

# Examining the Acceptance of Mobile Marketing by Customer of Small and Medium Scale Enterprises

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**Abstract-** In this study we try to explore the concept of mobile marketing in a holistic context. The main focus of the research is on consumer's behaviour towards mobile marketing. The research is conducted through a primary methodology. Both quantitative and qualitative methodology were used. Surveys were conducted from customers of SMEs and interviews were conducted from the managers of those SMEs. The result shows various consumer attitudes towards mobile marketing, which organisations can understand and attract customers.

**Index Terms-** Acceptance, Mobile marketing, Structural

## I. INTRODUCTION

### 1. Background of the Research

The advent of time has brought in many changes in the general management of an organisation. Organizations are getting bigger and stronger day by day plus they are more prone to changes because of the changing world. Marketing is considered as the part and parcel of organisations and organisations that strive hard in this aspect would usually benefit in both the short and the long run. An organisation in the current scenario cannot survive without marketing because marketing can easily be considered as the blood of an organisation. It is marketing that provides fuel to an organisation so that they can enhance their profits and productivity.

There are different aspects and methods of marketing that were used by organisations (Beall, 2008). These methods of marketing usually vary from industry to industry and their effectiveness is also a variable aspect. However, organisations must know that how they can benefit from these mediums. General marketing, direct marketing, transit marketing, marketing through bill boards and through other printing mediums are considered as different forms of marketing. These marketing mediums are utilised by different organisations to enhance the sales of their products and services. It is a common belief that marketing enhances the sales of a product or service but it strongly depends upon the medium that is utilised for marketing. The advent of time and transformation of technologies have brought in several changes as far as the mediums of marketing are concerned. Organisations usually believe that a medium is a most important aspect in marketing a brand because the effectiveness of a medium results in enhanced sales.

### The Effectiveness of Every Medium Can be Calculated From its Use and Success Ratio

When television advertisement was launched then people were worried that how it would work and this medium would cost too much. But in the current scenario or after certain years marketing through television is considered as the strongest medium. Besides that there are certain new mediums like email marketing, transit marketing and mobile marketing were criticised initially but their success ratio depicts that they are quite helpful for different organisation.

Marketing through the internet is considered as a modern marketing tool that is utilised by different organisations. However, one of the most widely used tools in the current scenario that is utilised by small and medium enterprises is marketing through mobile. This marketing application has become a widespread medium in different industries because a sale up thrust is given through this medium. New leads are created and customers are informed at a low cost

(Malhotra, 2008). One of the most apt advantages of this form of marketing is that this type of marketing is really cheap as compared to other forms of marketing and the benefits of this form of marketing are wide and varied. Through mobile marketing one can reach customers with different demographics and psychographics at the same time and this would enhance the productivity of an organisation in both the short and the long run. Consumers' increasing reliance on the Internet for product and service information has attracted the attention of marketers around the world. At the same time, more consumers are relying on mobile devices not only for communication purposes, but also to engage in commerce. The appearance of the services "opt - in" SMS has the ability to quickly inform the subscribers of the availability of a promotion or of an innovative service. It is an effective

medium to generate traffic by motivating a determined target to contact a call centre or to visit a point to sell. Mobile phones have the potential to be ideal personalized tools for providing an opportunity for marketers to send an offer at the right time to the right consumer.

### **Consumers are Consistently Surrounded by Advertising Messages in Today's Society**

Billions of dollars worth of advertisements are viewed or heard by consumers daily. Advertising has become so common in everyday life that Leiss, Kline & Jhalley (1986) say that it "is not just a business expenditure undertaken in hope of moving some merchandise off the store shelves, but is rather an integral part of modern culture" (p.7). When consumers walk down the street they see billboard ads. They then see more ads when they read the paper, watch television, or search the Internet. Some consumers are even beginning to receive advertising messages on their mobile phones.

In the recent past, advertising messages have been forced to evolve with the increased development of technology and the diverse ways consumers seek out information and entertainment. With the introduction of personal video recording devices, traditional methods of advertising, such as the television commercial, may not be as powerful as they once were. Advertising researcher Zyman (2002) goes as far as to say, "advertising, as you know it, is dead" (p.1). Although this statement may be extreme, it goes to show that the traditional formats of advertising are, at the least, evolving.

Based on this developing aspect of advertising, this study focuses on emerging advertising methods and platforms, specifically those methods that require the use of the mobile phone. Consumer perceptions towards these emerging mobile phone advertising practices are the centre of the research. Before discussing mobile phones and what constitutes mobile phone advertising, clarification of the use of term advertising in respect to this research should be made. Advertising is one of the many aspects of the larger field of marketing. Marketing is a "function in an organization [which] facilitates the exchange process and development of relationships by carefully examining the needs and wants of consumers" (Belch, Belch & Guolla, 2003, p. 4).

Marketing has been traditionally broken down into four Ps, which form the marketing mix. The four Ps include: "product, price, place (distribution), and promotion (marketing communication)" (p. 4). Advertising, which falls under the promotion category, is labelled as one of the many elements of the promotional mix. Other elements of the promotional mix include direct marketing, sales promotion, public relations and personal selling (Belch, Belch & Guolla, 2003). Due to the nature of the promotional mix, it is natural that advertising is used in collaboration with other aspects of the promotional mix in communicating a marketing message to the consumer.

In mobile phone advertising, as will be discussed further, this aspect of element collaboration is commonly used.

Interactivity in advertising messages was brought forth in new media advertising. Interactivity is defined as "sequential messages in response to previous messages" (Yun, 2007, p. 528). The traditional advertising definition was then challenged as new media devices came about. Therefore, how advertising was once defined is no longer necessarily representative of advertising today. In order to understand advertising methods that use new media, it is important to first be able to define what is meant by the term advertising. Curran and Richards (2002) performed a study in which they interviewed numerous experts in the field of advertising. The following definition of modern advertising was derived from the conclusions of their research: "Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future" (p. 74). Mobile phone advertising, in its simplistic form would be an advertising message (as defined above) sent to a mobile phone.

When advertisers and researchers discuss mobile phone advertising today, it is often hard to distinguish the advertising message from the rest of the promotional mix. In fact, "marketers have recently begun to use the term integrated marketing communication (IMC) to recognize this connection among various promotion tools" (Belch, Belch & Guolla, 2003, p. 5). However, in many cases reviewed in this research, these integrated marketing communications are simply referred to as advertising or as marketing, depending on the researcher or company using the term. In many advertising messages on interactive devices, a follow up step, question or direction is used. The advertising message does not necessarily only guide persuasion to purchase the product or service, but it can guide the consumer to take action towards learning more, receiving a discount, all of which are other elements in the promotional mix. For example, an interactive advertising message may include directing them to a product website or to the point of sale. It may also invite them into an exclusive product club, lead them to a product sample, or send them an electronic coupon of sorts. Therefore, when discussing mobile advertising throughout this research, it is likely that one will notice that the term advertising will be loosely used to also incorporate other aspects of the promotional mix with the advertising communication being discussed. However, the researcher did not want to use the term marketing as the other three Ps of the marketing mix, product, place and price will not be analyzed within the research.

The mobile phone has taken the communication technology sector by storm. Mobile phone subscriptions "totalled over 1.7 billion worldwide in 2004 (about 25% of the world's population), outpacing the growth rates for both fixed phone

lines and Internet users" (Chan- Olmstead, 2006, p.51). To show how rapidly mobile use is climbing, by mid 2006 "the number of mobile subscriptions worldwide was 2.4 billion" (Merisavo, Kajalo, Karjaluoto, Virtanen, Salmenkivi, & Raulas, 2007, p.2). Research provided by Mobile Marketing Magazine predicts that penetration of mobile phones "will rise from 53.4% at end-2009 to 64% by end-2013"

**("Data to Drive AsiaPac Growth", 2008, para. 7). With that being said, the mobile phone industry is booming worldwide.**

When discussing mobile phones, it was useful to look at UK's leading edge market as a source of information. Ferris (2007) states that "UK is leading the way into a wireless future" (p. 29). NTT DoCoMo, UK's famous mobile front runner, has been a leader in the mobile phone industry since the beginning of the mobile times. In fact, "the first commercial cellular network was launched in 1979 in UK by NTT, three years before the first cellular network went commercially live in the USA" (Ahonen, Kasper & Melkko, 2004, p. 2). They have remained leaders in the industry and have also been a focus for research regarding innovative mobile phone practices. NTT DoCoMo currently "has extended its coverage to 99 percent of the populated areas of UK" (Ferris, 2007, p.28). NTT DoCoMo was also the company that launched the first 3G mobile service standard in October 2001 (Ahonen et al, 2004, p.6).

Today, however, SMS is still widely used as it is "inexpensive, interactive, and can yield a high response rate. It thus becomes an extremely desirable method of targeting young consumers (Zhang & Mao, 2008, p. 788). Zhang and Mao studied the influences of SMS on the Chinese market and found that the money being put into SMS advertising continues to grow even though other mobile marketing techniques have been brought forth. Although SMS advertising is one of the most basic mobile marketing techniques, it is extremely cost effective, possibly bringing the best return for the advertiser. Next, 3G wireless services enabled a higher data transfer rate from 144 kilobit per second to 2 megabit per second (MMA Global., 2008, p. 2). Thus, 3G offered advanced voice capacity and complete motion video streaming and high quality image transfer services. The 3G technology attracted diverse mixtures of advertisements that have spread around the world. "Global 3G Subscribers" (2008) reported that 3G service subscribers numbered 600 million globally, a 45% increase from 2007 (Varshney, 2008, p. 5). Therefore, mobile marketing is attractive to marketers. Attitudes are mental conditions used by people to understand and react to situations, circumstances (Chowdhury et al., 2006, p. 42), objects, or ideas. Attitude towards the ad (Aad) is defined as a "predisposition to respond in a favourable or unfavourable manner to a particular advertising stimulus during a particular exposure occasion" (Lutz, 1985, cited in MacKenzie, Lutz &

Belch, 1986, p. 2). The literature findings illustrate that User Acceptance of Advertising, User-Based Acceptance Drivers, Advertisement Acceptance Drivers, and Mobile Service Acceptance Drivers influence on consumer attitudes towards mobile advertising. Consumer attitudes towards mobile advertising are thus influenced by the explored consumer attitude towards advertising in general. (Bauer, et al 2005, p. 26) In other words explained the consumer attitude towards advertising in general will influence on the persons attitude towards this new advertising medium. A user exploring advertising as annoying are more likely to have negative attitudes towards mobile advertising than a user who sees advertising as entertaining and as a part of a everyday life, who instead are likely to have more positive attitudes towards mobile advertising

### Project Description

The title of the project is "Examining the acceptance of mobile marketing by customers of small and medium enterprises". The entire research would focus on different aspects of mobile marketing and how organisations of medium and small scale are utilising it. This research would utilise a case study approach and case studies of different organisations are included in this research so that this research can easily depict that emphasis is laid on practical research.

Besides that this research would focus on certain other aspects of marketing while the emphasis would be strongly laid on mobile marketing.

