

Factors Affecting on Consumer Attitude towards Mobile Advertising: with Special Reference to Fast Food Industry

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In Sri Lanka mobile advertising is not used hundred percent effectively as mobile advertising is not in its maturity stage. But after identifying consumer attitudes towards mobile advertising, it can be made suggestions for the development of the mobile advertising as a new media. The present research is focused on “the factors effect on consumer attitudes toward mobile advertising and the impact made by those factors on customer attitude with special reference to fast food industry”.

The key objective of this research is to find out the factors effect on customer attitudes toward mobile advertising. The specific objectives of this study are to investigate the most prominent factor of mobile advertising that effects on customer attitude and to measure the impact of each factor on the customer attitude.

The research design used in the research is quantitative and descriptive research design has been used. The researcher used both primary data as well as secondary data. Researcher has collected primary data by a questionnaire and 200 respondents were participated. The collected data was analyzed by using SPSS and Microsoft Excel.

Researcher has found that credibility of the mobile advertisement and permission based advertising highly impact on consumer attitude towards mobile advertising.

Key words: *Mobile Advertising, Consumer Attitude, Fast Food, Creativity, Permission based Advertising, Credibility*