

ATTITUDE TOWARD MOBILE ADVERTISING:  
AN EXPLORATORY STUDY OF HOW CULTURAL DIMENSIONS  
INFLUENCE ATTITUDE TOWARD MOBILE ADVERTISING

By

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To Dr. Villegas and the professors of advertising in the College of Journalism and  
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This study tested Triandis' (2001) combination of individualism/collectivism and horizontal/vertical dimensions typology for its ability to detect differences in mobile users' cultural orientations in South Korea, and also examined the role of these cultural orientations in people's general media use, mobile phone use, and attitude toward mobile advertising.

The objective of this study is to add to the body of work looking at mobile advertising, while focusing specifically on the relationship between attitude toward mobile advertising and cultural orientations to understand the influence of cultural orientations on consumer response toward mobile communication. Culture is never static; it evolves and changes with the passage of time. Communication plays an important role in facilitating these changes by providing relevant information, motivation, and interaction for people. This study is to frame the attitude toward mobile advertising and culture orientations within an environment that changes rapidly according to the development of technology.

Results show that respondents in the vertical collectivism orientation, where people submit to the authorities of the in-group and are willing to sacrifice themselves for their in-group, are more likely to have a positive attitude toward mobile advertising. Implications for marketers and advertisers are discussed. This study also presents limitations and suggestions for future research.



## CHAPTER 1 INTRODUCTION

As the penetration rate of mobile phones has exceeded those of personal computers in many markets, it is believed that mobile media have become dominant as personal devices for communication. Accordingly, marketers and advertisers are considering the need for a mobile commerce revolution (Robins, 2003). In this fast-growing mobile communication environment, cell phones are no longer just voice communication devices. The Mobile Marketing Association (2007) states that the mobile phone is becoming a primary means of communication, not only for voice but also for digital services, such as email, digital photos, navigation, and other mobile services. Although this trend is prevalent across the globe, mobile phones are especially gaining popularity in Asian countries such as Japan, Korea, and China. Among these big mobile phone markets, the Korean market has been growing enormously as its market change and the trends of mobile phone subscriptions show (Kim, 2002; Moom, 2007; KTF mhows Mail Magazine, 2007).

The technological convergence of mobile phones with audio, video, computing, telecommunications and television has turned them into increasingly effective media for consumer advertising (Robins, 2003). However, mobile phones are private communication devices unlike other communication media. Because of this differentiating characteristic, the extent of personalization employed in mobile commerce is an issue in the market.

On the other hand, mass media and culture are closely related because culture is the source of content for mass media; culture influences mass media and vice versa (Lee & Chio, 2006; Pollay & Mittal, 1993). All content within the media, such as entertainment, news information, and advertisements, is derived from culture. If this were not true, it could not be understood among its audiences (Morris & Lee, 2005). By using individualism and collectivism as dimensions of culture previous researchers were able to understand the way culture relates to

social psychological phenomena in a systematic manner (e.g., Hui, Triandis, & Yee, 1991; Triandis, Brislin, & Hui, 1988).

In this regard, the objective of this study is to explore the mobile advertising, the mobile market of South Korea and cultural orientations in literature, in order to discover how the Korean consumers' perception and attitude of mobile advertising are related to personal cultural orientations: horizontal and vertical individualism and collectivism. The results of this study will provide practitioners with direction as to how users perceive mobile advertising differently according to their target audiences' cultural orientations and how advertisers should strategically modify their advertising content and messages.

## CHAPTER 2 REVIEW OF THE LITERATURE

### **Mobile Marketing and Advertising**

The Mobile Marketing Association (2007) states that mobile marketing is the use of wireless media as an integrated content delivery system and a direct response vehicle within a cross-media or stand-alone marketing communications program. Mobile marketing emerged from the Internet revolution and has become a major issue among marketers. According to the overview of the mobile industry by the Mobile Marketing Association, mobile telephony is “one of the first new channels to arise in over 50 years, to have quickly become a primary means of reaching out to our customers” (Mobile Marketing Association, 2007 <http://www.mmaglobal.com>). Similarly, the Wireless Advertising Association (WAA) defines mobile marketing as the sending of advertising messages to mobile devices such as mobile phones or PDAs through the wireless network (Zoller, Housen, & Matthews, 2001; XU, 2007). Another definition of mobile advertising is the transmission of promotional messages to consumers in the form of time and location sensitive, personalized information through interactive mobile media (Haghirian, Madlberger, & Tanuskova, 2005).

In short, mobile advertising is the communication of information about products, services, or ideas using mobile devices (Li & Lee, 2006). In particular, Web’s interactive and quick-response capabilities via mobile phones definitely help mobile phones become a direct marketing channel (Barwise & Strong, 2002). Cyriac Roeding, European chair of the Mobile Marketing Association suggests that, “Mobile advertising will be one of the most important revenue generators for mobile operators” (DeZoysa, 2002 p.8). Moreover, the high penetration rate of mobile phones has contributed to the increased delivery of advertisements for products and services (Tsang, Ho & Liang, 2004). Therefore, marketers and advertisers are looking for

innovative ways to reach their target market by using mobile phones which is a personal communication device.

### **Mobile Market Situation of South Korea**

The mobile phone is becoming a primary means of communication, not only for voice but also for digital services, such as email, digital photos, navigation, and other mobile services (Mobile Marketing Association, 2007). This trend is prevalent across the globe. However, even though the mobile industry is developing all over the world, its growth rate and popularity are higher and more distinguished in Asian countries such as South Korea, Japan, and China. Particularly, South Korea is said to be one of the leading countries in terms of mobile technology. Among these big mobile phone markets, the Korean market has been growing enormously as its market change and trends of mobile phone subscriptions show.

While there were only 6 million Korean mobile service subscribers in 1997, by June 2001 the number had reached around 28 million (57% of the South Korean population). Subsequently, the subscriber base reached to more than 40 million in 2006.

Table 2-1. Subscriber growth: Korean mobile telephony market

Year	The number of subscribers
2001	29,040,000
2002	32,340,000
2003	33,591,758
2004	36,586,052
2005	38,772,123
2006	40,197,115

\*Source: inews24.com “2005 Koean mobile yearbook” and Electronic Newspaper (Oct. 9<sup>th</sup> 2006)

In addition, according to mobile phone distribution by age group data, the popularity of mobile phones in South Korea is most evident among the younger generation (Kim, 2002). Furthermore, age group 20 to 29 is about 7 times more likely to have a subscription than age group 50 to 59.

Table 2-2. Mobile phone distribution by ages

Age	The number of subscribers	Percent
13-19	0	0
20-29	7,350,000	43.70
30-39	5,090,000	30.26
40-49	3,020,000	17.95
Over 50	1,360,000	8.9
Total	16,820,000	100

\*Source: Cheil Communication (1999)

Table 2-3. 3G Mobile phone distribution by ages

Age	The number of subscribers	Percent
Under 19	908,000	22.7
20-29	868,000	21.7
30-39	828,000	20.7
Over 40	1,396,000	34.9
Total	4,000,000	100

\*Source: KmobileNews (Feb 21<sup>st</sup> 2008)

In recent years, Korean telecommunication companies have changed from 2G to 2.5G and on to 3G networks, and they have improved their mobile services (Informa UK Ltd, 2003). In 1999, LG Telecom was the first to offer wireless application protocol (WAP) services. Then KTF followed, along with SK Telecom in 2000. As a result, the Korean mobile phone market has become one of the most advanced in the world. Furthermore, Korea is the first country in the world to offer mobile TV content on cellular phones. Within two years of its introduction in Korea, the subscribers of mobile TV reached seven million throughout the world (Moon, 2007). Overall, the mobile telephone market in Korea is rapidly increasing, and subscriber adaptability to technological development is high enough to justify new services. Additionally, the use of digital multimedia broadcasting (DMB) service on mobile phones has increased, so advertising strategies and tactics can be diversified. This, in turn, benefits advertisers and marketers who endeavor to provide more effective advertising messages to their consumers. Furthermore, in 2004 the Korean Marketing Association (KMA) expected that the Korean mobile advertising

market size would be 190 billion dollars, and would grow to 630 billion dollars in 2005 (KTF mhow's Mail Magazine, 2007).

