to maintain equilibrium within their cognitive systems. When consumers encounter contradictions between multiple cognitions, such as ideas, attitudes, or expectations, they may experience a sense of discomfort [15]. In an effort to alleviate this negative emotional state, individuals endeavor to minimize the discrepancies between their thoughts, hence deeming it valuable to ascertain the level of acceptability of advertising media. The perception and disposition towards mobile advertisement. The attitude towards mobile advertisements can be defined as the overall persistent evaluations that customers hold regarding the advertising message in mobile media [11]. Various contextual efforts have been undertaken to assess customers' attitudes towards these advertisements. For instance, a study that revealed significant and positive shifts in customers' attitudes towards Mobile advertisements. Additionally, investigated the connection between consumers' attitudes and their intention to receive these advertisements, finding a strong association between the two.

However, contending that despite acknowledging the significant impact of mobile commercials, there exists a considerable number of users who harbor negative sentiments towards incidental advertisement exposure [16]. For viewers to willingly engage with commercials and be effectively influenced to purchase products, it is imperative that advertisements incorporate compelling messages that focus on reputation and entertainment. Similarly, have found that initial aversion towards mobile advertising is prevalent among numerous consumers. Based on these arguments, it can be stated that the attitude of teenagers

towards mobile advertising exerts a substantial beneficial influence on their acceptance of mobile advertising. Irritation is a state of discomfort or annoyance that arises from various stimuli displeasure or annoyance that individuals may experience in response to certain stimuli or situations [17]. In the context of marketing research, the examination of emotions has garnered significant attention. Specifically, when investigating the reactions of individuals toward mobile advertisements, irritation has been identified as one of the fundamental emotions. The phenomenon of eagerness that may escalate into annoyance has been discussed. They emphasize that when publishers employ systems that are perceived as annoying, excessively manipulative, and confrontational, customers are likely to view them as undesirable and irritating. Another manifestation of potential annoyance is the presence of unwanted messages commonly referred to as spam [18]. Additionally, advertisements can be perceived as annoying due to their increasingly intrusive nature and lack of transparency, ultimately leading to a negative consumer attitude.

Consumer Dissatisfaction and Irritation in Mobile Advertising:

Buyers often express dissatisfaction with advertising strategies that they perceive as irritating, offensive, or overly manipulative. Additionally, when compared to traditional media, the experience of irritation in Mb-Ad may be more pronounced due to the intimate and personal nature of social media. Furthermore, the increasing volume of advertisements that internet users are exposed to nowadays can also contribute to heightened levels of irritation [19]. Moreover, the smaller screen size of mobile devices results in advertisements occupying a larger proportion of the phone screen compared to a computer monitor, which can further exacerbate user irritation. have discovered that the avoidance of advertisements on social media platforms is primarily driven by the irritation they cause. Based on these findings, we propose that;

The presence of irritation resulting from mobile advertising has a notable adverse effect on the attitudes of teenagers towards mobile advertising. The topic of entertainment is a subject of interest and study in various academic disciplines. It encompasses a wide range of activities and forms of Entertainment and is acknowledged as a significant element that contributes to shaping consumers' attitudes towards advertisements. It pertains to the ability to evoke aesthetic pleasure and encompasses the ability of the medium of mobile advertising to fulfill consumers' needs for enjoyment or emotional release [20].

Enhancing Consumer Attitudes through Engaging Mobile Advertising:

The preceding study revealed that engaging advertisements have the ability to fulfill individuals' desire for enjoyment, thereby exerting a positive influence on consumers' attitudes towards the advertisement and associated brands. Previous research suggests that a message should be concise and captivating in order to immediately capture the attention of consumers and have the ability to impact users' requirements for sufficient and timely information, as well as their need for entertainment, by providing engaging, aesthetically pleasing, and emotionally stimulating experiences. Additionally, previous research has noted that the level of enjoyment experienced by consumers in relation to advertisements plays a significant role in shaping their overall attitudes towards advertising [21].

