

# Advancing the Value and Application of Mobile Advertising: Moving Beyond Structural Equation Modeling Analysis to Algorithms

*Tsui-Yii Shih and Li-Chi Yang*

National Taipei University of Business and  
Information Service Industry Association of R.O.C.

## Abstract

This research combines the content of integrated advertising features with both advertising value and adoption intention in order to develop a conceptual framework, compare consumers' attitudes, and adoption behaviors concerning permission-based and location-based mobile advertising applications. Statistical techniques for analyzing response data include structural equation modeling (SEM) and fuzzy set qualitative comparative analysis (fsQCA). The research findings of the SEM analysis suggest that irritation, credibility and privacy protection have significant effects, and informativeness and entertainment play various and critical roles when it comes to the value of permission and location-based mobile advertising. The results of an fsQCA analysis identify that a few available complex configurations of antecedent conditions are sufficient indicators of mobile advertising value; in addition, contrarian cases and casual asymmetry occur. Theoretical and practical implications, as well as future applications, are also discussed in this study.

*Keywords:* Mobile advertising, advertising content, informativeness, entertainment, fuzzy set/Qualitative Comparative Analysis (fsQCA).

## 1. Introduction

Internet-enabled mobile phones have been popularized worldwide. As consumers spend more time on their mobile phones, this creates valuable opportunities for mobile advertising (hereafter m-advertising), which allows firms to promote products/services efficiently and effectively to targeted customers (Lee and Jun [26], Li and Du [27]). Due to advancements in both mobile phones and advertising trends, more and more enterprises are seeking to adopt mobile advertising. However, m-advertisings' attractiveness and effectiveness sometimes decrease as consumers become irritated by numerous advertising messages. Only by sending these messages at the right time and proper occasions will consumers' receptivity increase to welcome the appearance of m-advertising on personal mobile phones (Jos Mart Parreo et al. [22]). That is, only effective advertising strategies can stimulate customers' advertising acceptance level and real purchase intentions