Overall, the mobile telephone market in Korea is rapidly increasing, and the adaptability of technological development among subscribers is high enough to provide new services. Moreover, the use of DMB service on mobile phones has increased such that advertising strategies and tactics can be diversified, which is good for advertisers and marketers who endeavor to give more effective advertising messages to their consumers.

### **Mobile Consumer Services**

Mobile communication services can be categorized into four groups of connectivity: Rich voice, the wireless Internet, messaging, and content (Steinbock, 2005; Pagani, 2006).

Rich Voice: This is a 3G service with “always-on data communication” (Steinbock, 2005 p. 91) provides advanced voice capabilities, voice-activated net access, and Web-initiated voice calls (Pagani, 2006).

The wireless Internet: This service allows the consumer access to the Internet with their mobile devices; it includes mobile internet, mobile intranet, and/ or extranet. Mobile intranet and extranet provide secured mobile access to not only the Internet but also to that business company's local area networks (LANs) and virtual private networks (VPNs) (Steinbock, 2005).

Messaging: This service offers short message service (SMS), multimedia message service (MMS), and mobile instant messaging, as well as location-based services (LBS). LBS enables users to find other people or users and buildings or machines (Steinbock, 2005).

Content: This service includes information, entertainment, transactions, and databases (Steinbock, 2005). In the current study, this is not online content but the content that is already built-in on mobile users' devices or content that they are able to save in the memory of their

mobile devices and use with their mobile devices. Pagani (2006) names it as “customized infotainment” (p.16).

### **Types of Mobile Advertising**

A mobile advertising service is simply a service in which consumers receive merchants’ persuasive messages, typically SMS or MMS, on their mobile phones (Pagani, 2004). Marketers and advertisers have considered that mobile advertising might be an optimal tool to send the right message to the right person at the right time to affect consumers’ behaviors (Buckely, 2007). Pagani (2004) classifies mobile advertising into three types: push messaging, pull campaigns, and sponsoring. Push messaging is the sending of promotional messages to existing customers’ mobile devices. Second, pull campaigns are the sending of discount coupons or samples to customers if they connect to the information by using their mobile device. Lastly, sponsoring is to provide a marketing message at the end of information that customers request via their mobile phones (Pagani, 2004).

Meanwhile, since the mobile phone is a very personal device that allows an individual to be assessed virtually any time and anywhere, mobile advertising must be more personalized and may take different forms. Mobile marketing can be permission-based, incentive-based, or location-based (Barnes and Scornavacca 2004; Barwise and Strong 2002).

Permission-based advertising messages are sent only to mobile service subscribers who have explicitly agreed to receive the mobile advertising messages. Usually, mobile phone users often ignore the message when they get an unexpected advertisement. By relying on the permission of the target audience, permission-based advertising focuses on reducing the irritation (Tsang, Ho, & Liang, 2004).

Incentive-based advertising provides specific rewards to individuals who receive a mobile advertisement, such as free coupons. Another way of rewarding is for mobile phone

companies to offer free connection time for listening to voice advertisements or accessing WAP pages. Both permission-based and incentive-based advertising mechanisms are feasible for mobile advertising because the wireless technology makes it possible to identify individual users (Tsang, Ho, & Liang, 2004).

In addition to individual identification, mobile technology also makes it possible to locate a particular consumer. Location-based advertising takes advantage of this feature to target people in a certain location. Customized advertisements are sent based on where the user is or where the user is going.

In terms of messaging configuration types, mobile advertising started off with push SMS advertisement on mobile phones (Kim & Jun, 2008). Previous research reports that mobile advertising affects brand recall and brand association, which ultimately leads to purchase intent (Li & Stoller, 2007). As a result, SMS has been widely used (Tsang, Ho, & Liang, 2004; Xu, 2007; Kim & Jun, 2008). The next successful type of mobile advertising is integrating SMS and other channels to help customers pull information (Burkely, 2007). For instance, consumers can participate in a promotional event via mobile phones by accessing established WAP pages or a vote program on television, and then download a coupon. Recently, this type of mobile advertising has been getting popular (Burkely, 2007). Due to technology development, another type of mobile advertising has been getting popular. This new type is MMS and is especially popular in Asia and Europe. MMS includes playing video clips with audio, which can be more creative and effective (Li & Stoller, 2007).

### **Characteristics of Mobile Advertising**

Previous studies have discussed the unique characteristics of mobile advertising (e.g. Haghirian, Madlberger, & Tanuskova, 2005; Pagani, 2006; Perlado & Barwise, 2005; Stenbock, 2005). Among these studies, Perlado and Barwise (2005) suggest five distinctive features of



mobile advertising: portability, relatively small interface, personal identity, ubiquity, and location sensitivity.

The physical characteristics of mobile phones seem to limit mobile advertising because they have tiny screens and keypads as well as limited memory. However, mobile phones are individually identifiable so that they are well suited to provide accurately personalized services and information (Robin 2003). Moreover, mobile phones can be used anywhere and anytime; that is, marketers can have the opportunity to interact with their targets wherever they are (Chowdhury, Parvin, Weitenberner, & Becker, 2006). One may expect mobile advertising to be more favorable to consumers for location-sensitive and time critical events (Barwise & Strong, 2002; Zoller, Housen, & Matthews, 2001).

Based on different strategic applications, mobile advertising can be permission-based, incentive-based, or location-based (Barnes & Scornavacca, 2004; Barwise & Strong, 2002; Chowdhury, Parvin, Weitenberner, & Becker, 2006). However, mobile users may regard mobile advertising as an interruption to their lives. On the other hand, Haghirian, Madlberger, and Tanuskova, (2005) argue that personalization and interactivity are the main characteristics of mobile advertising.

### **Attitudes toward Advertising in General**

Previous studies on advertising have been focused on attitudes for a long time (Chowdhury, Parvin, Weitenberner, & Becker, 2006). However, there are two different focuses on attitude toward advertising: the attitude toward the advertising and the general attitude toward advertising. Researchers who focus on the first approach have studied the relationship between the attitude toward the ad and the effectiveness of advertising, attitudes toward brand, and purchase intentions (Lutz, 1985; MacKenzie & Lutz, 1989; Durvasula, Andrews, Lysonski & Netemeyer, 1993). The past studies of the general attitude toward advertising have focused on

the attention consumers pay to it, their evaluations of specific advertisements, and their responses to those advertisements through the exposure of individuals to advertising (Chowdhury, Parvin, Weitenberner, & Becker, 2006). Lutz (1985) defined attitude toward advertising as “a learned predisposition to respond in a consistently favorable or unfavorable manner toward advertising in general” (p. 5). Past researches have suggested that consumers’ attitudes toward advertising tend to affect their responses toward individual advertisements and subsequent purchase behavior (James & Kover, 1992; Lutz, MacKenzie, & Belch, 1983; Lee & Choi, 2006). Moreover, James and Kover (1992) have shown that the overall attitudes toward advertising affect the involvement with specific advertisements in significant but complex ways (Brackett & Carr, 2001; Briggs & Hollis, 1997).

Researches of consumer attitudes revealed positive results toward advertising (Chowdhury, Parvin, Weitenberner, & Becker, 2006). According to Gallup (1959), most respondents of his research had a favorable attitude on general advertising and considered it informative. In later studies, consumers reported more positive attitudes toward advertising than negative attitudes (Bauer and Greyser, 1968). However, the literatures revealed that this positive attitude toward advertising changed after 1970 (Tsang, Ho, & Liang, 2004; Chowdhury, Parvin, Weitenberner, & Becker, 2006). Zanot (1981; 1984) argued that around this time, negative attitude toward advertising increased among consumers. In more recent researches, the unfavorable attitude toward advertising has been found (Alwitt & Probhaker, 1994; Mittal, 1994).

