

***A pilot study of Mobile Media Engagement: The Effect of Context on Consumer Response to Advertising***

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**Abstract**

The arrival of rich media has changed the way that people consume news and interact with it. Smartphones features drive user value and satisfaction. These features can lead to further mobile user engagement. Nowadays, smartphone news apps are considered one of the main ways for accessing news, and they have higher level of engagement than traditional media. As well as, media engagement plays a major role in advertising effectiveness and the consumer's response to advertising. This research proposal intends to redefine engagement concept in a way that represents knowledge differences (preferences) and dependencies (consequences) in consuming media content. The effect of context and subjective experience in media are discussed widely, and both of them affect the engagement consequences in the context of mobile news consumption.

As the research aims to explore the impact of media engagement on consumer's response to advertising, a subjective approach has been adopted in this study. The research method is a qualitative in order to understand experiences of individuals within the context of smartphone news apps, based on the interpretivist perspective. A pilot study has been implemented in order to test the accuracy and precision of the collection data instruments. This study provides different perspectives that might open new horizons for academics and practitioners in the advertising industry.

Keywords: Engagement, Media, Mobile News, Advertising, Mobile Apps, Smartphones, Subjective Experience, In-App Advertising.

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## **INTRODUCTION**

The smartphone has created a new face of engagement, and extended our access points for news and information. This encouraged advertisers and consumers from different sectors to benefit from the functionality and interactivity of smartphones in general (Kim and Han, 2014). Likewise, news “apps” such newspapers, magazines and TVs news apps engage consumers frequently, and provide a new media context for advertisers, as consumers’ responsiveness might be higher when they are engaged with media (Aaker and Brown, 1972).

A number of studies have discussed the topic of media engagement and advertising effectiveness, which has many antecedents and various consequences, especially when consumers experience a particular content that they can share and talk about, about consumes their time and inspires their lives (Calder and Malthouse, 2008; Chang et al., 2010; Coulter, 1998; Dahlén, 2005; De Pelsmacker et al., 2002; Zanjani et al., 2011). In this regard, scholars have suggested that ad might be more effective if consumers are engaged with the media context, which is considered an important situational factor in advertising effectiveness (De Pelsmacker et al., 2002; Norris and Colman, 1993). This would highlight the importance of comprehending the impact of media engagement on advertising effectiveness, which is critical for both advertisers and publishers. In this regard, previous studies have discussed the relationship between engagement and advertising effectiveness in traditional media from different perspectives (Bronner and Neijens, 2006; Calder and Malthouse, 2008; Dahlén, 2005; De Pelsmacker et al., 2002; Tipps et al., 2006), but few studies have discussed it in the online context (Calder et al., 2009; Zanjani et al., 2011). This research investigates how media engagement impacts on consumer’s response to advertising in the context of smartphone news “apps”. The research question can be answered from two different perspectives, which are considered the main research objectives: 1) to explore how consumers experience mobile media news content when using smartphone “apps”. 2) To explore how consumers respond to advertising when using smartphone media news “apps”. 3) To investigate how smartphone media characteristics affect consumer’s response to advertising. 4) To explore why people engage with smartphone news apps.

This paper is divided into three sections; the first section discusses the significance of the study; the second section contains a literature review and the third section presents the method that has been used in this research and the last part is the pilot study and its results.

