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SMARTPHONES ADVERTISING: EXAMINING THE ROLE OF ADVERTISING VALUE AND FLOW EXPERIENCE ON CONSUMER PURCHASE INTENTION

Shumaila Kashif[1], Abeera Qazi[2]

Abstract
Rapidly changing the world of media has evolved the communication strategies for brands. They now revolve around when, where, and whatever methods or devise consumers used. Digital technologies and smartphone devices form a distant link of one-on-one connection to influence consumers and increasingly being considered a potent medium of communication. According to Statista 2019, smartphone penetration as share of relationships in Pakistan will reach 51% by 2020. With the growing smartphone market, new opportunities are possible for marketers. These smartphones can be used as a medium of contact with potential customers. This study aims to find out what are the factors that make the smartphone advertising persuasive to influence customer purchase intention. In particular, it will examine the role of advertising value and flow experience on purchase intentions. Theoretical underpins of this research are built on the web advertising model of Ducoffe (1995) and the flow experience theory of Csikszentmihaly. Advertising value antecedents (informativeness, irritation, and entertainment) explains what makes an advertisement valuable, whereas flow experience theory addresses the psychological state of an individual. All constructs comprising of 29 items were adopted from literature and were measured using a seven-point Likert scale, for profiling data included gender, age, education, and job. A sample size of 384 respondents was collected through online questionnaire administration via google docs. Data were analyzed through PLS-SEM to examine the causal relationship for the estimation of measurement and structural model. The results of this study revealed that both advertising value and flow experience have a significant impact on purchase intention. The finding of this research will help marketers, brands to develop the type of communication that pays effect over the purchase intention of the potential customer.

Keywords:
Smartphone Advertising, Purchase Intention, Advertising Value, Flow Experience.

Introduction

The era of smartphones has made it easier to connect with anyone, anywhere, and anytime you need. Marketers are also looking forward to contacting potential customers virtually by using the simplest things of daily life routines (Grewal et al., 2016). In the year 2017, smartphone advertisement spending was grown by 75%, which shows that all the essential marketing funding is now diverting towards the virtual system instead of the traditional marketing techniques (Koetsier, 2018). These stats make us predict that this global shift within marketing spending will make an effect over the future domestic market, and we need to start working over the gap that is available within the Pakistani market. Smartphones are becoming a new necessity in people's lives, be it private or professional tasks; everyone feels bound to use this technology (Derks et. al., 2016). This also leads the curiosity that at what extent smartphones affect the decision making among people in a particular situation. With this unpredictable growth in the market of smartphones, researchers are eager to conclude the factors that attract customers and unleash the causes that determine the motivation of a person to change the daily life decision they make (Wang & Sun, 2010).

Pakistan Telecommunication Authority (PTA) report in 2017, almost 42 million people are using smartphones as compared to the total market of 140 mobile phone users in the country. With nearly 90 million unique subscribers, which accounts for 47% of the total population of Pakistan, the mobile industry is flourishing at a rapid rate. This quick adaptability can be seen by the acceptance of 3G technology by the Pakistani market within just two years of span. In 2014, 3G was introduced in the Pakistani market, and almost 75% of subscribers had adapted this service by 2016 (Country overview: Pakistan A Digital Future, 2017). This highlights that more than half of the mobile phone subscribers are using a phone with the internet. According to the Mobile Marketing Association (2008), it is a form of advertising that transfers messages to users via mobile phones or other wireless communication devices like tablets and smartphones.

[1] SZABIST, Karachi
[2] Digitz Pvt. Ltd. Karachi

Figures show that out of 152 Million cellular subscribers, almost 73 Million use 3G and 4G enabled smartphones (Pakistan Telecommunication Authority, 2019). According to a report by the Pakistan Advertising Society, 72% of mobile phone users use the smartphone as their primary phone and use it for daily usage and tasks (Pakistan Advertising Society, 2018). These usage patterns of smartphones by Pakistani customers have given us a deep insight into the upcoming trends that are already flourishing in the international advertising market.

These devices let you target the potential customers with purely customized data regarding background (Nwagwa et al., 2016). It also enables the medium for decision-making as the customer already receives information like price, color, etc. This way, they have made up their minds to buy a particular product even before they see it in real (ibid).