On the other hand, Pollay and Mittal (1993) suggest the structure of attitudes toward advertising includes two factors: utilitarian and societal factors. For example, attitudes toward advertising were positive when the advertising provided information and entertainment (utilitarian factors), but attitudes were negative when the advertising was linked to unfavorable

metaphors (Coulter, Zaltman, & Coulter, 2001). In addition, it is assumed that attitudes toward advertising are positively related with past behavioral experience (Mackenzie & Lutz, 1989; Donthu & Garcia, 1999).

### **Attitudes toward Internet Advertising**

Many advertising researchers and practitioners have been investigating Internet advertising because of the high degree of interactivity and user control afforded on the Internet (Lee & Choi, 2006). Therefore, Web advertising is often regarded as an effective marketing communication tool with free samples, or trial offers, billboard-type logos, graphical displays of products, branded banners, online catalogs, shopper guides, and sponsor identifications for Web sites (Ducoffe, 1996; Lee & Choi, 2006).

While researches of general attitudes toward advertising among consumers has shown increasing negative and unfavorable attitudes (e.g., Zanot, 1981; 1984; Alwitt & Prabhaker, 1994; Mittal, 1994; Shavitt, Lowrey, & Haefner, 1998), recent studies of attitudes toward Web advertising have found that the public have positive attitudes toward online advertising (Lee & Choi, 2006). Their results report that respondents considered Web advertising to be valuable, informative, hardly irritating and more favorable than traditional advertising (Ducoffe, 1996; Schlosser, Shavitt, & Kanfer, 1999; Lee & Choi, 2006). Specifically, Schlosser, Shavitt and Kanfer (1999) suggest several key dimensions of Web advertising such as informativeness, trustworthiness, and confidence. Because of its new forms and interactive communication tactics, Web advertising could get the attention of its audience, and consumers even reported a more favorable attitude toward it (Lee & Choi, 2006).

### **Attitudes toward Mobile Advertising**

As an extension of the Internet environment, the high penetration of mobile phones in recent years has created a good opportunity for mobile advertising (Bauer, Barnes, Reichardt, &

Neumann, 2005; Leppaniem, Sinisalo, & Karjaluoto, 2006; Chowdhury, Parvin, Weitenberner, & Becker, 2006).

Globally, mobile advertising have been used for marketing and advertising to promote products and brands because it differs from traditional media advertising in many ways (Chowdhury, Parvin, Weitenberner, & Becker, 2006). Mobile advertising and Internet advertising have many features in common: both are emerging media used to deliver digital texts, images, and voices with interactive, immediate, personalized, and responsive capabilities (Yoon & Kim, 2001). However, consumers often impatiently ignore the message when interrupted by an advertisement (Barnes, 2002; Denk & Hackl, 2004; Varshney, 2003; Wang & Wang 2005). Meanwhile, according to Bauer (2005), interactivity and specific targeting are the most salient differentiating characteristics.

Pagani (2004) suggests a model of consumer adoption of 3G mobile media services and empirically tests it in the Italian market. She states that “perceived usefulness, ease of use, price, and speed of use are the most important determinants of adoption of multimedia mobile services, in that order” (Pagani, 2004 p. 58). The results of this study also indicate that “the importance of determinants differs by age groups or segments” (Pagani, 2004 p.58). According to Okazaki, Katsukura, and Nishiyama (2007), the perceptions of both the mobile media and the content of advertising affect a mobile campaign's recall. On the other hand, Drossos, Giaglis, Lekakos, Kokkinaki, & Stavradi (2007) investigated the significance of a number of factors associated with SMS advertising effectiveness through an experimental study. Their findings indicate that incentive, interactivity, appeal, product involvement, and attitude toward SMS advertising in general directly influence attitude toward the advertisement, attitude toward the brand, and purchase intention (Drossos, Giaglis, Lekakos, Kokkinaki, & Stavradi, 2007).

Meanwhile, Tsang, Ho, and Liang (2004) suggest that “consumers generally have negative attitudes toward mobile advertising unless they have specifically consented to it, and there is a direct relationship between consumer attitudes and consumer behavior” (Tsang, Ho & Liang, 2004 p. 65). Consumers are more likely to trust messages coming from their service providers than anywhere else, and so it is important that service providers offer a high level of filtering and protection as reassurance for their users (Carroll, Barnes, Scornavacca, & Fletcher, 2007).

Chowdhury, Parvin, Weitenberner, and Becker (2006) suggest that consumers will not be annoyed, and there is a fair possibility that they will gradually like the mobile advertisements if mobile advertisers can present mobile ads pleasingly, with appropriate information. Furthermore, credibility, a construct of this study, has been found to be the most significant of the factors affecting respondents’ attitudes toward mobile advertising (Chowdhury, Parvin, Weitenberner, & Becker, 2006).

### **Cultural Orientations**

Mass media and culture are closely related and are not easily separated; culture provides mass media with sources for content. All content must be derived from culture, including entertainment, news, and advertisements, otherwise it could not be understood (Morris & Lee, 2005). Specifically, advertising is one form of mass communication, and advertisements are influenced by culture and/or influence the culture. However, there is debate about whether culture is reflected in advertisements in previous studies on advertising (Holbrook, 1987; Pollay, 1987; Pollay & Gallagher, 1990; Morris & Lee, 2005).

In the process of conducting advertisements, understanding how people in a group communicate and make purchase decisions is important. Therefore, advertisers and marketers research and consider consumers’ lifestyles, attitudes, perceptions, habits, behaviors, wants and

needs to develop effective messages to communicate with them (Morris & Lee, 2005). Furthermore, these consumer profiles are based on the elements of culture (Morris & Lee, 2005). From these perspectives, advertising and culture are closely related and are not easily separated.

In previous culture studies, researchers were able to understand the way culture relates to social psychological phenomena in a systematic manner by using individualism and collectivism as dimensions of culture (e.g., Hui, Triandis, & Yee, 1991; Triandis, Brislin, & Hui, 1988). Hofstede (1980, 1984, 2001) demonstrated how the constructs of individualism and collectivism can be characterized in people's social perceptions and behavior. According to the author, in individualistic cultures, people are autonomous and independent from their in-groups. Their personal goals are usually valued over the goals of their in-groups. For instance, their behaviors are usually based on their own attitudes rather than the norms of their in-groups. Meanwhile, people in collectivistic cultures are interdependent within their in-groups. Priority is placed on the goals of their in-groups, and they generally behave according to norms of their in-groups. Therefore, collectivists tend to do what they are expected to do by other members of their group whereas individualists tend to do what they enjoy doing (Triandis, 1995). These two different cultural dimensions have served as a useful means to compare communication style and content across cultures (de Mooij, 1998; Hofstede, 1980, 1983).

Meanwhile, in today's global environment, the notion of a homogeneous population within a culture may no longer be valid (Singlis & Brown, 1995). In other words, not every person in an individualistic culture is an individualist. Nor does it mean that people in a collectivistic culture are all collectivists. Just as nations are compared based on their classification of individualism or collectivism, so should people within a culture be compared in this way. However, studies on

cultural differences within a nation are needed to understand and find more effective ways to communicate with consumers.

On the other hand, previous researchers also suggest that uni-individualism and collectivism need to be expanded to multidimensional individualism and collectivism (Singlis, Triandis, Bhawuk, & Gelfand, 1995; Triandis & Gelfand, 1998). Triandis (1995, 2001) suggested that there are, in fact, different types of individualism and collectivism. For example, Korean collectivism is not entirely the same as the collectivism of China. The individualism in France is different from that of the American individualism.