[22] argued that the primary motivation for young consumers to use mobile phones is entertainment, which includes activities such as texting, verbal communication, and accessing websites with a simple click. Consumers who find handheld phones more enjoyable and engaging tend to have more positive attitudes towards mobile advertising. Research has shown that the assessment of entertainment and enjoyment derived from using mobile information services has a significant impact on teenagers' attitudes towards mobile SMS usage. Unlike non-mobile advertising, mobile advertising can leverage various features provided by devices and smartphones, enabling users to be more entertained noted that users who perceive mobile advertising as a source of useful information and entertainment are more likely to engage with it [23]. The level of opportunities and the extent to which it enhances social connections are

directly proportional to an individual's positive perception of mobile advertising. Thus, we propose that The provision of entertainment through mobile advertising has a notable and favorable influence on the attitudes of teenagers towards mobile advertising. Several previous studies have examined the relationship between entertainment and irritation. discovered that irritation and entertainment were interconnected and inconsistent in the context of e-commerce [24]. Specifically, the absence of enjoyment in advertisements was found to be a predictor of irritation. [24] concluded that a clear indication of excitement in mobile advertisements can mitigate the negative impact experienced by shoppers, particularly in non-approval scenarios. investigated the detrimental effects of irritation on attitudes towards mobile advertisements. posited that the level of entertainment in an advertisement is inversely related to the degree of irritation it elicits, thereby reducing the perceived risk associated with engaging with the advertisement. Based on these findings, it is hypothesized that the level of enjoyment provided by mobile advertising has a notable and beneficial influence on the extent of aggravation experienced by teenagers towards mobile advertising.

The Concept of Perceived Usefulness:

The relationship between perceived usefulness and attitude has been supported by previous research on "Expectation Value Models". Specifically, the perceived usefulness of mobile advertising has been identified as a significant factor influencing the attitudes of young individuals towards such advertisements a study on youth and their engagement with different forms of media, found that text messaging was perceived as faster, more affordable, easier to use, and more convenient compared to other media platforms. On the other hand, discovered that perceived usefulness has a limited impact on the perceived value of mobile advertising [25]. This argument is based on the notion that customers may have already had prior experiences with similar activities. However, in light of the increasing use of mobile advertising by organizations worldwide, particularly with the emergence of the Internet as a modern social medium, it is evident that mobile advertising is being employed to shape consumer attitudes. Therefore, we propose the following hypothesis:

The perceived value of mobile advertising significantly and positively impacts teenagers' attitudes toward it. Reactance theory strongly supports the idea that perceived usefulness affects irritation levels. When someone feels their freedom is limited, they might resist by imposing constraints and opposing external pressures to regain their independence [26]. Reactance and irritation often align, leading consumers to reject advertising that they find aggravating. However, promotional efforts aren't always perceived as intrusive. If the message is relevant and offers benefits to the target audience, the sense of intrusion may be minimized. Advertising, therefore, can offer valuable information, creating a psychological pull that counteracts reactance. The level of commercial revenue perceived by buyers can mitigate irritation and intrusiveness. Moreover, it's been observed that apparent interference decreases for ads seen as highly relevant, as consumers respond more positively when advertisements are engaging and tailored to their interests, reducing feelings of annoyance and disinterest toward mobile ads. Moreover, the perceived usefulness of mobile advertising has been discovered to significantly reduce teenagers' irritation with these ads. Permission, in essence, involves the authorization or consent given by an individual or entity to another for engaging in specific actions. It serves as the initial step in exchanging data between consumers and mobile advertisers. However, permission should be seen as an active boundary shaped by one's choices. Despite the surge in firms adopting technology for enhanced efficiency, many have struggled to elicit the expected response from consumers [27][28].

Consent-based Mobile Advertising is perceived as the purchaser's acceptance of mobile and TV advertisements. Privacy concerns often heighten for mobile users due to the personal and interactive nature of these devices. Promoting permission is typically categorized into opt-in and opt-out methods. Opt-in involves customers actively agreeing to receive messages. Given

that smartphones are highly personal communication tools, securing prior consent for Mobile advertisements becomes crucial. In today's consumer landscape, customer privacy ranks among the primary concerns for firms. Similarly, consumers expect to be asked before receiving specific messages. As a result, obtaining explicit consent significantly boosts recognition and satisfaction among customers. On the other hand, opt-out ads, relying on passive acceptance and allowing choices only after receiving ads, can be seen as spammy. Considering this, adopting an opt-in program emerges as a more effective strategy for permission-based promotions. This method respects user choices and actively involves consumers, aligning better with their preferences and contributing to a more positive advertising experience for mobile advertisements[15]. Some experts argue that opt-out administration is a prominent permission-based advertisement for both advertisers and consumers.