Over the last three years, the usage of smartphone penetration has gone up by 30% in the Pakistani market (Ahmed, 2017). For brands, communicating their message to the target audience through smartphones has become an integral part of marketing communication. These brand messages work very differently than other marketing mediums, and it is changing the way people purchase. According to Kim & Han (2014), smartphones advertisement plays a crucial role in the decision-making process for the consumer. Scholars have continuously been asking to widen horizons to see and predict the human behaviors towards the smartphone advertisement (Martins et al., 2016). Besides, it provides valuable insights into how smartphone advertisement works with consumer purchase intention and the best communication strategies for brands in the market. The role of smartphone advertisement is increasing as the users are increasing; this tells us the new generation is going to explore more possibilities in the field of advertising (Hsu & Lin, 2015). This study investigates the impact of informativeness, credibility, entertainment, irritation, and incentive on advertising value and flow experience and purchase intentions.

Literature Review

The usage of social media sites is increasing among the young aged audience, which allows marketers to use this platform as a touchpoint. These mobile phones are becoming highly acceptable and individualized communication tools that let marketers have a medium to grab a chunk that they want to target (Grewal et al., 2016). All the types of social media sites gauge the information of millions of people as per where they go and where they eat and what advertisement they see and prefer to interact with (Wang & Sun, 2010). Beyond just a simple message regarding a new arrival of new products available in the market, brands are going for interactive ways to handle the audience with the much more modern technology (Haque, 2018). However, the medium that connects them is the smartphone, and they need more in-depth insight into how to make a different type of advertising message according to the audience preferences. Few factors still matter that triggers the audience's attention much more (Grewal et al., 2016). This means we can use these mediums but need to take care of the factors that pay a lot of impacts to make the message heard by the audience. Many studies tried to conclude the attitude and acceptance of smartphone advertising (Nwagwu & Famiyesin, 2016).

The theoretical underpinnings of this research are based on the web advertising model of Robert H. Ducoffe (1995). It was introduced in 1995 to get a more in-depth insight into advertising value. Ever since researchers are using this theoretical model to gain insights into the relationship between the variables that affect the adverting value (Kim & Han, 2014). Ducoffe worked over the product's value made in the customer's mind while shopping, or specific behaviors that lead the person towards a new product or service choice (Ducoffe, 1995). This consumer response is mainly affected by the following variables like informativeness, credibility, entertainment, irritation, and incentivize. Through this model, we will get understandings of the Pakistani consumers when they interact with the particular communication piece by the brand over the smartphone (Verhoef et al., 2017).

The very first factor from the Ducoffe (1995) study is informativeness; it describes the ability of the brand message to inform consumers regarding the new product or service. Informativeness increases the information of the targeted audience and decreases the doubt of deceptiveness (Ducoffe, 1995). This also applies to the brands that are new in the market and want to spread awareness regarding their products. The marketers use smartphones as the touchpoints, where they share the information regarding new arrivals, sales, discounts, and other related to their products and services.

This factor will evaluate that level of informativeness is essential for altering the overall purchase intention of an individual. Kim and Han (2014) described the informativeness as the factor that contributes towards the advertising value and flow experience of a customer, where they interact with an advertisement on their smartphones (Kim &

Han, 2014). The individuals repeatedly place higher value to the brand from which they hear a lot and think of that as a liable and credible one when making a purchase. Also, this clears away any doubts of deceptiveness and influences the advertising value overall (Ducoffe, 1995). Thus, this makes the variable the most important one to explain the underneath behaviors of a person related to information he or she gets regarding a product or service. According to the culture, the hesitation depends upon the audience that which product they think is deceptive and is not providing the correct and timely information to the audience (Wang & Sun, 2010).

H1a: Informativeness has a positive and significant effect on advertising value.
H1b: Informativeness has positive and significant with flow experience.

The second variable from the model is credibility, which depicts the positive perception of the consumer for a brand. In an advertising context, credibility is when your brand message is diverting, enjoyable, and fun to watch (Ducoffe, 1995). The people get so much information on their smartphone daily that many of them ignore it by having a glance over it (Grewal et al., 2016). When we receive any message by the brand over our smartphones, it depends on the way it is, if it is attractive, grabs attention, and you like to watch it. Credibility inspires the belief of your customer; this credibility can be explicit or implicit according to your brand image (Nwagwu & Famiyesin, 2016).

