THE EFFECTS OF MOBILE ADVERTISING ON CONSUMERS' ATTITUDES

TOWARD THE ADVERTISING AND PURCHASE BEHAVIOR

IN SOUTH KOREA AND THE UNITED STATES

THESIS

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This study examined the effectiveness of advertising on mobile phones among college students in South Korea and the United States. To analyze the effect of mobile phone advertising, this study adopted the uses and gratifications theory, and the technology acceptance model (TAM) as the theoretical framework. A total of 253 students completed the survey in South Korea and the United States. Respondents in the United States used mobile phones more frequently than respondents in South Korea.

However, South Korean respondents were exposed to mobile advertising messages more than the United States respondents. Although respondents in South Korea received mobile advertising messages more than respondents in the United States, the United States respondents' attitudes toward advertising messages were more positive than South Korean respondents' attitudes. Also, the United States respondents purchased products on their mobile phones connected to mobile phone advertising messages more than South Korean respondents.

CHAPTER I

INTRODUCTION

The advent of the mobile phones rapidly increased interest in mobile information and communication technologies. Mobile phone advertising is expected to increase at significant rates. In 2008, approximately 94 percent of South Koreans had at least one mobile phone (Korea Communications Commission, 2008), and about 87 percent of Americans had mobile phones (The Wireless Association [CTIA], 2008). In addition, in South Korea, about $100 million was spent on mobile advertising in 2007, and by 2011 it is expected to reach about $300 million (Korea Advertising Broadcast [KOBACO], 2008). On the other hand, in the United States, $421 million was spent on mobile advertising in 2006 and O'Shea (2007) estimates that about $11.3 billion will be spent on mobile phone advertising in 2011. Though it appears as if mobile advertising spending is much higher in the U.S., due to higher population and GDP per capita differences, South Korea invests a lot of money in advertising compared with South Korean population and GDP.

Mobile phone technologies have improved the functions of mobile phone equipment, so that people can do many things with a phone, such as listen to music, watch movies and take pictures. Many people also use mobile phones to connect with the Internet. In other words, the mobile phone is a complete device that allows for a process of two-way communication and interactivity with other users and provides access to media. Today, the new mobile phone devices have technologies such as calendars, games,

and web connections similar to personal computers (Jun & Lee, 2007). According to the growth of mobile phone device functions, mobile phones have several characteristics: individuality, constant connection at all times (Hanley & Becker, 2008; Park, Shenoy & Salvendy, 2008; Wais & Clemons, 2008), and ubiquity (Hanley & Becker, 2008; Wais & Clemons, 2008). Because of these characteristics, consumers can access information easily. They can also buy products and make decisions about purchasing from their phones (Wais & Clemons, 2008). Consequently, one of the significant characteristics in mobile phones is the highly personal settings. Consumers have an individual phone number and these mobile phone devices stay with them. In most cases, they are allowed to use and control the functions according to their individual needs (Park, Shenoy & Salvendy, 2008).

Many researchers believe the mobile phone is a high-volume communication channel with personalization and interactivity (Castells et al., 2005). Short Message Service (SMS) applications have made the mobile phone an important communication and marketing tool. Younger people who used SMS applications are mainly responsible for devising SMS language and emoticons (portrayal of mood or facial expression). For instance, in the United States, users of SMS write "U" for "you" and "r" for "are." Also, they use SMS abbreviations, such as "brb" in place of "be right back," "g2g" instead of "got to go," and "ttyl" in place of "talk to you later" (Humphrys, 2007). In South Korea, emoticons use Korean Hangul letters such as T.T, o o, and ㅋ ㅋ. Also, many Koreans use emoticons for greetings for New Years, Thanksgiving and birthdays.

South Korea and the United States have different SMS language and emoticons with the same meaning. In the United States, the smile emoticon of SMS language is :),

whereas South Korea is ^^. On the other hand, some emoticons have different meanings between South Korea and the United States with same expression. For example, "lol" represents "cheers" in South Korea, while the United States is "laugh out loud," or "lots of love" (Gajadhar & Green, 2005). Accordingly, the mobile phone becomes a way of communication among people and makes shifts within the culture of language perspective.

Overall, the mobile phone has become an important part of a consumer's daily lifestyle. The Mobile Marketing Association surveyed the status of the use of mobile phones in the United States (Hanley & Becker, 2008). Eighty-two percent of participants responded that the mobile phone was important in their lives. Also, 79 percent of participants were dependent on their mobile phone. Mobile phone devices have become not only personal communication tools, but also social networking tools. In particular, mobile phones are used to communicate with consumers through advertising media. Since advertisers sent the text advertising messages to consumers, mobile phone advertising has become very popular. Many companies, such as Coca-Cola, Disney, ESPN, McDonald's, Microsoft, Procter & Gamble, and Sony Pictures, adopted mobile phone advertising and included mobile phone advertising in their marketing budget (Hanley & Becker, 2008). Hence, the mobile phone became a technology of advertising media.

Objective

This study will examine the effectiveness of advertising on mobile phones among college students in South Korea and the United States. It explains whether positive or

negative attitudes toward mobile phone advertising can affect consumers' behaviors. This is important for global mobile marketing because both countries have different cultures, but both countries have a high interest in mobile phone markets. Also, global companies, such as Coca-Cola, LG, McDonald's, and Samsung, base their budget for mobile phone advertising on the effectiveness of global marketing.

This study will use the uses and gratifications theory and technology acceptance model (TAM) as the theoretical framework. By applying the uses and gratifications theory, this study can determine whether consumers use mobile phone advertising or not. In addition, TAM explains consumers' attitudes and behaviors toward mobile phone advertising.

Organization of Thesis

This thesis comprises six chapters:

Chapter I presents the introduction. This chapter introduces characteristics of mobile phones and different mobile phone messages between South Korea and the United States, and addresses the objectives of this study.

Chapter II is the overview of the mobile phone industry and advertising in South Korea and the United States. This chapter provides a profile of demographics, government, and economy in South Korea and the United States. It also addresses different mobile phone industries and mobile phone advertising between South Korea and the United States.

Chapter III is the literature review and theoretical background. This chapter concentrates on previous literatures about mobile advertising. It also addresses theoretical

background. This study uses the theory of uses and gratifications and the technology acceptance model.

Chapter IV presents the hypotheses. This chapter addresses the hypotheses and significance of this study. Also, it includes definition of terms of hypotheses.

Chapter V is methodology. This chapter explains the method of this study, as well as how the survey questions were formed. This chapter also consists of information of pre-test and the collection of the sample.

Chapter VI addresses the result and discussion. This chapter includes the results of this study as well as marketing implications, contributions, limitations, and suggestions for future research.

The end of this paper includes an appendix, references, and an author's Vita.

CHAPTER II

OVERVIEW OF THE MOBILE PHONE INDUSTRY AND ADVERTISING

IN SOUTH KOREA AND THE UNITED STATES

Background of General Information in South Korea and the United States

South Korea is located in Eastern Asia and the Southern half of the Korean peninsula, bordering the Yellow Sea and East Sea (Figure 2-1). South Korea is a Republic country. As of 2009, the population in South Korea is about 49 million people (CIA World Factbook, 2009). Since almost all people are Koreans in South Korea, it is a racially homogeneous nation. The Korean language is Hangul and the alphabet includes 24 letters. It is considered one of the most scientific writing systems in the world (The Korean Culture and Information Service [KOIS], 2008).

After the Korean War (1950-53), South Korea's economy developed rapidly. In the early 1960's, the South Korean government began to experience industrial revolution; by the middle 1980's, South Korea had become one of the world's main exporters of manufactured goods. This is because the South Korean government focused on manufacturing industries and banking. By 2008, South Korea's Gross Domestic Product (GDP) was $1.335 trillion and the GDP per capita was $27,600 (CIA World Factbook, 2009). South Korea trades mainly with the United States, Japan, and China in foods, industrial equipment, and technologies (HowStuffWorks, 2008).

Figure 2-1

Map of South Korea

Available: http://geography.howstuffworks.com/asia/geography-of-south-korea1.htm

Since the early 1960's, South Korea has greatly improved transportation facilities. There are subways in Seoul, Pusan, Daegu, Daejeon, and Gwangju. Also, a bus system connects every city and community. In Seoul, the capital of South Korea, more than 290 lines serve the city (Seoul TOPIS, 2008). Hence, many Koreans are able to use public transportation instead of their own cars.

Table 2-1

Comparing South Korea and the United States

	South Korea	United States	Date of Information
Population	48,508,972	307,212,123	July 2009
GDP – per capita	$ 27,600	$ 46,900	2008
Government	Republic	Constitution-based Federal Republic & strong Democratic tradition	.
Language	Korean	English	.

Source: CIA World Factbook, 2009

In contrast, the United States is located in North America between Canada and Mexico. The United States is a constitution-based Federal Republic and has a strong Democratic tradition in the country. As of 2008, the population in the U.S. was about 307 million people, and is six times the population of South Korea. The GDP in the U.S. was $14.26 trillion (about 11 times the GDP of South Korea) and the GDP per capita was $46,900 (about 2 times the GDP per capita of South Korea) in 2008 (Table 2-1). The American language is English, but about 10 percent of the population uses Spanish and 6 percent of the population uses other languages, such as European languages and Asian dialects (CIA World Factbook, 2009).

