

The Impact of Cultural Customization and Locational Congruity on Attitude toward Location-Based Advertising

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Abstract

Online Location-Based Advertising (LBA) is rapidly growing. Due to the widespread use of location-based advertising, it is necessary to determine the elements that impact attitudes about online LBA. The present study investigates the effects of cultural customization and locational congruity on attitudes towards online location-based advertising under settings of high and low product engagement. The survey was performed using convenience sampling among 212 Millennials (Generation Y) in Malaysia's Klang Valley. To examine their opinion about online LBA, two sets of questionnaires containing high-involved and low-involved product advertisements were provided. SPSS v25 was used to analyse the data collected. The study found that cultural customization and locational congruity have significant and beneficial influence on attitudes about online location-based advertising for both high-involved and low-involved products. It has been revealed that cultural customization has a higher influence on attitude toward online LBA under low involvement settings, but locational congruity has a higher impact on attitude toward online location-based advertising under low involvement situations.

Keywords: Attitude towards Online Location-Based Advertising, Cultural Customization, Locational Congruity, Product Involvement

Introduction

Online advertising, which first appeared in the mid-2000s, quickly gained popularity and almost eclipsed traditional television advertising. Nowadays, an increasing number of individuals choose digital advertisements (Belch & Belch, 2021; Tee et al., 2014). This is especially true in Malaysia, where 83% of individuals view web videos on a regular basis (Malaysian Digest, 2017). Smartphones' extreme popularity and extensive capabilities created the path for the expansion of mobile advertising, which became widely employed by marketers. Global marketing spend on mobile advertising was estimated at USD 117.97 billion in 2021, with a predicted increase to USD 621.63 billion by 2029. (Fortune Business Insight, 2022). Mobile advertising is predicted to account for roughly three-quarters of all digital advertising expenditure by 2026. (eMarketer, 2022). Millennials, or Generation Y, born between the 1980s and the mid-1990s (Frey, 2018), are thought to have the greatest smartphone ownership and use rate. According to study, 92% of Millennials own a smartphone, and Millennials spend an average of 2-3 hours a day using their cellphones (Shamini et al., 2022; Tee et al., 2022b). Because of the huge demand for smartphones, internet advertising is a highly promising marketing tactic. The advancement of smartphone positioning technology such as GPS, Cell ID, and Wi-Fi (Chia et al., 2019) led marketers to begin delivering location-based advertising online. Location-based advertising (LBA) is increasingly being acceptable for usage in a wide range of marketing initiatives, including those of Internet behemoths such as Google and Facebook (Bernritter et al., 2021; Molitor et al., 2020). Two-thirds of marketers say that location-based advertising is the most current mobile potential, and income produced by location-based advertising is likely to be the greatest of any mobile ad format (Bernritter et al., 2021). As a result, current circumstances highlight the critical need of doing research on online location-based advertising. The findings of online LBA research are likely to help marketing managers deploy location-based advertising more effectively.

Because online LBA is still relatively new, this subject has not yet been well researched (Grewal et al., 2016; Tong et al., 2020). Because of the widespread use of location-based advertising, it is necessary to determine the aspects that impact people's attitudes regarding LBA. Two elements have been highlighted for future investigation: cultural customisation and the online LBA's locational congruency. Cultural customisation entails making ads more attractive to the local cultural setting. Though some research has previously been conducted on the influence of cultural adaptation on attitudes toward advertising (Kim & Johnson, 2013; Ko et al., 2015), very few have looked into the effects on attitudes about online LBA. The author wanted to know how cultural adaptation affects people's attitudes regarding LBA. Locational congruity in advertising, on the other hand, refers to sending advertising messages to prospective consumers depending on the customers' seeking location (Molitor et al., 2020), and this element was proven to have a substantial effect on the attitude towards LBA (Lee et al., 2015; Ketelaar et al., 2017). However, relatively few studies on Malaysians have been undertaken. Marketers might benefit from understanding the impact of locational congruity on attitudes regarding LBA in Malaysia. Furthermore, although previous research shown the influence of product participation on attitude toward advertising message (Belanche et al., 2017; Kuan et al., 2022), views concerning online LBA remain ambiguous. This research compares the low-involved with high-involved product to investigate the effects of cultural customisation and locational congruity on attitudes regarding LBA.

