

UNDERSTANDING IMPACT OF MEDIA ENGAGEMENT ON ADVERTISING ACCEPTANCE AND VALUE WITHIN MOBILE SOCIAL NETWORK IN INDIAN MILLENNIALS

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Abstract: Social Networking sites have changed the face of advertising and media consumption massively. Even within them, Mobile Social Network or MSN's are the latest mode of Social Media consumption that is taking over the social media sites. This study takes a conceptual model developed earlier by Linwan Wu, 2016 and applies it to the millennial populace of India. The target group was selected because they are among the highest users of MSNs in the world. The model aims to check the antecedents of MSN engagement and test the relationship between MSN engagement and advertising effectiveness. The relevant data was collected using an online survey and the results showed a significant difference from the prior study. Though Utilitarian motivation still shows a significant effect on Media Engagement, the other antecedents seemed to have stopped having an effect altogether. Additionally, the study also shows that in the target group, the engagement with media has no effect in advertising acceptance nor on the value gained from advertising. However, perceived value of advertisement and its acceptance still hold a close relation which presents an opportunity for future researches into the reason, ie, what other factors affect engagement, acceptance and ultimately, the perceived value of ads on mobile social networks.

Introduction

Scholars and professionals in the field of communication have always been exploring methods for engaging people with media content ("*Chaffee and Schleuder 1986; Price and Zaller 1993; Wang 2006*"). In recent years however there has been a very quick development in interactive media, such as social media, which gives a strong answer to this problem. Another name for interactive media is Engagement based media ("*Morrissey 2009; Stanley 2013*") as a reflection of the importance of user's engagement with media in the current scenarios ("*Oh, Bellur, and Sundar 2015*").

Media engagement is defined as "*the sum of the motivational experiences consumers has with the media product*" ("*Calder and Malthouse 2008, p. 5*").

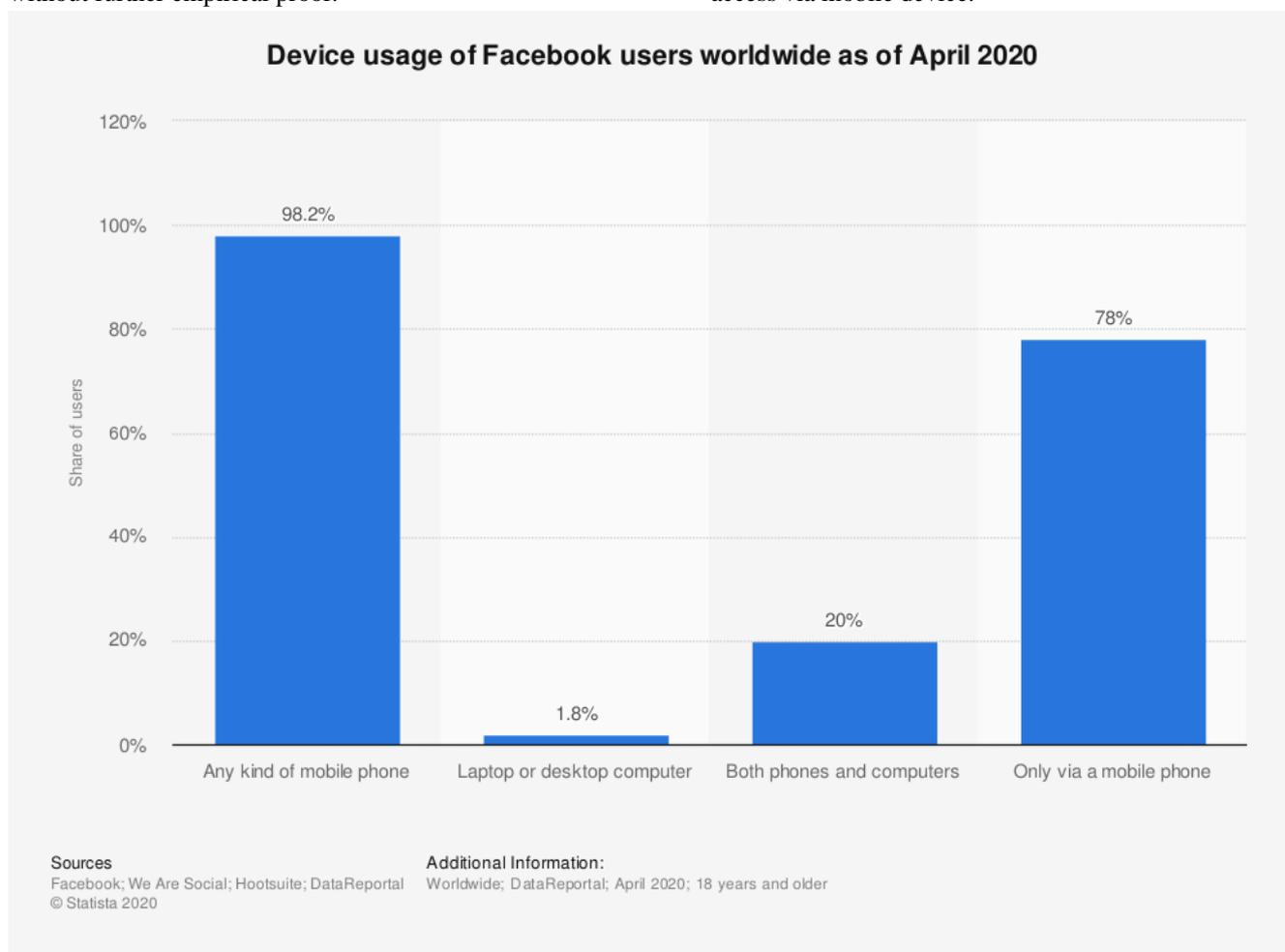
Engagement with media greatly affects the perception towards media content ("*Bardzell et al. 2005; Sundar 2007*"), which also includes advertising messages. A positive media engagement results in a positive effect on advertising effectiveness ("*Calder, Malthouse, and Schaedel 2009*"); ("*Wang and Calder 2009*"). In simpler terms, the more engaged the users are with a medium, the more likely are they to express a positive response to advertisements they are exposed to on the said medium. However, previous researches are limited to noticing such a relationship only on traditional mediums like TV and magazines etc. ("*Kilger and Romer 2007*").

