

CUSTOMER PERCEPTION TOWARDS MOBILE PHONE ADVERTISEMENTS: AN APPLICATION OF AIDA THEORY

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Abstract

Technological progress, the use of the Internet and the development of digital marketing platforms have revolutionized the mobile phone industry. In this competitive environment, ads are having a big impact on customers' perception and decision making about mobile phone products. The present study is aimed at analyzing the Customer Perception towards the advertisements of mobile phones based on AIDA theory that includes Attention, Interest, Desire and Action. This study investigates the effect of the above dimensions of advertising on consumer's behaviour and perception related to mobile telephones. This research uses primary data obtained by using a structured questionnaire that was answered by 250 respondents. The data analysis used included Statistical Analysis Procedures (SAP), which includes percentage analysis, mean and standard deviation, correlation analysis, reliability and validity analysis and Structural Equation Modeling (SEM). Results showed that social media and online advertisements plays a significant role in customer awareness and purchasing in relation to mobile phone products. In the AIDA factors, Desire proved to be the most paramount factor influencing customer perception, while the second most important factor was Interest followed by Action, and Attention. The SEM results also validated that all the AIDA constructs were positively and significantly correlated with customer perception towards mobile phone advertisements. According to the study, the use of effective advertising strategies that are based on the AIDA theory increases the engagement of customers, increases their preference for the brand and increases the intention to purchase mobile phone products. The results offer marketers and mobile phone providers insights to develop more customer-focused marketing strategies to enhance market performance.

Keywords:*Customer Perception, Mobile Phone Advertisements, AIDA Theory, Consumer Behaviour, Digital Marketing and Structural Equation Modelling (SEM).*

Introduction

In the present digital world, mobile telephones have become vital part of daily life given the rapid advancement of technology, the availability of the internet and the growing demand for communications. The mobile phone market has been very competitive with the various brands and the companies need to think out of the box and come up with some innovative marketing and advertising campaigns in order to attract consumers. Advertisements truly help to shape customer perceptions, build brand awareness and drive purchasing decisions. The aim of mobile phone advertisements is to give information about the features, technology, price, quality and image of the product, which influences the consumer attitude and purchasing behaviour. Customer perception is the way people (consumers) interpret, understand and react to marketing stimuli and promotional activities. In the case of mobile advertisements, the factors affecting customers' perception include the attractiveness of the phone image, promotional message, emotional engagement, celebrity endorsement and digital media presence. As various social media platforms have emerged and the effectiveness of digital ads continues to increase, the potential reach of ads to consumers and their impact on purchase intention has grown. In competitive

markets, advertisements play a significant role in customer awareness, customer preference, and customer purchase behaviour in relation to Marketing Management.

One of the most applied advertising models to explain a consumers' behavioural reaction in response to an advertisement is the AIDA theory. It is a four stage model namely Attention, Interest, Desire and Action. The first step in advertisements getting consumers is to have something that catches their eye with an enticing visual and promotion. Consumers will then become interested in the product through asking for information and knowledge of the product's value. This interest gradually creates desire and emotional attachment towards the product, which finally leads to purchase action. AIDA theory is a systematic approach to measure effectiveness of advertisements on consumer behaviour and perception. The mobile phone market is experiencing a dynamic transformation in terms of customer tastes and preferences, technological advancements and digitalization. Television, social media, online ads and influencer marketing are all ways in which people are constantly targeted by ads. Hence, it has become necessary for the marketer to know the perception of customers towards the advertisements in the mobile phone for creating effective advertisements. Past research has pointed out that digital advertisements play a crucial role in enhancing consumer awareness, purchase intention, and brand loyalty in the smartphone industry.

Therefore, the present study is targeted at the customer perception of advertisements in a mobile phone within the framework of AIDA model. The study tries to find out the analysis of the impact of AIDA on customer perception and buying behaviour of mobile phone products. The research results will offer valuable insights to marketers and mobile phone companies to formulate a successful advertising campaign that can improve market performance and customer engagement.

Objectives of the Study

1. To study the level of awareness towards mobile phone advertisements among customers.
2. To analyze customers' attention towards mobile phone advertisements based on the AIDA theory.
3. To examine the influence of advertisements in creating customer interest and desire towards mobile phone brands.
4. To study the effect of mobile phone advertisements on customers' purchase action.
5. To analyze the relationship between AIDA factors and customer perception towards mobile phone advertisements.

Review of Literature

Philip Kotler and Kevin Lane Keller (2016) said that advertising has a significant impact on customer perception, brand awareness, and consumer buying behaviour. Their research focused on claiming the attention and generating interest of the audience, all of which play a role in making a purchase decision in a competitive market. Lavidge and Steiner (1961) created a hierarchy of effects model which states that a consumer will go through the following stages of consciousness before making a decision to purchase: awareness, interest, desire, and action. Their model, in turn, has given rise to the AIDA theory in the fields of advertising and consumer behaviour.

Tsang, Ho, and Liang (2004) have investigated consumer attitudes towards mobile advertising and reported that the overall attitudes towards mobile ads were correlated with entertainment value, informativeness, and credibility. The study found that mobile advertising has an impact on consumer awareness and purchase intention. Personalized advertisements and innovative promotions in mobile

marketing lead to more customer engagement and positive customer attitudes toward the mobile brand (Bauer, Barnes, Reichardt, and Neumann, 2005).