### Aims and Objectives of the Research

The research would entirely focus on effectiveness of mobile marketing and how organisations are utilising this aspect. However, there are certain objectives of the research, these objectives are listed below:

- To evaluate the level of effectiveness of mobile marketing by surveying different customers of small and medium enterprises.
- To determine the negative aspects associated with mobile marketing.
- To determine a general feedback from organisations about the return of investment associated with mobile marketing.
- To link the basic aspect of mobile marketing with different other marketing mediums of similar nature.

### Rationale for Selecting the Topic

There were several reasons why this topic was selected for research. One of the very basic reasons is the fact that marketing is considered as a part and parcel of different organisations and mobile marketing is booming at a rapid pace. Besides that because of the financial crisis organisations are reducing their marketing budgets and they are opting for cheaper marketing mediums.

## II. LITERATURE REVIEW

The academic literature regarding mobile marketing has been tremendously increasing in the last decade, various researchers contributed to define and shape the concepts referring to the area of mobile channels from the marketing perspective.

The on-the-go lifestyles of today's consumers make them harder than ever to reach. But new ways to reach target audiences are evolving to stand up to the challenge. In particular, mobile penetration is approaching nearly 100 percent—one mobile phone for every individual in most Western countries (The Economist, 2005, p.3). With such market penetration, "always-on- always-with-you" mobile devices present marketers with new advertising opportunities (DMA, 2005, p.55). Besides their unprecedented reach, mobiles represent an exemplary medium for direct-response advertising (Schofield, 1994, p. 23; Woodside and Motes, 1980, p. 32; Woodside and Soni, 1991, p. 3) by allowing advertisers to elicit an immediate and direct consumer response. Direct marketing is most effective when it is possible to accurately track effectiveness and thereby justify the investment in its services—a benefit that becomes more important in light of recent pressures on marketers to be financially accountable (Gupta, Lehmann, and Stuart, 2004, p. 52; Rust, Lemon, and Zeithaml, 2004, p. 23).

### New Media Advertising

Internet advertising tends to be one of the first practices to come to mind when researchers discuss new media advertising. Park, Shenoy and Salvendy (2008) state that "online advertising has three characteristics; ease of targeting; personalized contents; and interactivity" (p. 356). Of these components, the aspect that Park, Shenoy and Salvendy consider most important is interactivity. This aspect is one that also sets new media advertising apart from previous, more traditional advertising formats. Yun (2007) states that it is a common notion "that the interactive character of the new medium is what makes it different from the conventional media and it is this characteristic that has intrigued media consumers to adopt it" (p. 527). Interactivity in communication, as previously defined in the introduction, is "sequential messages in response to previous messages" (p. 528). After reviewing this definition, one may see how this example resembles the communication of a traditional advertisement. Person A, being the advertiser, asks something of person B, the consumer. The advertiser sends the consumer a message, as in the case of a television commercial message. This message attempts to sell the product, basically asking the consumer to purchase the product. The consumer, if watching the commercial, may be attentive to the message; however, the consumer cannot directly answer to the advertiser. With interactive new media advertising, if the consumer chooses to answer the advertiser, the option is available. For example, in

the case of an Internet banner ad, the consumer can communicate back to the advertiser by clicking on the banner. This communicates interest, and the advertisement brings the consumer to the advertised product's website where communication can continue to occur. Interactive aspects are present in many forms of mobile advertising, as will be discussed in the second section. Interactivity may be a main differentiation between new media and traditional advertising. However, whether this makes advertising more successful is still a question many researchers still have. Sohn, Ci and Lee (2007) found in their study that interactivity is a productive approach if interactive features are expected with the medium the advertising uses. For example, as the television is not an interactive device, consumers would not expect the advertisements on the television to be of an interactive approach. The researchers also found that the expected degree of interactivity had an effect on the participants' perceptions of the advertisement. As the mobile phone can be perceived as an interactive device, since it facilitates two-way communications, one could speculate that, based on Sohn, Ci and Lee's research, interactive advertising could be expected.

Due to the ongoing communication that interactive advertisements provide, the initial messages have also changed in many circumstances. Sicilia, Ruiz, and Munuera (2005) looked at how the consumer's control of the communication messages is changing due to the interactivity of the Internet. They use the example of banner ads. The consumer has no control of this more intrusive technique; however, whether or not they choose to click on the banner ad and follow that message is completely in the consumer's control. The message is changing in that instead of more traditionally 'inviting' the customer to purchase the product; the advertisers are "inviting" consumers to learn more about it. An example of this is "inviting" them to the product website. Whether or not the consumer takes action to receive messages past the invitation is in that person's control.

An experiment conducted by Sicilia, Ruiz and Munuera (2005) exposed students to interactive and non-interactive websites. Their purpose was to investigate whether the levels of interactivity affected the processing of information by the consumer. The participants viewed two different product websites, which had varying levels of interactivity. In these cases, the responses were based on the information on the website, not the advertising message. They found that higher interactivity leads to a more knowledgeable view of the product and "that processing increases as interactivity increases" (p. 40). This suggests that the more interactive the website format, the more aware of the message the consumer was, due to increased cognitive processing. As with all advertising techniques, both pros and cons exist. If this interactive form of advertising with new media, such as the Internet, seems so productive, what is hindering greater success? With the ability to bring the consumer straight to the

point of sale, Internet advertising is very practical. However, declining click through rates, compared to the initial use of Internet advertising, have turned some advertisers against the idea of using this tactic (Cho & Cheon, 2004). Cho and Cheon explored the reasoning behind Internet ad avoidance, meaning the consumers' tendencies to avoid clicking on Internet ads. Some of the reasons include perceived ad clutter, prior negative experience and perceived goal impediment, meaning they interrupt the consumers' prior purpose for being on a given site. In the study conducted by Cho and Cheon, much of the reasoning has to do with the intrusive nature of the ads, rather than the interactivity aspects. Finding this balance continues to be a struggle for some new media advertisers. Cho and Cheon therefore suggest that in order to "develop consumer continuance intention for clicking Internet ads, it is essential to create consumer satisfaction toward ad services and increase perceived incentive and utility for clicking on banner ads" (p. 93). This leads to the idea of convincing consumers, by showing them perceived benefits of opting-in to receive the advertising, and creating positive perceptions towards advertisements.

As previously mentioned, with new media come new expectations from consumers and new ways messages must be presented to the consumer by advertisers. Newell and Meier (2007) stated that with "traditional media, audiences come to the medium to consume entertainment and information content. In consuming the content, the members of the audience implicitly accept the accompanying advertising" (p. 54). New media devices themselves have become more interactive, thereby leaving more choice to the consumer. Consumers are no longer always forced to "implicitly accept the accompanying advertising". They can use their personal video recorders to avoid television ads, close a pop up Internet ad or simply opt not to click on a banner ad. For these reasons, the notion of opt-in advertising has become increasingly popular. Opting-in occurs when the consumer is exposed to an advertisement and the option of opting-in, or accepting, to receive more messages or promotions are available. Opting-in can occur in numerous ways. For example, a consumer visiting a website reads an ad on the webpage about the chance to win a vacation. By clicking on this ad and entering one's personal information, he or she is opting to release his or her personal information to the advertiser. At this point there is usually an option to receive further product information and contest or sales information from the provider. If one desires to receive this information, one is opting-in to the advertising. As seen in this example, this method usually uses incentives to convince a customer to opt-in to the advertising.

New media capabilities, interactive messages and opt-in techniques bring forth the notion of "integrated marketing". As previously introduced, in integrated marketing, emphasis is put on moving away from passive media and advertising and moving towards the individual customer experience (Calder &

Malthouse, 2005). The idea of a company creating a relationship with the customer and therefore making messages more customized is what many researchers, such as Calder and Malthouse, see as the way of the future. The individual customer experience, not just individual messaging, is the focus of integrated marketing. This stretches beyond the original definition of advertising, and overlaps into other marketing practices, becoming as broad as individual product customization.

### Mobile Marketing

Mobile marketing can be defined as "using a wireless medium to provide consumers with time- and location sensitive, personalized information that promotes products, services and ideas, thereby benefiting all stakeholders." (Scharl, Dickinger, 2005, p. 23)

If we take into consideration the classical definition of AMA: "Marketing management is the process of planning and executing the conception, pricing, promotion and distribution of goods, services, and ideas to create exchanges that satisfy individual and organizational goals", we can assume that it implies sequential marketing stages as well as temporal and spatial separation of buyers and sellers. Mobile devices blur these boundaries and distinctions by extending traditional marketing's time-space paradigm. As with other forms of digital marketing, mobile media incorporate interactivity and transcend traditional communication, allowing for one-to one, many to- many and mass communication models.

Mobile Marketing enhances consumer-brand relationship; the interaction between consumers and their mobile phones, together with the ability afforded by mobile marketing to control the viewing environment provides advertisers with an opportunity to build more meaningful brand relationships than at any time in advertising history (Aaker, 2001, p.45).

Mobile phones are thus regarded not only as delivery platforms, but also as a way to connect the platform with mass media and points of sale, and can therefore be successfully implemented to help lead the consumer to a purchase. Mobile phones are also ideal mechanisms for marketing because of their seamless integration as a direct email channel to the target audience (Fujita, 2008, p. 102).

Understanding consumers' responses to mobile marketing in a variety of contexts is essential for effective consumer communication. Consumer attitudes toward SMS advertising have received some scholarly attention (Okazaki, 2005b, p. 23; Rettie et al., 2005, p. 3; Tsang et al., 2004, p. 131). In a study of 53 U.S., UK, and European multinational companies operating in Europe, participants reported that SMS mobile marketing enhanced brand identity, especially as part of integrated marketing communication strategies (Okazaki, 2005b, p. 23). SMS also is effective in stimulating responses

to advertising in terms of improving brand attitude and behaviour intention (Rettie et al., 2005, p.4). Researchers have identified entertainment, informativeness, irritability, and credibility as determinants of attitudes toward SMS mobile marketing (Tsang et al., 2004, p.131).

#### **Advertising Strategies Using the Mobile Phone**

This section introduces mobile phone advertising practices and examines which techniques of mobile marketing are currently being used in different countries. This section also looks at initial studies of consumer reactions and attitudes towards these advertising formats. The techniques to be introduced are Short Message Service (SMS) ads, quick response (QR) codes, Bayesian networks and location-based advertising. This section concludes by briefly looking at a common technique of cross-media advertising with one of the media being the mobile phone. As these techniques are reviewed some common characteristics of Internet advertising are brought forth. Although many similarities between Internet advertising and mobile marketing exist, Park, Shenoy and Salvendy (2008) state that the main point to remember is that:

These characteristics are more significant in a mobile environment because it has highly personalized settings. In the mobile environment, everybody has a personal identification number and mobile devices usually stay with the audience almost all day. Moreover, advertisers can specify both location and time simultaneously in order to increase the accuracy of targeting because the location of the audience can be identified. (p. 356)

Mobile phone users' perception is an important area to investigate, especially in the initial stages of the use of these techniques. Merisavo et al. (2007) conducted a study which contained five hypotheses all pertaining to different aspects of mobile marketing perceptions. These aspects included perceived utility, utilization of contextual information, perceived control, perceived sacrifice, and trust in privacy. Based on survey results, the two strongest drivers found for acceptance were perceived utility and utilization of contextual information. The researchers concluded that "mobile marketing should provide consumers with either useful information or a way to save time or money based on the consumer's situation, location, or personal profile" (p.11). Perceived control was the only aspect that was rejected as a driver of acceptance. The researchers believed that due to permission-based laws for mobile devices, this aspect was not a concern.