The study has four research objectives that have to be addressed. First, examine the relationship between cultural customization and attitude toward online location-based

advertising; second, examine the relationship between locational congruity and attitude toward online location-based advertising; third, compare the effect of cultural customization on attitude toward online location-based advertising under low-involved versus high-involved product conditions; and finally, compare the effect of locational congruity on attitude toward online location-based advertising under low-involved versus high-involved product conditions.

Literature Review

The Tri-component Attitude model (Rosenberg & Hanland, 1960) was used to describe the interaction between emotional, cognitive, and behavioural (conative) components in the current research. Furthermore, the Elaboration Likelihood Model (Petty & Cacioppo, 1986) supports the differential impacts of product participation by stating the moderating influence of product involvement on consumers' attitude advertising messages.

Attitude towards Online Location-Based Advertising

Location-based advertising (LBA) online is a kind of advertising that combines mobile advertising with location-based services. The technique is used to determine a consumer's location and provide location-based adverts to their mobile devices (Bruner & Kumar, 2007). Attitude (ATT) is described as a taught human tendency that leads to the proper reaction to an object, concept, or opinion (Ajzen & Fishbein, 1977; Ng et al., 2022), which may be positive or negative (Tedjo et al., 2022). Consumer behaviour, such as purchase intention and actual purchase, are thought to be explained by attitudes toward advertising. As a result, knowing consumers' attitudes regarding online LBA is critical for marketers who go to great lengths to guarantee their advertisements appeal to customers' emotions and are accepted positively (Tee et al., 2022a; Yang et al., 2017).

Cultural Customization

In general, cultural customisation (CC) is the inverse advertising tendency to globalisation, shown as prejudice in favour of the local (Mander & Goldsmith, 2014). In this research, cultural customisation refers to a strategy used to make online location-based marketing more attractive to Malaysians. According to the majority of studies, cultural customisation may have a considerable impact on consumers' attitudes about advertising. The customisation of advertisements is thought to function as a trigger for increased client engagement (Lee et al., 2015; Bernritter et al., 2021). Customers find culturally tailored advertising to be more comprehensible and trustworthy. Customers who are used to particular advertising aspects may experience anxiety when confronted with new ones. Korean customers, for example, are constantly exposed to vibrant colours in their everyday lives as well as in specialised web marketing. Such routinized stimuli may make these customers more sensitive to foreign websites that are less and more colourful, resulting in poor customer evaluations.

Customers' attitudes regarding advertising are influenced by factors other than the personal gain they may get from purchasing the promoted goods. Attitudes regarding advertising are also influenced by subjective norms that exist in society and are reflected in advertisements. Cultural personalization is highly valued in cause-related marketing, which allows people to buy for reasons other than personal gain, such as moral values, societal pressures, and so on (Kim et al., 2013; Ko et al., 2015). Social standards are so prevalent in certain countries that they may considerably influence customers' attitudes toward advertisements. However, other academics caution about the dangers of over-customization, which may have a detrimental impact on consumer attitudes toward advertising (Liu et al.,

2016). Considering the research discussed above, the author continues to believe that cultural customisation has a beneficial effect on attitudes about online location-based advertising.

H1: Cultural customization positively influences attitude towards online location-based advertising in Malaysia.