Additionally, Yang (2010) studied the factors influencing consumer adoption of mobile shopping services, and identified that product information, trust and effectiveness of advertisements are key factors influencing consumer buying behaviour in the mobile market.

Chaffey and Ellis-Chadwick (2019) explained that digital marketing platforms like social media, YouTube and online ads have changed the way customers communicate and interact with brands. Their research emphasised that digital ads have a positive impact on the awareness of customers and enhance their connection to products. Belch and Belch (2021) summarized that the use of integrated marketing communication strategy has significant impact on customer perception and buying decision. Their research showed that visual appeal and emotional impact, along with promotion, are key elements in the effectiveness of an advertisement.

Shimp (2017) noted that advertising communication gives the awareness, interest and motivation to purchase by the customers. The conclusion of the study is that advertisements with creative content and emotional connection have a positive effect on consumer preference towards the brand. Okazaki and Taylor (2008) researched the effectiveness of mobile advertising in international markets and concluded that SMS and online advertising are effective in improving customer responses and awareness of products in the smartphone market. According to Solomon (2018), personal experiences, promotional communication and emotional connection to brands are all factors that affect a customer's perception.

Research Gap and Hypotheses

Consumer behaviour, advertising effectiveness, digital marketing and mobile advertising have been explored in a variety of industrial and technological settings in previous studies. Tsang et al. (2004), Bauer et al. (2005), and Chaffey and Ellis-Chadwick (2019) were among the researchers who mainly investigated mobile advertising acceptance, digital marketing communication and consumer attitudes towards advertisements. In the same way, the theoretical relevance of the AIDA model in the field of advertising and consumer purchase behaviour was discussed in earlier studies. There have been, however, only a few studies focusing on customer perception of mobile phone advertisements based on the AIDA theory framework in the rapidly evolving digital media architecture.

Furthermore, only a few studies have considered the effect of Attention, Interest, Desire, and Action on the perception of customers to mobile phone advertisements by using Structural Equation Modeling (SEM). Previous studies failed to fully examine all parts of the AIDA theory as they focused on consumer awareness and purchase intentions rather than customers' perceptions. Hence, the present study proposes to address this research gap by focusing on the relationship between AIDA factors and customer perception towards mobile phone advertisements via SEM analysis. A review of literature and the research gap guided the development of the following hypotheses for this study:

- H1:** Attention has a significant influence on customer perception towards mobile phone advertisements.
- H2:** Interest has a significant influence on customer perception towards mobile phone advertisements.
- H3:** Desire has a significant influence on customer perception towards mobile phone advertisements.
- H4:** Action has a significant influence on customer perception towards mobile phone advertisements.
- H5:** There is a significant relationship between AIDA factors and customer perception towards mobile phone advertisements.

Methodology

This study is descriptive, analytical descriptive and it is in the form of a descriptive theory of AIDA was used to discuss the perception of customers towards mobile phone advertisements. Both primary and secondary data were used for the study. Primary data were collected by using a structured questionnaire from its customers, and secondary data were collected from books, journals, research articles, websites and marketing reports on the advertising and its relation with the consumers. The study was limited to targeted consumers via mobile phones. The respondents were selected through a convenient sampling technique and 250 valid answers were obtained for the analysis.

The dimensions of the AIDA model were used to design the questionnaire. A five-point Likert scale was used to assess the opinions of the respondents. The data collected were being analyzed using the statistical techniques of percentage analysis, mean and standard deviation analysis, correlation analysis, reliability and validity analysis and Structural Equation Modeling (SEM). Reliability of the constructs was tested using Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). In order to analyze the effect of AIDA factors on customer perception of mobile phone advertisement, SEM analysis was conducted. To ensure the accuracy and validity of the results of the research, statistical analysis was performed using SPSS and AMOS software.

Data Analysis

Demographic analysis is very important in evaluating background characteristics of the respondents who are involved in the study. It helps to find out the distribution of the respondents according to various factors like gender, age, educational qualification, occupation, monthly income and area of residence. These demographic factors affect the perception of a customer, buying behaviour and attitude towards mobile phone advertisements. The socio-economic profile of the respondents gives a strong ground for the analysis of the effectiveness of mobile phone advertising in the theory of AIDA. The present table shows the demographic information of the respondents who were selected for the study.

Table 1: Demographic Profile of the Respondents

S.No	Demographic Variables	Category	No. of Respondents	Percentage (%)
1	Gender	Male	118	47.2
		Female	132	52.8
		Total	250	100.0
2	Age	Below 20 Years	32	12.8
		21–30 Years	96	38.4
		31–40 Years	71	28.4
		Above 40 Years	51	20.4
		Total	250	100.0
3	Educational Qualification	School Level	28	11.2
		Undergraduate	94	37.6
		Postgraduate	87	34.8
		Professional Degree	41	16.4
		Total	250	100.0
4	Occupation	Student	54	21.6
		Private Employee	82	32.8
		Government Employee	49	19.6

		Business	38	15.2
		Others	27	10.8
		Total	250	100.0
5	Monthly Income	Below ₹20,000	63	25.2
		₹20,001 – ₹40,000	97	38.8
		₹40,001 – ₹60,000	56	22.4
		Above ₹60,000	34	13.6
		Total	250	100.0
6	Area of Residence	Rural	104	41.6
		Urban	146	58.4
		Total	250	100.0