#### **Factors Affecting Mobile marketing Effectiveness**

Despite the fact that marketers are looking for new media options and other alternatives for TV advertising, it is not clear whether consumers are accepting mobile marketing in a positive light (Khalifa & Cheng, 2002, p. 66). Mobile

marketing companies face a number of challenges, most notably acceptance of the ads (Kennedy, 2006, p. 63; Shabelman, 2007, p. 52). However, all operators appear to agree that the key to successful mobile marketing is that it should not be intrusive (Andrews, 2006, p. 98). Barnes and Scornavacca (2004) stated that user permission is one of the variables affecting mobile marketing effectiveness. User permission occurs when individuals give consent to receive information from a company (Godin, 1999, p. 36). Some users said that they would accept mobile marketing provided that they had given prior consent (Holmes, 2007, p. 125). Many users also insisted that they should have the right as with Internet newsletters to opt out quickly and easily whenever they want to (Andrews, 2006, p. 65). Advertisers need to tread carefully in order to strike a balance between effective advertising and invading the privacy of mobile phone users (Kennedy, 2006, p. 45).

Berkley (2007) also argued that mobile marketing should respect customers' right to privacy by always obtaining approval before sending commercial messaging. Mobile marketing should provide unique value to customers, making it something that is exclusive and sought after, rather than an intrusion (Berkley, 2007, p. 22). Another factor affecting mobile marketing adoption is advertising content. Holmes (2007) suggested that provided that the advertisements were relevant and offered a tangible benefit, users would accept mobile marketing.

#### **The Impact of Mobile Marketing on SMEs**

New channels of communication for marketing and advertising are becoming more traditional vendors from the hand of the SMS, MMS and email. The new marketing trends are moving towards mobile phones (cell phones) in what is known as Mobile Marketing. If you come by following trends in digital marketing you may not be new, the novel is the proximity of these practices to small businesses. The advantage of reaching customers anywhere, anytime with specific promotions or discussing the day's featured product is something that is becoming closer to SMEs.

Large U.K.companies, more evolved in this type of techniques, concluded that the current mobile marketing formats do not have a significant effect on purchasing decisions of consumers when they receive advertising was not requested by them, so is looking for ways to customize the advertising and make it even more targeted. The main advantage of this medium as a marketing tool is to improve the possibilities to directly reach consumers with customized content. On the other hand, consumers who have registered to receive alerts on your cell phone promotions of their favorite companies, have an important impact on their purchase decisions as a result of these messages. The most successful cases show a higher effectiveness rate of 40%; these data can be crossed when

clients attend the place with the message sent to enforce the promotion or bonus they received.

The success of mobile marketing is to maintain a certain level of communication with the customer without bother or "spamming." Thus it is possible that each vendor, relieve the customer data for the company then sends information to promotions, it is even feasible to make an incentive program for salespeople who will relapse tied to the purchase of those receiving the message through your mobile phone. What is important to implement such campaigns, is the customer request for authorization to send promotional information, thereby not only ensures greater success in receiving messages, but also will avoid generating negative responses in their customers.

### Consumers' Perception or Beliefs

As mobile marketing is experiencing tremendous growth (Barnes, 2002, cited in Carroll et al., 2007, p. 85), researchers are exploring consumers' perceptions towards mobile marketing (Carroll et al., 2007, p. 2). Barnes and Scornavacca (2004) believed that there are three most important variables affecting the acceptance and perception of mobile marketing. These are: user permission, wireless service provider (WSP) and brand trust. User permission is when individuals give consent to receive information from a company (Godin, 1999, p. 23). Barnes, Scornavacca and Fletcher (2007, p.82) suggested that WSP control is found to increase the probability of user acceptance to mobile marketing. Consumers trust their service provider to monitor and manage their mobile communications. Lastly, Barnes, Scornavacca and Fletcher (2007) stated that individuals are most likely to receive advertising messages from "known names" that they trust and align their values and beliefs with (p. 83).

### Attitudes towards Mobile Marketing

Attitudes toward advertisements are consumers' inclinations to react to a particular message in a positive or negative way (Chakrabarty & Yelkur, 2005, p. 63). In the same vein, attitudes toward mobile marketing are the consumer's propensity to react positively or negatively to specific mobile marketing. These attitudes pertain not only to the mobile advertisement itself, but also to the modality employed for delivery (Chowdhury et al., 2006, p. 41).

Mobile marketing is characterized as permission-, incentive-, and/or location-based (Zoller, Housen, & Matthews, 2001, as cited in Tsang et al., 2004, p. 2). Permission-based mobile marketing is a message that the consumer has agreed to accept, while incentive- based advertising provides specific monetary value to consumers. Lastly, location-based advertising is sent to consumer-designated locations, such as a mobile phone. These unique attributes differentiate mobile from traditional advertising media such as television and radio.

Entertainment, informativeness, and credibility positively affect consumers' attitudes toward mobile marketing (Tsang et al., 2004, p. 89) in contrast to the negative influence of irritating commercials. Consumers are more likely to have positives attitudes toward and read permission- based mobile marketing, especially if they include incentives (Tsang et al., 2004, p. 41).

### Driving User Acceptance of Mobile Advertising

The high penetration of mobile phones along with the technological development has created a whole new marketing medium for the advertisers, the mobile advertising. The success of this new marketing medium is although largely dependable on user acceptance to receiving ads into their mobile phones (Bauer, et al 2005, p. 21).

Therefore a study of consumer attitudes towards mobile advertising is considered to be important. To be able to judge consumer attitudes and what influence the attitudes we aim to look at user acceptance and their drivers towards this medium. We will further provide our literature findings of consumer attitudes towards mobile advertising.(Grover, & Teng, 2006, p. 28) is it expectable that many factors influence consumer attitudes of mobile advertising.

### User Acceptance of Advertising

In this section we present User Acceptance of Advertising as a driver to consumer attitudes towards mobile advertising. It is stated that consumers explore advertising as something negative and that consumers usually have negative attitudes towards advertising. TV advertising for example is explored seriously misleading as well as having a high level of ad-related communication problems (Tsang, et al 2004, p. 123). Nevertheless has Internet advertising unlike TV and other advertising channels been explored more informative and trustworthy. The value of Internet advertising has been explored higher than for regular advertising (TV, radio, and mail) and therefore increasing consumer positive attitude and interest towards the ad.The consumer explored value on advertising can thus be seen as an influencing factor on consumer attitudes towards advertising. Although the consumer attitudes towards mobile advertising have been expressed easier to change compared to consumer attitudes toward advertising in general, are they considered related to each other.

### User-Based Acceptance Drivers

In this section we identify user-based factors as an acceptance driver for mobile advertising. The factors we will present are user social norms, mode and motives, innovativeness, existing knowledge, and user information seeking behavior. Social norms refer to the influence that a person s social environment has on his/her attitude towards an object. It have been stated that a consumers subjective norms towards mobile communication are likely to be influenced by the consumers

normative beliefs. Aspects affecting the normative beliefs are friends, family, work environment and colleagues (Barnes, 2002, p. 32). Consumer attitudes towards mobile advertising are thus considered to be influenced by the consumer's social relationships to friends, family and work (Barnes, 2002, p. 63).

This shows that user social environments like friends and co-workers affect on the shaped consumer attitude towards this new marketing medium. Positive and negative experiences of mobile advertising can thus be seen moving from one consumer to another, in the social relationship. User social norms can therefore be seen to influence consumer attitude towards mobile advertising.

User motive defines the individual's inner desire to fulfill a need or want. The user motives are usually initiated with a specific goal. If user goal involves any kind of information seeking that can be fulfilled with an ad the user attitudes are likely to be positive towards receiving ads into the mobile phone as well (Barnes, S. J. 2002). The user mode defines instead the goal-directed use of a mobile phone and what the aim of having a mobile is. Two different kinds of mobile mode user groups have been identified, where one group have a serious goal oriented aim of using the mobile and where the other group have a more explorative aim of using the mobile. So the users with higher explorative aim have been more positive to receive ads into their mobile (Bauer, H. H., et al 2005).

The consideration should be to identify user goals and what the relevant information to a user is, as well as identify the user group likely to use mobile as a marketing medium. If mobile advertising can provide consumers with relevant information that helps them to fulfill their needs it is likely that mobile advertisement will receive more acceptance as a marketing channel as well.

User innovativeness refers to the consumer's personality and how willing they are to explore new innovations on the market (Bauer, et al 2005). The consumers differ a lot in the level on innovativeness for a new upcoming good or service. Consumers with high level of innovativeness or innovators are expressed to be very open for new upcoming objects and ideas on the market as well as they tend to make constructive usage of them.

### Advertising Acceptance Drivers

In this section we identify advertising factors as an acceptance driver of mobile advertising. The explored value of advertising is stated to be one of the most critical factors in influencing the consumer attitude towards advertising. Aspects influencing the explored advertising value on mobile advertising are found to be the entertainment, informativeness, irritation, and credibility as well as the

relevancy, timeline and usefulness of the ad (Jingjun Xu, D. 2006).

Consumers have explored messages that are short and concise, funny, interactive, entertaining, relevant or with high variation level and customization to be value adding features. On the other hand irritating messages are explored offending, insulting, and overly manipulating by consumer. These qualities are therefore likely to have a negative effect on consumer explored value while the earlier mentioned qualities likely have a positive effect. (Carroll, A., et al 2007) Because the consumer explored value is influenced by the qualities mentioned above it is also considerable that these qualities have an impact on consumer attitudes towards the whole service as well. The explored value on the mobile ads can thus be considered to influence the consumer acceptance to mobile advertising as an advertisement channel (Barnes, S. J. 2002).

### Mobile Service Acceptance Drivers

Precision or time and location based service refers to the time on week or day, and where the consumer is located at the time the ad is received. Researchers have confirmed that consumer attitudes towards mobile advertising are influenced by the specific time and location on when the ad is received (De Reyck, B., & Degraeve, Z. 2003). The focus should therefore be to reach the consumers at this specific point, in order to receive positive consumer response and to maintain a positive consumer attitude towards the industry (Barnes, S. J. (2002). User permission is considered very important in the mobile advertising industry. This because of the spamming that is feared to have a negative influence on consumer attitudes towards the industry. (Barwise, P. & Strong, C. 2002) In fact user permission has been discovered to be the most important factor influencing consumer attitudes towards mobile advertising and therefore it is also essential for the industry to offer permission based services. Permission based marketing is an agreement between advertiser and receiver where the receiver decides when and how much information to receive. Permission based advertising facilitates one-to-one marketing by permitting customization and tailoring of content and user interface (Michael, & Salter, 2006) personalized advertisement channel (Lindgren, M., Jedbratt, J. & Svensson, E. 2002).

### Conceptual Framework

The research framework is a modification of models from previous research (Haghirian et al., 2005; Tsang et al., 2004) and provides the conceptual framework for this study.