Even the researches that took online media into consideration, like that of "*Calder, Malthouse and Schaedel (2009)*", only looked at website banner ads. Banner ads however, are not as engaging as social media channels. Only "*Linwan Wu (2016)*" has tried to look more into the relationship between the two. Therefore, it is a safe assumption that media engagement's relationship with advertising effectiveness has received very little empirical support when it comes to social media as the medium. This demands a deeper delve into the subject as social media has one of the most frequent and intense mediums when it comes to media engagement. However, consumption habits change from culture to culture and country to country. Media consumption is no exception. So even as Wu has set up a model for the measurement of Advertising effectiveness and mobile social media engagement, it is imperative that the veracity of the model is tested across various population segments in order to remain abreast of the changes in consumption habits that have occurred around the world. Which is why, this paper tries to first recheck the theoretical validity of some of the aspects of the original model and then tests them on the Millennial and Gen z population of India to check whether there is a similarity or dissimilarity with Wu (2016).

Review of Literature

It is not necessary that the trends in traditional media are followed on social media as well. This generates a necessity for an investigation into the effect of user engagement with social media and its influences on advertising effectiveness. In fact, some researchers like “Johnson (2013) and Kelly, Kerr and Drennan (2010)”; point out that certain media experiences have the potential to drive consumers away from social media advertisements. This might just be a result of the feeling of intrusiveness of advertising messages that consumers perceive when the engagement with social media is high. All this is sufficient proof that a claim cannot be made about the effect engagement with a particular medium might have on the effectiveness of any advertisement on social media platforms without further empirical proof.