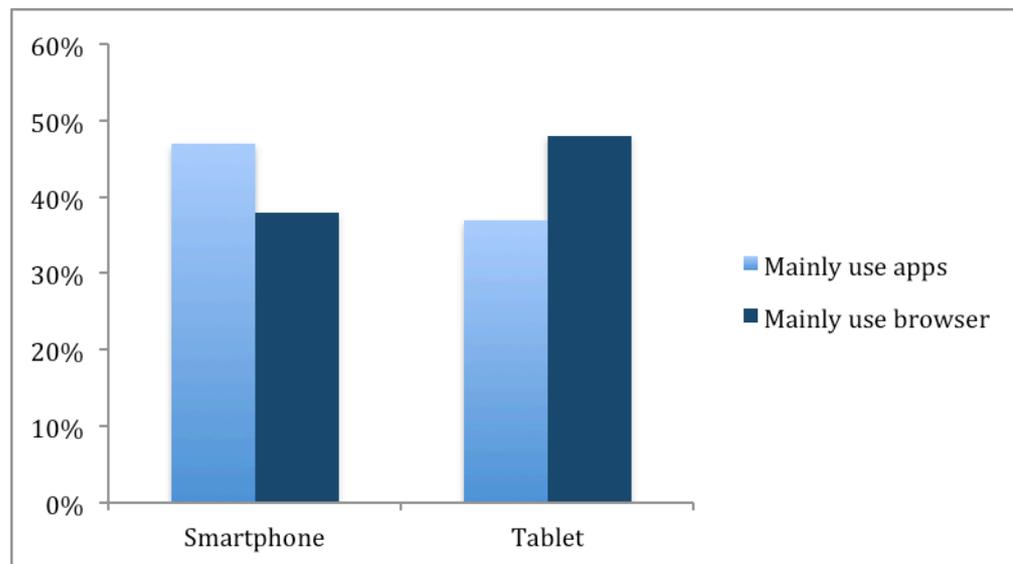
## **RATIONAL AND SIGNIFICANCE OF THE STUDY**

### **Significance of the study**

The Internet Advertising Bureau (IAB) reports that the total global mobile advertising spend increased by 29% from 2012 to 2013, and is expected to reach 18.6 billion by the end of 2014 (eMarketer, 2014). The advertising industry makes a major contribution to the UK economy by increasing consumption and allows new competitors offering innovative products; also it is moving online rapidly. As media convergence is breaking down most advertising categories and creating new consequences. In fact, this makes the analysis of advertising and its macro-effects

more complex (Albert, 2011). A report by the Advertising Association (A A) states that “Advertising is a vital enabler in the economy, underpinning at least £100 billion of UK GDP” (Deloitte, 2012). Besides, advertising industry is accelerating the growth of the digital economy, as it plays a critical role in developing the Internet by providing funding for free search activities, social media, instant messaging and the majority of websites (Deloitte, 2012). With these indicators of the digital transition in advertising industry, the UK smartphone audience is estimated at 37.5 million users with a population of 63.9 million (Statista, 2014; TradingEconomics, 2014).

A study found that news apps, rather than mobile websites, are often the main way of accessing news, and almost 50% of smartphone users mainly use apps in the UK as presented in figure.1 (Newman, 2014). Recently, UK smartphone apps users exceeded 34 million in 2014, and the number is increasing dramatically (Statista, 2014). So, this shows the power and importance of apps among other mediums. It actually attracts advertisers to invest in mobile apps and news apps specifically. Additionally, the majority of smartphone users prefer to receive ads via “apps” rather than any other medium such as: mobile internet, mobile video, online games and SMS (Nielsen, 2013a). Intriguingly, almost three-quarters (72%) of mobile ad impressions in the UK come from apps, rather than mobile web (Drum, 2014). Accordingly, it can be said that the smartphone apps will take mobile media to a higher level of engagement as users rely on them most of time (Bergstrom and Wadbring, 2012).



*Figure.1 – Accessing news via mobile apps and browser in the UK, Source: (Newman, 2014)*

## **Research Gap**

There is a debate about the concept of engagement between academics and practitioners (Gambetti and Graffigna, 2010b). Despite the wide use of the term “engagement”, the theoretical meaning and foundations are still underexplored in the online context (Brodie et al., 2013). Therefore, this study intends to re-define the engagement concept in a way that represents differences in knowledge (preferences) and consequences between consumers in using media applications via “smartphones”. At the same time, consumer response to Internet advertising is unfortunately low,

which may be due to the problems of ad clutter and avoidance, which advertisers are therefore seeking to avoid (Cho, 2004; Kelly et al., 2010). The media context is a potential solution, as it affects consumer's response and reaction to ads (Calder et al., 2009). Moreover, the expansion of online advertising has redesigned the advertising industry and changed the strategies of publishers and advertisers, especially for "mobile" applications (Evans, 2009). Besides, mobile advertising via smartphones has created a new face of engagement, and encouraged advertisers and consumers from different sectors to benefit from the functionality and interactivity of smartphones (Kim and Han, 2014). Consequently, there is a need to explore how media engagement and experiences can make mobile advertisements more effective (Calder et al., 2009).