Entertainment, informativeness, irritation, and credibility are the core attributes that determine attitudes toward traditional advertising. Attitudes are generally considered an individual's inclination to respond to specific situations (Chowdhury et al., 2006). Relative to advertisements, attitudes are individuals' dispositions toward specific objects or ideas, including

positive or negative reactions to commercial messages (Chakrabarty & Yelkur, 2005). As new advertising channels (e.g., mobile) emerge using different modalities (i.e., SMS, MMS), it is essential to understand the impact on attitudes toward advertising. Thus, it is important to determine how mobile marketing affects these core attributes that influence attitudes toward advertising. In addition, consumers' attitudes toward advertising also impact subsequent behavioural intention (Ajzen, 1991; Davis, Bagozzi, & Warshaw, 1989; Fishbein & Ajzen, 1975; Okazaki, 2007; Yang & Jolly, 2008).

### Entertainment

Perceived entertainment in advertising can be defined as an amusing and pleasant experience through the use of media (Okazaki, 2005a). Accordingly, entertaining advertising can be described as commercial messages that elicit consumers' positive feelings. In general, a personal feeling of enjoyment positively affects overall attitudes toward advertising (Shavitt, Lowrey, & Haefner, 1998).

In a similar vein, entertaining advertising messages impact consumers' attitudes toward mobile marketing (Tsang et al., 2004). Especially, in the case of m-commerce interactive advertising, researchers indicate that consumers' attention is easily captured by entertaining mobile marketing (Haghirian et al., 2005).

### Informativeness

Informativeness is an attribute of advertising that provides helpful information. A Gallop Organization study of human nature and behavior reported that consumers generally have positive attitudes toward informative advertising (Brackett & Carr, 2001), including advertisements in traditional mass media, such as television and magazines (Ducoffe, 1995). Informativeness in e-commerce can be defined as the degree of practical and supportive information offered by web providers, an attribute positively related to consumer attitudes toward web advertising (Okazaki, 2005a). In addition, the quality of information offered in companies' web-pages is a determinant of consumers' perceptions of companies and their products (Haghirian et al., 2005) and a predictor of consumers' perceived value of Internet (Ducoffe, 1996) and mobile marketing (Haghirian et al., 2005). In addition, perceived informativeness affects consumers' attitudes toward mobile marketing in general (Tsang et al., 2004).

### Irritation

Irritation in advertising can be defined as an advertisement that generates annoyance, discontent, and brief intolerance (Aaker & Bruzzone, 1985). Consumers describe advertising using complex, annoying, or offending techniques as irritating. Irritation results in negative attitudes toward advertising (Pelsmacker & Bergh, 1998) and brands

(Chakrabarty & Yelkur, 2005), and the level of negativism as a result of irritating advertising varies by brand.

Furthermore, advertising irritation is predictive of perceived value of Internet (Brackett & Carr, 2001) and mobile (Haghirian et al., 2005) advertising. Attitudes toward web advertising are negatively related to perceived irritation of web advertising (Chakrabarty & Yelkur, 2005).

### Credibility

Mackenzie and Lutz (1989) defined credibility in advertising as the degree to which consumers trust retailers' advertising claims about their brands. According to Chowdhury et al. (2006), credibility is consumers' confidence in the honesty and plausibility of the advertisement. In other words, as consumers perceive higher credibility, advertising value increases. Advertising value is defined as "a subjective evaluation of the relative worth or utility of advertising to consumers" (p.1). In the e-commerce area, credibility also is a direct predictor of attitudes toward internet advertising (Brackett & Carr, 2001). Credibility also plays an important role in mobile marketing. Haghirian et al. (2005) reported a positive relationship between credibility and consumers' perceived value of mobile marketing.

### Behavioural Intention

Intention refers to individuals' conscious plan to make an effort to engage in behavior (Malhotra & McCort, 2001) and measures the power of individuals' inclination to perform behavior (Yang & Jolly, 2008). Behavioral intention is widely accepted as the consequence of attitudes (Ajzen, 1991; Davis et al., 1989; Fishbein & Ajzen, 1975; Okazaki, 2007; Yang & Jolly, 2008).

### Modality Effects

Modality can affect advertising in important ways. Ryu et al. (2007) found that in a cluster of web site competitive banner advertisements of text only compared to pictorial messages had a more positive response. Modality also can impact consumer response to messages using mobile technology (Nasco & Bruner, 2008). Consumers are highly involved with weather information using only a single modality, such as text or audio. For advertising messages, however, recall was improved using streaming video with audio. Thus, there is a need to understand the effects of wireless information using a variety of modalities, such as text, audio, images, and streaming video, to name a few. Cheng et al. (2008) examined different consumer attitudes toward advertising in the contexts of Internet websites, e-mail, SMS, and MMS.

## III. METHODOLOGY

The arrangement and creation of a research methodology plays a very vital role in conducting a research, for a research to be efficient it is important that proper research

methodology is applied. The person conducting the research can only gather the data and interpret it efficiently if he has designed a dependable research methodology before the beginning of research. For this very reason the researcher has to think of the importance of a proper research methodology to carry out a research and deduce valid results. There is a huge cache of modes and approaches available to be selected by the person conducting the research while designing a methodology for a specific research. The researcher needs to evaluate and illustrate these modes so that he can select the most proper and applicable modes and techniques in relation to objectives of the research and anticipated nature of the data gathering and evaluation. The evaluation of different modes and systems must be done before the commencement of the research to avoid any problems related to the collection of data and its interpretation during the research. This enables the researcher to conduct the research more efficiently and in addition to that it also saves the time required to gather the data and evaluate it (Bergh and Ketchen 2008)

Unreliable research modes will not have a positive effect on the objectives and the research will not be able to deduce logical results. This indicates that assessment and scrutiny of different modes of data collection and analysis needs to be carried out precisely and properly. The researcher requires distinguishing of different modes of analysis but it is also important that he is aware of the advantages and limitations to structure an effective research methodology. The evaluation of pros and cons of a specific research technique is also carried out in the early stage of the research like structure and planning in order to select a particular method before the commencement of research (Raulin and Graziano 2006). The purpose of a research is to deduce results in an adequate and proper manner whether they are conducted for some business or academic purposes. The basic objectives can be fulfilled only when a researcher realize and regards the important role of a proper research methodology in a research (Blessing and Chakrabarti 2008).

The researcher will carry out the research in an ideal manner and it is expected that the data gathered for the purpose is of high quality. This standard will be used to evaluate the acceptance of mobile marketing by the customers of medium and small scale businesses. The sources that will be used to collect the data will be both primary and secondary and qualitative techniques of data evaluation will be applied to evaluate the data.

Survey questionnaires will be sent to the customers and managers of small and medium scale business to collect the primary data. The questionnaires will focus specially on small and medium scale enterprises which are implementing mobile marketing or have used it in the past. The questions will assist the researcher in analyzing the thoughts and prospects of users in relation to mobile marketing, modes of mobile marketing

and acceptance of mobile marketing on consumers of small and medium scale businesses. The secondary data will be gathered from many different sources for example books, internet, journals, company reports and articles. The results deduced in the research will be primarily based on the data collected from primary sources while the secondary data will be used to support the deductions made by the analysis of data from primary sources.

The information gathered from both the primary and secondary sources will be evaluated by applying modes of qualitative analysis because the nature of data collected is expected to be qualitative. Survey questionnaires will include a fraction of open ended and close ended questions which will assist the respondents to give descriptive answers and the answers will be evaluated implementing qualitative modes of analysis. Though the suggested research will be carried out in a standard manner by applying qualitative research methods, some mathematical tools like percentage and average will also be applied to evaluate the responses on closed end questions. These tools will only be used if the person conducting the research thinks that they will prove useful in deducing the required and effective results from the research.

#### **Overview of Qualitative and Quantitative Research Approaches**

The most popular research approaches used to make informed scientific decisions include qualitative and quantitative methods (Neuman, 2005; Polit & Beck, 2005). Differences between quantitative and qualitative research lie in their approach to identification of the research problems and reviews of the literature. The two approaches have different strategies in specifying the purpose, data collection, data analysis, reporting, and evaluating research (Burns & Grove, 2005; Hudacek, 2008, 124-129; Polit & Beck, 2005). In identifying a research problem, Creswell (2005) claimed that it is descriptive and explanatory for quantitative but exploratory for qualitative research.

Quantitative research uses scientific methods to investigate phenomena and address issues and problems. These methods utilize an objective manner that enhances the reliability of the information and reduces biases. Qualitative research answers questions and explores new knowledge in a natural environment. This approach attempts to understand all aspects of people's behaviors, attitudes, and experiences. To address the research questions, the qualitative approach depends on four main data collections strategies: participation, observation, interviews, and analysis.

Qualitative research explores a given phenomenon in order to provide further understanding and enhanced knowledge (Hudacek, 2008, 124-129). Qualitative research questions are generally broad and the numbers of subjects in the study can be small. In qualitative methods, the researcher depends on

the observations or experiences of the participants (Hudacek, 2008, 124-129). Creswell (2005) stated that numeric data and analysis through statistics formed the basis for quantitative research. Questions were more apt to be specific and involve large numbers of participants (Hudacek, 2008, 124-129). Statistics allowed the researcher to recognize trends and ultimately find ways to explain the relationships of the subjects to the element studied, or vice versa.

In summary, both the quantitative and the qualitative approach proved beneficial to explore and explain important issues within the different disciplines (Hudacek, 2008, 124-129). Both approaches offered important scientific knowledge that answered many questions and addressed multiple issues. Qualitative and quantitative approaches could be complementary to one another. Using both methods could produce stronger evidence to use within multiple fields, particularly within management. The next section discusses including both approaches; the mixed methods approach.

#### **Overview of the Mixed Method Research Approach**

A mixed method approach can work with different strategies (. Onwuegbuzie and Leech (2006, 474-498) stated that, when analyzing both quantitative and qualitative data within a mixed-method approach, researchers could use certain stages. Such strategies included data comparison, consolidation, and integration (Onwuegbuzie & Leech, 2006, 474-498). The strength of mixed method research is in its use of both induction, specifically discovery of patterns, and deduction, particularly theory and hypothesis testing (Onwuegbuzie & Leech, 2006, 474-498). Another advantage is the use of its abduction, which reveals and depends on the best set of explanations on the results. Researchers increasingly use mixed methods research because it provides a bridge between quantitative and qualitative methods through greater identification and clarification of the research variables (Onwuegbuzie & , 474-498, 2006).

#### **Benefits and Disadvantages of Mixed Method**

An exploratory mixed method approach includes important advantages that are within the context of the proposed study (Creswell, 2005; Polit & Beck, 2005). One benefit of using this approach is that both research stages facilitate implementing, describing, and dissemination of information. Another advantage to using this approach is that it develops and expands a particular phenomenon and provides further clarification of the qualitative information. This approach facilitates the recognition, acceptance, and approval of the research community that may be less familiar with naturalistic strategy.

Although this approach has important benefits, the time needed to accomplish both stages may take longer than using only one design. In the first phase, the researcher will collect, analyze, and interpret the data, and repeat the process for the

second phase. This is a disadvantage because researchers undertake an extensive process in building information from one phase to a subsequent stage (Creswell, 2005; Polit & Beck, 2005). Disadvantages will be taken into consideration and measures implemented for potential challenges. With the highest consideration on the quality of research, sample sizes for the two phases will not be too large to ensure timely completion of the proposed study.