In recent years, social media usage has been shifting from Personal Computers or PC’s to mobile devices due to increasing popularity and ease of access of smartphones. According to the 2019 report by Newzoo, The global tally of smartphone users were thought to have reached “3.2 billion in 2019 (+8.3% year on year)”. Mobile devices have replaced desktops as the device mostly used to access the internet (Bosomworth 2015). In addition to other purposes, accessing mobile social network platforms remains a primary reason pronging the use of mobile devices onwards (comScore 2014). Hence, Mobile Social Networks or MSN’s for short, definitely provide a recent trend in social media (“Humphrey and Laverie 2011; Jabeur, Zeadally, and Sayed 2013”; “Wortham 2010”). According to C. Smith 2015, 80% of twitter users access via mobile device.



MSN Engagement

A significant number of previous research have analysed consumer behaviour and engagement in respect to traditional media and social media. When analysing engagement with brand cafes on SNSs, studies claim that engagement could lead to a meaningful relationship between brands and consumers. Media engagement on the mobile platform, is defined by Kim, Link and Sung to be the collection of branded app experiences which motivate users to try to replicate the

experience continuously in their lives, would demonstrate a similar relationship, where brand apps facilitate users’ evaluations of the brand as a result of strong engagement.

This paper focuses on media engagement regarding MSNs. MSNs can be defined as another dimension of social networking for people with similar goals, interests or objectives that connect with one another through mobile devices. Presently, MSNs are mostly represented by mobile

apps, that can be leveraged by people for info sharing and convenient interaction with others. It could be presumed that the concept of engagement in MSN would be similar to SNS. However, the prominent difference between the features of mobile media makes MSN completely different from SNS, one of which is ubiquity. MSNs can be leveraged to connect with users anytime and anywhere, in contrast to SNS along with being more contextual, allowing users to receive messages tailored to their location and surrounding.

The paper will aim to discover the basic components of MSN engagement. A number of antecedents are considered due to their a) significance in social media engagement and b) their importance to the mobile platform. The antecedents of MSN engagements analysed in this paper will include “engagement motivations”, “Mobile Convenience”, “Contextual Perceived Value” and “MSN Compatibility”.

“Engagement motivations”

Media engagement emerges from the need to experience media content, which implies a consumer will not engage with a particular media platform if they don't need to or are have no motivation for content consumption to begin with. Thus, analysing the motivations behind content consumption would be a reasonable start to examine the drivers of media engagement. Many studies around uses and gratifications (U&G) approach support this argument, stating that users consume media content to fulfill a variety of needs. Since media engagement is an indicator of a consumer's experience with media content, there appears to be some use in the U&G approach for establishing a theoretical foundation to find a link between motivation and media engagement.

Many media experts have focused on the public's motivation behind the usage of social media. Going by the Uses & Gratifications theory, people are conscious consumers who leverage social media to fulfill individual needs and accomplish their goals. Researchers identify some motivations of availing the use of social media to be driven by a search for information, interaction, entertainment, self-expression, professional development and passing time. Out of all these, the primary motivations are info search, enjoyment and communication.

Additionally, these three motivations can also be considered to be antecedents of consumers' engagement with mobile media. Broadly, the motivations behind mobile user engagement can be divided into utilitarian, hedonic and social motivations (“Kim Kim and Wachter,2013”). A consumer utilising mobile media with expectation to gain benefits in the form of information gaining or other functional benefits is said to be driven by utilitarian motivation. The hedonic motivation emphasises the prospect that usage of mobile media would provide inherent pleasure and entertainment for the consumer

of the media and is related to entertainment motivation. The social motivation refers to people using mobile media to interact with their social network. Considering the previous researches detailing consumers' motivation for utilizing social media and engagement with mobile devices, it was assumed that all three of the utilitarian, hedonic and social motivations would have had a determinant impact on engagement with MSNs. However, Hedonic motivations were found to be an irrelevant factor in one of the more recent studies (“Wu, 2016”) and hence, will not be considered as relevant in this paper as well.

“Mobile Convenience”

Although the analysis of motivations impacting users' engagement with MSNs emerges out of theoretical foundations, it only presents a part of a more comprehensive picture. The utilitarian, hedonic and social motivations account for a particular individual's engagement with social media, irrespective of media devices. Since MSNs differ from the SNSs, mostly in how they provide access of their social networks to their users, therefore, the mobile nature of MSNs should be considered in analysing the engagement. Additionally, a recent outlook on media engagement emphasised the consideration of characteristics associated with a mobile interface. Therefore, a number of antecedents indicating the features of mobility of MSN are also inspected in this study.