This also pays impact in the future when you get in touch with the product, and you will remember the message only if you interact well with it. This credibility directly affects the advertising value and flow experience (Sinkovics, Pezderka, & Haghirian, 2012). As the value of a product in the view of a consumer increases when they have liked the message by brand, also the flow experiences which grabs the attention and makes the consumer recall the same thing when they interact with the brand next time. Consumers are susceptible to the information they are watching; one may like to interact with it and remembers your brand while others hate it and develop a negative image in mind (Kim & Han, 2014). Building the trust factor is a very critical process for any brand, this trust not only triggers the first purchase, but it also pays impact over the upcoming purchase intention (Nwagwu & Famiyesin, 2016).

H2a: Credibility has a positive and significant impact on advertising value.
H2b: Credibility has a positive and significant impact on flow experience.

The last variable is entrainment, which refers to the level of positive influence on a brand message. There is a particular type of brand message that is attached to the product. We must use the same word across all platforms while campaigning for a product (Haque, 2018). Entertainment can increase the advertising value of a product and leads toward a better generation of sales because it is the only way that puts the recall decision in your consumer's mind. Also, it progresses the flow experience that leads towards the purchase intention (Ducoffe, 1995). The entertainment can also be in the form of video, music, voice, and picture. Smartphones are the best source to share this form of data with your customers, that too, is an inexpensive, more natural way (Nwagwu & Famiyesin, 2016). This way, the customer feels delighted and release the emotional enjoyment that makes entertainment more crucial factor for smartphone advertisement (Nwagwu & Famiyesin, 2016).

H3a: Entertainment has positive and significant impact on advertising value.
H3b: Entertainment has a positive and significant impact on flow experience.

The next variable is irritation, which depicts the level of annoyance or frustration by a consumer when they see an advertisement by a brand over the smartphone (Ducoffe, 1995). The message must be personalized according to your targeted audience. The fact that any endorsement receives a backlash from the same audience which they target, it only happens when the brand message is not according to the customer's need (Kim & Han, 2014). Now what customers need is a brand message that is interactive and enjoyable. If it is not interactive, it will be avoided by the audience or can be worse. This worse situation is caused by irritation, which can decrease the advertising effectiveness overall (Sinkovics, Pezderka, & Haghirian, 2012).

H4a: Irritation has positive and significant impact on advertising value.
H4b: Irritation has a positive and significant impact on flow experience.

Incentivizes is the variable that is mostly used by the marketers to make their brand message recalled for the audience. When you receive a message by any brand with a particular incentive with it, you are most likely to save it, remember it, or even share it with others (Kim & Han, 2014). According to Ducoffe (1995), incentivize increases the value of

advertising for any product or service in the eyes of the audience. Sometimes these incentives are given to the consumer when they agree to receive an advertisement (Grewal et al., 2016). The motivation can be a reward at that moment, as it can be a virtual reward that can be redeemed when you purchase a particular product in the future. This strategy is useful for push marketing strategies for a new product that is evolving in the market. This incentivize also impacts the flow experience as it makes you interact with the particular brand message and also gives you some incentive that you like or you are interested in (Sinkovics, Pezderka, & Haghirian, 2012). These incentives can include a coupon, a sale message, or share-to-win type of situation for the customer.

H5a: Incentives has positive and significant impact on advertising value.
H5b: Incentives have a positive and significant impact on flow experience.

Advertising Value

The advertising value of a product is subjective to the comparative worth of advertising to the targeted consumer (Ducoffe, 1995). Here we are talking about the underlying commodity we use in daily life when picking it up from the shelf. We already have a perception in mind regarding that product. No matter we saw a billboard or a television commercial, it will go one way or another shape our purchase intention towards that product (Wang & Sun, 2010). This study specifies the factors that revert the purpose of purchasing a product when they see the brand message through smartphones.

Advertising value is conceptualized as the response we will receive when they see an advertisement over their smartphones. The product value in general terms is derived when the customer achieves the moment of truth where he gets in direct contact with the product. Still, as the technology is minimizing the gaps day by day, now we have the happiest moment of truth virtually. Here the customers get the information and make mind accordingly to purchase it or not (Sinkovics, Pezderka, & Haghirian, 2012.