#### **Research Method and Design Appropriateness**

In order to address the research problem and answer the research questions indicated in Chapter 1, a mixed method approach is the most appropriate for this study. The aim is to examine the acceptance of mobile marketing by customer of Small and Media Scale Enterprises. Data gathered will aid in developing a pilot questionnaire to understand the phenomenon.

The strategies used in mixed method approaches include explanatory, exploratory, transformative, or concurrent strategies (Kumar, 2007, 124-129). The study employs an exploratory mixed method. This perspective reflects the purpose of the study and the research questions, which are the driving forces behind all methodological choices (Creswell, 2005; Polit & Beck, 2005).

The study involved two research stages. A qualitative stage features face-to-face interviews, followed by a quantitative stage which employs a questionnaire. Interviewing offered a comprehensive picture on the topic being explored. This information formed the basis for the next stage and used to develop the questionnaire. The questionnaire will be paper based and will be administered by the researcher himself. This mixed method research approach is exploratory in nature, one conducted in two parts with priority given to the earlier stage (Creswell, 2005).

The mixed method exploratory approach is most appropriate to address the research questions and achieve the proposed study goals.

The main units of analysis were Small Scale Enterprises. Surveys and interviews with customers and marketing manager were the primary methods.

#### **Source of the Information**

For the purpose of the research the following resources were used as terms of reference: Primary Data was obtained through a structured questionnaire and interviews with the marketing managers of Small Scale Enterprises. The interviews aimed to collect data from managers about the management approach to in dealing with problems that arise as a result of cultural difference as well as investigating the staff opinion about the management approach via different

questionnaire. To ensure a reliability of the information, the researcher hopes to use a sample of 50 respondents.

### Sampling

10 Marketing managers of Small Scale Enterprises were interviewed to develop understanding about the Mobile Marketing by Customer of Small Scale Enterprises. From this data a questionnaire was developed to check the reliability and validity of the data obtained from the interviews. 50 respondents were provided the questionnaires to collect data.

### Data Analysis

#### Qualitative Data Analysis

The researcher analyzed the qualitative part of the study using content analysis. This type of analysis provided an image of the participants' perceptions, feelings, experiences, ideas, concerns, and attitudes (Cooper & Schindler, 2003). For the proposed study, the content analysis process involved a few steps. The researcher transcribed and carefully read the interviews for completeness. The researcher referred to the tapes of the interview in case of vagueness in words or statements and asks participants to clarify these issues. The researcher's exert increased efforts to clarify words and phrases during the interview.

#### Quantitative Data Analysis

Within research, there are different statistical processes for designing a study. Statistical analysis for example, gives meaning to the numbers collected within a particular study (Scanlan, 2001). The data collected was analyzed using the Microsoft Excel. The results are displayed in graphs.

### Access

The researcher had access to all the data required for the research from marketing managers of 10 Small Scale Enterprises; consent to carry out the research has been given by the marketing managers of Small Scale Enterprises. The methodology of using questionnaires, interviews was feasible. The researcher had free access to the marketing management team.

Qualitative and quantitative interviews and survey were carried out in order to get through understanding about the current organizational culture and its relation to the nation culture.

### Informed Consent

Informed consent is an important component of research and is an integral part of the research process (Burns & Grove, 2005; Creswell, 2005; Neuman, 2005; Polit & Beck; 2006). Researchers should educate their participants in order for them to make an informed decision regarding their participation in the research (Burns & Grove, 2005; Creswell, 2005; Neuman, 2005; Polit & Beck; 2006). Participants must provide informed consent freely and without force (Creswell,

2005; Neuman, 2005) and with clear comprehension of what participation entails (Burns & Grove, 2005).

For the proposed study, the researcher implemented practical steps to ensure that all participants are educated about the proposed study in order to make an informed decision. Participation was voluntary and individuals were given the right to choose not to participate or to withdraw from either phase of the proposed study at any time.

### Confidentiality

Confidentiality is an important component that requires focused attention within the research process (Burns & Grove, 2005; Creswell, 2005; Neuman, 2005). The researcher carefully considered confidentiality in the study for both the qualitative and the quantitative phase. The qualitative sample included a purposeful selection of samples based on their knowledge of the central phenomenon. The selection will ensure the confidentiality and privacy of the participants. Only the researcher will approach potential participants.

### Validity and Reliability

For a research to be accurate and credible, it is necessary to consider the factors like reliability and validity of the collected data. For this reason the researcher makes sure that the data gathered from sources is free from any inclination and has a minute chance to contain errors which may negatively affect the results in the later stages of the research. Various steps were taken to make the data collected from survey questionnaires. The first step taken to ensure the credibility of the questionnaire was a re-test. The survey questionnaire was distributed again after the responses have been collected from the first one. The formation of group was similar to that of the first one. To make sure that the questionnaire is authentic each question was designed so that it is completely independent of any other question and its position in the questionnaire does not influence responses to any other question. Moreover each person was provided with similar set of questions which further cements the authenticity of the data collected from the survey questionnaire (Cohen, Manion and Morrison 2000).

In the design of the research technique I considered the following points.

- **Internal Validity** – Increased by the use of many different sources, structured interviews and questionnaires (both closed and open end). The design of the questions will be on the basis of the theory extracted from the literature and pilot testing will be done to make sure that the questions are understood as intended.
- **External Validity** – Various cases are considered to evaluate if the results can be generalized for multiple organizations. There is no need to apply statistical evaluation of the data as the technique selected the practices and their efficiencies. The objective is to explain

the results and explore typical trends by comparing it with the literature.

- **Reliability** – Interviews designed with the questions extracted from the literature to evaluate cases in the same way. Surveys to support the interviews and collect views from a larger group. Questionnaires will be given out in a controlled fashion and at the same time and explanation to make sure that the participants understands research in the same way.

**Research Ethics**

The participants of the interviews and surveys will be provided description of the objectives, scope and anticipated results of the research. The kind of data required will be clearly stated along with the policy of confidentiality.

The research will be conducted in such a manner so as to ensure the confidentiality of the individuals and organizations participating in the research. The questionnaires will be anonymous and names of the organizations will not be included along with the anonymity of the interviewees. The questionnaires and interviews will be designed to only evaluate the social work practices and no information of product or individual will be required. The confidential information may be discussed in the interviews and questionnaires but they will not be discussed in such a manner so as to breach the confidentiality.

The research is conducted for the academic purpose and cannot be utilized by any other person or company for further research. In a similar manner it must be understood that the results deduced in this research will not be utilized in the decision making process.

The distribution of this research report is not allowed and can only be used for academic purposes. The report can be distributed after a proper approval from the instructor.

**Ethical Issues of Investigation**

As the data collected for the research is gathered from primary and secondary data so a number of constraints are involved in the current dissertation. The possible constraints of the research and modes involved in handling them are discussed below.

**Possible Constraints of the Dissertation**

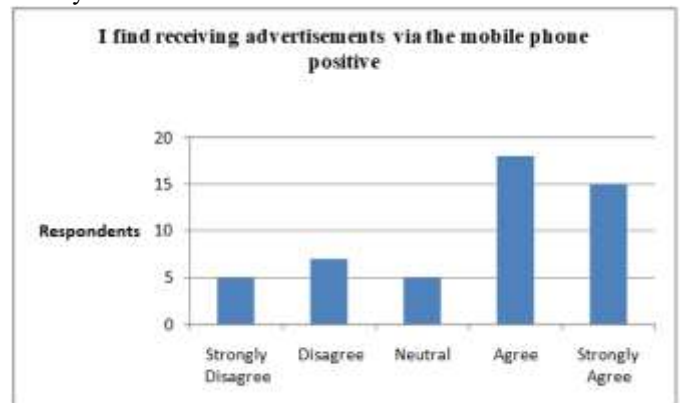
The possible constraints of the research are following but they are not restricted to it.

- The risk of including the name of person involved in the research.
- Information collected from supplementary sources can be used lacking proper recognition

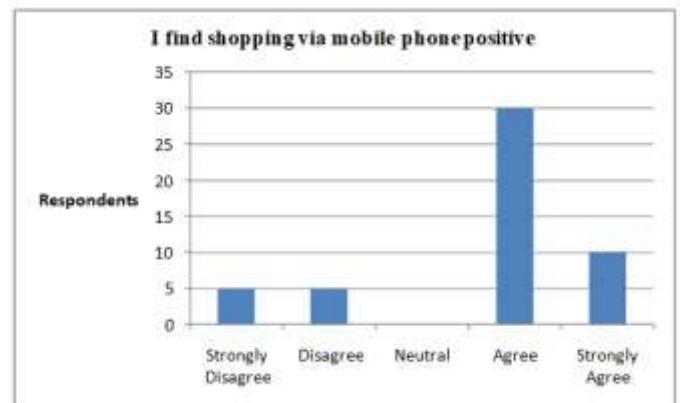
- Companies or individuals feeling threatened for their privacy by thorough investigation and questioning by the researcher.

**IV. DISCUSSION**

Survey Result

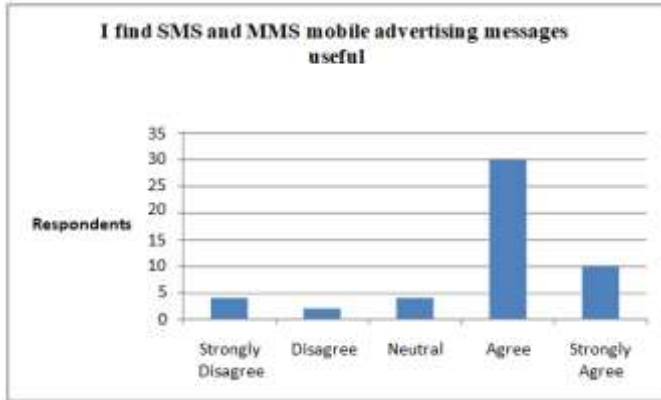


When the participants were asked if they find receiving advertisements via the mobile phone positive, 5 of the participants strongly disagreed to it. Furthermore, 8 out of 30 participants disagreed to it. 5 of the participants remained neutral about this statement. 10 strongly agreed and held provided positive response for mobile phone advertising. 25 of the participants agreed that they find it positive if they receive advertisements via mobile phones. 5 remained neutral about it. This shows that majority of the participants agreed and they held positive views about receiving advertisements via mobile phones.

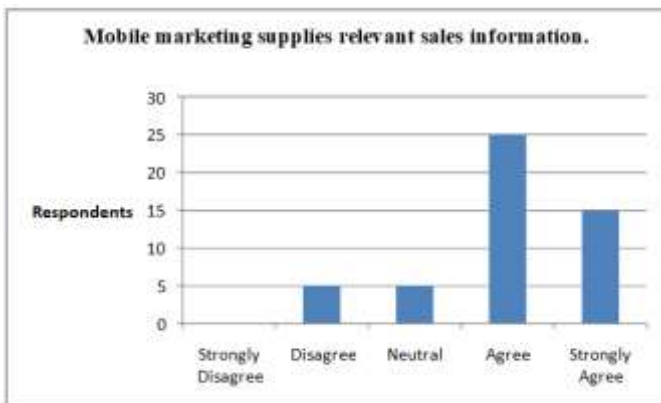


When the participants were asked if they find shopping via mobile phone positive 5 participants strongly disagreed to it. Furthermore, 10 out of 30 participants strongly agreed that they find shopping via mobile phone positive, while 5 disagreed to it. Ten participants strongly agreed that they are positive about shopping via mobile phone. 30 participants

strongly agreed to it. This creates a positive image of shopping via mobile phone.