<u>Mobile Phone Industry in South Korea and the United States</u>

As the world's countries increase their use of mobile phones, international markets need to adapt mobile phone marketing strategies. FierceMarkets (2006) pointed out the mobile phone is going to be the most important media for advertising. The mobile phone is diffused as a personal voice communication device like the telephone. However, the mobile phone is no longer used simply as a telephone. Mobile phones became a communication and multimedia device (Rao, 2008). Previously, only South Korea and Japan used mobile phones as multimedia. However, now in other countries, such as within Europe and North America, the use of mobile phones has rapidly spread as a multimedia device (Westlund, 2008). Therefore, understanding the mobile phone industry in South Korea and the United States helps to understand different advertising styles between both countries.

Approximately 94 percent of South Koreans have at least one mobile phone (Korean Communications Commission, 2008) (Table 2-2). Even though the South Korean government provides financial support and fair competition, the government still regulates the telecommunication industry (Weitenberner et al., 2006).

Table 2-2

Mobile phone users in South Korea, 2001-2008

	Subscriber (thousand)	% (percent of population)
2001	29,046	61
2002	32,342	68
2003	33,592	70
2004	36,586	76
2005	38,218	79
2006	39,703	83
2007	43,498	90
2008	45,607	94

Source: Based on statistics of Korea Communications Commission

Available: http://www.kcc.go.kr/

South Korea has three major mobile telecommunication operators: South Korea Telecom (SK Telecom), Korean Telecom Freetel (KTF), and LG telecom. Mobile telecommunication operators in South Korea focus on distinguishing products and new services. For instance, according to Weitenberner et al. (2006), South Korea is an original innovator of the mobile-banking service. The mobile-banking system in South Korea is very popular. It offers stock trades and payments through secure mobile phone networks. More specifically, South Korean consumers use mobile commerce which is a payment system such as transportation tickets and credit cards by mobile phone. They have

interest in their mobile phone wallets instead of normal wallets. In addition, South Koreans have a high interest in purchasing new items and changing to new products. Because of this, South Korean mobile telecommunication operators provide download services of music, ringtones, screen savers pictures, animation, mobile games, video, movies and real-time TV. SK Telecom started to offer the download of music, screen savers pictures, animation and new ringtones in 2002 (KOBACO, 2008). Then each mobile telecommunication operator has their own service for entertainment, such as Melon of SK Telecom, Dosirak of KTF, and ez-i of LG Telecom. These are very popular services for young consumers and are used by about 80 percent of South Korean mobile phone users (Weitenberner et al., 2006). Weitenberner et al. (2006) explains that Korean consumers rapidly changed the market by frequently purchasing technologies and services when new mobile phones are introduced into the market.

In the United States, about 87 percent of Americans have mobile phones (CTIA, 2008) (Table 2-3). The United States has four major wireless telecommunication companies: AT&T, Sprint, T-Mobile, and Verizon. Some mobile services, such as 3G mobile phone technology, started later in the United States than in South Korea. For instance, South Korea adopted 3G Networks in early 2004, but the United States only adopted 3G in 2006. According to Weitenberner et al. (2006), because the United States had focused on the use of PCs, credit/debit cards, Internet services and land-line phones, mobile commerce has developed slower than in other countries, specifically Asian countries. However, since 2004, the United States has begun to quickly change the mobile commerce market due to growth of 3G, and this has rapidly increased mobile commerce services, such as download in ringtones, games, and multimedia messages

with the young consumers (Weitenberner et al., 2006). 3G refers to the third generation of

mobile phone technology. 3G mobile phone technology enhances mobile multimedia

services to increase the speed of connection and lower operator costs. With 3G, the

mobile phone manages many services (Heller, 2006).

Table 2-3

Mobile phone users in the United States, 1995-2008

	1995	**2000**	**2005**	**2008**
Subscribers (million)	33.8	109.5	207.9	270.3
% (percent of population)	13	38	69	87

Source: Based on CTIA Tables.

Available: http://www.ctia.org/media/industry_info/index.cfm/AID/10323

Mobile Phone Advertising in South Korea and the United States

Advertising is a marketing method that provides product and service information

(Park, Shenoy & Salvendy, 2008). Park, Shenoy, and Salvendy (2008) explain that the

purpose of advertising is to summarize a product image and to attract consumers to the

product. Mobile phone advertising messages are delivered in the form of text messages

(SMS), and multimedia messages (MMS) to each individual. MMS includes images,

sound and animation (Park, Shenoy & Salvendy, 2008). Mobile phone advertising targets

consumers individually and makes use of interactivity, unlike traditional advertising in

media, such as newspapers, magazines, and television advertising. The messages, texts, multimedia, pictures, and voice messages in mobile phone advertising can encourage consumers' response through these messages on their cell phones (Hanley & Becker, 2008).

Park, Shenoy, and Salvendy (2008) categorize four classifications of advertising: communication type, presentation type, business purpose, and message type. Communication type of mobile advertisements includes push-, pull- and interactive-type advertising similar to Internet advertising. Text messages, multimedia messages and banner advertisements are included by a presentation type (Park, Shenoy & Salvendy, 2008). Mobile Marketing Association (MMA) (2009) defines mobile web banner advertising as "a universal color graphics ad unit displayed on a Mobile Web site." Coupon/promotion mobile advertising of a business purpose type is consumers downloading coupons on their mobile phone and then using these coupons in stores (KOBACO, 2008). Coupon/promotion mobile advertising increases sales of their products (Park, Shenoy & Salvendy, 2008). Message type includes pure and attached advertisements, which mean messages on mobile phones have an attached website with advertisements (Park, Shenoy & Salvendy, 2008).

In South Korea, consumers receive different types of advertisements on their mobile phones depending on the telecommunication companies (KOBACO, 2008). For instance, SKT, one of the Korean telecommunication companies, serves their own advertisement form called MoA advertising. MoA advertisements represent mobile multimedia contents service based on push type. Even if users are not on their mobile phones, their mobile phones automatically download multimedia content. When SKT

users check their mobile phones, they can see a video or information such as weather and stocks. After watching the video for about 10 seconds, if users click "okay", this page moves into an advertiser's web site (Figure 2-2). Only SKT users receive MoA advertising messages. Text advertising messages are popular as well as multimedia messages connected with the Internet in South Korea (KOBACO, 2008).
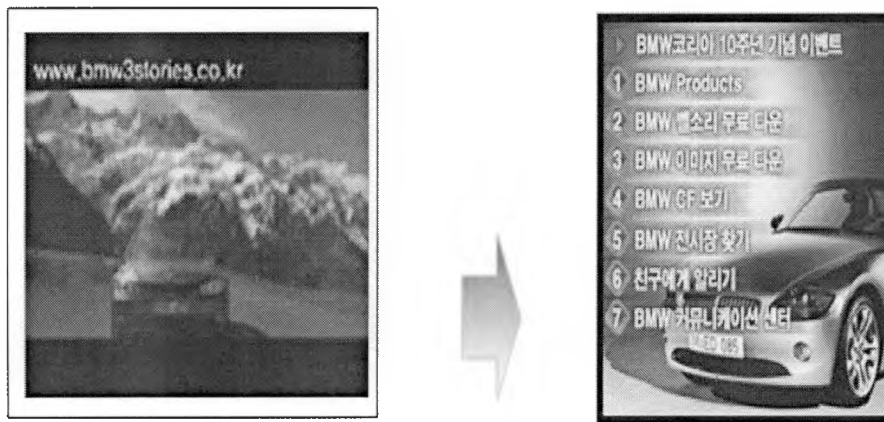
Figure 2-2

MoA advertisement

Source: KOBACO, 2008, p.227.

Conversely, in the United States, about 70 % of mobile advertising use text message form; about 25 percent is browser banner advertising type; and five percent is branded mobile applications and downloading forms (Bruno, 2006). Most advertisers in the U.S. send text messages to participate in their promotional events and to get coupons from stores via their mobile phone (Muk & Babin, 2006). However, a report by Neilson expects to change mobile advertising to decrease 25 percent of using text messages; to

increase 60 percent of using browser-based banner advertising; to be the same rate (5%) of using branded applications and downloads; but to add 10 percent of using video-based advertising (Bruno, 2006). Hence, he expects that text advertising messages will significantly decrease, but browser-based banner advertising and video-based advertising will increase in mobile advertising.

SMS is a popular form of mobile advertising in the United States (Park, Shenoy & Salvendy, 2008), whereas in South Korea, both SMS and MMS are main forms of mobile advertisements (KOBACO, 2008).

