

## **Consumer Attitudes toward Mobile Advertising: With Special Reference to Fast Food Industry**

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The rapid proliferation of mobile phones has created a new channel for mobile marketing. The use of Short Messaging Service to access customers through mobile devices is gaining popularity. In Sri Lanka, most of fast-moving food companies are using Short Messaging Service to reach their customers. However, little has been done to investigate the attitudes towards SMS as an advertising tool. Therefore, the purpose of this study is to examine the factors influence on consumer attitudes toward mobile advertising. Data was collected through a sample of 200 respondents from Colombo District. A deductive approach was employed to construct the conceptual framework, and accordingly, hypotheses were formed. The hypotheses were tested using Correlations. Findings revealed that credibility and permission-based advertising of the mobile advertisements have a greater impact on consumer attitude towards mobile advertising. Managerial implications and the research propositions were suggested for the mobile marketing sphere at the conclusion.

**Keywords:** *Consumer Attitudes, Fast Food Industry, Mobile Advertising, Short Messaging Service*

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