Source: Author Defined

The above table 1 shows that majority of the respondents were female (52.8%) and the male respondents made up 47.2%. With respect to age distribution, overwhelming majority of respondents were in the age group 21 to 30 years suggesting that mobile phone ads are very attractive to young adults. The majority of the respondents (37.6%) were undergraduate while the next largest group were postgraduate (34.8%). The private sector employee population is largest (32.8%) as revealed by occupational analysis. In terms of monthly income, most of the respondents were in the range of ₹20,001 to ₹40,000 per month (38.8%). In addition, there was a higher percentage of respondents living in urban areas than in rural areas (58.4 versus 41.6%). The demographic results suggest that young, educated and urban consumers are more actively exposed to and influenced by the mobile phone advertisements.

The Usage Pattern of Mobile Phones

The usage pattern of mobile phones can offer a lot of useful information regarding the user's behaviour characteristics and interaction with the mobile technology. An awareness of how often respondents use mobile phones, what type of mobile phone they prefer and their internet usage patterns and intentions for using the internet will enable an assessment of their exposure to mobile phone advertising. Mobile phones are a crucial aspect of life today, and by analysing usage patterns, it is possible to determine the correlation between mobile engagement and customer perception of advertising. The following table shows the pattern of mobile phone usage of the respondents selected for the study.

Table 2 Mobile Phone Usage Pattern of the Respondents

S.No	Variables	Category	No. of Respondents	Percentage (%)
1	Type of Mobile Phone Used	Smartphone	214	85.6
		Basic Phone	36	14.4
		Total	250	100.0
2	Years of Mobile Phone Usage	Below 2 Years	29	11.6
		2–5 Years	74	29.6
		5–8 Years	93	37.2
		Above 8 Years	54	21.6
		Total	250	100.0
3	Average Daily Mobile Usage	Below 2 Hours	34	13.6
		2–4 Hours	81	32.4
		4–6 Hours	76	30.4

		Above 6 Hours	59	23.6
		Total	250	100.0
4	Purpose of Mobile Usage	Communication	62	24.8
		Entertainment	58	23.2
		Social Media	79	31.6
		Education/Work	51	20.4
		Total	250	100.0
5	Internet Usage through Mobile	Yes	226	90.4
		No	24	9.6
		Total	250	100.0

Source: Author Defined

As seen in the above table, 85.6% of the respondents used Smartphone and the remaining 14.4% of the respondents used Basic phones. When asked about years of use, 37.2% reported using mobile phones between five and eight years, which is quite an old phone. In use, the most common amount of time spent on a mobile phone was 2-4 hours a day (32.4%). The top reasons for using a mobile device were social media (31.6%), for communicating (24.8%), and for entertainment (23.2%). In addition, 90.4 % of the respondents used internet services by means of mobile telephones. The discovery shows that participants are very involved with their smartphones and Internet activities, raising their exposure to the ads and marketing messages shown on their mobile phones and the Internet.

Awareness towards Mobile Phone Advertisements

The awareness of customers to mobile phone ads is a crucial element to the understanding of mobile phone advertising strategies. Mobile phone awareness is the amount of recognition, recall, and understanding by consumers of mobile phone ads in various media. High awareness level is a successful advertising communication and higher consumer engagement. According to AIDA theory, the first step is AWARENESS which draws the attention of customers and affects their purchase behaviour. The next table shows the extent of awareness of the respondents on mobile phone advertisements.

Table 3: Awareness towards Mobile Phone Advertisements

S.No	Awareness Variables	Category	No. of Respondents	Percentage (%)
1	Frequently Watching Mobile Advertisements	Yes	198	79.2
		No	52	20.8
		Total	250	100.0
2	Source of Advertisement Awareness	Television	58	23.2
		YouTube	71	28.4
		Social Media	84	33.6
		Newspapers/Magazines	37	14.8
		Total	250	100.0
3	Awareness of Mobile Phone Brands through Advertisements	Highly Aware	96	38.4
		Aware	109	43.6

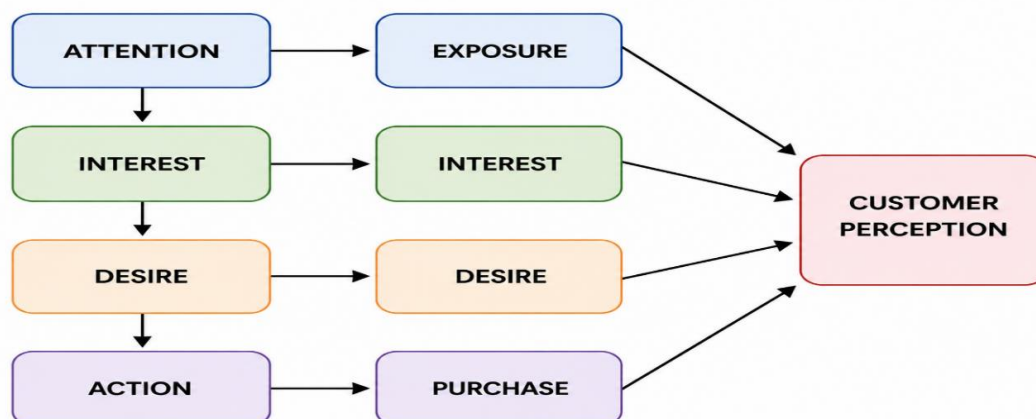
		Neutral	28	11.2
		Unaware	17	6.8
		Total	250	100.0
4	Advertisement Recall Ability	Easily Recall	88	35.2
		Sometimes Recall	117	46.8
		Rarely Recall	45	18.0
		Total	250	100.0
5	Influence of Advertisements on Brand Awareness	Highly Influenced	91	36.4
		Moderately Influenced	104	41.6
		Slightly Influenced	55	22.0
		Total	250	100.0