Consumers using MSNs have social network access without being limited by time or space. Characters such as this are labeled as ubiquitous access, “Mobile Convenience” or mobility. This study will adopt the term “Mobile Convenience”, which can be defined as the ease with which users can interact with their social network at any time or any place with minimal effort. Former studies have established that the ease & accessibility regarding mobile devices results in increased usage of media and consumption of information and social media sharing. Many studies also demonstrated the favourable impact of “Mobile Convenience” on the adoption of mobile payments. To sum up, “Mobile Convenience” increases consumers' frequency of engaging with media platforms due to reduced restrictions on time and location. Media engagement is a result of the usage of media vehicles, and hence it is understandable that media convenience will positively impact media engagement.

“Contextual Perceived Value”

On top of “Mobile Convenience”, one of the notable uniqueness of MSNs in contrast to Social Networking Sites is their region-oriented functions. As defined by Dhar and Varshney, these are the features and services based on and are enhanced by position-based information on a mobile device, location-based

services are a significant feature of mobile applications. These functions are realised by use of advanced technologies, for example, the “global positioning system” (GPS), RFID, near-system comm gears and more. By leveraging such technologies, social networks can identify their users’ locations and offer them local and accessible neighbourhood information, such as recommendations for restaurants or cafes. One of the most-used location-based services is the check-in system, offered by a multitude of MSN apps. By “Checking-In”, an individual broadcasts their location and could also update their status. People also often check into MSNs to express their thoughts and feelings. This kind of motive is rooted in the theoretical foundation of self-presentation and self-disclosure, (“Goffman and Schau and Gilly.”)

Another similar concept that makes use of the location-based function is contextual awareness, as suggested by Magedanz and Simões and Tussyadia. According to Tussyadia, contextual information encompasses “the location of the user, the identity of people near the user, the objects around and the changes in these elements.” This function narrows down the location of users accurately and can also equip them with overall information regarding the location they are currently in, including people present or time-sensitive events. A study by Lee and Jun shows “Contextual Perceived Value”, or CPV, can be an indicator of how mobile users view the context-aware function. In the context of mobile commerce, CPV can be defined as “the degree to which a person believes that receiving context-relevant information or services would enhance his or her purchase performance,” while also confirming that CPV positively influences the perception of the usefulness of mobile commerce and consumers’ interest in using it. Much like “Mobile Convenience”, CPV leads to an increase in frequent interaction with mobile media and therefore, has immense potential to increase media engagement as well. This study extends the context of CPV from mobile commerce and leverages it in social media. In this study, CPV is used to indicate the extent to which users believe that gaining context-relevant information can increase the quality of social network interactions. Therefore, users with higher CPV would be more likely to interact with MSNs frequently and hence will tend to be more engaged with MSNs.

“MSN Compatibility”

The last antecedent in Mobile Social Network engagement that would be scrutinized for this paper is media compatibility or MSNs to be more specific. The idea of consonance or compatibility emerges from “innovation diffusion theory (IDT)” proposed by Rogers. Defined as “the degree to which an innovation is perceived as being consistent with the existing values, past experience and needs of potential adopters.” Set side-by-side to Computer-based Social Networking Sites,

MNSs are seen to be fairly new and innovative media platform, that is still being developed in tandem with a fast-paced growth in smart portable devices. Prior to the adoption of MSNs, the users had certain driving factors and experiences when it came to social media. The adoption behavior regarding MSNs demonstrates that consumers perceive the countenances of MSNs, including “Mobile Convenience” and CPV, as being in-step with the motivation they had behind their previous experiences with social media, (Eg: information search, social interaction and entertainment.) Hence, “MSN Compatibility” is related to the previously-mentioned antecedent of MSN engagement- user-motivation, “Mobile Convenience” and CPV- and also shows the overall shifting process to MSNs from SNSs.

