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**ST. MARY'S UNIVERSITY**

**SCHOOL OF GRADUATE STUDIES**

**DEPARTMENT OF PROJECT MANAGEMENT**

**CUSTOMERS' PERCEPTION TOWARDS BULK SHORT  
MESSAGE SERVICE (SMS) ADVERTISMENT IN ETHIO  
TELECOM**

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**ADDIS ABABA, ETHIOPIA**

**DEC, 2020**

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ADVERTISEMENT IN ETHIO TELECOM**

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**A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY  
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**BY**

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## DECLARATION

I hereby declare that *customer perception towards SMS advertisement* wholly the work of Menbere Taye. I have carried out the present study independently with the guidance and support of the research Advisor Zemenu Ayenadis. PHD, any sources used for the study have been referenced in the prescribed manner. The study has not been submitted for award of any Degree or Diploma program in this or any other institution.

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**DEC,2020**

ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

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Advisor

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**Dec, 2020**

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## Abstract

*There has been a tremendous growth in the mobile telecommunication industry in Ethiopia. New technologies and mobile devices have provided various new methods of advertisements. Mobile phones offer organizations to better reach the consumers with regards to frequency and impact of advertising. Thus, Short Message Services (SMS) offer new successful medium of advertising. This paper investigates customer perception towards SMS advertisement in ethiotelecom. To investigate the hypotheses of the study the data was captured from 321 customers of central Addis Ababa zone. The purpose of the design is to correlate perception of customers towards SMS advertisement with antecedents of perception towards advertisements namely relevant, entertainment, informativeness, credibility and non-irritation. Descriptive statistics was used to explain demographic profile of respondents and The empirical findings of the study confirm the relationships between the identified latent variables and SMS advertisement. The finding shows that all variables of SMS advertisements positively correlated to consumers' perception towards SMS advertisements. Based on research findings, theoretical and practical implications were discussed. Limitations and recommendations for future research were also highlighted.*

**Keywords:** Keywords: SMS, Advertising, relevancy, entertainment, informativeness, non-irritation, credibility

## **LIST OF ACRONYMS**

- SMS (short message service)
- ADS (advertisements)
- IM (instant messaging)
- ETC (Ethiopian telecommunication corporation)
- IBTE (Imperial Board of Telecommunications of Ethiopia)
- MMS (multimedia messaging)
- PDA (personal digital assistance)
- SMSC, (short message service center)
- IVR, (interactive voice response)
- WAP, (wireless application protocol)
- USSD, (unstructured supplementary service data)



## LIST OF TABLES

Table	Page
2.1. EMPIRICAL LITERATURE REVIEW .....	32
4.1. DEMOGRAPHIC PROFILE OF RESPONDENTS .....	43
4.2. TEST OF RELIABILITY .....	45
4.3. FREQUENCY OF RECEIVING SMS ADVERTISING MESSAGES CATEGORY PRESENTED BASED ON PERCENTAGE TABLE .....	46
4.4: RESPONDENT’S OPINION ABOUT RELEVANCY OF SMS ADVERTISING MESSAGES.....	47
4.5: RESPONDENT’S OPINION ABOUT ENTERTAINMENT OF ETHIOTELECOM SMS ADVERTISING MESSAGES .....	48
TABLE 4.6: RESPONDENT’S OPINION ABOUT IN FORMATIVENESS.....	49
4.1. 7. RESPONDENT’S OPINION ABOUT NON- IRRITATION OF SMS ADVERTISING SERVICES.....	50
TABLE 4. 8RESPONDENT’S OPINION ABOUT CREDIBILITY OF SMS ADVERTISING SERVICE.....	51
4.9 CORRELATIONS SUMMARY OF STUDY VARIABLES.....	52

**LIST OF FIGURES**

Figure 2.7 conceptual framework.....38

## Table of Contents

ACKNOWLEDGMENTS .....	iv
Abstract .....	v
LIST OF ACRONYMS .....	vi
LIST OF TABLES .....	vii
LIST OF FIGURES.....	viii
CHAPTER ONE INTRODUCTION.....	12
1. back ground of the study .....	12
1.2 Problem statement.....	14
1.3 Research Questions .....	16
1.4 General Objective of the Study.....	16
1.4.1 Specific Objectives .....	16
1.6 Significant of the study.....	16
1.7 Scope and Limitation of the Study.....	17
1.8 Organization of the study .....	17
1.9Key terms .....	18
1.9.1 SMS Advertising.....	18
1.9.2 Perception.....	18
1.9.3 Message.....	18
1.9.4 Attitude toward SMS advertising:.....	18
CHAPTER TWO: -RELEVANT LITERATURE REVIEW.....	19
2.1 Literature background on mobile marketing.....	19
2.1.1 Introduction to SMS technology .....	20
2.2.2 SMS Advertising.....	23
2.3 Characteristics of SMS advertising .....	26
2.3.1. Forced exposure.....	26

2.3.2. Viral effect ..... 26

2.4 Customer Perceptions ..... 26

2.5 variables of SMS Advertising: ..... 29

    2.5.1 Relevancy ..... 29

    2.5.2. Entertainment ..... 29

    2.5.3. In formativeness: ..... 30

    2.6.4. Non-Irritation ..... 31

    2.5.4. Credibility ..... 31

2.6 Empirical Review of Literatures ..... 32

2.7 Conceptual framework ..... 34

    ..... 34

2.8 Hypotheses development ..... 34

    2.8.1Relevancy ..... 34

    2.8.2 Entertainment ..... 35

    2.8.3 In formativeness: ..... 35

    2.8.4 Non-Irritation ..... 36

    2.8.5 Credibility ..... 36

CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY ..... 37

3.1 INTRODUCTION ..... 37

3.2 Research Approach ..... 37

3.3 Research Design ..... 38

3.4 Population and Sampling Techniques ..... 38

    3.4.1 Population ..... 38

    3.4.2 Sampling Size ..... 39

3.4.3 Sampling Techniques ..... 40

3.5 Type of Data and Instruments of Data Collection.....	40
3.5.1 Type of Data .....	40
3.6 Data Collecting Instrument.....	40
3.7 Method of data analysis.....	41
3.8 Ethical considerations .....	41
4.1. Descriptive Statics of the Respondents Demographic .....	42
4.2. Reliability Test .....	44
4.3. Descriptive Statistics analysis .....	45
4.3.1 Customer perception on Frequency of receiving SMS advertising messages .....	45
4.3.2 Respondent Opinion about customer perception towards SMS advertisement .....	46
4.3.2.4 Respondent opinion about non-irritation .....	50
4.3.2.5 Respondent opinion about credibility.....	51
4.4. Pearson Correlation .....	52
5.2 Recommendation.....	55
5.3 Limitations .....	56
<b>QUESTIONNAIRE FOR RESEARCH WORK .....</b>	<b>61</b>
Part II. The level of Customer attitudes towards of SMS advertisement in ethio telecom. ....	63

## CHAPTER ONE INTRODUCTION

### 1. back ground of the study

The adoption of new technologies is accelerating in recent years, as a result, Mobiles become an important devices connected to human life. Mobile phones and their ever-growing popularity is one of the most important opportunities for marketers to promote their product and services (Okazaki and Taylor, 2008). The rapid increase of mobile phones use has introduced new delivery methods for both marketers and advertisers through SMS in accessing potential customers. SMS was defined as a Short Message Service using an internet network to be sent to a certain customer's through a digital cellular network. As a sort of direct and one-on-one advertising, SMS advertising creates opportunities to send specific customized advertising messages to individuals, provided that their consent is taken first. SMS started drawing much attention of the consumer and is now classified as a powerful means of communication, due to its cost-effectiveness (Bamba and Barnes, 2006).

Companies use lots of media to reach their customers and potential customers. Each media has its own weaknesses and strengths. Yet no media ever witnessed greatest reach and customization as that of wireless or mobile communications. Since the advent of the mobile communications in the late of the 20th century, it has attracted many firms to employ it in their possible media choices. The fact that the technology has shown a tremendous growth in number of users coupled with the ease which it allows for tailored messages makes it one of the most convenient tools for communication. Since the very intent of advertising is to create a favorable attitude towards a company and its offerings many companies have spent millions of dollars to do so. However, the effectiveness of advertising heavily depends on the content and relevance of the message to the target audience (Anderson & Nilsson, 2000).

The Mobile Marketing Association (2009) updated the definition of mobile marketing as “a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through and with any mobile device or network.” Engagement can be in any form and may be initiated by the company/marketer (push) or by the user/consumer (pull) (Mobile Marketing Association, 2009). Push-type mobile marketing activities include Short message system

(SMS)/MMS, ad-supported and ad-integrated applications. Pull-type messages include coupons, mobile promotions and attached advertisements (Park, Shenoy and Salvendy, 2008).

Ethio telecom established as a public enterprise on 29th day of November 2010 as per the council of minister's regulation NO.197 /2010 and the company has registered several accomplishments required to transform the company to the expected level which is being competent and modern telecom service provider and in order to achieve operational in support of the organization strategy objective and country's growth.

Ethio-telecom, previously known as the Ethiopian Telecommunications Corporation (ETC), is an integrated telecommunications services provider in Ethiopia, providing internet and telephone services. Ethio telecom was managed, on a management contract arrangement from 2010 to 2013 June, by France Telecom, and was required to comply with Ethiopian Government orders. The government said it outsourced the management as ETC was not able to meet the demands of the fast-growing country. It also said that telecommunications services would not be privatized, at least not in the near future.

In late 2006, the ETC signed an agreement worth US\$1.5 billion with three Chinese companies, Corporation, Huawei and the Chinese International Telecommunication Construction Corporation, to upgrade and expand Ethiopian telecommunications services. This agreement will increase the number of mobile services from 1.5 million to 7 million, land line telephone services from 1 million to 4 million, and expansion of the fiber optic network, from the present 4,000 kilometers to 10,000 by 2010. It is part of a larger US\$ 2.4 billion plan by the Ethiopian government to improve the country's telecommunications infrastructure.

Although the introduction of mobile communications in Ethiopia is a recent phenomenon it has shown a promising growth. Right now it is estimated that the number of mobile subscribers in the country is over 45.7 million only after a decade since it was introduced. Despite this fact the use of SMS advertising has lagged and is just a very recent phenomenon. The short code numbers are designed to be 3 or 4 Digit instead 10-digit numbers. The 4 digits' short code numbers are classified into Platinum,

Gold, Silver, and Bronze. However, the 3-digit short code numbers are classified into platinum, Gold & Silver 3 or 4-digit short code numbers can be integrated with SMSC, IVR, USSD, and WAP. The revenue share from this short code is 60% to the partners and 40% to ethiotelecom, the tariff per SMS is 1-15birr /SMS. (ethiotelecom annual report,2012).