Locational Congruity

In advertising, the notion of locational congruity (LC) relates to delivering promotional messages to prospective buyers in the appropriate location (Molitor et al., 2020). In the current work, locational congruity refers to marketers' capacity to connect a customer's current location with a location where the advertised goods may be bought. Most studies suggest that location-congruent advertising improves viewers' attitudes about commercials (Lim & Voorveld, 2015; Rosenkrans & Myers, 2018). Advertisements that are location-congruent are thought to be more beneficial and handy for prospective buyers since they are more relevant in terms of proximity to the promoted goods. Customers prefer location-congruent advertising because it allows them to buy promoted products without wasting time or exerting significant effort to visit the area where the product may be bought (Hühn et al., 2017). In other words, location-congruent advertising allows clients to get the same advantages while spending less time and effort (Zhu et al., 2017). It should also be noted that location-based advertising is thought to be most effective when delivered precisely at the point of purchase, and the perceived accuracy of location-congruent advertisement has a positive influence on pleasure and arousal, leading to a favourable attitude toward advertisement (Tong et al., 2020; Wibisurya, 2016).

However, other researchers discovered that location-congruent advertising not only responds to consumer wants, but also jeopardises customer privacy, which may have a detrimental impact on the image of the promoted company and the advertisement itself. Nonetheless, new study indicates that online location-based advertising is not seen as invasive, and consumers are increasingly becoming used to a barrage of advertisements and regard them as unavoidable (Wibisurya, 2016). As a result, it is possible to speculate:

H2: Location congruity positively influences attitude towards online location-based advertising in Malaysia.

Product Involvement

Product engagement defines the cognitive effort that buyers are willing to expend in order to learn more about the product they want to purchase (Tee et al., 2022a). Purchasers of high-involvement goods (HIP) are more motivated to look for and digest product information than buyers of low-involvement items. Low-involved products (LIP) such as soft drinks do not need careful thinking before purchase. The majority of researches claimed that the varying impacts of product participation on consumers' attitudes toward advertising. It has been shown that powerful reasoning is more appropriate for high-involved items, while low-involved products need emotional appeal to capture buyers' attention (Belch & Belch, 2021; Lee et al., 2022).

It happens because highly invested clients make a cognitive effort to appraise the offered items, and their attitude toward the advertising is influenced by the information they get from the advertisement (Tee et al., 2022a). Low-involved clients, on the other hand, are less swayed by arguments but more impacted by emotional signals. Thus, it was hypothesised that cultural customisation is more successful in advertising for minimal involvement items than product qualities since cultural customization influences consumers' emotions and sentiments rather than product attributes. Location-congruent advertising, on the other hand,

provides product-related information that is more successful in shaping customers' attitudes about advertising for high involvement items. The hypotheses listed below are developed.

H3: Cultural customization has a stronger impact on attitude towards online location-based advertising under low-involved products compare to high-involved products.

H4: Locational congruity has a stronger impact on attitude towards online location-based advertising under high-involved products compare to low-involved products.

Based on the above review of literature, the following research framework was developed and showed in Figure 1.

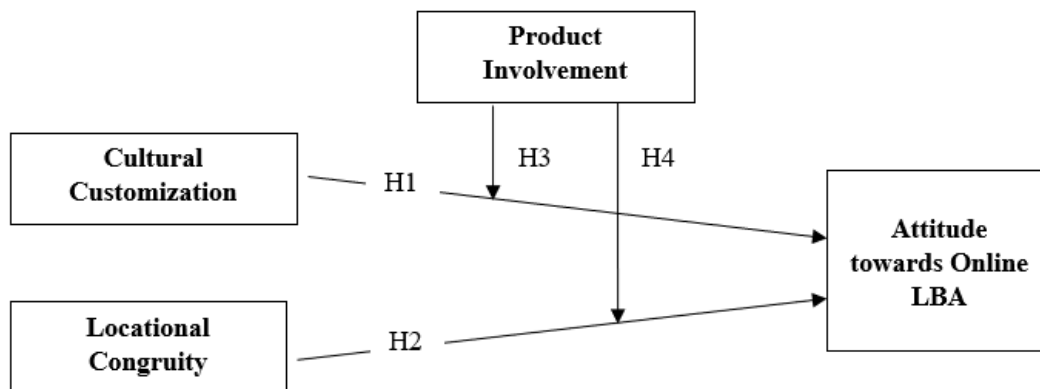


Figure 1: *Research Framework*

Research Methodology

Population and Sample Size

The population of this study are the Millennials born between early 1980s and mid-1990s in Malaysia. The sampling frame is the respondents who reside in Klang Valley. Convenience sampling was used to collect the data from the respondents via online survey, and 212 responses were collected within 3 months. The male respondents are accounted for 54% and female are 46% respectively. There are 52% of the respondents with a bachelor degree qualification, 22% of the respondents hold Master or postgraduate degree, 18% with high school qualification and only 8% with the qualification of secondary school and lower. All the respondents used to expose to the smartphone and soft drink advertisements and majority of them used to purchase the two products (i.e., soft-drink as low-involved product and smartphone as high-involved product).