Source: Author Defined

From the above table, it is observed that majority of the respondents (79.2%) watched mobile phone adverts regularly. The primary source for awareness of advertisements was social media (33.6 percent), followed by YouTube (28.4 percent) and television (23.2 percent). As far as awareness of mobile phone brands is concerned, 43.6 per cent of people were aware of various mobile phone brands through the advertising and 38.4 per cent were high on mobile phone brands' awareness. When it comes to recalling advertisements, 46.8 percent of respondents said they could sometimes remember the ads, and 35.2 percent could easily remember the ads. Moreover, 41.6 percent of the respondents stated that they were moderately influenced by ads when it comes to brand awareness of mobile phones. The results show that digital platforms are important in raising awareness and enhancing customer perception of mobile phone ads.

The conceptual framework explains the use of the AIDA theory in the understanding of customers' perception towards mobile phone ads. The framework shows 4 steps of advertising effectiveness: Attention, Interest, Desire, and Action, affecting customer perception. The first thing that ads do is garner consumers' attention and provide awareness about mobile phone products.

Figure 1 Conceptual Framework of AIDA Theory and Customer Perception



Source: Author Defined

Later consumers become interested and look for more information about the advertised products. This interest gradually creates desire and preference towards particular mobile phone brands. Lastly, customers act to purchase based on their perception and attitude towards the advertisement. Therefore it is a significant factor that influences the perception of consumers about the mobile phone advertisements using the AIDA model.

Customers' Attention towards Mobile Phone Advertisements

The AIDA theory states that the first step in the process of an advertisement is to attract the attention of the consumers through the appeal of images, celebrities, new features, and promotional material. The effectiveness of the ads and their ability to engage the customer is based on how much attention the mobile phone ads receive by the consumers. The following table presents the respondents' level of attention towards mobile phone advertisements.

As shown in the table 4, the best mean score (4.28) was recorded by the attractive advertisement visuals, showing that the visuals of advertisement that are attractive are the ones that most capture the attention of the customer.

Table 4: Customers' Attention towards Mobile Phone Advertisements

S.No	Attention Variables	Mean	S.D	Rank
1	Attractive advertisement visuals catch my attention	4.28	0.71	I
2	Celebrity endorsements attract me towards mobile advertisements	4.01	0.84	IV
3	Innovative advertisement content increases my attention	4.17	0.76	II
4	Discounts and promotional offers attract my attention	4.10	0.82	III
5	Mobile advertisements on social media easily gain my attention	3.94	0.88	V

Source: Author Defined

The innovative content of the ads was the second most popular with a mean score of 4.17, behind only discounts and promotional offers (4.10). Celebrities also captured respondents' attention for ads. The results show that the creativeness and attractiveness of the ads are important factors to get customers' attention in mobile phone products.

Customers' Interest towards Mobile Phone Advertisements

Interest is the second stage of the AIDA model, where consumers develop curiosity and engagement towards the advertised product. Mobile phone advertisements arouse interest by giving information about the product, explaining its advanced features, and delivering the product benefits.

The impact of advertisements prompting customers to learn more about a mobile phone brand is dependent on the level of customer interest. The interestedness of the respondents towards the advertisements of cell phone is presented in the following table 5.

The table 5 indicates that the mean score of curiosity to the new models as a result of ads on mobile devices was 4.24. The second most popular option was the advertisements that encouraged respondents to look for more information about the product in question with a mean of 4.13. The product features highlighted in the advertisements also generated a lot of consumers' interest. The results indicate that informative and feature based advertisements have a significant impact on the interest of the customers with the mobile phone brands.

Table 5: Customers' Interest Towards Mobile Phone Advertisements

S.No	Interest Variables	Mean	S.D	Rank
1	Mobile advertisements increase my curiosity about new models	4.24	0.69	I
2	Advertisements motivate me to search for more product information	4.13	0.74	II
3	Product features shown in advertisements create interest	4.07	0.80	III
4	Advertisements help me compare different mobile brands	3.96	0.86	IV
5	Social media advertisements increase my engagement with brands	3.88	0.91	V

Source: Author Defined

The Desire of the Customers towards Mobile Phone Advertisements

In the third phase of the AIDA theory, consumers develop an emotional connection, a preference, and an intention to purchase after seeing an ad. Mobile phone ads target customers by emphasizing the quality of the product, its cutting-edge technology, its fashionable appearance, and the worth of the brand. The stage is where customers' curiosity is converted into a strong desire to buy the product. The table below shows how much the respondents wanted to see mobile phone adverts.