Past studies confirm perceived agreeableness to have a positive influence on users to adopt contemporary media channels and is supported by a high degree of fitness between media characteristics, value and lifestyle. There have also been studies that indicate a positive influence of smartphone compatibility on its usage (“Park and Chen, 2007”) and acceptance of mobile advertising by the user (“Jung, Sung and Lee, 2013”). This paper also focuses on “MSN Compatibility”, which is an indicator of the amount or intensity to which the mobility feature of MSNs could be true to type with a consumer’s motivations and experiences regarding social media. When consumers witness high potential in “Mobile Convenience” and contextual awareness that is tailored to their lifestyle regarding social media, they are more likely to adopt MSNs and be a frequent user, which would ultimately lead to high engagement.

MSN Engagement and Advertising Effectiveness

Social media has been prevalent as an effective means of promotion and advertisement. However, most of the studies conducted regarding social media advertising have been focused primarily on PC-based SNSs. Not a lot of attention has been directed towards MSN advertising. MSN advertisement is a term used to refer to the advertising messages that users get when using social networking on their mobile devices, such as sponsored posts on Facebook, promoted tweets on Twitter or promoted posts on Instagram or Pinterest.

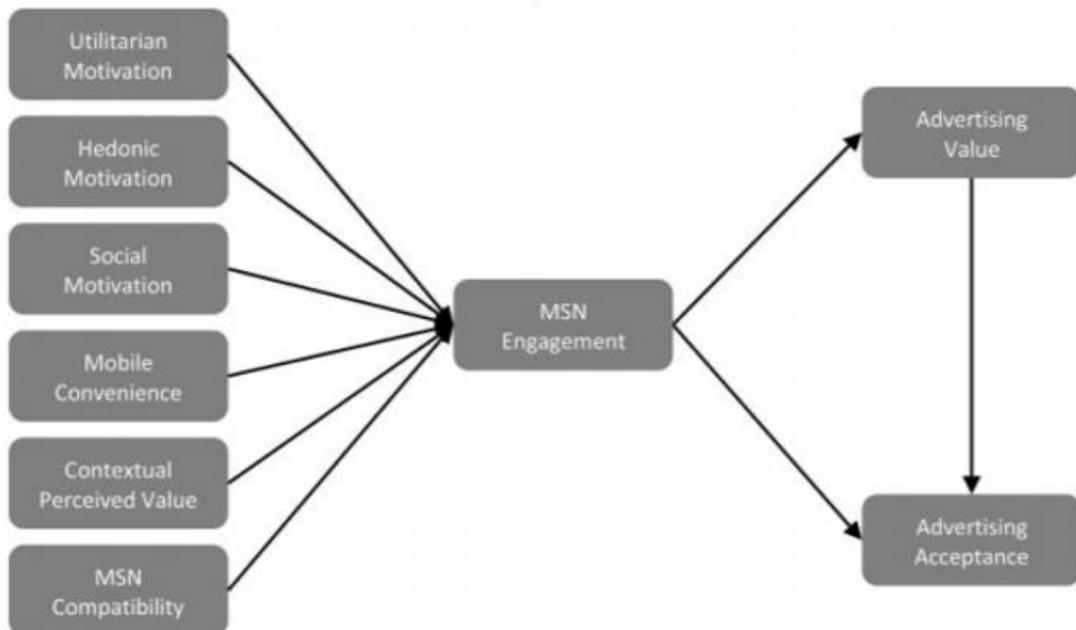
This paper focuses on the drivers of the effectiveness of MSN advertising, which is defined by the notions of acceptance of an advertisement and its perceived value. These notions are well-suited to demonstrate users’ real-life responses to advertisements than their perception, or attitude, which can be a useful indicator of the effectiveness of advertisements on non-mobile media. Additionally, since people value the privacy of their mobile devices, they usually reject unrequested

advertisement messages which leads to a low acceptance rate. Therefore, the acceptance of mobile media as an advertising channel is also instrumental in determining the success of mobile advertising. Another key metric in determining the effectiveness of MSN advertising could be valued. People use social media for a multitude of reasons, including checking the news and catching up on entertainment information. Thus, it is likely they seek the same experience from advertisements, seeking information and entertainment. Therefore, it is crucial to examine both acceptance and the perceived value of MSNs.