CHAPTER III

LITERATURE REVIEW AND THEORETICAL BACKGROUND

Previous Research on Mobile Advertising

Many researchers study the characteristics and understanding of mobile

advertisements as a new advertising media, attitudes toward mobile advertising messages

and intent to use mobile advertising. Hanley and Becker (2008) mention that consumers

can access, download, and purchase mobile content and yet its consumption has grown

slowly in the United States. However, many researchers expect mobile phone markets to

grow rapidly (Bond, 2008; Hanley & Becker, 2008; O'Shea, 2007). With the growth of

mobile phone markets, researchers study understanding and the effect of mobile phone

advertising.

Wais and Clemons (2008) studied the effect of mobile phone advertising. They

found that consumers preferred to receive promotional messages about products or

services from another person, such as friends and relative people, instead of a company.

They also suggest messages should include news, sports and community events.

Hanley and Becker (2008) found that 98 percent of their participants in the United

States send and receive SMS (short message service) advertising on their mobile phones.

They studied the change of cell phone use during a four-year period. Results showed that

consumers received more mobile phone advertising every year. However, consumers'

annoyance did not increase from mobile phone messages. Also, they found that younger consumers accepted mobile phone advertisements more than older consumers when they were given an incentive.

Walsh (2008) studied how many mobile phone users recall receiving advertising messages. Only nine percent of participants respond to accept mobile advertising messages on their mobile phone. However, about 42 million users in early 2007 recalled advertising messages on their mobile phones. By the end of 2007, 58 million users recalled advertising messages. Recall rates of mobile advertising increased 38 percent.

In addition, Okazaki (2007) examined the effects of mobile advertising on different genders in Japan. The author suggests that gender has a significant influence on advertising recall. More specifically, Japanese females have more trust in mobile advertising than males. Also, these attitudes toward mobile advertising were related to advertising recall which depended on the type of products such as clothing and cosmetics. This is because females share their experiences and information with their peers more than males.

Li and Stoller (2007) compared the experience effects of mobile advertising between pre-campaign and exposed campaign. This study showed that the more exposure to mobile advertising, the more impact on brand recall. However, when consumers click advertising messages, they recall the brand and intend to purchase more than consumers who are just exposed to advertising.

Jun and Lee (2007) argue that mobile phone services are related to attitudes toward mobile advertising. They found that positive attitudes toward mobile advertising led to favorable behavioral intentions, such as following messages to get more

information and visiting web sites.

As these studies showed, mobile advertising messages have significant effects on attitude, recall and intention to purchase. However, some studies found negative effects from mobile advertising. For example, Park, Shenoy and Salvendy (2008) mention that some consumers feel an invasion of privacy because of mobile phone messages, such as spam messages. Tsang, Ho, and Liang (2004) found consumers have negative attitudes toward mobile phone advertising and that this is related to consumers' behaviors. However, they discovered younger consumers are more likely to trust mobile phone advertising and perceive brand names.

Okazaki, Katsukura, and Nishiyama's (2007) study also support that consumers have negative attitudes toward brand because of mobile advertising. However, they found that trust in mobile advertising affected consumers' attitudes and recall toward mobile advertising in a positive way.

Choi, Hwang, and McMillan (2008) studied cultural characteristics and discovered different attitudes toward mobile phone advertising. Because of low-context cultures, consumers in the United States respond to messages of mobile phone advertising more favorably than do South Korean consumers. Further, Weitenberner et al. (2006) compared mobile markets between the United States and South East Asian (Japan, South Korea, Singapore and China). They discovered that Japan, South Korea and Singapore are more advanced in mobile phone usage and interest in mobile services than the United States and China. The reasons, they explained, are differences of government support, cultures and systems of mobile market. They also argue that cultures have significant influence on the growth of Asian markets.

Muk (2007) studied intention to use advertising messages on consumers' mobile phones between South Korea and the United States. He found that consumers' attitudes and beliefs toward mobile advertising are related to intentions to use the new medium. For this reason, more positive consumers are more likely prefer to use the new medium, and more willing to sign up to receive advertising messages. Based on different text message usage patterns between South Korea and the United States, he found that Korean participants are more willing to accept advertising messages and to sign up for advertising messages on their mobile phone than participants in the United States.

Uses and Gratifications Theory

This study adopts uses and gratifications theory as the theoretical background because this study determines whether or not consumers use mobile phone advertising. The uses and gratifications theory explains the psychological approaches of people, by which people use and choose media for satisfying their needs and achieving their goals (Blumler & Katz, 1974). It relates to people's involvement of mass communication in terms of their own experiences and perspectives in the media. Katz et al. (1974) assume that uses and gratifications stem from users' activity. Higher active users select the media and make their own decisions more often than do lower active users. Gratifications represent use of the media to gain information and entertainment. The basic uses and gratifications theory focuses on "what people do with the media" rather than "what the media do to people" (O'Donohoe, 1994, p.52). The early studies of uses and gratifications have focused on effects of media, such as newspaper, radio, television, and the Internet (Ko, Cho & Roberts, 2005; Tsao & Sibley, 2004). These studies showed that

mass media satisfy audiences with surveillance, entertainment, and interaction (Tsao & Sibley, 2004). Korgaonkar and Wolin (1999) argue that people use the media in order to gain information and seek entertainment. Lin (1999) studied the relationship between motivations and uses on the Internet. This study suggests that monitoring motivations affect searching information and entertainment. In summation, uses and gratifications theory provides understanding needs and satisfactions of the media use.

Advertising research also applies the concept of the uses and gratifications. Consumers can accept, reject or ignore advertising with their own decisions. That is, consumers are actively involved in selecting advertisements. Hence, the uses and gratifications theory can explain "less about what advertising does to people, and more about what people do with advertising" (O'Donohoe, 1994, p.55). Abrams, Kaul, and Ma (1979) found a relationship between remembering advertising and attitude toward news in the newspaper. They argue that when people increase remembering advertising, the attitude toward the news increases. Alwitt and Prabhaker (1992) suggest that consumers' attitude toward advertising is related to the entertainment, knowledge, affirmation of value and social learning/contact.

According to the previous research about uses and gratifications, consumers select their content and use media to satisfy their need to purchase products. The uses and gratifications theory could be applied to examine the perceived utility of media (Hanley & Becker, 2008), although some mobile phone users have negative attitudes toward mobile phone messages because of privacy invasions (Park, Shenoy & Salvendy, 2008; Tsang, Ho & Liang, 2004). Jun and Lee (2007) believe that the uses and gratifications theory can moderate mobile phone advertising attitudes. Their analysis of the approaches

to uses and gratifications is what users do with the media and their levels of gratification with the use. Understanding the uses and gratifications theory helps to analyze consumers' attitudes towards mobile phone advertising. This is because uses and gratifications theory focuses on individual media uses and consumers' psychological gratifications and needs (Jun & Lee, 2007). Also, Choi, Kim, and McMillan (2009) suggest that uses and gratifications theory is related to users' attitude towards using the media, such as television, Internet, and mobile phones. Therefore, according to the uses and gratifications theory, researchers can study how consumers can get product information and how consumers make decisions related to mobile phone messages.

In addition, according to Blumler and Katz (1974), users' motivations and gratifications are related to media uses. Blumler (1979) defined gratification as the media use effect of the individual. The uses and gratifications theory explains the effects of the media and understanding media use. Therefore, applying uses and gratification theory, this study will find the extent of use of mobile phone advertising messages.

Technology Acceptance Model (TAM)

This study uses technology acceptance model (TAM) as the theoretical background because this study determines which attitudes and behaviors toward mobile phone advertising consumers have.

Davis (1989) designed the technology acceptance model (TAM) to explain user acceptance of information systems. TAM is determined by user behavior intention from perceived usefulness and perceived ease of use (Figure 3-1). He suggests that the concepts of perceived usefulness and perceived ease of use explain why people accept or

reject information technology. When people tend to use or not use a new technology, they consider whether it will help them in their job and to make their lives better. Also, even if users believe that new technology is useful, they also consider whether it is hard or easy to use. Therefore, Davis (1989) defined *perceived usefulness* as the level of belief that using a specific system would increase his or her job performance. Also, he refers to *perceived ease of use* as the level of belief that using a specific system would be free of effort.
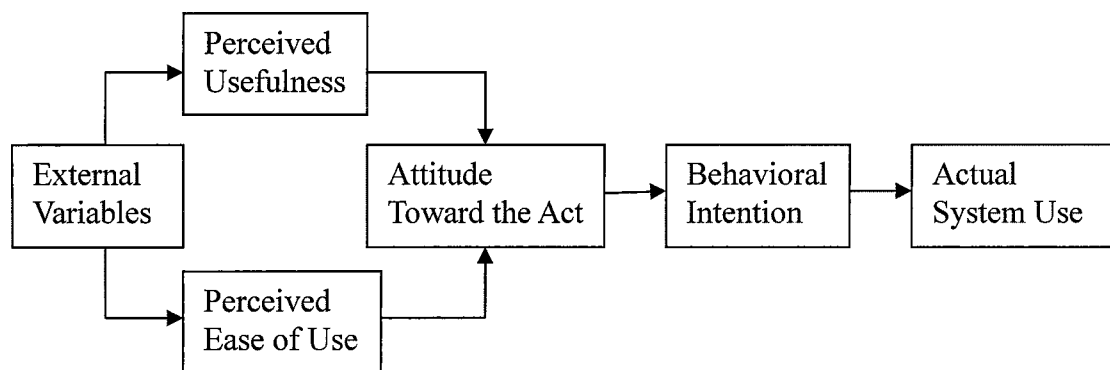
Figure 3-1

Technology Acceptance Model

Source: Gentry and Calantone, 2002, p.949

The TAM has been applied to information technologies such as the Internet and mobile phones. Moreover, recent researchers applied TAM to mobile advertising studies (Kim, Park & Oh, 2008; Muk, 2007; Rohm & Sultan, 2006; Vatanparast & Asil, 2007; Yang, 2007; Zhang & Mao, 2008). Also, they developed TAM to examine the intention to use mobile advertising messages.