Table 6: Customers' Desire towards Mobile Phone Advertisements

S.No	Desire Variables	Mean	S.D	Rank
1	Advertisements create preference towards particular mobile brands	4.21	0.73	II
2	Mobile advertisements increase my desire to own the product	4.29	0.68	I
3	Attractive product features create positive feelings towards the brand	4.11	0.79	III
4	Advertisements improve my perception of product quality	4.03	0.84	IV
5	Brand image shown in advertisements influences my buying preference	3.95	0.88	V

Source: Author Defined

The above table shows that the highest mean score (4.29) was for the mobile advertisements that made respondents want to purchase the product. Advertisements that generated preference for specific brands of mobile phones were second most highly scored with the mean score being 4.21. The desire towards mobile phone was also influenced by attractive features of the product and positive image of the brand. The results here clearly indicate that customers' emotional attachment and brand preference to the products have been established through the advertisements.

Customers' Action towards Mobile Phone Purchase: The last step in the AIDA theory is to take action, which means that customers make actual purchase decisions due to the influence of advertisements. Mobile phone adverts have a positive impact on consumers buying behaviour, recommending brands and encouraging purchase. When customers act on the ads, that's when they are successful in turning consumer interest and desire into actual buying. The following table shows the respondents' response to buying mobile phone.

Table 7: Customers' Action towards Mobile Phone Purchase

S.No	Action Variables	Mean	S.D	Rank
1	Mobile advertisements influence my purchase decision	4.26	0.70	I
2	Advertisements encourage me to purchase newly launched mobile phones	4.14	0.76	II
3	I prefer brands that advertise frequently	4.02	0.82	III
4	Advertisements motivate me to recommend mobile brands to others	3.91	0.87	IV
5	Online advertisements increase my intention to purchase mobile phones	3.86	0.91	V

Source: Author Defined

The above table shows that of all the advertisements, the mobile advertisement had the highest mean score of 4.26, which has a significant effect on the respondents' purchasing decision. The second most popular advertisements were the ones promoting the sale of newly launched mobile phones with a mean score of 4.14.

The repeated advertising and online promotions also had a positive effect on the buying behaviour of the respondents. The results show that mobile phone advertising is successful in switching customers' attention, interest and desire into actual buying.

The Reliability and Validity Analysis of AIDA Factors

Reliability and validity analysis is crucial in research because it makes sure that measurement scale that is used in research is consistent and accurate. The reliability analysis is performed by calculating Cronbach's Alpha values of the constructs, and the validity analysis is performed by calculating the Composite Reliability (CR) and Average Variance Extracted (AVE) of the constructs. In this study, the AIDA factors namely Attention, Interest, Desire and Action were tested for reliability and validity to ensure the appropriateness of the measurement model. The reliability and validity analysis results of the AIDA factors are presented below.

Table 8: Reliability and Validity Analysis of AIDA Factors

S.No	Constructs	No. of Items	Cronbach's Alpha	Composite Reliability (CR)	AVE
1	Attention	5	0.861	0.889	0.616
2	Interest	5	0.847	0.876	0.588
3	Desire	5	0.872	0.901	0.645
4	Action	5	0.854	0.883	0.602
5	Customer Perception	5	0.881	0.912	0.673