## **LITERATURE REVIEW**

### **Defining Engagement**

The word engagement is rather a controversial concept; there is a debate about the concept itself. Practitioners in the advertising field have identified the concept of engagement as a major factor that shows what consumers like and prefer when they respond to communications (Gillin, 2007; Swedowsky, 2009; Wang, 2006). The concept of engagement is associated with consumer experiences in the media context, and it reflects the level of interactivity and involvement (Abdul-Ghani et al., 2011; Maslach et al., 2001).

Mainly, the emergence of new advertising formats and mediums encouraged advertisers to understand how and why advertising works (Rappaport, 2007). This has raised the need for defining "involvement" and "engagement" in the media context, as mentioned before, but these terms have different definitions and overlap with other advertising concepts. Some scholars stated that involvement; relevance and engagement are mere synonyms, but academics and professionals disagree on the use of terms. For this reason, a recent study defined all forms of consumer involvement, engagement, and perceived relevance as dimensions of overall advertising involvement (Spielmann and Richard, 2013). Notably, engagement can take many different forms, as online consumers use most of the online features such as downloading, reading, sharing, watching, or listening to a specific media content (Evans, 2009). Furthermore, Marc (1966) defines engagement as "how disappointed someone would be if a magazine were no longer published". Also, Watkins (1991) stated that "engagement is the degree to which various role behaviours are actually practised or engaged" (Watkins et al., 1991). In the last few years, the Advertising Research Foundation has identified the concept of engagement as "turning on a prospect to a brand idea enhanced by the surrounding media context" (ARF, 2006). This definition describes media engagement in particular and has linked the context with engagement. However, Rappaport (2007, p.138), believes that engagement focuses on "two key ideas: high relevance of brands to consumers and the development of an emotional connection between consumers and brands".

## **Theoretical foundation of engagement**

Building a theoretical perspective of engagement needs a consideration of the three main dimensions: cognitive, emotional and behavioural. Engagement applies to a consumer's connection with media (Calder et al., 2009), advertising (Higgins and Scholer, 2009), entertainment (Scott and Craig-Lees, 2010) or brands (Bowden, 2009; Sprott et al., 2009). The literature review indicates the importance of the multidimensional (i.e., cognitive, emotional, and/or behavioural) perspective of engagement. However, some definitions focused on a single aspect of engagement. The behavioural dimension is the most dominant in a number of engagement definitions, while other definitions focus more on two dimensions (i.e. cognitive and emotional). But, most previous studies do not reflect the rich conceptual scope of engagement. Additionally, scholars have yet to consider the antecedents and consequences of engagement. It is very important that the engagement concept should be reconceptualised and taken from an emergent theme in the literature to a more mature concept. Moreover, confirming past researchers claim (although limited in number) that engagement consists of cognitive, affective and participative dimensions will hopefully provide supporting evidence of its complexity.

## **Consumer's response to advertising**

### *Ad/Context Congruency*

This concept was built based on the Congruity theory; which was formally articulated with the statement, "Changes in evaluation are always in the direction of increased congruity with the existing frame of reference" (Osgood and Tannenbaum, 1955). Actually, it describes some attitudinal patterns of the relationship between two or more dimensions. In this regard, ad-context congruency is defined as "the degree to which advertising material is thematically similar to the editorial content of the media vehicle" (Zanjani et al., 2011). Most previous studies of both traditional media and the web have found positive effects of ad-context congruency. In fact, the similarity between advertisement and context affects consumers' response to the ad (Moore et al., 2005; Oates et al., 2002). Also, Choi and Rifon (2002) explored the role of source credibility in determining Web advertising effectiveness, and found ad-context congruency is associated with positive attitudes towards the advertised brand, and it has a significant effect on both interest and purchase intention.

