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Article

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MARKETING | RESEARCH ARTICLE

The behavior response of the Nigerian youths toward mobile advertising: An examination of the influence of values, attitudes and culture

Akeem Soladoye Bakare^{1*}, Acheampong Owusu² and Daha Tijjani Abdurrahaman³

Abstract: Mobile phone has become an integral tool for marketing and advertising. For advertisers to use it successfully to advertise they need to understand the behavior response of consumers toward it. Sequel to the above, the objective of this study is to examine the direct impact of mobile advertising value and attitude on the behavior response of Nigerian youths to mobile advertising. Equally, the study will also ascertain the moderating effects of culture on the relationships of value, attitude, and behavior response of Nigerian youth to mobile advertising. The study is an explanatory research and adopted the quantitative approach of data collection and analysis. Primary data from 296 Nigerian youths in selected tertiary institutions were analyzed using Smart PLS 3. Findings showed that both mobile advertising value and attitude toward mobile advertising have significant impacts on the behavior response of Nigerian youths to mobile advertising. Regarding, the moderating effect, culture moderated between attitude and behavior response, however it did not moderate between mobile advertising value and behavior response toward mobile advertising. A managerial implication from this is that advertisers should

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PUBLIC INTEREST STATEMENT

Behavior response of consumers to advertising is of importance to advertisers as it promotes better understanding of consumers' motives, choices, preferences, and ultimately satisfaction of their needs. When advertisers achieve these, it will result in consumers responding positively to advertising which can eventually lead to the buying of the advertised product. Behavior response to mobile advertising is a product of many factors. Important among them are: mobile advertising value, attitude, and culture. Hence in this study, the researchers examine the direct and indirect correlation among these factors. The results show that consumers' mobile advertising value and attitudes have positive influence on their behavior response to mobile advertising. In terms of moderation, culture moderates the relationship between attitudes and behavior response to mobile advertising however it does not moderate the relationship between mobile advertising value and behavior response to mobile advertising.

send valuable mobile advertising messages which are rich in cultural elements. That will help in eliciting favorable responses from the consumers toward it which can eventually translate to increment in product purchase thereby leading to adequate return on investment.

Subjects: Mass Communication; Management of Technology & Innovation; Marketing

Keywords: mobile advertising; mobile advertising value; attitude; culture; behavior response; Nigerian youths

1. Introduction and background

Competition is inevitable in business hence organizations apply different strategies to outdo one another. One of such strategies is advertising. The daily changes happening in technology have resulted in more creative routes being used at getting business messages across to customers. One of such creative ways is mobile advertising which Friman (2010) explains as advertising messages that are sent to and got by means of mobile phones, tablets, and individual computers. Using the Kotler's meaning of advertising, Sharp (2013, p. 1) defines mobile advertising as "any paid form of personal or non-personal presentation and promotion of ideas, goods, or services by an identified sponsor, via short message service (SMS) or multi-media service (MMS) sent to mobile devices".

Organizations these days irrespective of their sizes and places are exploring and exploiting mobile phones opportunities to reach their customers on one-on-one premise; quick message movement; get to them at anywhere and anytime. Substantiating this point of view, Loya (2013) opines that one of the characteristics of mobile advertising is that it beats both geographic and time barriers to reach customers. In similar manner, Armstrong and Kotler (2015) say that business owners use mobile advertising to engage with their consumers anywhere and anytime with the aim of building relationship with them.

The deregulation of telecommunication industry in Nigeria in 1999 made it possible for many people who hitherto could not own mobile phones to own thereby making communication via mobile phone for people easier and more affordable. Corroborating this, Nigerian Communication Commission (2014) submits that prior to the era of deregulation of telecommunication "telecommunication services were expensive to acquire, difficult to obtain, expensive to use". Contrasting the quantity of phone lines in the pre- and post-deregulation periods of the Nigerian Telecom industry it is obvious that the latter period witnessed a tremendous development. This is so because while there were simply around 400,000 telephone lines before deregulation available information as detailed by Nigerian Communication Commission (2014) reveals that the quantity of phone lines increased to more than 139.1 million. This shows the rate of phone penetration expanded incredibly from 0.4 to 99.39%. Furthermore, the Nigerian Communication Commission (NCC) reports in *The Guardian* Newspaper published on the 7th of March, 2015 that the Nigeria teledensity as at January 2015 has reached the 100 percent mark. In addition Global System Mobile Association (2015) says that as of the end of 2013, Nigeria was the 13th biggest generator of mobile advertising impressions and has more than 3 billion month-to-month mobile advertisement impressions. The Nigerian Communication Commission (2014) through its Policy Competition and Economic Analysis Department in its 2014-year end supporter/system information reports that there was critical expansion in the quantity of telecom memberships in 2014. This is proved by the expansion in complete dynamic memberships from about 127 million in December 2013 to about 139 million as at December 2014 with teledensity from 91.15 to 99.39.

Extant literature suggests that beliefs/perceptions about an advertising medium have impacts on consumers' attitude toward the advertising medium, which in turns influences consumers' behavioral responses to such advertising medium (Akinbode, 2014; Leppäniemi & Karjaluo, 2005; Mohd Noor, 2013; Rettie, Grandcolas, & Deakins, 2005; Sharp, 2013; Tsang, Ho, & Liang, 2004). Available literature on mobile advertising shows that many of the studies were done in developed nations.

This has been attested to by many scholars such as (Akinbode, 2014; Drossos, Giaglis, Vlachos, Zamani, & Lekakos, 2013; Haghirian, Madlberger, & Tanuskova, 2005; Mohd Noor, 2013) and a host of others. The ones done in Africa are few especially those done in the Nigerian context about consumers are rare.

In addition, all the literature the researchers reviewed paid attention to studying the purchase behavior. The few that attempted to study the reaction of consumers only concentrated on attitude on the premise that attitude is akin to behavior response.

Furthermore, many studies did not consider the moderating role of culture on attitude and behavior response. The few studies that attempted to do only concentrated on the direct effect of culture on purchase behavior. Again, this is based on their assumption that behavior and attitude are the same. Akinbode (2014, p. 230) suggests that “future research can focus on whether cultural differences among respondents can make any difference in their attitude toward mobile marketing messages. Nigeria is a multi-cultural society. A study that highlights differences in consumer attitudes toward mobile marketing messages based on cultural differences could be valuable.”