Zhang and Mao (2008) suggest that the perceived usefulness and perceived ease

of use determine the intention to use mobile advertising messages. Using TAM, they studied the acceptance of text advertising messages in China. They found trust in advertising messages and subjective norms can affect the intention to use mobile advertising. The sociality and information values were related to the perceived usefulness of advertising messages at present, whereas the trust value was related to the usefulness of advertising messages in the future or in the long-term. Moreover, they found that self-efficacy had influence on ease of use on advertising messages on the mobile phone.

Kim, Park, and Oh (2008) studied consumer adoption of SMS advertising messages with the concepts of perceived usefulness and perceived ease of use from TAM. They discovered that perceived usefulness and perceived ease of use were significantly related to the factors of convenience and control context. They suggest that advertising messages should include enjoyable and pleasant aspects, because enjoyable and pleasant aspects motivate consumers to use advertising and encourage consumers to use advertising. Hence, when consumers adopt new technologies as a new medium, perceived enjoyment increases both perceived usefulness and perceived ease of use.

Overall, this study adopts perceived usefulness of TAM. David (1989) suggests that even though the concepts of perceived usefulness and ease of use explain user behavior intention, perceived usefulness was more significantly related to usage than was perceived ease of use. This is because users are willing to adopt a new information technology because of the utility of the functions. Hence, he believes that perceived usefulness is strongly correlated with users' acceptance and usage. By applying TAM, this study will determine users' attitude toward mobile advertising and users' buying behavior.

<u>Theories on the Cultural Differences</u>

This study adopts theories on cultural differences, because cultural characteristics play an important role in international markets and advertising. Understanding cultural differences provides how people make the meaning of their social reality. Thus, this study will research why advertising effects are different in South Korea and the United States.

Hofstede's Five Dimensions of Culture Differences

Hofstede (2001) developed frameworks for understanding culture. He identified five dimensions of national culture differences: power distance, uncertainty avoidance, individualism versus collectivism, masculinity versus femininity, and long-term versus short-term orientation.

First of all, power distance indicates the degree of power equality and inequality between people in their social system. Hofstede (2001) classified large and small power distance indexes: large power distance cultures prefer dependent reaction and social hierarchy; small power distance cultures tend to be more independent and give equal opportunity. According to Hofstede (2001), South Korea has a higher power distance than the United States (Table 3-1). For example, the United States assumed that employees and their bosses are equal. However, the power distance between employees and their bosses in South Korea is hierarchic. Some of South Korean advertising portrays the relationship between employees and their bosses as hierarchic system. In contrast, the United States advertising avoids expression of dependence upon others, instead showing independent appeals (Hofstede, 2001).

Second, Hofstede (2001) defined uncertainty avoidance as the degree to which social systems, such as rules, regulation, and controls, show uncertainty and ambiguity. Like power distance, South Korea exposes higher uncertainty avoidance than the United States (Table 3-1).

Third, individualism versus collectivism dimensions are related to which people think more about the importance of the individual rather than group. The United States is revealed to be most highly individualistic country, while South Korea tends to be low for individualism (Table 3-1). That is, South Korea is a collectivistic society so that Koreans consider themselves as belonging to groups. According to the specific group, people change their behaviors even in purchasing patterns (Mueller, 2006). Hofstede (2001) applied individualism versus collectivism index to media according to the different culture. He suggested that highly individualistic countries enjoy television and are likely to see advertising as useful information of new products. Also, they rely more on media rather than their social networks for information (Hofstede, 2001).

Table 3-1

Hofstede's dimensions of culture

		South Korea	United States	Mean of 53 countries
Power Distance Index	Actual Score	60	40	57
	Rank	27	38	•
Uncertainty Avoidance	Actual Score	85	46	65
	Rank	16	43	•
Individualism Index	Actual Score	18	91	43
	Rank	43	1	•
Masculinity Index	Actual Score	39	62	49
	Rank	41	15	•
Long-term Index (value of 23 countries)	Actual Score	75	29	•
	Rank	5	17	•

Source: Hofstede, 2001

Note: Ranks and means are value of 53 countries, except long-term index (23 countries)

Fourth, the masculinity versus femininity dimension indicates the degree of emotional and social roles of different genders. High masculinity cultures emphasize competition, achievement, and success, whereas low masculinity cultures stress relationships and quality of life. Hence, South Korea is a feminine culture, while the United States is a masculine culture (Table 3-1). Mueller (2006) posited that more masculine countries are used in advertising appeals with masculinity, success, and

achievement and comparison advertising.

Finally, long-term orientation cultures are more likely to respect their tradition and history. Short-term orientation cultures tend to change more rapidly and place emphasis on planning for the future. The United States exhibits short-term orientation culture, whereas South Korea indicates long-term orientation culture (Hofstede, 2001) (Table 3-1).

All in all, Hofstede's (2001) dimensions of cultural differences can explain the differences in advertising messages of South Korea and the United States. For example, advertisers cannot portray messages of collectivistic moods and styles in the United States because many American receivers have an aversion to how certain products are presented.

High- and Low-Context Cultures

Hall and Hall (1987) classified high- and low-context cultures based on different communications styles. They defined context as "the information that surround an event and is inextricably bound up with the meaning of that event. The elements that combine to produce a given meaning – events and context – are in different proportions depending on culture" (Hall and Hall, 1987, p.7). The concept of high- and low-context cultures provides understanding of cultural differences. Also, these concepts explain how advertising messages are delivered and received. High-context cultures focus on nonverbal communications, such as font sizes, colors, and design. Therefore, high-context cultures are more implicit and ambiguous, because advertisers and communicators design their messages with moods, designs, and styles. In contrast, low-

context cultures consider verbal communication, such as information messages of products and simple designs. Also, messages in low-context cultures are direct, explicit and unambiguous (Hall and Hall, 1987). Different countries have different context cultures. For instance, the United States, Switzerland, Germany, and Scandinavia represent low-context cultures. In contrast, South Korea, Japan, China, and Saudi Arabia exemplify high-context cultures (Choi, Hwang & McMillan; 2008; Choi, Lee & Kim, 2006; Kwak, Andras & Zinkhan, 2009; Mueller, 2006).

Overall, advertisements in South Korea portray emotional appeals with few information words. Advertisements on television, the Internet, even mobile phones show a high-context culture (Choi, Hwang & McMillan, 2008; Kwak, Andras & Zinkhan, 2009). An advertisement in South Korea did not explain information and features of a product. The advertisement depicted a mood and image of a product. On the other hand, advertising messages in the United States depict information, facts, and merits of products (Choi, Hwang & McMillan, 2008; Kwak, Andras & Zinkhan, 2009; Mueller, 2006). The United States' advertisement shows information and features of a product. Therefore, the United States' advertising has more information cues than South Korean advertising.

CHAPTER IV

HYPOTHESES

Significance

Many researchers have focused on the attitudes toward mobile phone advertising, but less research has studied the relationship between consumers' attitudes and behaviors. Some studies determine consumers' behaviors based on attitudes toward mobile phone advertising. However, they are hardly any studies that compare mobile phone advertising across different cultures. For this reason, this study will compare attitudes toward mobile phone advertising and consumers' behaviors between South Korea and the United States.

This study determines attitudes, uses and buying behaviors related to mobile phone advertising in South Korea and the United States. Both countries have not only high mobile phone interest and use, but also industries of both countries have high interest in mobile phone advertising and global marketing. This study will provide more knowledge about intercultural differences that are important in understanding global consumers' attitudes, uses, and behaviors.

Hypotheses

South Korea and the United States are different in many cultural respects. However, both countries have high mobile phone interest and use and spend a large

amount of money on mobile devices and services. According to the CTIA (the Wireless Association), in 2008, 87 percent of the United States population used mobile phone services. In South Korea, the Korea Communications Commission (2008) reported that about 94 percent of the population in South Korea use mobile phone service. They also reported the number of mobile phone users is growing rapidly. Therefore, this study hypothesizes that the frequency of mobile phone use will be higher in South Korea than in the United States (H1). In addition, the author assumes that mobile phone users in South Korea will have a higher exposure to mobile phone advertising messages than users in the United States (H2).