Zanjani et al. (2011) examined the relationship between ad-context congruity and ad memory in an e-magazine context. They found that consumer's response to banner ads is better when there is relevance between a site's content and the banner ad. The result of their research showed that ad-context congruity increases ad recognition for those readers who seek information. However, Ha and McCann (2008) established a theoretical basis to combine the effects of congruity in online and offline contexts. Their study proposed an integrated model of advertising clutter that addresses the unique characteristics of the online media environment. They suggested that online readers who seek information are "goal-directed" and they do not want to be disrupted by ads. Also, Furnham et al. (2002) agree with the previous point of view, as they stated that placing ads in irrelevant media contexts might affect ad recall negatively.

### *Context Appreciation and Ad Response*

Context appreciation is defined as “the extent to which persons find a particular context interesting or boring and would like to read a similar article or watch a similar program again” (De Pelsmacker et al., 2002). There are two points of view regarding context appreciation. Some scholars claim that context appreciation is associated with the viewer’s mood, which might affect the ad processing negatively, and others believe that it affects the ad positively (Coulter, 1998; Dahlén, 2005; Danaher and Mullarkey, 2003).

Mackie and Worth (1989) utilized the cognitive capacity theory to explain how positive mood limits the recipient’s incoming information (Mackie and Worth, 1989). In other words, people might avoid ads when they are in a positive mood. In contrast, Lee and Sternthal (1999) provided an explanation based on the hedonic contingency theory, stating that people in a positive mood interact with the ad as they expect that the result will be favourable (Lee and Mason, 1999). With these contradictory findings and theories, Norris and Colman (1992) provided a point of view in between the two previous explanations. They argued that radio and TV ads cannot be avoided, but print ads can be skipped based on various considerations such as mood and context appreciation and the relationship between them (Norris and Colman, 1993). However, De Pelsmacker (2002) found that context appreciation has a strong influence on television advertising, especially when targeting older consumers. He believes that media planners should consider making contexts and ads more matched or contrasting.

### *Subjective experience*

Several papers addressed subjective experience in the media context from different angles, such as the enjoyable, utilitarian, socialising and inspirational (Vorderer et al., 2004). In fact, it is considered a major aspect of engagement, and it differs from one person to another. Some previous studies discussed the behavioural and experiential aspects of TV viewing, reading magazines and listening to the radio (Kim, 2015 and Kubey, 1990). Most of these papers incorporated the experience element into different media contexts, and showed how this element plays an important role in engagement.

### **Engagement and advertising effectiveness**

There is no specific definition of advertising effectiveness. However, the term has been associated with various aspects in marketing and advertising literature such as consumers’ response to ads, recognition and ad recall. It reflects the extent to which people remember the advertising message with in a particular context (Malthouse et al., 2007; Norris and Colman, 1992). Corvi and Bonera (2010) tried to define advertising effectiveness as “the extent to which advertising generates a certain desired effect”. This desired effect takes different forms (e.g., attitudes, recall and recognition of ads).

Theoretically and practically, media context is a vital factor in discussing engagement and advertising effectiveness, as it is considered a situational factor, and defined here as “the characteristics of the content of the medium in which an ad is inserted” such as an article in a news website (De Pelsmacker et al., 2002). It is important for

advertisers to consider media context, as some types of context might be more appropriate for a particular ad than others. Also, De Pelsmacker et al. (2002: 50) asserted that “the effectiveness of advertising may be greatly improved by embedding it in the appropriate media context”.

The previous discussion provides different explanations of why engagement should affect reaction to advertising and might increase its effectiveness. Besides, Kamins (1991) and De Pelsmacker (2002) have provided a comprehensive understanding of how media context affects consumers’ response to the ad.