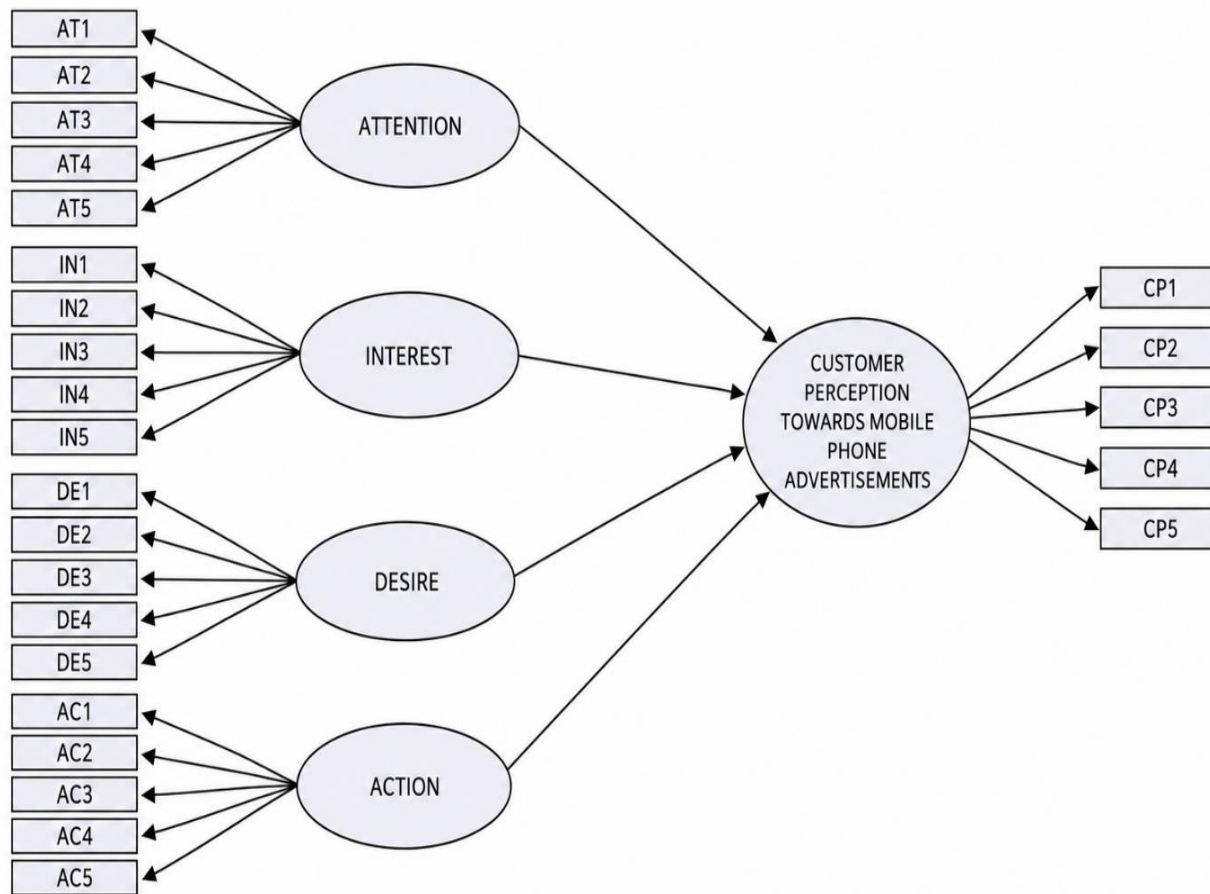
Source: Author Defined

Based on the above table, all constructs have a Cronbach's Alpha that exceeds the value of 0.80, which means that the measurement scales are very reliable and have high internal consistency.

All constructs met the recommended value of >0.70 for Composite Reliability (CR), thus yielding strong construct reliability. Likewise, the Average Variance Extracted (AVE) was greater than 0.50 for all constructs, which was indicative of good convergent validity.

Thus, the analysis of reliability and validity of the measurement model shows that the measurement model used in this study is statistically reliable and valid for analyzing customer perception towards mobile phone advertisements using the AIDA theory model.

Figure 2: Measurement Model of Customer Perception towards Mobile Phone Advertisements



Source: Author Defined

The figure 2 above is the measurement model related to the perception of customers about mobile phone advertisement in accordance with the theory of AIDA. The model consists of four major latent constructs namely Attention, Interest, Desire and Action which together influence the perception of customers towards ads of mobile phones. Five observed variables (indicators) are used to measure each construct. Arrows in the model represent the relationship between the observed variables and latent constructs, and the influence of the AIDA factors on the customer's perception. All constructs are positively related to customer perception and are able to explain the consumers' behavioural reactions to the mobile phone advertisements, which is confirmed by the measurement model.

The level of relationship between the AIDA factors and customer's perception towards mobile phone advertisements is measured using correlation analysis. It assists in determining the positive correlation of Attention, Interest, Desire and Action towards Customer Perception. The closer the value of the correlation is to 1, the more strongly the variables are associated. The correlation analysis between the factors of AIDA and the perception of the customer is presented in the following table 9.

Table 9: Correlation Analysis among AIDA Factors and Customer Perception

Variables	Attention	Interest	Desire	Action	Customer Perception
Attention	1.000				
Interest	0.712**	1.000			
Desire	0.684**	0.731**	1.000		
Action	0.659**	0.706**	0.748**	1.000	
Customer Perception	0.781**	0.804**	0.836**	0.792**	1.000

Source: Author Defined

The above table shows that all AIDA factors are positively and significantly related to customers perception towards mobile phone ads. The variables obtained the highest correlation with customer perception, Desire ($r = 0.836$), Interest ($r = 0.804$), Action ($r = 0.792$), and Attention ($r = 0.781$). The results show that the customer desire and interest significantly influence the positive perception towards mobile phone advertisement. The results of the study show that the AIDA factors are all positive and statistically significant, indicating a strong relationship between the AIDA factors and the customer perception.

Theory AIDA and Customer Perception Results using Structural Equation Modeling (SEM)

The method adopted for this study is the structural equation modeling (SEM). The SEM method is used to explore the causal relationship between the AIDA factors with the customer perception towards the mobile phone ads. With SEM, you can test the hypotheses and establish the direct impact of Attention, Interest, Desire and Action on customer perception. The SEM path coefficients, critical ratios and significance levels of the study variables are presented in the following table 10.

Table 10: Structural Equation Modeling (SEM) Results of AIDA Theory and Customer Perception

Hypotheses	Relationship	Path Coefficient	S.E	C.R	P-Value	Result
H1	Attention → Customer Perception	0.284	0.061	4.652	0.000	Supported
H2	Interest → Customer Perception	0.317	0.058	5.466	0.000	Supported
H3	Desire → Customer Perception	0.392	0.054	7.259	0.000	Supported
H4	Action → Customer Perception	0.301	0.060	5.017	0.000	Supported