Overall, it is observed that for mobile advertising to be effective and efficient it is imperative for advertisers to comprehend the consumers’ values; attitudes as well as their behavior response toward it. Affirming this, Friman (2010, p. 7) submits that “the psychological stream of advertising literature indicates that attitudes are key in predicting consumer behavior and how consumers respond to advertising.”

Based on the facts highlighted above, this study is therefore aimed at examining the correlation existing among the values, attitudes, culture, and behavior response of the youths in Nigeria to mobile advertising. It is trusted that for the efforts of advertisers not to be in vain an appropriate understanding of buyers’ reaction is relevant to ensuring the accomplishment of mobile advertising message.

The structure of the remaining part of the paper goes thus: literature review, conceptual development, methodology, ethical consideration, data analysis and results, discussion of findings/implications, limitations, recommendation for future research, conclusion, and references.

2. Literature review

2.1. Mobile advertising in Nigeria

The innovation that took place in telephone communication, which gave birth to mobile phone, has affected many sectors in Nigeria. Advertising has not been left out hence the emergence of Mobile Advertising. Juwah (2011) asserts that advancement in the mobile technology began in Nigeria around 2002, with organizations like MTech and Tavia spearheading the technology. Since then, mobile technology has emphatically influenced each part of life empowering Nigerians to interface with various individuals, access data, make business opportunities, lower exchange expenses, and upgrade social communication.

Narrating the history of mobile advertising in Nigeria, Alabi (2010) submits that the worldwide innovation for mobile communication was presented in Nigeria in the year 2001 and taking after the origin, he notes that SMS has turned into a noteworthy medium of passing crosswise over data starting with one individual then onto the next regardless of the distance between the sender and receiver.

MTN, which happened to be the primary Global System for Mobile (GSM) Communication Company in Nigeria, initiated its business administrations in August 2001. In the expressions of Bodomo (2010) mobile phone in Nigeria was presented in 2001 with the development of Worldwide System for Mobile Communication which two individuals or more exchange messages by coding and disentangling writings got and sent from their PDAs. Oladoye (2011) composes that the initiation brought the

SMS to spotlight in the Nigerian communication framework. SMS as being used today is a part of the global framework for mobile communication. It is a strategy for sending messages of 160 characters to and from GSM compact handsets. In Nigeria, most SMS messages are flexible-to-compact texts. Furthermore, Oladoye (2011) while examining the significance of the SMS as a method for communication in Nigeria remarks that SMS has become a basic piece of correspondence framework in Nigeria. It serves as a less expensive elective for some Nigerians today, in which they pay less, as against the higher expenses on oral telephone calls. It has found a spot for itself and it has come to stay. Different new gadgets are presently created to advance its utilization e.g. Blackberries and I-phones. In Nigeria today, individuals get messages to work interviews, notices, declarations, and so forth by means of instant messages. SMS content is moving quickly on a wide range in the Nigerian correspondence framework and even in the entire Africa. The four biggest mobile phone markets in Africa are Nigeria, South Africa, Kenya, and Ghana (Rao, 2011).

2.2. Link between Mobile Advertising Value (MADV) and Behavior toward mobile advertising (BR)

Advertising value and attitude have been acknowledged to be the two main constructs used to understand the perception of consumers about advertising. Haghirian et al. (2005) opine that the general effects of advertising and more specific forms of advertising may be measured via advertising value. Mirbagheri (2010) while discussing mobile advertising value opines that the value of SMS advertising cannot be glossed over as its effectiveness is dependent on whether the consumers perceive it as having benefits or not. That is to say that it is imperative mobile advertising offers identified benefits to consumers for it to be effective as that is what they (consumers) see as its value. In the wake of assessing the extant literature, Mirbagheri (2010) recognizes 14 critical components influencing on customers' impression of SMS advertising, there and then he groups them into six general classifications which are: permission, simplicity, relevance, appeal and benefits, absence of disturbance and trust. Zabadi, Shura, and El-Sayed (2012) assert that advertising viability can be best measured by its value; furthermore they add that advertising value may serve as a catalog of consumer loyalty with the correspondence results of associations. Defever, Pandelaere, and Roe (2011) did two studies where they found that when people are exposed to an advertisement that is value laden it will elicit favorable response from them. Equally they also found that attitude toward advertising moderates this impact.

In all, it is necessary to say that in this study advertising value is treated as the benefits which are expected to be gained by consumers from mobile advertising.

Based on the discussions above, the researchers therefore hypothesize that:

H1: Mobile advertising value has a significance influence on behavior response to mobile advertising.

2.3. Link between attitudes toward mobile advertising (ATMA) and behavior toward mobile advertising (BR)

Attitude is a fundamental concept as far as the study on marketing and information systems are concerned. It is noteworthy that when we discuss the attitude of customers toward mobile advertising it has to do with the recognition they hold toward it rather than introduction to one particular commercial (Haghirian & Inoue, 2007).

Gao, Rohm, Sultan, and Huang (2012) in their study define attitudes toward mobile advertising as respondents' emotions and beliefs toward utilizing their mobile phones for gaining access to understanding from brands, buying products, or receiving incentives such as coupons. Elucidating on the significance of attitudes in advertising, Watson, McCarthy, and Rowley (2013) submit that the position occupied by attitudes in advertising is so crucial that it cannot be replaced. This is as a result of the fact that advertising message connection and/or personalization, context and utility are germane to how clients' accept advertising and by extension how it enhances their purchase intention.

Yeshin (2006) notes that attitudes dictate the best way in which we believe about designated elements in the world where we exist, affecting the way we act in distinctive instances. Kotler and Keller (2006) capture this when they define an attitude as a man or woman's enduring beneficial or damaging opinions, emotions, and motion developments toward some object or concept. Most researchers are in agreement that attitudes are made out of three add-ons, influence, behavior and cognition, which consult with the character's feeling, the intentions to do something related to a perspective object and the advantage of that attitude object (Solomon, Bamossy, Askegaard, & Hogg, 2010). Concluding, Solomon et al. (2010) aver that the level of significance of each of the three accessories will range depending on the person's stage of motivation closer to the attitude object, and a conceptual model named because the hierarchy of results has been developed by angle researchers to explain the relative effect of the these add-ons within the angle formation.

