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Consumer Attitudes towards Mobile Marketing in South Africa

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Consumer Attitudes towards Mobile Marketing in South Africa

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A research report submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of

Master of Management in Strategic Marketing (MMSM)

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ABSTRACT

Consumer attitudes towards mobile marketing is a relatively new and unexplored phenomenon in South Africa. However, a dearth of research on consumer acceptance towards mobile marketing in South Africa exists. Although studies have been shown in countries such as Turkey, not much has been done in South Africa in relation to consumer attitudes towards mobile marketing. The purpose of this study was to explore how consumer attitudes, such as irritation, credibility and personalisation affect the consumers' purchase intent on mobile marketing. The demographics of the respondents consisted of more participating females which comprised 53% and 47% males, which indicates that the sample was generally gender balanced.

The research philosophy and research design of this study followed a positivism approach which was analysed through a quantitative method using Correlation and Regression Analysis.

An on-line questionnaire was sent out on Google Forms to 300 participants, of which 203 participants responded to the survey and the responses collected were exported to Microsoft Excel and then imported into a statistical package, namely IBM SPSS.

The research results showed that there is a significant relationship between the variables such as credibility, irritation and personalisation. This relationship leads to a positive decision-making pattern for a consumer's intention to purchase. Companies need to find more targeted and creative methods to better reach their consumers through mobile marketing efforts as part of their mobile marketing strategy.

Keywords: consumer attitude, mobile marketing, purchase intent, irritation, credibility, personalisation, mobile advertising, mobile sales promotion, mobile shopping

DECLARATION

I, **Colleen Payne**, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Management in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

Colleen Payne

Signed at ……

On the **31**…….. Day of ……**March**…… **2020**…...

DEDICATION AND ACKNOWLEDGEMENTS

I praise God, and thank the Almighty Author of my life, for giving me the blessing of being able to study through this programme. It is not because I am clever, but it is due to His favour upon my life.

I dedicate this thesis to my late mother, Jeanette Mkwananzi, my late uncle and mentor, Dr Edwin Mkwananzi, and my late father Collen Payne.

I'm thankful to my large support structure of very loving friends, colleagues and family, you are just too many to mention but thank you ALL for your prayers and cheering me on when I wanted to give up.

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Dr Yvonne Saini, my supervisor, for her wise counsel and patience with me during this journey, I thank you.

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CHAPTER 1: INTRODUCTION

This chapter introduces the main points of discussion found in this study relating to – the purpose of the study (Section 1.1), the context of the study (Section 1.2), the problem statement (Section 1.3), research questions (Section 1.4), research objectives (Section 1.5), the research gap and justification of the study (Section 1.6), the significance of the study (Section 1.7), delimitations (Section 1.8), definitions of terms (Section 1.9), assumptions (Section 1.10) and the report structure (Section 1.11).

1.1 THE PURPOSE OF THE STUDY

The purpose of the study is to investigate consumer attitudes towards mobile marketing in South Africa. The trends identified in the literature are that consumers are generally concerned with privacy, because mobile phones are deemed to be private and permission should be granted for mobile marketing activities to be directed to their mobile devices. Furthermore, personalisation, credibility and irritation were identified as some phenomena that could potentially affect consumer attitudes toward the subject.

Gupta (2013) suggests that consumers perceive the idea of tracking their behaviour on mobile devices as intrusive and an invasion of their privacy. Ünal, Ercis, and Keser (2011) highlight that one crucial reason consumers criticise advertising is, irritation. The Theory of Psychological Reactance says that people respond negatively when they feel that their freedom of choice is threatened, and firms have been seen to ignore the personal information of people by sending collective short messaging service (SMS) and multimedia messaging service (MMS). Building a good foundation of trust

for mobile marketing has to be a key objective for all firms because credibility has been found to be the basis of the consumer's trust, which can be achieved in various forms, such as, listing key features and communicating to the consumer in an honest way, as consumers decline receiving mobile advertisements, if they do not trust the advertiser. The above positive associations may assist in gaining trust among consumers (Salem, 2016). Xu (2006) adds that mobile advertising has become increasingly popular because of its distinctive features, like personalisation, that offer new thinking to advertisers or firms to serve effective and efficient promotions on various mobile marketing platforms. To remain ahead of the competition, real time personalisation would probably be required through the use of personalisation technology.

Extensive studies have been conducted pertaining to consumer acceptance of mobile marketing and not much focus has been made on consumer attitudes towards mobile marketing. Therefore, this study contributes to the academic body of knowledge from a South African perceptive, and may, in the long run, provide insight to firms in South Africa on how to better reach their targeted audiences and how to serve them more effectively through their mobile devices.

1.2 CONTEXT OF THE STUDY

According to Pescher, Reichhart, and Spann (2014), the relevance of traditional marketing tools is diminishing fast because consumers view advertising as irrelevant and overwhelming. Yet, mobile devices, such as cell phones, have made it easy for consumers to share information about products and services, making it quick to receive and share mobile advertisements in an instant. However, Smutkupt, Krairit, and Ba Khang (2012) argue that mobile marketing may cause annoyance to some consumers because they tend to react negatively to the advertised brand.

According to Barutcu, Yaldir, and Hasiloglu (2017), mobile marketing tools would be more successful if marketers considered the personal needs of consumers, if they sent relevant messages and applied personalised mobile marketing strategies to consumers. It would be much more effective if the targeted consumers are close to a purchase decision and then a personalised message is served to them. They are likely have a positive attitude on the personalised mobile marketing offers on products and services.

Mobile technology is one of the fastest growing marketing communication tools, with a range of mobile devices widely available across the globe. Due to the widespread reception of smartphones among consumers, mobile marketing has therefore become one of the key methods for brands in their advertising and promotional platforms (Rohm, Gao, Sultan, & Pagani, 2012).

1.3 PROBLEM STATEMENT

1.3.1 Main Problem

- To investigate consumer attitudes towards mobile marketing in South Africa.

This is as a result of the lack of research focusing on understanding consumer attitudes towards mobile marketing, as a whole. Studies on this matter have been extensively researched in Bangladesh and in Turkey, but very few in South Africa.

Barutçu (2007) recognised that mobile advertising, mobile promotion, mobile entertainment, mobile internet, and mobile shopping are by far the most important tools available, highlighting their uses, mobile advertising is number one on the list because it allows for push or pull modes of advertising once consumers give their permission to marketers. The growth of mobile shopping has allowed consumers to shop at any

given time or place with just a click of a button. Mobile internet allows consumers to have the convenience of being able to access various websites via their mobile phones without requiring to be behind a computer. Mobile coupons have an advantage of sending discounts by bar codes to facilitate easy purchasing for clients.

1.3.2 Sub-problems

- The first sub-problem is to investigate what variables influence consumer attitudes towards mobile marketing.
- The second-sub problem is to investigate if these variables affect consumer purchase intent.

1.4 RESEARCH QUESTIONS

Based on the problems highlighted above by the researcher, the following are the research questions:

1. What are the attitudes of consumers towards mobile marketing in general in South Africa?
2. Do variables such as credibility, irritation, personalisation and purchase intent affect consumer attitudes towards mobile marketing?
3. Do the above-mentioned variables therefore affect purchase intent of consumers?

1.5 RESEARCH OBJECTIVES

This study aims to achieve the following theoretical and empirical research objectives:

1.5.1 Theoretical Objectives

1. To review literature on consumer attitudes

2. To review literature on mobile marketing
3. To review literature on credibility and the effects on mobile marketing
4. To review literature on irritation and the effects on mobile marketing
5. To review literature on personalisation and the effects on mobile marketing
6. To review literature on purchase intent

1.5.2 Empirical Objectives

1. To investigate consumer attitudes towards mobile marketing from a South African perspective
2. To investigate the relationship between credibility and mobile marketing
3. To investigate the relationship between irritation and mobile marketing
4. To investigate the relationship between personalisation and mobile marketing
5. To investigate if purchase intent is influenced by the above variables which therefore affects mobile marketing

1.6 RESEARCH GAP AND JUSTIFICATION

A closer look at the literature review shows that there is not much research in South Africa with regard to consumer attitudes towards mobile marketing but there are several studies on the acceptance of mobile marketing versus attitudes. Therefore, the research intends to look at attitudes more closely.

1.7 SIGNIFICANCE OF THE STUDY

The contribution to the study is to investigate and evaluate the consumer attitudes towards mobile marketing from a South African perspective and to understand what factors influence the attitudes towards mobile marketing.

Ashraf and Kamal (2010) stated that mobile marketing can be used for many purposes like building brands, scouting for customers, advertising, and product features, as such mobile advertising requires consumers' permission, and thus entertainment and incentives are important variables to identifying the mobile advertising attitudes of consumers. Varnali and Toker (2010) found that the acceptance of mobile marketing tools is based on mobile advertising and suggested that one of the biggest drivers of attitude is the entertainment feature.

1.8 DELIMITATIONS

The study is delimited to:

- The mobile marketing tools explored in this study are limited to mobile marketing, mobile advertising, mobile shopping, and mobile sales promotion.
- The study also focuses on the attitudes to positive and negative attitudes of consumers.
- The study looks at variables such as credibility, irritation, personalisation, purchase intent.
- The study focuses on consumers in South Africa only.

1.9 DEFINITION OF TERMS:

1.9.1 Attitude

Vogel and Wanke (2016, p. 392) define an attitude as an evaluation of an object of thought. “Attitude objects comprise anything a person may hold in mind, ranging from the mundane to the abstract, including things, people, groups, and ideas”.

1.9.2 Mobile Marketing

Yadav, Joshi, and Rahman (2015) define “Mobile marketing as any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device”.

1.9.3 Mobile Advertising

Mobile advertising is defined as the communication of advertising information via a mobile device. It involves the transmission of messages relating to products and services for promotional purposes through various mobile devices and platforms. It is also defined as the presentation of a product, service or ideas with targeted, personalised information to the target group through mobile communication tools (Ünal et al., 2011).

1.9.4 Mobile Shopping

Mobile shopping is the purchasing of goods or services through internet-enabled mobile phones or over wireless telecommunication networks, it differs to online shopping as the characteristics are founded on ubiquity, flexibility, personalisation, convenience and mobility. The advantages are that consumers can shop on the go as they have the convenience of their mobile devices wherever they are, saving them time and money with no need to go to a physical store for shopping (Wong et al., 2012).

1.10 ASSUMPTIONS

- Respondents answered the questionnaire honestly and were willing to participate in the study
- Respondents had access to surf the internet on iPad/tablet, mobile phone/cell phone or laptop/computer
- Respondents were mobile savvy
- Respondents enjoyed using mobile devices
- Respondents used one or more social media platforms, such as LinkedIn, WhatsApp, Facebook, Snapchat, Instagram and Twitter
- Respondents enjoyed mobile marketing activities, such as mobile shopping, mobile sales promotion and mobile advertising.

1.11 REPORT STRUCTURE

Chapter 1 discusses the main points of discussion found in this study relating to – the purpose of the study (Section 1.1), the context of the study (Section 1.2), the problem statement (Section 1.3), research questions (Section 1.4), research objectives (Section 1.5), the research gap and justification of the study (Section 1.6), the significance of the study (Section 1.7), delimitations (Section 1.8), definitions of terms (Section 1.9), assumptions (Section 1.10) and the report structure (Section 1.11).

Chapter 2: Literature review - is a review of the theoretical concepts and research variables used in the study. The conceptualisation of the research model is also included in this chapter.

Chapter 3: Methodology - outlines the procedure by which the research was conducted, in terms of the paradigmatic orientation and strategy of the research (3.1),

research design (3.2), population and sample (3.3), research instrument (3.4), data collection (3.5) and pilot research procedures (3.6), data analysis and interpretation process (3.7), as well as checks to provide assurance of the validity and reliability of the instruments to test the hypotheses (3.8).

Chapter 4 contains the presentation and description of the research findings and data analysis of the results. Following from this, Chapter 5 includes the interpretation and discussion of the results, particularly in relation to the literature reviewed.

Finally, Chapter 6 contains the conclusions drawn from the research findings. In addition, recommendations (in terms of theoretical and practical implications) as well as the limitations of the study and suggested areas for future research, are offered in this chapter.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

Baltes (2015) points out that the age of digitalisation, has seen a growth of digital marketing's prominence each year and this has become a part of the marketing strategies adapted by organisations. The major fluctuation experienced by traditional marketing was established by the rise of digital marketing which mandated a paradigm shift of marketing strategies in companies that needed to continue being competitive in the digital era.

Saleh and Mashhour (2014) highlight that Mobile commerce (M-commerce), though complex in an uncertain environment, is influencing businesses and consumer engagement globally. In mobile commerce, mobile marketing is increasingly dominating and attractive to marketing for various reasons, for instance, consumers carry mobile devices every day, all over the place, are always on (Lu & Cheng, 2004).

Barutcu (2008) states that the growth in information and communication technologies are not only offering new marketing channels to companies but also significantly influencing the methods companies use to conduct their businesses and marketing activities.

Information technology affects everything in our business and personal lives in the 21st century. It has shaped commerce and the methods by which companies build their marketing strategies. To offer new marketing channels to engage with customers is vital in increasing sales for a firm. Hence, the successful use of information technology to connect marketing applications is crucial. One of the advances in information technology is wireless mobile communication technology that makes "anytime-to-anyplace" communication possible, which allows for increased mobility

and extended services, even in remote areas. As a result of this wireless communication system, mobile phone users can access their e-mails, search, order and buy products and services from anywhere without computers (Aungst & Wilson, 2005).

Miryala (2015) stated that other than the Internet and personal computers, the mobile phone is important to marketers because it is extremely popular and offers people the opportunity of mobility at an instant. Through the introduction of data services, Short Message Services (SMS), Multimedia Message Service (MMS), Mobile Internet, etc the mobile phone is fast becoming a practical commercial marketing channel.

Barutcu (2008) suggest that regardless of the fact that companies invest heavily in mobile marketing, the nature and implications of this channel are still under-investigated, especially the attitude of consumers towards mobile marketing. Hence, studies need to be performed to gain insights into how to use it effectively (Bauer, Reichardt, Barnes, & Neumann, 2005), bearing in mind that consumers' attitudes differ, depending on how they grasp the channel.

At this time, mobile marketing implementation and acceptance is on the rise, nevertheless marketers have little ability to consistently generate profits without a clear understanding of the elements that are driving consumer attitude (Wasmer & Bruner, 1991).

The aim of this study is to investigate consumer attitudes **(irritation, credibility and personalisation**) towards mobile marketing; therefore, the focus is on the mobile marketing concept which includes an explanation and analysis of the four building blocks but is not limited to this: **mobile marketing**, **mobile advertising, mobile shopping and mobile sales promotion**.

The results of the survey conducted on **203** mobile phone users to determine consumers' attitudes towards mobile marketing is provided.

2.2 THEORETICAL FRAMEWORK: CONSUMER BEHAVIOUR THEORIES

The drivers supporting the rise of mobile marketing are in summary: proliferation of mobile devices; convergence of mobile telecommunication networks and Internet; transition to 3G (Third Generation Mobile System) and the rise of a broad set for highly personalised location applications and services (Sadeh, 2003). As a result, mobile marketing has grown over the years and continues to transform marketplaces by introducing new ideas while offering benefits to customers.

Consumer attitudes continue to mature towards mobile marketing because of different mobile marketing experiences, according to the mobile marketing consumers interact with. Consumer attitudes are important in selecting products, brands or ideas (Kassarjian, 2012). Models have been created and provide structure for marketers to manage their customers, more efficiently by reaching their intended target market (Engel, 2010).

Consumer attitudes are engraved in the Model of Consumer Attitude described by Leon, Leslie, and Wisenblit (2010).The research adopted and refined the model to depict an all-inclusive process and interrelationships that are essential and complex modules of consumer attitude. The model comprises three main phases: **input, process** and **output** which are further described below:

Input comprises external influences that affect consumer attitude, mainly marketing activities of a firm (promotion and price) and non-marketing influences from a socio-cultural setting (culture, family, social class, etc.) (Leon et al., 2010).

A consumer attitude is summarised in the process stage of the model. It is a three-fold process: need recognition, pre-purchase search and evaluation of alternatives. In this stage are internal consumer factors, like psychological factors (including attitudes, personality, motivations, etc.), which have a substantial effect in developing consumer attitude (Engel, 1995).

The output stage of the model focuses on the two activities consumers take after they develop an attitude: the purchase itself (i.e. trial, repeat or long-term commitment) and the post-purchase evaluation compared to contrast to their expectations (i.e. feelings of neutrality, satisfaction or dissatisfaction) (Leon et al., 2010).

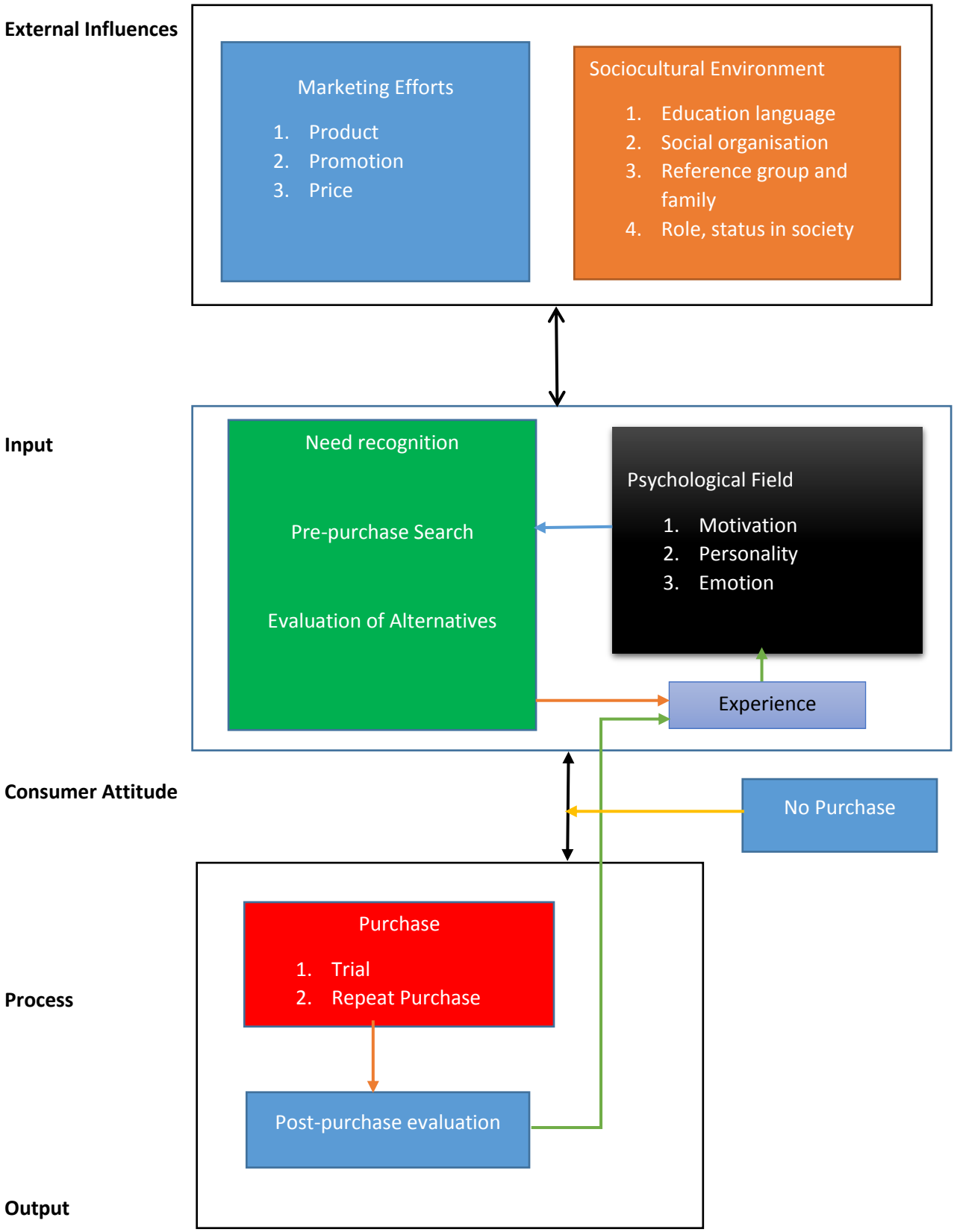

Figure 1: Model of Consumer Decision Making (Schiffman et al., 2010)

2.2.1 Summarised Model in Relation to the Study

2.2.1.1 External Influences (Input)

- **Socio-cultural Environment**

When designing and executing a company's mobile marketing strategy, social and cultural factors are important to consider; they are frequently related but are very different factors and have different effects on customer and buyer attitudes. Customs, lifestyles and values which define a society are socio-cultural factors. Cultural issues in particular include aesthetics, education, language, law and politics, religion, social institutions, culture of technology and materials, beliefs and attitudes. Social factors include communities of reference, family, position and status within society. The possessions we purchase are influenced by our background or culture. Different emphasis is given by different cultures for the buying, use, and disposing of products. Therefore, in consumer attitudes, culture plays a very important role.

- **Education and Language**

The average educational level within a society influences consumers 'preferences and sophistication. For instance, in a community where a high percentage of potential customers have some type of post-secondary education, business owners may use more information and explanations when advertising and promoting products. The community's spoken language is a key factor in product labelling and advertising.

- **Social Organisation**

Social organisation as part of culture is the manner in which a society organises itself, how it views kinship, the status structure, social structures and interest groups. For instance, women's position in a society, whether they are the shopping decision-

makers, is a key marketing factor. A company's marketing can be effective by focusing its advertising strategy on women or mothers, a particular interest group or a leader who has the greatest community influence.