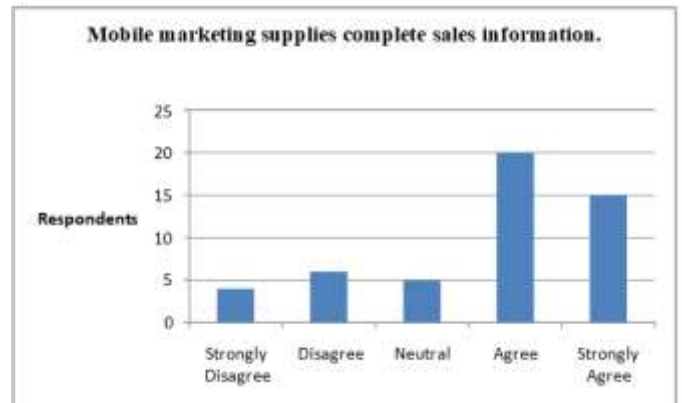


When the participants were asked whether they find sms and mms mobile advertising messages useful, 4 strongly disagreed. 10 of the participants strongly agreed that they find it useful when they receive sms and mms on mobile phone. 2 of them disagreed that they do not find it useful in receiving mobile advertising on sms and mms. 4 of them remained neutral. 30 agreed that they find it useful if they receive mobile advertising messages. This portrays the importance of mobile advertising and its effectiveness.

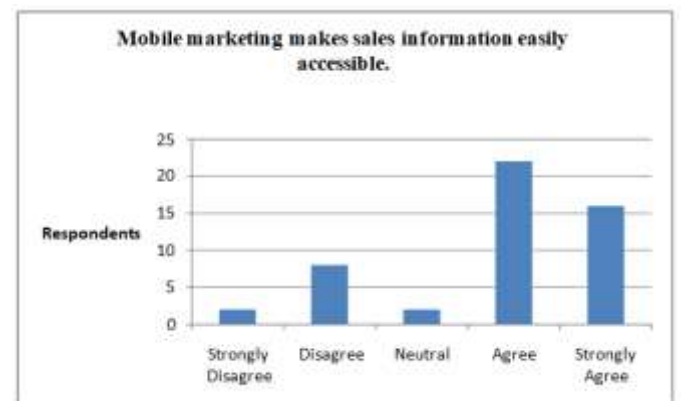


When the participants were asked if they think that mobile marketing supplies relevant sales information, 5 of them disagreed that it supplies irrelevant sales information. 15 of them strongly agreed that they think that mobile marketing supplies relevant sales information.

Furthermore, 5 out of 30 participants remained neutral about this statement. 25 of the participants agreed that mobile marketing supplies relevant information. This show that majority of the participants agreed that mobile marketing supplies relevant sales information.

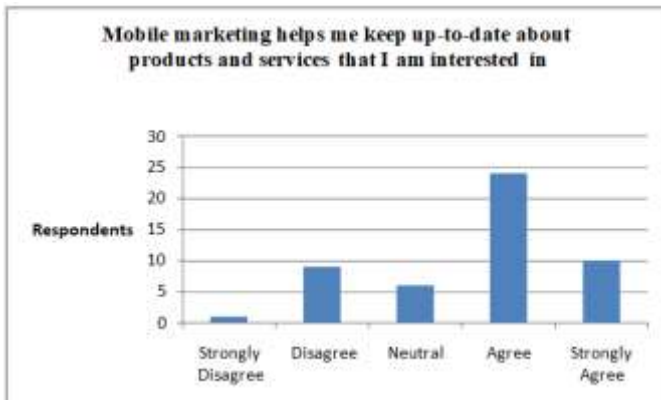


When the participants were asked if mobile marketing supplies complete sales information, 4 of them were of the view that mobile marketing supplies incomplete sales information. 5 of them remained neutral regarding this statement. 15 participants strongly agreed that mobile marketing complete sales information and they were satisfied with it. 20 participants agreed that complete sales information is provided by mobile marketing. This show that majority of the participants agreed that mobile marketing supplies complete sales information.



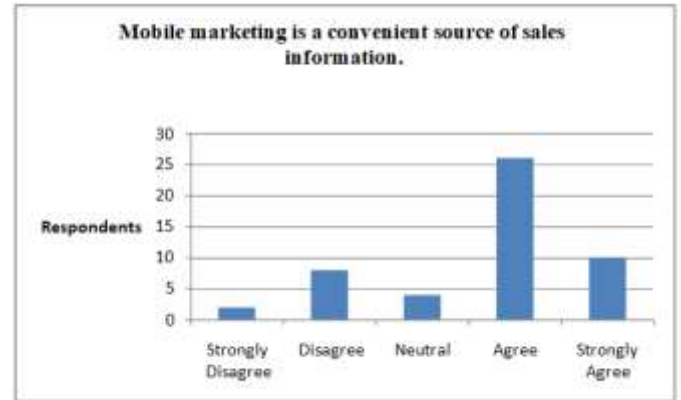
When the participants were asked if the sales information is easily accessible by mobile marketing, 8 out of 25 participants disagreed that the information is not easily accessible. 2 of the participants strongly disagreed that through mobile marketing no sales information is easily accessible.

Furthermore, 2 of them remained neutral regarding this statement. 16 of the participants strongly agreed that sales information is easily accessible by mobile marketing. 22 of the participants agreed that the sales information is easily accessible at one touch and it is a great benefit as it saves time. This shows that majority of the participants agree that sales information is easily accessible by mobile marketing.

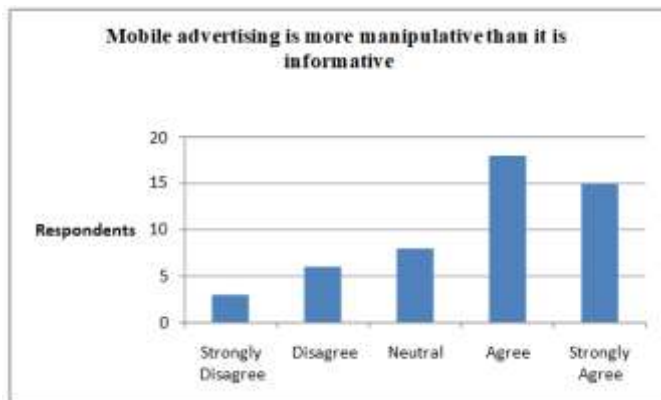


When the participants were asked if the information regarding the products is up-to-date, 9 of the participants disagreed that the information regarding the products is not up-to-date. 10 participants strongly agreed that the sales information is updated and the changes are observed by comparing the information of the sales information before and after. 6 of the participants remained neutral to this statement. 24 out of 30 participants agreed that the information is updated at regular basis.

This shows that majority of the participants agree that information regarding the products is up-to-date.

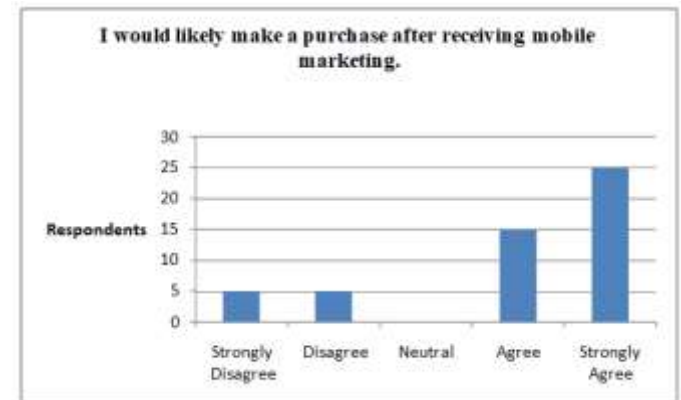


When the participants were asked if mobile marketing provides a convenient source of sales information, 8 out of 30 participants disagreed that it provides convenient source of information. Similarly, 2 of the participants strongly disagreed with this statement. Furthermore, 4 of the participants remained neutral with the statement. 10 of the participants strongly agreed to that mobile marketing provides a convenient source of information. 26 of the participants agree that mobile marketing is a convenient source of sales information as it is easily accessible. This shows that majority of the participants agree that mobile marketing provides a convenient source of sales information.



When the participants were asked if mobile advertising is more manipulative than informative, 6 participants disagreed that mobile marketing is manipulative than informative. 15 of them strongly agreed that mobile advertising is more manipulative than informative.

Furthermore, 8 participants remained neutral to this statement. 3 of the participants strongly disagreed. Similarly, 18 of the participants agreed that mobile advertising is more manipulative than informative. This shows that majority of the participants agree that mobile advertising is more manipulative than informative.



When the participants were asked if they would likely make a purchase after receiving mobile marketing, 5 out of 30 participants disagree that they would make a purchase after mobile marketing. Similarly, 5 of the participants strongly disagree with this statement. Furthermore, 0 participants remained neutral with this statement. 25 of the participants strongly agreed that they would likely make a purchase after receiving mobile marketing, as they believe that it is more convenient to use it. 15 participants agree that they would make a purchase after mobile marketing. This shows that majority of the participants agree that they would likely make a purchase after receiving mobile marketing.

### Analysis of Results

Mobile phone users' perception is an important area to investigate, especially in the initial stages of the use of these techniques. At the stem of reasoning behind participating in mobile advertisements are individual perceptions about the practice. Merisavo et al. (2007) conducted a study which contained five hypotheses all pertaining to different aspects of mobile advertising perceptions. These aspects included perceived utility, utilization of contextual information, perceived control, perceived sacrifice, and trust in privacy. Based on survey results, the two strongest drivers found for acceptance were perceived utility and utilization of contextual information. The researchers concluded that "mobile advertising should provide consumers with either useful information or a way to save time or money based on the consumer's situation, location, or personal profile" (p. 11). Perceived control was the only aspect that was rejected as a driver of acceptance. The researchers believed that due to permission-based laws for mobile devices, this aspect was not a concern.

Many researchers believe individual perceptions are thought to be considerable drivers behind the adoption or failure of a mobile advertising practice. Research by Ahonen, Kasper and Melkko (2004) focuses on this aspect and looks at how important the individual consumer's perceptions are for mobile advertising to succeed. They state that, "the mobile portal will need to select its advertising methods carefully. Choosing the wrong form of advertisement in order to gather short-term revenue can easily result in severe backlash in the 3G customers' behaviour" (p. 134). This study looked more specifically to the success of mobile advertisements in terms of return for the company advertising.

As was displayed in this review of literature, the platform for mobile phone advertising is vast. There are numerous techniques that can be applied with the advanced technology of the mobile phone; some are new while others were previously used with traditional advertising and Internet advertising. As the mobile phone in some societies has become a human-like extension of the body, it creates great opportunity for advertisers to reach their potential consumers. Due to the potential that this advertising platform has for advertisers, further research into consumer perceptions on the reception of these advertising messages will be beneficial. The literature examined in this chapter provided a foundation for the research project discussed in this paper.