Gregory and Munch (1996) discuss the individualism-collectivism dimension at the cultural level and at the individual level. They state that individualist societies place value on one's achievements, recognition, etc. (McCarty & Hattwick, 1992). Meanwhile, collectivist societies emphasize in-group values such as family, community, responsibility, conformity to societal norms (Hofstede, 1980). On the individual level, "idiocentrism" has been used to refer to personal individualism whereas "allocentrism" means personal collectivism (Yamaguchi, Kuhlman, & Sugimori, 1995). According to Yamaguchi (1994), allocentrism is defined as one's tendency to give priority to the collective self over the private self, especially when these two come into conflict. In other words, the present definition of allocentrism focuses on one's behavior in situations in which the person's interest is in conflict with that of the person's group, leaving aside various other characteristics of allocentrism (Kim, 1994; Triandis, 1994; Yamaguchi, 1994).

Among the many dimensions that can further distinguish individualism and collectivism is the horizontal-vertical aspect. In essence, both individualism and collectivism may be horizontal (emphasizing equality) or vertical (emphasizing hierarchy). From Triandis' conceptualization,

four types of cultures can be identified: (1) Horizontal Individualism (HI-uniqueness), where people strive to be unique and do their own thing; (2) Vertical Individualism (VI-achievement oriented), where people want to do their own thing and strive to be the best; (3) Horizontal Collectivism (HC-cooperativeness), where people merge themselves with their in-groups; and (4) Vertical Collectivism (VC-dutifulness), where people submit to the authorities of the in-group and are willing to sacrifice themselves for their in-group (Triandis, 2001; Triandis & Suh, 2002). Although this typology was initially proposed to facilitate between-culture comparisons, it also shows promise for an in-depth understanding of variations in individualism and collectivism within a culture (Lee & Choi, 2006).

Overall, the objective of this study is to explore mobile advertising and Korean mobile market in literature and to discover the consumers' perception of mobile advertising and attitude toward mobile advertising in terms of personal culture dimensions: horizontal and vertical individualism and collectivism. The result of this study will provide practitioners with direction as to how users perceive personalized mobile advertising differently and how advertisers should strategically modify their advertising content and message, according to their target audiences' culture dimension.

### **Objective**

The objective of this study is to understand how consumers' attitudes toward mobile advertising change according to their cultural orientations and mobile phone usage behavior. Little to no research has been conducted regarding the relationship between cultural dimensions and attitudes toward mobile advertising.

### **Research Questions**

Based on the literature review, this study asks the following research questions:



RQ1. What are the differences between the four cultural orientations (horizontal and vertical individualism and collectivism) in consumers' attitudes toward mobile advertising?

RQ2. What are the differences between the four cultural orientations in terms of perceptions of mobile advertising?

RQ3. What are the differences between the four cultural orientations in terms of mobile phone usage behavior?

## CHAPTER 3 METHODOLOGY

An exploratory study was conducted in an attempt to understand the relationship between individuals' cultural orientations and their attitudes toward mobile advertising. The data for this study were collected through an on-site, self-administered questionnaire. For collecting data, approval was received from the Institutional Review Board (IRB) at the University of Florida.

A survey was undertaken by mobile phone users in Seoul and Daegu, South Korea from January to February 2008. A total of 294 randomly selected people participated in the survey. Since the objective of this study was to examine culture dimensions' (the horizontal and vertical individualism and collectivism) roles in understanding consumers' attitudes toward mobile advertising, data were gathered from the population of mobile phone users, especially young users.

### **Sample**

Prospective participants were recruited on the streets at downtown and subway stations in Seoul and Daegu, South Korea. Currently, more than 70% of the Korean population is subscribing mobile phones services (Telecoms & Technology Forecast Asia & Australasia, 2005). In case of the United States, mobile phone subscribers in 2003 were 60% more likely to be young adults than the overall population of non-subscribers. It was also found that 35% of young adults (ages 18-24) used more than 500 mobile minutes per month, compared to 20% of all users; 62% of young adults made/received five or more calls per day, versus 37% of all users (Greenspan, 2003). In addition, young adults, especially university students, are said to be more open to new information communication technologies (Lightner, Yenisey, Ozok, & Salvendy, 2002; Pijpers, Bemelmans, Heemstra, & van Montfort, 2001). Based on these findings, the researcher assumed that most of all adults in South Korea might have their personal mobile

phones and they did. Therefore, random sampling on the streets was used as the method to collect data.

### **Data Collection and Procedure**

To refine and clarify survey questions and wordings, a pilot test was done with 25 college students at a church in Daegu, South Korea before the actual survey. Some of the students reported that the given definition of “Rich voice” as a provided mobile service lacked clear explanation, so an example of rich voice service was added for the actual survey. For the recruitment process, it was determined to choose the seventh person who was passing by or standing by popular meeting locations. These selected individuals were then asked to participate in a survey by trained data collectors. Four data collector were trained to sample random people effectively, explain possible questions from participants, and give a snack as reward for completing the survey. The length of time to complete the survey was about 5 minutes. All participants received a small snack as reward.

### **Measures**

The questionnaire (Appendix A) consisted of seven main sections. The measurements to be included were attitude toward mobile advertising, cultural orientation, use of media, and demographic variables. The survey was completed by Korean mobile phone users so that the questionnaires were translated from Korean into English and re-translated. Most of the measures of the variables were modified or adapted from previous studies through a literature review involving all the constructs. The rest of the measures were developed specially for this inquiry after a review of the relevant literature. Most of the variables in the analysis were measured using a multi-item seven-point Likert-scale ranging from 7 (Strongly agree) to 1 (Strongly disagree).

## **Media Use**

The first part of the questionnaire focused on media use. Respondents were asked to indicate how much time on an average weekday they were exposed to television, radio, newspapers, magazines, the Web, and mobile devices.

## **Mobile Phones and Services Usage Behavior**

The second section of the questionnaire consisted of the questions about respondents' mobile phone usage behavior. Measures of the behavior consisted of two opinion statements such as 'how often do you use your mobile phone?' using a 7-point, Likert-type scale ranging from (1) "never" to (7) "very often".

The third section of the questionnaire asked respondents about their mobile service usage behavior. Given an explanation of mobile services, respondents were asked to indicate how often they used these mobile services using a 7-point, Likert-type scale ranging from (1) "never" to (7) "very often".

## **Attitude toward Mobile Advertising**

The fourth section of the questionnaire assessed respondents' perceptions of mobile advertising in all its various forms using a 7-point, Likert-type scale ranging from (1) "strongly disagree" to (7) "strongly agree," which was originally developed by Ducoffe (1996). Measures of perceived informativeness consisted of five opinion statements such as, "Mobile advertising is a good source of product information." Perceived entertainment was measured on a 5-item scale, including statements such as, "Mobile advertising is entertaining," and perceived irritation of Mobile advertising was assessed using another 5-item scale with statements such as, "Mobile advertising insults people's intelligence." In addition, in the fifth part of the survey questionnaire, overall attitudes towards mobile advertising were measured on a 3-item, semantic

differential scale with endpoints of “positive/negative,” “favorable/unfavorable,” and “good/bad” by using the measurements of Lee and Choi (2006).

### Culture Orientation

The sixth part of the survey was designed to determine respondents’ cultural orientations via the four-way typology developed by Triandis (1995). Table 3-1 shows the independent and dependent variables in this study.