- **Reference Group and Family**

A group is a collection of individuals who share some consumer relationship, attitudes and have the same interest. Such groups are prevalent in societies and could be crucial where interaction takes place frequently and consists of family groups. These groups have a lot of interaction amongst themselves and are well-knit. Secondary groups are a collection of individuals where the relationship is more formal and less personal in nature.

Family is a common reference group, which may play a major role in shaping the individual's consumer attitude. Spouses, children or grandparents have different desires and needs. Being aware and identifying in a community the main reference groups, individuals or family structures and building campaigns on them will help companies achieve their goals.

- **Role and Status in Society**

A person's role in society and social status affects their attitude. Each person plays a dual role in society, depending on the group to which they belong to. Each individual digests information received in different ways and evaluates the products in their own personal way. This is irrespective of the influence of the family, social class, cultural heritage, etc. Their own personality ultimately influences their attitude. They can have personal reasons for like, dislike, price, convenience or status. Some individuals may lay greater emphasis on price, others on quality, and yet others on status, symbol, convenience of the product, etc. Personal influences go a long way in the purchase of

a product. An individual working as president at a reputable firm is also a wife and mother. The social status is also a relevant factor; an individual from an upper-middle class would spend on luxurious goods, while an individual from a lower income group would buy items required for basic needs. Knowing the income information of the potential customers gives business owners a competitive advantage, allowing for more information about customer habits and how to implement successful marketing strategies.

2.2.1.2 Psychological Field (Process)

Motivation

Motivation, personality and emotion are all factors that influence consumer attitudes and marketing strategies. These three elements are critical to remember for a deeper understanding of customer purchasing behaviours. One may define motivation as a "energising force" (Hawkins & Mothersbaugh, 2010) that stimulates certain behaviours and which deliver purpose and direction to these behaviours.

It is seen, in other words, as the processes that contribute to some behaviours. It can answer the question "Why" consumers are participated in a specific way. Personality, on the other hand, reflects the behavioural traits shown by individuals across a range of different situations. This can benefit marketers in a way that it addresses the issue of "what" customers want to participate in order to be satisfied. Finally, emotions are regarded as intense, uncontrollable feelings which influence behaviour.

These ideas are interrelated, and difficult to distinguish. One question psychologists have been debating for hundreds of years is "What motivates human beings?" There are multiple perspectives from which to answer this question and many different theories which help to explain why consumers are motivated to purchase products

and services. Motivation is the driving force of behaviour, it is said that it has three characteristics: Direction, Effort and Persistence (Arnold, Silvester, Cooper, Robertson, & Patterson, 2005). Direction represents what a person wants to achieve, Effort is the amount of work that a person puts into a job to achieve their goal and Persistence is the amount of time they are willing to spend to achieve their goal.

Figure 2: Motivation Process (Adapted from Engel et al. 1995)

This simple example demonstrates the mechanisms of motivation, and how needs can contribute to an action or behaviour. Needs and motives influence the understanding of consumer's perception of what is significant and can affect their feelings and emotions.

Over the years several psychologists have developed different motivation theories. Some have common theoretical roots, but others are incomparable. Maslow's Hierarchy of Needs and McGuire's Psychological Motives are two approaches that offer valuable insights into consumer behaviour. The Hierarchy of Needs by Maslow is a macro-theory that explores how human needs can be the underlying market driver (Jansson-Boyd, 2010).

It is based upon four principles. According to Alder (1977), "The first principle is that all humans acquire the same set of motives through genetic marking and social interaction". The Second is that "some motives are more critical than others".

Thirdly, “The basic motives need to be satisfied before other motives are activated” and finally “when the basic motives are satisfied even more advanced motives can take place” (Adler, 1970).

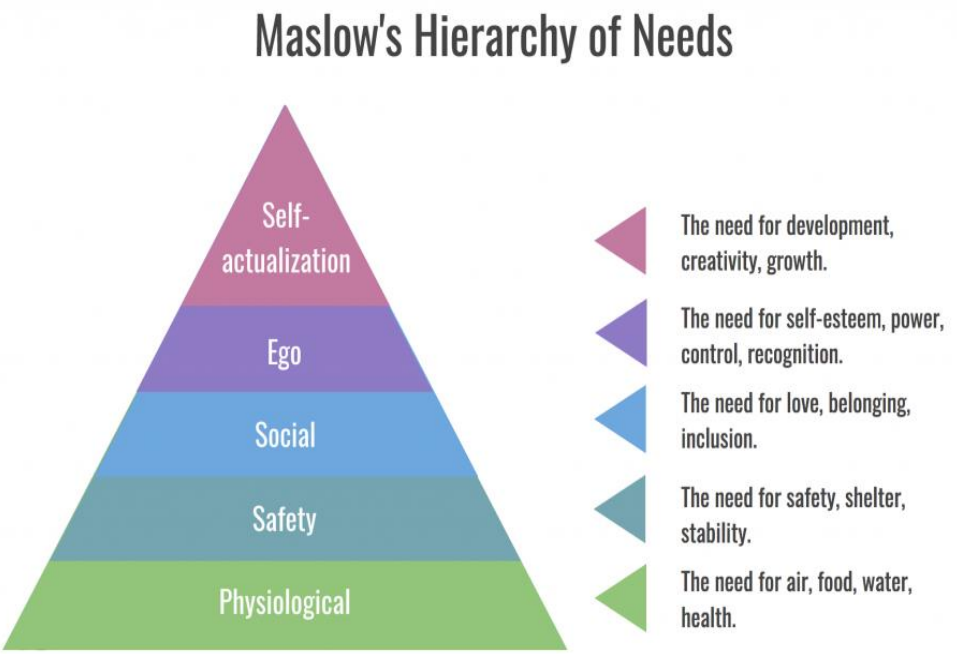

Figure 3: Maslow’s Hierarchy of Needs (Adapted from Maslow, 1970)

Figure 3 shows the hierarchy briefly and explains each level to the more advanced psychological needs, from the most basic physiological needs.

Physiological needs cover the essential needs of a human being to live-the need for food, water, sleep and physiological factors.

Safety needs includes physical protection, security, stability and familiar surroundings. This is targeted toward feeling satisfied and safe in an environment

Social needs are categorised as an associated psychological necessity, expressed in the desire for affection, friendship and acceptance in society.

Esteem needs are closely linked to this level as they illustrate the status and self-respect, these criteria contribute to the feelings of accomplishment and success of a person

Self-actualisation includes the desire for self-fulfilment of a person and seeking to reach their full potential.

Consumer decisions are sometimes driven by the desire for self-actualisation and can be used to explain the motives for buying certain products (Csikszentmihalyi, 2000).

Personality

A consumer's temperament determines the actions of an individual to achieve his or her goals in various circumstances. Analysts may find personality as a predictor to help forecast the impact of individual characteristics on purchasing and customer behaviour (Engel, Blackwell, & Miniard, 1995). These variants allow marketers to have a clear view of the characteristics consumers possess, which are behavioural determinants.

This is a difficult task to accomplish, because each individual is different, and in order for marketers to be successful they need to create advertisements that have a clear appeal to consumers that encourages them to think, “What product fits in well with my values, personality and lifestyle” (Engel et al., 1995).

A further theory that focuses mainly on only one aspect of the personality of a consumer is called the Single Trait approach. It is used to define a limited part of consumer behaviour, particularly behaviours related to consumption. Characteristics of personality are closely linked to motivation and can affect such behaviours.

There are three traits that are categorised as “needs” which are connected to consumer behaviour that are called, “Consumer Ethnocentrism, need for Cognition and need for Uniqueness” (Hawkins & Mothersbaugh, 2010). Consumer Ethnocentrism represents the tendency of a person to establish a distorted perception of purchasing foreign goods. This can happen in consumers who are sceptical towards other cultural products and are less open-minded. Need for Cognition explains the level of involvement and the thought consumers enjoy in various conditions (Hawkins & Mothersbaugh, 2010). Individuals with a high desire to Cognition tend to enjoy processing information that is verbal rather than visual. Cognition research has shown that women have higher rates of cognition need than men, which is important for media targeting (Hawkins & Mothersbaugh, 2010); moving on to "Need for Uniqueness," describes individual differences in the desire to be unique from others. For some individuals, the uniqueness of the product is what draws their interest to the product, whether it is trendy, of good quality or pricey. (Leon et al., 2010).

Emotion

Emotions are described as strong, uncontrollable feelings that have an effect on behaviour (Leon et al., 2010). Emotions are linked to motivation and personality, making emotions highly individual. If consumer needs are not met, it may lead to negative attitudes, negative emotions, anger or dissatisfaction, but if consumer needs are met, it can lead to positive emotions, such as satisfaction, enthusiasm and contentment. It may be a simple perception, yet it is often overlooked in advertisements that are poorly designed.

Consumers who may be deemed more emotional than others are impacted by an increased level of effect intensity. It applies to possessing stronger emotions that

affect the consumer in order to be swayed by a marketing message. The common elements involved in emotional experiences include, emotions stimulated by the environment, physiological changes, such as pupil dilation, and cognitive thinking, which is the ability to think rationally. (Hawkins & Mothersbaugh, 2010). Behaviour is another aspect that is related to emotion. Behaviour differs widely across people, and there are specific behaviours linked to various emotions. These include: “avoidance of responses, anxiety triggers, rage triggers, and grief triggers (Engel, 2010). The final element of emotion is "subjective feelings," which are the labels that we apply to common emotions, such as joy, sorrow, anger, and so on. A particular "emotion" is seen as an apparent feeling, and "affect" is seen as an element of satisfaction or dissatisfaction.

2.2.1.3 Purchase / No Purchase (Output)

The last stage in the model which requires the consumer to make a decision is based on either a negative or positive attitude towards mobile marketing.

Purchase

According to Seymour (1977), a positive attitude leads consumers to react positively to mobile marketing by buying a trial version of the product of choice. Satisfaction in the trial results, prompt the consumer to engage in repeated purchase of the product or service. Therefore, the trial stage in mobile marketing allows the consumer to manage fears and doubts of products and services offered through mobile marketing.

2.3 CLARIFICATION OF TERMS

2.3.1 Attitude

Bartikowski and Walsh (2015) define attitude as a predisposition or a tendency to respond positively or negatively towards a certain idea, object, person or situation. Furthermore, the scholars explained that attitude influences an individual's choice of action and responses to challenges, incentives and rewards (together called stimuli). Aruna et al. (2016) defined attitude as a manner of thinking, feeling or behaviour that reflects a state of mind or disposition, alluding to an individual's perception of something or behaviour toward it, in a state of evaluation. However, Luttrell, Petty, and Briñol (2016) view attitude as an individual's position and feeling about a person or an object.

Hagenaars (2014) defines perception as "A manner in which something is viewed, implied or construed. A viewpoint or position on the way one reflects on or understands a subject, someone, concept or something."

Various research regarding attitude and perception found that Aruna et al. (2016) defines perception as how one sees things. It could be objective or subjective.

Allport (1935) defined an attitude as "A mental state of readiness, organised through experience, exerting a directive or dynamic influence on the individual's response to objects and situations are related".

Perception leads to attitude, which affects behaviour and which in turn, creates a positive or negative approach (Aruna et al., 2016). Therefore, if one perceives mobile marketing as beneficial, naturally one's attitude will be more positive, and behaviour will be mobile marketing motivated.

2.3.2 Influencing attitudes

2.3.2.1 Attitude Components

Attitudes consist of three main elements: **Affective**, **Behavioural** and **Cognitive**. These three elements are identified as the ABC model of Attitudes. Affective refers to the emotional responses of the consumer and the way they feel about the object. The Behavioural aspect focuses on the consumer's intention to react to the object in a certain fashion, and finally, the Cognitive aspect explains the consumer's belief about the object.

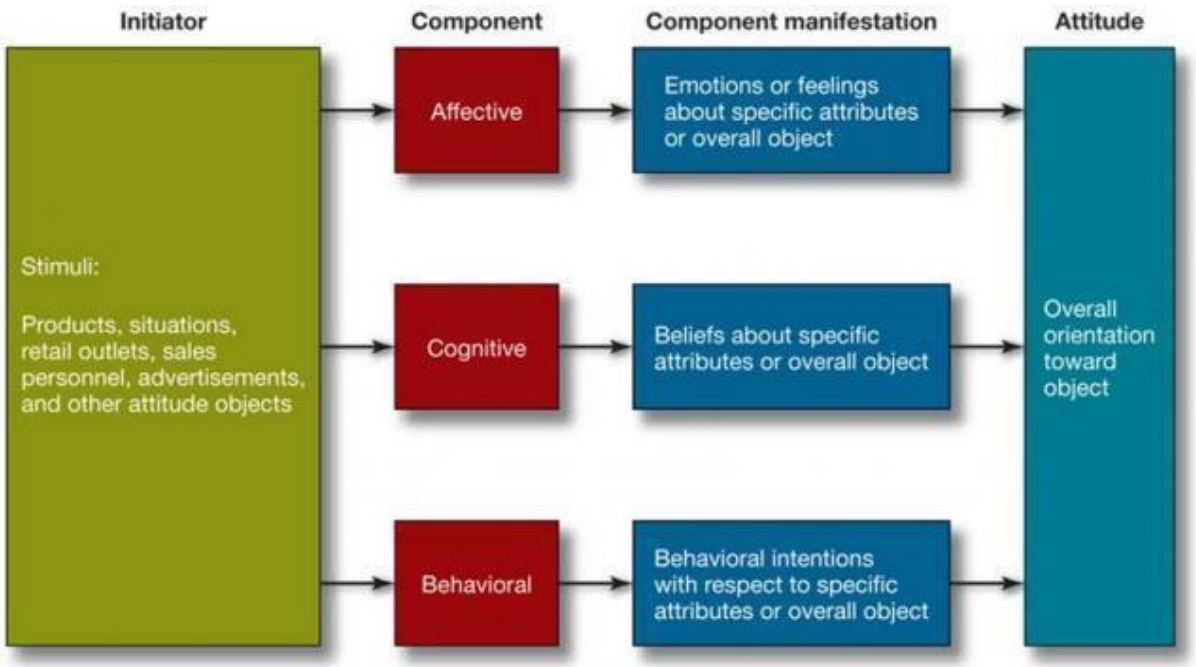

Figure 4: Attitude Components and Manifestations (Adapted from Hawkins and Mothersbaugh, 2010)

Figure 4 above illustrates the three distinctive elements that form an attitude, starting with the stimulus which is the consumer's environment. It is followed by the affective, cognitive and behavioural components and their manifestation which results in the general attitude to the object. The model highlights the interconnected relationship between knowing, doing and feeling.

2.3.2.2 Formation of Attitudes

The way attitudes are formed is not always challenged. However, individuals are conscious that behaviours are not generated since the beginning of their lives. For example, the belief that Coca-Cola is better than Pepsi is not a mentality that has been established since birth. Attitudes are shaped in various ways, depending on the hierarchy of effects in action (Solomon, 2010). They may also occur due to classical conditioning, discovered by physiologist, Ivan Pavlov. This is a learning system that takes place by a combination of environmental stimulation and stimuli that arise naturally.

Additionally, it can be developed through instrumental conditioning, where a behaviour is modified by the effect of its consequence.

Consumers differ in the level of commitment they have towards an attitude; this is related to the amount of "involvement with the attitude object" (Jansson-Boyd, 2010). There is an increased probability that a consumer will select a brand if it has a significant positive impact on them. There are three stages of commitment that can be sustained by the consumer, namely **Compliance**, **Identification** and **Internationalisation.** Compliance is the lowest stage of attitude involvement; it is when an attitude is developed to receive reward or escape punishment. This attitude is flexible and changes according to a particular situation.

The second stage of commitment to an attitude is association, which happens when a customer changes his or her own individual attitude in order to suit the other attitude of a group or person. Advertisements can be influential to consumers in this regard as they aim for individuals to imitate the behaviour presented in an advertisement, i.e. a desirable swimwear model (Solomon, 2010). The highest stage of commitment to

attitudes is internalisation, where attitudes are part of an individual's belief system. Internal attitudes are fundamental to the person, which is why they are so difficult to alter.

For instance, a family may have a long-lived tradition for all of their children to be married in a particular church as it holds sentimental value. As seen in figure 5 below, there is a level of credibility involved with this attitude.

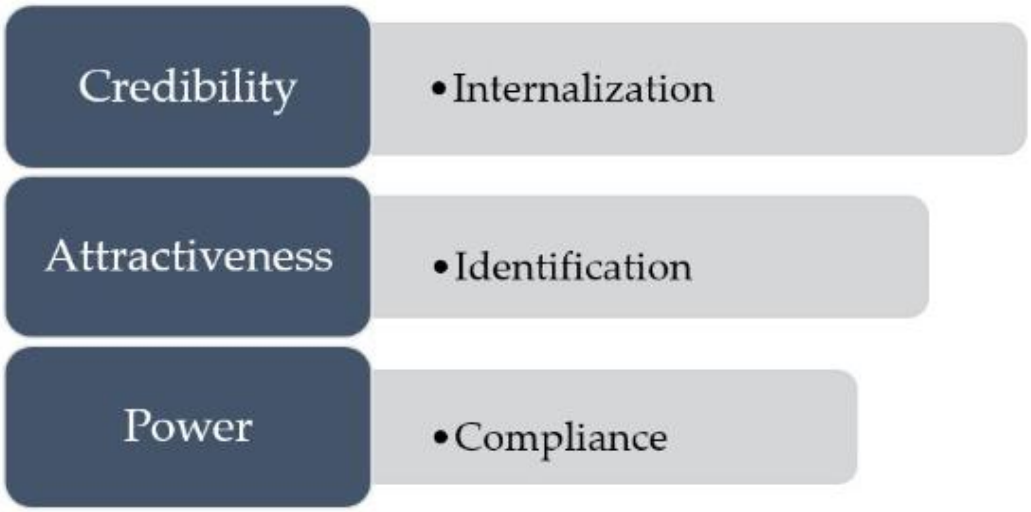

Figure 5: Levels of Attitude Commitment (Adapted from the McGraw Hill Companies, 2004)

Figure 5 clarifies the stages of attitude commitment and illustrates the highest level standing for credibility, the second level standing for attractiveness and the lowest level represented as power. This image gives a clear indication of the categorisation of each of the three stages and their meanings.

2.4 CONSUMER ATTITUDES

Luttrell et al. (2016) pointed out that consumers are individuals who like and dislike. If the majority of a group of people feel in one way or another about a product, service, individual, person, place and object, it is said to be a generic customer attitude that may have a positive or negative effect on the marketing of that company, product or individual. Marketers seek to change consumer attitudes, and understanding the existing mind set is a first step towards changing it if possible.

Marla (2019) states that the main reason for conducting marketing research is to understand consumer attitudes because attitudes affect behaviour. The sought-after behaviour in marketing is the purchasing of a product or service. Marketers have to identify attitudinal hurdles that exist in purchasing in order to strategise and mitigate those hurdles through various marketing activities. Companies conduct market studies which explore the opinions of different people. The goal is to analyse a sample size big enough in order for the results to be considered “significant.”

Companies ask questions that investigate participants and seek to understand all the attitudinal nuances of the subject. The findings are then used as the basis for marketing and advertising strategies. They benchmark attitudes and conduct consecutive studies over a few years to determine if their marketing efforts have contributed to the change in consumer attitudes.

2.4.1 Negative Consumer Attitude

People develop attitudes from the time they are born. Some attitudes are acquired, probably from parents. The influence of a trusted person can be a strong and long-lasting influencer of attitudes. Therefore, marketers of a new detergent for example,

might have difficulty persuading a group of people who hold the belief that only the detergent brand their mother used is best. From a marketers' point of view, learned attitudes are negative attitudes as they tend to affect the receptivity to products. Regardless of the marketers' efforts, there is little that can be done to deter such a belief, if is strongly rooted. Learned attitudes can be deep-rooted, emotionally charged feelings that direct behaviours which could confuse the person displaying the attitudes. Once marketers' are exposed to consumers with learned negative attitudes, they generally write them off because they are typically not worth their time (Marla, 2019).

2.4.2 Positive Consumer Attitude

Marla (2019) adds that consumers who have optimistic attitudes are an automatic marketing warrant for marketers as they show loyalty and purchase frequently and often defend the product or service against those who question the product or service. Criticism is taken as a negative reflection of the person from whom they learned their attitude. The greater their regard for the original holder of the opinion, the more likely they are to be to preserve their attitudes towards the product or service.

2.4.3 Negative Experience Attitude

Many consumer attitudes, according to Marla (2019), are born out of experience with products and services. A person who has a bad experience with a kind of car may never be influenced to purchase that type of car ever, no matter how attractive the price may be. Consumers can generalise a negative attitude toward an entire category of goods and services or even groups and societies. People who eat organic foods may have negative attitudes regarding inorganic foods. Likewise, someone who got sick from eating a lot of ice-cream as a minor might have an attitude that all dairy is not good. Negative experiences adversely affect consumer attitudes.

2.4.4 Positive Experience Attitude

Marla (2019) concludes by stating how positive experiences work to the marketer's advantage. Owning 20 years of a particular car brand may possibly make the next car bought, the same model. Positive experience is equated to positive behaviour and marketers strive to make the experiential attitudes as positive as possible.

2.5 MOBILE MARKETING

Jiun and Yazdanifard (2014) posit that this dynamic environment requires marketers to continually change their strategies to match the changing behaviours and habits of consumers. The use of mobile apps and smart phones has recently increased, and people prefer to spend more time on their mobile devices than on print media, such as newspapers and magazines. In 2010, the International Telecommunications Union performed research that showed that 90 % of the world's population had internet access, and that 80 % of rural population also had internet access. Mobile internet use is also predicted to overtake desktop internet use by 2014; as mobile marketing is becoming the new marketing platform due to the number of smartphone users increasing.