Highlighting cultural differences, Hofstede's five dimensions and high-and low-context cultures, explains that South Korea is a high-context, power distance, strong uncertainty avoidance, collectivistic, feminine, and long-term orientation culture. Based on these characteristics, South Korean advertising is designed to appeal to emotion and create a harmonious atmosphere. In contrast, the United States is a low-context, small power distance, weak uncertainty avoidance, individualistic, masculine, and short-term orientation culture. American consumers have more interest in product information and detail features (Hofstede, 2001). Consequently, South Korea and the United States have different styles of advertising messages.

Choi, Hwang, and McMillan (2008) also argued that cultural differences have influenced users' attitudes toward mobile phone advertising based on differences of high-and low-context cultures. They found different attitudes toward mobile phone advertising. The United States consumers respond to messages of mobile phone advertising more favorably than do South Korean consumers. For this reason, this study assumes that

mobile phone users' attitudes toward mobile phone advertising messages will be different in South Korea and the United States (H3).

Many scholars studied the attitude toward mobile phone advertising. Okazaki, Katsukura, and Nishiyama (2007) found that mobile phone advertising affects trust attitudes and these attitudes can affect mobile campaign recall. Also, Tsang, Ho, and Liang (2004) found negative attitudes toward mobile phone advertising is related to consumers' attitudes toward products and devices and buying behaviors. As a result, they suggest that without users' prior permission, companies should not send mobile phone advertising messages to potential customers. Therefore, this study assumes that both countries will have different buying behaviors connected to the products and services advertised on mobile phones (H4).

This study hypothesizes that:

Hypothesis 1: The frequency of mobile phone use will be higher in South Korea than in the United States.

Hypothesis 2: The level of exposure to mobile phone advertising messages received by mobile phone users will be higher in South Korea than in the United States.

Hypothesis 3: Mobile phone users' attitudes toward mobile phone advertising messages will be different in South Korea and in the United States.

Hypothesis 4: Mobile phone users' buying behavior connected to the products and services advertised on the mobile phone will be different in South Korea and in the United States.