Instruments

The respondents were asked to answer two sets of survey questionnaires inclusive of all the items to measure the dependent variable (i.e., attitude) and independent variables (i.e., cultural customization and location congruity). The same respondents are required to answer both sets of questionnaires that assess consumers' responses toward online advertisement for low-involved product (i.e., soft drink) and high-involved product (i.e., smartphone). Two sets of advertisement were designed and displayed together with the questionnaires to test the respondents' feedbacks on the attached advertisements.

Findings

Attitude toward Advertisement for High-involved (Smartphone) versus Low-involved (Soft drink) Products

Correlation analysis, as reported in Table 1, shows that the two independent variables (i.e., CC and LC) were found significantly related ($p < 0.05$) to the dependent variable (i.e., attitude) under high-involved and low-involved conditions. Amongst the two factors, location congruity has stronger positive correlation ($r = 0.780$) on the attitude towards smartphone's advertisement compared to cultural customization ($r = 0.638$). This result indicates that locational congruity has more influential effects on attitude towards LBA under high involvement conditions.

Correlation analysis, as reported in Table 2, shows that the two independent variables (i.e., CC and LC) also found significantly related ($p < 0.05$) to the dependent variable (i.e., attitude) under high-involved and low-involved conditions. Amongst the two factors, cultural customization has stronger positive correlation ($r = 0.713$) on the attitude towards soft drink's advertisement compared to location congruity ($r = 0.617$). This result indicates that cultural customization has more influential effects on attitude towards LBA under low involvement conditions.

Table 1: *Pearson Correlation Analysis – High-involved Product (Smartphone)*

No	Variables	ATT	CC	LC
1	Attitude	1		
2	Cultural customization	0.638**	1	
3	Location congruity	0.780**	0.794**	1

Note: **, Correlation is significant at the 0.01 level (2-tailed).

Table 2: *Pearson Correlation Analysis – Low-involved Product (Soft Drink)*

No	Variables	ATT	CC	LC
1	Attitude	1		
2	Cultural customization	0.713**	1	
3	Location congruity	0.617**	0.723**	1

Note: **, Correlation is significant at the 0.01 level (2-tailed).

The results of model summary reported in Table 3 and Table 4 show that the model for both high-involved product (i.e., smartphone) and low-involved product (i.e., soft drink) were found significant, and the two factors contributed almost 50% (R square = 0.499) of the attitude towards the online location-based advertising for smartphone & (R square = 0.483) for soft drink.

Table 3: *Model Summary for Smartphone's Advertisement*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.707 ^a	.499	.497	2.13887	2.060

Table 4: *Model Summary for Soft Drink's Advertisement*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.702 ^a	.483	.481	2.10187	2.010

Lastly, multiple regression analysis was performed to determine the extent of influence of respective independent variables on the dependent variable. As shown in Table 5 and Table 6, the statistical significance of all the independent variable is less than 0.05 indicating a

positive influence of respective independent variables to the dependent variable in both high-involved and low-involved product conditions.