Table 3-1. Independent and dependent variables

Variable	Question#	Questions	References
Informativeness	5	<ol style="list-style-type: none"> <li>1. Mobile advertising supplies relevant product information.</li> <li>2. Mobile advertising is a convenient source of product information.</li> <li>3. Mobile advertising is a good source of up-to-date product information.</li> <li>4. Mobile advertising provides timely information.</li> <li>5. Mobile advertising provides the information I need.</li> </ol>	Ducoffe (1996), Lee & Choi (2006), Kim (2006), Tsang, Ho, & Liang (2004), Xu (2007)
Entertainment	5	<ol style="list-style-type: none"> <li>1. Mobile advertising is fun to use.</li> <li>2. Mobile advertising is entertaining.</li> <li>3. Mobile advertising is enjoyable.</li> <li>4. Mobile advertising is pleasing.</li> <li>5. Mobile advertising is exciting.</li> </ol>	
Irritation	5	<ol style="list-style-type: none"> <li>1. Mobile advertising is annoying.</li> <li>2. Mobile advertising is confusing.</li> <li>3. Mobile advertising insults people’s intelligence.</li> <li>4. Mobile advertising is irritating.</li> <li>5. Mobile advertising is deceptive.</li> </ol>	
Personalization	4	<ol style="list-style-type: none"> <li>1. I feel that mobile advertising displays personalized message to me.</li> <li>2. I feel that mobile advertising is personalized for my usage.</li> </ol>	
		<ol style="list-style-type: none"> <li>3. Content in mobile advertising is personalized.</li> <li>4. I use personalized mobile advertising as a reference for purchasing.</li> </ol>	

Table 3-1. Continued

Credibility	2	1. I trust mobile advertisement. 2. I use mobile advertising as a reference for purchasing.	
Horizontal Individualism	4	1. I'd rather depend on myself than others. 2. I rely on myself most of the time; I rarely rely on others. 3. I often do "my own thing." 4. My personal identity, independent of others, is very important to me.	
Vertical Individualism	4	1. It is important that I do my job better than others. 2. Winning is everything. 3. Competition is the law of nature. 4. When another person does better than I do, I get tense and aroused.	
Horizontal Collectivism	4	1. If a coworker gets a prize, I would feel proud. 2. The well-being of my coworkers is important to me. 3. To me, pleasure is spending time with others.* 4. I feel good when I cooperate with others.	Triandis (1995), Lee & Choi (2006)
Vertical Collectivism	4	1. Parents and children must stay together as much as possible. 2. It is my duty to take care of my family, even when I have to sacrifice what I want. 3. Family members should stick together, no matter what sacrifices are required. 4. It is important to me that I respect the decisions made by my groups.	
Attitude toward mobile advertising	3	1. favorable/unfavorable 2. good/bad 3. positive/negative	

Using a 4-item, 7-point, Likert-type scale, each of the dimensions was measured: (1) horizontal individualism (HI), (2) vertical individualism (VI), (3) horizontal collectivism (HC), (4) vertical collectivism (VC). Measures tapping the cultural orientations included statements

such as, “I’d rather depend on myself than others” (HI), “It is important that I do my job better than others” (VI), “If a coworker gets a prize, I would feel proud” (HC), and “Parents and children must stay together as much as possible” (VC)

### **Demographic Characteristics**

At the end of the questionnaire, information on respondents’ demographic characteristics such as gender, age, and occupation, and their mobile phone subscription information were obtained.

CHAPTER 4  
FINDINGS

**Sample Profile**

Of the original 294 surveys completed, a total of 253 were included in the sample after eliminating the questionnaires that did not respond to some questions. Table 4-1 provides a description of the sample characteristics.

Table 4-1. Sample characteristics

	Characteristics	Frequency	Percent
Gender	Male	91	36
	Female	162	64
Age	Less than 20	18	7.1
	20 - 29	169	66.8
	30 - 39	31	12.3
	Over 40	35	13.8
Telecom Company	SK telecom	122	48.2
	KTF	88	34.8
	LG telecom	42	16.6
	Others	1	.4
Choice of telecom company	Offered service	55	21.7
	Price	69	27.3
	Offered mobile phones	51	20.2
	Reputation of a company	36	14.2
	Others	42	16.6
Average payment per a month for mobile phone	Less than \$29.99	54	21.3
	\$30 - \$59.99	129	51.2
	\$60 - \$89.99	48	19
	\$90 - \$119.99	12	4.8
	More than \$120	10	4

Among the respondents, 36 % were male and 64 % were female. Respondents' ages ranged from 16 to 58 years old with an average of about 29 (28.66) years. On the other hand, more than 66 % participants were 20 years old to 29 years old. The average number of years that participants had been using mobile phones was up to 7 years. As industrial reports showed, 48.2 % respondents were subscribing to SK Telecom, and the rest of them (51.8%) were subscribers



of KTF and LG Telecom. The reasons for selecting a certain telecommunication service company were various. Among five different reasons for choosing a telecommunication company, price was the most important factor affecting consumers' choices. Over 51% of the respondents answered their average payment per a month was around 30 dollars to 59.99 dollars.

### **Reliability**

To ensure the reliability of the measures only established and previously used measures were used to measure all variables in this study. A reliability analysis was conducted on each of the variables. For reliability, Cronbach was used to measured variables. All values were above the 0.6 minimums to ensure reliability. Table 4-2 provides the specific items for the major constructs and their reliability coefficients.

Table 4-2. Specific items for the key measures

Items	Cronbach ( $\alpha$ )
Perceived Informativeness of Mobile Advertising	.84
Perceived Entertainment of Mobile Advertising	.92
Perceived Irritation of Mobile Advertising	.76
Perceived Personalization of Mobile Advertising	.81
Perceived Credibility of Mobile Advertising	.83
Horizontal Individualism	.78
Vertical Individualism	.73
Horizontal Collectivism	.80
Vertical Collectivism	.75
Attitudes toward Mobile Advertising	.85

For reliability of the four groups of culture orientations, this study was based on the factor analysis of culture orientations done by Lee and Choi (2006). In their result, all of the items significantly loaded on the corresponding factors that they were intended to measure and confirmed that the four-way typology can serve as a valid tool for differentiating respondents' cultural predispositions. The results of this study also supported this four-way typology to

distinguish one's culture orientations. Table 4-3 presents the descriptive statistics of the four cultural dimensions, and Table 4-4 reports the correlations among the constructs.

Table 4-3. Statistics for culture orientation groups

Variables	M	SD
Horizontal Individualism	5.27	1.04
Vertical Individualism	4.52	1.17
Horizontal Collectivism	3.97	1.15
Vertical Collectivism	4.99	1.11

Note: All items were measured on a 7-point scale (N=253)

Table 4-4. Covariance and correlation matrix of the cultural dimensions

	HI	VI	HC	VC
Horizontal Individualism	1.00	.33**	.13	.16*
Vertical Individualism	.33**	1.00	.05	.15
Horizontal Collectivism	.13	.05	1.00	.35**
Vertical Collectivism	.16*	.15	.35**	1.00

Note: \*  $p < .01$ , \*\*  $p < .0011$ .

Correlations are in the lower triangle and covariances in the upper triangle.

### Cultural Orientations Groups

After the scale validation, further analyses were performed to closely examine respondents' cultural orientations. Table 4-4 shows the average scores on these four dimensions at the aggregate level, with a sample size of 253. The highest average score is found on the horizontal individualism. Relatively, high scores on the individualism orientations occur in the horizontal perspective, but the scores of collectivism orientations are higher in vertical perspective. The lowest average score is found on the horizontal collectivism. Korean culture has been suggested as collectivism-orientated. The results, however, do not necessarily mean that Korea, as an East Asian country, may only be identified as a collectivism-oriented culture, as prior studies have suggested. This outcome might be due to globalization affects the culture orientation within a country. However, the average score on the vertical collectivism is the

second highest score; this means that participants have both individualism and collectivism orientations in different perspectives.

In an effort to understand the relationship between a person's dominant cultural orientation and his or her response to mobile advertising, the sample was further divided into high versus low groups on each of the four cultural orientations using a median split. The data analyses followed the steps prescribed by Lee and Choi (2006). The median scores were 4.5 (HI), 5.25 (HC), 4.0 (VI), and 5.0 (VC). This procedure resulted in a total of 16 (2x2x2x2) groups. From these 16 groups, 4 representative groups were selected for a closer examination of personal characteristics and attitudes toward mobile advertising. Each representative group was classified as a group that displayed the highest score on one dimension among the four. The four groups representing the HI, HC, VI, and VC dimensions consisted of 53, 50, 61, and 47 respondents, respectively. Therefore, the total number of responses used for subsequent analyses was 211. Of the remaining respondents, 42 people had the exact same scores in two dimensions or more. Preliminary analyses showed similarities in demographic compositions between this sample of 211 respondents and the large sample. Since demographic variables (e.g. gender, age) were not notably skewed across the groups, they were not considered as contributing factors in further examinations of cultural orientations. Before investigating the relationship between cultural orientations and attitudes toward mobile advertising, media use and mobile phone usage behavior of the respondents in these four groups were observed.