According to Kalakota and Robinson (2001), mobile marketing is the distribution of any advertising that adds value to the consumer while increasing the company's revenue. In reality, conventional methods of advertising are no longer as effective as before, since conventional approaches such as newspaper ads and TV advertisements are restricted to one-way interaction from the marketer to the consumers. Nonetheless, mobile marketing is much more collaborative, as the message recipient may reply by subscribing to the firm's web page or sending a message to the firm. (Jiun & Yazdanifard, 2014). Additionally, mobile marketing

services have a broader sense of electronic services which have a positive effect on the public. It can offer higher productivity and improve economic growth (Marla, 2019).

Mobile marketing is a topic of increasing interest and relevance. Although there is still little evidence of mobile marketing efficacy, marketers around the world are investing large sums of money on social media marketing activities. This is based on the fact that firms are searching for opportunities to get more value for their marketing investments in an increasingly growing marketing communication landscape.

Mass markets have split, and therefore impersonal mass communication, particularly media advertising, has become less efficient, while targeted one-to - one marketing communication has become more relevant (Luttrell et al., 2016). Prompted by highly publicised, over-optimistic predictions of future success of mobile marketing (Solomon, 2010), and the success stories of mobile marketing campaigns (Jiun & Yazdanifard, 2014), academic research on mobile marketing is growing at a rapid rate. While prior research has provided useful insights into mobile marketing as Bartikowski and Walsh (2015) narrated, "our understanding of mobile marketing strategy formulation and implementation remains deficient". For example, commenting on their review of mobile marketing research, Leppaniemi & Karjaluoto, 2005) noted that more insights into the emerging mobile marketing value system are required in order to achieve the full potential of mobile marketing prospects Engel (2010) made a similar observation. In his study, focusing on the analysis of key success factors of the mobile marketing value chain, Engel (2010) found that "very little is said about the concerns regarding the level of integration of the mobile marketing value chain, about the relevance of traditional players in the take-off of the market, their action within the value chain as well as the critical success factors."

Although the aim of this research project is to provide an exhaustive review and analysis of mobile marketing literature, a brief commentary on the different conceptual frameworks and development of mobile marketing should be made. Öztaş (2015), in his thorough review of mobile marketing research, it was observed that marketing communications in mobile media has, implicitly or explicitly, been conceptualised as **mobile marketing, mobile shopping, mobile advertising, mobile sales promotion.**

Overall, this literature review yielded 21 distinct definitions or meanings of marketing communications in mobile media. In addition, Öztaş (2015) noted that most of the definitions are deeply embedded in technology, and therefore there is a tendency to mistake the technologies for the concept itself. In fact, it seems that the same conceptual disagreement appears to be involved in all mobile commerce related discussions.

For instance, Luttrell et al. (2016) noted that “no formal conceptualisation of m-commerce currently exists. Conceptual agreement is necessary to promote a shared understanding of m-commerce, one that encourages clarity of communication and convergence in thinking.” There is, however, a growing consensus as to the most appropriate way in which mobile marketing should be defined. In a recent commentary, Jansson-Boyd (2010) defined mobile marketing as “the use of wireless media as an integrated content delivery and direct-response vehicle within a cross-media marketing communications program.” The researcher adopted this definition in this study.

2.5.1 Mobile Advertising

Advertising is a crucial element of mobile marketing, in either a push or pull mode. Push advertising sends appropriate, but not directly requested, text and video messages after the consumer's permission is granted.

Bartikowski and Walsh (2015) maintain that mobile advertising may dominate the push model, as it saves customers time and money compared to browsing content. The predominant mobile advertisement systems are SMS and MMS messages. SMS has become a technological phrase for the transmission of Business-to-Customer (B2C) messages to wireless devices such as mobile phones.

Several brands and media organisations include text message numbers in their advertisements to allow interested consumers to obtain more information. This mode of advertising takes advantage of vital channels of wireless communication to improve customer relations and to carry out direct marketing and promotional activities (Frolick & Chen, 2004).

Barutcu (2008) adds that, MMS has provided more visual and active messages. Marketers can benefit from the use of photographs, music, logos and animation, videos by advertising to consumers' mobile phones. SMS and MMS advertising are expected to achieve higher response rates than that of e-mail or television because all advertisements can be sent personally.

2.5.2 Mobile Sales Promotion

Sales promotion is one of the promotional mixes, including coupons, discounts, rebates, free samples, gifts and incentive items, in order to observe an immediate effect on sales. Mobile coupons play a critical role in sales promotion, and marketers expect higher mobile use compared to their paper-based alternatives. Mobile

coupons should hold at least three benefits: (1) targeting based on mobile phone numbers, (2) time sensitivity, and (3) effective handling by scanning the coupon's bar code at the point of sale (Marla, 2019).

Hundreds of Japanese retailers, restaurants, suppliers and other businesses use the mobile internet to send discount coupons, conduct surveys and provide free samples to registered users via mobile mail. For example, some restaurants use these mobile coupons to give temporary discounts on slow nights, thus creating a competitive pricing (Funk, 2005).

2.5.3 Mobile Shopping

Wang, Malthouse, and Krishnamurthi (2015) identified that shopping or buying with a mobile device has become a very important discussion, especially in industry and in academia. The mobile phone is an exciting tool to expand customers' shopping options after the Internet. Mobile phones can appear like a scary place to shop; however, mobile phone users can go online to buy anything they need or want. If utilised properly, mobile shopping is a new, easy, practical, and economical shopping tool. The sudden growth of mobile shopping has placed mobile retailers at the consumer's fingertip and allow mobile phone users to purchase nearly anything they desire without ever leaving their houses and offices (Marla, 2019).

2.5.4 Mobile Marketing

People can receive any advertising information on mobile phones and no longer depend on time or space (Jenkins, 2006). Mobile marketing can include multiple forms of mobile practice and technology via SMS, Bluetooth and MMS, infrared or mobile email. Nowadays, mobile marketing organisations communicate and negotiate with audiences in an interactive and relevant way through mobile devices.

This is also a way for organisations to raise awareness of their brands. (Aruna et al., 2016).

Food and Beverage (F&B) organisations, for instance, carry out a number of marketing activities based on mobile practices to motivate their customers to engage in a marketing programme. One of the activities is that customers receive text messages and coupons via SMS to receive discounts in a specific branch. Moreover, organisations can gather customer information required to obtain and discover their potential customers. Organisations, for instance, can tailor-make promotional data from any mobile device based on customer preferences (Hawkins & Mothersbaugh, 2010). Thus, proving that mobile marketing has the power to stay connected to the local market and generate profitable businesses.

2.5.4.1 Advantages of Mobile Marketing

There are advantages and disadvantages of mobile marketing to consumers. Not implying that traditional media is becoming less significant. Nevertheless, marketing messages in traditional media are more passive and cannot be personalised, the advertising messages do not differ for diverse target markets. They could end up reaching the wrong audience at the wrong time. The features found in mobile marketing are personalisation, ubiquity, interactivity, and localisation. This has made mobile marketing diverse from other media channels and provides an significant potential for commercial communication (Hawkins & Mothersbaugh, 2010).

Additionally, by using push and pull marketing tactics in mobile marketing, advertisers have a great way to target customers. Push methods deliver the promotional message without the smartphone users needing to seek permission. Pull strategies then aim to draw the customer to the brand by providing something worthwhile and by building

loyalty. Mobile marketing, however, involves permission-based contact that enables mobile users to opt-in or -out of marketing and advertisement messages. Consumers can opt-in, for example, by signing up online or answering an SMS (Marla, 2019).

Quick response codes (QR) may help customers and businesses alike. Marketers may send a QR code to their website that may save costs of advertising. Instead, consumers simply need to scan the QR code on the company's website using mobile phones, and they can read the company details. Consumers can scan the QR code and store their purchase information for future reference (Solomon, 2010). Therefore, one of the benefits of mobile marketing may be said to be that advertisers get the appreciation and feedback from the target audience and enhance customer data management. Consequently, it could help advertisers meet their company goals and objectives. At the same time, customers can access a selection of innovative and diverse presentations before they decide to purchase some products or services.

2.5.4.2 Disadvantages of Mobile Marketing

Though, there are existing disadvantages of mobile marketing. There is ample evidence of consumers being concerned about the issue of privacy invasion due to company accessing personal information. According to Kalakota and Robinson (2014), privacy does not just mean avoiding the disclosure of information, but rather a selective disclosure of personal information which enables us to reconcile the desire for a private life with the maintenance of an acceptable social person. It is an unethical behaviour for companies to be able to access consumer personal information. Additionally, customers do not know whether the organisation can make use their personal details (Gurău & Ranchhod, 2009). Spam messages are likewise another issue of mobile marketing. When a company sends multiple pointless text messages

to consumers with or without permission, they may start to ignore the messages. Thus, it may lead to negative impressions of a consumer towards the company (Gurau & Ranchhod, 2014). Moreover, there might be some delivery failure for mobile marketing due to the service interruption. Hence, marketers may end up failing to send the advertising to their potential consumers (Gurau & Ranchhod, 2014).

2.6 CONSUMER ATTITUDES AND PERCEPTIONS TOWARD MOBILE MARKETING

In terms of marketing and information systems analysis, attitude is an essential concept that marketing researchers need to quantify the attitudes of customers towards a new market phenomenon such as price change, new product and packaging (Baker & Hart 2016). According to Jansson-Boyd (2010), attitudes are "mental states used by individuals to structure the way they perceive their environment and guide the way they respond to it."

Based on the articles reviewed, the factors which enhance consumer acceptance of mobile marketing are the quality of information provided on the website of a business. Data is a strong motivator in mobile marketing, as it highly influences the attitude of consumers towards the products of the business. In addition, a company may expend all the investments sending large amounts of advertising messages if they ignore consumers 'interests and needs. Consumers need a broad variety of information on the products required. Therefore, the information given by mobile devices needs to have certain aspects such as usefulness, timeliness and consumer relevance. People tend to respond to these kinds of advertising messages more quickly. As a result, an insightful advertising message has a positive effect on the attitude of consumers towards mobile marketing (Nabizadeh & GharibTarzeh, 2012).

2.6.1 Irritation and Attitudes towards mobile marketing

Chowdhury, Parvin, Weitenberner, and Becker (2006) reported that irritation caused by ambiguity and/or distraction of mobile advertising messages could also have a negative impact on consumer attitudes towards mobile marketing. According to Allport (1935), as cited in Koo (2010), advertising irritation can be defined as an advertisement that generates annoyance, discontent and short-term intolerance. Small irritation may also diminish the effectiveness of advertising and may also be caused by the product itself or by advertising (Koo, 2010).

Therefore, the hypothesis determined in this direction by the research is as follows:

H1o: Irritation is negatively related to consumer attitudes towards mobile marketing

H1a: Irritation is positively related to consumer attitudes towards mobile marketing

2.6.2 Credibility and Attitudes towards mobile marketing

Apart from irritation, **Credibility** is one of the key factors influencing consumer attitudes towards mobile marketing. Consumers are exposed to a few mobile marketing activities, but pay attention only to those that make a significant difference from other businesses. Creative communication is therefore required to make customers feel safe and valued. The credibility of the advertisement may be influenced by certain factors, such as the credibility of the company and the deliverer of the message. As a result, the consumer's perception of the truthfulness and

credibility of a mobile marketing message can be affected by credibility. (Luttrell et al., 2016).

Therefore: the hypothesis determined in this direction by the research is as follows:

H2o: Credibility is positively related to consumer attitudes towards mobile marketing

H2a: Credibility is negatively related to the consumer attitudes towards mobile marketing

Additionally, entertainment of mobile advertising messages is essential. This is because advertising entertainment services can increase customer loyalty and value add. Higher engagement can be created by the provision of games and prize-winning competitions via SMS to the target consumer's mobile phone. While mobile marketing can be engaging in a way, consumers can pick up something while enjoying the process. It may increase the value of the content provider in consumers' minds. In this way, it may be a great way to draw and retain consumers. It can also make consumers more comfortable with the company product as the personal link between the customer and a brand is strengthened. It indicates that an entertaining advertisement message may positively reflect the consumer's attitude towards the advertising (Solomon, 2013).

Mobile modality may consequently affect customer attitudes to mobile marketing. Marketers use a handful techniques to send mobile advertising, which are websites, email, SMS, and MMS. In order to fulfil the characteristics of being entertaining and informative, websites and MMS advertisements are much more efficient and less irritating than email and SMS advertising. (Koo, 2010). In addition, culture is also one of the factors that has an impact on the consumer's acceptance of mobile marketing.

Edward T Hall is an American anthropologist who split cultures as high or low-context according to the style of communication.

Low-context cultures are usually analytical, logical and action-oriented. Examples of low-level countries include the United States of America, Germany, and the United Kingdom. However, high context cultures are usually contemplative, intuitive and emotional. Japan, China, Korea, and the Arab countries are examples of high-level countries. Consumers from different countries may therefore be affected by the perception of the advertising message. Consumers from low context countries may focus on advertising credibility, while consumers from high context countries may take information as an important factor in advertising (Koo, 2010).

2.6.3 Personalisation and Attitudes towards mobile marketing

Another factor affecting the consumer's attitude towards mobile marketing is **personalisation**. A mobile phone is a personal device that allows mobile users to receive advertising messages anywhere and anytime; marketers could use specific strategic applications. There are three distinct strategic mobile marketing applications that are focused on permission, opportunity and location.

It seeks to enhance company and customer experience. Permission-based advertising is only sent out to consumers who have stated their desire to receive a message from the firm. This is because consumers usually do not like a message that is disrupted by advertising. (Bauer, Reichardt, & Schüle, 2005). Incentive-based advertising is a business which offers incentives to consumers who agree to receive advertisement messages from their business. Line Enterprise, for example, will reward its customers with free downloads of line stickers for a period of time (Patat, 2011). The blend of smart phone devices and the use of GPS technology has resulted

in a new phenomenon in mobile marketing, known as the location-based mobile marketing strategy.

Location-based mobile marketing strategy allows marketers to send point-of-sale (POS) location mobile display banner ads or other forms of advertising to mobile users. It provided useful information to mobile subscribers, depending on their geographical location. The most popular location-based services include apps like Facebook Locations, Google Latitude, Gowalla and Foursquare. For instance, when mobile subscribers, check in at any place like café or restaurant, they can check other consumers 'reviews about the café or restaurant (Banerjee & Dholakia, 2008).

In summary, personalisation contributes information services and promotes mobile advertising for consumers, which also enables marketers to reach their target audiences individually and thus enhances their relationship with consumers (Ünal et al., 2011).

Therefore: the hypothesis determined in this direction by the research is as follows:

H3o: Personalisation is positively related to consumer attitudes towards mobile marketing

H3a: Personalisation is negatively related to consumer attitudes towards mobile marketing

2.6.4 Purchase Intent and Attitudes on mobile marketing

According to Joshi (2013), consumers' intention to purchase demonstrates their interest in the product, ultimately their desire to buy the product or service. Their behavioural intent is generally recognised as the product of attitudes. The consumers' intention to buy would be greater if they realise and embrace the benefit

of mobile marketing. Mobile marketing allows consumers to browse and compare various items, position orders via mobile devices and provide immediate feedback on questions. Higher rates of acceptance of mobile marketing would thus contribute to higher chances for consumers to buy (Joshi, 2013).

The more positive the attitudes of consumers toward mobile marketing are, the more likely the intention of consumers to receive and read mobile advertisements. Firstly, consumers look at items such as their branding, packaging, labelling and features in general. Consumers will then embrace the common brand that conforms to their expectations, ideals and beliefs. This dimension should also be considered by marketers when using mobile advertising (Andrews, Drennan, & Russell-Bennett, 2012). Consumers often have questions over pre-purchase costs for the goods and services. Ultimately, price is one of the main factors in the willingness of consumers to be interested in mobile advertising. Consumers would be more likely to purchase if the goods or services have a fair price, with additional rewards (Andrews et al., 2012).

In addition, the buying activities rely on timing factors. If the company can provide first rate advertising at the right time, this can immediately motivate consumers to actually respond to the advertising. Therefore, they can be drawn to purchase the specific product or service (Andrews et al., 2012).

Therefore: the hypothesis determined in this direction by the research is as follows:

H4o: Positive consumer attitudes are positively related to consumer purchase intent

H4a: Negative consumer attitudes are negatively related to consumer purchase intent

2.7 CONCLUSION

The purpose of this study was to explore consumer attitude towards mobile marketing through a psychological magnifying glass. The many subjects covered in this text defined the various ways attitude towards mobile marketing affect consumers and their purchasing behaviour. The context scrutinised in this study also established a larger understanding of the causes why consumer attitude towards mobile marketing makes consumers think in a certain way.

The subject of consumer attitude can be viewed from multiple perspectives, however the psychological view point conveys forward the individual differences of consumer attitudes by exploring the multidimensional features of consumer psychology, such as motivation, personality and emotions. The psychological perception is interesting as because it cannot be simply influenced or explained. For the purpose of highlighting these psychological notions, a deeper understanding into internal influences, motivational direction and consumer attitudes was essential.

The significant portion to recall is that there are many aspects that are considered concerning consumer attitudes towards mobile marketing and the frequently raised question “why mobile marketing” cannot be answered by simply focusing on the psychological influences.

This study aimed at conceptualising the reasons why consumers engage in activities offered through mobile marketing. It is interesting to understand how different ways of mobile marketing and individual differences can influence information processing and decision making for a consumer.

Mobile marketing, discussed in this text, reveal the marketers’ great curiosity in discovering consumer attitude. Their strategies are founded on explicit and implicit

beliefs about consumer attitude. The concerns outlined in the text provided the reader with an intense understanding of the many compounds of consumer psychology and the fundamentals that may affect individual consumer attitude towards mobile marketing.

2.8 RESEARCH MODEL

2.8.1 Identification of Research Variables

This study tests whether there is a relationship between irritation, credibility and personalisation on attitudes towards mobile marketing in the South Africa market.

The conceptual framework illustrated below outlines the hypothesised relationship between the above-mentioned variables.

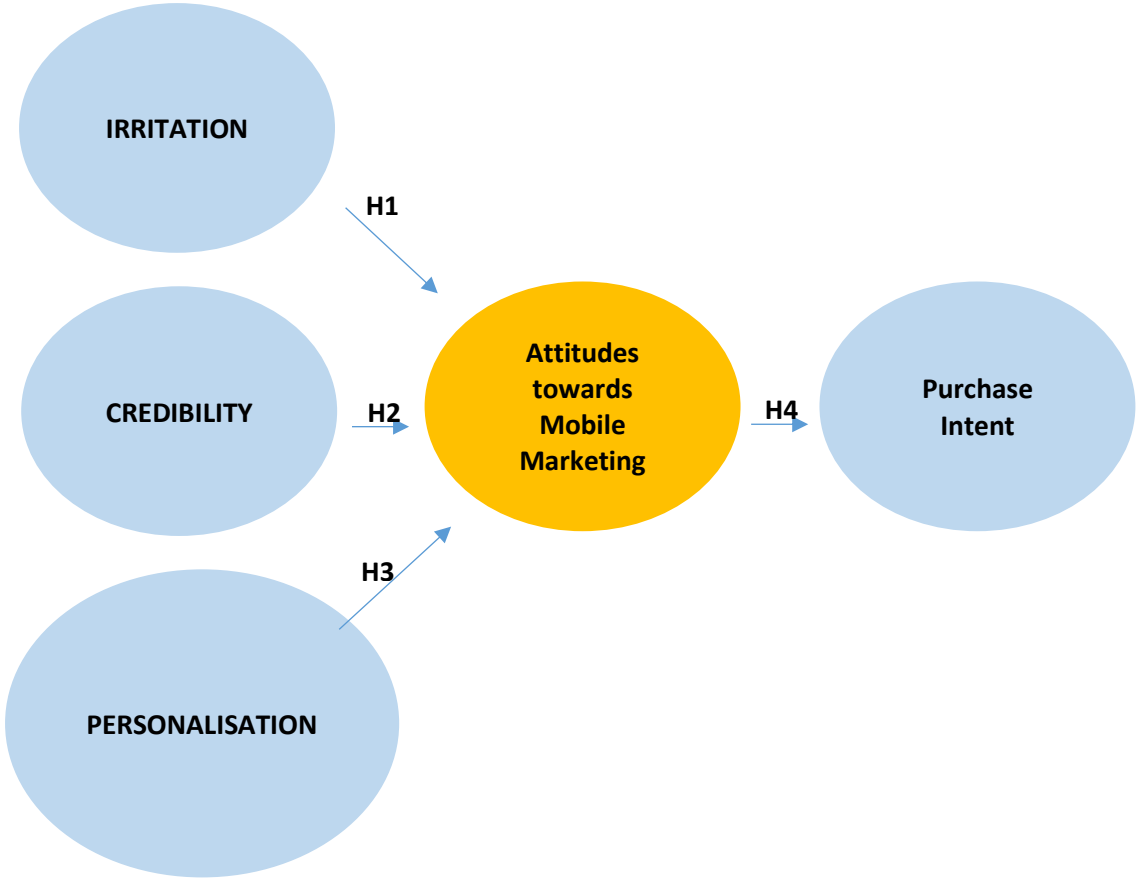

Figure 6: Conceptual Framework

CHAPTER 3: RESEARCH METHODOLOGY

This chapter discusses the research methodology, procedure, data collection and interpretation, paradigm, design, population and sample, limitations and the reliability and validity tests that were explored by the researcher in relation to the attitudes of consumers towards mobile marketing in South Africa.