Researcher [25] conducted a study examining attitudes towards SMS promotions and their impact on expectations regarding further mobile advertising. The results indicated that consumer perceptions of mobile advertisements are generally unfavorable unless early authorization is obtained. Existing evidence suggests that increased personalization in direct marketing efforts leads to more effective outcomes, including higher response rates demonstrating a positive correlation between privacy concerns and the acceptance of promotional offers. Their findings indicated that higher levels of privacy concerns exhibited by individuals are associated with greater acceptance of ads. Additionally, found that granting permission to individuals empowers them and consequently leads to greater acceptance of media advertisements in permission marketing. In conclusion, we propose that:

The presence of permission has a notable positive moderating effect on the association between individuals' attitudes towards mobile advertising and their acceptance of mobile advertising.

Methodology of the Study:

Sampling Procedure:

Convenience sampling was employed to gather data from 350 mobile users within the age group of 18-25. The study specifically targeted individuals enrolled in colleges or universities across five key cities in Pakistan: Karachi, Sialkot, Lahore, Faisalabad, and Peshawar. This demographic was chosen for its perceived tech proficiency and active engagement with mobile services, aligning with previous research trends.

Data Collection:

A structured questionnaire comprising 36 items was administered to collect responses from the selected participants. The survey method facilitated active participation from 71.4% male and 35% female respondents, totaling 350 individuals. Responses were recorded using a 5-point Likert Scale, offering a nuanced measurement of perceptions and preferences related to mobile telecommunications in Pakistan.

Variable Measurement:

The questionnaire encompassed diverse aspects of mobile telecommunications, exploring participants' perceptions, preferences, and behaviors regarding mobile usage, service providers, advertising influence, and technological adoption. The Likert Scale enabled the quantification of attitudes and opinions, allowing for a comprehensive analysis of the targeted age group's perspectives and tendencies within the mobile telecommunications landscape.

Geographical Diversity:

To ensure representative insights, the study encompassed a diverse geographical spread, encompassing major cities known for their varied socio-cultural dynamics and technological penetration within Pakistan. This multi-city approach aimed to capture nuanced regional differences in mobile usage patterns and perceptions, contributing to a comprehensive understanding of the subject matter.

Ethical Considerations:

Ethical guidelines and informed consent procedures were strictly adhered to throughout the data collection process. Participants were briefed about the nature and purpose of the study, ensuring voluntary participation and confidentiality of their responses. All data collected were anonymized and used solely for research purposes, upholding ethical standards in handling participant information.

Data Analysis:

Quantitative data obtained from the survey responses were subjected to statistical analysis using appropriate tools and software. R statistical analysis, Cronbach's alpha coefficient, and Path analysis were employed to summarize the respondents' perspectives. Additionally, inferential statistical methods, including Average Variance Extracted (AVE) were utilized to explore relationships between variables and derive meaningful insights from the collected data [16].

Results and Discussion

The research employed a two-fold methodology for evaluations: first, scrutinizing the measurement model, and second, assessing the structural model. To ensure consistency and reliability, specific items were excluded from the scales. The analysis and hypothesis testing were conducted using the R statistical analysis package and SmartPLS. Additionally, Cronbach's alpha coefficient thresholds for each endogenous latent variable were evaluated to gauge their reliability. Notably, the reliability values surpassed the recommended threshold of 0.59. The AVE was also considered, accounting explicitly for measurement error variance and representing the cumulative variance. Values for the constructs exceeded the suggested threshold of 0.47, affirming their reliability. To optimize the model's fitness, eleven items representing various constructs, such as entertainment, irritation, perceived usefulness, attitude, acceptance, and permission were removed. The remaining 20 items were utilized to refine the model, resulting in a finalized measurement model.