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                                    ┌─────────────────────────────┐
                              ┌────▶│ Frequency of mobile phone use│
                              │      └─────────────────────────────┘
                              │
                              │      ┌─────────────────────────────┐
                              ├────▶│ Exposure to advertising messages│
┌──────────────────┐         │      └─────────────────────────────┘
│ Different Cultures│─────────┤
└──────────────────┘         │      ┌─────────────────────────────┐
                              ├────▶│   Attitudes toward advertising│
                              │      │           messages          │
                              │      └─────────────────────────────┘
                              │
                              │      ┌─────────────────────────────┐
                              └────▶│       Buying behavior        │
                                     └─────────────────────────────┘
```
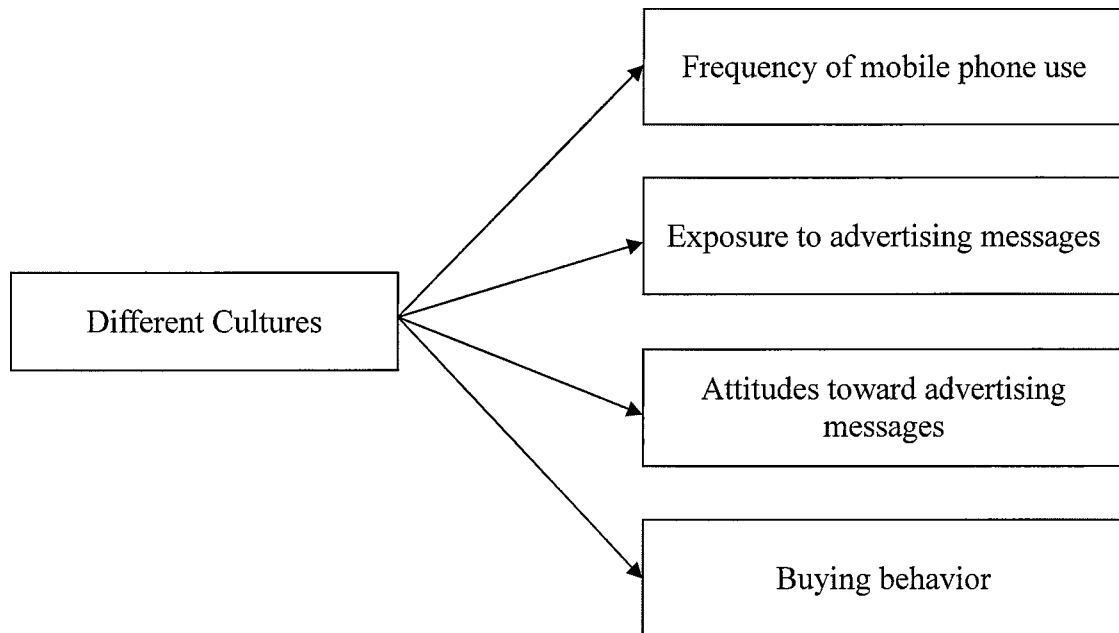
Figure 4-1

A model of this study

Definition of Terms

Frequency of mobile phone use: In this study, the frequency of mobile phone use

was measured byusing 21 items on a Likert scale (very frequently, frequently,

occasionally, rarely and never). The items included how often users used their mobile

phone for the purposes of: receiving and making calls, sending and receiving text

messages, using Internet, checking email, playing games, and listening to music.

Exposure to advertising messages: Exposure to advertising messages was

measured by how often participants received advertising messages on their mobile phone

per day on a Likert scale (very frequently, frequently, occasionally, rarely, and very rarely).

Attitudes toward advertising messages: Users' attitudes toward mobile phone advertising messages were measured by using five items (enjoyable, pleasant, informative, irritating, and annoying) on a Likert scale (strongly agree, agree, neutral, disagree, and strongly disagree).

Buying behavior: This study defined users' buying behavior as purchasing products on participants' mobile phones related to mobile advertising messages.

Different cultures: In this study, different cultures were defined as South Korea and the United States.

CHAPTER V

METHODOLOGY

This study focuses on the effectiveness of advertising with mobile phones. The research deals with promotional text messages on mobile phones and the mobile phone advertising of products and services in South Korea and the United States.

Survey research collected data from a sample of individuals through standardized questions. Many researchers use surveys as their method to collect data, because the survey method saves time and expense and asks sensitive personal questions (Chambliss & Schutt, 2006). Hence, this study adopts the survey method to examine the effect of mobile phone advertising and uses a SPSS program for analyzing data.

Survey Questions

The questionnaire inquired about mobile phone uses and attitudes toward mobile phone advertising. Several questions in the questionnaire are yes or no questions and five-point Likert scales (very strongly agree, agree, neutral, disagree, and very strongly disagree). Both countries' surveys are the same. However, the questionnaire administered in Korea is in the Korean language and the one administered in the United States is in English.

The survey included demographic questions: gender, age, school classification,

and nationality. The age categorized five groups: under 18, 18-25, 26-30, 31-35, and over 45. Classification included four categories: freshman, sophomore, junior, and senior. This study classified nationality by three groups: Korean, American, and other.

This survey was constructed of questions based on literature review regarding mobile phone advertising. The survey had questions about the frequency of mobile phone use based on Rao's study (2008) which uses five-point Likert scales (very frequently, frequently, occasionally, rarely and never) to determine consumers' use pattern on their mobile phones. Another question asked the level of exposure to advertising messages using five-point Likert scales (very frequently, frequently, occasionally, rarely, and very rarely).

The survey also included questions about participants' attitudes toward mobile phone advertising messages using Tsang, Ho and Liang's study (2004) which used five-point Likert scales (very strongly agree, agree, neutral, disagree, and very strongly disagree) to access consumers' attitudes. Moreover, the survey asked the effects of advertising messages based on Peters, Amato, and Hollenbeck's study (2007) which uses five-point Likert scales (very strongly agree, agree, neutral, disagree, and very strongly disagree) to access message features. Finally, the survey included a question about experience of buying products via mobile advertising messages with a yes or no choice answer to measure buying behavior.

For specific questions asked, refer to Appendix.

Pre-test

The author conducted a pre-test to check for credibility of the questions by

administering questionnaires to undergraduate students in a mid-sized university in Texas. Eleven students participated in the pre-test. These students understood the questionnaire without confusion. Therefore, this study did not require changes to questions in the survey. This pre-test is not included in the analysis of this study.

The survey was constructed in English first. After pretesting, the questionnaire was translated from English to Korean by the researcher and another bilingual Korean graduate student and checked by a bilingual professor.

Sample

Using the convenience sampling, this study conducted of undergraduate students in Mass-Communication related classes at a mid-sized university in Texas, the United States, and undergraduate students in Mass-Communication related classes at a large private university in Seoul, South Korea. A survey was conducted during the two weeks of September 23 to October 5, 2009.

In the United States, the surveys were administered in four undergraduate classes. A total of 180 students received the survey, but only 109 students completed the survey. In contrast, in South Korea, this study was conducted in two undergraduate classes. A total of 167 students filled out the survey and 144 students completed the survey.

Equivalence

Two samples were similar in that the subjects were all undergraduate students at a university. They were all students in the mass communication as related.

The same mobile phone technology is available to South Korea and the United States. Respondents in South Korea and the United States used text message for communication on their mobile phones. Also, they received advertising messages on their mobile phones.

CHAPTER VI

RESULT AND DISCUSSION

Result

Survey Participants

This study conducted a survey comparing college students from South Korea and the United States. The sample resulted in a total of 253 responses, 144 participants collected from South Korea and 109 participants from the United States. The sample consisted of 100 male university students (South Korea: 60, United States: 40) and 153 female university students (South Korea: 84, United States: 69). The majority of the respondents belonged to the 18-24 age group (92.1%) with 7.1 percent in the 26-30 age group and 0.8 percent (only two students) under 18. Although the participants were equally spread in the sophomore, junior and senior classification, only 10.7 percent were freshman (Table 6-1).

Table 6-1

Demographics of the survey participants

	South Korea	**U.S.A.**	**Total (%/N)**
Gender			
Male	23.7% (60)	15.8% (40)	39.5% (100)
Female	33.2% (84)	27.3% (69)	60.5% (153)
Total	56.9% (144)	43.1% (109)	100% (253)
Age			
Under 18	0.8 % (2)	0% (0)	0.8% (2)
18-25	51.8% (131)	40.3% (102)	92.1% (233)
26-30	4.3% (11)	2.8% (7)	7.1% (18)
Total	56.9% (144)	43.1% (109)	100% (253)
Classification			
Freshman	10.3% (26)	0.4% (1)	10.7% (27)
Sophomore	22.9% (58)	3.6% (9)	26.5% (67)
Junior	10.7% (27)	20.2% (51)	30.8% (78)
Senior	13% (33)	19.0% (48)	32% (81)
Total	56.9% (144)	43.1% (109)	100% (253)

Hypothesis 1

Hi stated that the frequency of mobile phone use will be higher in South Korea

than in the United States. For analyzing the frequency of mobile phone use, this study

used MANOVA (Table 6-2). Results showed that there was a significant difference in the

frequency of mobile phone use in South Korea and the United States (Pillais' trace=.54, F=13.04, p<.000).

Table 6-2.

Results of MANOVA between respondents in South Korea and the United States on frequency of mobile phone use

Test	Value	F	Hypothesis df	Error df	Significant
Pillais	.54	13.04	21.00	231.00	.000
Hotellings	1.19	13.04	21.00	231.00	.000
Wilks	.46	13.04	21.00	231.00	.000

A post-hoc discriminant analysis was conducted to check for the multivariate dimensions along which both countries differed (Table 6-3). One significant discriminant function was obtained (Wilks' Lambda=.46, p<.000, percent of canonical correlation=.74). The canonical discriminant function coefficients showed that the variable 'checking email' loaded the highest (.55) on the discriminant function; 'searching for information on the Internet' loaded at .42; 'Internet' loaded at .39; 'making personal calls' loaded at .36 and 'sending text messages' loaded at .32. This indicated that the significant discriminant function (i.e. checking email, searching for information on the Internet, using Internet, making personal calls, and sending text messages) best described the multivariate dimension along which respondents in South Korea and the United States differed. The plotting of the group means (centroids) of both countries along this significant discriminant function indicated that respondents in South Korea had

a higher score (+.94) than the respondents in the United States did (a mean group score of -1.25). This indicated that respondents in South Korea used checking email, searching for information on the Internet, using Internet, making personal calls, sending text messages and receiving personal calls on their mobile phones significantly less frequently than did respondents in the United States. This is because, in this study, frequency of mobile phone use was measured on a scale where a higher score indicated less frequent mobile phone use.

Table 6-3

Discriminant function centroids for respondents in South Korea and in the United States

South Korea		United States		
.94		-1.25		
-2.0	-1.0	0.0	+1.0	+2.0

Discriminant Function 1**: The frequency of checking email, searching for information on the Internet, using Internet, making personal calls, and sending text messages on their mobile phones

Note. DF1: Wilks Lambda= .46, p<.000, % of canonical correlation=.74.

Standardized canonical discriminant function coefficients for DF1: checking email (.55), searching for information on the Internet (.42), Internet (.39), making personal calls (.36), sending text messages (.32), receiving personal calls (.28), receiving text messages (.24), watching TV shows (-.23), changing ringtone (.22), watching TV shows in real time (-.22), sending multimedia messages (.20), calculator (.19), listening to music (.17), receiving multimedia messages (.11), clock (.10), buying music (.08), camera (.07), calendar (-.03), alarm (-.25), watching movies (.02), playing games (-.01).