3.1 INTRODUCTION

Research methodology is "the general approach a researcher takes in carrying out a research project; to some extent, this approach dictates the particular tools the researcher selects" (Leedy & Ormrod, 2005). A research methodology is systematic and purposeful, planned to yield data on a particular research problem (McMillan & Schumacher, 2010). According to Schwardt (2007), methodologies explain and define the kinds of problems that are worth investigating; what makes up a researchable problem; testable hypotheses; how to frame a problem in such a way that it can be investigated using specific designs and procedures; and how to choose and develop appropriate means of collecting data. The chapter starts by discussing the Research Philosophy, Research Design, Research Population and Sampling. The Statistical methods that were used to test the validity and reliability of the instrument. The chapter concludes by discussing the work of Francis Galton, who invented Correlation and Regression Analysis techniques.

Saunders et al. (2003) defined research as "something that people undertake in order to find out new things in a systematic way, thereby increasing their knowledge". This study adopted the research process "onion" of Saunders et al. (2003) illustrating the range of choices, paradigms, strategies and stages followed by researchers during the research process.

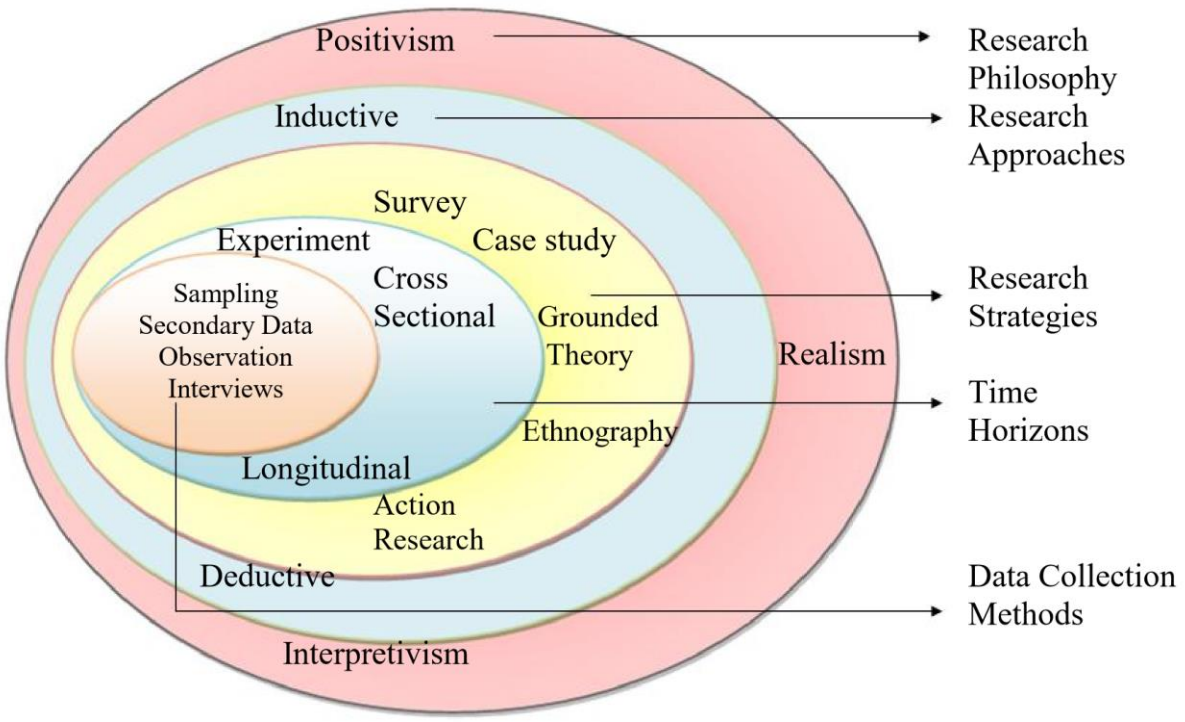

Figure 7: Research Process Onion (Adapted from Mark Saunders, Lewis, & Thornhill, 2003)

3.2 RESEARCH PHILOSOPHY

Two major research philosophies have been identified in the Western tradition of science, namely positivist and interpretivist (Galliers, 1991). A research philosophy is a belief in a method in which data about a phenomenon should be gathered, analysed and used.

A number of authors (Collis & Hussey, 2013; Easterby-Smith & Thorpe, 1991; Saunders, Lewis, & Thornhill, 2003a) highlighted the main elements of this decision involving research philosophy paradigm. Kuhn (1977) defines a paradigm as: “an integrated cluster of substantive concepts, variables and problems attached with corresponding methodological approaches and tools”. According to Kuhn, the term paradigm refers to a research culture with a set of beliefs, values, and assumptions

that a community of researchers have in common regarding the nature and conduct of research. Kuhn (1962) discussed paradigms in the context of “the progress of scientific discoveries in practice” and went on to define paradigms as “universally recognised scientific achievements that for a time provide model problems and solutions to a community of practitioners”.

Guba and Lincoln (1994) distinguish between positivist, post-positivist and post-modernist enquiry, grouping post-modernism and post-structuralism within ‘critical theory’.

3.2.1 Positivism

Positivism was developed by theorists that included Auguste Comte (1798-1857), John Stuart Mill (1806-1873) and Emile Durkheim (1859-1917). The theory originates from the term “positive” that means progressive which indicates positive and progressive development of the field of social sciences. Kim (2003) indicated that the primary characteristic that positivism portrays is to solve key practical problems and determine through statistical analysis any existence of causal relationships (Kim, 2003). Positivists assert that with the ontological assumption, scientific investigation and deductive reasoning will both converge upon objective truths (Plack, 2005). It has played a great influence in the progress and development of research tradition in the area of natural and social sciences (Plack, 2005).

3.2.2 Interpretivism

For Bryman & Burgess (1999), interpretivism can be defined as a strategy of social research that assists in interpreting social phenomena in relation to meanings. Blaikie (1993) emphasised that knowledge in an interpretivist’s epistemology is as a result of the outcome from everyday experiences, concepts and meanings, emphasising the

social actors' own language, experiences and perceptions and not on the measurement and prediction of phenomena (Lee, 1991). In this case, researchers try to observe ongoing processes to understand individual behaviour and the spiritual nature of the world (Burrell & Morgan, 1979).

Table 1: Differences between the positivist and interpretivist paradigms (Adapted from Glesne & Peshkin, 1992)

Positivist Paradigm	Interpretivist Paradigm
Tends to produce quantitative data	Tends to produce qualitative data
Uses large samples	Uses small samples
Concerned with hypotheses testing	Concerned with generalising theories
Data is highly specific and precise	Data is rich and subjective
Location is artificial	Location is natural
Reliability is high	Reliability is low
Validity is low	Validity is high
Generalises from sample to population	Generalises from one setting to another

The research questions and hypotheses prompted this research to use the positivism paradigm which employs deductive logic and quantitative research methods (Rocco et al., 2003)

3.3 RESEARCH DESIGN

"The research design is an overall approach of how the researcher answers the research question" (Saunders, Lewis, & Thornhill, 2012). "A research design offers a basis for the gathering and scrutiny of data". According to Saunders et al. (2012), there are three types of research designs: exploratory, descriptive and explanatory. The selection of a particular design is determined by the kind of research and its purposes. The most common being descriptive research which combines descriptive and subject investigation (Nardi & Brachman, 2003).

Quantitative and qualitative are the key types of research design methods (Saunders et al., 2012). The quantitative method implies the collection of numerical data and analyses the relationships between the variables by using standardised statistical techniques (Saunders et al., 2012, pp.162-163). Quantitative research, according to Van der Merwe (1996) is a research approach that focuses on testing theories, defining facts, representing relationships between variables, and forecasting outcomes. Quantitative research uses methods from natural sciences that are designed to ensure objectivity, generalisability and reliability (Weinreich, 2009).

3.4 RESEARCH POPULATION AND SAMPLING

According to Mark and Berger (1996), a population is “the collection of all individuals, families, groups, or organisations, communities and events that will participate in the study”. Polit and Beck (2004) refer to the population as an aggregate of all the objects, subjects or members that conform to a set of specifications. A population is defined as a group of individuals, with at least one common characteristic which distinguishes that group from other individuals (Best & Kahn, 2006).

A non-probability sampling method was adopted which, according to LoBiondo-Wood and Haber (1998) is less vigorous and tends to produce less accurate and less representative samples than probability or random samples. Powell and Ansic (1997) identified that non-probability sampling includes: the accidental sample, the quota sample, the purposive sample, the self-selected sample and the incomplete sample. Non-probability sampling techniques include convenience, volunteer, purposeful and snowball sampling. For this study, purposeful sampling was employed, as appropriate to research where the investigator wants to discover, understand and gain insight, and

must therefore select a sample from which the most can be learned (Merriam & Tisdell, 2015).

A sample is a small proportion of the population that is selected for observation and analysis (Best & Kahn, 2006). A sample is a sub-set of a population selected to participate in the study, it is a fraction of the whole, selected to participate in the research project (Brink, 1996). According to Neuman (2000), a sample is “a smaller set of cases a researcher selects from the larger pool and generalises to the population”.

In this study, a total of 300 questionnaires were sent to consumers selected by the researcher and a total of 203 responses were received. According to Sekaran (2000), a sample size ranging from 50 to 300 is appropriate for most research. As such, the sample size was considered sufficient for advanced statistical techniques.

3.5 DATA GATHERING METHOD

A survey technique approach was adopted in collecting the primary data which involved selecting a representative and unbiased sample of subjects drawn from a group. According to Levy and Lemeshow (1999), survey design involves two steps. First, a sampling plan must be developed. The sampling plan describes the approach that will be used to select the sample, how an adequate sample size will be determined, and the choice of media through which the survey will be administered. The second process includes identification of the desired response rate and the preferred level of accuracy for the survey (Salant & Dillman, 1994).

The data collection methods include the use of the questionnaire; interviews; observation; gathering of documentation and artefacts. Wilkinson and Birmingham (2003) define a questionnaire as a list of questions designed to gather information from individuals regarding their views, opinions and perceptions on a particular issue of interest. Chandran (2004) indicated that questionnaires provide a high degree of data standardisation and the adoption of generalised information amongst any population. Powell and Ansic (1997) also discussed data collection techniques, specifically identifying three methods: questionnaire, interview and observation. They stated that these are, “data collection techniques or instruments, not research methodologies, and they can be used with more than one methodology” (Powell & Ansic, 1997). The first section of the questionnaire focused on the demographics of the respondents for profiling purposes. To design the second part of the survey instrument, existing measurement items were adopted from other research papers to gather the participant’s views on Personalisation, Credibility, Irritation, Attitudes and Purchase Intent. A five-point Likert scale with: Strongly Agree=5, Agree=4, Neutral=3, Disagree=2 and Strongly Disagree=1 was used for each variable under study.

Table 2: Data Measurement Items (Adapted from Glesne & Peshkin, 1992)

Construct	**Measurement Items**	**References**
Personalisation	I feel that mobile advertising displays personalised messaging to me	
	I feel that mobile advertising is personalised for my usage	
	Contents in mobile advertising are personalised	
	I feel that the mobile advertisements I receive are relevant to my needs	
Credibility	I use personalised mobile advertising as a reference for purchasing purposes	
	I trust mobile advertising	
	The content provided by mobile advertising is credible	
	Mobile advertising is believable	Kim et al.,(2014)
Irritation	Mobile advertising is annoying	Unal et al.,(2011)
	Mobile advertising is deceptive	
	Mobile advertisements disturb my use of the mobile devices	
	I feel mobile advertising is irritating	Tsang et al (2004)
Attitude	I find receiving advertisements via the mobile phone positive	
	I find SMS and mms mobile advertising messages useful	
	I find that mobile marketing plays a vital role in marketing of any business	
	I find receiving advertisements such as SMS/MMS very informative and gives me knowledge about current offers and promotions taking place	
Purchase Intent	I use mobile device for shopping whenever I have a chance	
	I expect to use mobile advertising to purchase a good/services after receiving it	Unal et al.,(2011)
	My intention to shop via mobile phone is very high	
	I find mobile shopping more entertaining than traditional shopping	
	I find shopping via phone positive	
	I will shop via mobile phone in the future	

The Google Forms platform was used to administer the final instrument. The responses collected was exported to Microsoft Excel and then imported into a statistical package, namely IBM SPSS for data preparation and analysis.

3.6 RELIABILITY AND VALIDITY

Reliability and validity are used to evaluate the quality of the research instrument (Bryman & Cramer, 2012).

3.6.1 Reliability

Cronbach's alpha is a popular method to measure reliability, for example in quantifying the reliability of a score to summarise the information of several items in questionnaires. It was originally derived by Kuder and Richardson (1937) for dichotomously scored data (0 or 1) and later generalised by Cronbach (1951) to account for any scoring method. Reliability is an indicator of a measure's internal consistency, dependability of the research and the degree to which the research can be repeated while obtaining consistent results (Quinlan, Carr, & Zikmund, 2015). In summary, reliability is consistency of measurement (Bollen, 1989), or stability of measurement over a variety of conditions in which basically the same results should be obtained (Nunnally & Bernstein, 1978).

Cronbach's basic equation for alpha is

$$\alpha = \frac{n}{n-1}\left(1 - \frac{\sum V_i}{Vtest}\right)$$

n=number of questions.

V_i =variance of scores on each question

$Vtest$ = total variance of overall scores on the entire test.

Cronbach's alpha coefficient values range from 0 to 1 and values of 0.7 and higher are indicative of high internal consistency (Malhotra, Birks, & Wills, 2010).

Table 3: Cronbach's Alpha (Adapted from Kline, 2000)

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

High alpha values are excellent and caused by a high variance and a low value of alpha is due to a low number of questions, poor interrelatedness between items or heterogeneous constructs. For example, if a low alpha is due to poor correlation between items, then some should be revised or discarded. The easiest method to find them is to compute the correlation of each test item with the total score test; items with low correlations (approaching zero) are deleted. If alpha is too high, it may suggest that some items are redundant as they are testing the same question but in a different way. A maximum alpha value of 0.90 has been recommended.

3.6.2 Validity

Cook and Campbell (1979) define validity as the "best available approximation to the truth or falsity of a given inference, proposition or conclusion." Validity refers to the appropriateness of the inferences made about the results of an assessment. Inferences are "...conclusions derived from empirical evidence bearing on score meaning" (Messick, 1993).

There are four types of validity commonly examined in social research

1. Conclusion validity is about finding out if there is a relationship between the programme and the observed outcome.

2. Internal validity is about finding out there is a causal relationship between the programme and the outcome.

3. Construct validity determines whether the inferences made about the results of the assessment are meaningful and serve the purpose of the assessment. Cronbach and Meehl (1955) view construct validity as probing to what extent a test is culture-free.

4. External validity refers to the ability to generalise the results of the study to other settings.

Linn and Gronlund (2000) stated that validity cannot be adequately summarised by a numerical value but rather as a “matter of degree”. The validity of assessment results can be seen as high, medium or low, or ranging from weak to strong (Gregory, 2004).

3.7 RESEARCH METHODS AND TECHNIQUES

3.7.1 Descriptive Statistics

Maduku (2011) defines descriptive statistics “as statistical calculations used to reduce and describe the characteristics of variables in a sample”. In other words, it is the transformation of raw data into a form that will make it easy to understand and interpret; rearranging, ordering, and manipulating data to generate descriptive information. Frequency distribution, means and standard deviation were used in this study in the form of tables and visual representation. The descriptive statistics enabled the process of writing the results of the data that was analysed (Scherman, 2007).

3.7.2 Correlation

The correlation concept was first introduced by Pearson (1901), and developed independently by Hotelling (1933). Although Pearson did develop a rigorous treatment of the mathematics of the Pearson Product Moment Correlation (PPMC), it was the

imagination of Sir Francis Galton that originally conceived modern notions of correlation and regression. In 1877, Galton unveiled reversion, the earliest ancestor of correlation, and described it as follows:

"Reversion is the tendency of that ideal mean type to depart from the parent type, *reverting* towards what may be roughly and perhaps fairly described as the average ancestral type" (Galton, 1889).

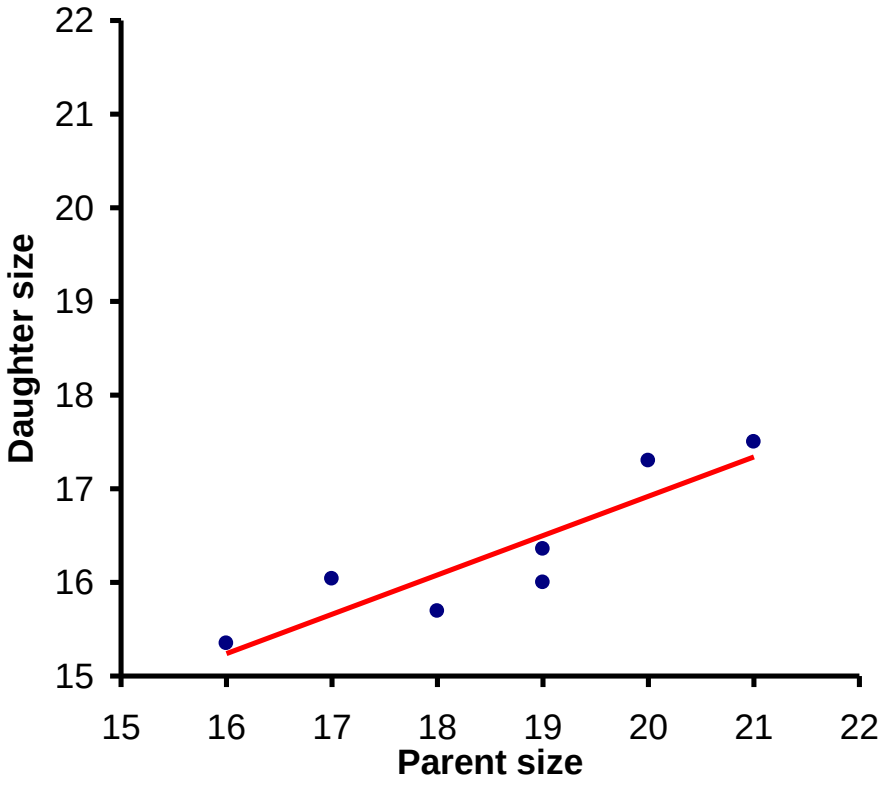

Figure 8: Family Height Data (Adapted from Galton, 1877)

Galton drew his line by hand and estimated that for every thousandth of an inch of increased size of parents, the daughters' size was affected by .33 thousandths.

Pearson correlation is defined as a statistical measure for understanding the association between two or more variables (Zikmund & Babin, 2010). It measures the

strength and direction of linear relationships between two or more variables (Pallant, 2010). The coefficient can range between -1 to +1 where 0 represents no correlation, -1 represents a negative relationship and +1 indicates a positive relationship.

3.7.3 Factor Analysis

Factor analysis was invented by Charles Spearman, a psychologist, a 100 years ago, who hypothesised that the enormous variety of tests of mental ability measures of mathematical skill, vocabulary, other verbal skills, artistic skills, logical reasoning ability, could all be explained by one underlying "factor" of general intelligence that he called g.

Factor analysis attempts to represent a set of observed variables X_1, X_2…….X_n in terms of a number of common factors plus a factor which is unique to each variable. The common factors (sometimes called latent variables) are hypothetical variables which explain why a number of variables are correlated with each other.

Principal component analysis is a data reduction technique which attempts to represent a set of observed variables in terms of a number of common factors plus a factor which is unique to each variable. The common factors (sometimes called latent variables) are hypothetical variables which explain why a number of variables are correlated with each other. The purpose of principal component analysis is to reduce a number of observed variables into a relatively smaller number of components; this cannot be effectively achieved if one retains components that account for less variance than had been contributed by individual variables. A small set of variables is much easier to understand and use in analysis than a larger set of correlated variables (Dunteman, 1989).

3.7.4 Regression Analysis

The term "regression" was coined by Francis Galton in the nineteenth century to describe a biological phenomenon. Sir Francis Galton and Karl Pearson revealed that Galton's work on inherited characteristics of sweet peas led to the initial conceptualisation of linear regression (Galton, 1984). Galton's first insights about regression sprang from a two-dimensional diagram plotting the sizes of daughter peas against the sizes of mother peas.

The regression model is a statistical procedure that allows a researcher to estimate the linear, or straight line, relationship that relates the dependent variable and the independent variable. In the dataset that Galton (1985) examined, the height of the father was used as a predictor and the height of the son as the observation.