Romantic advice, promoting sales, announcing vacancies, and asking for humanitarian assistance are among services provided by the SMS service business. The business, however, is limited to the mobile to mobile exchange of text messages. Currently, there are thousands of organizations, both from the public and private sectors, owning short codes that use them to send out SMSs. Pricing for SMS (Ethiopia) depending on the volume of SMS sent per month. It might appear that with such several SMS service providers, the number of times that people need to check their mobile phones for incoming message alerts could be irritating. significant number of Ethio telecom customers on its SMS message service, mobile users, received SMS without their prior permission from the sole telecom service provider Ethio Telecom. Now a day, these Ethio Telecom SMS messages creating chaos even in private life among many mobile users. This study therefore examines customer perception towards SMS advertisement service.

## **1.2 Problem statement**

SMS is sending a text message to a large number of recipients (Dawson, 2015). The file that includes these large numbers of recipients is known as 'Base'. Every day several SMS regarding various products/services are sent from ethio telecom to millions of their customers which lead to single customer getting multiple SMS a day .SMS message has been received as a business model as the result many organization, individuals have subscribed in to short code messages services such as (GERD, MHA, Banks). after subscription the service provider (ET) usually sends almost all message to all phone subscribers. This makes messages reaching unintended target people or organization this results in low reaction from recipients in the form of responding to the message's information. Sometimes it might be that consumers are using their devices for something important and multiple messages by operators can hinder their work at the time.



Increased frequency of SMS takes up more device memory which may disturb the recipient and lead to deleting the messages without reading them (Mansour, 2012). There should be consideration for the consumers to what number and type of SMS they get. Also there should be some control in place by the operators to over the number of SMS consumers receive depending on what products/services they desire. If consumers are constantly being bombarded by the SMS they might consider switching operator (Carroll, J. Barnes, Scornavacca, & Fletcher, 2007). Some research has been done to explore consumers' 'perceptions of SMS advertising and also the impact of sending advertisements to consumers' via SMS (Haghirian et al., 2005). This is particularly important as it decides the success and failure of SMS advertising acceptance of consumers. Due to the differences in consumer feedback to SMS advertising and marketers' view of the effectiveness of SMS advertising, how consumers feel about advertising messages that ram their mobile phones and their reaction and their attitudes towards such advertising is ambiguous. Although most consumers' attitudes toward SMS advertising tend to be gloomy and negative, marketers still believe that SMS advertising is an effective marketing tool.

The negative attitude towards SMS advertising implies that the marketers have to think of various strategies and plans to make SMS advertising and service more attractive. Thus, until now, marketers have kept on searching for ways on how to make SMS advertising more effective and gain customers' attention and acceptance in SMS advertising. The previous discussion suggests that factors of SMS advertising needs further study along with consumers' attitudes towards it. Hence, the extensive purpose of this study is to extend our understanding of the relationship of the antecedent variables of consumers' perception and SMS advertising. In addition this study aims to examine the correlation between consumer perceptions of the value of relevance, entertainment, Informativeness, non-irritation and credibility of SMS advertisements analytical-descriptive method is used and questionnaire is adopted from (muluken. k,2014) for the purpose of the study. The objective of the research is to examine the relationship as of relevance Entertainment, In formativeness, Credibility and non-irritation on ethiotelecom customer's perception towards SMS Advertising

### **1.3 Research Questions**

- Does perceived relevance has relationship with customer's attitude towards SMS advertising
- Does perceived entertainment has relationship with customer's attitude towards SMS advertising
- Does perceived in formativeness has relationship with customer's attitude towards SMS advertising
- Does perceived non-irritation has relationship with customer's attitude towards SMS advertising
- Does perceived credibility has relationship with customer's attitude towards SMS advertising

### **1.4 General Objective of the Study**

The general objective of the research is to determine whether there is a correlation between consumer perceptions of the value of relevance, entertainment, In formativeness, non-irritation and credibility of SMS advertisements and consumers 'overall perception towards SMS advertisements among ethiotelecom residential consumers

#### **1.4.1 Specific Objectives**

The following are the specific objectives of the study

- To know the relationship between perceived relevance of SMS advertising and attitude of customers.
- To know the relationship between perceived entertainment of SMS advertising and attitude of customers.
- To know the relationship between perceived in formativeness of SMS advertising and attitude of customers.
- To know the relationship between perceived non-irritation of SMS advertising and attitude of customers.
- To know the relationship between perceived credibility of SMS advertising and attitude of customers.

### **1.6 Significant of the study**

The general aim of this research is to provide relevant data that can help the organization ethiotelecom to know their own weakness and strength towards advertising using short code message system. SMS

messages are flowing day and night to consumers without asking their prior permission to transmitting these messages and this is one of the problems associated with this activity. Other problems emerge from the lack of knowledge about the cultural background of the recipients specially their social, religious, and beliefs standards. In addition to what mentioned above, there is a reason for us to search in that field, such as the lack of language and academic coverage of SMS advertising activities especially in the areas of improving performance and communicating information. Advertising and promotion through mobile phones has been proven the best way taking into consideration the revenue, cost and profit structures in the overall advertising opportunities

Although there are plenty of studies regarding SMS advertisements they were mostly done in developed countries context. It enables the company to identify the dimensions that needs further enhancements so as to benefit from SMS advertisement at full scale. Additionally, it can be used as a reference for other researchers who want to make further investigation in the area. The study is significant to advance knowledge since there is lack of research papers in this area in Ethiopia So, this study makes cross comparison of findings possible and triggers further studies in the area

### **1.7 Scope and Limitation of the Study**

Among the different concepts in the marketing field, this study is limited to asses' customer perception towards SMS advertisement not include other services like voice, MMS and is limited to only central Addis Ababa zone residential ethiotelecom customers, this location is selected because it is suitable for the researcher to collect data of customer and a matter of resource constraint is another limitation of the study. The conclusion will be drawn from the research represented.

### **1.8 Organization of the study**

The research is organized in five chapters. The first chapter deals with back ground of study statement of the problem, objective significance, scope and limitation of the research. Second chapter deals with detail definition of study. Third chapter deals with the methodology of the study. Fourth chapter deals

with the analysis and interpretation of the study. Finally, the last chapter discusses conclusion, summary and recommendation of the study.

## **1.9 Key terms**

**1.9.1 SMS Advertising** Refers to spending in interactive wireless media in order to deliver information that promotes goods, services and ideas to the market (Waldt, 2009).

**1.9.2 Perception:** is the application of senses or mind to know or understand the surroundings of a person.

**1.9.3 Message:** This term will in this study be the information that an organization wants to send out to its customers.

### **1.9.4 Attitude toward SMS advertising:**

Attitude towards advertising can be viewed as "learned predisposition to respond in a consistently favorable or unfavorable manner to advertising in general" (Lutz, 1985).

## CHAPTER TWO: -RELEVANT LITERATURE REVIEW

### 2.1 Literature background on mobile marketing

Mobile marketing has been defined as ‘Using interactive wireless mediato provide customers with time- and location-sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all stakeholders’ (Dickinger *et al.* 2004). This definition includes an

important concept of adding value not just for the marketing party, but also for the consumer. The literature shows a variety of technological platforms, such as wireless application protocol (WAP), short message service (SMS) and multimedia message service (MMS), which are available to support mobile marketing applications (Barnes & Scornavacca 2004; Dickinger *et al.* 2004).

SMS is the most popular mobile data application to date, showing very high usage, with 580 million mobile messaging users sending over 430 billion messages worldwide in 2002 (TTI 2003). Text message services have been hugely popular for interpersonal communication, allowing users of all ages to exchange messages with both social and business contacts (Xu *et al.* 2003; Dickinger *et al.* 2004). Xu *et al.* (2003) identified three consistent success indicators for SMS messaging: (1) the cost-effectiveness and interoperability of the wireless infrastructure; (2) the high penetration of mobile phones (ubiquitous penetration levels of over 80% in some countries); and (3) the relatively low cost of the SMS messaging service.

Several international studies attempted to study SMS (short message system) advertising perceptions and attitudes; one of the first empirical studies was Barwise& Strong (2002) study of permission-based mobile text message advertising in the United Kingdom. The study explored the effectiveness of SMS as an advertising medium for reaching young adults on permission-based advertising via mobile phones. The results suggest that, for SMS advertising to be effective the text should be attractive, relevant and informative and explicit permission is essential. Every day several SMS regarding various products/services are sent from Robi to millions of their customers which lead to single customer getting multiple SMS a day.

More specifically in this study it means number of times operator touches each of their customer's whit their messages. It is one of the major reason SMS via mobile operators has become undesired by customers (Fuller, 2005). Sometimes it might be that consumers are using their devices for something important and multiple messages by operators can hinder their work at the time. Increased frequency of SMS takes up more device memory which may disturb the recipient and lead to deleting the messages without reading them (Mansour, 2012). There should be consideration for the consumers to what number and type of SMS they get. Also there should be some control in place by the operators to over the number of SMS consumers receive depending on what products/services they desire. SMS they might consider switching operator (Carroll, J. Barnes, Scornavacca, & Fletcher, 2007). Moreover, Kavassalis, P, et al (2002) claimed that for mobile marketing to be effective and lucrative, the industry participants should address the customer relevant, requested and interactive content. End-use privacy must be respected, so permission marketing for opt-in, with clear opt-out instructions, is the efficient way to proceed.

### **2.1.1 Introduction to SMS technology**

The short message service (SMS) is a feature of second generation (2G) mobile technology and it must not be longer than 140/160 alphanumeric characters without images or graphics. It is a relatively simple messaging system supported by GSM, TDMA and CDMA based mobile phone networks. SMS based services are now more attractive to service providers and users as a result of the recent mobile phone use penetration and the large-scale adoption of the existing services by users. Several SMS based applications have been developed and are used for various purposes in fields such as health, education, business, security monitoring, supply chain management (Baron, Patterson, and Harris, 2006). Advertisement formats have different effects on attitudes toward advertisements (Burns and Lutz, 2006). The design and length of advertisements influence ad effectiveness ( Lin and Chen, 2009;Park et al., 2008b). With this in mind, we used text- based advertisements of a similar length (76-84 words) attached to an image in banner ads to maintain consistency and we employed ad content that was either informational or emotional Their findings suggest that consumers are more likely to switch their phones off when advertised in more incongruent situations than congruent situations (Banerjee and Dholakiya, 2009). Exploring factors affecting the effect of advertising suggests that mobile advertisements are good in multimedia features but give rise to irritation as per the consumer

attitude (Taezoon, Shenoy and Salvendy, 2008). The key factors contributing to mobile advertisements acceptance are value, entertainment, informativeness, credibility, and interactivity.