### **Media Use and Mobile Phone Usage**

Respondents were asked to indicate the amount of time they spent on an average time per a day on each of following media: television, radio, the Internet, mobile phones, newspapers, and magazines. From the results of ANOVA tests, respondents in the four groups (n = 211) did not show a significant difference in media use except for television (p = .037).

Table 4-5 shows all respondents' average times spent on using media daily.

Table 4-5. Media Use

	M	SD
TV	94.31*	87.90
Radio	24.29 *	50.42
Internet	127.11 *	133.37
Mobile phone	132.65 *	245.52
Magazines	7.34 *	23.70
Newspapers	18.74 *	37.64

\* in minutes, Note: n = 253, SD = Standard Deviation

In the perceived mobile phone usage behavior, all the participants were mobile phone users with different mobile phone experiences. However, there was no significant difference on mobile phone usage behavior by groups ( $M = 5.06$ ,  $SD = 4.15$ ,  $p > .01$ ). On the survey, respondents were asked to indicate how they used mobile services such as rich voice, wireless Internet, messaging, and contents. Respondents used messaging service the most ( $M = 5.46$ ,  $SD = 1.77$ ), followed by rich voice, wireless Internet, and content services. Table 4-6 shows the descriptive statistics of using mobile services.

Table 4-6. Descriptive statistics of mobile services usage

	M	SD
Rich Voice	2.34	1.78
Wireless Internet	2.26	1.77
Messaging	5.46	1.77
Content	1.82	1.33

Note: All items were measured on a 7 – point scale (n = 253)

### **Cultural Orientations and Attitudes toward Mobile Advertising**

The main goal of the study is to explore the relationship between the four cultural orientations and attitudes toward mobile advertising. Another set of analyses was performed to examine the respondents' responses to mobile advertising across the four cultural orientation groups. In testing the differences in respondents' attitudes toward mobile advertising among the groups, the rating on the items for each of the five mobile advertising attitude measures were

averaged to create an index score. ANOVA results indicated a significant, overall difference in perceived informativeness of mobile advertising ( $F(3, 207) = 4.97, p = .002$ ). Post hoc comparison showed that respondents in the VC ( $M = 3.04$ ) group perceived mobile advertising to be significantly more informative than those in the HC ( $M = 2.28, p = .018$ ) and VI ( $M = 2.24, p = .007$ ) groups. The ANOVA test for perceived entertainment of mobile advertising showed that overall the respondents' perceptions were significantly different ( $F(3, 207) = 5.22, p = .002$ ). Post hoc comparison showed that respondents in the VC ( $M = 2.00$ ) group viewed mobile advertising to be more entertainment than those in all other groups. The difference between the VC group and the VI ( $M = 1.36, p = .004$ ) group was the most significant. Respondents' perceived irritation of mobile advertising was also significantly different across groups ( $F(3, 207) = 4.38, p = .005$ ). Post hoc comparison showed that respondents in the HC ( $M = 3.09$ ) group perceived mobile advertising to be significantly less irritating than those in the HI ( $M = 3.82, p = .047$ ). However, respondents' perceived personalization and credibility of mobile advertising was not significantly different across groups ( $p > .1$ ). When general attitudes toward mobile advertising were examined, the overall group difference was significant ( $F(3, 207) = 9.72, p = .00$ ). Post hoc test results showed a significant difference between the HC ( $M = 1.85$ ) and the VC ( $M = 2.45, p = .003$ ) groups. The VC group was not only significantly different from the HC group, but also from the VI ( $M = 1.71, p = .000$ ) group. Respondents in the VC group perceived mobile advertising to be more favorable, good, and positive than those in both the HC and VI groups. On the other hand, post hoc comparison also showed a significant difference between the HI ( $M = 2.20$ ) group and VI ( $p = .011$ ) group. Respondents in the HI group reported more positive attitudes toward mobile advertising than those in the VI group. Mean scores of the attitude measures across the four groups are reported in Table 4-7.

Table 4-7. Mobile advertising attitude means of the four cultural orientation groups

	HI	VI	HC	VC	Total
Informativeness	2.51	2.24	2.28	3.04	2.54
Entertainment	1.53	1.36	1.44	2.00	1.58
Irritation*	3.82	3.19	3.09	3.76	3.43
Personalization	2.25	2.40	2.65	2.66	2.54
Credibility	1.80	1.84	2.22	2.20	2.10
Overall Attitude	2.20	1.71	1.85	2.45	2.05

Note: All items were measured on a 7 – point scale (N= 211)

\*A greater score means a more negative response.

## CHAPTER 5 DISCUSSION AND CONCLUSIONS

The current study was intended to give insight to marketers and advertisers regarding the effects of mobile advertising in personal mobile phones on perceived informativeness, entertainment, irritation, personalization, credibility and attitude towards the ads. For this study, cultural dimensions have been considered as the foundation of motive and goal formation for use in persuasive communication. Individualism and collectivism have been widely used to compare and find out differences across cultures in various fields (Hui, Triandis. & Yee, 1991; Triandis, Brislin & Hui, 1988). Recent researches, however, suggest a more sophisticated classification of this uni-dimensional cultural orientation by arguing its limitation of the conceptualization: this new classification includes Vertical and Horizontal Individualism and Collectivism (Triandis, 1995, 2001; Lee & Choi, 2006).

This study explored a four-way classification to examine people's cultural orientations within a collectivism culture and their general attitudes toward advertising on mobile phones. Specifically, in order to assess the applicability of the typology in detecting within-culture variations, the measurement scale was examined for its validity. Then, the scale scores were compared to the previous research that had used the typology already. The results showed that the scale successfully represented the four interrelated but separate dimensions of mobile phone users' cultural orientations: horizontal individualism, vertical individualism, horizontal collectivism and vertical collectivism. This typology offered more comprehensive information on respondents' cultural predisposition within a culture than the traditional dichotomous perspective (Lee & Choi, 2006). Furthermore, Lee and Choi (2006) suggested that this four-way classification scheme would serve as a tool for examining the potential role of the cultural

orientations in people's attitudinal and behavioral response toward media and persuasive communications.

Using the validated measurement scale, respondents' cultural predispositions were assessed and those with different orientations were classified into each of the four groups respectively. Overall, respondents in the four groups shared similar media use pattern and showed no difference in terms of perceived mobile phone usage behavior. Perhaps the most interesting finding of this study was that people with different dominant cultural orientations indeed seemed to differ in their general attitudes toward mobile advertising. Specifically, the four groups also differed in their perceived informativeness, entertainment, and irritation of mobile advertising. It appears that respondents with a strong vertical collectivistic orientation tended to express more positive views on mobile advertising, and thought of it as more informative and as entertainment than other groups.

The mobile media, such as cell phones and mobile phones with digital multimedia broadcasting (DMB), personal digital assistants (PDA), and portable multimedia players (PMP), is said to be an ideal medium for personalized, keen targeting communication with a high degree of getting attention and concentration. However, all respondents in the four cultural orientation groups who might feel that mobile advertising messages are targeted at a mass audience and do not reflect their personal uniqueness as well as are not credible. Overall, these findings illustrate the important role of cultural orientations in consumers' differing predispositions toward persuasive communications on mobile phones. In addition to personal characteristics such as perceived mobile phone usage behavior, cultural values or orientations might serve as a fundamental and stable base in people's belief and attitude formations. In this way, people's



outlook on a wide range of topics and events and their motivations and goals might also be considered the results of their cultural predispositions.

### **Implications**

To answer RQ1, the findings of the study suggested that there is a difference between the four cultural orientation groups in terms of attitude toward mobile advertising. Respondents with a strong vertical collectivistic orientation reported a higher score on attitude toward mobile advertising, followed by the horizontal individualism, horizontal collectivism, and finally vertical individualism. It implies that respondents in the VC group were more likely to have a favorable attitude toward mobile advertising.

