

The impact of goal congruence on in-store mobile app ad perceptions and subsequent product purchase intention. What is the moderating role of shopping motivation?

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**Abstract**

Retailers can use their mobile app to send location-based ads to consumers directly within the store. Goal congruence is one of the main drivers of this type of ads' effectiveness. However, evidence on goal congruence influence on positive and negative outcomes (e.g., attitude towards the ad and intrusiveness) and, in turn, product purchase intention is missing. Research also leaves out the moderating effect of shopping motivation. We thus test the impact of goal congruence on purchase intention through attitude towards the ad and intrusiveness as well as the moderating effect of shopping motivation (i.e., utilitarian vs hedonic). We use an online experiment. We find that goal congruence has a positive significant effect on attitude towards the ad but no significant impact on intrusiveness. We further find a significant interaction effect between goal congruence and shopping motivation on purchase intention showing that congruence has a direct impact only if the motivation is hedonic.

**Keywords:** *In-store mobile ad; Goal congruence; Shopping motivations*

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