There are varieties of technological platforms that support m-marketing applications. They include the engagement of multimedia message service (MMS) and short message service (SMS) (Park et al., 2008). Keshtgary and Khajehpour (2011) concluded that SMS brings about 90% of the revenue for mobile market

Haq (2012) adds that despite of covering a range of options, mobile communications has the unique feature of being personal which is popular amongst a majority of mobile users. Hence, personalization, mobility and wide variety of communication choices gives unique features to mobile advertising to stand out among the other types of advertising (Park et al., 2008; Yeh and Lin, 2010). Feldman (2008) believes that mobile advertising offers "the ultimate direct-response mechanism, uniting traditional advertising with direct marketing".

There were many scholars to explore the impact of different advertising messages display, including ad type, size, position, force, etc. (Cho et al. 2001;Stevenson et al. 2000; Shamdasani et al. 2001).

More likely, it will take the form of short text messages intended to inform, remind, or notify consumers. Thus, it can best be used to support relationships with existing customers rather than to be used to attempt to acquire new consumers (Perlado&Barwise, in press). For example, mobile advertising may help to remind consumers to make a purchase or to provide information for immediate consumer decisions. Perhaps the major advantage of mobile advertising is that it is able to reach people at exactly the moment they are making purchase decisions. For example, it can be used to provide information about sales promotions at the time of purchase to help sway consumer choices for parity products

Since the first mobile text advertising was done in Scandinavia in 1997, mobile advertising has grown consistently (Becker, 2005). It's expected that by 2011 marketers will be spending \$11.3 billion annually on mobile advertising, up from \$871 million in 2006 (O'Shea, 2007). Jupiter Research predicts a somewhat less aggressive growth rate for mobile advertising: a 50% increase to \$2.9 billion by 2011 (Jupiter Research, 2006).

Mobile advertising can be targeted to the individual, personal and interactive, unlike traditional advertising that is considered to be a non-personal means of conveying a message via mass media for the purpose of informing and persuading a target audience (Ayanwale, Alimi, and Ayanbimipe, 2005)

What makes mobile advertising unique is the fact that the mobile medium is extremely personal (Tahtinen&Salo, 2003). Marketers have discovered through research that mobile devices – primarily cell phones – are personal communication tools that have become embedded in the social network and fabric of our digital society. According to a recent study by the Mobile Marketing Association, the mobile phone, across all age groups, has been found to be an important part of our everyday lifestyle. The study found that 82% of all respondents indicated that their mobile phone is highly to moderately important to their daily life, and 79% say that they are highly to moderately dependent on their mobile phone (Mobile Marketing Association, 2007).

The better or worse of advertising display will directly influence the quality of receiving advertising message. From past researches, it can be known that the better the advertising effectiveness is the better transferring the message to consumers will have. It is not only noticed attracting consumers 'attention, but increasing the desires of consumers, which can really raise the profits to advertisers. And between the message and consumers, advertising display plays an important intermediary role.

LBS can target consumers with specific location-based offers. It is known from the relevance accessibility framework (Lynch, Marmorstein and Weigold, 1989) that advertising message appeals are most likely to affect evaluation outcomes when they are both relevant and accessible (Baker and Lutz, 2000). Consumers' feelings of relevance also trigger more motivated attention and comprehension processes (Celsi& Olson, 1988) and so it is reasonable to infer that more relevant advertisements will be considered more useful. Given the very nature of this advertising strategy, LBS should make the advertisement more relevant and useful than traditional Location Independent Strategy (LIS) mobile advertising

Task-Congruence is Putting information into the right context makes it appear more useful as similarity between advertisements and advertising contexts improves advertising effectiveness (Cannon 1982)



### **2.2.2 SMS Advertising**

The debate around „effective“ advertising traces its intensity back to last three or four decades with upsurges in media costs, media crumbling and deteriorating sales. This saw planners and researchers pushed forward as spokespeople in a bid to convince prospective clients (Brierley, 1995). Against this, as technology brought about globalization, new platforms like Short Message Service (SMS) advertising emerged with advertisers taking advantages of its ubiquity. In the recent past, it has proved to be a new way of doing things and an indication that technology might be working in line with its intended purpose. Advertising firms have ensured that messages take a multi-threaded approach for maximum benefits by selling their brands.

Mobile marketing contains SMS advertising and is seen as the cheapest means of advertisements compared to advertising when relayed through traditional medium (Ducoffe, 1995). Just as the name suggests, it involves a mobile telephone in passing commercial messages. SMS advertising on the other hand brings an element of wireless medium. Although they can be used concurrently, SMS advertising is a component of mobile marketing. It provides the telephone with a means. In line with the study, SMS advertising brings an element of ubiquity since recipients of messages can have such in their phones anytime anywhere.

There has been an unending debate that the means to recipient is through SMS advertising when on the move (Tsang and Spero, 2004). The new mobile phone types and application can attest to that even as it is in line with the fact that fledgling generations have been early adopters than older cohorts in learning on matters concerning usage and adaptation to new technologies (Spero, 2004). For value of advertising to be achieved, messages designed for the different groups should be in line with the needs of the target audience. SMS advertising campaign need to be effectively planned for so as it is low in cost and relevant at all times. The older generation can have their concerns addressed so that they are aware and ready to learn on how to use the new technologies with time. This means that characteristics of SMS advertisements sent to the two groups have to take into account the content to be delivered.

In as much as SMS advertising is better than traditional channels of advertising, academics in the field of SMS advertising maintain that the medium should not be used in isolation (Scharl, 2005).

Communication does not operate in a vacuum. The medium used has to assist in ensuring that the message passed through it yield results without which it will be rendered useless.

Earlier studies by Rettie (2001) found that the acceptability of SMS had a bearing on demographics like age, level of income, number of messages received and education. SMS messaging was also purported to be attractive to younger users (Barnes, 2003). The arguments by these scholars are in tandem with Schal, et al., (2005) who maintain that to reach young consumers, SMS advertising is the ideal medium.

A key component of mobile marketing communication is advertising, either in a push or pull mode. After obtaining the consumer's permission, push advertising sends relevant but not explicitly requested text and video messages. (Quah, 2002), argue that the push model will dominate mobile advertising since it saves consumers' time and money compared to browsing content. Short message services (SMS) has become a technological buzzword in transmitting B2C messages to such wireless devices as mobile phones. Many brands and media companies include text message numbers in their advertisements to enable interested consumers to obtain more information. This mode of advertising takes advantage of valuable channels of wireless communication to enhance customer relationships, and to carry out direct marketing and promotional activities (Frolick, 2004). Moreover, multimedia message service (MMS) has provided more visual and active messages. Marketers can benefit from use of photos, music, logos and animation, videos in advertising to consumers' mobile phones. SMS and MMS advertising are expected to achieve higher response rates than e-mail or television advertising, because all advertisements can be sent personally. When defining SMS advertising, it is first necessary to analyze the definition of mobile marketing as this definition may in part apply to the definition of SMS advertising. (Dickinger, 2004) define mobile marketing as "Using interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all stakeholders".

Mobile marketing is based upon sending information to consumers using either SMS or MMS (Multimedia Message Service) (Kavassalis, 2003). It can therefore be assumed that mobile marketing

involves some degree of SMS advertising with the latter being a component of mobile marketing. For the purpose of this study, SMS advertising will be defined as “Using short message service (SMS), sent to consumers’ cell phones, to provide consumers with time and location sensitive information that promotes goods, services and ideas, thereby generating value for all stakeholders” (Kavassilis, 2003).

Studies have highlighted a vast number of advantages of SMS advertising and includes that this medium allows for real-time communication with consumers anytime and anywhere (Tsang, 2004). SMS advertising also increases the probability that the advertisement reaches the target market as consumers generally have only one cell phone which is very personal in nature and carried around with them at all times (Kavassalis, 2003). **SMS** advertising is the only channel relevant for recipients when on the move and is a great benefit for targeting young consumers who often have active lifestyles and are not exposed to the more traditional advertising channels (Tsang, M.M, 2004). The younger generations have also been quicker than older generations in learning to use, manage, and adapt to new technologies such as the internet and cell phones (Spero, 2004).

Another benefit of SMS advertising is that, if effectively planned, an SMS advertising campaign is low in cost. The low cost of SMS advertising is amplified by the ability of this medium to target and provide specific customers with relevant information and obtain a high response rate among recipients of the message and reduce wastage (Kavassilis, 2003). Although **SMS** advertising has a great advantage over more traditional mediums of advertising, it is often stressed that the medium should not be used in isolation. SMS advertising should be complimentary with the traditional mediums of advertising (Scharl, 2005).

The complementary nature of SMS advertising may be based upon the fact that mobile marketing and SMS advertising are still in the early stages of commercial deployment. Consumers may not as yet be fully adapted to cell phone technology and the receiving of SMS advertisements (Bauer, 2005). Several studies have been conducted to examine consumer attitudes towards SMS advertising/medium and to measure the effectiveness of SMS advertising. Firstly, (Rettie, 2001), found that the acceptability of SMS is likely to depend on age, income, education and the number of messages received. Secondly,

Whitepaper (a) purports that SMS messaging is attractive to younger users, especially for 15-24 year's group which has proved extremely difficult to reach with other media (Barens, 2003). Thirdly, (Andersson, 2000), found that a campaign

## **2.3 Characteristics of SMS advertising**

For the reason that mobile marketing is unique against other channels of marketing or advertising; its characteristics should be studied before mentioning factors (Chun & Wan, 2009). Moreover, Dickinger et al, (2004) stated that SMS is the most popular means of data service against other means of mobile marketing. Additionally, Enpocket research indicated that 94% of consumers read the advertising messages, and 23% of them forwarded the advertising messages to friends. Another important point that is average response rate is 15% which is three times higher than regular email campaign 6.1%. (Taniar, 2009).

### **2.3.1. Forced exposure**

Mobile marketing is Forced exposure in which users cannot avoid receiving short messages; at least they need to have the first sight of them, though, forced exposure often interrupts a viewer's normal viewing process as Edwards et. al argue (Chun & Wan, 2009).