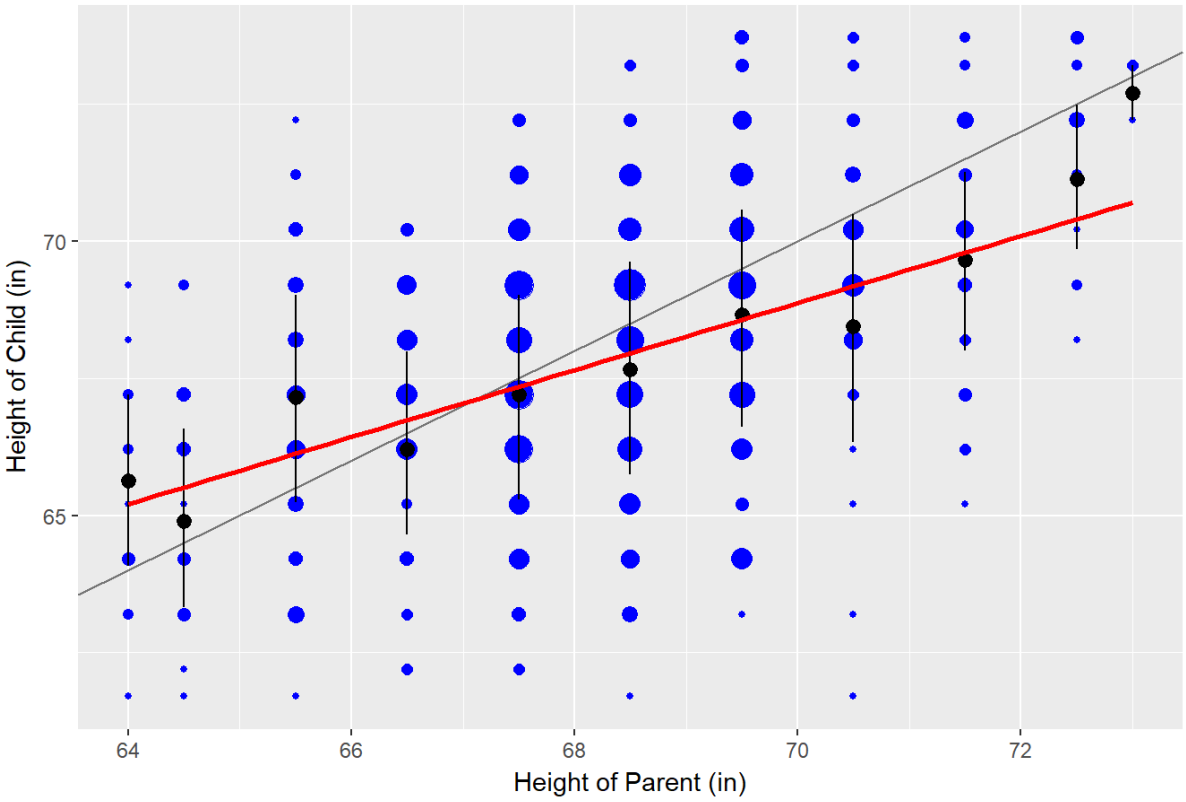

Figure 9: Dataset of Parent Height to Child (Adapted from Galton, 1877)

The lighter line is the *y=x* which represents the break-even for a child's height, being the same height as the parent. The red line is the linear regression line which is more level than the diagonal line, and the blue dots represent the data samples. This visualisation shows that at the lower end, you are more likely to have a taller observation (shorter parents' children are more likely to be taller than them).

The straight line connecting any two variables X and Y can be stated algebraically as

$$Y = a+bX$$

a is the Y intercept, or simply the intercept, and b is the slope of the line.

IBM SPSS was used to execute the regression analysis to test the hypotheses proposed in the conceptual framework. Firstly, three regression models were built between the independent variables Personalisation, Credibility, Irritation and dependent variable Consumer Attitudes to test hypotheses H1, H2 and H3. The fourth regression model was built between Consumer Attitudes and dependent variable Purchase Intent. The dataset has to meet the assumptions of performing the linear regression analysis, for example, one of the assumptions states that the relationship between the independent variable and the dependent variable is linear, Multivariate Normality, Multicollinearity, No auto correlation.

3.8 ETHICAL CONSIDERATIONS

The researcher obtained a letter of ethical clearance from the University of the Witwatersrand to confirm that she is registered student with the Wits Business School. The researcher also adhered to the research ethics of the University of Witwatersrand. Leedy and Ormrod (2014) indicated that there are six categories of ethical issues, which are protection from harm, voluntary and informed participation, and rights to

privacy, honesty with professional colleagues, internal review boards, and professional codes of ethics. Participants were informed that it was voluntarily to participate, and the results of the study would only be used for academic purposes.

3.9 CONCLUSION

This chapter has outlined the research paradigm, research methodologies, strategies and design used in the study, including procedures, participants, data collection tools, data collection and analysis methods. The research philosophy and research design of this study followed a positivism approach analysed through a quantitative method using Correlation and Regression Analysis methods. In this study, a total of 300 questionnaires were sent to consumers selected by the researcher, and a total of 203 responses were received. This chapter further outlined the validity and reliability of the study as well as the ethical consideration undertaken.

CHAPTER 4: PRESENTATION OF RESULTS

4.1 INTRODUCTION

The overall results of this research are presented in this chapter 4. To start off, the profile of the respondents is described in terms of the demographics found at the beginning of the questionnaire that consider gender, age, and race, net income of participants and level of education. The respondents' use of various mobile devices is then outlined, in terms of providing context on their frequency, on what mobile marketing platforms and main device used to participate in mobile marketing. Lastly, the results relating to the hypotheses listed are presented, the conclusion confirming whether the hypotheses has been supported by the research findings. The findings of the research study are presented and analysed using IBM SPSS version 23 and Excel.

This chapter also presents findings of this study undertaken using Descriptive analysis, the Reliability Validity tests, Correlation Analysis, Regression Analysis for testing the hypotheses testing as proposed in the Conceptual Framework.

4.2 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The demographics profiling is important in any research study to understand the combination of the participants and whether the collection of data was not biased towards a certain gender and race profile.

A link to the survey was generated using Google Forms and sent to contacts who were identified by the researcher to be using some form of mobile device.

The contacts were then requested to share the link with friends, families and colleagues. The researcher also posted the link on social media platforms such as LinkedIn and WhatsApp. The respondents were informed that participation was

voluntary and that their responses would remain anonymous, confidential and would be used for academic purposes only.

A total of 203 responses were received and used to profile the participants, based on gender, age group, net income after deductions, level of highest education.

4.2.1 Respondents Gender

The research respondents consisted of a slightly more participating females at 53% compared to the 47% males, indicating that the sample was generally gender balanced.

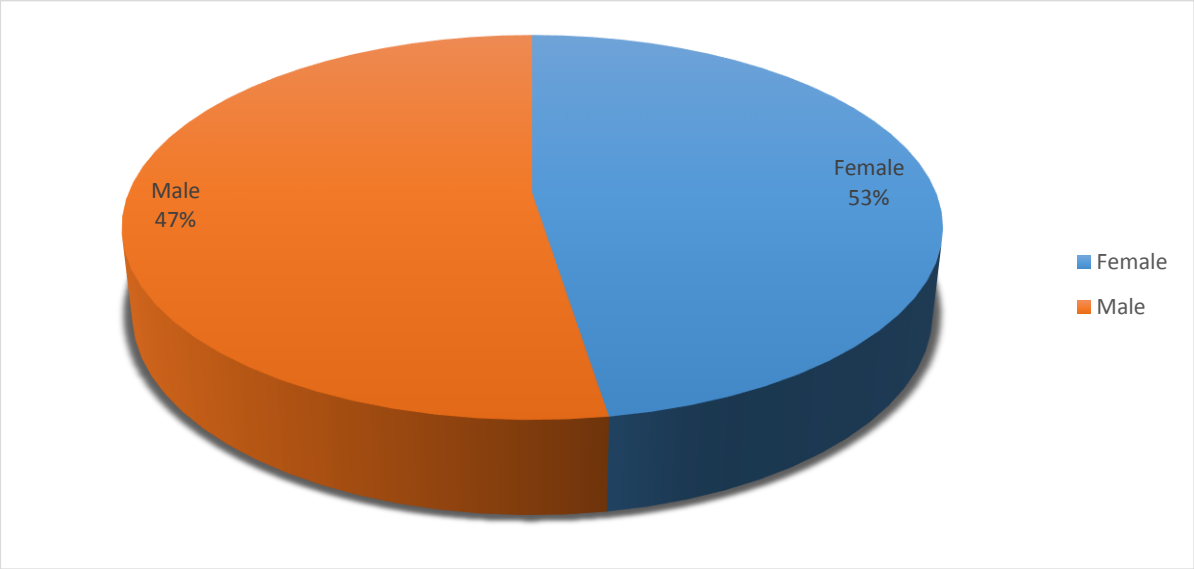

Figure 10: Gender distribution of the research sample

4.2.2 Respondents' Age Group

A question relating to age group of participants was provided and the figure below shows that 43% of the respondents are between the age of 36-45 and 29% were between the ages of 26-35 years. Millennials comprised 29% of the respondents and only 4% were older than 56 years and 16% were between 46-55 years old.

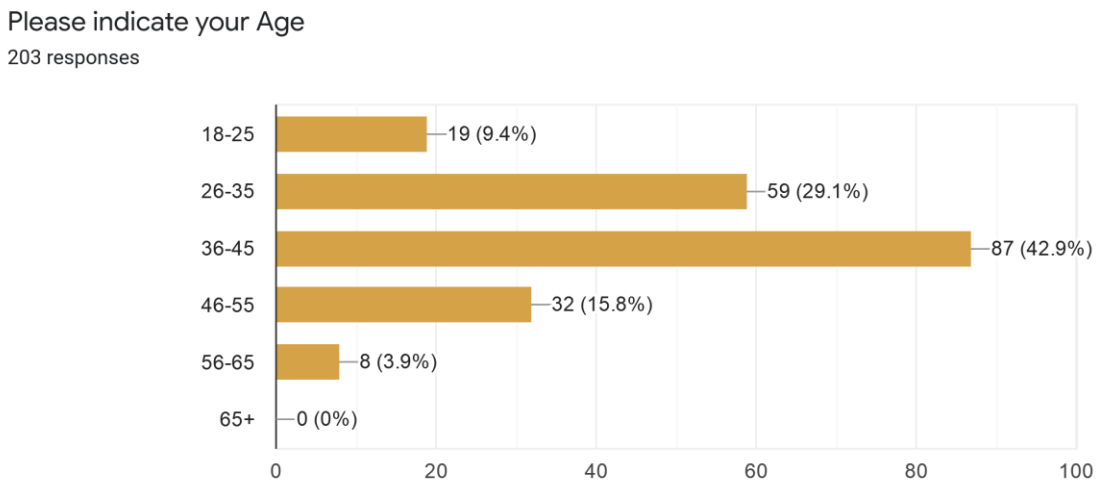

Figure 11: Age distribution of the research sample

4.2.3 Respondents' Net Income

The bulk of the participants earn between R30,000-R59,000 after deductions which is reported by 46 per cent, whilst the second largest income bracket (24 per cent) is between R16,000-R59,000. The graph also shows that 16 per cent of the participants earn R60,000-R89,999 and only one per cent earn above R90,000.

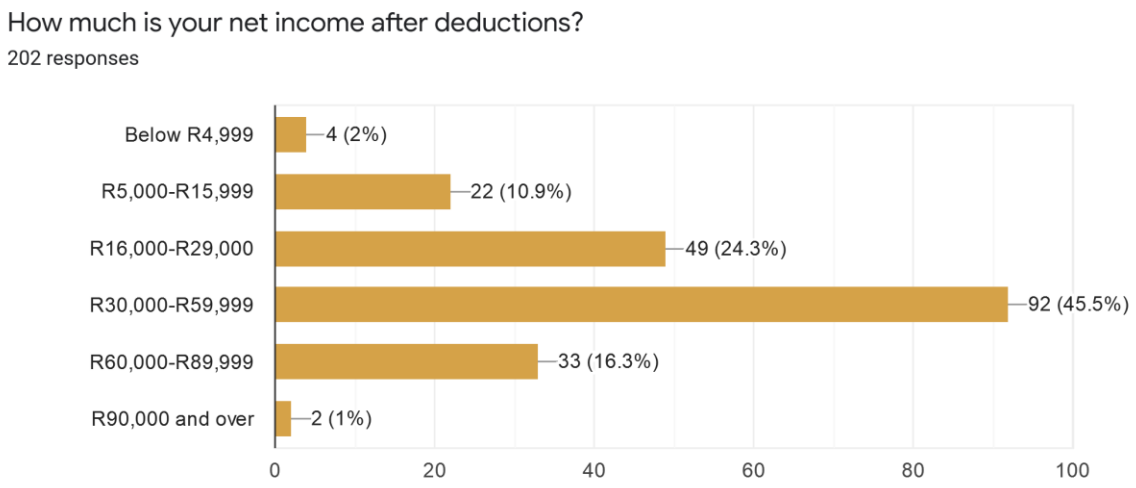

Figure 12: Income distribution of the research sample

4.2.4 Respondents' Highest Level of Education

In relation to level of highest education in the sample size, 39% of participants showed that a postgraduate degree was their highest level of education, closely followed by 38% who held undergraduate degrees.

At least 13% hold matriculation certificates as the highest qualification, whilst 10% hold Professional/Vocational certificates from a Technical, Vocational Education and Training College. The results indicate high levels of education because over half of the participants hold qualifications higher than matriculation (87%).

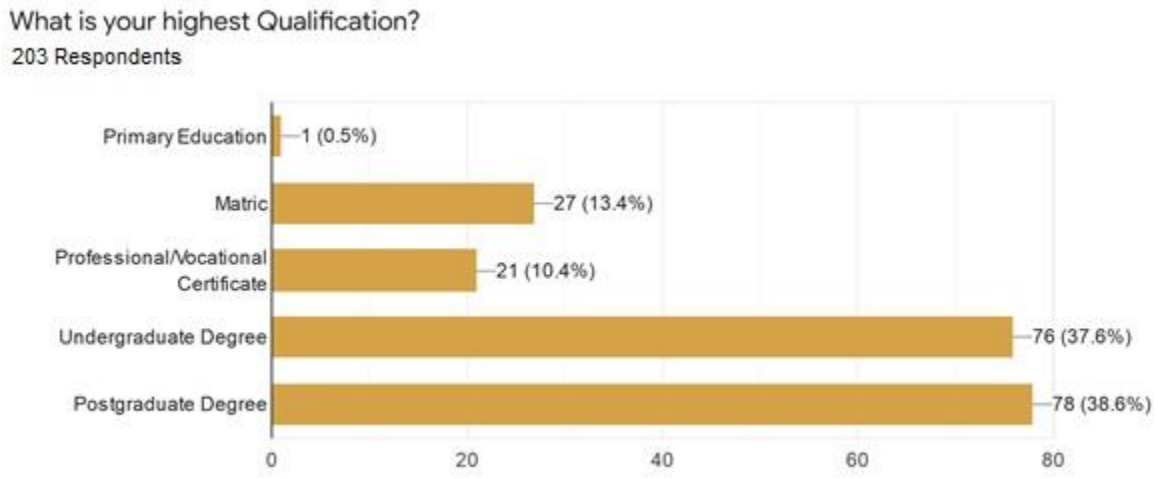

Figure 13: Qualification distribution of the research sample

4.2.5 Respondents' Device

The participants had to indicate the device they make use of whilst surfing the internet and 72% indicated that they use a mobile/cell phone, and 16% use a computer/laptop whilst 12% mostly use a tablet/iPad.

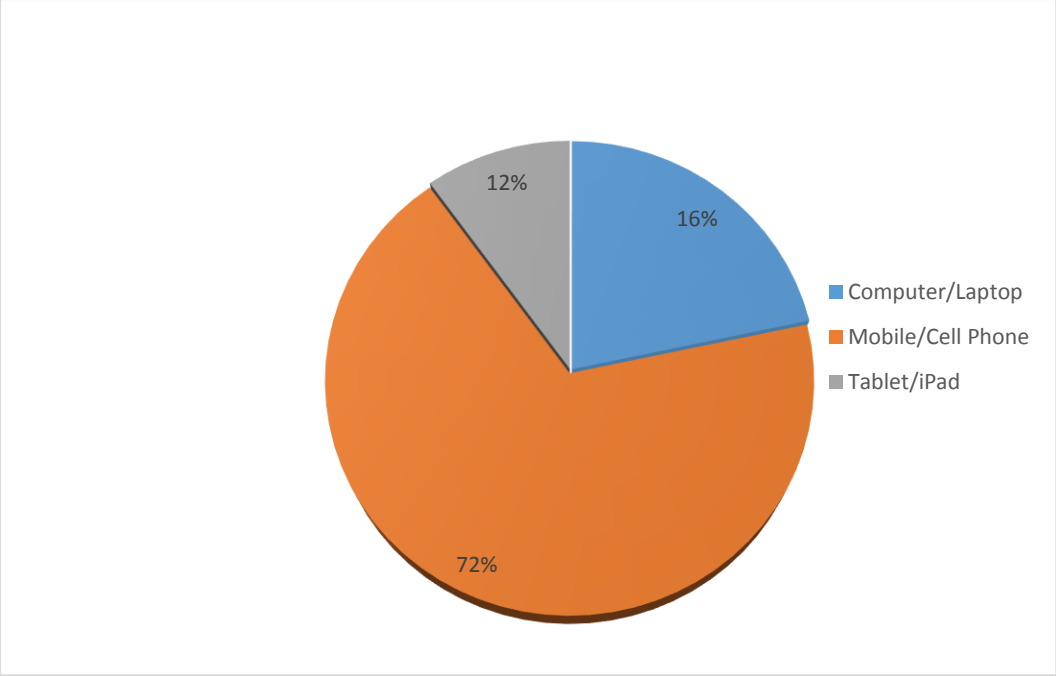

Figure 14: Mobile device of the research sample

4.3 RELIABILITY OF CONSTRUCTS

4.3.1 Cronbach Alpha Test of the Measurement Scales

The researcher used the Cronbach's coefficient alpha (α) to assess the measurement reliability in this study. The Cronbach's coefficient alpha is an index which is used in measuring the internal consistency of all the items that measure the same construct. The standard threshold of Cronbach alpha is in the range from 0.700 to 0.999 and indicates questionnaire reliability (Cooper & Schindler, 2006).The overall Cronbach coefficient of all 22 items was measured with raw coefficient of 0.849 and standardised value of 0.874(n=22, item means=3.646).The overall coefficient indicates that the instrument was reliable.

Table 4: Reliability Results of Pilot Study

Cronbach Alpha Coefficient				
	Raw	Standardised	Mean	Number of Items
Personalisation	0.899	0.901	3.804	4
Credibility	0.914	0.919	3.878	4
Irritation	0.913	0.913	2.346	4
Attitude	0.881	0.880	3.901	4
Purchase Intent	0.926	0.929	4.050	5

The coefficients for Personalisation was measured with an alpha value of 0.899 (n=4, item means=3.804). Credibility, Irritation, Attitude had four questionnaire items and Cronbach alpha of 0.914 (item mean=3.878), 0.913 (item mean=2.346), 0.881 (item mean=3.901) respectively. Purchase Intent recorded a high coefficient of 0.926 (item means=4.050) which also reveal that the scales were reliable.

The mean value of the factors in the conceptual model is crucial in understanding how respondents feel and perceive different affective factors of mobile marketing. Purchase Intent had a mean value of 4.050 indicating that the respondents are most likely to purchase after they receive mobile marketing. The mean value for the personalisation is equal to 3.804 in this study, suggesting that respondents believe that mobile advertising is tailored to their usage.

4.3.2 Testing for Validity of the Scales

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test of Sphericity scores were recorded as 0.952 with a p value=0.000, indicating that the sample was reasonable to conduct factor analysis. The Bartlett's Test of Sphericity had significant p-values (P-values < 0.05); this implies that there is some correlation among the items within each construct, as required for factor analysis. Pallant (2005)

suggested that the Bartlett's test of Sphericity should be significant ($p<.05$) for factor analysis to be appropriate and the KMO index rangers from 0 to 1 where, according to Pallant (2005), 0.6 is suggested as the minimum value for a good factor analysis. The percentage of variance explained by component 1 is 59.663 per cent, component 2 explained 7.895 per cent whilst component 3 explained 5.063 per cent. The rotated eigenvalues and scree plot (see Figure 8 below) were used to determine the number of significant factors. The cumulative variance of these three components is explained by 72.621%.

Constructs that have a large number of low correlation coefficient ($r < +/- .30$) should be removed as they indicate a lack of patterned relationships and those correlations that are above $r = +/- .90$ indicate that the data may have a problem of multicollinearity. The determinant score (3.346E-11) is significantly different from zero which indicates absence of multicollinearity in the dataset (Haitovsky, 1969).

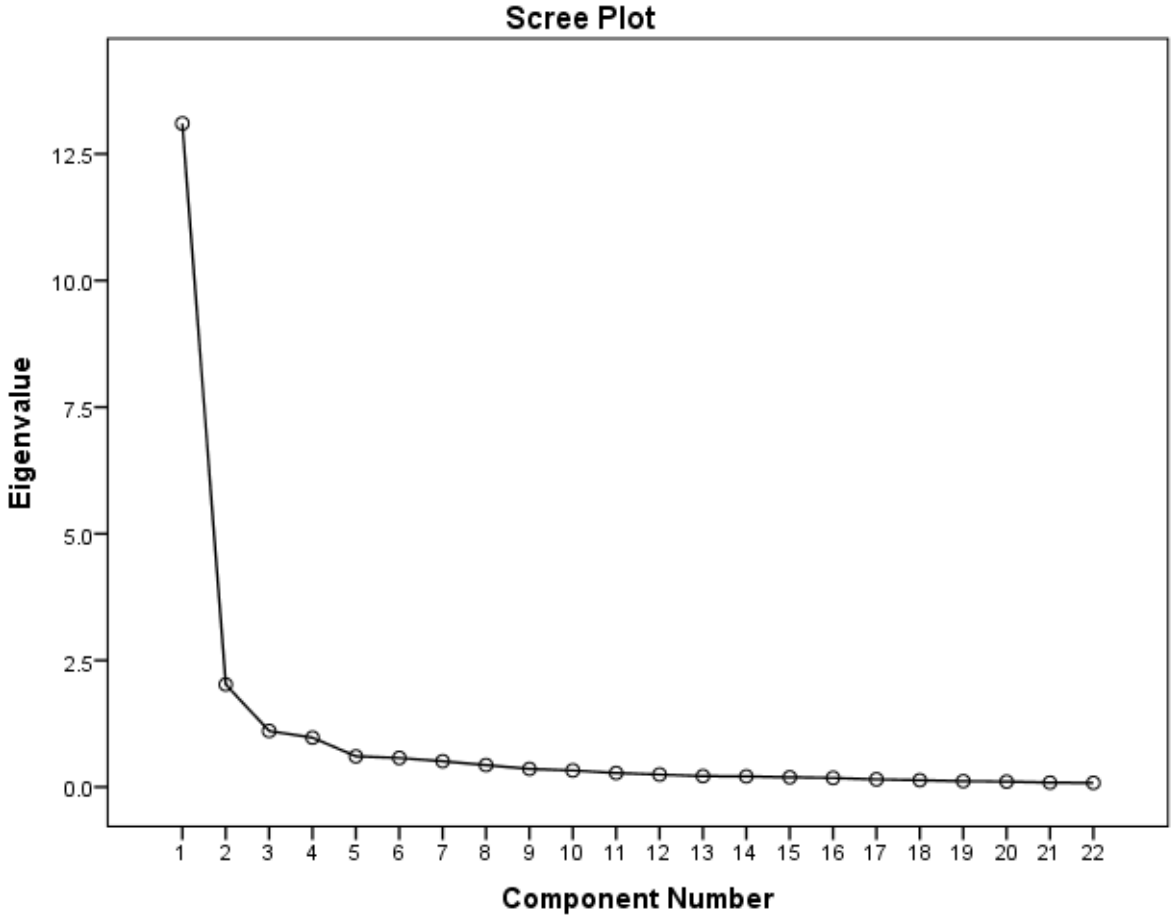

Figure 15: Scree Plot

A Scree Plot is a simple line segment plot that shows the fraction of total variance in the data as explained or represented by each principal component. The principal components are ordered, and by definition, are therefore assigned a number label, by decreasing order of contribution to total variance. The plot suggests that three components are useful for this dataset.