Malik and Dubey (2013) based on Mahmoud (2012, p. 92) explain attitudes toward internet advertising as "a general predisposition to like or dislike advertising messages delivered online." Based on this premise, the disposition of consumers to mobile advertising implies the general inclination of a mobile advertising customer to like or be disinclined to advertising that comes by means of mobile phones, for example, telephones, tablet or Personal Digital Assistant (PDA).

The dependent variable of this study is Behavior Response toward mobile advertising. The American Marketing Association (AMA) explains behavior to be the glaring acts or actions of other people that can be noticed immediately. When behavior is explained with reference to consumers of products and services it is regarded as consumer behavior and it has been studied by scholars. Siyavooshi, Sanayei, and Fathi (2013) are of the view that the behavior response of purchasers to mobile advertising alludes to their readiness or unwillingness to get and send mobile advertising messages by means of their mobile phones. In the perspective of Pojon-Manari (2011), he declares that a mobile advertising that is supposedly appropriate to the needs of consumers will elicit a positive response from them.

Ling, Piew, and Chai (2010) opine that the acceptance of attitude toward advertising as a determinant of the effectiveness of an advertisement is due to the fact that it can be easily used to predict behavior. At the point when convictions about advertising change, attitude toward it changes as needs be. It will along these lines influence buying aim and practices (Wang, Sun, Lei, & Toncar, 2009). On another note, Kopanidis (2009) and Nairn and Berthon (2003) enthuse that personal value are in addition found to have positive association with attitude toward advertising.

Akin, Yeniçeri, and Demirela (2012) in their review found that addition in advertising esteem prompts uplifting state of mind shaped toward it. Equally when the attitude to advertising increases significantly it helps in diminishing the rate at which consumers avoid advertising. These findings are attesting to the fact that relationship exists among advertising value, attitude, and behavior (or reaction) to advertising.

Xu, Oh, and Teo (2009) in their study found that multimedia Location-Based Advertising (LBA) messages lead to more favorable attitude, increase the intention to use the LBA application, and have significant impact on purchase intention. The findings from the study carried out by Kim and Han (2014) revealed that personalization has a constructive relationship with education, believability, and diversion of the advertising message while having a negative relationship with irritation. Buy expectation is expanded by advertising quality and stream experience. Advertising value has a positive association with validity, diversion, and incentives. Stream experience is emphatically connected with validity, diversion, and motivations.

Blanco, Blasco, and Azorin (2010) in a study examined the impact of independent variables (stimulation, usefulness, advertising attitudes) and the parameter (mobile advertising attitude) on the dependent variable (expectation to acknowledge advertising) of the English and Spanish mobile phone clients. Finding showed that there was a positive relationship between independent and the

dependent variables. This finding indicates that there exists a noteworthy connection between attitudes and behavior response of consumers to mobile advertising.

Fishbein and Ajzen (1975) through their study whereby they examined the existing nexus among belief, attitude, intention, and behavior came up with the introduction of a model that confirmed that there was a significant relationship among behavioral intention, attitudes, and behavior. In other words, the model vouched that behavior can be predicted if the attitude is understood. That is to say that if the attitude is positive, the correspondent behavior will equally be positive.

Based on the discussions above, the researchers therefore hypothesize that:

H2: Attitudes towards mobile advertising has a significant impact on behavior response to mobile advertising.

2.4. Culture as a moderator between mobile advertising value, attitudes toward mobile advertising and behavior response toward mobile advertising

The concept of culture is so vast, pervasive, and complex hence its definitions are abundant depending on the ambience one looks at it. Triandis (2002) paints an easy, common and yet elaborate picture of culture by submitting that its likeness is to society what memory is to human beings. It refers to instruments and suggestions which will also be shared and transmitted to succeeding generations on account that they have been as soon as useful at some factor in time.

Hofstede (1994) sees culture as the collective programming of the mind which distinguishes one group or class of individuals from another. Ferraro (2002) describes culture as everything that people have, think, and do as members of their society. According to him this implies that the culture of a group of people manifests in what they possess (material or non-material); their thought (expressed or not expressed); and their actions and/or reactions.

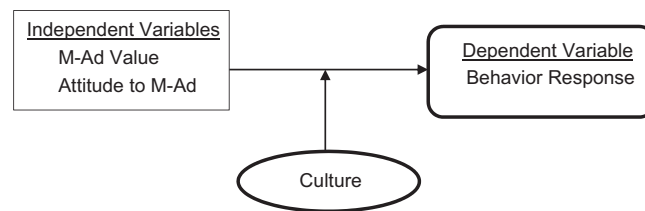
Choi, Joo Leeb, Sajjad, and Leec (2014) did a review with the point of perceiving factors that affect customer auras toward compact recommender systems and to take a look at how these parts work together with social qualities to impact perspectives toward this development. Taking into account the hypothesis of contemplated activity, conviction variables for mobile recommender frameworks are recognized in three measurements: utilitarian, logical, and social. The examination model was tried using information gathered in China, South Korea, and the United Kingdom. Findings revealed that both the practical and social components impact the attitudes of clients essentially toward mobile recommender frameworks. Similarly, the social measurements of cooperation cum instability evasion direct the connection between the conviction elements and mentalities customers have toward portable recommender frameworks in the three nations.

Hung and Chou (2014) mutually set out on a review with the aim of looking at the direct impacts of social measurements proposed by Hofstede on consumers' acknowledgment of mobile business. The study identified the social influences on the selection of mobile business taking into account the similar instances of Taiwan and Malaysia, in order to offer experiences to mobile administrators' worldwide. Utilizing Hofstede's five dimensions of culture as mediators in conjunction with Davis' Technology Acceptance Model (TAM), the results showed that three of the Hofstede's dimensions of culture—Uncertainty Avoidance (UA); Individualism (ID); and Long-Term Orientation (LT) have significant impacts on the two factors contained in TAM (i.e. Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) concerning the assignment desires of mobile business. In any case, the Power Distance (PD) and Masculinity (MA) have diverse impacts in Taiwan and Malaysia. These outcomes apart from supplementing the clarification of the innovation selection it also holds key ramifications for the worldwide development of portable administrators by underlining on neighborhood inclinations and their differentiation favorable circumstances.

