

The Impact of Mobile Advertising on Consumers' Purchase Intention: The Role of Consumer Innovativeness

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Abstract

This paper examines the impact of m-advertising on consumer purchases, considering consumer innovativeness as a moderator. The data collected from real shoppers and users of mobile devices in Croatia were analysed using structural equation modelling (SEM). The findings indicate that personalisation, safety and privacy m-experiences positively influence purchase intention. The attitudes towards m-advertising do not influence purchase intention directly, but consumer innovativeness moderates this relationship, indicating its importance. In their m-advertising campaigns, marketers might target innovative consumers, provide clear privacy policies, follow consumers' preferences, and design mobile-friendly webpages, pleasing and entertaining advertisements to increase the chances of m-purchases.