The revised model demonstrated satisfactory fitness, supported by several indices: CMIN/DF = 2.402 and GFI. The obtained model fit indices were as follows: Comparative Fit Index (CFI) = 0.892, Adjusted Goodness of Fit Index (AGFI) = 0.832, and Root Mean Square Error of Approximation (RMSEA) = 0.062. The AVE illustrated served the purpose of assessing discriminant validity, revealing that the square root of the indexes exceeded the shared variance among constructs. To further verify the reliability and validity of the instrument, Path Analysis was employed. The fit indices for the model, encompassing the five measurement criteria for different facets of mobile advertisement, are presented in the table below. Overall, the essential indices for the measurement model demonstrate adequate adherence of the scale constructs to the findings.

Table 1: Fitness of Measurement Model Supported by Different Indices

Indices of Fitness	Values
CMIN/DF	2.402
CFI	0.892
AGFI	0.832
RMSEA	0.062

Table 1 showcases the measurement model's fit indices, encompassing various facets of Mb-Ad, demonstrating adequate adherence of the scale constructs to the study's findings. The standard regression coefficient calculation, where $\beta = 0.245$ with $p<0.001$, signifies a significant and positive correlation between attitude and acceptance of advertisements on different media platforms. Conversely, the coefficient value of $\beta = -0.201$ with $p<0.001$ demonstrates a notable negative association between irritation and attitude. Moreover, a coefficient value of $\beta = 0.262$ with $p<0.001$ confirms a positive link between entertainment and attitude, indicating a 25.32% difference in attitude attributed to entertainment. The hypothesis regarding the impact of

entertainment on irritation was upheld, with results displaying a significant negative relationship (β= -0.221) with p<0.001. Similarly, the positive relationship between perceived usefulness and attitude toward mobile advertisements was evident with β= 0.263 and p<0.001. However, the hypothesis concerning perceived usefulness and irritation revealed an insignificant connection (β= -0.007) with p>0.05, indicating no substantial relationship between them.

The interaction model underwent re-specification by establishing covariance relationships between variables and their error terms, resulting in satisfactory goodness of fit, with CMIN/DF at 2.601, GFI at 0.799, AGFI at 0.843, CFI at 0.931, and RMSEA at 0.061. These results suggest that the hypothesized model fits best. Furthermore, the graphical representation highlights that permission enhances the association between attitude and acceptance.

Table 2: Correlations between Attitude and mobile advertisements acceptance, Irritation and Attitude, Entertainment and Attitude, Entertainment and Irritation, as well as perceived Usefulness and Attitude.

Relationship	Coefficient (β)	p-value	Interpretation
Attitude and Mobile Advertisements Acceptance	0.245	<0.001	A significant, positive correlation
Irritation and Attitude	-0.201	<0.001	Notable, negative association
Entertainment and Attitude	0.262	<0.001	Significant, positive link, 25.32% difference attributed to entertainment
Entertainment and Irritation	-0.221	<0.001	Significant, negative relationship
Perceived Usefulness and Attitude	0.263	<0.001	A positive relationship, evident
Perceived Usefulness and Irritation	-0.007	>0.05	Insignificant connection, no substantial relationship

The model indicates significant correlations between attitude and mobile advertisements acceptance, irritation and attitude, entertainment and attitude, entertainment and irritation, as well as perceived usefulness and attitude. However, there is an insignificant relationship between perceived usefulness and irritation. The re-specified interaction model demonstrated satisfactory goodness of fit, supporting the hypothesized model, with a graphical representation highlighting the enhancing effect of permission on the attitude-acceptance association.

Discussion:

The impact of advertisements on the interests and choices of the general public in Pakistan embodies a complex interplay between media dynamics, cultural influences, and consumer behavior. Advertising, pervasive across various platforms, holds significant sway over societal preferences, perceptions, and ultimately, consumer decisions. In the context of Pakistan, where media consumption is diverse and evolving, advertisements act as powerful agents shaping public interests. They don't merely promote products; they mold perceptions, instigate trends, and reflect societal aspirations. Understanding this influence necessitates an exploration of several key facets. It's clear that this study's implications extend both academically and practically. The findings corroborate previous research that underscores the pivotal role of cognitive factors and emotional factors in influencing attitudes toward mobile and TV advertisements. Entertainment and perceived usefulness emerged as crucial influencers of young individuals' attitudes, while irritation exhibited a negative impact on advertisement media attitudes. Perceived usefulness aligns well with the Technology Acceptance Model, emphasizing

its criticality in technology acceptance. This suggests that managers can leverage entertainment and perceived usefulness in advertisement campaigns for desired outcomes.

