

Location is the key: examining users' attitudes towards location-based advertising

Akos Varga

Corvinus University of Budapest

Evelin Németh

Corvinus University of Budapest

Acknowledgements:

-

Cite as:

Varga Akos, Németh Evelin (2023), Location is the key: examining users' attitudes towards location-based advertising. *Proceedings of the European Marketing Academy*, (117214)

Paper from the EMAC Regional Conference, Athens, Greece, September 27-29, 2023



Location is the key: examining users' attitudes towards location-based advertising

Abstract

This study aims to investigate the attitudes of carsharing users in Hungary towards location-based advertising (LBA) and identify factors that influence attitudes. The research, conducted using a questionnaire, was based on the technology acceptance model. 120 respondents were included in the final sample. The data were analyzed using correlation and linear regression. The results showed that incentives integrated into the advertisement had the largest effect on attitudes, while the perception of a better service experience and willingness to share data had a smaller but significant effect. The frequency of service usage and privacy concerns did not significantly affect the attitudes. Understanding the factors that influence attitudes can help carsharing providers communicate the implementation of LBA into their strategy and improve consumer attitudes and acceptance.

Keywords: *digital advertising, location-based advertising, carsharing attitudes*