### **2.3.2. Viral effect**

A viral effect develops if recipients of advertising messages forward these to further recipients who do not belong to the initial target group of the campaign. Through viral effects it is thus not only possible to enlarge the reach of mobile marketing campaigns, but also to enlarge their effectiveness. (Bauer et al, 2005) It has been proven that messages from neutral senders are perceived as more trustworthy than those coming from a self-interested sender (Kroeber-Riel & Weinberg, 2003).

## **2.4 Customer Perceptions**

This can be defined in this study as the consumer's mind use or the service; it senses used in comprehension of the existence and usefulness of an idea, product or is an evaluation of a product, provision or thoughts that are effectively used in satisfying a need. According to Anderson (1994), the

general evaluation of goods or services grounded on the total consumption and purchase understanding over time is vital in safeguarding satisfaction of the customer. Perceptions involve the constant consideration of the implications of an action before undertaking it in a specific context. For example, people become full when they have attacked hunger by eating. Animals feel satisfied when they quench their thirst (Bolton, 1998). In the case of the study, a recipient of SMS advertisements will be happy if the message is relevant by addressing the pressing need. For example if he/she has cash and is looking for a laptop and receives an SMS from a seller, most likely, he/she will concentrate or otherwise depending on how the message is crafted.

Out of studies done on SMS advertising, most of them established that advertising of SMS without gaining authorization is the root source of forming negative perception in the consumer's mind. In addition, Tsang, Ho, and Liang (2004) stated that, consumers had negative attitude and perceptions concerning SMS messages and establish the messages exasperating and invasive, as those were sent irrespective of permission. This bore the issue about privacy as they felt that their privacy had been intruded and had no control of information. This gives reason why they should understand the need for success message characteristics from the crafting phase to achieve success (Davis, Bagozzi, & and Warshaw, 1989).

Tsang (2004) also adds that permission- based advertising fluctuates from traditional advertising in that messages about specific products, services, or content are sent only to persons who have openly designated their readiness to receive the message. Service providers like Safaricom and Airtel have also employed the same whereby prospect consumers subscribe to receive among other ringtones, news and any updates at will. To that end they apply the pull model of messaging as they address issues requested by their customers.

Customers have the right to be informed on whatever event, product, service or idea they might be interested. Gao (2006) outlines informativeness as the aptitude to notify consumers of alternative products for their utmost likely satisfaction. SMS advertisements are informative in nature. They provoke different reactions in the potential buyer's mind hence perception and attitude towards the same (Anderson et al, 1994).

Attitude is an important concept in research on marketing and information systems. Fishbein defined an attitude as “a learned predisposition of human beings” (Fishbein, 1975). Based on this predisposition, “an individual

would respond to an object (or an idea) or a number of things (or opinions).” Kotler stated that “an attitude is a person’s enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea” (Kotler, 2000). Attitude is also an important construct for information systems research. For example, the technology acceptance model that predicts the use of information systems consists of five major constructs: perceived usefulness, perceived ease of use, attitude, intention, and use (Davis, Bagozzi, & and Warshaw, 1989). Exemplify that permission-based advertising differs from traditional irritative advertising in that messages about specific products, services, or content are sent only to individuals who have explicitly indicated their willingness to receive the message (Tsang, 2004).

Barwise found that 82% of the respondents mentioned that receiving three permission-based advertising texts per day was “about right”, younger customers being more receptive to more frequent advertisements, and the mobile channel has the potential to benefit both advertisers and customers (Barwise, 2002). Informativeness is described as “the ability to inform customers of product alternatives for their greatest possible satisfaction” (Gao,2006).The Theory of Reasoned Action (TRA) proposes that attitude influences behavior through intention.

Intention defined as “the strength of a person’s conscious plan to perform the target behavior (Fishbein, 1975). This study focuses on determining consumer attitudes towards **SMS** advertisements and it is surmised that the attitude towards **SMS** advertisements will affect both the success of SMS advertising campaigns It was illustrated by (Andersson, 2000), that SMS advertisements and the SMS advertising medium, in general, will affect the attainment of the advertising campaign objectives. Consumer attitudes consist of three components that are cognition, affect and conation according to (DU Plessis, 2007), for the purposes of this study the first component is applicable.

According to Fishbein Attitude Theory (Andersson, 2000), a stimulus, such as an SMS advertisement of a particular brand, has an effect on a consumer's belief system which in turn influences and leads to the consumer developing a specific attitude towards the advertised brand. The attitude which a consumer has with regards to a brand has an impact on consumer's intention to purchase the brand offering.

## **2.5 variables of SMS Advertising:**

By using SMS advertising, companies can run marketing campaigns targeting tens of thousands of people with a fraction of the costs and time compared to other direct marketing mediums (Vatanparast, 2010). Tsang et al. (2004) showed that marketing managers should identify the target customers and examine demographic attributes for the successful development of SMS advertising campaigns. Factors of SMS advertising should be studied in order to shape the suitable effective campaigns and drag the customers' attentions.

### **2.5.1 Relevancy**

Advertising relevancy has been defined as the degree to which the advertising and its message content are pertinent, applicable, and related to consumers' needs (Lastovicka, 1983). Friman (2010) demonstrate that research in the domain of advertising as well as SMS advertising has emphasized the role of information and relevancy in attitude formation. It was noted that relevancy is a key concept in understanding the advertisements, because it is a primary component of all aspects of human communication. Barwise & Strong (2002) assumed that consumers think SMS advertising should be relevant to them since the mobile phones are personal aspect. High relevancy can only be achieved by using reliable information related to the consumers (Khasawnah & Shuhaiber, 2013). The advertisements which are focusing specifically on the customer relationship are often informative and relevant, therefore, it is natural that people generally like to receive them (Friman, 2010).

### **2.5.2. Entertainment**

Ducoffe (1996) defined entertainment as "the ability to fulfill an audience's needs for escapism, diversion, aesthetic enjoyment, or emotional enjoyment". Ducoffe in (Saadeghvaziri and Hosseini,

2011) showed that entertainment of the advertising is significantly related to advertising value of traditional advertising. According to Shukla et al. (2011) entertainment refers to the properties of being enjoyable, exciting, imaginative, and flashy.

In the mobile entertainment industry, there are lots of entertainment services like listening music, playing games, gambling, watching television, video and sport matches etc., which have set a stage for an explosion of mobile entertainment industry according to Katterbach, (Haghirian & Madlberger, 2005).

Additionally, Entertainment services can increase customer loyalty and add value for the customer. As most people have a natural playfulness, providing games and prizes via text messaging (SMS) yields high participation (Haghirian and Dickinger 2004). Delivering games and prizes to the target group's mobile phones is a successful way to attract and keep customers (Haghirian and Dickinger 2004). These features can be used to involve customers more deeply and make them more familiar with the advertised service or product (Taniar, 2009).

Thus, it is considered as a promotional factor to encourage mobile marketing communication (Alhrezat, 2013). Moreover, it has been argued that mobile advertising is based on SMS messages today, while MMS messages would be the right approach to drive mobile campaigns in the future. MMS differs from SMS as it enables to send pictures, videos and sounds in the messages to the consumers through using 2G and 3G phones (Pietz & Storbacka, 2007). Bauer (2005) found that SMS advertising campaigns succeeded if they are designed creatively and are entertaining to consumers.

### **2.5.3. In formativeness:**

Ducoffe (1996) Defined in formativeness as “the ability of advertising to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made”. Furthermore, the ability to effectively provide relevant information (Oh & Xu, 2003). According to Shukla et al (2011) in formativeness refers to sharpness, being information source and update.



In formativeness is accounted to be the key factor of advertisement that has an impact on consumers which marketers should account its power (Haider, 2014). Likewise, the first aim of advertisement is to generate awareness of products and to let consumer understand how products are different and to inform the audience of new products and new features among old products, besides any changes in price (Kotler and Keller, 2006). Siau & Shen (2003) revealed that information delivered to customers via mobile device needs to show qualitative features like accuracy, timeliness, and usefulness for the consumer.

#### **2.6.4. Non-Irritation**

SMS advertisements may deliver a range of overlapping information that confuses and distracts the receivers and overwhelms the consumer with information (Xu, 2006; Pietz and Storbacka, 2007). According to Saadeghvaziri & Hosseini (2010) Bauer and Greyser, in their major survey of American consumers, founded that the main reason for consumers to criticize advertising related to annoyance or irritation it causes. In the context of advertising, Ducoffe (1996) defined irritation as employing tactics used by marketers in the advertising that annoy, offend, insult, or are overly manipulative or may insult consumer dignity. It also refers to any offending effects that may go against what a user values (Oh & Xu, 2003).

This reckons that irritation caused by an incomprehensive or unwanted mobile advertising messages, reflect negatively on the attitude toward it. Consequently, Consumers may feel annoyed about irritating messages and react negatively (Chowdhury, 2006; Panie, 2014). The tactics advertisers use when competing for consumers' attention can be annoying to the audiences. Taking this point further, irritation is a phenomenon whereby consumers tend to refuse advertisements if they have the feeling that the advertisement is too intrusive. If an individual feels indignity when being addressed by advertisements, this can mainly have an effect on his attitude toward advertising (Schlosser et al.,1999).

#### **2.5.4. Credibility**

Mackenzie & Lutz (1989) defined credibility of advertisement as “the extent to which the consumer perceives claims made about the brand in the advertisement to be truthful and believable”. Moreover,

Keller (1998) defined advertisers' credibility as "the extent to which consumers believe that a firm can design and deliver products and services that satisfy customer needs and wants".

Daugherty et al. (2007) viewed advertising credibility as an expression of consumer's expectations regarding the fairness and factualness of advertising. Panie (2014) mentioned the view of (Goldsmith et al, 2000) that credibility of an advertisement is influenced by different factors, especially by the corporation own credibility and the bearer of the message.

Consequently, Haider (2012), Yang (2007) stated that credibility also prejudiced by the medium through which the message is sent. For example, the message on the internet does not have much credibility unless the message is communicated by a powerful brand in printed form.