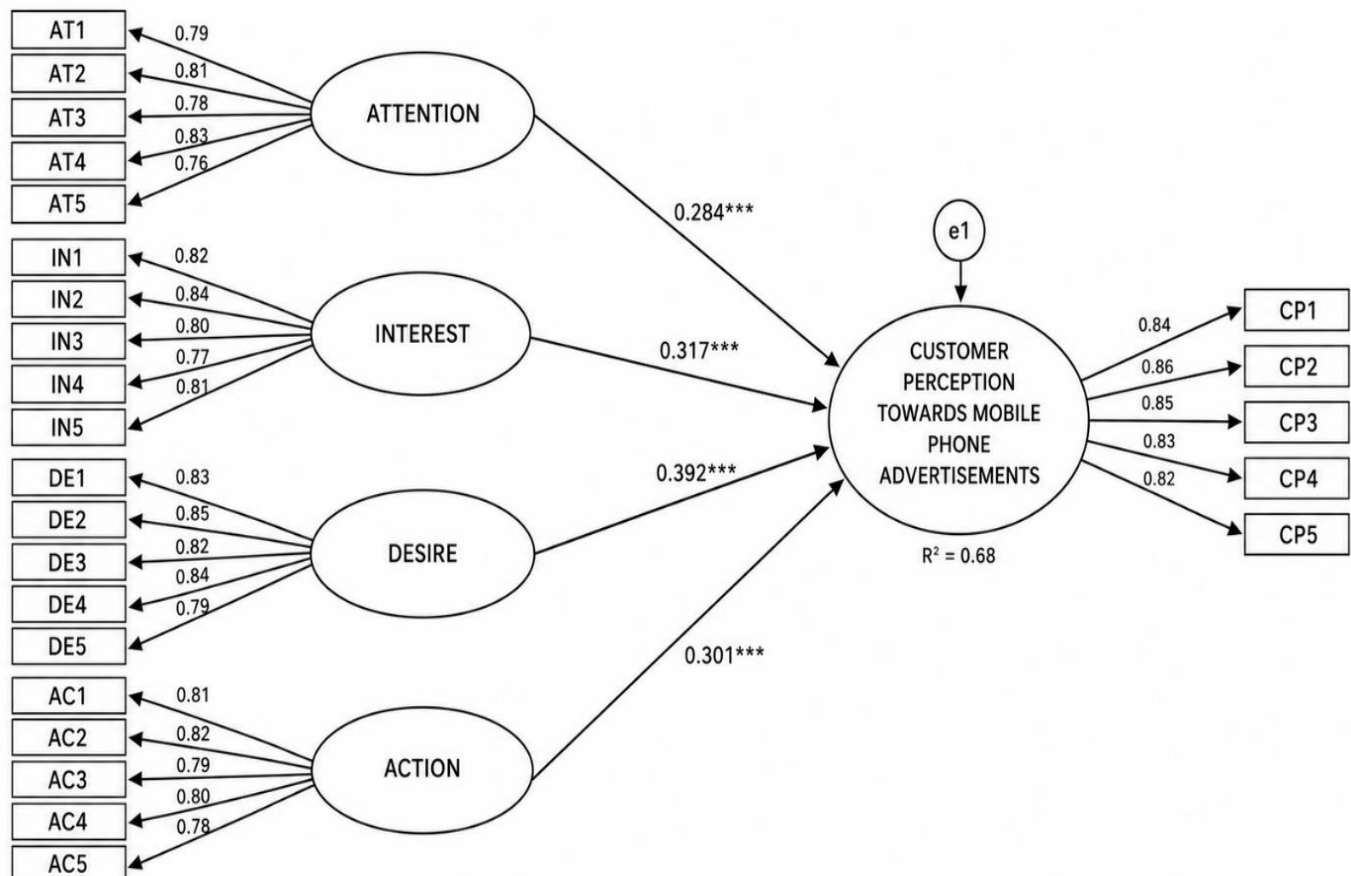
Source: Author Defined

From the above table 10, it's seen that all AIDA factors significantly influence customer perception towards mobile phone advertisements. The constructs that had the greatest influence on customer perception were Desire (0.392), Interest (0.317), Action (0.301), and Attention (0.284). Each of the hypotheses was supported with the p values being < 0.001 , which are highly significant. Based on the SEM results, it can be concluded that the AIDA theory is a suitable theory to explain customer perception and buying behaviour towards mobile phone advertisements.

The figure 3 shows the structure model of AIDA theory and perception of the customers in relation to the use of mobile phone advertisements. The model describes how Attention, Interest, Desire and Action directly affect customer perception. All four constructs have positive and significant standardized path coefficients suggesting that they are positively and significantly affecting the customer perception

towards mobile phone advertisements. The factors ranked in order of influence on customer perception were Desire, Interest, Action and Attention. The model provides reasonable factor loadings for all the observed variables, which justified the use of the structural model. The R^2 value shows that the AIDA factors significantly explain the perception of the customers regarding mobile phone advertisements. From the overall perspective, the structural model is robust and asserts the AIDA theory is an effective predictor of customer's behavioural responses and perception towards mobile phone advertising.

Figure 3: Structural Model of AIDA Theory and Customer Perception towards Mobile Phone Advertisements



Source: Author Defined

Model Fit Indices of the Structural Model

The model fit analysis is an essential component of Structural Equation Modeling (SEM) as it helps to assess whether the model is a good fit for the data. The adequacy and acceptability of the structural model is assessed using various fit indices, including the Chi-square value, GFI, AGFI, CFI, TLI, RMSEA and NFI. The results of a good model fit suggest that the proposed relationships between the variables are statistically appropriate and reliable. The model fit indices of the structural model used in the study are presented in the table 11.

