THE EFFECT OF LOCATION ON PERCEIVED AD INTRUSIVENESS OF MOBILE ADS

Vassili-Joued Khairn – Arije Errani-Moyn – Paul Ketelaar – Kings Wijten – Marthin van Cuijbergen – Andreas Lucero

ABSTRACT

While ads have potential benefits for both marketers (revenue) and users (monetary, informational, etc.) they also have shortcomings such as being perceived as intrusive. With the advent of mobile computing location based services might be able to address the shortcomings of ads. In this paper we present initial evidence that location has a significant impact on the way people perceive ad intrusiveness.

HYPOTHESIS

The aim of this study is to research the effect of receiving an ad which presents a product which is related to the user's location (location-fit). Based on the literature we assume that a person's location plays an important role in a person's cognition and therefore ads that too location into account will interfere less with the cognitive processes [1]. From this we follow the hypothesis: Location-fit ads will be perceived as less intrusive compared to location-misfit ads.

WHY A VIRTUAL REALITY EXPERIMENT

- The experiment was conducted in a virtual supermarket simulated in a CAVE-setup (figure 3). A simulated 3D supermarket is projected on 4 rear-projection screens. Participants can move in this virtual setting with the help of a head-tracking device (figure 4, 5).
- Between subjects design: participants were randomly assigned to two groups: location-fit and location-misfit group.
- Location-fit: The mobile ad with product X was presented when the participant was in proximity of product X (figure 4). Location-misfit: The mobile ad with product X was presented when the participant was in proximity of product Y (figure 5). Product X was chewing gum, product Y was soup. Proximity was set to 2 meters distance from the product.
- The mobile ad advertised chewing gum on a smartphone (figure 6). The ad was triggered automatically when the participant entered the fit-counter shelf with chewing gum or misfit-trigger area (soup shelf), depending on which group the participant belonged to.
- 12 participants were analyzed: 8 participants who witnessed the location-fit ad (4 males and 4 females; average age 23) and 4 who witnessed the location-misfit (2 males and 2 females; average age 21).
- Participants had to buy groceries based on a shopping list we provided. This shopping scenario ensured that all participants had a similar shopping experience and moreover visited the preset trigger areas in order to receive the mobile ad.
- After the experiment participants had to fill out the perceived intrusiveness scale (7 items, 7-point scale) [1] with regards to the mobile ad they received.

RESULTS & CONCLUSION

- Improve effectiveness of Location Based Advertising (LBA). Since perceived ad intrusiveness is an important predictor of ad avoidance[1], studying the effect of LBA on perceived intrusiveness will give insight in the effectiveness of LBA.
- Improve the user experience of mobile advertising and advertising in general.
- Extend the research on Location Based Advertising: there is little in situ research on the effectiveness of LBA.
- Develop a novel method of researching the user experience of mobile applications.
- Researching the user experience of LBA could benefit the development of other Location

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REFERENCES