H6: Advertising value positively and significantly affect purchase intention.

With increasing smartphones in Pakistan's market, brands are trying to target the customer through this medium but forgetting the sensitivity of the customers towards the information they are receiving (Haque, 2018). The accomplishment will be when the right customer is targeted by the right message by the brand. This model will open a way for the marketers to understand the factors, what irritates the customers or makes them happy, and increases their information by summarizing the results. For example, we earlier described the role of informativeness in our model; here, we will see how the informativeness shapes the advertising value in the perception of the particular customer and how it impacts the purchase intention of a customer. (Sinkovics, Pezderka, & Haghirian, 2012).

Flow Experience Theory

In this model, we used the flow theory introduced in 1989 by Csikszentmihalyi and LeFevre. In this theory, flow denotes the state of mind or experience when a person performs with total participation or involvement within a particular activity. The person absorbs himself within an activity and feels in control of the environment. According to Csikszentmihalyi and LeFevre (1989), "These goals lead towards a right goal, response, challenges corresponding skills, attention, focus, control, loss of self-consciousness, change of time, and the autotelic nature of an activity by a person."

This study was further explored by Novak and Hoffman (2009) to discover what trends are gauging in the web market. The research focuses on the attention of the audience towards the new web market, which was still new to the audience, and they wanted to check if it impacts the interest, concentration, and transformation of an individual by focusing on the web flow.

H7: Flow experience positively and significantly affect purchase intention.

From the last 20 years, many researchers tried to work over this wide variety of different activities and measured it by using this model (Novak and Hoffman, 2009). This model briefly describes the behaviors of the individual by operationalizing the flow of activities related to a particular task (Novak and Hoffman, 2009). We attempt to measure the activity of an individual over a smartphone, and the level of flow in terms of perception is built in their mind regarding the advertising they see in daily routine over their smartphones. Kim and Han used the same flow model in (2014) to predict the purchase intention of the individuals within South Korea's mobile advertising market. They

measured the individuals that use smartphones as their primary phone in daily use. They predicted the decision they make while purchasing by combining the Ducoffe's (1995) and Flow Experience model.

The Notion of Purchase Intention

When the customer is inside enormous store information is triggering their perception, but the one that is already in their mind shapes the decision and leads towards the final purchase (Martins et al., 2016). Purchase intention is the plan or is willing to purchase a specific product in the future. The future purchase is phenomena one where you already have an influencing perception about a brand in your mind, and when the moment of truth arrives, that information in the back of your mind triggers you to purchase that stuff (Kim & Han, 2014). Zubcsek, Katona, and Sarvary (2017) summarize the purchase intention as the supporting intention that provides the customer represent a product more preferable. Smartphones better send these offers for timely reach. Here people's routine is set by different determinants; these determinants keep them busy for the time being, and they might not get the right time to interact with any other type of marketing message sent by the brand (Ducoffe, 1995). While smartphones are becoming so essential part of the human life that we can't ignore the importance that people carry these personalized machines where ever they go.

Our theoretical framework, as shown in Fig.1 is based on Ducoffe (1995) web advertising model and flow experience. Through this we will see the how advertising value and flow experience is influenced by the factors like (1) informativeness; (2) credibility (3) entertainment; (4) irritation; and (5) incentives. With that, we will investigate how advertising value and flow experience effect over the purchase intention of a consumer.