In addition, a t-test was performed to test individual programs in order to compare mean scores and standard deviation of both countries (Table 6-4). The results showed that respondents in the U.S. used the following features on their mobile phones significantly more frequently than the respondents in South Korea ($p<.000$): receiving personal calls (t-value=4.81), making personal calls (t-value=6.02), sending text messages (t-value=5.93), receiving text messages (t-value=4.29), sending MMS (t-value=3.64), using Internet (t-value=6.41), checking email (t-value=8.61), searching for information on the Internet (t-value=6.83) and changing ringtone (t-value=3.86). In addition, the U.S. respondents received MMS ($p<.037$, t-value=2.10), listened to music ($p<.004$, t-value=2.92) and used the calculator ($p<.001$, t-value=3.27) on their mobile phone more frequently than South Korean respondents. In contrast, the respondents in South Korea used watching TV shows ($p<.000$, t-value=-4.15) and watching TV shows in real time ($p<.000$, t-value=-4.02) on their mobile phone significantly more frequently than respondents in the United States.

Fourteen of the 21 features of mobile phone use differed in frequency between respondents in South Korea and the United States. However, seven of the 21 features (playing games, buying music, watching movies, alarm, camera, clock and calendar) did not differ in frequency between respondents in South Korea and the United States.

Table 6-4

Mean responses and standard deviation scores for frequency of mobile phone use

Features	South Korea (N=144)		United States (N=109)	
	Mean	SD	Mean	SD
Receiving personal calls**	1.83	.73	1.41	.60
Making personal calls**	2.01	.82	1.43	.63
Sending text messages**	1.58	.74	1.15	.40
Receiving text messages**	1.53	.69	1.19	.55
Sending multi-media messages**	3.50	.95	3.04	1.15
Receiving multi-media messages*	3.34	.93	3.08	1.16
Internet**	4.08	1.11	2.91	1.65
Checking email**	4.73	.75	3.21	1.72
Searching for information on the Internet**	4.35	1.12	3.11	1.64
Playing games	3.60	1.24	3.64	1.18
Buying music	4.38	0.97	4.19	1.16
Listening to music*	4.05	1.34	3.52	1.48
Watching TV shows (not in real time)**	4.06	1.17	4.60	.87
Watching TV shows in real time**	4.15	1.14	4.64	.80
Watching movies	4.67	.76	4.63	.91
Changing ringtone**	3.72	1.07	3.18	1.11
Alarm	1.34	.80	1.39	.85
Camera	2.24	1.05	2.07	1.08
Clock	1.33	.74	1.18	.51
Calculator*	2.67	1.17	2.19	1.11
Calendar	1.92	.95	1.98	1.02

Note. ** $p<.000$ and *$p<.05$ on the t-test on variables across South Korea and the U.S.

1=Very Frequently and 5=Never

In sum, even though the frequency of mobile phone use significantly differed in frequency between both countries' respondents, the United States respondents used their mobile phone more frequently than the South Korean respondents. Hence, the results did not support H1.

Hypothesis 2

The second hypothesis stated that the level of exposure to mobile phone advertising messages received by mobile phone users will be higher in South Korea than in the United States. For analyzing this hypothesis, this study used a t-test. The mean exposure to mobile advertising messages in South Korea was 2.78 (SD=.89) and the mean exposure to mobile advertising messages in the United States is 3.60 (SD=.91). As expected, respondents in South Korea were significantly more exposed to advertising messages on their mobile phones than the United States (t=-7.08, p<.000). Therefore, H2 was supported (Table 6-5).

Table 6-5

The result of t-test between respondents in South Korea and the U.S. on exposure to mobile phone advertising messages

	South Korea (N=144)		United States (N=109)		t-value
	Mean	**SD**	**Mean**	**SD**	
Exposure to advertising messages	2.78	.89	3.60	.91	**-7.08

Note. ** p<.000 on the t-test on variables across South Korea and the U.S. users.

1=Very Frequently and 5=Very rarely

Hypothesis 3

The third hypothesis stated that attitudes toward mobile phone advertising messages will be different between South Korea and the United States. Results of a t-test showed that U.S. respondents (M=3.81, SD=.96) found mobile advertising messages more enjoyable than the South Korean respondents (M=4.47, SD=.79, t-value=5.80, p<.000). American respondents (M=3.84, SD=.93) rated mobile advertising messages as being more pleasant than did the South Korean respondents (M=4.54, SD=.71, t-value=6.53, p<.000). Also, in the United States (M=2.92, SD=1.12), respondents had the attitude that mobile phone advertising messages are more informative than in South Korea (M=3.88, SD=1.17, t-value=6.55, p<.000).

On the other hand, South Korean respondents (M=1.48, SD=.78) reported mobile advertising messages more irritating than U.S. respondents (M=2.30, SD=1.03, t-value=-6.93, p<.000). In addition, respondents in South Korea (M=1.77, SD=1.00) found mobile advertising messages more annoying than respondents in the United States (M=2.30, SD=1.00, t-value=-4.13, p<.000). Overall, South Korean respondents appeared to more negative attitudes toward mobile phone advertising messages than the United States respondents (Table 6-6).

In short, the results supported H3. Respondents in South Korea and in the United States differed in their attitudes toward mobile advertising messages.

Table 6-6

The results of t-test between respondents in South Korea and the U.S. on attitudes toward mobile phone advertising messages

Attitude toward advertising messages	South Korea (N=144)		United States (N=109)		t-value
	Mean	SD	Mean	SD	
Enjoyable	4.47	.79	3.81	.96	**5.80
Pleasant	4.54	.71	3.84	.93	**6.53
Informative	3.88	1.17	2.92	1.12	**6.55
Irritating	1.48	.78	2.30	1.03	**-6.93
Annoying	1.77	1.00	2.30	1.00	**-4.13

Note. ** p<.000 on the t-test on variables across South Korea and the U.S. users.

1=Strongly Agree and 5=Strongly Disagree

Hypothesis 4

The fourth hypothesis expected that mobile phone users' buying behavior connected to the products and services advertised on the mobile phone would be different in South Korea and the United States. A Chi-square test was performed to test the hypothesis. About 15.3 percent of South Korean respondents bought products related to mobile advertising messages. However, 84.7 percent of South Korea respondents did not purchase products on their mobile phones related to mobile advertising messages.

In contrast, 49.5 percent of the United States respondents bought products on their mobile phones related to mobile advertising messages for buying. Approximately 50.5

percent of the United States respondents did not purchase products on their mobile

phones related to their mobile advertising messages.

Respondents in South Korea and in the United States had a significant difference

in buying behaviors on their mobile phones (p<.000). Significantly more U.S.

respondents bought products related to mobile advertising messages than South Korea

respondents (Table 6-7).

Table 6-7

The Results of chi-square between respondents in South Korea and the U.S. on buying behaviors connected to the products and services advertised on the mobile phone

	South Korea (N=144)	**U.S. (N=109)**	**Total (%/N)**	**Pearson Chi-square Value**
Yes	8.7% (22)	21.3% (54)	30% (76)	
No	48.2% (122)	21.7% (55)	70% (177)	**34.66
Total	56.9% (144)	43.1% (109)	100% (253)	

Note. df=1, and ** p<.000 on the chi-square on variables across South Korea and the U.S.

Other Findings

This study also compared the types of advertising messages received. South

Korea respondents mostly received SMS (47%) and Internet link advertising (38.6%)

rather than MMS (10.2%) and voice advertising (4.2%). American respondents received

mostly SMS advertising (50.8%). The United States respondents received about the same

amount of voice advertising (19.6%) and Internet link advertising (21.1%). Both

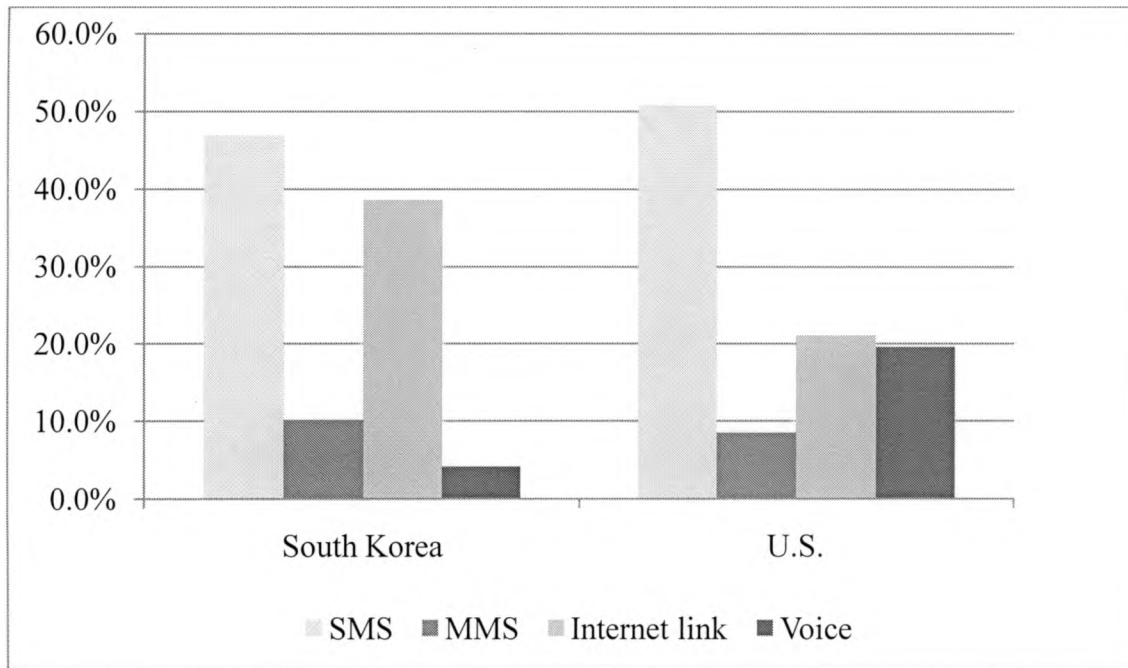countries' users received light MMS advertising types (Figure 6-1).

Figure 6-1

Receiving advertising type

This study also investigated the effects of mobile advertising messages in decision

making. A t-test showed that the U.S. respondents were more affected by mobile

advertising messages (Table 6-8). The U.S. respondents (M=2.95, SD=1.14) agreed that

mobile advertising messages increased their knowledge about products more than South

Korean respondents (M=3.68, SD=1.16, t-value=4.96, p<.000). U.S. respondents

(M=3.31, SD=1.04) conceded that mobile advertising messages helped make decisions

more than South Korean respondents (M=4.25, SD=.78, t-value=7.87, p<.000). U.S.

respondents (M=3.34, SD=1.02) concurred that mobile advertising messages made it

easier to buy products than South Korean respondents (M=4.31, SD=.78, t-value=8.29,

p<.000). Finally, U.S. respondents (M=3.64, SD=1.00) agreed that mobile advertising

messages increased purchases more than South Korea respondents (M=4.27, SD=.93, t-

value=5.16, p<.000).

Table 6-8

The result of t-test between respondents in South Korea and the U.S. on the effect of mobile advertising messages in decision making

The effects of mobile advertising messages	South Korea (N=144)		United States (N=109)		t-value
	Mean	SD	Mean	SD	
Increase your knowledge about products	3.68	1.16	2.95	1.14	**4.96
Help to make decisions	4.25	.78	3.31	1.04	**7.87
Makes it easier to buy products	4.31	.78	3.34	1.02	**8.29
Increase your purchases	4.27	.93	3.64	1.00	**5.16

Note. ** p<.000 on the t-test on variables across South Korea and the U.S. users.

1=Strongly Agree and 5=Strongly Disagree

In conclusion, this study found that the United States respondents used their

mobile phones more frequently than South Korea respondents (H1). However,

respondents in South Korea were exposed to mobile advertising messages more than

respondents in the United States (H2). Although South Korean respondents received

mobile advertising messages more than American respondents, attitudes in the U.S. were more positive toward those messages than in South Korea (H3). In addition, the United States respondents purchased products on their mobile phones connected to mobile phone advertising messages more than South Korean respondents (H4).

Discussion

The purpose of this study was to examine the effectiveness of advertising messages by mobile phones among college students in South Korea and the United States. Comparing mobile phone advertising across different cultures helps global marketing in the mobile field. By comparing respondents in South Korea and the United States, this study found that both countries have differences in the frequency of mobile phone use, the level of exposure to advertising messages, attitudes toward advertising messages, and buying behavior based on mobile phone advertising messages.

The United States respondents used mobile phones more frequently than South Korean respondents. According to uses and gratifications theory, higher active users make their own decisions more than do lower active users. Users utilize the media to gain information and entertainment in order to satisfy their needs (Katz et al., 1974). In addition, Kwak, Andras, and Zinkhan (2009) suggest that higher active users have more positive attitudes toward advertising and are more in control over the use of media. With these respects of the uses and gratifications theory, respondents in the United States may be higher active users. As higher active users, the United States respondents made their own decisions to purchase products on their mobile phones more than South Korean respondents. Thus, respondents in the United States may purchase more products through

mobile phone advertising and have more positive attitudes toward mobile advertising than respondents in South Korea.