By looking at the factor loadings (rotated components) with an absolute value greater than 0.5, all the constructs had a factor loading greater than 0.5 with Purchase Intent recording the highest loading of 0.86 ('I find shopping via phone positive'). Factor loadings are correlation coefficients between observed variables and latent common

factors. The higher the absolute value of the loading, the more the factor contributes to the variable. Hair, Celsi, Money, Samouel, and Page (2011) suggested that convergent validity is evidenced by factor loadings of 0.50 or higher.

Table 5: Rotated Component Matrix

Rotated Component Matrix[a]	
Constructs	**Factor Loadings**
I feel that mobile advertising displays personalised messaging to me	0.63
I feel that mobile advertising is personalised for my usage	0.80
Contents in mobile advertising are personalised	0.72
I feel that the mobile advertisements I receive are relevant to my needs	0.77
I use personalised mobile advertising as a reference for purchasing purposes	0.61
I trust mobile advertising	0.67
The content provided by mobile advertising is credible	0.67
Mobile advertising is believable	0.65
Mobile advertising is annoying	0.78
Mobile advertising is deceptive	0.68
Mobile advertisements disturb my use of the mobile devices	0.82
I feel mobile advertising is irritating	0.82
I find receiving advertisements via the mobile phone positive	0.62
I find SMS and mms mobile advertising messages useful	0.54
I find that mobile marketing plays a vital role in marketing of any business	0.63
I find receiving advertisements such as SMS/MMS very informative and gives me knowledge about current offers and promotions taking place	0.66
I use mobile device for shopping whenever I have a chance	0.81
I expect to use mobile advertising to purchase a good/services after receiving it	0.62
My intention to shop via mobile phone is very high	0.76
I find mobile shopping more entertaining than traditional shopping	0.85
I find shopping via phone positive	0.86
I will shop via mobile phone in the future	0.77

4.4 TESTING THE HYPOTHESIS OF THE CONCEPTUAL FRAMEWORK

H1: Personality is positively related to consumer attitudes towards mobile marketing

The relationship between Personality and Consumer Attitudes was tested using the Pearson correlation and the regression analysis with Consumer Attitude as the dependent variable. The strength of the correlation between the two variables was

positive with a coefficient of 0.736. Saunders et al. (2012) explain that the valid correlation range should be between -1 and +1. The linear regression estimates indicate that Personalisation is highly significant with a p<0.000 and positive coefficient of 0.735 (se=0.048), suggesting that the variable Personalisation has a strong positive impact on Consumer Attitudes towards mobile marketing in South Africa. The adjusted R square value of 0.540 indicates that approximately 54.0 per cent of variance in attitudes can be attributed to Personalisation.

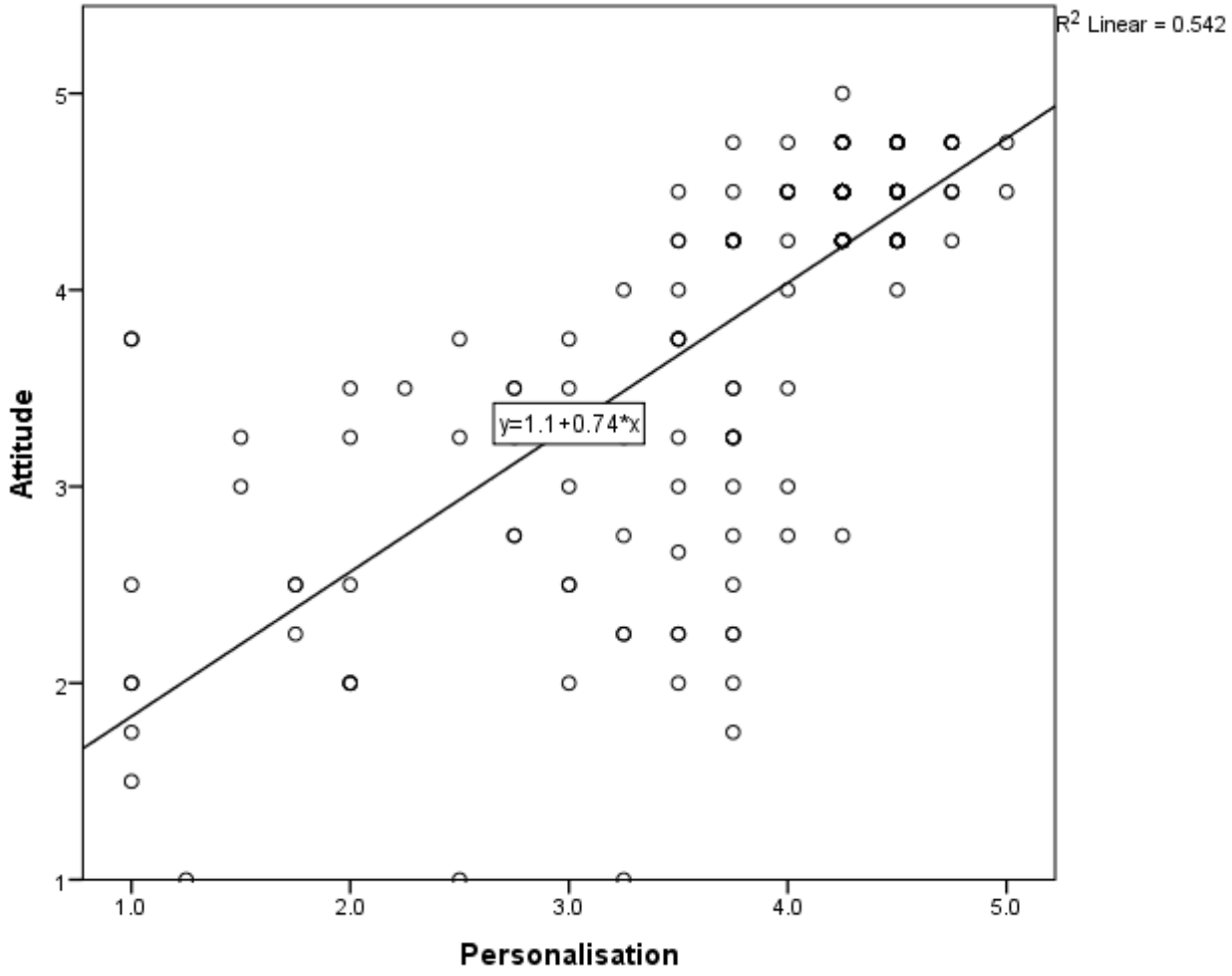

Figure 16: Scatter Plot: Relationship between Personalisation and Consumer Attitude (Hypothesis 1)

The graphical representation of the relationship between Personalisation and Consumer Attitude was graphically represented in a Scatter plot. The dots represent a correlation of the data points for Personalisation on the x-axis in relation to the corresponding data points for Consumer Attitudes on the y-axis.

H2: Credibility is positively related to consumer attitudes towards mobile marketing

The strength and direction between variables Credibility and Consumer Attitude have a Pearson correlation coefficient of 0.848. The estimates of the regression model indicate that Credibility is significant with a $p<0.000$ and positive coefficient of 0.829 (se=0.037), suggesting that Credibility increases the Consumer Attitudes of customers towards mobile marketing, thus H2 is accepted. The adjusted R square value of 0.717 indicates that approximately 71.7 per cent of the variance in Consumer Attitudes is predicted by Credibility.

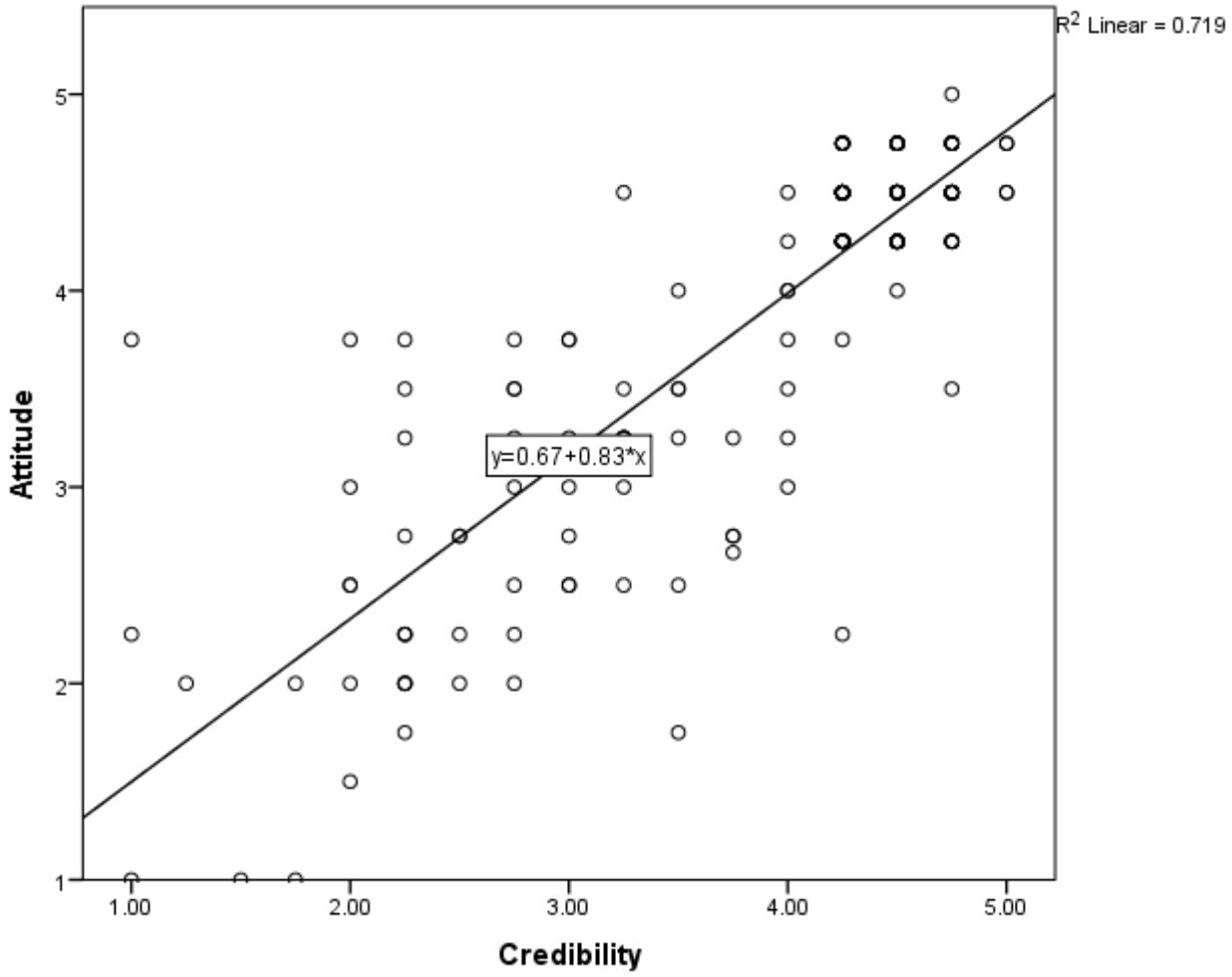

Figure 17: Scatter Plot: Relationship between Credibility and Consumer Attitude (Hypothesis 2)

H3: Irritation is positively related to consumer attitudes towards mobile marketing

To establish the strength and direction of the relationship between Irritation and Consumer Attitudes, the Pearson Correlation was measured with a negative coefficient of -0.734, indicating a negative relationship.The regression weights estimates indicates that Irritation is significant with a p<0.000 and a negative coefficient of -0.617 (se=0.041) suggesting that as this variable goes up, the attitudes of consumers towards mobile marketing goes down, thus H3 is accepted. The adjusted R square value of 0.536 means that approximately 53.6 per cent of the variance in Consumer Attitudes is predicted by Irritation.

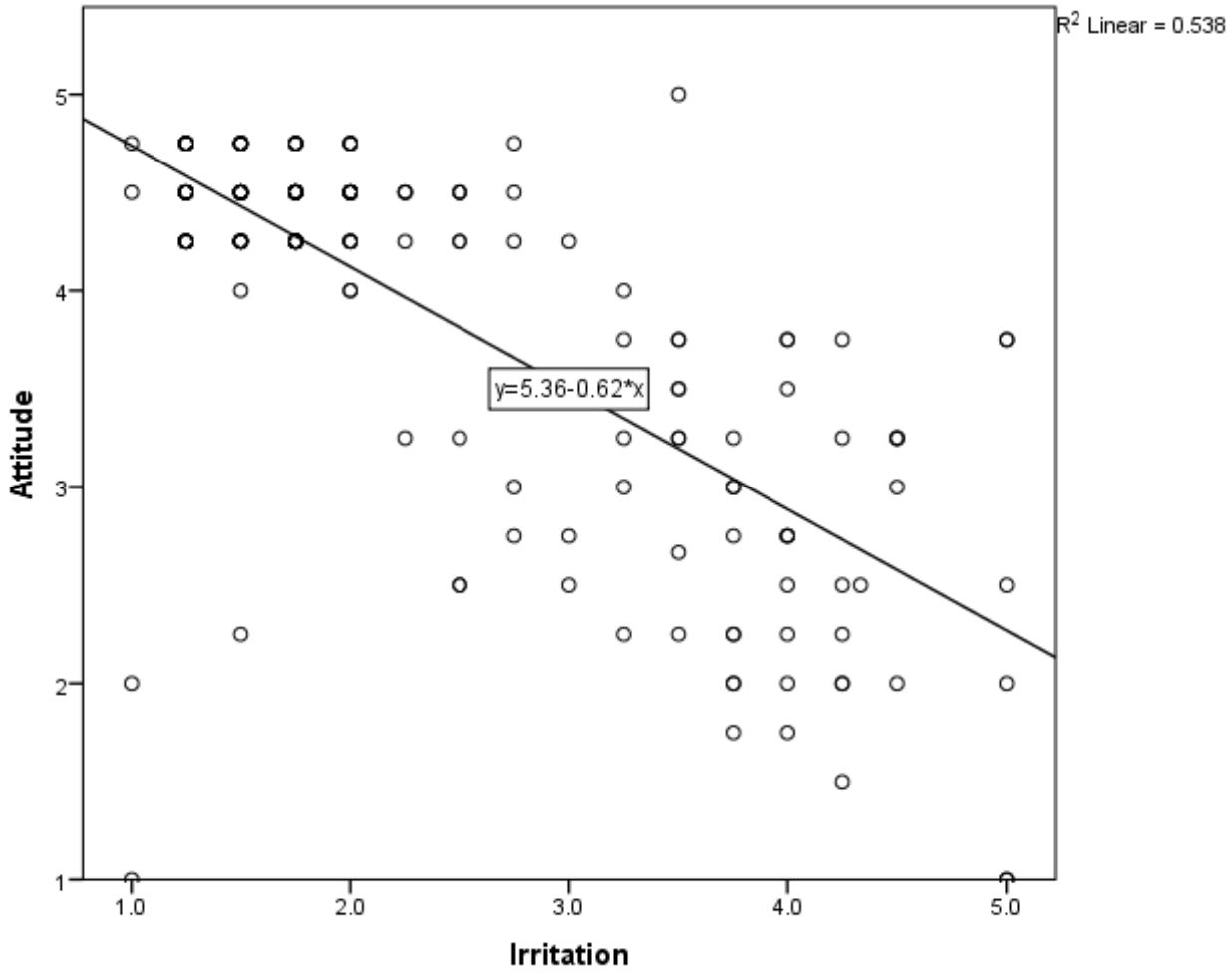

Figure 18: Scatter Plot: Relationship between Irritation and Consumer Attitude (Hypothesis 3)

H4: Consumer attitudes are positively related to consumer purchase intent

Finally, the relationship between Consumer Attitude and Purchase Intent was measured with a positive Pearson Correlation coefficient of 0.712 indicating that high values of Attitude are associated with high values of Purchase Intent. The linear regression estimates were measured with Consumer Attitude significant with a positive coefficient of 0.711 (se=0.050), suggesting that Consumer Attitude has a positive impact on Consumer Purchase Intent. The adjusted R square value of 0.504 means that approximately 50.4 per cent of the variance in Purchase Intent is predicted by Consumer Attitude.

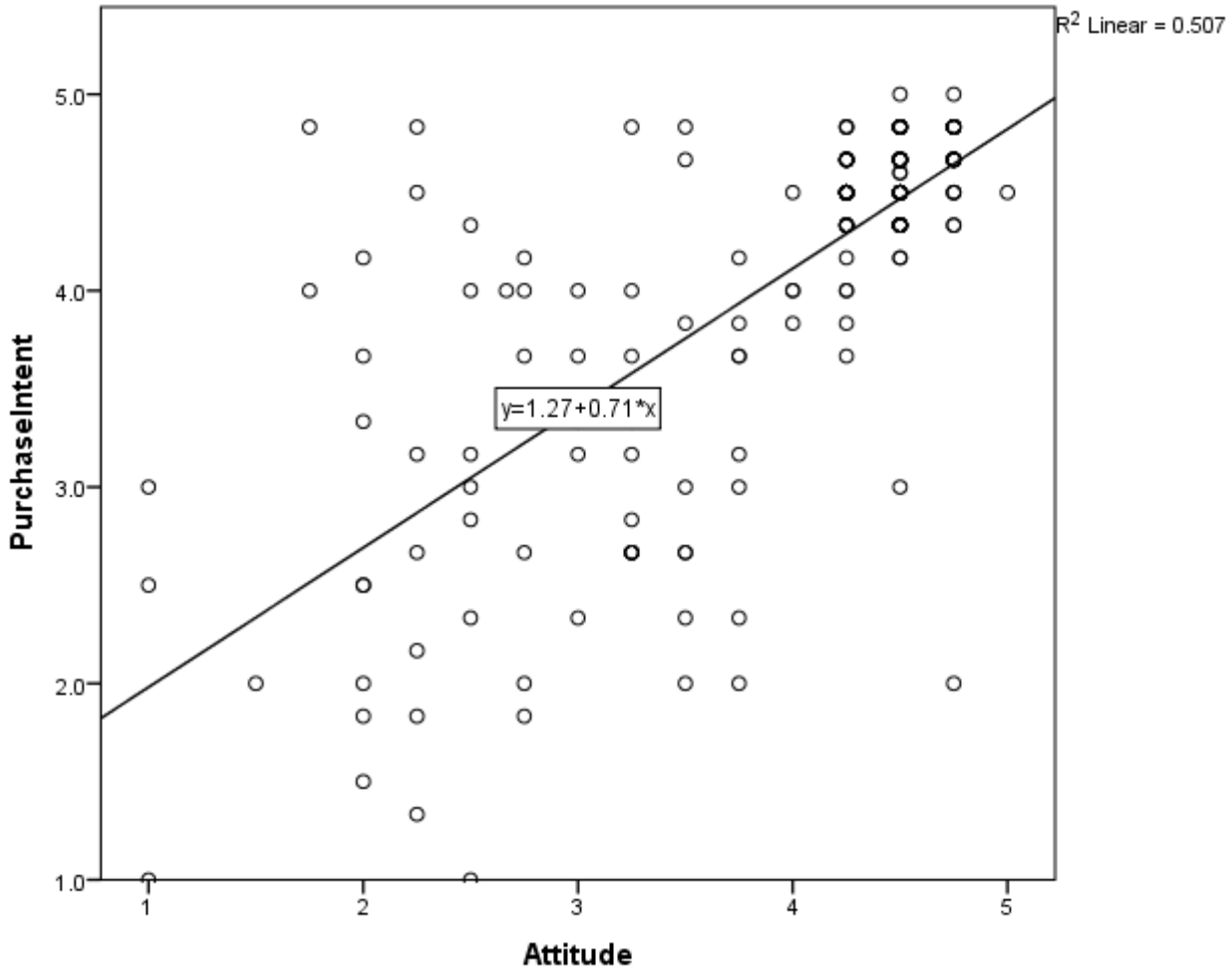

Figure 19: Scatter Plot: Relationship between Consumer Attitude and Consumer Purchase Intent (Hypothesis 4)

4.5 CONCLUSION

The purpose of this study was to investigate consumer attitudes towards mobile marketing in South Africa. The researcher investigated whether variables such as Personalisation, Credibility and Irritation affect the consumer attitudes towards purchase intent. The reliability and validity of the instrument was tested using Cronbach Alpha and Principal Component Analysis. The overall Cronbach coefficient of all 22 items was measured with raw coefficient of 0.849 and standardised value of 0.874 (n=22, item means=3.646).