### Theoretical framework

The proposed theoretical framework of this study interlinks the main concepts that together provide a comprehensive understanding of how media engagement affects advertising effectiveness in the smartphone media context. Moreover, it reflects the ontological, epistemological, and methodological assumptions of the research (Guba and Lincoln, 1994). The proposed conceptual framework (see figure.2) is developed based on three theoretical explanations. The first one, explaining the antecedents to engagement, is the theoretical foundation of the uses and gratifications theory. The theory explains how use of media for various purposes evokes subjective responses, e.g. utilitarian or hedonic experiences, which lead to deeper engagement. However, information is associated with use of media for entertainment.

The second is congruency theory, which describes the attitudinal patterns of the relationship between media engagement and advertising, based on relevance or thematic similarity. The third is the context appreciation concept, which plays the same role as congruency theory, but focuses more on the role of the viewer’s mood in the consumers’ response to ads (De Pelsmacker et al., 2002; Katz et al., 1973).

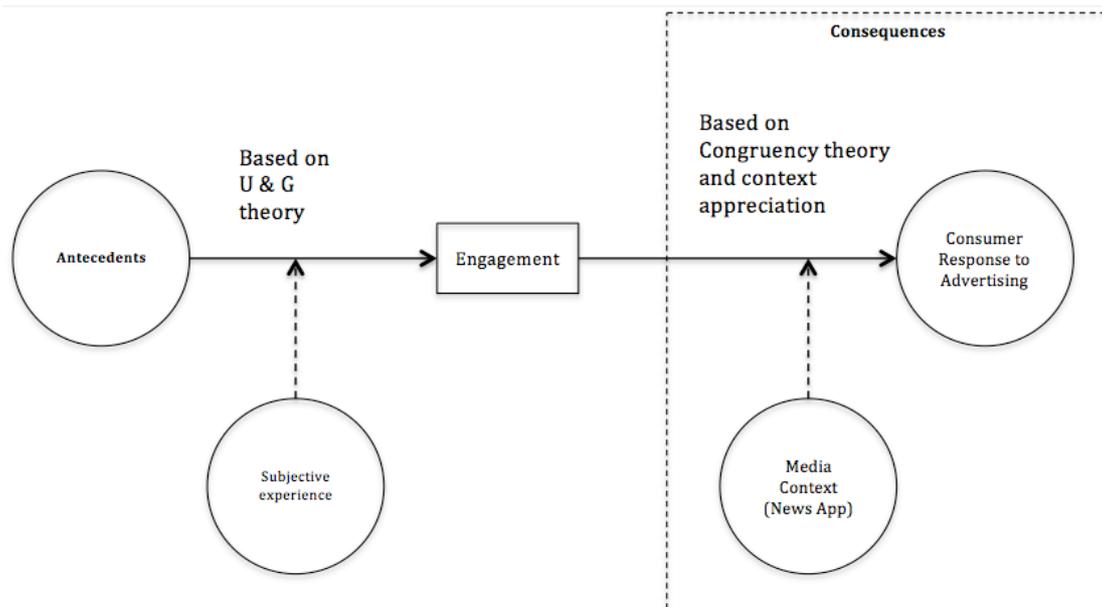


Figure.2 – The theoretical framework of the study

## **RESEARCH METHOD**

### *Qualitative approach*

Mainly, qualitative methods were used in this research in order to gain deep understanding of how consumers use news apps via smartphones and how engagement with news apps content affects consumers' response to advertising. Qualitative methods provide a depth of understanding of how people experience an object and interact with it.

### *Data collection*

Using qualitative methods means that this research will be generating data that is primarily in the form of words that reflect how people experience things, such as news apps via smartphones. Some of the most common data collection methods are interviews and group discussions. In order to explore the media engagement topic, a semi-structured interview technique will be used to understand how engagement with smartphone media context might affect consumer response to ads. It is a very useful way in collecting attitudinal data in interpretivist approach (Barriball and While, 1994). The method is distinguished by the flexibility, as it does not restrict participants with standardized questions formats (Saunders et al., 2011). In fact, interviews are very similar to everyday conversations and they are focused on the researcher's needs for data. Semi-structured interviews will be used to explore participants' experiences deeply and to clarify interviewees' meanings (Drever, 1995).