A number of past researches have confirmed that media engagement is a driver of advertising effectiveness. For example, a paper by Kilger and Romer dissected the connection between purchaser commitment on three sorts of media (TV, magazine and the web), and their reactions to commercials on these platforms. The results showed that advertising effectiveness was positively impacted by media engagement, regardless of the platform. More engaged consumers had a greater likelihood of purchasing the advertised products. This positive relationship was also supported by several other studies such as Calder, Malthouse and Schaedel, that was conducted on banner ads. Another paper, recommending the “excitation transfer theory”, by

Bryant and Miron clarified that a positive and drawing in experience of a platform can be moved to the publicized message introduced on that stage. Media can speak to a person's intellectual reactions or can make certain emotional reactions more unmistakable, which prompts responses to promotions be straightforwardly affected by experience with a specific type of media.

However, such a relationship is yet to be tested in the case of MSNs. Given the rapid increase in the prevalence of MSN advertising along with its great potential to engage consumers, it is important to identify if the positive influence of media engagement has any impact on advertising effectiveness. This study aims to conclude that MSN engagement will positively impact the perception of advertising value as well as their acceptance on MSN apps. Additionally, advertising value, defined by Ducoffe as the relative worth or utility of advertising to consumers, can influence ad-related behavioural intention in social media and mobile devices. It has also been suggested by certain studies that advertising value is related to the intention of continuously using MSNs to receive advertisements, leading to the conjecture that advertising value would positively impact acceptance in MSN apps.



Representation of MSN advertising model, Linwan Wu (2016)

Hypotheses

H1: (a) Utilitarian and (b) social motivation will positively influence MSN engagement.

H2: “Mobile Convenience” will directly impact MSN engagement.

H3: “Contextual Perceived Value” will directly impact MSN engagement.

H4: “MSN Compatibility” will directly impact MSN engagement.

H5: MSN engagement will directly impact perception of advertising value in MSN apps.

«H6: MSN engagement will positively influence advertising acceptance in MSN apps. »

«H7: Advertising value will positively influence advertising acceptance in MSN apps. »

Methodology

Course of action

A mix of online survey and closed ended interview and an online survey was conducted among users of Mobile Social Networks. The audience was kept mostly under the age of 28 meaning the sample group consisted only of millennials and gen z. All the respondents were Indians currently based in India. The decision to use the particular age group is suggested as Millennials and Gen Z are heavy users of both Social Media as well as smartphones. Additionally, studies by Pew Research Center show mobile is becoming the preferred way of access to social media for Millennials. In the survey 67% of the respondents aged 18 to 29 were using mobile phones to access social media. Even in this study, about 97.28% respondents reported using MSN apps for access to social media.

Data Analysis

Confirmatory Factor Analysis (CFA) was done to establish a model with adequate construct reliability. Structured Equation Modelling followed to test for model fits and perform hypothesis testing. A minimum sample size of between 100 & 200 is suggested for a proper SEM (Boomsma 1982, 1985). Since this study had the sample size well within that range, use of SEM is justified.

Results

Measurement validation & model testing

A first order CFA was done. To check the adequacy of the model fit, we used KMO test (Kaiser-Meyer-Olkin Test) and Bartlett's Test.

Correlation Table for the Latent Variables

Variable	ME	CPV	MOC	MSC	UM	SM	ADV	AA
ME	1.00	--	--	--	--	--	--	--
CPV	0.58	1.00	--	--	--	--	--	--
MOC	0.67	0.66	1.00	--	--	--	--	--
MSC	0.74	0.64	0.65	1.00	--	--	--	--
UM	0.83	0.73	0.72	0.70	1.00	--	--	--
SM	0.74	0.54	0.63	0.71	0.68	1.00	--	--
ADV	0.68	0.40	0.60	0.61	0.60	0.62	1.00	--
AA	0.66	0.37	0.49	0.54	0.53	0.56	0.84	1.00

Where ME: MSN Engagement, CPV: "Contextual Perceived Value", MOC: "Mobile Convenience", MSC: "MSN Compatibility", UM: Utilitarian Motivation, SM: Social

KMO tests each variable's adequacy w.r.t. The complete model and the value ranges between 0 & 1. A value less than 0.6 is deemed inadequate. For our test the KMO test showed a value of 0.864. This is an excellent value hence suggesting a good model fit.