## 2.6 Empirical Review of Literatures

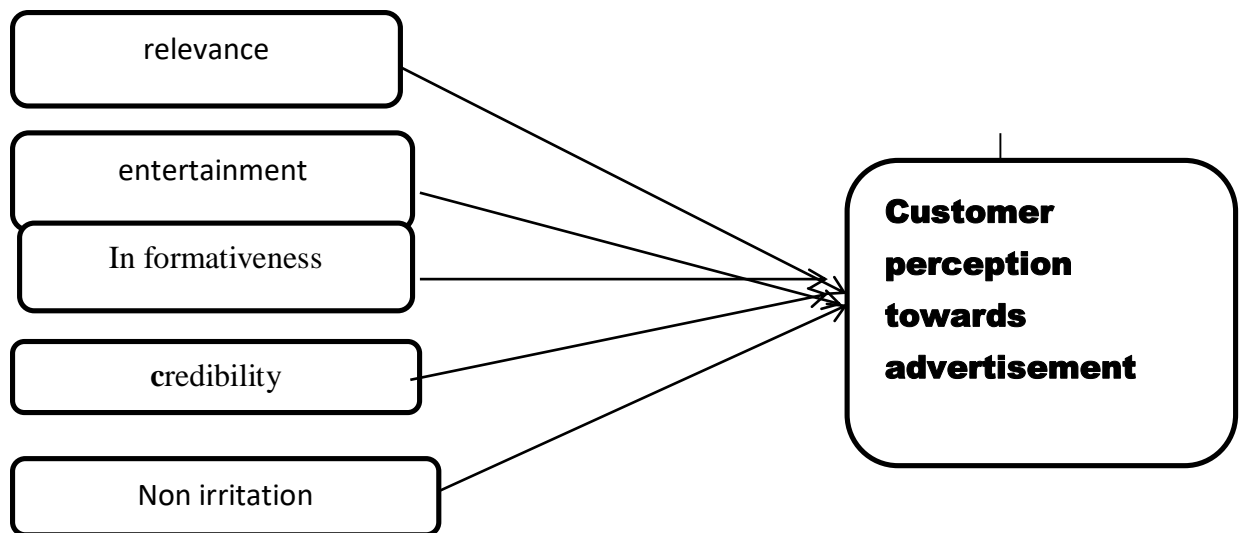
Several international studies attempted to study SMS (short message system) advertising perceptions and attitudes; one of the first empirical studies was Barwise & Strong (2002) study of permission-based mobile text message advertising in the United Kingdom. The study explored the effectiveness of SMS as an advertising medium for reaching young adults on permission-based advertising via mobile phones. The results suggest that, for SMS advertising to be effective the text should be attractive, relevant and informative and explicit permission is essential.

### 2.1. Empirical Literature Review

Studies	Research Title	Results
Bamba& Barnes (2006)	The phenomenon of consumers' willingness to give permission to receive SMS advertisements	the results showed that even if the relevance of the advertisement is high, it does not on its own make consumer give permission; it needs to be combined with the control over opt-in conditions to assure consumers and gain permission. The important opt-in conditions required are: the possibility to withdraw at any time, personal data disclosure only with

		consent, and mobile phone operators as a primary advertising filter
Suher & Ispir (2009)	actors that affect consumer attitudes toward SMS advertising in Turkey	The empirical data showed four factors are important for attitudes toward SMS advertising in Turkey: Infotainment, Life partner, Privacy, and Irritation.
Waldt&Bron (2009)	determining th perceptions of the South African younger consumer segment towards SMS advertisements	It was found that consumers "perceptions of the entertainment value ,in formativeness and credibility of SMS advertisements are positively correlated to consumer" overall attitudes towards SMS advertisements.
Khasawneh & Shuhaiber (2013)	the significant factors that influence consumer's attitude towards and acceptance of SMS advertising in Jordan	The findings indicate that SMS in formativeness, entertainment, credibility, clarity, incentive, personalization, relevancy, as well as subjective norms have positive significant influence on consumer attitude and acceptance of SMS advertising, whereas message irritation, brand familiarity and consumer control have negative significant influences.
Chowdhury, Parvin, Weiten berner & Becker (2006)	Consumer attitude toward mobile advertising in an emerging market in Bangladesh	As of this study the high penetration rate of mobile phones has resulted in the increasing use of handheld devices to deliver advertisements for products and services. Short Message Service (SMS), in particular, has been very successful.

## 2.7 Conceptual framework



**Fig 1 conceptual framework**

Adapted Source: Adapted from Tsang et al. (2004), Chowdhury et al. (2006), and Khasawneh & Shuhaiber (2013)

## 2.8 Hypotheses development

### 2.8.1 Relevancy

Advertising relevancy has been defined as the degree to which the adverts and its message content are pertinent, applicable, and related to consumers' needs (Lastovicka, 1983). Researchers have evaluated relevance content of SMS adverts from two viewpoints: first, sending SMS adverts relevant to end users' fields of interest will have a significant influence on perceiving SMS advertising as valuable service (Xu, Liao & Li, 2008; Merisavo et al., 2007; Vatanparast, 2007; Haghirian et al., 2005). Second, SMS adverts will deliver extra value for end users when it is received at the proper times and locations (Xu et al., 2008; Merisavo, et al., 2007; Carroll et al., 2007; Vatanparast, 2007). Accordingly, we hypothesize that:

*H1: The perceived Relevancy does have a significant relationship with customer perception towards SMS advertising.*

### **2.8.2 Entertainment**

Entertainment is the ability to fulfill the audience's needs for escapism, diversion, aesthetic enjoyment, or emotional enjoyment (Ducoffe, 1996). While Shukla et al. (2011) specify entertainment as being enjoyable, exciting, imaginative, and flashy. Thus, entertainment services can raise customers' loyalty and add value for the customer. The SMS is expected to be concise and amusing so as to capture attentions. It strongly connected with the attitude towards advertising when done through customary media (Ducoffe, 1996; McMillan et al, 2003, Haghirian et al, 2005). Therefore, we hypothesize that:

*H2: The perceived Entertainment does have a significant relationship with customer perception towards SMS advertising.*

### **2.8.3 In formativeness:**

In formativeness is the ability of advertising to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made (Ducoffe, 1996). According to Shukla et al (2011) in formativeness refers to sharpness, being information source and update. The first aim of adverts is to generate awareness of products and to let consumers understand how products are different and to inform the audience of new products and new features among old products, besides any changes in price (Kotler and Keller, 2009). Consequently, Siau & Shen (2003) have revealed that information delivered to customers via mobile device needs to show qualitative features like accuracy, timeliness, and usefulness for the consumer. Thus, Information is an essential predictor of the value of adverts (Ducoffe, 1996). Petrovici & Marinov (2007) find that product information acquisition is the primary personal use of advertising, and have suggested that marketers should utilize the informative power of advertising.

Thus, we hypothesize that:

*H3: The perceived In formativeness does have a significant relationship with customer perception towards SMS advertising.*

#### **2.8.4 Non-Irritation**

SMS adverts may deliver a range of overlapping information that may confuse or distract the receivers and overwhelms the consumers with information (Pietz and Storbacka, 2007; Xu et al, 2008). Thus, Ducoffe (1996) defines irritation as employing tactics used by marketers in the advertising which annoy, offend, insult, or are overly manipulative or may insult consumers' dignity. Consequently, Consumers can feel annoyed towards irritating messages thus respond negatively (Panie, 2014; Chowdhury, 2006). Moreover, the unwanted messages such as spam are also annoying (Scharl et al, 2005). Spam messages intrude into the consumers' privacy without permissions. According to Haghirian et al. (2005) findings, complex mobile advertising messages can decrease the value of the advertising and cause irritation to consumers who may react negatively. Thus, we hypothesize that:

*H4: The perceived non-Irritation does have a significant relationship with customer perception towards SMS advertising*

#### **2.8.5 Credibility**

Mackenzie and Lutz (1989) define credibility of advertisement as “the extent to which the consumer perceives claims made about the brand in the adverts to be truthful and believable”. While, Daugherty et al. (2007) refer to credibility as consumer's expectations regard fairness and factuality of advertising. However, when consumers do not ascertain that the adverts are credible, this will negatively impact their attitude towards it (Dahlén & Nordfält, 2004). Therefore, we hypothesize that:

*H5: The perceived Credibility does have a significant relationship with customer perception towards SMS advertising*

## **CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY**

### **3.1 INTRODUCTION**

Methodology is the process used to collect information and data to systematically and critically inquire about a particular aspect of life (Creswell, 2009). It outlines how research is to be undertaken so as to find out the result of a given problem on a subject matter. This chapter presents a detailed methodological approach with regards to the study site, research design, study population and unit of analysis, sampling procedure, instruments, and data analysis and processing. The chapter finally presents the ethical considerations, validity and presentation of the findings in relation to the research problem

### **3.2 Research Approach**

There are two types of research approaches, inductive and deductive. This study deals with finding the correlation between the actors of customer perception which is relevance, entertainment, informativeness, non-irritation, credibility and customers' attitude towards SMS advertisement. This study is deductive; because theories exist within the area of customer perception factors and deriving conclusions from the empirical data (Sekaran, 2003 Kruger and Mitchell 2005). The purpose of research methodology was to describe and explain the procedures to be used in the research. Research methodology is a way to systematically solve the research problem (Kothari, 2004). This study adopted a mixed method. This would allow for the opportunity to compensate for inherent method weaknesses and capitalize on inherent method strengths. Ultimately, both qualitative and quantitative data work to provide the best understanding of the research problem (Creswell, 2009). As such, mixed method aids in triangulation whereby the consistency of findings is examined in order to improve the chances that threats to inferences will be controlled. The data collected is analyzed as per research questions and objectives of the study.

Primary Data-Primary data will be collected by using questionnaire from central Addis Abeba zone ethiotelecom residential customers. Secondary data is collected from ethiotelecom SMS advertisement reports and other relevant documents such as the organization annual reports and management manual  
Secondary data collected from multiple sources such as journal articles, books, magazines, brochures,

websites, policies, announcements or from any other communication media through literature reviewing (Sekaran, 2003)

### **3.3 Research Design**

A research design is defined as a set of advance decisions that makes up the master plan specifying the methods and procedures for collecting and analyzing the needed information (Burns & Bush 2002). They further point out that the nature of research design has implications for the manipulations that can be performed on data that is obtained. As such, when designing on the research design for a particular study, one has to look at the aim and objectives of the study to ensure that there is a link to the chosen research design, and more importantly the chosen design must help the researcher realize objectives. Since this study's aim is to explain consumer perception towards mobile SMS advertising descriptive approach is appropriate

Descriptive design is achieved through studies designed to generate data and information that describe current status of organizational programs or projects for example current trends, performance, relationships and practices that exist in relation to the phenomenon being examined or studied (Nachmias and Nachmias, 2007). In this study, descriptive approach is appropriate because of its abilities to capture a diverse range of information pertaining to background, trends and attributes as well as opinions of respondents in relation to the topic.