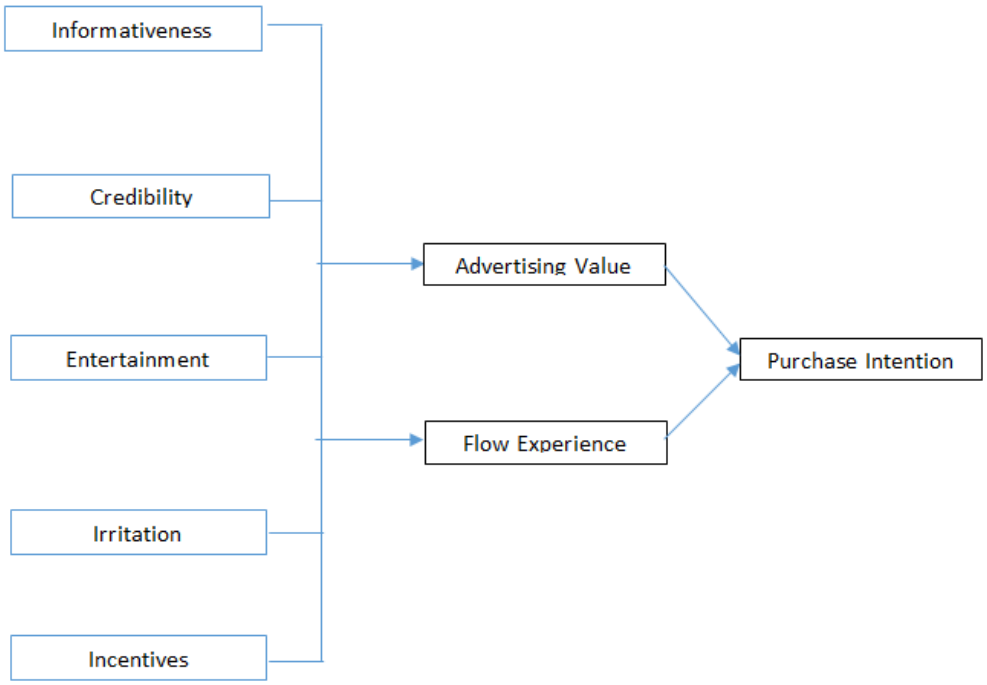

Figure 1. Conceptual model

Methods and Sources

Primary data was collected from the real-time smartphone user. Items for all constructs were adopted from literature and were measured through seven-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (7). We have taken this scale as it's highly considered to extract the attitudes and behaviors of any individual (Gliem & Gliem, 2003). To ensure the validity, the constructs were slightly modified to suit the local context with the help of the subject and research expert. Five questions were asked for demographic, Gender, Age, Qualification, Phone Usage, and Employment status. The responses were collected through web interaction and was uploaded on google docs.

Before the data collection pilot study was conducted on 25 respondents personally administered, followed by slight adjustments made from the comments on the content and structure of the questionnaire. Target, population was not easy to calculate. It was assumed to be three million and a sample size of 348, according to Rea & Parker (1992). Non-probability, convenient based sampling was used for data collection. After scrutiny, some responses were discarded, and a total of 78% response rate (299 responses) were available for analysis. As the study was about users of smartphones who had been a recipient of mobile advertisement; hence, one question was included to ensure suitability that all respondents were smartphones users.

The instrument of Data Collection: All constructs of the study were adapted from the literature of Ducoffes (1995) Advertising flow model. The Portugal's researchers with the same variables used the model we are using for Pakistan. As our model is adopted from the past study by Martins et al., (2019), they analyzed the reliability of the indicators by using the criteria by examining the (CA) Cronbach's alpha and (CR) composite reliability.

Table 1. *Survey Respondents profile (n = 266)*

Measure	Item	**Number**	**Percentage**
Gender	Male	90	33
	Female	176	66
Education	Intermediate	0	0
	Undergraduate/Bachelors	178	67
	Graduate/Master	88	33
Age	Under 20	25	9
	20-30	213	80
	31-40	23	9
	Above 40	5	2
Employment Status	Student	62	18
	Employed	48	14
	Unemployed	49	14
Phone Usage	Under 1 hour	19	7
	1 – 2 hours	47	18
	2 – 3 hours	65	24
	Above 4 hours	135	51
Advertising Viewing Experience	Today	185	70
	1 – 2 days ago	51	19
	2 – 3 days ago	11	4
	4 days ago	19	7

Findings and Results

This study used smart PLS 3.0 for analysis of causal relationships and estimation of the conceptual model. Variance based PLS-SEM is increasingly being used in management and social sciences lately due to its capability to model composites and factors (Henseler, Ringle, & Sarstedt, 2015) and solving real-world problems (Latan & Noonan, 2017). Furthermore, this model is at the early stage of development and not widely used.