These findings suggested that these four cultural groups perceived different attitudes toward mobile advertising from Web advertising. In a study by Lee and Choi (2006), respondents in the HI group had a more favorable attitude on Web advertising. The theoretical implication of this is that mobile phone users who submit to the authorities of the in-group and are willing to sacrifice themselves for their in-group are more likely to have a positive attitude when they receive mobile advertising. As far as managerial implications, when the target market of certain mobile advertising is those who have strong values on their community or family, the advertising agency will be more likely to get a response or the attention of its targets.

The results of the study also suggested an answer to RQ2: participants in each cultural group perceived mobile advertising differently. In perceived informativeness and entertainment, respondents in the VC group reported the highest mean score. That is, those in the VC group believe that mobile advertising provides information about products or/and brands, and it entertains them. This result is thought to go hand-in-hand with the results of RQ 1 as far as the idea that people who value their community and in-group are more likely to have a positive attitude toward mobile advertising. On the other hand, in perceived irritation, the results showed

that respondents in the HI group are less likely to be irritated by mobile advertising than those in the VC group. However, in personalization and credibility of mobile advertising, the perception of mobile advertising was not significantly different among the groups.

To answer RQ3, according to the results, the mobile phone usage behavior was not significantly different by groups. There was no relationship between cultural orientations and perceived mobile phone usage behavior. Overall, most participants reported themselves as moderately heavy users of mobile phones. However, in assessing use of media, participants use television differently from groups. Respondents in the VC group tended to spend more time watching television than other groups. It is thought that people use media differently because of the characteristics of each medium. In a study by Lee and Choi (2006), respondents' Web surfing skill was significantly different among the four groups. However, in case of mobile phones, there was no significant difference between groups in terms of media usage behavior. Mobile phones especially tend to be a more personal medium than other media so that the perceived mobile phone usage behavior might be similar in all groups.

### **Limitations and Future Research**

There are several limitations to this study. While this investigation provides preliminary insights into the relationship between cultural dispositions and people's response to mobile communication, my understanding of the cultural influences within cultures is still at the beginning stage. Continuing efforts are needed to better explain the nature of this relationship and the specific roles of each of the cultural orientations in determining people's media preferences and response towards technology-mediated communication. At the same time, the qualitative approach that contextualizes people, as either individualistic or collectivistic within the realm of the social environment is also needed to add depth to empirical observations and enrich our explanations.

Identified as a significant factor for differences between cultures, the role of cultural orientations has been investigated predominantly in cross-cultural settings. Moreover, the vertical and horizontal individualism and collectivism are used as the typology of cultural dimensions in the current research, and has been validated in cross-cultural research. However, little is known about its applicability in differentiating people's cultural predispositions within a culture. However, growing attention to people with diverse cultural backgrounds residing in the same society further highlights the importance of within-culture investigations of cultural orientations (Lee & Choi, 2006).

The results from the present study provide some interesting observations in this regard. Preliminary analysis seems to suggest that cultural orientations differed by ethnicity. Although further analysis was not possible due to the small sample size, the composition of the four cultural orientation groups by ethnicity and how that relates to perception and behavior appears to be a worthy topic for future research.

The sample was completely composed of Koreans in South Korea, which may have unique characteristics of nationality or social situation. Although classified as a collectivistic culture on the whole in prior research, Korean people exhibited differences in terms of their cultural orientations which in turn produced differences in their attitudes toward mobile advertising. Moreover, more than 50% of participants were between 20 years old to 29 years old. Younger generations or older generations may have different attitudes toward mobile advertising and mobile phone usage behavior. Moreover, the sample size was small for a survey, which helps to explain the large standard deviation found throughout the survey. A more diverse and larger sample is recommended for future research. It is thought that a larger sample size may show

more significant results. A larger sample size would lead to clearer opinions and perceptions of the participants.

Additional research is needed to disentangle the intricate nature of cultural orientations and better explain within-culture orientations in individuals' motivations for, use of, and response to other forms of technology-mediated communication such as user generated contents (UGC), which include blogs, brand communities, homemade video contents, as well as social networking websites.

APPENDIX A  
QUESTIONNAIRES

English version

1. How much time do you spend using the following media in a day? (Give an average time)

Television	(		)	hour(s)	(		)	min.
Radio	(		)	hour(s)	(		)	min.
Web	(		)	hour(s)	(		)	min.
Mobile phone	(		)	hour(s)	(		)	min.
Newspaper	(		)	hour(s)	(		)	min.
Magazine	(		)	hour(s)	(		)	min.

2-1. Do you have a mobile phone?

- (1) Yes
- (2) No

2-2. How often do you use your mobile phone?

Never (1) (2) (3) (4) (5) (6) (7) Very often

Please read the following and answer questions below.

Mobile services offered by telecommunication companies are classified as following:

- Rich Voice: Advanced voice capabilities, voice-activated net access, and Web-initiated voice calls
- The Internet: Mobile Internet, mobile intranet (LANs) and/ or extranet (VPNs)
- Messaging: Short Messaging Service (SMS), Multimedia Message Service (MMS), and mobile instant messaging as well as location-based services (LBS)
- Content: Information, entertainment, transaction and databases

3-1. How often do you use these mobile phone services?

(1) Rich Voice

Never (1) (2) (3) (4) (5) (6) (7) Very often

(2) The Internet

Never (1) (2) (3) (4) (5) (6) (7) Very often

(3) Messaging

Never (1) (2) (3) (4) (5) (6) (7) Very often

(4) Content

Never (1) (2) (3) (4) (5) (6) (7) Very often

Mobile advertising refers to promotional messages of information about products, services, or ideas using mobile devices.

Mobile advertising is publicly available over the mobile phones and devices through the following formats:

Short Messaging Service (SMS): Text message service

Picture messaging: Text and graphics message service

Multimedia Message Service (MMS): Digital image input, e.g. electronic postcards, audio and video clips

3-2. Have you ever been received any mobile advertising?

(1) Yes

(2) No

The following questions ask about your attitude toward mobile advertising according to its characteristics. Please indicate your level of agreement with the following statements

4-1. Mobile advertising supplies relevant product information.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

4-2. Mobile advertising is a convenient source of product information.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

4-3. Mobile advertising is a good source of up-to-date product information.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

4-4. Mobile advertising provides timely information.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

4-5. Mobile advertising provides the information I need.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

4-6. Mobile advertising is fun to use.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

4-7. Mobile advertising is entertaining.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

4-8. Mobile advertising is enjoyable.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

4-9. Mobile advertising is pleasing.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

4-10. Mobile advertising is exciting.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

4-11. Mobile advertising is annoying.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

4-12. Mobile advertising is confusing.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

4-13. Mobile advertising insults people's intelligence.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

4-14. Mobile advertising is irritating.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

4-15. Mobile advertising is deceptive.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

4-16. I feel that mobile advertising displays personalized message to me.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

4-17. I feel that mobile advertising is personalized for my usage.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

4-18. Content in mobile advertising is personalized.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

4-19. I use personalized mobile advertising as a reference for purchasing.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

4-20. I trust mobile advertisement.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

4-21. I use mobile advertising as a reference for purchasing.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

Please rate your attitude towards mobile advertising using the following items.

5-1. I feel mobile advertising is...

Unfavorable (1) (2) (3) (4) (5) Favorable

5-2. I feel mobile advertising is...

Bad (1) (2) (3) (4) (5) Good

5-3. I feel mobile advertising is...

Negative (1) (2) (3) (4) (5) Positive



The following questions are ask about your general characteristics or propensities. Please indicate your level of agreement with the following statements

6-1. I'd rather depend on myself than others.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

6-2. I rely on myself most of the time; I rarely rely on others.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

6-3. I often do "my own thing."

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

6-4. My personal identity, independent of others, is very important to me.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

6-5. It is important that I do my job better than others.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

6-6. Winning is everything.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

6-7. Competition is the law of nature.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

6-8. When another person does better than I do, I get tense and aroused.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

6-9. If a coworker gets a prize, I would feel proud.