### **3.4 Population and Sampling Techniques**

#### **3.4.1 Population**

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2003). The populations of this study cover central Addis Ababa zone ethiotelecom customers



### 3.4.2 Sampling Size

Sampling is the process of selecting a sufficient number of elements from the population (Sekaran, 2003). In order to determine sample size or to determine sample respondent, when the population is infinite (Cochran,1977) developed an equation to yield a representative sample for proportions.

$$n_0 = Z^2 pq / e^2$$

This is valid where  $n_0$  is the sample size,

$Z^2$  is the abscissa of the normal curve that cuts off an area  $\alpha$  at the tails

( $1 - \alpha$  equals the desired confidence level, in our case at 95%) and  $\pm 5\%$

Precision is the desired level of precision, 5%

$p$  is the estimated proportion of an attribute that is present in the

Population,  $p=.5$  (maximum variability).

- $q$  is  $1-p$ . which was equal to 0.5

The value for  $Z$  is found in statistical tables which contain the area under the

Normal curve.

$$n_0 = Z^2 pq / e^2 = (1.96)^2 (0.5) (0.5) / (0.05)^2 = 385$$

Ethio telecom structure divide Addis Ababa city in to zones central Addis Ababa zone, North Addis Ababa zones, Eastern Addis Ababa zones, Western Addis Ababa zones and Southern Addis Ababa zones. For this study the central Addis Ababa zones ethiteleom residential customers as population, within central Addis Ababa zone. There are four shops olopiya, Mexico, stadium and lideta. The respondents were taken within this ethio shops coming customers.

### **3.4.3 Sampling Techniques**

A Sampling techniques provide a number of methods to select a subset of population that really represents the whole population to most extent. There are two major types of sampling designs: probability and non-probability sampling. In Probability sample, every unit in the population has equal chances for being selected as a sample unit and provides a range of alternative techniques based on research subjective judgment (Saunders et al. 2003). There are three common techniques of probability sampling; simple random, systematic random, and stratified sampling.

## **3.5 Type of Data and Instruments of Data Collection**

### **3.5.1 Type of Data**

The aim of this study is determine whether there is a correlation between consumer perceptions of the value of relevance, entertainment, In formativeness, non-irritation and credibility of SMS advertisements and consumers 'overall perception towards SMS advertisements among residential consumers. For this study it is important to collect primary data in addition to secondary data. Primary data is referred to the information gathered first hand by the researcher, specifically for achieving the study purpose; Primary data was collected in questionnaire surveys and Secondary data collected from multiple sources such as journal articles, books, magazines, brochures, websites, policies, announcements or from any other communication media through literature reviewing (Sekaran, 2003)

## **3.6 Data Collecting Instrument**

There are five main research strategies to use when collecting and analyzing empirical evidences; experiment, survey, Archival analysis, History and case study. Surveys allow for gathering large quantity of data from a sample of population in an economical and efficient way (Saunders et al, 2003). Considering the purpose of this thesis, it is not possible to use interview or observation instead it chooses and used the survey through questionnaires which is argued as a useful tool for gathering information on a wide variety of topics (Thomas, 2004). The primary data was collected through adopted questionnaire the entertainment, In formativeness and irritation scales used in the study were adapted from muluken.k (2014) study of factors affecting consumer attitudes towards SMS advertising

on ethiotelecom. The relevant, credibility and non-irritation scale was adapted from the scale developed by (Brackett and Carr, 2001) in the study of consumer attitudes towards web advertising. For the purpose of this study the wording of scale items was slightly adapted to be more in line with consumer attitudes towards SMS advertising. A five-point Likert-type scale of agreement, running from strongly agree to strongly disagree (1= strongly disagree, 3 is the midpoint of the scale, and 5= strongly agree) was used to measure customer attitudes towards mobile advertising.

### **3.7 Method of data analysis**

Cooper and Schindler (2008) describe data analysis as the process where collected data is reduced to a more controllable and convenient size. Data analysis done the respondent demographic variable analyses. Descriptive statistics were employed to describe the characteristics of the sample respondents and other given data. Inferential statistics such as Pearson Correlation analysis were employed in order to test hypotheses and determine whether significant relationships exist between attitude of customers toward SMS advertisement and the antecedent variables like relevance, entertainment, informativeness, credibility and non-irritation by using statistical package for social sciences (SPSS 24).

### **3.8 Ethical considerations**

In order to keep the confidentiality of the data given by respondents, the respondents were not required to write their name and assured that their responses will be treated in strict confidentiality. The purpose of the study was disclosed in the introductory part of the questionnaire. Furthermore, the researcher tried to avoid misleading or deceptive statements in the questionnaire. Lastly, the questionnaires were distributed only to voluntary participants.

## **CHAPTER FOUR: RESULTS & DISCUSSION**

### **4. INTRODUCTION**

This chapter focuses on the description and analysis of the data collected to look into the relationship between the selected variables on SMS advertisement by using Statistical Package for the Social Sciences (SPSS 24). Then, a hypothesis test has been conducted to find out the relationship of the variables of this study. The results were evaluated based on the proposed hypothesis that was formed in the chapter two. Finally, this section discusses the findings of the study related to the hypotheses concerning relevance, entertainment, informativeness, non-irritation and credibility.

#### **4.1. Descriptive Statistics of the Respondents Demographic**

Descriptive statistics, therefore, enables the researcher to present the data in a more meaningful way, which allows simpler interpretation of the data (Martinelli, 2010). Tables, graphs, and bar charts are various ways of presenting data in descriptive statistics and include frequency distribution and percentage.

All the respondents of the questionnaire were ethiotelecom residential customers who received SMS advertising messages and 385 questionnaires were distributed to the respondents and 338 returned among these 17 respondents were eliminated because of incomplete answer and 321 were filled effectively. That makes the response rate 83.3%. (Mugenda, 1999) A response rate of 50% is adequate for analysis and reporting; a rate of 60% is good and a response rate of 70% and over is excellent. Demographic profile of respondents for this research includes gender, age group, and highest completed level of education, marital status and occupation. The following table represents the demographic characteristics of the respondents.

Table 4.1 Demographic profile of respondents

4.1. Demographic Profile of respondents

Variable	Classification of Variables	Frequency	Percentage(%)
Gender	Male	181	56.4
	Female	140	43.6
	<b>Total</b>	<b>321</b>	<b>100</b>
Age	18-25	96	29.6
	26-35	196	61.1
	36-50	24	7.5
	51 above	6	1.9
	<b>Total</b>	<b>321</b>	<b>100</b>
Highest Completed Level of Education	High school	94	29.2
	Diploma/ Certificate	63	19.6
	Bachelor's degree	111	34.5
	Master's Degree	53	16.5
	PHD	1	0.3
	<b>Total</b>	<b>321</b>	<b>100</b>
Marital Status	Single	196	61.1
	Married	118	36.8
	Divorced	7	2.2
	<b>Total</b>	<b>321</b>	<b>100</b>
Occupation	Business Man	64	19.9
	Professional	15	4.7
	Govt. Employee	103	32.1
	Private Organization Employee	83	25.9
	Student	56	17.4
	<b>Total</b>	<b>321</b>	<b>100</b>

*Source:* Analysis of data collected

Table 4.1 shows the frequency and percentage of gender which consists of 181 males (56.4%) and 140 females (43.6%) out of the total respondents of 321. There is difference between male and female respondents which is 12.6%. It indicates that the percentage of male respondents are greater than female. The age group of respondent's participation in the study was categorized as 18-25, 26-35, 36-50 and above 51. A large pool of respondents giving a percentage of 61.1% falls in the age group between 26-35 years old followed by the age group 18-25(29.6%); 36-50(7.5%) the lowest percentage of the respondents age group is above 51 which represent 1.9%. This implies that most of ethiotelecom mobile subscribers are between 18-35 years old and The respondent age demographic show that the youngest group age received Morley SMS advertisement. For education, the highest percentage was 34.6% for respondents with a bachelor's degree followed by elementary/high school (29%); Certificate/Diploma (19.6%); master's degree (16.5%) of the study sample. While respondents with post graduate degree got 0.3% only. The relatively high percentage of respondents is single (61.1%) and 36.8% were married. Table 1 also highlights the occupation of the respondents that contributed to the survey the majority of the respondents were government employee (32.1%) followed by private employee (83%); business man (19.9%); student (17.4%) and professional (4.7%).

#### **4.2. Reliability Test**

Estimates of reliability based on the average correlation among items within test, concern internal consistency (Lee, 2001). Cronbach's Coefficient Alpha is the most popular indicator of internal consistency was utilized in this study to evaluate the reliabilities of measurement scales adopted after coding and entry of data into SPSS version 24 (Hair et al, 2006; Lee, 2001).

Cronbach's alpha coefficient can range from 0.0 to 1.0. A' Cronbach's alpha close to 1.0 indicates that the item is considered to have a high internal consistency reliability, above 0.8 is considered good, 0.7 is considered acceptable and less than 0.6 is considered to be poor (Sekaran, 2003). The reliability analysis for customer perception, relevance, entertainment, in formativeness, non-irritation, credibility is presented in Table 4.2

#### 4.2. Test of Reliability

Variables	Cronbach's Alpha	N of Items
Customer perception	0.813	1
Relevance	0.712	3
Entertainment	0.715	7
In formativeness	0.724	9
Non-irritation	0.760	5
Credibility	0.892	7
Total		32

*Source:* Analysis of data collected

Based on the reliability test, the internal consistency of variables score filed from 0.712 to 0.89. According to (Sekaran, 2003)0.7 is considered acceptable. Among the variables of this study has moderate internal consistency

#### 4.3. Descriptive Statistics analysis

To answer the research questions several statistical techniques were used. Descriptive statistics is the quantification of data in a way that helps patterns to emerge. The shortcoming of descriptive statistics is that the data may not be useful in making conclusions. It's simply a way to describe our data (Loo, Salmiah &Nor, 2015). Similarly, (Kassim 2001; Sekaran 2000; Zikmund 2000) descriptive analysis refers to the transformation of raw data into a form that would provide information to describe a set of factors in a situation that will make them easy to understand and interpret (Kassim 2001; Sekaran 2000; Zikmund 2000). This analysis gives a meaning to data through frequency, percentage mean, std.deviation

##### 4.3.1 Customer perception on Frequency of receiving SMS advertising messages

In relation to the frequency receiving SMS advertising messages per day of, 83 of the total respondents or 25.9% receive SMS advertising messages onetime per day, 68(21.2%) respondents received about

two times per day, 75(23.4%) respondents receive SMS advertising messages three times per day while 58(18.1%) respondents receive SMS advertising messages more than three times per day and 37(11.5%) respondents receive SMS advertising messages responds I don't know.