This literature inspired not only the research project, but more specifically the questions which the research participants were asked. This study examined the determinants of consumers' attitudes toward mobile advertising and subsequent impact on behavior intentions in an context. In addition, the moderating effects of modality and culture on the determinants of attitudes toward mobile advertising were investigated. This

study confirmed that the determinants of attitudes (i.e., entertainment, informativeness, irritation, and credibility) toward mobile advertising significantly affect attitudes toward mobile advertising, and attitudes toward mobile advertising positively impact behavioral intention. While entertainment, informativeness, and credibility are positively related to attitudes toward mobile advertising, irritation is negatively related to mobile advertising.

These findings extend the literature and support results of other studies (Haghirian et al., 2005; Okazaki, 2005a; Tsang et al., 2004). These previous studies considered only SMS mobile advertising in a general context. This study contributes to the literature by demonstrating that the four determinants (entertainment, informativeness, irritation, and credibility) of attitudes toward mobile advertising and subsequent impact on behavioral intention is relative to the context considering both SMS and MMS mobile advertising. The findings also indicate that participant' attitudes toward mobile advertising positively affects behavioral intention. This finding implies that positive attitudes toward mobile advertising may, ultimately, result in increased sales revenue for retailers.

Results suggest practical implications for current and future practitioners. For example, retailers targeting consumers should create mobile advertising that is considered entertaining by this lucrative market. For instance, retailers targeting consumers should use music, images, and video. Given the space constraints of mobile advertising, retailers also will need to be creative in providing information desired by consumers. For example, retailers need to determine information priorities according to purpose of mobile advertising.

Promotional advertising, perhaps, would include only essential information such as sales dates, items, prices and discounts, and locations. retailers also should endeavour to minimize Gen Ys perceived irritation of mobile advertising to optimize effectiveness of these commercial messages. Since mobile devices are considered personal and intimate, consumers may feel irritation if mobile advertising is received without permission (Tsang et al., 2004).

To help ensure a positive response from consumers, it may be beneficial and cost effective for retailers to obtain permission prior to sending mobile advertising messages to consumers. retailers also should create credible mobile advertising, as perceived by consumers by avoiding subjective expressions such as 'very,' 'extremely,' and 'best,' (Cowley, 2006). This study also examined the moderating effects of SMS and MMS on consumers' perceptions of the advertising attributes of attitudes toward mobile advertising. The findings indicate that perceived entertainment is different between SMS and MMS mobile advertising, and that MMS more than SMS mobile advertising is described as more entertaining.

Unlike SMS mobile advertising, MMS mobile advertising can support video with images of merchandise, music, color, video, and audio in addition to text. These multimedia tools can affect multiple senses simultaneously and make advertising messages more entertaining (Bagui, 1998). MMS mobile advertising that employs strong visual cues is especially important for and closely aligned products. In fact, traditionally, image focused advertising is widely and successfully used for, especially in magazines and direct response media (Seitz, 1998). Transitioning highly visual advertising from magazines to mobile advertising may be effective for and related products. Thus, retailers may optimize consumers' response by utilizing MMS mobile advertising. Furthermore, consumers may share creative entertaining messages with family and friends, thus, expanding the reach of mobile advertising. No differences in SMS and MMS modality were identified for three determinants (i.e., informativeness, irritation, credibility) of attitude toward mobile advertising.

Considering informativeness, mobile devices have small screens, and mobile messages are constrained by limited characters and volume (Choi et al., 2008). Although MMS messages can convey more information, retailers often try to reduce the message size to reduce cost. In addition, consumers do not want to spend time scrolling down multiple screens to read mobile advertising messages, therefore, mobile advertising messages should be as brief as possible to be effective. There were no differences between SMS and MMS mobile advertising in terms of irritation. Perhaps, perceived irritation is due to reasons other than modality. For instance, Tsang et al. (2004) reported that repetitive mobile advertising messages and those received without prior permission were potential sources of high irritation. There also were no differences in SMS and MMS mobile advertising relative to credibility. Greer (2003) found that brand name is a critical cue to increase credibility in advertising. Because is a brand-oriented product category, consumers may perceive advertising from a brand for which they have an affinity as more credible. Thus, brand familiarity rather than modality differences may play a more critical role in perceived credibility. For example, consumers may trust mobile advertising from favourite brands regardless of whether the message is delivered with SMS or MMS. Thus, modality may not significantly influence consumers' perceived credibility. Entertainment is the strongest predictor of a positive influence on attitudes toward mobile advertising, and can affect subsequent behavioural intention. That is to say, entertaining MMS mobile advertising can increase efficiency of mobile advertising with direct influence on sales revenues. Therefore, the relatively higher costs of MMS compared to SMS may be cost effective. This study also investigated differences in U.K. and Korean consumers' perceptions of advertising attributes (i.e., entertainment, informativeness, irritation, and credibility), and findings indicated significant differences

between these two samples. U.K. consumers reported that mobile advertising is more entertaining than did Korean consumers. This result may come from differences of technological familiarity and experience receiving mobile advertising between two countries.

An important practical application of the mobile phone, which is essential for many of the advertising techniques to operate, is the use of Internet on the phone, also referred to as mobile Internet. Funk (2005) discusses how there are currently many limitations of mobile Internet, including network speeds, which can impede mobile advertising techniques. With the advancement of mobile Internet, mobile advertising practices will also have the potential to advance. One of the major advantages for the advertiser at this point in time is, "that firms can use the same URL for both PC-based and mobile phone-based Web sites" (Troutman & Timpson, 2008, p. 1). However, there are still many kinks to be worked out in the technical side of this regarding the ability to have content and text sizing and functionality to be consistent between both PC and mobile applications.

Wang (2007) reiterates an earlier point discussed above stating that "consumers must be contacted in ways that affect their media experience and lead them to a brand concept. Cross-media integration of advertising can create a specific set of contacts that affect media engagement and brand experience" (p. 35). For example, an Internet URL can be seen on display in a print ad. There are many combinations of cross-media advertising which numerous campaigns have previously used. The most current combinations include the use of a mobile phone within the mix. It is becoming ever more familiar to see television ads, Internet ads or print ads providing a number for consumers to text to in order to receive the product or follow up information. This is a clever use of a combination of the push information with the opt-in technique, as discussed above. The cross use of Internet and mobile advertising is one which has also gathered some attention as both platforms are interactive.

Korea is one of the foremost countries with regard to mobile technologies containing digital multimedia broadcasting (DMB) services (Kim & Jun, 2008). DMB provides high quality television programming including advertising at any time through mobile phones (Chan, 2006). Korean Gen Ys are the dominant age group using the DMB services (Kim & Jun, 2008) and are accustomed to this advanced mobile technology and advertising. This difference also may be due to the types of mobile advertising communicated to consumers in different countries. Although mobile advertising in the United States has great potential, proliferation of mobile advertising in Korea is currently higher than it is in the United States. The findings of this study support this fact specifically in the industry. Approximately 28% (n = 55) of U.K. participants had received mobile advertising compared to about 55% (n = 113)

of Korean participants. See Appendix C.1 and C.2. New technologies in and of themselves are entertaining, particularly for consumers. However, familiarity with the technology may diminish the entertainment value. In this study, U.K consumers more than their Korean counterparts described mobile advertising as informative. This result supports findings of previous studies (Hofstede & Hofstede, 2005; Park & Jun, 2003). Most mobile advertising consists of promotional messages that are clear and explicative (MMA Global, 2008). The U.K is an individualistic culture where consumers prefer messages that convey clear, concise information, while Korean consumers, a collectivist culture, prefer non-verbal information (Hofstede & Hofstede, 2005; Park & Jun, 2003).

U.K consumers perceived mobile advertising as less irritating than did their Korean counterparts. One possible explanation is the message preferences according to cultural differences between U.K and Korean participants. This difference in perception also may be due to different preference of messages sent to U.K and Korean consumers. Push type mobile advertising such as SMS and MMS basically causes irritation (Tsang et al., 2004), but if advertising messages are preferred contents, recipients may have more favorable responses to the advertising message. Also, Xu (2006) reported that consumers perceived less irritation toward mobile advertising that was described as entertaining and informative. Likewise, irritation was reduced when advertising was considered amusing (Aaker & Bruzzone, 1985). U.K more than Korean participants perceive mobile advertising as credible. U.K participants who prefer analytic and explicative messages may also perceive that the mobile advertising messages are credible, and factor analysis support this supposition.

One item, "mobile advertising supplies complete sales information" in the informative variable in Ducoffe's scale (1996) loaded on the Credibility factor, implying that participants in the study might consider informative mobile advertising as credible. Moreover, advertising messages familiar to recipients are perceived as more credible (Self, 1996). Taylor et al. (1997) indicated that U.K more than Korean television commercials used rational appeals due to the cultural preferences. Consequently, U.K consumers are more familiar with rational advertising such as mobile advertising used for promotional messages (MMA Global, 2008). Therefore, U.K more than Korean consumers may perceive mobile advertising as more credible. These results may offer valuable insights to retailers. Understanding the advertising preferences of consumers in these two focal markets, retailers may have localized their mobile advertising messages for either the U.K or Korean markets, which would evoke different responses from U.K and Korean consumers.

## V. CONCLUSION AND RECOMMENDATION

As this research took a qualitative look at consumer perceptions in order to gain initial understanding, the information learned from this study can be used as a foundation for a follow-up quantitative study. The results of this study are based on number of UK citizens. In order to be statistically representative of the UK population, it would be beneficial for a larger quantitative study to be performed. By using the results based on the select few in this study, survey questions can be formulated. For example, participants introduced mobile advertising methods which they preferred. A survey question that asks for participants' format preferences can be formed from the examples suggested by participants in this study.

Although this study looked at recommendations to make towards advertisers to improve their mobile advertising practices, these improvements were based on improving the consumers' perceptions towards the mobile advertisements. The consumers' perceptions about what makes an advertising campaign successful were investigated; however, this was only done to gain understanding of their overall perceptions towards the advertising practice. The aspect of whether or not these improved perceptions would actually influence the success rates of the mobile advertisements was not researched in this study. Some literature reviewed showcased how the consumers' perceptions of the mobile advertising affected the effectiveness of the advertising technique, such as the study by Merisavo et al. (2007). Further investigation into this area would be beneficial in order to reveal the role of consumer perceptions in the effectiveness of mobile phone advertising campaigns. The above recommendations of having advertisers make use of Bayesian Networks, improving communication between advertisers and mobile phone engineers, and discontinuing lack lustre text only ads are all based on findings from the UK mobile phone user and they are proposed for the UK mobile advertising industry. The UK mobile society is currently much more advanced than that of North America. The technological, economic and social components of UK society may differ from that of the North American society; however, some lessons learned from this research may be applicable for future research in the North American mobile phone advertising industry.

### **Growth in Mobile Society is Important for North American Researchers to Acknowledge.**

As was brought up in the discrepancies discussed about the QR code technology, until the technology itself is improved and the society is knowledgeable about it, advertising with that technology may not flourish. If UKese citizens are still looking forward to improvement in the technology before the advertising can improve, this is something the North American industry needs to be extremely aware of. Although there have been numerous technologically advanced mobile

advertising techniques brought forth, the advertisements should only be as advanced as the commonly used technology of the target market. Many of the techniques used in UK rely on 3G technology, as defined in the introduction. For example, the 3G technology allows for the running text and the QR code scanner. As these techniques rely on 3G, these techniques should not necessarily be considered in North America until 3G is the commonly used network level for the target market the ads are aimed at. However, the recommendation of having advertisers more learned in the mobile technology is just as applicable here.