Table 2. *Factor loadings, composite and Cronbach alpha reliabilities and average variance extracted (n=266)*

Measure	Loadings	CR	CA	AVE
Credibility		0.933	0.921	0.812
Cred1	0.872			
Cred2	0.943			
Cred3	0.958			
Entertainment		0.973	0.969	0.912
Enter1	0.935			
Enter2	0.924			
Enter3	0.957			
Information		0.922	0.917	0.909
Info1	0.897			
Info2	0.940			
Info3	0.931			
Irritation		0.905	0.890	0.852
Irri1	0.815			
Irri2	0.907			
Irri3	0.883			
Incentive		0.952	0.949	0.888
Incen1	0.931			
Incen2	0.928			
Incen3	0.919			
Advertising Value		0.955	0.948	0.732
AV1	0.948			
AV2	0.934			
Flow Experience		0.890	0.875	0.867
FE1	0.853			
FE2	0.849			
FE3	0.832			
Purchase Intentions		0.921	0.918	0.854
PI1	0.945			
PI2	0.913			
PI3	0.951			

Table 3. *AVE & Correlations*

	CRED	***INFO***	***ENT***	***IRRI***	***INCEN***	***AV***	***FE***	***PI***
Credibility (Cred)	**.918**							
Information (Info)	.892	**.925**						
Entertainment (Ent)	.754	.854	**.899**					
Irritation (Irri)	-.598	-.601	-.551	**.856**				
Incentive (Incen)	.455	.377	.398	-.432	**.844**			
Advertising Value (AV)	.857	.698	.734	-.507	.329	**.834**		
Flow Experience (FE)	.581	.490	.451	-.358	.437	.457	**.812**	
Purchase Intentions (PI)	.599	.515	.654	-.520	.455	.559	.488	**.987**

**. Correlation is significant at the 0.01 level (2-tailed)

Reliability and Validity Analysis (Measurement model)

Indicator reliability is checked through loading, which should be higher than 0.7 (Chin, 1998; Hair & Anderson, 2010). Table 2 indicates all values are well within limits, confirming indicator reliability is satisfactory. For construct reliability, Cronbach Alpha and composite reliability are considered, which should be higher than 0.708 (Henseler Ringle, & Sinkovics, 2009), which also confirms that measures are reliable. Convergent validity is checked through AVE, which should be higher than 0.50, which again is achieved as per criteria and stipulated in the results.

Validity measures are evaluated through discriminant validity, and according to Fornell-Larcker criterion root square of AVE (Table 3 highlighted values) for each latent variable should be higher than correlations of remaining latent variables (Fornell & Larcker, 1981). Additionally, collinearity statistics VIF < 3 and Hetrotrait-Monotrait ratio (HTMT) were also checked and found within the threshold. Assessment of measurement model satisfied indicator reliability, construct reliability, and convergent validity confirming that these constructs can be used for testing of the conceptual model.

Structural Model analysis

Following the satisfactory results of the measurement model, structural model results were analyzed. For this bootstrapping of 5000, resamples were made to check the statistical significance of path coefficient (Tenenhaus et al., 2005), the value of coefficient of determination (R Square), predictive relevance (Q Square) and effect size (f and q squares).

Path coefficients results are specified in table 4. The value of R2 above 0.2 is considered moderate, and the structural model explains 37.5% variation in the advertising value. Informativeness, credibility and incentive are not statistically significant, whereas information and entertainment are significant. Flow experience is described 43.5% variation in the model. Furthermore, Informativeness, Entertainment, Incentives are substantial, whereas Credibility and irritation are not substantial.

Overall this model explains 41.8% variation in the purchase intentions. The hypotheses of advertising value ($\beta = 0.159$; $p < 0.01$) and flow experience ($\beta = 0.342$; $p < 0.01$), both are significant. Out of total 12 hypotheses, 7 were supported and 5 were not.