Ijewere and Odia (2012) examined the impacts of cultural differences on the choice of product among Nigerians through a thorough literature review. They explored the important elements of culture among Nigerians (“family”; “language”; “ethnicity”; “religion”; “ritual and ceremonies”) as well as the five dimensions of culture proposed by Hofstede (“Uncertainty Avoidance”; “Individualism/Collectivism”; “Masculinity/Femininity”; “Power Distance”; “Long term/Short term Orientation”). In addition, the researchers discussed the implications of the cultural differences to marketers in terms of the four marketing mix variables. They found that the color of the product should be the one that is compatible with the culture of the target market. Regarding promotion, they said that the choice of medium to use to promote the product must be the one that can effectively reach the target market and it must not contain message that is not acceptable in the culture of the target market. As for pricing variable, the researchers enjoined marketers to take the economic conditions of the people into consideration before fixing prices of their products. Similarly, in terms of distribution, it is the submission of the study that marketers should not sell product that the culture of the target market forbid for instance selling pork or alcoholic drinks in the northern part of Nigeria is considered offensive to the Islamic religion which the vast majority of the people of that part practice. In brevity, the overall submission of the study is that the knowledge of the cultural differences that exist in Nigeria should be the guiding principle of marketers in that country in order to succeed as one size does not fit all.

Nayeem (2012) researched the contrasts between individualism-collectivism and consumer’s conduct in connection to vehicle purchases. He looked at some levels of the buyers’ decision-making framework and distinguished the conceivable varieties among individualist and collectivist purchasers and the way it impacts purchase decision. Outcome showed that there have been no variations in individualism determined between Australian and Asian respondents; however, there were differences in collectivism determined between these two businesses, such that Asian respondents scored better on collectivism. Equally, results showed that Asian shoppers are extra company aware and also their loved ones/associates influence their selection making. In contrast, Australian shoppers are not influenced by that rather their buying decision is based on the product information they receive from the internet. From the findings, it is obvious that there is a noticeable influence of cultural differences on the purchasing behavior of some consumers. Bathaee (2011) carried out a study where he investigated two culturally extraordinary international locations, Germany and Iran. Findings showed that cultural values have great effects on each implicit and explicit consumer’s behaviors. These impacts obviously range among countries and aren’t identical for all individuals. For example, cultural dimensions exhibit finest influences on the Iranian sample because in most high-context and eastern international locations, culture could also be regarded an inseparable part of existence and the historical past of many behaviors. This impact might also be rewarded in low-context western cultures, however could also be lower in stage. Evaluating these similarities and variations would help worldwide entrepreneurs to take into account great and virtually unknown remarks. It might also facilitate the communication to purchasers with different cultural viewpoints and for that reason improve exchange approaches. Usman, Ilyas, Hussain, and Qureshi (2010) studied the cultural influence on the overall mindset of Pakistanis toward advertising. Specifically, the study was aimed at investigating the cultural impact on the mind-set of human beings toward classified ads of manufacturers in keeping with product information, social integration and hedonism/pride, using power distance and masculinity as lifestyle dimensions. Discoveries demonstrated that social integration, product information, and hedonism massively affect attitude to advertising. Nonetheless, product record has no impact on attitude to advertising; though culture has a huge direct impact which reinforces the association among set up and autonomous factors. These outcomes will assist marketers in two important ways. In the first instance, it will enable them know how to promote their products in a way that is in consonant with the culture of their target market. Secondly, it is going to assist corporations to stratify their clients according to their behavior/attitude closer to commercial, which in turn will assist corporations to gain aggressive advantage and growth profitability. These findings like the findings from other studies done in other countries are a confirmation of the important influence that culture has on consumers’ behavior. Muk (2007) in order to verify whether or not cultural differences between nations have a significant effect on consumers’ adoption of SMS advertising conducted a research using respondents from two culturally different countries—Taiwan and United States of American. To

Figure 1. Research model.



be able to gain meaningful insight into the topic, the researcher utilized Hofstede's social independence/cooperation measurements to look at the possibility of culture having a noteworthy impact on people's aims to get SMS advertising. The propositions awarded on this study provide preliminary evidence that customers' cultural orientations embedded in their notion systems may just play an influential position of their decision-making tactics. The findings of this study uncovered that American purchasers' determinations on tolerating SMS advertising through their PDAs are solely established on attitudinal issues while Taiwanese shoppers' expectations to carry on are impacted by method for social standards tantamount to attitudinal causes. Kau and Jung (2004) in a conceptual study explored the relationship between culture and consumers' behavior. In order to make the study all-encompassing, the researchers used four dimensions from Hofstede's cultural dimensions and linked them to the various aspects of consumer behavior. The outcomes from the study indicated that there exists some consumers' consumption conducts which are related to culture. Also, it was confirmed that cultural differences have significant influences on consumers' behavior. The implication of these findings for marketers is that they should be aware of and take cultural differences into consideration especially when they are dealing with consumers from diverse cultural background.

As a result of the literature reviewed above we therefore hypothesize as follows:

H3: Culture moderates between attitudes to mobile advertising and behavior response of Nigerian youths towards mobile advertising.

H4: Culture moderates between the mobile advertising value and behavior response of Nigerian youths towards mobile advertising.

2.5. Conceptual development

See Figure 1.

3. Methodology

3.1. Sampling procedure

The population of this study is the Nigerian youths. Specifically, the samples studied are the Nigerian youths studying in the three main levels of tertiary institutions which are universities, polytechnics, and colleges of education. Therefore, samples were drawn from these three levels of tertiary institutions in both the northern and southern parts of Nigeria. The sampling frame for this study consisted of the 40 federal universities (National University Commission, 2015), 25 federal polytechnics (National Board for Technical Education, 2015), and 22 federal colleges of education in Nigeria (National Commission for Colleges of Education, 2015). From the original sampling frame of these federal government's tertiary institutions, a non-probability judgment sample of six was selected i.e. two universities, two polytechnics, and two colleges of education.

