

You are cordially invited to attend the Science Tuesday on **10 November, 2020 at 1 p.m.** when authors Ivan-Damir Anić, Ivana Kursan Milaković, Mirela Mihić and Nicoletta Corrocher will present their research on the topic

**The Impact of Mobile Advertising on Consumers’ Purchase Intention: The Role of Consumers’ Innovativeness**

Please join the workshop and ZOOM webinar using the link below:

<https://us02web.zoom.us/j/87249210404>

Working language of the workshop and webinar is English.

**Summary:**

The acceptance of mobile advertising and mobile shopping in Croatia is still low, despite the widespread usage of smartphones. Our research, fully supported by TVOJ GRANT@EIZ, addresses the following issues: **What are the relevant drivers of consumers’ engagement in m-advertising and purchases via mobile devices?** **How security and privacy affect consumers’ purchases?** **How can consumers’ innovativeness enhance m-advertising shopping experience?** The research is based on the survey of 300 users of mobile devices in Croatia. Research findings show that the experience with mobile navigation is an important driver of mobile purchases, and emphasize the importance of consumers’ innovativeness as a moderator. Based on our findings, marketers and advertisers are advised to target innovative consumers in their mobile advertising, but also to design entertaining mobile ads and webpages, and to provide a secure shopping environment to increase mobile consumers’ purchases.

**About the authors:**

**Ivan-Damir Anić,** PhD, is a senior research fellow in permanent position at the Institute of Economics, Zagreb.

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**Mirela Mihić,** PhD, is a full professor at theUniversity of Split, Faculty of Economics, Business and Tourism.

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**We look forward to your attendance!**