Table 4.3. frequency of receiving SMS advertising messages category presented based on percentage table

Customer perception on receiving SMS advertising messages per day		Frequency	Percent
1	One times	83	25.9
2	Two time	68	21.2
3	Three time	75	23.4
4	More than three times	58	18.1
5	I don't know	37	11.5
	Total	321	100.0

Table 4.3 Frequency of receiving SMS advertising messages

*Source:* Analysis of data collected

#### 4.3.2 Respondent Opinion about customer perception towards SMS advertisement

A high mean score, higher than the benchmark of 3.5 implied that there were higher levels of agreement among the respondents concerning various research questions. Mean score between 2.0 and 3.5 implied that there were average levels of agreement among the respondents. Besides, means score below 2.0 revealed the existence of below average levels of consensus among the respondents (Verzuh, 2010) a standard deviation of zero implied absolute consensus among respondents (Verzuh, 2010).



### 4.3.2.1 Respondent opinion about relevance

#### 4.4: respondent's opinion about relevancy of SMS advertising messages

Relevancy	N	Minimum	Maximum	Mean	Std. Deviation
I like to receive ethio telecom SMS ads which is relevant to my need	321	1.00	5.00	3.4143	1.38281
I like to receive ethiotelecom SMS ads which is relevant to my job and activities	321	1.00	5.00	2.7259	1.73194
I like to receive thiotelecom SMS ads which is relevant to my location	321	1.00	5.00	2.5857	1.69548
Valid N (listwise)	321				

**Source:** Analysis of data collected

Relevancy means score fall into 2.5-3.4 and the Standard Deviation 1.7-1.3, Mean score between 2.0 and 3.5 implied that there were average levels of agreement moderately among the respondents (Verzuh, 2010). From respondent answer we can understand that relevancy of SMS advertising messages perceived moderately by the respondents. The result shows that the respondents agree to this paragraph, Social and personal needs are very important.

In brief, it's clear that most of ethiotelecom customers agreed with the first variable which is relevancy. Generally, needs and wants are the most important to customers of ethiotelecom. While they like to receive SMS advertisements related to their location - where they live or work. These findings are consistent with Khasawnah& Shuhaiber (2013), Xu (2006), Bauer et al, (2005), and Scharl et al. (2005). For example, it was found the consumers like messages that is related to their location, preference and with content that is relevant to them (Khasawnah& Shuhaiber, 2013). While others

cogitate that SMS advertising should be personalized according to customers’ personal profiles (Saadeghvaziri& Hosseini, 2011) that is suitable for interests and matches places or location.

### 3.2.2. Respondent opinion about entertainment

4.5: Respondent’s opinion about entertainment of ethiotelecom SMS advertising messages

Entertainment	N	Mini mum	Maxi mum	Mean	Std. Deviation
SMS advertisement of ethio telecom has emotional appeal.	321	1.00	5.00	2.8318	1.54810
I find receiving SMS ads is pleasant	321	1.00	5.00	2.5296	1.18053
It is enjoyable to receive SMS advertisement from ethio telecom	321	1.00	5.00	2.4237	1.40132
SMS advertisement of ethio telecom has attractive to read	321	1.00	5.00	2.2461	1.47644
It is fun to receive SMS advertisement from ethio telecom	321	1.00	5.00	2.3053	1.39875
SMS advertisement of ethio telecom have psychological benefit	321	1.00	5.00	2.1526	1.36647
SMS advertisement of ethio telecom is satisfactory	321	1.00	5.00	2.2123	1.3342
Valid N (listwise)	321				

*Source:* Analysis of data collected

At shown in the table 4.5Entertainment SMS advertisement service the mean score averagely 2.1-2.8 the respondent agreement similarly to relevancy the respondent moderately agree the entertainment value of SMS advertisement service. It implies the respondents had positive response regarding the entertaining level of the text message advertising, however, on some particular responses respondents had reservation, accordingly, around 52 percent of the respondents confirmed that SMS advertisement of ethiotelecom doesn’t has emotional appeal, and close to 48 percent of them also confirmed that SMS advertisement of ethiotelecom is not attractive. A standard deviation was also calculated it indicate the most respondents share moderate similar opinions toward the SMS advertisement. ethiotelecom need

to look at ways of increasing the entertainment as well as the level of enjoyment consumers associate with the receiving of SMS advertisements.

#### 4.3.2.3 Respondent opinion about in formativeness

Table 4.6: respondent’s opinion about in formativeness

Informativness	N	Minimum	Maximum	Mean	Std. Deviation
SMS advertisement of ethio telecom are relevant to my job	321	1.00	5.00	3.1215	1.57149
SMS ads of ethio telecom are tailored to my personal interests	321	1.00	5.00	2.7040	1.49257
SMS advertisement of ethiotelecom are informative of new products and services	321	1.00	5.00	2.7040	1.71472
SMS advertisement from ethio telecom are informative of changes in product, prices and discount	321	1.00	5.00	2.8598	1.73808
I do always look at SMS advertisement from ethio telecom Favorably	321	1.00	5.00	2.7043	1.54532
SMS advertisement of ethio telecom appears readable ,clear and well formatted	321	1.00	5.00	2.8321	1.50462
SMS advertisement of ethio telecom are informative about the upgrade in the system and services.	321	1.00	5.00	2.7201	1.53042
SMS advertisement of ethio telecom update its profile to customers	321	1.00	5.00	2.8121	1.72103
SMS advertisement of ethio telecom are relevant to my activities	321	1.00	5.00	2.9023	1.5356
Valid N (listwise)	321				

**Source:** Analysis of data collected

Table 4.6 Shows the mean score of the respondent’s in formativeness filled in to 2.7-3.1 and the standard deviation 1.4-1.73 the respondent in general don't have a concrete answer about

informativeness. though they think that information is timely received through this channel. They don't think of this information as important or vital. Furthermore, this information is not exclusive or new. That's to receive information about new products, new brands or any new use before consumers learn about it on other advertising channels. customers don't expect to receive a lot of information about the products. Ethio telecom need to further ensure that they send only relevant information to targeted consumers

#### 4.3.2.4 Respondent opinion about non-irritation

4.1. 7. respondent's opinion about non- irritation of SMS advertising services

Non- irritation	N	Minimum	Maximum	Mean	Std. Deviation
SMS advertisement of ethio telecom are boring and irritating	321	1.00	5.00	2.9065	1.55844
SMS advertisement of ethio telecom are interesting	321	1.00	5.00	2.9533	1.48566
I don't want to receive SMS advertisement from ethio telecom	321	1.00	5.00	2.9436	1.43654
I do like to receive SMS advertisement from ethio telecom	321	1.00	5.00	2.9063	1.4875
I don't like to receive SMS advertisement from SMS ads of ethio telecom frequently	321	1.00	5.00	2.9221	1.49484
Valid N (listwise)	321				

**Source:** Analysis of data collected

The non-irritation value of the services mean score averagely 2.92 and the standard deviation averagely 1.49. From respondent answer we can understand that they feel SMS advertising is irritating and

annoying, the respondents were not comfortable with the relevance of the SMS advertisement to their job and other related personal activities of the customers. Furthermore, that the respondents disagree to field of “Non-Irritation”.

#### 4.3.2.5 Respondent opinion about credibility

Table 4. 8respondent’s opinion about credibility of SMS advertising service

Credibility	N	Mini mum	Maxi mum	Mean	Std. Deviation
SMS advertisement of ethio telecom are redundant and lack creativity	321	1.00	5.00	2.5545	0.88264
SMS advertisement of ethio telecom are believable.	321	1.00	5.00	2.1308	1.07312
ethio telecom is a company that is always providing and confirming to its Promises	321	1.00	5.00	2.2835	1.06243
SMS advertisement from ethio telecom is easy to understand	321	1.00	5.00	2.0218	1.07942
I think SMS advertisement of ethio telecom are not believable	321	1.00	5.00	2.0235	0.8234
SMS advertisement from ethio telecom is always timely	321	1.00	5.00	2.3245	1.1674
SMS advertisement from ethio telecom is misleading	321	1.00	5.00	2.0623	1.12743
Valid N (listwise)	321				

**Source:** Analysis of data collected

Credibility of SMS advertising service questioner mean score from 2.06-2.55 and similarly the standard deviation 1.06-1.12. credibility value agreement among the respondent is moderate. Generally, based on the above each variable respondent opinion all mean score and standard deviation show moderate similar opinions to the perception of SMS advertising services. The average score showed that message credibility is relatively low so that a number of consumers do not trust the message. For Khasawnah & Shuhaiber (2013), they found that credibility involves the truthful and believable of the advertiser and the medium. This implies that the message content must be carefully designed to support high

level of credibility. Chun & Wan (2009) added that Firms that are making use of the mobile channel as part of their promotional strategies should always think of the credibility of itself.

#### 4.4. Pearson Correlation

Pearson correlation is used to examine the strength and the direction of the relationship between all the constructs in the study. The study carried out Pearson correlation analysis to find out the degree to which the study’s linear model would describe the relationship between the variables (relevance, entertainment, informativeness, non-irritation and credibility) and the customer perception towards SMS advertisement. The Pearson correlation coefficient values can vary from -1.00 to +1.00. A correlation value of +1.00 indicates a perfect positive correlation, while a value of -1.00 represents a perfect negative correlation, and a value of 0.00 indicates no linear relationship between the X and Y variables or between two variables (Tabachnick&Fidell, 2007; Pallant, 2007). The Pearson’s correlation coefficient (r) was used to conduct the correlation analysis to find the level and direction of the relationships between dependent variable and independent variable. While the –ve/+ve sign only show the direction of the relationship existing between the variables (Amin, 2010). The classification of the correlation coefficient (r) is as follows: 0.1 –0.29 is weak; 0.3 – 0.49 is moderate; and > 0.5 is strong (Field, 2005).

