

Impact of In-App Advertisements on Gen Z's Purchase Intention with the Mediating Effect of Consumer Attitudes: with Special Reference in Sri Lankan Mobile Industry

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This study intends to investigate the influence of in-app advertising on the purchase intentions of Generation Z, focusing on the Western Province of Sri Lanka while emphasizing the mediating role of consumer attitudes. The goal of this research is to close the knowledge gap regarding how Gen Z consumers respond to customized digital advertising tactics in an emerging market setting. Utilizing theories like the Media Richness Theory and the Elaboration Likelihood Model the study looks into things like social influence user experience personalization and ad content and design. A structured questionnaire was used in this quantitative study and 385 members of Generation Z answered it. SPSS software was used to analyze the data using regression correlation and descriptive statistics.

According to the results, purchase intentions are strongly influenced by user experience, personalization, and social influence. Because consumer attitudes mediate these relationships it is crucial to create ads that appeal to the target audience's emotions and social sensibilities. These findings highlight how important it is to create engaging and culturally relevant in-app ads to successfully grab Gen Z's attention.

The study does have certain drawbacks though such as its concentration on a particular demographic and geographic group its use of self-reported data and its quantitative methodology that ignores qualitative viewpoints. To comprehend the changing impact of in-app advertising these limitations point to possible directions for future research such as using mixed-method approaches and examining longitudinal trends.

From a practical standpoint, this study provides policymakers app developers, and marketers with useful suggestions. Advertising that

seamlessly integrates with the user experience uses dynamic personalization and makes use of social proof should be given priority by marketers. Contributions to theory include advancing our understanding of consumer behavior and the function of digital media in developing economies which lays the groundwork for future research on the dynamics of advertising in comparable cultural contexts.

According to the study's findings, in-app advertising can be made more effective and substantially contribute to the conversation around digital marketing in emerging economies by strategically emphasizing personalization, emotional engagement, and awareness of sociocultural quirks.

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