Strongly disagree	(1)	(2)	(3)	(4)	(5)	(6)	(7)	Strongly agree
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------

6-10. The well-being of my coworkers is important to me.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

6-11. To me, pleasure is spending time with others.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

6-12. I feel good when I cooperate with others.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

6-13. Parents and children must stay together as much as possible.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

6-14. It is my duty to take care of my family, even when I have to sacrifice what I want.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

6-15. Family members should stick together, no matter what sacrifices are required.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

6-16. It is important to me that I respect the decisions made by my groups.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

The following questions are ask about your mobile usage experience. Your answers for these questions will be used for statistical purpose ONLY.

7. How long have you used mobile phones since you had the first mobile phone?

( ) year(s) ( ) month(s)

8. Which mobile service company (telecommunication companies) are you contracting with?

- (1) SK telecom
- (2) KTF
- (3) LG telecom
- (4) Others



전혀 사용하지 않는다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	아주 자주 사용한 다
-------------	-----	-----	-----	-----	-----	-----	-----	-------------

다음의 내용을 읽으시고 밑의 질문에 대해 답변해 주시기 바랍니다.

통신회사에서 제공하는 모바일 서비스는 다음과 같이 분류되고 있습니다.

- 음성 서비스: 자동 음성 서비스 예) 114 개인정보 안내 서비스
- 인터넷 서비스: 모바일 인터넷, 구내 정보 통신망(LANs), 가설사설망 (VPNs)
- 메시지 서비스: 단순문자서비스(SMS), 멀티미디어메세지서비스(MMS), 지역서비스(LBS)
- 콘텐츠 서비스: 정보, 엔터테인먼트, 모바일 상거래, 데이터베이스

3-1. 다음의 모바일 서비스를 얼마나 자주 사용하십니까?

(1) 음성 서비스

전혀 사용하지 않는다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	아주 자주 사용한 다
-------------	-----	-----	-----	-----	-----	-----	-----	-------------

(2) 인터넷 서비스

전혀 사용하지 않는다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	아주 자주 사용한 다
-------------	-----	-----	-----	-----	-----	-----	-----	-------------

(3) 메시지 서비스

전혀 사용하지	(1)	(2)	(3)	(4)	(5)	(6)	(7)	아주 자주
---------	-----	-----	-----	-----	-----	-----	-----	-------

않는다								사용한 다
-----	--	--	--	--	--	--	--	----------

(4) 콘텐츠 서비스

전혀 사용하지 않는다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	아주 자주 사용한 다
-------------------	-----	-----	-----	-----	-----	-----	-----	----------------------

모바일 광고란 무선통신 단말기를 통해 음악, 그래픽, 음성, 문자 등을 기반으로 한 광고를 말합니다. 모바일 광고의 형식은 다음과 같습니다.

단순문자서비스 (SMS): 문자 메시지 형태

그림 메시지: 문자와 그래픽 메시지 형태

멀티미디어서비스(MMS): 디지털 이미지형태 예) 오디오, 비디오 클립

3-2. 모바일 광고를 받아본 경험이 있습니까?

(1) 네

(2) 아니오

다음은 귀하의 모바일 광고에 대한 태도를 조사하기 위한 질문입니다. 해당하는 정도의 번호를 선택하여 주시기 바랍니다.

4-1. 모바일 광고는 관련상품에 대한 정보를 제공한다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-2. 모바일 광고를 통하여 상품에 대한 정보를 얻기 편리하다.

전혀	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우
----	-----	-----	-----	-----	-----	-----	-----	----

그렇지 않다								그렇다
-----------	--	--	--	--	--	--	--	-----

4-3. 모바일 광고를 통하여 상품에 대한 최신 정보를 얻기가 좋다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-4. 모바일 광고는 시기 적절한 정보를 제공한다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-5. 모바일 광고는 내가 필요로 하는 정보를 제공한다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-6. 모바일 단말기에서 광고를 이용할 때 나는 재미를 느낀다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-7. 모바일 광고를 받았을 때 나는 재미를 느낀다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-8. 모바일 광고를 받았을 때 나는 흥미로움을 느낀다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
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4-9. 모바일 광고를 받았을 때 나는 즐거움을 느낀다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-10. 모바일 광고를 받았을 때 나는 짜릿한 흥분을 느낀다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-11. 모바일 광고는 성가시다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-12. 모바일 광고는 나를 당황하게 한다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-13. 모바일 광고는 나의 지적인 수준을 모욕한다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-14. 모바일 광고는 나를 짜증나게 한다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-15. 모바일 광고는 속임수가 많다.

전혀	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우
----	-----	-----	-----	-----	-----	-----	-----	----

그렇지 않다								그렇다
-----------	--	--	--	--	--	--	--	-----

4-16. 나는 모바일 광고가 나에게 개인적인 메시지를 제공한다고 느낀다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-17. 나는 모바일 광고가 사용하기에 개인화 되었다고 느낀다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-18. 모바일 광고의 내용은 개인화가 되어있다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-19. 나는 상품구매의 참고정보로 개인화된 모바일 광고를 사용한다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-20. 나는 모바일 광고를 믿는다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

4-21. 모바일 광고에서 제공하는 내용은 믿을 만 하다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------



다음의 문항에 대해 귀하의 모바일 광고에 대한 태도를 측정하여 주시기 바랍니다.

5-1. 나는 모바일 광고에 ( )이라고 생각한다.						
비호의적	(1)	(2)	(3)	(4)	(5)	호의적
5-2. 나는 모바일 광고가 ( )고 생각한다.						
나쁘다	(1)	(2)	(3)	(4)	(5)	좋다
5-3. 나는 모바일 광고가 ( )이라고 생각한다.						
부정적	(1)	(2)	(3)	(4)	(5)	긍정적

다음의 질문들은 귀하의 일반적 성향에 대한 것 입니다. 다음의 진술에 대한 귀하의 동의의 정도를 나타내어 주시기 바랍니다.

6-1. 나는 다른 사람보다 내 자신에게 의존하기를 좋아한다.								
전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
6-2. 나는 대부분 내 자신에게 의존한다; 나는 다른 사람에게 거의 의존하지 않는다.								
전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
6-3. 나는 항상 “나 자신의 일” 을 한다.								
전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
6-4. 나의 개인적 주체성, 다른 사람으로부터의 독립성이 나에게는 매우 중요하다.								
전혀	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우

그렇지 않다								그렇다
-----------	--	--	--	--	--	--	--	-----

6-5. 나는 나의 일을 다른 사람들보다 더 잘하는 것은 중요하다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

6-6. 이기는 것이 전부이다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

6-7. 경쟁은 자연의 법칙이다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

6-8. 다른 사람이 내가 하는 것 보다 더 잘 할 때, 나는 긴장하고 흥분하게 된다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

6-9. 만약 동료가 상을 타면, 나는 자랑스럽게 여길 것이다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

6-10. 나의 동료들이 잘 지내는 것이 나에게 중요하다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

6-11. 나에게 즐거움은 다른 사람들과 시간을 함께 보내는 것이다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

6-12. 나는 다른 사람들과 협력할 때 기분이 좋다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

6-13. 부모와 자식은 가능 한한 같이 지내야 한다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

6-14. 내가 원하는 것을 희생하더라도 나의 가족을 부양하는 것은 나의 의무이다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

6-15. 어떠한 희생이 따르더라도 가족 구성원은 함께 있어야 한다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

6-16. 나의 집단이 결정한 것을 존중하는 것은 나에게 중요하다.

전혀 그렇지 않다	(1)	(2)	(3)	(4)	(5)	(6)	(7)	매우 그렇다
-----------------	-----	-----	-----	-----	-----	-----	-----	-----------

다음의 질문들은 귀하의 휴대폰 사용 경험에 대한 것입니다. 귀하의 답변은 오로지 학문적인 용도로만 사용됨을 알려드립니다.



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