#### 4.9 Correlations summary of study variables

		CP	R	E	I	NI	C
CP	Pearson Correlation	1					
	Sig. (2-tailed)						
R	Pearson Correlation	.691**	1				
	Sig. (2-tailed)	0.000					
E	Pearson Correlation	.686**	.823**	1			
	Sig. (2-tailed)	0.000	0.000				
I	Pearson Correlation	.713**	.790**	.799**	1		
	Sig. (2-tailed)	0.000	0.000	0.000			
NI	Pearson Correlation	.735**	.724**	.675**	.695**	1	
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		
C	Pearson Correlation	.652**	0.642	0.109	.189**	0.169	1

Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
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**Source:** Analysis of data collected

Table (4.9) The results signified that the Pearson Correlation of relevance (R)  $r$ -value = 0.691 and  $p$ -value = 0.00. This implies consumers 'perceptions of the relevance value of SMS advertisements, R is significantly positive correlation with the customer perception of SMS advertisement. The data analysis indicated the existence of a significant positive and strong relationship between relevancy and consumers' perception towards SMS advertising. The research findings demonstrate that relevancy is an important factor related to perception. This indicates that SMS advertisement should be related to location the place of consumers works or live, time offer new product or services appropriate to situation and period, and preference of consumers suitable for consumer's interests and needs.

Table (4.9) The results signified the correlation coefficient between entertainment (E) and customer perception towards SMS advertisement ( $r = 0.686$ ) and ( $p$ -value = 0.00), indicates that the range falls on a significant strongly correlation. E is significantly positive correlation with the customer perception of SMS advertisement. The data analysis indicated the existence of a significant positive relationship between entertainment and consumers' perception towards SMS advertising. This implies that ethiotelecom need to consider the entertainment aspect of SMS advertisements sent to customer. Delivering games, prizes, fun and pleasure to the customer's cell phone is a successful way to attract and keep customers.

Table (4.9) The results signified Pearson Correlation of in formativeness (I)  $r$ -value = 0.713 and  $p$ -value = 0.00. This implies that the in formativeness value of SMS advertisement (I) is significant positive correlation and the strongly associated with the customer perception (CP). The data analysis indicated the existence of a significant positive relationship between in formativeness and consumers' perceptions towards SMS advertising. Based on the finding SMS advertisement should be informative and provide consumers with relevant and up-to-date information.

Table (4.9) The results shows Pearson Correlation of non- irritation (NI)  $r$ -value = 0.735 and  $p$ -value = 0.00 it shows NI and CP significant positive correlation and the strongest influence associated with the customer perception (CP). (Cohen, 1988). The data analysis indicated the existence of a significant

positive relationship between non-irritation and consumers' perception towards SMS advertising. when the SMS advertising becomes more boring and irritative the customer's perception towards SMS advertisement become lower and lower, or customers may develop negative thought about SMS advertisement. Therefore, SMS advertisement is crucial in SMS so that users would develop positive attitudes towards SMS advertising. Irritation could be reduced through many different ways. For instance, permission based SMS advertising decreasing irritation largely (Tsang et al. 2004). Adding to, relevancy and usefulness of the message (Choi& Rifon, 2002).

Hypotheses indicate that a high credibility of the advertising message is positively associated with perception towards SMS advertising. This hypothesis could also be confirmed. AS table (4.9) shows Correlation table depicts that the correlation coefficient between credibility and customer perception of SMS advertisement falls ( $r = 0.652$ ) and ( $p\text{-value} = 0.00$ ), indicates that a significantly positive correlation and moderately associated with the customer perception (CP). So The data analysis indicated the existence of a significant positive relationship between Credibility and Consumers' perception towards SMS advertising. The credibility includes the truthfulness and believability of the advisers.

### **Conclusion:**

Generally, All Factors; relevancy, entertainment, informativeness, non-irritation and credibility were positively correlated to overall perception towards SMS advertisement. Despite the fact that, informativeness and non-irritation were the most significant factor correlated to the consumers' positive attitudes towards SMS advertising.



## **CHAPTER FIVE: CONCLUSIONS & RECOMMENDATIONS**

### **5 INTRODUCTION**

Based on the result obtained in the study, conclusion, recommendation for ethio telecom, its limitation and future research also will be presented in this chapter.

#### **5.1 Conclusion**

The basic interest of this study is to investigate the customer perception towards SMS advertisement. the main factors that have positive relationships on the consumers' perception towards SMS advertising among cover central Addis Ababa zone ethiotelecom residential customers. With variables incorporate relevancy, entertainment, informativeness, non-irritation, credibility and consumers' perception. The set of hypotheses were developed on dependence of the relevant literature and were tested quantitatively through using SPSS 24. the study finds that relevancy, entertainment, informativeness, non-irritation and credibility were positively correlated to overall perception towards SMS advertisement. In the light of the overall findings in the current research, this study concludes that, in general as the empirical data show, the respondents held negative attitudes about receiving mobile advertisements Furthermore, the study has also found out that customers are receiving frequent advert without considering the interest and willingness of them. Further, the advertisements also lack creativity and doesn't attractive and entertain the reader.

#### **5.2 Recommendation**

- The recommendations to the ethio telecom that they have to decrease the level of irritation. ethio telecom needs to reduce the frequency of receiving advertising messages and need to consider the customers interest and willingness and the advertising content, format and structure must be accurate, attractive and accepted by the target receiver customer.
- The nature of the advert should be more informative that contain relevant information uploaded based on customer need assessment. The frequency of messages that delivered to customers should be based

on need assessment and consent of customers.

- The message characteristics have to be carefully developed. As the results indicate that attitude toward SMS advertising strongly depends on it.

### **5.3 Limitations**

- This research was done within a limited time and the survey was carried out within a specific location, Therefore, limitations of this study are the time frame and the data collection location
- Other variables the customer perception of SMS advertising like personalization, privacy and permission variables are not incorporated in this study.
- The findings of this study represent the attitude and perceptions of central Addis Ababa zone ethiotelecom customers, hence, it doesn't represent and couldn't be generalized to related companies and other districts; further researches can incorporate more variables that is not considered on this research in order to substantial and crystallize the problem and findings better. Lastly, the targeted respondents may provide unreliable data due to the intention of respondents to satisfy the researchers. Further risk might occur as respondents may hastily answer the questionnaires without giving further thoughts in their answers

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**ST MARRY UNIVERSITY**  
**SCHOOL OF GRADUATE STUDIES**  
**DEPARTMENT OF MARKETING MANAGEMENT**  
**QUESTIONNAIRE FOR RESEARCH WORK**

Dear Participant,

I am a graduate student at St.Mary's University, in partial fulfillment of the requirement for the degree of Masters of project management . I am conducting a study to investigate the “The customer perception towards SMS advertisement in ethio telecom”

Your response and participation form a critical part of the success of my research. I request you to respond to the questions frankly and honestly. Your response will be kept strictly confidential and will only be used for the purposes of this academic research. If you have any questions or concerns with regards to the questionnaire, please do not hesitate to contact me at any time through my contact provided below. Thank you very much for your time and cooperation.

Cordially your'

Menbere Taye

Cell phone- +251930071721

Email address;menberetaye88@gmail.com

**Part one: Personal Information of Respondents**

Please specify your answer by placing a (√) on the relevant answers provided. The following questions will be used only in determining our sample demographics.

1. Your Gender

Male  Female

2. Your Age (years)

18-25  26-35  36-50  51-above

3. You're Highest Completed Level of Education

Elementary school  High school  College/University Degree  
 Master's Degree  PhD  Doctoral  Other \_\_\_\_\_

4. Your Marital Status

Married  Single  Widowed  Divorced or separated

5. Occupation

Businessman  Professional  Govt. Service  Private Service  
 Housewife  Student  Retired

Part two: Customer perception on Frequency of receiving SMS advertising messages in ethio telecom  
 Direction: -Please answer on a scale of 1 – 5, where 1 = one time 5 = I dint know, your opinion of the following statements. Please specify your answer by placing a (√) on the relevant answers provided

Customer perception on receiving SMS advertising messages per day	1 Strongly Disagree	2 Disagree	3 Neither Agree Nor Disagree	4 Agree	5 Strongly Agree
How many times do you receiving SMS advertising messages from ethiotelecom per day?					



**Part II. The level of Customer attitudes towards of SMS advertisement in ethio telecom.**

Instruction: - please suggest your level of agreement to the statements listed below by choosing & one (✓) check box per question from the alternatives strongly agree, agree, neutral, disagree and strongly disagree from Category 1 to 4 as below.

**List of statement**

	1	2	3	4	5
	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
<b>1 Entertainment</b>					
SMS advertisement of ethio telecom has emotional appeal.					
I find receiving SMS ads is pleasant					

It is enjoyable to receive SMS advertisement from ethio telecom					
SMS advertisement of ethio telecom has attractive to read					
It is fun to receive SMS advertisement from ethio telecom					
SMS advertisement of ethio telecom have psychological benefit					
SMS advertisement of ethio telecom is satisfactory					
<b>2 Relevance</b>					
I like to receive ethio telecom SMS ads which is relevant to my need					
I like to receive thiotelecom SMS ads which is relevant to my job and activities					
I like to receive thiotelecom SMS ads which is relevant to my location					
<b>3 Inforamativenes</b>					
SMS advertisement of ethio telecom are relevant to my job					
SMS ads of ethio telecom are tailored to my personal interests					
SMS advertisement of ethio telecom are informative of new products and services					
SMS advertisement from ethio telecom are informative of changes in product, prices and discount					

I do always look at SMS advertisement from ethio telecom Favorably					
SMS advertisement of ethio telecom are relevant to my activities.					
SMS advertisement of ethio telecom appears readable ,clear and well formatted					
SMS advertisement of ethio telecom are informative about the upgrade in the system and services.					
SMS advertisement of ethio telecom update its profile to customers					
<b>4 non-Irritation</b>					
SMS advertisement of ethio telecom are boring and irritating					
SMS advertisement of ethio telecom are interesting					
I don't like to receive SMS advertisement from SMS ads of ethio telecom frequently					
I don't want to receive SMS advertisement from ethio telecom					
I do like to receive SMS advertisement from ethio telecom					
<b>5 Credibility</b>					
SMS advertisement of ethio telecom are redundant and lack creativity					
SMS advertisement of ethio telecom are believable.					

ethio telecom is a company that is always providing and confirming to its Promises					
SMS advertisement from ethio telecom is easy to understand					
SMS advertisement from ethio telecom is misleading					
I think SMS advertisement of ethio telecom are not believable					
SMS advertisement from ethio telecom is always timely					