3.2. Data collection

The researchers used both primary and secondary data for this study. The secondary data used in this study were obtained from the review of relevant extant literature. The researchers obtained the primary data via questionnaires which were administered on the youths in the selected federal government tertiary institutions in both the northern and southern regions. A total of 384 students were sampled based on the recommendation of Krejcie and Morgan (1970) that a sample of 384 suffice

for a population of one million and above. Out of the 384 questionnaires distributed 296 questionnaires which represent 77.08% were used for analysis.

The questionnaire used was made up of five sections. Section A which measured the demographic profile of respondents contained seven items; Section B that measured mobile advertising value contained seven items adapted from Karjala, Lehto, Leppaniemi, and Jayawardhena (2008) and Bauer, Barnes, Reichardt, and Neumann (2005); Section C used to measure attitudes to mobile advertising contained eight items adapted from Haghirian and Madlberger (2007) and Taylor and Todd (1995); Section D which measured culture contained eight items adapted from Choi, Lee, and Kim (2006), Hofstede (2001); Usman et al. (2010) and lastly section E that measured behavior response contained nine items adapted from Melody, Tsang, and Ting-Peng (2004). Apart from the demographic, the questions in the other sections were measured on a five-point Likert scale of 1-Strongly Disagree; 2-Disagree; 3-Neutral; 4-Agree and 5-Strongly Agree.

3.3. Data analysis

As a quantitative research, the researchers used Statistical Package for Social Science (SPSS) and SmartPLS to analyze the primary data collected. SPSS version 20 was used to analyze the data about the demographic profile of the respondents while Smart PLS 3.2.6 (Ringle, Wende, & Becker, 2015) was the main tool used to do the inferential statistical data analysis.

3.4. Ethical considerations

To ensure compliance with ethical standard, the researchers in this study took some steps. In the first instance the researchers ensured that all the respondents took part in the survey out of their own free will i.e. the respondents took part voluntarily without coercion of any sort. Secondly, the researchers ensured the protection of the privacy of the respondents by not asking them to write their name on the questionnaire and also by giving assurance not to make the given information available to those who do not have direct involvement in the study. Equally is the strict adherence to the principle of anonymity which essentially means that the participant remained anonymous throughout the study. In the opening statement of the questionnaire, assurance was given that the study was for pure academic purposes. Lastly, to avoid coming to a misleading conclusion cum recommendations unsubstantiated by the findings, the researchers subjected the construct to validity and reliability tests which is reported in Table 2.

4. Data analysis and results

4.1. Analysis of demographic profiles of respondents

Table 1 shows the demographic profile of the 296 respondents that took part in the study. Results show that for the gender distribution male respondents were 172 representing 58% while female respondents were 124 representing 42%. For age distribution those within 21–25 age brackets were in majority with 110 respondents which represents 37.3%; those within 31–35 age brackets were the minority with only 48 respondents representing 15.9%. These two findings imply that there are more male in the tertiary institutions sampled than female and also about the age advertisers need to pay particular attention to those within the age of 21–25 as they are going to be the future consumers. As for marital status, the singles among them were 222 representing 75%; the married ones were 54 representing 18.4% while those who do not belong to either group were 20 which represent 6.6%. This implies that majority of the respondents prefer to complete their studies before getting married. Regarding the tribes of the respondents, the Yorubas were in majority with 103 respondents which represents 34.9%; followed by the Hausas which has 95 representing 32.1%; in the third place were the Igbos which had 58 respondents that represents 19.6%; those from other tribes were 40 which is equivalent of 13.4%. Concerning the level of education of the respondents, it was shown that 210 of them representing 70.8% were studying in the university followed by 44 representing 15% who were studying in the college of education; lastly 42 of them which represent 14.2% of them were polytechnic students. This may be as a result of the preference that majority of the youths in Nigeria have for university over other tertiary institutions. As for the economic status of the

Table 1. Analysis of demographic profiles of respondents

Variable	Item	Frequency	Percentage (%)
Gender	Male	172	58
	Female	124	42
Age	15–20	57	19.4
	21–25	110	31.3
	26–30	81	27.4
	31–35	48	15.9
Marital status	Single	222	75
	Married	54	18.4
	Others	20	6.6
Tribe	Hausa	95	32.1
	Igbo	58	19.6
	Yoruba	103	34.9
	Others	40	13.4
Level of education	University	210	70.8
	Polytechnic	42	14.2
	College of education	44	15
Family economic status	Poor	60	20.4
	Average	138	46.5
	Above average	70	23.5
	Rich	28	9.6
Frequency of receiving mobile advertising	Daily	154	52
	Twice a week	36	12.3
	Fortnightly	40	13.6
	Once a month	24	8.1
	When I need to	42	14

respondents' family, those from average income family were in majority with 138 representing 46.5% next is those from above average income family with 70 representing 23.5% this was followed by those from poor family who were 60 which represent 20.4% those from rich family were last as they are just 28 which represent 9.6%. This implies that families with average income prefer sending their children to government tertiary institutions due to affordability. The last item on the demographic profile of the respondents is the frequency at which the respondents receive mobile advertising messages on their phones. Those who receive it daily were in majority with a total of 154 representing 52%; coming next are those who receive it when they need it, they were 42 representing 14%; those who receive it fortnightly were 40 representing 13.6% while those who receive it once a month were 24 which is equivalent to 8.1%. This indicates that majority of the respondents have adopted and accepted mobile advertisement as an innovation hence, advertisers should use this as an opportunity to put their advertisements across.

4.2. Inferential statistics data analysis

The inferential statistical data analysis in this study was done with SmartPLS 3.2.6 (Ringle et al., 2015). The two-step approach involved in the analysis of research models through the PLS-SEM i.e. the assessment of both the measurement and the structural model was evaluated (see Figure 2).

Table 2 displays the results for both the structural model and the measurement model. The reliability of the constructs was assessed via both the Composite Reliability and Cronbach alpha

Figure 2. Assessing the measurement model.