According to Malhotra et al. (2010), the alpha coefficient was reliable and indicated high internal consistency. The chapter concludes with the findings of the regression model which indicated that Personalisation, Credibility and Irritation have a strong impact on Consumer Attitudes and Purchase Intent.

CHAPTER 5: DISCUSSION OF RESULTS

5.1 INTRODUCTION

The chapter discusses and explains the results that were found in chapter 4 and compared against the research hypotheses and conceptual framework of the study posed in the literature review section. Section 5.2 discusses the main research problem, then an analysis of the demographic profile of respondents is shown in section 5.3. This is then followed by a discussion and explanation of the findings of the four hypotheses presented in section 5.4. In conclusion, a summary of the discussion and an explanation appears in Section 5.5.

5.2 DISCUSSION OF THE MAIN RESEARCH PROBLEM

The purpose of this study was to investigate consumer attitudes towards mobile marketing in South Africa. The study sought to understand the consumer attitudes towards mobile marketing from a South African perspective, to investigate the hurdles of consumers towards mobile marketing in South Africa and to determine if the above-mentioned variables affect the purchase intent of consumers.

Alibabić (2012) defines attitude as an assessment of an object of thought. “Attitude objects comprise anything a person holds in mind, ranging from the mundane to the abstract, including things, people, groups, and ideas”.

Consumer attitudes towards mobile marketing is an under-researched study which has been extensively researched in Bangladesh and in Turkey. The problem under study was driven by the lack of research focusing on understanding consumer attitudes towards mobile marketing, as a whole.

Joshi (2013) defines “Mobile marketing as any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device”. Boeck, Lamarre, and Galarneau (2011) recognised that mobile advertising, mobile promotion, mobile entertainment, mobile internet, and mobile shopping are by far the most important tools available, highlighting their uses, mobile advertising is number one on the list as because it allows for push or pull modes of advertising once consumers give their permission to marketers (Tanakinjal, Deans, & Gray, 2011).

The growth of mobile shopping has allowed consumers to shop at any given time or place with just a click of a button. Mobile internet allows consumers to have the convenience of being able to access various websites via their mobile phones without requiring to be behind a computer. Mobile coupons have an advantage of sending discounts by bar codes to facilitate easy purchasing for clients (Marla, 2019).

The conceptual model proposed was tested on a total of 22 responses using the Structural Equation modelling technique and correlation analysis supporting all four formulated hypotheses. The correlations between the latent and exogenous variables were also recorded as high, suggesting strong relationships between the tested variables. The overall tests of reliability were reliable with a coefficient of above 0.874

5.3 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Halcomb and Hickman (2015) noted demographics profiling is important in any research study to understand the composition of the participants to determine if there was any data collection bias towards a certain gender and race. He noted that demographic characteristics, such as gender, age, net income, educational level has

a role to play building up consumer attitudes towards mobile marketing which in turn, influence the decision process for the consumer to purchase.

Results showed that there were 53% female participants compared to 47% males, indicating that the sample was generally gender balanced. The results showed that there are slightly more females who may be engaging their mobile devices for promotions, online shops, reading through adverts and purchasing (Engel, 2010)

The majority of the respondents in this study who are active (43%) were between the age of 36-45 and 29% was between the ages of 26-35 years old. Perhaps, 26-35 and 36-45 age groups can be considered the most active mobile marketing recipients who are in-between the growth and peak of attitudinal phases personalisation, irritation and oscillating consumer tastes which easily leads to deviation in consumer decision making patterns (Engel, 2010).

The majority of the participants earn between R30,000-R59,000, after deductions, which was reported by 46 per cent, whilst the second largest income bracket (24 per cent) is between R16,000-R59,000. Income levels are gratification elements of life which is probably the main indicator to some of consumer behaviour towards mobile marketing (Jansson-Boyd, 2010).

Results show that 39% of the participants hold postgraduate degrees, closely followed by 38% who hold undergraduate degrees. At least 13% hold a matriculation certificate and 10% hold Professional/Vocational certificates from a Technical and Vocational Education and Training college. Over half of the participants have a qualification higher than matriculation (87%).

The level of education by respondents is high and education plays a pivotal role in shaping consumer personalisation and also purchasing decision patterns towards mobile marketing due to enlightenment and knowledge of some of these platforms.

So generally, demographic characteristics can provoke deviation from consumer decision making patterns. Gender, income level and age are key driving factors to a consumer's attitude and personalisation expectation (Chinomona & Sandada, 2013). Specifically, gender and age are central to attitude foundations. One is born with an attitude and it builds up to different levels as age increases. The stronger the attitude, the stronger one aligns with certain perceptions towards mobile marketing. (Alibabić (2012) agreed that it is critical to take into consideration gender identity and age when carrying out studies such as this, to understand the context from which consumers behave towards mobile marketing or products sold through mobile marketing channels.

5.3.1 Respondents' devices

The participants had to indicate the device they use for surfing the internet and 72% indicated that they at least use a mobile phone, and 16% were using a computer whilst 12% mostly use a Tablet or iPad. Results show that majority of respondents had either a phone or a computer which enable them to interact with mobile marketing. According to Jansson-Boyd (2010) around 70% of the world's population has some form of device that enable them to be on the internet thereby interacting with mobile marketing.

5.4 DISCUSSION OF THE HYPOTHESES TESTED

5.4.1 H1: Personality is positively related to consumer attitudes towards mobile marketing

The relationship between Personality and Consumer Attitudes was tested using the Pearson correlation and the regression analysis with Consumer Attitude as the dependent variable. The strength of the correlation between the two variables was positive with a coefficient of 0.736. Saunders et al. (2012, p. 521) explain the valid correlation range should be between -1 and +1. The linear regression estimates indicate that Personalisation is highly significant with a $p<0.000$ and positive coefficient of 0.735 (se=0.048), suggesting that the variable Personalisation has a strong positive impact on consumer attitudes towards mobile marketing in South Africa. The adjusted R square value of 0.540 indicates that approximately 54.0 per cent of variance in attitudes can be attributed to Personalisation.

The same research carried in Malaysia with 504 participants (Hawkins & Mothersbaugh, 2010), reflected that personalisation where consumers personalise their requirements with someone has a strong influence on the consumer attitude towards mobile marketing. According to Hawkins and Mothersbaugh (2010), personality and emotion are both factors affecting customer behaviour and marketing strategies. These elements are worth noting in order to better understand consumers 'purchasing behaviours. Motivation can be described as an “energising force” that motivates certain behaviours which provide purpose and direction to these behaviours. The results satisfy Hypothesis 1 as personalisation assists marketers in the sense that it answers that question “what” consumers choose to engage in to develop satisfaction which, at the end of the day, is the consumer’s behaviour.

5.4.2 H2: Credibility is positively related to consumer attitudes towards mobile marketing

The strength and direction between variables Credibility and Consumer Attitude have a Pearson correlation coefficient of 0.848. The estimates of the regression model indicate that Credibility is significant with a $p<0.000$ and positive coefficient of 0.829 (se=0.037) suggesting that the Credibility increase the Consumer Attitudes of customers towards mobile marketing, thus H2 is accepted. The adjusted R square value of 0.717 indicates that approximately 71.7 per cent of the variance in Consumer Attitudes is predicted by Credibility.

According to Luttrell et al. (2016), The consumer's perception of the truthfulness and credibility of a mobile marketing message can be affected by credibility. For example, the belief that Coca-Cola is better than Pepsi is not an attitude developed from birth. It is the credibility that a consumer attaches to the product, such that a consumer starts to believe in everything that aligns with the credible product.

Attitudes are moulded in many ways, depending on the hierarchy of effects in action (Solomon, 2013). They can also arise due to classical conditioning, discovered by physiologist Ivan Pavlov. It is a process of learning that takes place through associations of an environmental stimulus, associated with credibility and natural stimuli.

Consumers differ in the level of commitment they have towards an attitude, depending on the credibility that they have assigned to mobile marketing and the product; which is linked to the amount of “involvement with the attitude object” (Beatty & Kahle, 2008). There is an increased possibility that a consumer will choose a brand through mobile marketing if it has some sort of credibility associated to it, either from the environment

or personal belief. Therefore, the difference is that consumers are exposed to a little mobile marketing activities, but will only pay attention to those that can make a difference and can assign credibility. Creative communication is therefore required to make consumers feel safe and privileged. The credibility of the advertisement may be influenced by factors such as the credibility of the company and the deliverer of the message. As a result, the consumers' perception of the truthfulness and legitimacy of a mobile marketing message can be affected by credibility. (Luttrell et al., 2016).

5.4.3 H3: Irritation is positively related to consumer attitudes towards mobile marketing

To establish the strength and direction of the relationship between Irritation and Consumer Attitudes, the Pearson Correlation was measured with a negative coefficient of -0.734 indicating a negative relationship. The regression weights estimates indicate that Irritation is significant with a $p<0.000$ and a negative coefficient of -0.617 (se=0.041), suggesting that as this variable goes up, the attitudes of consumers towards mobile marketing goes down, thus H3 is accepted. The adjusted R square value of 0.536 means that approximately 53.6 per cent of the variance in Consumer Attitudes is predicted by Irritation.

Marla (2019) alluded that most consumer attitudes are born from product and service experience. An individual who has a bad experience with a type of car may never be motivated to buy that type of car again, irrespective of how attractive the price may be. Irritation is a subject of continuous negative experiences which a consumer may have gone through over a period of time. Consumers can generalise an irritation toward a whole type of goods and services or even individuals and communities. People who eat organic foods might be irritated with inorganic foods supplied by a particular supplier but prefer the other. Likewise, someone who got sick from eating ice-cream

excessively as a child might be irritated that dairy products are not good. Negative experiences which develop into irritation can adversely affect consumer attitudes towards mobile marketing. However, the difference is that positive experiences, meaning absence of irritation, work to the advantage of mobile marketing. Positive experience equates to favourable behaviour. Mobile marketers strive to make experiential attitudes as positive as possible (Marla, 2019).

5.4.4 H4: Consumer attitudes are positively related to consumer purchase intent

Finally, the relationship between Consumer Attitude and Purchase Intent was measured with a positive Pearson Correlation coefficient of 0.712, indicating that high values of Attitude are associated with high values of Purchase Intent. The linear regression estimates were measured with Consumer Attitude significant with a positive coefficient of 0.711 (se=0.050), suggesting that Consumer Attitude has a positive impact on Consumer Purchase Intent. The adjusted R square value of 0.504 means that approximately 50.4 per cent of the variance in Purchase Intent is predicted by Consumer Attitude.

Research carried out in Thailand, cited by Chinomona and Sandada (2013), illustrated that each individual interprets information received in different ways and evaluates the products in their own personal way. Regardless of their ethnicity, social status, cultural heritage, etc. influence, ultimately their own personality influences their attitude. They can have personal reasons for like, dislike, price, convenience or status. Some individuals may lay greater emphasis on price, others on quality, and others on status, symbol, convenience of the product, etc. Personal influences go a long way in the purchase of a product.

Chinomona and Sandada (2013) further argued that consumers 'intention to purchase is a result of their desire and intention to buy the product or service. Their behavioural intention is generally considered as the result of attitudes. The intention of customers to purchase would be higher if they find out and accept the benefit of the mobile marketing. Mobile marketing allows consumers to search and compare various products, place orders via mobile devices and are provided immediate feedback on their questions. As a result, higher rates of mobile marketing acceptance would give consumers greater chances of purchasing (Chinomona & Sandada, 2013). The more positive the attitudes of consumers toward mobile marketing, the more likely the intention of consumers to receive and read mobile advertisements.

However, the difference is that, according to Aruna et al. (2016), consumers have concerns regarding the price of the products and services before purchasing. Therefore, price is one of the most crucial factors in the consumers' attitude to align with mobile advertising. Consumers have a higher intention to purchase if the products or services are reasonably priced with additional incentives (Aruna et al., 2016). Furthermore, the purchase activities rely on the timing factors. If the company can provide first rate advertisements at the right time, it can motivate the intention of the consumers to read and respond to the advertisement instantly. Thus, strengthening their intention to purchase the specific product or service (Aruna et al., 2016).

5.5 CONCLUSION

The results in chapter 4 are in agreement with the literature and the four Hypotheses formulated, showing a positive and significant relationship between Personalisation and Consumer attitude, Credibility and Consumer attitude, Irritation and Consumer attitude, Intention to purchase and Consumer attitude (Matanda & Ndubisi, 2013). The study concluded that there are significant and positive relationships between all variables, thereby satisfying the four Hypotheses. The research showed that personalisation, credibility, irritation and consumer attitude influence the consumer attitude and the intention to buy.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 INTRODUCTION

The chapter presents the conclusions of the research study. The chapter summarises the research findings and the conclusions are drawn in the context of consumer attitude towards mobile marketing in section 6.2. This is followed closely by the managerial, theoretical and policy implications outlined in the recommendations (Section 6.3). In conclusion, the study limitations and suggestions for future work are outlined in Section 6.4.

6.2 CONCLUSION OF THE STUDY

The purpose of the study was to investigate consumer attitudes towards mobile marketing in South Africa. The study sought to determine in what ways personalisation affects consumer attitude, credibility and how consumer attitude, irritation and consumer attitude affects mobile marketing. Research results showed that there is a significant relationship between the variables which leads to a positive decision-making pattern for an intention to purchase. Since the respondents were from a wide range of demographics, the findings best suit the South African context where the majority of the population has devices that allow them to interact with mobile marketing.

The conceptual framework represents the relationship between consumer attitude antecedents; namely need recognition, pre-purchase search and evaluation of alternatives and how they relate to consumer decision making. The structural equation model, using the maximum likelihood function, supported the proposed conceptual framework discussed in chapter 3 with GFI (0.987), AGFI (0.994) and an RMSEA value of 0.057.

Literature on consumer behaviour has focused on the external influence on personalisation, credibility, irritation, intention to purchase towards mobile marketing (Solomon, 2010). The findings of this study indicated that personalisation, irritation, credibility has a stronger positive effect on need recognition, pre-purchase search and evaluation of alternatives. The model also showed that there is a significant relationship between need recognition, pre-purchase search and evaluation of alternatives and consumer attitude. The findings were also evident with the estimated correlations between the latent variables and the exogenous latent variables and endogenous latent variables which was positive and significant. Natarajan, Balasubramanian, and Kasilingam (2017), in their research, also used partial least squares structural equation modelling (PLS-SEM) and their results showed that personalisation, credibility, irritation influence consumer attitudes, thereby affecting consumer intention to purchase.

6.3 RECOMMENDATIONS AND IMPLICATIONS

Despite mobile marketing becoming the gateway for mobile advertising, mobile shopping and mobile sales promotion, Bartikowski and Walsh (2015) noted that consumer attitude heavily affects the consumer decision pattern to purchase or not. It has been noted that mobile marketing has evolved over the years so that South African can hardly avoid interacting with the messages (Jansson-Boyd, 2010).

However, there is limited academic marketing literature investigating consumer attitude towards mobile marketing. One study by Jansson-Boyd (2010) highlighted that there has been limited research conducted into purchase decision making processes taking place in consumers who interact with mobile marketing messages and products required to encourage brand-supporting behaviour.

The theoretical, management implications and recommendations are discussed below.

6.3.1 Theoretical Implications

This research is in the South African context and it plays to the existing work by probing the relationships between the key aspects of consumer attitude and mobile marketing, including how they impact on the consumer's decision to purchase. Consumer attitude is an entity supported by several theoretical viewpoints, which generate a range of thoughts for management and theoretical enquiry (Brodie, Whittome, & Brush, 2009).

The study establishes and provide valuable insights into personalisation, credibility, consumer attitude, irritation and therefore, provides guidance to mobile marketing companies in South Africa on how to build strong mobile marketing messages which positively impact on the consumer's decision to purchase. Some research that was done in the same context by Hatch and Schultz (2001) emphasised the need for mobile marketers to put more value on mobile marketing messages and their frequency to avoid irritation, create credibility, increase personalisation and influence consumer attitude. Mobile marketing companies will benefit if they run marketing messages which relate to the needs of their intended consumers.

However, Gurau and Ranchhod (2014) argued that even though consumer attitude towards mobile marketing research have been conducted in many sectors of the South African economy and across its borders, there has been minimal literature content on the consumer decision process that leads to consumer intention to purchase. Mobile marketing allows the companies to determine consumer needs and provide information on what the company should do to meet the needs of their consumers (Foster, Punjaisri, & Cheng, 2010).

6.3.2 Management Implications

The research findings propose that the management of the mobile marketing companies need to advance a bit more on mobile marketing messaging as the results show strong relationships between personalisation, credibility, irritation intention and consumer attitude which then results, in a purchase decision (Schiffenbauer, 2001). Mobile marketing companies will need to segment their consumers and customise their messages in line with the type of consumers they are targeting to avoid negative attitude, which is caused by irritation, credibility and un-matched personalisation supporting behaviour.

The message will lose its credibility if it is not supported by relevance, service or product provision. Management should make sure mobile advertising, mobile shopping and mobile sales promotion are linked to the company's value chain which will completely sustain the whole process of mobile marketing (Schiffenbauer, 2001). With the coming of the 4th Industrial revolution where business relies heavily on data/information generated from computers or mobile platforms, mobile marketing is a critical element in business which can contribute to the growth and profitability of the business.

As a mobile marketing company, it is important to value mobile marketing messaging to keep consumers attached to the products as a competitive strategy. Companies these days are exploring ways to increase their market share and outplay their competitors (Piehler, 2011).

Mobile marketing companies are introducing new ways of retaining and attracting customers' mobile platforms that bring products and services closer to them. The company and its employees need skills to manage the value chain and respond to

every customer in order to gain credibility. This in turn, can increase the market share and the strength of the company (Luttrell et al., 2016).

6.4 LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

The purpose of this study was to investigate consumer attitudes towards mobile marketing in South Africa.

The number one limitation of this study is in relation to the data collection, which was difficult to obtain from participants, due to many factors, such as time constraints and some participants not being too willing to answer or complete the survey.

The study is also limited only to be participants who are mobile savvy and partake in mobile marketing activities, therefore does not include a bigger pool of individuals, which may assist in thoroughly exploring the pros and cons of mobile marketing from more individuals.

The study may open up to respondent bias: Respondent bias refers to the extent of a view that prevents the response of participants from providing accurate answers (Vithal & Jansen, 2012). It is common in studies that require participant self-participation reporting, such as questionnaires.

The future research may repeat an investigation of the study of consumer attitudes towards mobile marketing, but with a lot more focus on consumer decision making processes towards mobile marketing messages.

The future studies may also need to limit the scope of the study by concentrating on either mobile advertising, mobile shopping and mobile sales promotion in relation to consumer attitude rather than blanketing all the facets of mobile marketing.

The reason for limiting is because a consumer in the financial sector or health sector or transport sector may develop different consumer attitudes compared to others in another sector due to exposure.

There is also a need to apply qualitative methodology and a triangulation pattern on conclusions and recommendations generated from both approaches (Hammersley, 2002).

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APPENDICES

Appendix 1: Research Letter

Dear Participant

Thank you for taking the time to share your opinion with us. You are invited to participate in an academic research study I am conducting for my degree in Master of Management in Strategic Marketing with Wits Business School, at the University of Witwatersrand.

We seek your opinions on your **general attitudes towards ad campaigns you generally receive through your mobile phone.**

Please note the following:

This is an anonymous study survey as your name will not appear on the responses provided. The answers you give will be treated as strictly confidential as you cannot be identified in person based on the answers you give.

- Your participation in this study is very important to us. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences.
- Please answer the questions in the attached document as completely and honestly as possible. This should not take more than 15 minutes of your time.
- The results of the study will be used for academic purposes only and may be published in an academic journal.

Please indicate your acceptance or refusal to complete the survey by ticking on the options below.

- I agree to continue with the survey
- No, I do not agree to continue with the survey

Thank you very much.

Colleen Payne - 1305028@students.wits.ac.za **- 079 580 5853**

Appendix 2: Questionnaire Sample

Begin the survey here!

We begin by asking you some few questions about yourself to help us code your responses better.

Date	DD / MM / YYYY	
Gender	Male / Female	
Age	☐ 18-25 ☐ 26-35 ☐ 36-45 ☐ 56-65 ☐ 65+	
Earning/Income	☐ Below R4,999 ☐ R5,000 - R15,999 ☐ R16,000 - R29,999 ☐ R30,000 - R59,999 ☐ R60,000 - R89,999 ☐ R90,000 and over	
Highest Qualification	☐ Some Primary Education ☐ Matric ☐ Professional/Vocational certificate ☐ University/ College Diploma ☐ University Bachelor's Degree ☐ University postgraduate degree (Honours) ☐ University postgraduate degree (Masters) ☐ University postgraduate degree (Doctorate)	

Preliminary Questions

1. **Which medium do you enjoy using whilst surfing the internet?**

Mobile/Cell Phone	Tablet/iPad	Computer/Laptop

2. **In the last 12 months, have you used your mobile phone or device to buy for goods and services?**

Yes	No

3. **Please indicate how frequent you use any of the following social media accounts using the scale below:**

   (1) Never; (2) Rarely; (3) Sometimes; (4) Very Often; (5) Always

   ☐1 ☐2 ☐3 ☐4 ☐5

Facebook	
Twitter	
WhatsApp	
Instagram	
LinkedIn	
Snapchat	

*Please indicate **by way of ticking** how much you agree or disagree with the below statements in as far as your attitude towards mobile marketing is concerned.*
By mobile marketing we mean a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps.