Earlier studies have delved into this topic, suggesting that higher perceived usefulness leads to a positive attitude. The inclusion of entertainment in ads reduces irritation, fostering a positive attitude, aligning with the findings of previous studies. Conversely, if ads are perceived as useful, it diminishes irritation caused by mobile and TV advertisements. Marketers should integrate entertainment and usefulness when targeting the youth. To foster mobile and TV advertisement acceptance among teenagers, acquiring permission is crucial, as confirmed by our moderation analysis. Permission strengthens the attitude-acceptance relationship. Results regarding permission align with previous studies. Prevention-oriented customers exhibit greater sensitivity to irritation than promotion-oriented ones, echoing earlier behavioral emphasis research on consumer vulnerability to persuasion. Ultimately, this study emphasizes the paramount importance of perceived usefulness and entertainment in shaping advertisement attitudes. The higher the value consumers attribute to smartphone advertising, the more positively they perceive it. This aligns with recent scholarly investigations highlighting the pivotal role of advertisement importance in predicting customer perceptions of mobile advertising.

Conclusion:

This investigation contributes to the understanding of the acceptance of mobile advertising among young individuals and highlights the importance of further research on the underlying factors that drive the acceptance of different advertisements. Specifically, the study identifies entertainment and perceived usefulness as significant factors influencing teenagers' attitudes toward advertisements, while irritation has a negligible impact on these attitudes. A positive attitude towards advertisement is found to be associated with its acceptance among teenagers. Furthermore, the findings demonstrate that permission plays a crucial role in shaping the relationship between attitude and acceptance of advertisements. This research underscores the significance of obtaining permission from consumers as a key element for marketers operating in the Pakistani market, enabling them to access a larger customer base and gain acceptance for their advertisements.

Theoretical and practical implications are important considerations in academic research. These implications refer to the potential impact and significance of the findings on both theoretical frameworks and real-world applications. By examining the theoretical implications, researchers can assess how the results contribute to existing knowledge and the study's results unequivocally demonstrated that consumers' responses to mobile advertisements vary significantly, emphasizing the need for advertisers to exercise caution when disseminating standardized marketing information to all individuals. Marketers should strive to determine the specific characteristics and preferences of their target customers.

Based on their specific objectives and motivations, advertisers should tailor their messages to enhance the effectiveness of mobile advertisements. To engage prevention-focused customers, it is crucial for advertisers to provide useful, timely, and accurate product information. Additionally, they should exercise caution in avoiding distracting or annoying features in mobile ads, as these may be perceived negatively by vigilant users who are wary of persuasive tactics. On the other hand, advertisers targeting promotional customers should focus on creating engaging and insightful messages. The research findings also offer valuable insights for companies utilizing mobile ads as a promotional tool, as they can structure their campaigns in a manner that encourages customers to grant permission to receive such promotional messages.

Limitations and Future Directions:

Although this study attempted to encompass various intended aspects, it possesses several limitations. Firstly, the inclusion of young people as our study sample presents a significant limitation due to their heterogeneous use of cell phones, influenced by factors such

as social background, gender, urban or rural lifestyles, and technological education, all of which can impact their attitudes and usage patterns. Secondly, the use of convenience sampling for data collection suggests the need for employing alternative sampling techniques to enhance the study's robustness. Thirdly, the study was confined to only five cities in Pakistan, namely Karachi, Sialkot, Lahore, Faisalabad, and Peshawar, all of which represent metropolitan areas. Future research should consider exploring rural populations to provide a more comprehensive understanding. Additionally, there is an opportunity for future research to investigate the acceptance of mobile ads in urban populations. A comparative study between urban and rural settings could yield valuable insights. Moreover, future researchers might explore the moderating role of sexual orientation, given its potential influence on advertising attitudes based on gender-related perspectives. Examining how consumers from diverse social backgrounds respond to different types of mobile advertising could also be of particular interest.

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