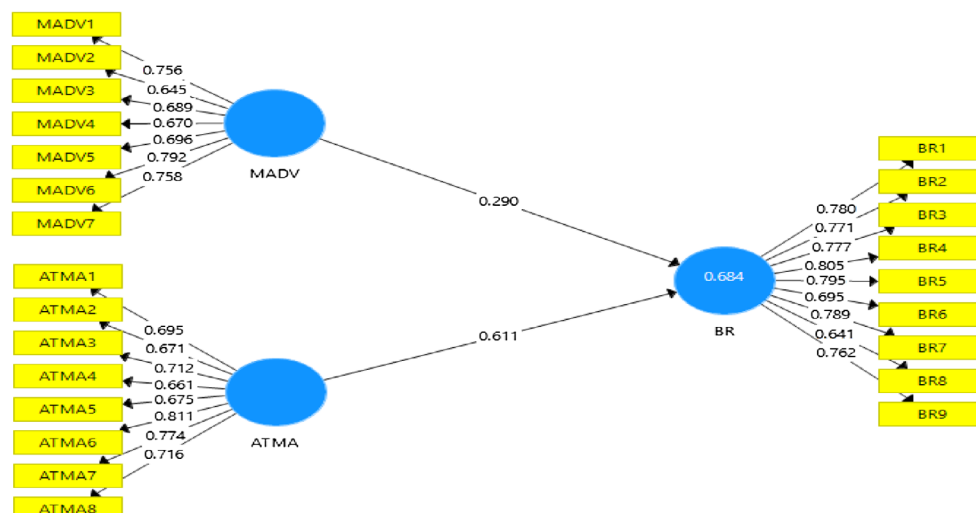


Table 2. Construct validity and reliability

Constructs	Cronbach alpha	Composite reliability	AVE	R^2	R^2 adjusted	Q^2
ATMA	0.863	0.893	0.513			
BR	0.907	0.924	0.576	0.684	0.682	0.363
MADV	0.841	0.880	0.514			

techniques. Both techniques show that the constructs are reliable because they met the acceptable threshold of 0.7 and above (Hair, Hult, Ringle, & Sarstedt, 2014, p. 101; Nunnally, 1978).

In addition, the average variance extracted (AVE) criterion was used to evaluate the Convergent validity of the constructs. The AVE values above 0.5 for all the constructs as shown in Table 2 indicates the establishment of Convergent validity in line with the Fornell and Larcker (1981) and Bagozzi and Yi (1988) criterion.

Furthermore, Discriminant validity was assessed through the HTMT criterion. The results as shown in Table 3 indicate that the measurement model attained a large discriminant effect since the HTMT values are below the 0.9 threshold which is used for assessing discriminant validity through the HTMT (Henseler, Ringle, & Sarstedt, 2015).

Moreover, the coefficients of determination (R^2) values are shown in Table 2. The R^2 indicates the effects of all the exogenous latent variables on an endogenous construct (Hair et al., 2014, p. 174). The collective effect of ATMA and MADV on BR is 0.682. This means Attitude toward Mobile Advertising and Mobile Advertising Value explain 68.2% of the variance of behavior response to Mobile Advertising. Thus, the model has a moderate predictive quality.

Additionally, the model's predictive relevance which is represented as Stone-Geisser's Q^2 value (Geisser, 1975; Stone, 1974) was assessed through the Blindfolding procedure. The Q^2 value of 0.363 as shown in Table 2 implies the model has a predictive relevance (Hair et al., 2014, p. 183).

Table 4 displays the effect sizes of the individual exogenous latent variables on the endogenous constructs. f^2 values of "0.02, 0.15, and 0.35", respectively, represent "small, medium, and large effects" of the endogenous construct as noted by Hair et al. (2014) and Cohen (1988) guidelines.

Table 3. Discriminant validity—Heterotrait–Monotrait (HTMT) criterion

	ATMA	BR	MADV
ATMA			
BR	0.890		
MADV	0.753	0.776	

Table 4. f^2 effect sizes

Paths	f^2	Effect sizes
ATMA → BR	0.695	Large
MADV → BR	0.156	Medium

In this study, Attitude toward Mobile Advertising emerged as having the strongest effect on Behavior response to Mobile Advertising with an f^2 value of 0.695. In addition, Mobile Advertising Value has a moderate effect size on Behavior response to Mobile Advertising with an f^2 value of 0.156 (see Figure 3).

To test for the hypotheses, the Bootstrapping method was used. Results from Table 5 show that the path relationship between ATMA → BR ($\beta = 0.611$, $t = 14.107$) is significant. Likewise, the path relationship between MADV → BR ($\beta = 0.290$, $t = 5.921$) is significant. Therefore, hypotheses H1 and H2 are accepted.

4.2.1. Moderation effects

To determine whether Culture moderates the relationship between Attitude toward Mobile Advertising and Behavior response to Mobile Advertising as well as Mobile Advertising Value and Behavior response to Mobile Advertising, the Product indicator approach (Hair et al., 2014, p. 267) was used. With this approach, Hair et al. (2014) noted that researchers must first extend their original model by including the moderator variable, draw a path to link the moderator variable to the dependent variable, and assign indicators to the added newly moderator variable. They explained further, the next step is to include the interaction term which SmartPLS 3.2.6 (Ringle et al., 2015) offers as an automatic option with the product indicators.

Figure 3. Research model showing the bootstrapping results (without the moderation).