The Bartlett's Test of sphericity checks for an identity matrix in our correlation matrix. If the p-value of the test is greater than 0.05, the model is considered inadequate. For our model, the (chi-square, p-value) were found to be (2603.42386384658, 4.487013395460355e-271). Since the p-value is almost zero; it indicates a strong model fit.

The regressions in the model can be assessed by examining the R2 value of each endogenous variable. The R2 value identifies how much the endogenous variable is explained by the regressions in the model. An R2 value $\leq .20$ suggests the endogenous variable is not adequately explained by the regression(s) in the model and all regressions for that endogenous variable should be considered for removal from the model (Hooper et al., 2008). There were no endogenous variables with R2 values $\leq .20$.

Motivation, ADV: Advertisement Value & AA: Advertisement Acceptance.

Hypothesis Testing

The regressions were examined based on an alpha value of 0.05. Utility Motivation(UM) significantly predicted MSN Engagement(ME), ($B = 0.50$, $z = 2.93$, $p = .003$), indicating a one-unit increase in UM will increase the expected value of ME by 0.50 units. Social Motivation (SM) did not significantly predict ME, ($B = 0.19$, $z = 1.59$, $p = .112$), suggesting there is no relationship between SM and ME. "Mobile Convenience" (MOC) did not significantly predict ME, ($B = 0.05$, $z = 0.40$, $p = .686$), suggesting there is no relationship between MOC and ME. "Contextual Perceived Value" (CPV) did not significantly predict ME, ($B = -0.19$, $z = -0.94$, $p = .347$), suggesting there is no relationship between

CPV and ME. "MSN Compatibility" (MSC) did not significantly predict ME, ($B = 0.23$, $z = 1.60$, $p = .110$), suggesting there is no relationship between MSC and ME. ME did not significantly predict Advertisement Value (ADV), ($B = 0.39$, $z = 1.27$, $p = .204$), suggesting there is no relationship between ME and ADV. ME did not significantly predict Advertising Acceptance (AA), ($B = 0.43$, $z = 1.40$, $p = .161$), suggesting there is no relationship between ME and AA. ADV significantly predicted AA, ($B = 0.63$, $z = 3.81$, $p < .001$), indicating a one-unit increase in ADV will increase the expected value of AA by 0.63 units.

Endogenous Variable	Standard Error	R^2
ME	0.12	0.78
ME1	0.64	0.45
ME2	0.55	0.46
ME3	0.60	0.46
ME4	0.46	0.69
ME5	0.59	0.60
CPV5	0.41	0.43
CPV4	0.48	0.35
CPV3	0.66	0.36
CPV2	0.60	0.31
CPV1	0.45	0.50
MOC1	0.21	0.77
MOC2	0.31	0.70
MOC3	0.48	0.43
MOC4	0.26	0.73
MOC5	0.25	0.76
MSC1	0.31	0.62
MSC2	0.35	0.70
MSC3	0.37	0.68

MSC4	0.46	0.64
UM1	0.29	0.72
UM2	0.49	0.58
UM3	0.66	0.42
SM1	0.46	0.63
SM2	0.33	0.76
ADV	0.49	0.34
ADV1	0.31	0.70
ADV2	0.30	0.73
ADV3	0.46	0.67
AA	0.22	0.70
AA1	0.32	0.69
AA2	0.42	0.67
AA3	0.43	0.72
AA4	0.38	0.72
AA5	0.40	0.68
AA6	0.32	0.75

Interpretation and Discussion

As the use of smartphones increases across the world, they are becoming the primary form of access point for social media across the world. India is no exception to this trend. In fact, as of 2019, India had the largest number of users of WhatsApp according to a report by Statista. About 7 in 10 adults owned a smartphone which they did not share with anybody else (PewResearch, 2019). As far as developing economies go, even though India was in the lower rung of smartphone users, (about 47% of the users are using basic phones that can't connect to the internet), the younger population is almost exclusively using smartphones. Ages 18-29 are said to be the major users of smartphones, almost 48% of them reported using a smartphone. (Pew Research, 2018).