Table 4. *Hypothesis Summary*

	Hypotheses	Findings	Result
H1a	Informativeness ⟶ advertising value.	Positive and not significant ($\beta = 0.012$; $p > 0.01$)	Rejected
H1b	Informativeness ⟶ flow experience.	Positive and significant ($\beta = 0.109$; $p < 0.01$)	Accepted
H2a	Credibility ⟶ advertising value.	Positive and not significant ($\beta = 0.032$; $p > 0.01$)	Rejected
H2b	Credibility ⟶ flow experience.	Positive and not significant ($\beta = 0.015$; $p > 0.01$)	Rejected
H3a	Entertainment ⟶ advertising value.	Positive and significant ($\beta = 0.97$; $p < 0.05$)	Accepted
H3b	Entertainment ⟶ flow experience.	Positive and significant ($\beta = -0.205$; $p < 0.01$)	Accepted
H4a	Irritation ⟶ advertising value.	Negative and significant ($\beta = 0.251$; $p < 0.01$)	Accepted
H4b	Irritation ⟶ flow experience.	Negative and not significant ($\beta = -0.018$; $p > 0.01$)	Rejected
H5a	Incentives ⟶ advertising value.	Positive and not significant ($\beta = 0.025$; $p > 0.01$)	Rejected
H5b	Incentives ⟶ flow experience.	Positive and significant ($\beta = 0.344$; $p < 0.01$)	Accepted
H6	Advertising Value ⟶ purchase intention	Positive and significant ($\beta = 0.159$; $p < 0.01$)	Accepted
H7	Flow experience ⟶ purchase intention.	Positive and significant ($\beta = 0.342$; $p < 0.01$)	Accepted

Discussion

The major part of our research was to pay some element within the establishment of newer industries of Pakistan so the researchers and brands can take the full advantage and polish their work according to the real-time (Verhoef et al., 2017) (Grewal et al., 2016) results from the Pakistani consumers. The advertising industry in Pakistan is flourishing, so is the smartphone industry. Both studies can get insights from the following research and predict what their actual audience is interested in. The advertising value for a product plays a crucial role, and the smartphone advertisement creators need to work over the informativeness to have a smooth flow experience for the consumer. The easier it is for the consumer to interact with the advertisement over smartphone more the advertising value is

This study gives insight into the usage of smartphones between the young age populations is increasing. Also, the study highlights the per person uses the smartphone for more than 4 hours a day. This shows that more than any traditional marketing billboard, television, or print media, the new audience is diverting towards the smartphone advertisement. It is very crucial to predict what they want to see and what not; it depends upon the nature of the brand

and message they wish to convey according to the target population. This study urges the brands to improve the flow experience as it pays a lot of impact over the purchase intention of the consumer.

Conclusion

To lead the consumer from advertisement to purchase a particular product, the brand needs to make proper strategies that are according to the changing customer preferences. Mostly while creating the marketing strategy, still many brands prefer to spend more on the traditional channels and medium of advertising. Instead of using the channels that are no more center of attraction for the target customers. The brands that are more inclined over the new generation need to adapt the most convenient and secure way of targeting them thorough smartphones. This study shows how important it is to create your advertising value and flow experience for your brand if you are working over a smartphone channel to target the customer. The study can be replicated over the more number of population especially to find out the number of hours they spent over the smartphone as it is the most convenient gadget to carry everywhere and is the best way to get the timely and correct information from any brand regarding new thing they are offering.

Implications

The model was tested in Pakistan in particular Karachi but this can be done for any country related to social media usage and content generation related to tourism sites. As results showed that both advertising value and flow experience have a positive relationship with purchase intention, we can now predict that brands need to work over both expect to improve the smartphone ads further. Companies are increasingly using smartphone advertisements, as it is relatively cost-effective and can target a specific audience. However, the impact of these advertisements is not known in consumer behavior. To meet the customer's requirement, the brand managers need to analyze the main factors that encourage the purchase decision among potential customers. Therefore, the significance of this study is to analyze the factors that influence consumers' purchase intention after seeing smartphone advertisements. It will help brand managers; marketers had better decide where to spend the promotion cost for better and effective results.

Recommendations

The findings suggest

1. On an average of more than 50%, people use the smartphone more than 4 hours a day, this insight can divert a lot much marketing shift towards smartphones.
2. Almost 60% of consumers were exposed to different types of advertisements on their phones already daily. We need to understand the factors that pay impact over making the best communication done over the smartphone.
3. Marketers need to focus on this growing marketing medium instead of spending too much over the old traditional marketing techniques.
4. Increased the number of respondents, the larger sample size might give more accurate/ efficient results
5. New innovative approaches should be adopted to enlighten the scope of smartphone advertisement for purchase intention.

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