## **PILOT STUDY**

Pilot studies play an important role in social research, but they can be misused, mistreated and misrepresented. In qualitative research studies, researchers often use some or all of their pilot data as part of the main study. The analysis of qualitative data is often progressive, and the way that interviewer use to collect data is considered an accumulative work and experience. In this study, each of the research questions is used to structure the presentation of findings derived from qualitative data collection methods. For question 1 the responses have been presented by News apps platforms. Mainly, during the analysis it was noticed that the existence of impact of consumer's response to advertising based on the news context or platform. For the remaining questions responses are presented thematically and points that emerged are illustrated by example quotations. The anonymity of respondents is maintained by assigning each a reference code (N1 – N5) and responses from all participants have been quoted to ensure an appropriate representation of views.

Practically, I have browsed through all transcripts, as whole, and written some important notes of my first impressions regarding the responses of participants. Then I have labelled relevant words, phrases and sentences. Mainly, the codes have been created based on what have mentioned and repeated in several places. Also, I have considered what interviewee have explicitly states that It is important.

I decided which codes are the most important, and created categories by bringing several codes together. So, the important codes have been grouped together and

categorised. Then, I have labelled the categories based on how they are connected to each other.

3 college students have been interviewed. They have been news apps users for approximately two-three years and on average “used apps” over 3 news apps. The most common types of news apps were sky sport, BBC, sky news and The Guardian. Most respondents spend 30min- 2 hours per day on the news app that they use.

## **Findings**

The analyses were summarized to describe the processes of the use of smartphone news apps, and how it impacts consumers’ response to advertising. Different themes were connected based on the informants’ explanation. The informants explicitly explained the outcomes of smartphone uses in daily lives, including their feelings and specific behaviour changes and cognitive thinking in everyday living. Further, the informants explained how these changes in daily lives influenced the consumers’ experience and their reaction to ads.

In this part, I will describe the categories and how they are connected. About 10 main categories have been shaped during the analysis of the pilot study. In addition, the analysis of the study was associated with the main objectives, and each object has been divided into a number of interview questions. Thus, answers also have been arranged based on the objectives.

## **Key research findings**

As a result of these three interviews and in answer to the overarching research question, five main key research findings emerged and will be discussed in this chapter.

These findings are:

- News apps have an impact on advertising effectiveness.
- The features of news apps increase the level of media engagement.
- The *media* context can serve as a *cognitive* prime that guides the attention and determines the users' interpretation of the *ads*.
- User experience and relevance are the most important triggers of media engagement on smartphones.
- Relevancy between advertisement and content play a major role in consumer’s response to advertising.

| Type of Users by age         | 20-28   | 26-38  |
|------------------------------|---|--|
| <b>Users characteristics</b> | <ul style="list-style-type: none"> <li>- paying for news apps does not affect their acceptance to see an ad.</li> <li>- Likes to use apps more than web browser.</li> <li>- Uses news app for more than an hour every day.</li> </ul> | <ul style="list-style-type: none"> <li>- Some of them do not expect to see an ad if they paid for news app.</li> <li>- uses apps and web browser.</li> <li>- Uses news app for an hour or less every day.</li> </ul> |

*Table.1 – Types of smartphone news consumers by age*

### **The analysis of the pilot study**

#### **1<sup>st</sup> Objective: Understanding consumer’s interest in news (cognitive)**

The data collected on the first research objective have been grouped according to the interview schedule and are presented as following:

Participants explained that the word “News” means for them more that information. For example, one participant mentioned

*“The news means information, events and entertainment” (N1)*

But participant N2 said

*“in my opinion the word news means informative materials that are updated from time to time based on the surrounding environment”  
(N2)*

At the sometime participant N3 focuses on the word “latest” as a feature for news item.