As seen in the table 11, all the model fit indices had values that met the required threshold values, which indicated that the structural model was adequate. The value of the CMIN/df was 2.184, which was within the acceptable range of 3.00, thus showing a good model fit.

Table 11: Model Fit Indices of the Structural Model

S.No	Model Fit Indices	Recommended Value	Obtained Value	Result
1	Chi-square/df (CMIN/df)	< 3.00	2.184	Good Fit
2	GFI (Goodness of Fit Index)	> 0.90	0.931	Good Fit
3	AGFI (Adjusted Goodness of Fit Index)	> 0.80	0.902	Good Fit
4	CFI (Comparative Fit Index)	> 0.90	0.947	Good Fit
5	TLI (Tucker Lewis Index)	> 0.90	0.938	Good Fit
6	NFI (Normed Fit Index)	> 0.90	0.921	Good Fit
7	RMSEA (Root Mean Square Error of Approximation)	< 0.08	0.049	Good Fit

Source: Author Defined

The goodness of fit (GFI) values, AGFI, CFI, TLI and NFI were all greater than 0.90, indicating that the model has a strong goodness of fit. Moreover, the value of RMSEA was 0.049 which was lower than the recommended value of 0.08, indicating satisfactory approximation of error. Thus the Structural model developed to analyse the customer perception of mobile phone advertisements based on AIDA theory framework was found to be statistically acceptable and well fitted with the collected data.

Discussion of Findings

This study aimed to investigate the customer perceptions towards the mobile phone advertisements with the help of AIDA theory framework. The results showed that the demographic characteristics (age, education, occupation and income) were significant variables affecting the respondents' perceptions of mobile phone advertisements. Most respondents were young, highly educated consumers, active users of mobile phones and digital media platforms, thus exposing them to mobile phone advertising. The analysis with respect to awareness showed that social media and YouTube are key platforms in creating awareness about mobile brands. Many customers saw ads on their mobile phones, which made them more aware of mobile phone products and promotions. The research has also revealed that visually appealing ads, innovative content and offers have been good at grabbing the attention of the customer.

The findings on interest indicated that ads encouraged customers to look for other information about the product and to compare various mobile phone brands. The features of the products, advanced technology, and information in the advertisements drove great engagement and curiosity among consumers about mobile phones. Among the desire dimension, ads were found to have a high level of brand preference and brand attachment with the consumers.

The presentation of the product and the brand image were attractive and this influenced customers' desire to own mobile phones. The action stage found that advertisements had a significant impact on customers' buying behaviour and purchase decision. Newly launched mobile phones were promoted to customers and they were encouraged to buy the mobile and spread the word about the brands they had heard of. The correlation analysis also showed that there is a positive and strong relationship between AIDA factors and customer perception.

The results of the Structural Equation Modeling (SEM) showed that the four constructs – Attention, Interest, Desire, and Action – had a positive and significant effect on the customer perception of mobile phone advertisements.

The strongest influence was found for Desire, a variable which points to the relevance of emotional communication and brand preference in mobile phone marketing. Hence, study findings suggest that the AIDA model is a very effective model for describing customer response behaviours to mobile phone ads.

Suggestions

The mobile phone operators should concentrate on the advertisements that are innovative and can be visually appealing to attract customers. Marketers need to reinforce their digital campaigns to reach a wider audience and make an impact on customers' awareness, as social media and other digital platforms are an important influence on the awareness of their customers. Product information advertisements should be informative and detailed, indicating product properties, cost, quality and technological developments, so that they can attract the interest of the customer and engage them. The research indicates that businesses should give a stronger focus to emotional appeals, brand image and customer-centric promotions to foster more desire among customers. To further enhance customer perception of mobile phone brands, it is possible to use celebrity endorsements, interactive ads, and customized marketing messages. Additionally, Marketers should regularly offer promotions, discounts, and exchange policies to encourage consumers to spend.

Mobile phone advertisers should also take care of keeping the trust and satisfaction of users by using proper advertising and good quality assurance. Ongoing market research is needed to keep up to date on evolving consumer wants and needs. The mobile phone firms can apply the AIDA model in their advertising strategies to improve the perception of their customers, build brand loyalty and enhance the sales performance in this highly competitive mobile phone market.

Conclusion

The research in this study was conducted on customer perception of mobile phone advertisements, based on the AIDA theory. The study has found out that there are significant factors like Attention, Interest, Desire and Action that affect the customer perception and buying behaviour when it comes to mobile phone advertisements. The results showed that digital advertising platforms like social media and YouTube are significant influencers for awareness and consumer purchasing decisions for mobile phones. The study verified that the customer interest can be captured with the help of the attractive visuals, innovative and interactive content, product features and promotional offers. The emotional attachment and brand preference established by the advertisements also have a significant effect on customers' desire and purchase intention. The correlation and Structural Equation Modeling (SEM) revealed that the AIDA factors were positively significant with the customer perception.

Of the four constructs, Desire proved to be the most significant construct that influenced customer perception towards mobile phone advertisements. The structural model and model fit indices also supported this, indicating that the AIDA theory is very appropriate to explain consumer behavioural response in the mobile phone market.

Hence, it can be concluded that the effective advertising strategies based on AIDA model can improve the customer perception, customer brand preference and purchase decision for mobile phone product.

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