The United States respondents used mobile phones more frequently than South Korean respondents, even though South Korean respondents were exposed to mobile advertising messages more than the United States respondents. This result supports Choi, Hwang, and McMillarn's (2008) study. They also reported South Koreans were exposed to mobile advertising more than Americans (Choi, Hwang & McMillarn, 2008). According to Berger (2000), when advertising messages include less information, then high repetition of advertising has a direct influence on brand memory of consumers. Hence, advertisers in South Korea may expect that consumers recall their brands because of higher advertising repetition that is image-oriented rather than information-oriented.

Although South Korean respondents received mobile advertising messages more frequently than the United States respondents, the United States respondents' attitudes toward advertising messages were more positive. These findings may be related to different advertising based on different cultures. According to Hall and Hall's (1987) definitions of context cultures, advertisements in South Korea focus on designs with emotional appeals because South Korea is a high-context culture. However, the United States is a low-context culture, so the U.S. advertisements focus on information of products (Hall & Hall, 1987). For this reason, respondents in the United States reported mobile advertising messages to be more informative than respondents in South Korea. Respondents in the United States agreed that mobile advertising messages increased their knowledge about products, helped them to make decisions and made it easier to buy products. However, respondents in South Korea felt irritated and annoyed about mobile

advertising messages more than respondents in the United States. Respondents in South

Korea may receive more advertising messages than they expected, or they may be not

satisfied with the advertising messages. Chowdhury et al.'s (2006) study suggests that if

consumers are pleased with informative mobile advertising messages, consumers will not

be annoyed with messages. This result is consistent with the Technology Acceptance

Model. With respect to the TAM, perceived usefulness and perceived ease of use have

influence on attitudes toward advertising messages (Kim, Park & Oh, 2008; Zhang &

Mao, 2008). In turn, these perceptions affect consumers' attitudes toward mobile

advertising messages.

In addition, respondents in the United States purchased products on their mobile

phones more than respondents in South Korea, because buying behaviors interact with

attitudes toward mobile advertising. Even though South Korean respondents were

exposed to mobile advertising more than respondents in the United States, they had a

more negative attitude toward mobile advertising messages. South Korean users did not

purchase products based on mobile advertising messages, because of negative attitudes.

This result is related to a Jun and Lee (2007) study, which suggested that

mobility/convenience and multimedia services had a relationship with attitudes toward

mobile advertising, which led to favorable behavioral intentions. However, in this study

perceived usefulness and perceived ease of use are most related to attitudes toward

advertising messages as well as buying behaviors based on mobile advertising messages.

In the age of globalization, understanding cultural differences is the most

important element in the international market (Mueller, 2006). The different cultures of

South Korea and the United States reflect different types of advertising. For example,

advertisements in South Korea depict emotional appeals with images. In contrast, advertisements in the United States provide product information with text and speech. Different types of advertising may affect consumers' attitudes toward advertising, because consumers may be pleased by advertising messages with perceived usefulness and perceived ease of use advertising. Different attitudes, either positive or negative, may have influence on consumers' behaviors. Thus, understanding cultural differences may satisfy consumers' needs and wants by advertising.

For marketing implications, South Korean advertising should include more information about products along with images. South Korean consumers may need to know products' features in the advertising. They might not pay attention to commercial advertisements, because South Koreans are not pleased with less information. Hence, this study recommends that South Korea advertising should focus on products' information as well as image aspects.

On the other hand, the United States advertisements should focus more on entertainment aspects. Entertainment is one of the important parts in advertising. American advertising provides much more information than South Korea. However, the more the United States consumers enjoy advertisements related to products' information, the more influence the advertising will have on mobile marketing.

Limitations and Suggestions

This study was conducted in colleges in South Korea and the United States. There are some limitations in this study. First, this study had a small sample size and it was not random and representative of the population. Even though this study focused on college

students' uses and dependence on their mobile phones, this was not a broad sample in terms of age and occupation. Also, while this study was conducted in the capital of South Korea, the United States study was done in a small city in Texas. Therefore, future studies should collect their sample to include several age groups, occupation groups and similar-sized cities in both countries.

Second, this study did not consider participants' mobile phone devices and mobile phone plans. Both countries have different mobile phone devices and plans. Based on their mobile phone devices and plans, the users receive different types of mobile advertising messages. For example, if someone has an old mobile phone, they cannot receive some types of advertising messages, such as Internet link types and multimedia messages. Indeed, mobile phone plans can affect consumers' behaviors. If some plans do not include Internet and message services, consumers avoid using these services due to costs. To solve these problems, future studies should collect data of participants' mobile phone devices and plans.

Third, this study did not analyze advertising messages between South Korea and the United States. Coca-Cola, McDonald's, Samsung, and LG are advertised in both countries with similar products. Future studies should analyze specific mobile advertising messages in South Korea and the United States. Comparing advertising messages between South Korea and the United States can help future studies analyze different cultures' aspects in more detail than this study.

Finally, this study did not include the concept of perceived enjoyment of TAM. Advertising messages should portray product information as well as enjoyment of the images. Future studies should include the concept of perceived enjoyment and analyze

the relationship between consumers and perceived usefulness, perceived ease of use and perceived enjoyment in advertising. Analyzing this relationship can help future studies to investigate the reasons of consumers' usage on mobile advertising messages.

Conclusion

Unlike television, magazine, newspaper, radio and Internet, mobile phones have unique advantages such as individuality, unlimited access and interaction. Even though the Internet also has characteristics of individuality and interaction, it is portable. Definitely, mobile phones are personal media and have advantages which traditional media does not have. Advertisers can directly communicate to consumers without limitation of time or place. Therefore, because of mobile phone characteristics, mobile phone advertising is a very effective way to reach and connect with consumers and to sell products.

In conclusion, this study researched how mobile advertising messages have influence on the cross-cultural area. It allows for more successful marketing to consumers in different cultures. Companies, using mobile advertising, should consider useful information on advertising messages. Unlike traditional media, mobile advertising has a limitation of the amount of information. Hence, consumers consider informative messages on mobile phone advertising more effective than other media. Informative messages lend to more favorable attitudes toward advertising messages and influences buying behaviors.

APPENDIX

I am a graduate student in Mass Communication at Texas State University. I am studying the effect of mobile advertising. Your answers will be completely confidential.

1. Do you receive advertising messages on your mobile phone?

    □ Yes   □ No

    If yes, go on to #2;

    If no, you many stop answering this survey now. Thank you for your time.

2. Gender   □ Male   □ Female

3. Age   □ Under 18   □ 18 – 25

                    □ 26 – 30   □ 31 – 35

                    □ 36 – 45   □ Over 46

4. Classification □ Freshman   □ Sophomore

                    □ Junior   □ Senior

5. Nationality   □ Korean   □ American

                    □ Other

6. How often do you use your mobile phone for the purposes of

	Very Frequently	Frequently	occasionally	rarely	never
Receiving personal calls					
Making personal calls					
Sending text messages					
Receiving text messages					
Sending multi-media messages					
Receiving multi-media messages					
Internet					
Checking email					
Searching for information on the Internet					
Playing games					
Buying music					
Listening to music					
Watching TV shows					
Watching TV shows in real time					
Watching movies					
Changing ringtone					
Alarm					
Camera					
Clock					
Calculator					
Calendar					

7. How many mobile phones do you own?

       □ 1   □ 2   □ 3

       □ 4   □ 5   □ Over 6

8. How many times daily do you send text messages on your mobile phone on average?

         _____

9. Why do you use text messages?

	Yes	No
Easier way to contact people		
In order to pass time		
Don't want to talk		
Can't talk to someone (ex. in class or meeting)		
In order to receive or send information		
Don't want to bother others with phone call interruption		
Need an answer fast		
Save cell phone minutes		
Check advertising messages		

10. How often do you receive advertising messages on your mobile phone?

Very Frequently	Frequently	Occasionally	Rarely	Very Rarely
1	2	3	4	5

11. What type of advertisements do you receive on your mobile phone?

	Yes	No
Text messages		
Internet links		
Multimedia messages (audio, video, animation, etc)		
Voice messages		

12. Are you signing up with advertisers to receive advertising messages on your mobile phone (ex. clothes, cosmetics, etc.)?

□ Yes   □ No

12-1. If no, would you be willing to sign up with advertisers to receive advertising messages on your mobile phone (ex. clothes, cosmetic, etc.)?

Very Likely	Likely	Neutral	Unlikely	Very Unlikely
1	2	3	4	5

13. Receiving advertising messages on your mobile phone is

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Enjoyable					
Pleasant					
Informative					
Irritating					
Annoying					

14. Advertising messages on your mobile phone

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Increase your knowledge about products					
Help to make decisions					
Makes it easier to buy products					
Increase your purchases					

15. Receiving advertising messages on your mobile phone makes you *more* likely to purchase the advertised products.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	2	3	4	5

16. Have you ever used mobile phone purchasing such as buying ringtones, music, games, etc. based on mobile advertising messages on your mobile phone?

□ Yes   □ No

16-1. If yes, what kind products have you purchased on mobile phones?

	Yes	No
Ringtones		
Music		
Games		
Movies		
Photos		
Mobile background photo		

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