*“The latest information for anything from trivial to major event from politics, science.. etc.” (N3)*

They believe that news consumption satisfies their needs and inner desire. This understanding motivates them to access news frequently using different ways especially the smartphone application due to the ease of use everywhere.

#### **2<sup>nd</sup> Objective: To explore how consumers experience mobile media news content when using smartphone “apps”**

The data collected on the second research objective have been grouped according to the interview schedule and are presented as following:

Participants emphasized that accessing news via smartphone applications is so convenient for them. One of them said:

*“In fact I use my smartphone frequently, and it is so convenient for me” (N1)*

Some of the participants trust the branded news apps such BBC Sport and Sky Sport, and they describe as reliable and always updated.

*“In fact, sky sports news and the BBC Sport are considered the mainstream channels, and they are very popular, quite reliable and always gain updated all the time” (N1)*

### **3<sup>rd</sup> Objective: To explore how consumers respond to advertising when using smartphone news “apps”. (Behavioural & Emotional)**

The data collected on the third research objective have been grouped according to the interview schedule and are presented as following:

Some of the participants believe that the response to advertising might be subconscious. Despite the fact that they ignore ads and consider them annoying, but they recognise the design and content of the ads in the news app.

*“I think advertising is very annoying, I want to watch my videos and some of the articles. Actually, I am not interested that much in watching ads, so I find it very rude thing!” (N2)*

Participant N3 agreed with N2, and added:

*“I do not expect to see an ad if I paid for the app. but, it depends sometimes on the advertising as well. Some of the ads are attractive than others” (N3)*

For some consumers, it is obvious that paying for the app means reading the news without the interest of seeing an advertisement. However participant No.3 and N.1 agreed that the relevancy and matching between ad and content encourage them to interact with advertisement in different ways.

### **4<sup>th</sup> Objective: To understand how media engagement relates to advertising effectiveness.**

The data collected on the sixth research objective have been grouped according to the interview schedule:

Participant N1 described advertisements in the news app as irritating. But when I asked him if you recognise a particular ad in the app, he said:

*“Well, I do remember FIFA advertisement in the news app, I remember how the famous player messi stands and the t-shirt colours. I really liked the quality of the ad as I am interested in these kinds of games” (N1)*

Mainly, recognising the ad in this context is considered one of advertising effectiveness forms. Participant N3 response shows how consumer in some cases

respond to the advertisement unconsciously, as long as he/she remember it. Moreover, the participant N1 explained how the technical features of smartphone might affect the response to advertising by saying that:

*“One of the things that facilitated the remembrance of advertisement is that smartphone has a small screen, and the advertisement could be half or part of this screen. Simply, you cannot miss it” (N1)*

Participant N1 was looking at his smartphone and describing the details of how he interacts with the device and content through the small screen.

Compering news apps with other media platforms such as radio or TV in terms of consumer’s response to advertising, Participant No.3 remember some different advertisements in social networks rather than news apps, as she spends more time on social networks apps than the news.

*“Well, I would remember some ads in social networks as I follow some accounts that relate to my interests” (N3)*

**5<sup>th</sup> Objective: To explore why people engage with smartphone news apps.**

Participant No.1 emphasised on the ease of use and the features that differentiate news apps from other news platforms.

*“I always feel connected to my smartphone all day. The ease of use and variety of news that I find in my news apps encourage me to check it frequently and explore the news items by myself within the app” (N1)*

Participant No 3 does not have different opinion from Participant No.1, as she believes that social media apps also considered a motivation to keep her attached to her smartphone. As well as she considers the social media apps a source for some news, especially celebrity news via Instagram app.