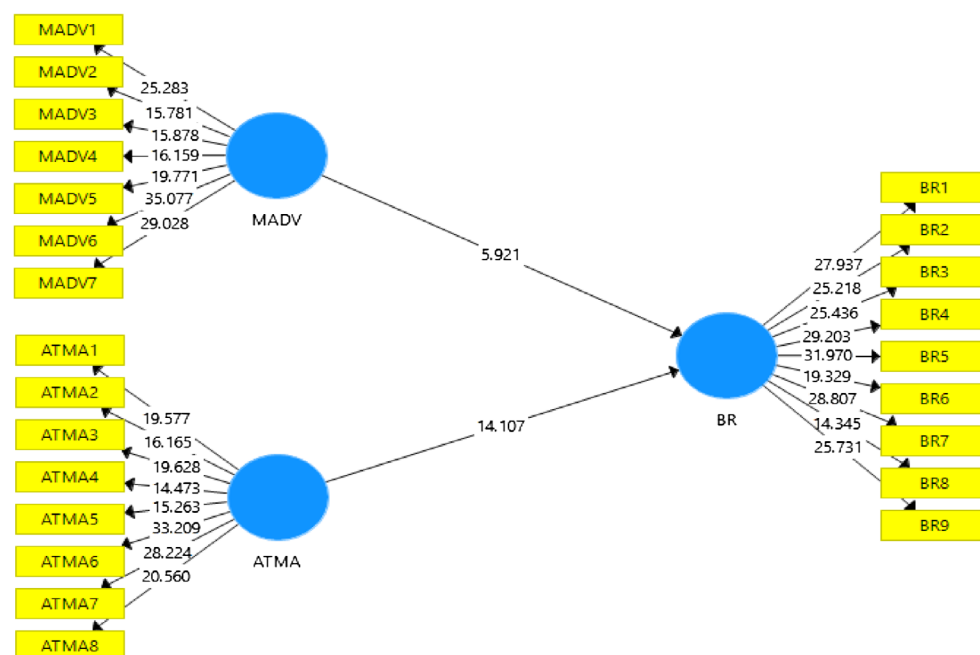
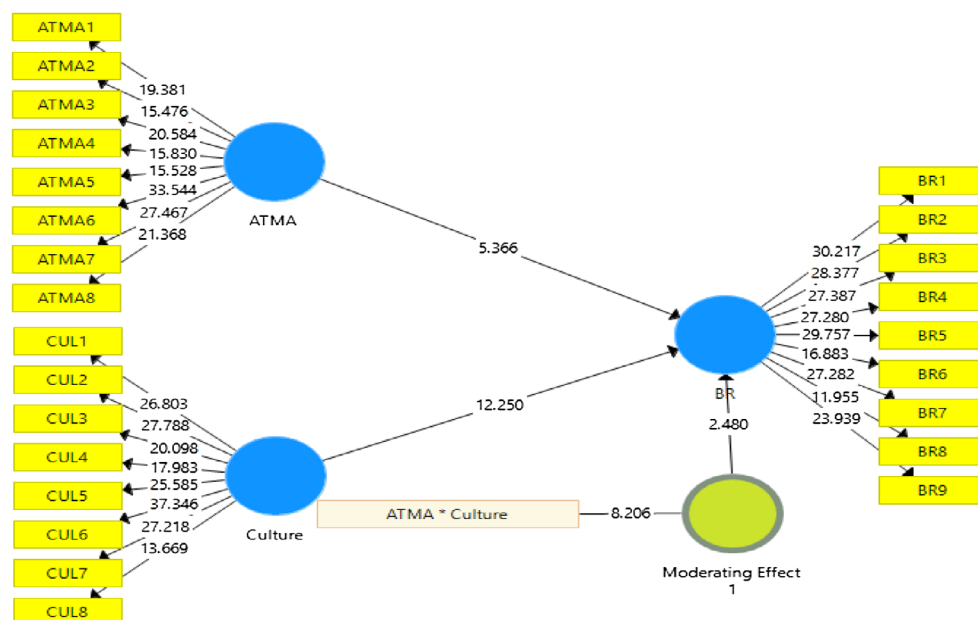


Table 5. Path coefficients (hypotheses testing without moderation effects)

Paths	Beta	t-values	Supported?
ATMA → BR	0.611	14.107	Yes
MADV → BR	0.290	5.921	Yes

Figure 4. Moderation effects of culture on the relationship between ATMA and BR.



The moderation effects of Culture on the relationship between ATMA and BR, and that of MADV and BR were assessed separately.

As shown in Figure 4, and per the guidelines of Hair et al. (2014), the intervening variable Culture (together with its indicators) used as a moderator in the newly created model, was linked structurally to the dependent variable, BR. Then with the right click of the dependent variable BR, Culture was specified as the moderator variable, ATMA as the predictor variable, and the Calculation Method specified as 'Product Indicator'. A click of "Ok" button results in SmartPLS 3 (Ringle et al., 2015) including the interaction term 'ATMA*Culture' in the structural model as shown in Figure 4. The bootstrapping method was then used to assess the relationship between the new structural models.

The results of the moderation effects of culture on the relationship between Attitude toward Mobile Advertising and Behavior response to Mobile Advertising are shown in Table 6. The Moderating Effect 1 → BR ($\beta = 0.039$, $t = 2.480$) is significant. This indicates that Culture indeed moderates the relationship between Attitude toward Mobile Advertising and Behavior response to Mobile Advertising.

Table 6. Moderation effects (ATMA → BR)

Path	Beta	t-values	Supported?
ATMA → BR	0.286	5.366	Yes
Culture → BR	0.618	12.250	Yes
Moderating effect 1 → BR	0.039	2.480	Yes

Figure 5. Moderation effects of culture on the relationship between MADV and BR.

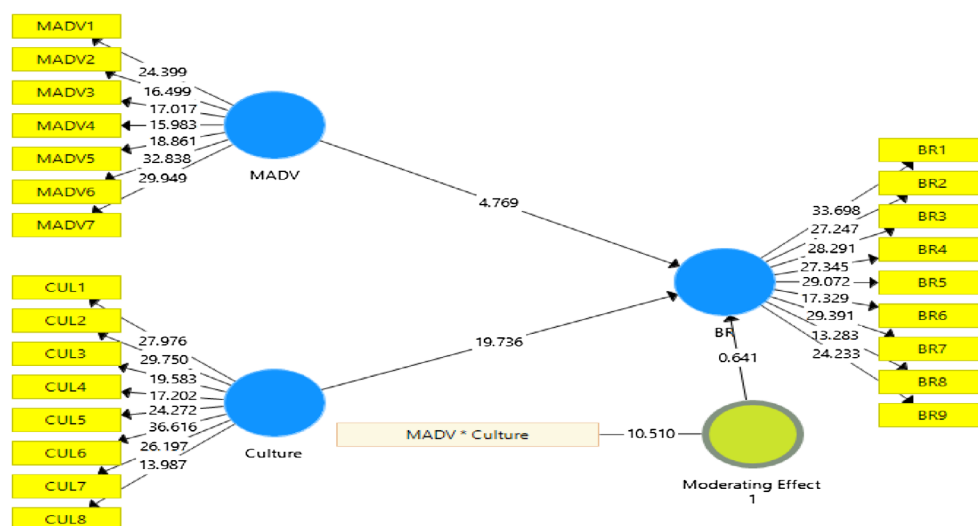


Table 7. Moderation effects (MADV → BR)