Using scales given, tell me your opinion on the following:	***Strongly Disagree***	***Disagree***	***Neither Agree nor Disagree***	***Agree***	***Strongly Agree***
Personalisation **Is described as the action of designing or producing something to meet someone's individual requirements**					
1. I feel that mobile advertising displays personalised messaging to me					
2. I feel that mobile advertising is personalised for my usage					
3. Contents in mobile advertising are personalised					
4. I feel that the mobile advertisements I receive are relevant to my needs					
Credibility **The quality of being trusted and believed in**					
5. I use personalised mobile advertising as a reference for purchasing purposes					
6. I trust mobile advertising					
7. The content provided by mobile advertising is credible					
8. Mobile advertising is believable					
Irritation The state of feeling annoyed, impatient or slightly annoyed					
9. Mobile advertising is annoying					

10. Mobile advertising is deceptive					
11. Mobile advertisements disturb my use of the mobile devices					
12. I feel mobile advertising is irritating					
Attitude A settled way of thinking or feeling about something					
13. I find receiving advertisements via the mobile phone positive					
14. I find SMS and MMS mobile advertising messages useful					
15. I find receiving advertisements SMS/MMS on mobile devices useful					
16. I find that mobile marketing plays a vital role in marketing of any business					
17. I find receiving advertisements such as SMS/MMS very informative and gives me knowledge about current offers and promotions taking place					
Purchase Intent Mobile shopping is the act of purchasing a good or service through a mobile device					
18. I use mobile device for shopping whenever I have a chance					
19. I expect to use mobile advertising to purchase a good/services after receiving a promotion					
20. My general intention to shop via mobile phone is very high					
21. I find mobile shopping more entertaining than traditional shopping					
22. I find shopping via mobile phone positive					
23. I will shop via mobile phone in the future					

4. Please select which items you prefer to buy through mobile online shopping

1. Groceries	☐
2. Clothing	☐
3. Fast food	☐
4. Electricity	☐
5. Banking	☐
6. I don't like to buy any of these online	☐

You have come to the end of the survey.

Thank you.

Appendix 3: Questionnaire (Online Version)

Consumer Attitudes towards Mobile Marketing in South Africa

Dear Participant

You are invited to participate in an academic research study I am conducting for my degree in Masters of Management in Strategic Marketing with Wits Business School, at the University of Witwatersrand.

Kindly note that this is an anonymous study survey, so your name or personal details will not appear on the responses provided. Your responses will be treated as strictly confidential . The results of the study will be used for academic purposes only and may be published in an academic journal.

Thank you in advance for taking the time to assist me with this survey. Your support is very much appreciated.

Kind Regards
Colleen Payne
Email - 1305028@students.wits.ac.za
Tel - 079 580 5853

Next

Demographics

Please Indicate your Gender

- ○ Female
- ○ Male
- ○ Prefer not to say

Please indicate your Age

- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56-65
- ☐ 65+

How much is your net income after deductions?

- ☐ Below R4,999
- ☐ R5,000-R15,999
- ☐ R16,000-R29,000
- ☐ R30,000-R59,999
- ☐ R60,000-R89,999
- ☐ R90,000 and over

What is your highest Qualification?

- ☐ Primary Education
- ☐ Matric
- ☐ Professional/Vocational Certificate
- ☐ Undergraduate Degree
- ☐ Postgraduate Degree

Which device do you enjoy using whilst surfing the internet?

- ☐ Mobile/Cell Phone
- ☐ Tablet/iPad
- ☐ Computer/Laptop

Personalisation

Please indicate the extent to which you agree or disagree with each of the statements listed below by crossing (x) the number that corresponds with your answer.
(Please note that 1 = Strongly Disagree; 2 = Disagree; 3 = Neither Agree nor Disagree; 4 = Agree; 5 = Strongly Agree

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel that mobile advertising displays personalised messaging to me	○	○	○	○	○
I feel that mobile advertising is personalised for my usage	○	○	○	○	○
Contents in mobile advertsing are personalised	○	○	○	○	○
I feel that the mobile advertisements i receive are relevant to my needs	○	○	○	○	○

Credibility

Please indicate the extent to which you agree or disagree with each of the statements listed below by crossing (x) the number that corresponds with your answer.
(Please note that 1 = Strongly Disagree; 2 = Disagree; 3 = Neither Agree nor Disagree; 4 = Agree; 5 = Strongly Agree

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I use personalised mobile advertising as a reference for purchasing purposes	○	○	○	○	○
I trust mobile advertsing	○	○	○	○	○
The content provided by mobile advertising is credible	○	○	○	○	○
Mobile advertising is believable	○	○	○	○	○

Irritation

Please indicate the extent to which you agree or disagree with each of the statements listed below by crossing (x) the number that corresponds with your answer.
(Please note that 1 = Strongly Disagree; 2 = Disagree; 3 = Neither Agree nor Disagree; 4 = Agree; 5 = Strongly Agree

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Mobile advertising is annoying	○	○	○	○	○
Mobile advertising is deceptive	○	○	○	○	○
Mobile advertisements disturb my use of the mobile devices	○	○	○	○	○
I feel mobile advertsing is irritating	○	○	○	○	○

Attitude

Please indicate the extent to which you agree or disagree with each of the statements listed below by crossing (x) the number that corresponds with your answer.
(Please note that 1 = Strongly Disagree; 2 = Disagree; 3 = Neither Agree nor Disagree; 4 = Agree; 5 = Strongly Agree

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I find receiving advertisments via the mobile phone positive	○	○	○	○	○
I find sms and mms mobile advertising messages useful	○	○	○	○	○
I find that mobile marketing plays a vital role in marketing of any business	○	○	○	○	○
I find receiving advertisments such as sms/mms very informative and gives me knowledge about current offers and promotions taking place	○	○	○	○	○

Purchase Intent

Please indicate the extent to which you agree or disagree with each of the statements listed below by crossing (x) the number that corresponds with your answer.
(Please note that 1 = Strongly Disagree; 2 = Disagree; 3 = Neither Agree nor Disagree; 4 = Agree; 5 = Strongly Agree

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I use mobile device for shopping whenever i have a chance	○	○	○	○	○
I expect to use mobile advertising to purchase a good/services after receiving it	○	○	○	○	○
My intention to shop via mobile phone is very high	○	○	○	○	○
I find mobile shopping more entertaining than traditional shopping	○	○	○	○	○
I find shopping via phone positive	○	○	○	○	○
I will shop via mobile phone in the future	○	○	○	○	○

Consumer Attitudes towards Mobile Marketing in South Africa

Your response has been recorded.

Submit another response

Appendix 4: Reliability of Main Data Collection

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
P1	76.18	119.005	.660	.765	.833
P2	76.45	120.695	.662	.737	.834
P3	76.21	117.598	.694	.716	.831
P4	76.69	121.479	.670	.622	.835
C1	76.06	114.033	.796	.747	.826
C2	76.41	116.420	.778	.769	.828
C3	76.27	118.034	.779	.786	.830
C4	76.47	121.597	.699	.738	.834
I1	77.92	154.221	-.617	.755	.886
I2	78.08	152.776	-.652	.727	.882
I3	77.44	148.383	-.507	.657	.877
I4	77.94	155.509	-.647	.824	.888
A1	76.40	118.791	.686	.668	.832
A2	76.68	118.747	.653	.678	.833
A3	76.15	120.967	.690	.571	.834
A4	75.95	115.376	.784	.775	.827
PI1	75.94	117.095	.760	.739	.829
PI2	76.24	116.143	.770	.726	.828
PI3	76.09	115.459	.765	.813	.828
PI4	76.51	117.837	.685	.754	.832
PI5	76.36	122.106	.663	.728	.835
PI6	75.79	120.914	.718	.687	.833

Table 6. Reliability Analysis – Total Statistics

Appendix 5: Scatter Plots of Relationships

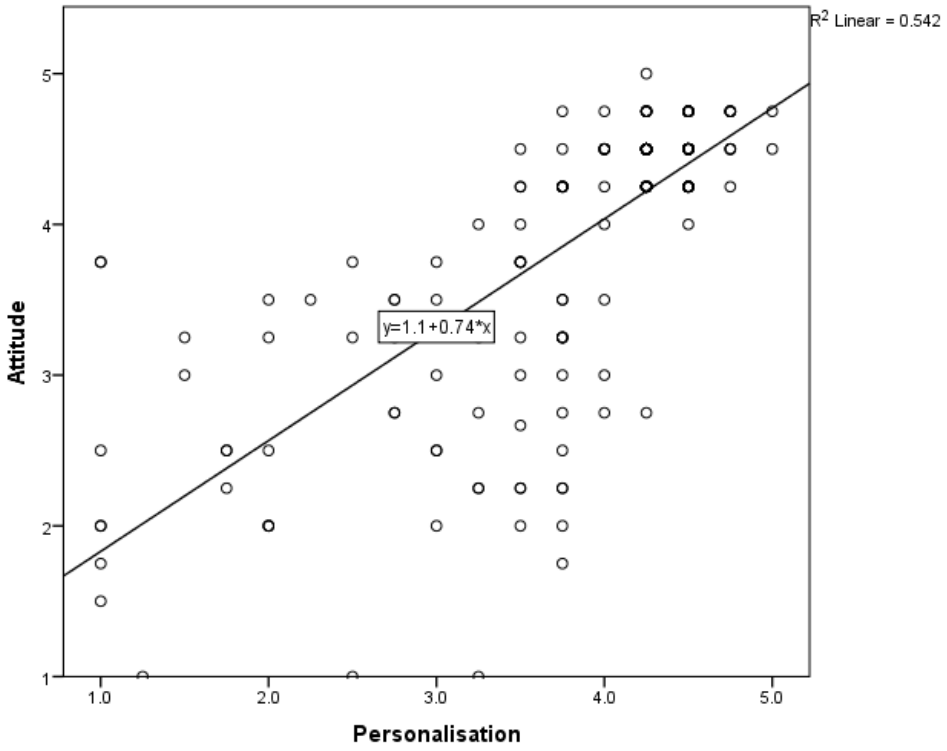

Figure 20: Scatter Plot: Relationship between Personalisation and Consumer Attitude (Hypothesis 1)

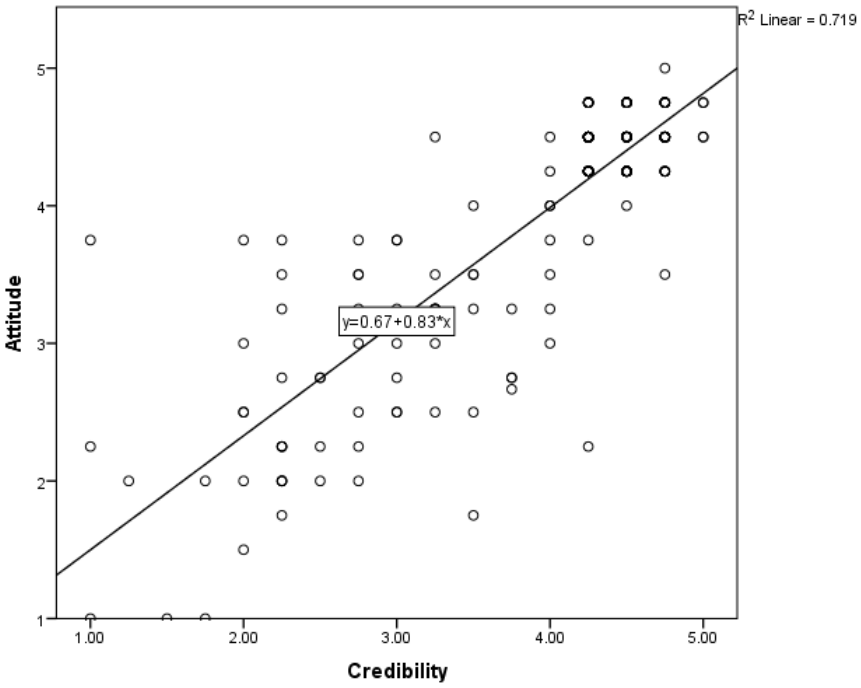

Figure 21: Scatter Plot: Relationship between Credibility and Consumer Attitude (Hypothesis 2)

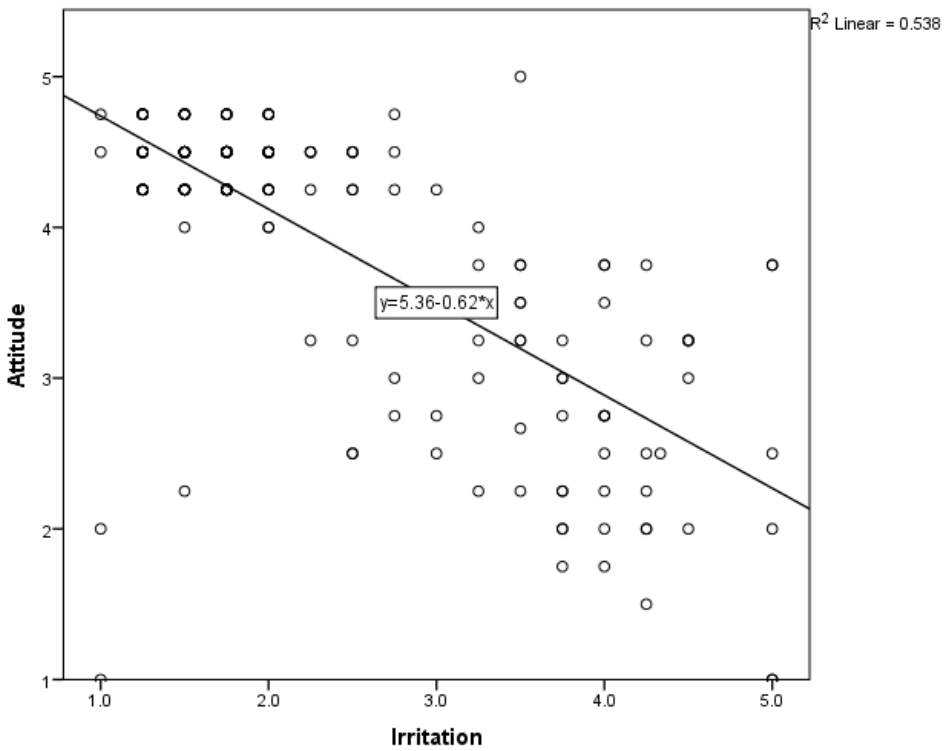

Figure 22: Scatter Plot: Relationship between Irritation and Consumer Attitude (Hypothesis 3)

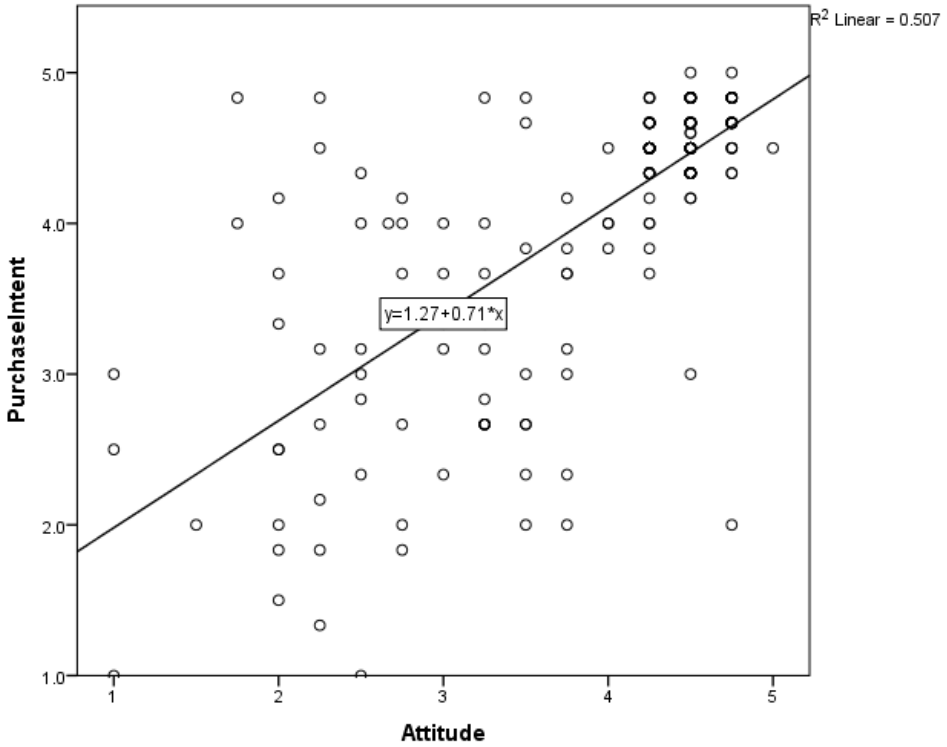

Figure 23: Scatter Plot: Relationship between Consumer Attitude and Consumer Purchase Intent (Hypothesis 4)

Appendix 6: Correlation Analysis for Measurement Validity

Table 7: Correlation Analysis

		Personalisation	Credibility	Irritation	Attitude	Purchase Intent
Personalisation	Pearson Correlation	1	.763**	-.680**	.736**	.664**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	202	202	202	201	201
Credibility	Pearson Correlation	.763**	1	-.743**	.848**	.751**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	202	202	202	201	201
Irritation	Pearson Correlation	-.680**	-.743**	1	-.734**	-.621**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	202	202	202	201	201
Attitude	Pearson Correlation	.736**	.848**	-.734**	1	.712**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	201	201	201	201	201
Purchase Intent	Pearson Correlation	.664**	.751**	-.621**	.712**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	201	201	201	201	201

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix 7: Additional Regression and Correlation Data

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Personalisation[b]		Enter

a. Dependent Variable: Attitude

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.736[a]	.542	.540	.622	.542	235.355	1	199	.000

a. Predictors: (Constant), Personalisation

b. Dependent Variable: Attitude

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.021	1	91.021	235.355	.000[b]
	Residual	76.961	199	.387		
	Total	167.982	200			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Personalisation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.095	.188		5.829	.000		
	Personalisation	.735	.048	.736	15.341	.000	1.000	1.000

a. Dependent Variable: Attitude

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Personalisation
1	1	1.972	1.000	.01	.01
	2	.028	8.447	.99	.99

a. Dependent Variable: Attitude

Residuals Statistics[a]

	Minimum	Maximum	Mean	Deviation	N
Predicted	1.83	4.77	3.90	.675	201
Residual	-2.485	1.920	.000	.620	201
Std. Predicted	-3.064	1.296	.000	1.000	201
Std. Residual	-3.996	3.087	.000	.997	201

a. Dependent Variable: Attitude

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Credibility[b]		Enter

a. Dependent Variable: Attitude

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.848[a]	.719	.717	.487	.719	508.689	1	199	.000

a. Predictors: (Constant), Credibility

b. Dependent Variable: Attitude

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.746	1	120.746	508.689	.000[b]
	Residual	47.236	199	.237		
	Total	167.982	200			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Credibility

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.670	.147		4.555	.000		
	Credibility	.829	.037	.848	22.554	.000	1.000	1.000

a. Dependent Variable: Attitude

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Credibility
1	1	1.972	1.000	.01	.01
	2	.028	8.446	.99	.99

a. Dependent Variable: Attitude

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.50	4.82	3.90	.777	201
Residual	-1.945	2.250	.000	.486	201
Std. Predicted	-3.086	1.183	.000	1.000	201
Std. Residual	-3.991	4.619	.000	.997	201

a. Dependent Variable: Attitude

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Irritation[b]		Enter

a. Dependent Variable: Attitude

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.734[a]	.538	.536	.624	.538	231.805	1	199	.000

a. Predictors: (Constant), Irritation

b. Dependent Variable: Attitude

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.387	1	90.387	231.805	.000[b]
	Residual	77.595	199	.390		
	Total	167.982	200			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Irritation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.356	.105		50.803	.000		
	Irritation	-.617	.041	-.734	-15.225	.000	1.000	1.000

a. Dependent Variable: Attitude

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Irritation
1	1	1.909	1.000	.05	.05
	2	.091	4.568	.95	.95

a. Dependent Variable: Attitude

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.27	4.74	3.90	.672	201
Residual	-3.739	1.805	.000	.623	201
Std. Predicted	-2.422	1.251	.000	1.000	201
Std. Residual	-5.987	2.890	.000	.997	201

a. Dependent Variable: Attitude

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude[b]		Enter

a. Dependent Variable: PurchaseIntent

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.712[a]	.507	.504	.6444	.507	204.298	1	199	.000

a. Predictors: (Constant), Attitude

b. Dependent Variable: PurchaseIntent

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.841	1	84.841	204.298	.000[b]
	Residual	82.641	199	.415		
	Total	167.482	200			

a. Dependent Variable: PurchaseIntent

b. Predictors: (Constant), Attitude

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.270	.199		6.380	.000		
	Attitude	.711	.050	.712	14.293	.000	1.000	1.000

a. Dependent Variable: PurchaseIntent

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Attitude
1	1	1.974	1.000	.01	.01
	2	.026	8.643	.99	.99

a. Dependent Variable: PurchaseIntent

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.981	4.823	4.040	.6513	201
Residual	-2.6457	2.3196	.0000	.6428	201
Std. Predicted	-3.162	1.203	.000	1.000	201
Std. Residual	-4.106	3.600	.000	.997	201

a. Dependent Variable: PurchaseIntent