*“I feel that I am connected to my smartphone all time as I use it for many things. Some of these things are social media and news apps. Also, I check the news apps at least 3 times a day” (N3).*

| <b>Three main different users categories to access news via smartphones</b> |  |
|---|--|
| <b>News apps only</b>   | Consumer browses the news via publisher’s app only   |
| <b>News apps and web-browser</b>  | Consumer browses the news via publisher’s app and mobile web-browser simultaneously.   |
| <b>Apple’s Newsstand</b>  | Based on IOS operating system and it is similar to branded news app, but it provides a wide range of news from different publishers. Also, ads appear on publisher’s page. |

*Table.2 Users categories to access news via smartphones*

|  | <b>Engagement Construct</b>          | <b>Responses summary</b>   |
|--|--------------------------------------|--|
| <b>Understanding consumer's interest in news</b>   | Cognitive                            | Participants explained that the word "News" means for them more that information.  |
| <b>To explore how consumers experience mobile media news content when using smartphone "apps".</b>                     | Behavioural (do) & Emotional (feel)  | Participants emphasized that accessing news via smartphone applications is so convenient for them.   |
| <b>To explore how consumer respond to advertising when using smartphone news "apps". (Behavioural &amp; Emotional)</b> | Behavioural (do) & Emotional (feel)  | Some of the participants believe that the response to advertising might be subconscious. Despite the fact that they ignore ads and consider them annoying, but they recognise the design and content of the ads in the news app.   |
| <b>To understand how media engagement relates to advertising effectiveness.</b>  | Emotional (feel) & Cognitive (Think) | Mainly, recognising the ad in this context is considered one of advertising effectiveness forms. Participants' response shows how consumer in some cases respond to the advertisement unconsciously. This is some of the advertising effectiveness forms, as long as he/she remember it. |
| <b>To explore why people engage with smartphone news apps.</b>   | Cognitive (Think)                    | The ease of use and the features that differentiate news apps from other news platforms, in addition to the technical features of smartphones.   |

*Table.3 Summary of the findings based on the main objectives*

Obviously, the analysis of the pilot study has illustrated the matching between the proposed theoretical framework of this research and the findings. As the theoretical framework is divided into three theoretical explanations, the first one, explains how use of media for various purposes evokes subjective responses, e.g. utilitarian or hedonic experiences, which lead to deeper engagement. However, information is

associated with use of media for entertainment, based on U&G theory and adaptive social constructive theory.

The second describes the attitudinal patterns of the relationship between media engagement and advertising, based on relevance or thematic similarity based on the congruency theory. The third is the context appreciation concept, which plays the same role as congruency theory, but focuses more on the role of the viewer's mood in the consumers' response to ads (De Pelsmacker et al., 2002; Katz et al., 1973b).

## **Discussion**

The literature review in this study provides empirical evidence about engagement in digital media and advertising, confirming the surge in interest in this area over the past 10 years. A comprehensive approach to combining the findings from the previous papers was developed which categorised studies in terms of the different approaches used by their authors to understand the impact of mobile media engagement on consumers' response to advertising and enhancing the effectiveness. This research is intended to understand consumers' status when they are engaged with mobile media vehicle and why they might respond to advertising in this context. This is what the research proposes, rather than measuring the level of engagement from emotional and affective perspectives, or measuring the degree of advertising effectiveness.

## **Conclusion**

This explored the concept of engagement in general and with particular reference to media and advertising. Engagement was shown to be a complex construct, encompassing thought processes, emotional responses and behavioural intentions toward the material. A number of those were applied in an attempt to explain how such responses are invoked, and their implications for consumer reactions to advertising. (IGN App, OK! Magazine App Sky News App.etc.) Uses and gratifications theory identifies users' motivations for using media: the purposes they seek to accomplish and/or the feelings they hope to experience. These antecedences, experienced subjectively, were shown to influence engagement. Congruency theory and context appreciation were suggested to offer explanations for the consequences of media engagement in terms of response to advertisement.

The former suggests that response to advertisements is affected by the degree of similarity or relevance between the ad and the content, while the latter Suggests that the viewer's mood also influences his/here response. Drowning the concepts and theories introduced in the chapter. A theoretical framework has been proposed, which will guide the conduct of the research and the interpretation of its findings.

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