Path	Beta	t-values	Supported?
Culture → BR	0.722	19.736	Yes
MADV → BR	0.210	4.769	Yes
Moderating effect 1 → BR	0.016	0.641	No

Also, as shown in Figure 5, and per the guidelines of Hair et al. (2014), the intervening variable Culture (together with its indicators) used as a moderator in the newly created model, was linked structurally to the dependent variable, BR. Then with the right click of the dependent variable BR, Culture was specified as the moderator variable, MADV as the predictor variable, and the Calculation Method specified as “Product Indicator”. A click of “Ok” button results in SmartPLS 3.2.6 (Ringle et al., 2015) including the interaction term “MADV*Culture” in the structural model as shown in Figure 5.

Also, the bootstrapping results of the moderation effects of culture on the relationship between Mobile Advertising Value and Behavior response to Mobile Advertising are shown in Table 7. The Moderating Effect 1 → BR ($\beta = 0.016$, $t = 0.641$) is not significant. This indicates that Culture does not moderate the relationship between Mobile Advertising Value and Behavior response to Mobile Advertising.

5. Discussion of findings/implications

This study examined the behavior response of the Nigerian youths toward mobile advertising. In order to gain deeper insight into how the youths in Nigeria react to mobile advertising, three important factors (mobile advertising value, attitude to mobile advertising, and culture) were examined hence four hypotheses were tested. Findings showed that the mobile advertising value and the attitudes of the youths toward mobile advertising have direct and significant influence on their behavior response to mobile advertising. These findings are in agreement with previous studies such as Koury and Yang (2010), Ashraf and Kamal (2010), Radder, Pietersen, Wang, and Han (2010), Jong and Sangmi (2007), Drossos et al. (2013), Yang and Zhou (2011), Rettie et al. (2005), Okazaki (2004) and Churchill and Iacobucci (2005). The first implication of these findings to advertisers and advertising agencies in Nigeria is that it is imperative for them to find out what the youths value most in mobile advertising and as such they should include them in the advertising messages they put across to them via their mobile phones. Enriching mobile advertising messages with elements that are of great values to the Nigerian youths will no doubt satisfy their needs hence such advertisements will enjoy positive responses from them. This is corroborated by Doole and Lowe (2008, p. 75)

when they submit that “The values consumers from different countries place on things such as time, achievement, work, wealth and risk-taking will seriously affect not only the product offered but also the packaging and communication activities”. In the second place, the findings point to the importance of gaining favorable attitudes from the youths toward mobile advertising. This is necessary as Ying and Shaojing (2010) in their study found that an attitude to online advertising is a significant predictor of consumer responses to it. Hence, with the finding from this study it means that advertisers and advertising agencies should pay important attention to gaining a favorable attitude of the consumers toward the advertisement messages they put across via mobile phones. With the above findings, both hypotheses 1 and 2 were supported.

Discoveries from the moderating test 1 which is hypothesis 3 showed that there was a moderating effect of culture between attitude to mobile advertising and behavior response toward mobile advertising. By that hypothesis 3 was supported thereby concurring with the findings of previous studies such as Choia et al. (2014), Hung and Chou (2014); Nayeem (2012), Ijewere and Odia (2012), Bathaee (2011), Usman et al. (2010), Muk (2007) and Kau and Jung (2004) which found that culture plays a vital role in influencing consumers’ attitudes and behaviors. The implication of this finding is that it is pertinent that advertisers should endeavor to incorporate cultural elements into their mobile advertising messages. Doing this will make consumers identify with the message hence they will be favorably disposed toward it.

On the contrary, findings from the moderating test 2 which is hypothesis 4 showed that culture does not moderate between mobile advertising value and behavior response toward mobile advertising; hence hypothesis 4 was not supported. This is an interesting finding because it has brought up a new challenge to advertisers that valuable elements that are peculiar to an innovation like mobile are enough to elicit a positive response to a commercial message put across through it. This finding implies that advertisers should look beyond culture in order to moderate the relationship between mobile advertising value and behavior response to mobile advertising. They need to explore the various technological methods that the youths are passionate about and make sure they leverage them to get favorable attitude and positive behavior response from them.

6. Limitations and suggestions for future studies

One of the limitations of this study is the fact that the researchers broadly divided Nigeria to north and south to enable them get samples from the two. However, Nigeria is made up of six geo-political zones maybe using this criterion would have enabled the researcher get more all-encompassing respondents which would have guaranteed more representations of youths from different parts of Nigeria. In the second place, the study’s limitation can be observed in the aspect of the number of the independent variables examined, although these are the commonly examined but maybe the scope of the study would have been more widened if more independent variables were included.

Sequel to the limitations highlighted above it is hereby suggested that future researchers should endeavor to sample youths from the six geo-political zones of Nigeria. Nigeria is made up of people from diverse culture, religions and parties it would be interesting to get the views of the youths from the various geo-political zones.

Furthermore, future research should widen the scope of this topic by examining more independent variables instead of the only two examined in the present study; examination of more independent variables might reveal new and interesting findings about the youths’ attitudes and behavior response to mobile advertising. Finally, the present study is a quantitative one, therefore it is suggested that future research in similar topic be done using either qualitative or mixed methods. It is believed that using either of the suggested methods may likely bring forward more interesting findings which may contribute to the body of knowledge.

7. Conclusion

Results emanating from this study showed that mobile advertising value and attitude impact positively on the behavior response of the Nigerian youths to mobile advertising. Also while culture was found to moderate between attitude and behavior response the opposite is the case for mobile advertising value. What can be deduced from this is that mobile advertising practitioners in Nigeria can gain more patronage for their products and services from the Nigerian youths if they can improve on the issues that engender and enhance value, attitude, and culture. This is so because those factors have been found to have meaningful impacts on the way the Nigerian youths react to mobile advertising.

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