As continuous universal monitoring occurs with mobile phone technology, privacy concerns were questioned in this research. Although this did not show to be problematic in UK society, it is an area of concern to consider in the North American industry. As the only two participants who expressed privacy concerns studied in North America, it leads the researcher to believe that it is possible that the North

American culture may have influenced their concerns. The study by Gow (2005) in the literature review, which revealed privacy issues, was also based on the North American industry.

Therefore, the researcher would recommend that privacy concerns be thoroughly investigated in research on mobile phone advertising in North America.

While the study provides useful theoretical and managerial contributions on understanding factors influencing consumers' responses to mobile advertising, there are some limitations when interpreting the results. More importantly, these limitations must be addressed and taken into consideration before constructing any generalizations. In terms of sampling method, the need to access a probability sample as opposed to a convenience sample would generate better results. That is, a probability sample will infer that the characteristics of the sample probably are the characteristics of the population. Although the sample size and response rate was in-tune with other studies of college students (Yang, 2007; Jun & Lee, 2007), the study proposes that future research uses a larger number of mobile users in order to generate less likely incorrect inferences as well as the use of additional methodologies such as telephone surveys or web-based surveys in an attempt to develop and expand student response rates. Although college students constitute a significant percentage of mobile phone users in the United States, they are not representatives of the general mobile user population (Jun & Lee, 2007). As to the scenarios tested to assess respondents' evaluation of norms, only three scenarios (e.g., during class, during a group meeting, and while driving in a busy street) were used. However, as suggested by some of the participants in this study, more scenarios should be added to better assess what student respondents feel in order to detect

their adoption behavior of mobile advertising. In some instances, respondents have suggested adding a scenario for campus shuttles.

This allowed the consumers perceptions to be compared with industry information in order to make recommendations that not only work towards satisfying consumer wants and needs, but are practical for members of the advertising industry. Limitations were encountered throughout the research, which the researcher acknowledges may have influenced the study.

However, the researcher took the steps necessary to work with the resources available to her to make adjustments based on the limitations found, as well as make future recommendations regarding limitations which could not be fully addressed within the constraints of this study. As the literature emphasized, the research in the area of mobile phone advertising is limited, due to its recent introduction in the field of advertising. This timely study contributes to the literature by providing grounded insight into the audience research component of this phenomenon. Particular facets of understanding gained from this study can then be explored in greater detail in additional advanced studies. The findings from this study also offer practical guidance about areas of this practice which require action in order to enhance the consumers' perceptions towards the overall practice of mobile phone advertising.

The study findings have implications for improving consumers' acceptance of mobile advertising. Past social norms studies have focused on examining the influence of social norm son behaviour (Berkowitz, 2006; Perkins & Berkowitz, 1986; Rimal et al., 2005) but have not examined the interaction of types of norms and behaviour. Furthermore, past social norms research has mainly focusing on intervening social undesirable behaviours (such as drinking, drug use, sexual behaviour) (Berkowitz, 2004, Perkins & Berkowitz, 1986, Prentice & Miller, 1996), but has not been extended to study adoption behaviour that can involve some social norm influence. In the case of mobile advertising, because the use and acceptance of mobile advertising are likely to be viewed as part of social norm formation and is influenced by existing social norms in society, it is important to understand the mechanisms behind consumers' responses to mobile advertising. Moreover, given the nature of the study, future research can determine whether mobile advertising should incorporate a strategy that addresses norms on campus. Misperceptions of close friends' behaviour are highly correlated with personal use (Berkowitz, 2004). This finding should lead into future research and development of social norms interventions at a campus level in order to study this relationship and to implement campaigns that positively affect attitudes towards mobile advertising to generate better responses. The study found that some possible application of social norms theory to improve consumers' responses to

mobile advertising by correcting misperceptions. Future research can lead into testing social norms theory using PU and PEOU as moderating variables in order to test how social norms theory predicts attitude towards mobile advertising directly.

The study employed college students from a U.K public university in the Southwest; future research should move into a cross-cultural study. This direction may shed light on the influence of cultural factors as well as interactions between social norms and cultural factors since the study did not take into account “ethnicity” as a demographic variable. Another direction can be a cross-cultural study to compare U.K and non-U.K mobile users, as well as expanding the study to cover generational differences in adoption behaviour. Furthermore, mobile advertising was defined broadly in this study, future research is needed to test consumers’ acceptance of mobile advertising using the different types of mobile advertising that exist (i.e., mobile games, MMS, ring tones, videos, etc.). For example, consumers may perceive receiving a fancy MMS mobile advertising to be more socially visible than traditional text-based SMS mobile advertising. So, examining types of mobile advertising will be necessary to examine the interactions between social norms and types of mobile advertising in order to better understand this critical issue. Nevertheless, the study opens a new channel of communication on multiple unexamined matters concerning the mobile advertising industry.

This study seeks to propose a theoretical model of which mobile advertising formats may influence the intention to watch movies and tests several parts of overall models.

However, this work was subject to some limitations. First, utilizing college students as participants in this study may be a concern that limits the generality of the results. However, undergraduate students are particularly appropriate for experiments because they comprise a homogeneous target market for electronic marketer. This study also recognizes that participants were exposed to several different types of stimuli in a field study as opposed to laboratory. This possibly yielded different results, because new modified model is not supported and not fitted with full hypotheses. Third, this experiment is not a real situation. Originally, the experiment should be designed that mobile advertising sends to participants directly on mobile situations. But in this experiment, each format of advertising was saved in each PDA. Thus, every time, participants clicked on screen to see advertising without any notice in PDAs. In addition, the movie "THE TEXI" was a French movie, not in English on the moving image format. Future studies should change to fit the correct language for participants.

The result of this study may assist theoretical and managerial contributions; it also describes an empirical investigation of

the effects of mobile advertising formats with emotional response and attitude. Managers can benefit from the knowledge of how different emotional advertising format responses ultimately affect intention to watch movies. This is especially important given the increasing use of emotional advertising in the mobile environment. In addition, advertising manager could know easily which format is more fit and available to each of different situation (e.g., Arousal -> Aad). In overall, the result from this study implies that moving images may not be as effective of an advertising tool as it was initially thought to be. Therefore, the success of generating mobile commerce revenues from advertisings presented in the mediated context may be dependent on other characteristics rather than the simple increase of associated content and bandwidth. Affecting consumers' intention of behaviours may not always be achieved by moving Images or text advertising formats. Rather, the integration of many different advertising formats that are related to each other can accomplish the greatest effect.

The researcher's passion for new media communication technology along with an interest in advertising, originally spiked her curiosity into mobile phone advertng. It is this curiosity which then inspired her to research this fairly recent phenomenon. The information provided in the introductory chapter showcased why the researcher was motivated to look specifically at the UKese market and why a qualitative audience research approach was taken. The literature reviewed in the second chapter further acquainted the researcher with the field of new media advertising and research on the specific practice of mobile phone advertising. With the understanding gained from the literature and the guidance of the grounded theory approach by Strauss and Corbin (1998), the researcher was able to build her methodological approach detailed in chapter three.

Following the steps built in the methodological approach, the researcher collected and analysed primary data in order to produce the findings thoroughly discussed in the fourth chapter. It was found that in UK's technologically advanced society, advertisers desired to reach consumers on their 3G mobile phones. However, use of these devices differed among demographic segmentations and consumers held unfavourable views towards the overload of irrelevant and dull incoming ads. As a result, three recommendations were made for the UKese mobile phone advertising industry. As previously stated, the first recommendation is for advertisers to make use of Bayesian Networks to create highly targeted ads. The second recommendation is to improve the channel of communication between advertisers and the engineers who design the mobile phone technologies. Lastly, it is recommended that advertisers discontinue the use of lacklustre text only ads and create innovative multi-media ads which are also user friendly for the common member of the target market. Throughout the research process, factors which

limited the diligence of the research were acknowledged by the researcher. These limitations will be further discussed in the following section.

### Recommendations

Based on the phenomena and the intervening conditions that the participants brought forth, three practical recommendations were developed for the UKese advertising industry. These recommendations are: (1) for advertisers to make use of Bayesian Networks to create highly targeted ads in order to keep the communication channel open between advertisers and consumers, yet not be annoying consumers by sending irrelevant messages; (2) to improve communication between advertisers and engineers of mobile phone technologies; and (3) to discontinue lacklustre text only ads and make use of the technology available to create innovative multi-media ads.

The first recommendation is based on the channel of communication between advertisers and consumers. As was revealed in the second category of the analysis under perceived reasons for and against mobile advertising, the participants did not have great privacy concerns, and liked receiving discounts and product information if it was pertinent. It was acceptable to retain a channel of communication between the advertisers and the consumers when benefiting the consumer. It was the continuous incoming messaging, especially when not revolved around their personal interests, which they expressed their annoyance with. Therefore, it would be recommended to put further research into building systems such as the Bayesian Network, as discussed in the literature and the previous analysis section. By building databases of consumer information and preferences the advertisers can work towards sending customized advertisements to their target markets. Understanding the bigger picture as to how different participants interact with their mobile phones will also create opportunity to adjust a campaign to their usage habits. Understanding that usage habits are just as important as consumer preferences was what made the McDonalds e-wallet coupon campaign successful in targeting students initially through the Internet.

The next recommendation is based on the channel of communication between advertisers and the mobile phone technology specialists such as the engineers and mobile service providers. This was brought about by the discrepancies with the QR code technology. If the consumer is attempting to interact with an advertisement that uses technology with a glitch or the technology itself is too advanced for the consumer, the consumer may become frustrated. Therefore, it would be recommended that the advertising team become more learned in the technology that they are wishing to use prior to creating a campaign. This may require more open communication between software

engineers and advertisers. Advertisers will benefit from attending more than a technology brief introducing mobile applications. If the advertiser better understands the technology and regularly uses it themselves they will be better able to manipulate the mobile applications to create campaigns that are user friendly for the common member of their target market.

The third recommendation is based on the actions suggested in the second recommendation. This recommendation comes from the participant insight into creative and attention-grabbing ads. The problem of advertising overload was introduced by the participants as a reason for poor perception towards the ads. However, it was clear from the personal communication data that the majority of participants welcomed creative ads that were user friendly, yet technologically advanced. Text-only ads seemed to influence perceptions negatively, while multi-media, entertaining or attention-grabbing ads influenced their perceptions in a positive manner. Therefore, it would be recommended that advertisers decrease their use of text-only or technologically basic ads on the mobile phone as the participants perceive them as annoying or adding to the advertising overload. However, as the second recommendation suggested, being too technologically advanced, or making poor use of the technology available, can be frustrating. Consequently further research into the technology by the advertiser is needed in order to assure that the ads are not only creative and technologically advanced, but also user friendly.

The advanced understanding gained about consumer perceptions towards mobile advertising led to the above recommendations to work towards improving these perceptions. The following outcomes are intended by making these recommendations: the production of highly targeted advertising campaigns, and user friendly and technologically advanced creative advertisements; which then should ultimately lead to improved consumer perceptions.

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