However, as phones have begun to get cheaper and internet availability in the country has gone up, the penetration of smartphones has gone up too. By December 2019, almost 77% of the population was accessing the internet through a

smartphone as the number of smartphone users went up and crossed the 500 million user mark (techARC, 2019). Therefore, it becomes very important to understand what drives the MSN Engagement in India and test whether Advertising on these platforms holds any value.

A significant feature of this study was the departure from the existing model of MSN Engagement. In earlier studies, MSN Engagement was found to be heavily affected by "Contextual Perceived Value", Utilitarian motivation and "Mobile Convenience" (Wu, 2016). However, in this study, it was seen that while utilitarian motivation still has a significant effect on MSN engagement, CPV and "Mobile Convenience" seem to have no effect on the same.

The utilitarian motivations being a significant factor is consistent with content level engagement factor in earlier studies (Oh, Bellur, and Sundar 2015).

CPV and MOC are interface level factors. Now in earlier studies, they were found to be a significant factor (Wu, 2016).

However, in this study, their insignificance can be justified by the fact that interface level factors, though initially seen to be a new departure from traditional form of advertising (O'Brien and Toms 2010; Oh, Bellur, and Sundar 2015), have now become commonplace. Unless, there is a new form of interface that is propagated eg, a gamified advertisement etc; interface level factors will remain to have no effect on the MSN Engagement. Future studies can look into uncommon interfaces and their effect on media content absorption rates among users.

It is worth noting that most of the apps reported as the most used in this study like Twitter and Facebook and LinkedIn are nowadays known for their informational sources and values which might indicate utilitarian motivations as the sole driving force behind the usage. Future researches can take an individual app and check if the other factors found insignificant in broader sense change according to individual apps. For eg, in instant messaging apps like WhatsApp, "Mobile Convenience" might take precedence.

Social motivations also being insignificant point to the taking of social functions of MSN for granted. This might be because MSN apps' basic function is to allow contact with the social network of a person and hence, this is not counted consciously as an affecting engagement factor.

"MSN Compatibility" too, had no significant affect on ME. This is in standing with the previous studies and goes on to prove MSN as a standalone product. A user's experience with a computer based social network has no effect on their interaction with MSNs.

Another very significant result of this study is the insignificance of MSN Engagement on Advertising effectiveness. Earlier studies showed that it is imperative for a digital media advertiser to make engagement a priority as digital advertisement is engagement based instead of impression based advertisements like TV Commercials (Wu 2016) (Stanley 2013), However, the results in this study show a significant change in direction in the consumer consumption. Ads on social media no longer have their effectiveness judged on the basis of their engagement. They too, have become like their predecessors, impression based. However, there is a future scope for studying how actively engaging ads might affect their own acceptance and value in the minds of the customers. Also, the advertising effectiveness might change wrt engagement on individual app basis. This is something else that future studies can look into.

MSN Engagement had no discernible effect on Perceived Advertising Value (ADV). This might be attributed to improved search skills and an overall shift in outlook towards data security. In earlier studies, it was suggested that personalization be done in the ads visible to the users. However, in recent years, with data privacy becoming a hot button issue, a personalised ad on the basis of recent searches might play against the interest of the advertiser.

Just like previous studies, there is no relationship between advertising acceptance and MSN Engagement. However, Perceived Advertising Value affects Advertising Acceptance like previous studies. As a result, it has become imperative for advertisers in India to understand what drives ADV if not MSN Engagement and this can be a point of interest for future studies.

Limitations

This study had its limitations which can be kept in mind for future references. The data collection was done via online survey, hence has no control over respondents' environment. The study looks at MSN apps as a broad term. However, MSN apps can be divided into various categories as user attitude towards various segments of apps might be different hence making different factors more important. The study only looked at a particular segment of users. Though cultural identity having different attitudes justifies this choice, future studies might be interested in looking at other segments as well.

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