Table 5: *Standardized Coefficients Value for Smartphone's Advertisement*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.729	0.682		1.069	0.286
1 Cultural customization (CC)	0.371	0.063	0.298	5.072	0.000
Locational congruity (LC)	0.520	0.016	0.419	6.304	0.000

a. Predictors: (Constant), Cultural customization, Locational congruity

b. Dependent Variable: Attitude

Table 6: *Standardized Coefficients Value for Soft drink's Advertisement*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.358	0.182		0.869	0.136
1 Cultural customization (CC)	0.421	0.063	0.443	6.739	0.000
Locational congruity (LC)	0.375	0.082	0.311	4.589	0.001

a. Predictors: (Constant), Cultural customization, Locational congruity

b. Dependent Variable: Attitude

To sum up, the authors conclude that hypotheses H1 and H2 were supported where both cultural customization and location congruity have a significant-positive impact on attitude toward online location-based advertising for high-involved and low-involved products. These findings are supported by some previous studies (Bernritter et al., 2021; Hühn et al., 2017; Ketelaar et al., 2017; Ko et al., 2015; Lee et al., 2017).

Comparison between High-involved and Low-involved Product's Advertising

To testify the differential effects of product involvement, the authors use an independent T-test to compare the respondents' perception on the predictors (i.e., CC and LC) and attitude (ATT) for both high-involved and low-involved products. Consumers had a different perception of the important of cultural customization and location congruity ($p < 0.05$) in comparing their attitude toward the online location-based advertising for high-involved versus low-involved products. As reported in Table 7, the respondents have higher mean value for CC ($\mu = 23.73 > 22.76$) that influence their attitude toward advertisement for soft drink (low-involved product). Whereas the respondents demonstrated higher mean value for LC ($\mu = 20.74 > 18.61$) on their attitude toward advertisement for smartphone (high-involved product). Based on the above findings, all hypotheses about the differences between high-involved and low-involved conditions were supported (H3 and H4).

Table 7: *Summary for independent T-test between Smartphone and Soft Drink*

Hypotheses	Variables	Product	Mean	Findings	Decisions
H3	CC	Smartphone	22.75	$p = 0.02^*$ N = 212	Supported
		Soft drink	23.73		
H4	LC	Smartphone	20.47	$p = 0.00^*$ N = 212	Supported
		Soft drink	18.61		

Note: * significant at $p < 0.05$

Discussion and Implications of Study

The main objective of the present research is to investigate the factors affect the attitude of the Millennials towards online location-based advertising in Malaysia. The authors have identified three determinants namely cultural customization, locational congruity and product involvement. The research revealed that cultural customization and locational congruity cause a significant positive impact on attitude towards online LBA, under both high and low product involvement conditions. Furthermore, the findings reveal that cultural customization is more effective under low involvement conditions and locational congruity, on the contrary, has stronger influence under high involvement conditions. These results are consistent with the past studies and in line with the arguments in the previous model (i.e., Tri-component Model and Elaboration Likelihood Model). Previous researchers argued that cultural customization serves as a peripheral cue is perceived more important in influencing low-involved customers' attitude towards advertising message. Whereas, location congruity that serves as informational cue, is more preferred under high product involvement conditions, in which customers needed more product-related information from the advertisement during their purchase decision for high-involved products.

This study is being one of the first attempts to understand how locational congruity and cultural customization of online location-based advertising are perceived under different product involvement conditions. The research's findings are believed to be of real use to managers and marketers who are using online location-based advertising in the marketing campaigns. The findings provide further insight into how cultural customization and locational congruity impact customer's attitude toward LBA and under which product involvement conditions these advertising traits are the most effective. The results are benefit particularly those marketers who are dealing with Malaysian customers particularly in designing and implementing their marketing communications strategies to communicate effectively with the target audience (market).

Limitations and Suggestion for Future Research

The study has several limitations. First, only respondents from Gen Y who stay in Klang Valley, Malaysia have participated in the survey, which might not fully represent the population of the Millennials in Malaysia. Proceeding from that, it is recommended to extend the present findings by collecting data from larger and more representative sample, inclusive the people who reside in different states in Malaysia. Moreover, it is recommended to conduct further research to find out other factors influencing attitude towards location-based advertising. Besides, it is advised to examine and compare attitude towards online location-based advertising with other countries. The results are deemed to be helpful for international marketing practices as well as the foreign companies that operate locally. The authors also suggest including respondents from different generation in future research as Generation Z are highly active Internet users and soon will gain great purchasing power.

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