



**ST. MARY'S UNIVERSITY**  
**SCHOOL OF GRADUATE STUDIES**  
**DEPARTMENT OF MARKETING MANAGEMENT**

**DETERMINANTS OF CUSTOMER ATTITUDE TOWARDS SMS  
ADVERTISEMENT: A CASE OF ENTERPRISE ACCOUNT IN ETHIO  
TELECOM CUSTOMERS.**

**BY**  
**MERON ASHENAFI**  
**ID NO SGS/0138/2010B**

**DEC, 2019**  
**ADDIS ABABA**



**DETERMINANTS OF CUSTOMER ATTITUDE TOWARDS  
SMS ADVERTISEMENT: A CASE OF ENTERPRISE  
ACCOUNT IN ETHIO TELECOM CUSTOMERS.**

**BY**

**Meron Ashenafi**

**Advisor: ZEMENU. A (Assistant Professor)**

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Management**

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**APPROVED BY BOARD OF EXAMINERS**

\_\_\_\_\_  
**Dean, Graduate Studies**

\_\_\_\_\_  
**Signature & Date**

\_\_\_\_\_  
**Advisor**

\_\_\_\_\_  
**Signature & Date**

\_\_\_\_\_  
**External Examiner**

\_\_\_\_\_  
**Signature & Date**

\_\_\_\_\_  
**Internal Examiner**

\_\_\_\_\_  
**Signature & Date**

## **Endorsement**

This thesis has been submitted for examination with my approval as the university advisor.

Main advisor: Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

## **Declaration**

I, Meron Ashenafi, hereby declare that this research paper entitled “Determinants of Customers Attitude towards SMS Advertisement: A Case of Enterprise Account in Ethio Telecom Customers” is my original work and has not been used by other for any other requirements in any other university and all sources of information in the study have been appropriately acknowledged.

By: **Meron Ashenafi**

Signature \_\_\_\_\_

Date \_\_\_\_\_

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## **ACRONYMS**

**CRM** –Customer Relation Management

**IM** – Instant Messaging

**PDA**s – Personal Digital Assistant

**MMS** – Multimedia Message Service

**SIM** – Subscriber Identity Module

**SPSS** – Statistical Package for Social Science

**SMS** – Short Message Service

**WAP** – Wireless Application Protocol

**VIF** – Variance Inflation Factors

## **Abstract**

*New technologies and mobile devices have provided various new methods of advertisements. Mobile phones offer organizations to better reach the consumers with regards to frequency and impact of advertising. Thus, Short Message Services (SMS) offer new successful medium of advertising. This research, therefore, aims to investigate the factors affecting consumers' attitudes towards SMS Advertising a case of enterprise account in ethioteleom customers. The research focuses on enterprise account customers, since they represent the community of Enterprise post-paid users. Four dimensions (Entertainment, Informativeness, Credibility and Irritation) of customers attitude towards SMS advertisement model was used in order to conduct the investigation via mixed research approach and explanatory research design was applied. A sample selected by a convenience sampling method and data was collected through a structured questionnaire intending to identify their perception towards the SMS advertised. Out of 385 structured questionnaires distributed to respondents 346 were collected, which maintained 89.87% response rate. The study was limited to only Central Addis Ababa Zone and South West Addis Ababa Zone telecom shops. It was found that all factors of SMS advertisements positively correlated to consumers' overall attitudes towards SMS advertisement. Credibility is the strongest factor affecting the consumer attitudes. Moreover, consumers generally have negative attitudes towards SMS advertisements. Gender affects the consumer attitude towards SMS advertising. Male enterprise customers are more affected by the SMS advertising. The research recommends thatEthio telecom as a service provider, marketers should be cautious when attempting to gain the consumers' attention. Likewise, they may try to find ways of increasing the level of entertainment and informativeness.*

**Keywords:** Customer attitude, SMS Advertisement, entertainment, informativeness, credibility and irritation.







# CHAPTER ONE

## 1. INTRODUCTION

### 1.1 Background of the Study

In today's highly competitive world of business where there is fast technological spread there is little chance for product differentiation. Consequently it is a must that a company needs to put itself apart from the competition by building a distinctive image of it. One of the ways to do so is to advertise oneself to promote usage of the product, remind users of benefits of an offering and to build image that will be difficult to be copied by competitors (Anderson & Nilsson, 2000).

Companies use lots of media to reach their customers and potential customers. Each media has its own weaknesses and strengths. Yet no media ever witnessed greatest reach and customization as that of wireless or mobile communications. Advertising is to create a favourable attitude towards a company and its offerings many companies have spent millions of dollars to do so. However the effectiveness of advertising heavily depends on the content and relevance of the message to the target audience (Anderson & Nilsson, 2000).

Communication technology is improving day by day and it has given the opportunity to the companies to advertise their products through cell phones. Cell phone advertisement is developing an exceptional relationship with the consumers there by giving way to the advancement of other new services for business and trade via cell phone (Venkatesh, Ramesh, & Massey, 2003). Wireless Advertising Association (WAA) states that, spreading the piece of information about the product to cell phones by employing the wireless network is called Wireless Marketing. To access the consumer through sending advertisement messages to their cell phone has become successful (Tsang & Liang, 2004).

An advantage of SMS is more discreet than a phone conversation, making it the ideal form for communicating when you don't want to be overheard. It is often less time-consuming to send a text message than to make a phone call or send an e-mail. SMS does not require you to be at your computer like e-mail and instant messaging (IM) do. Some phones are equipped for mobile e-mail and IM services. SMS is also a convenient way for deaf and hearing-impaired people to communicate.

SMS is a store-and-forward service, meaning that when you send a text message to a friend, the message does not go directly to your friend's cell phone.

The advantage of this method is that your friend's cell phone doesn't have to be active or in range for you to send a message. SMS (Short Message Service), commonly referred to as "text messaging", is a service for sending short messages of up to 160 characters (224 characters if using a 5-bit mode) to mobile devices, including cellular phones, smart phones and PDAs. Dickinger *et al.* (2004)

Defining of SMS advertising, it is necessary to analyse the definition of mobile marketing as this definition may in part to apply to the definition of SMS advertising. Dickinger *et al.* (2004) define mobile marketing as "Using interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services, and ideas, thereby generating value for all stakeholders." Mobile marketing is based up on sending information to consumers using either SMS (Short Message Service) or MMS (Multimedia Message Service). Therefore it can be assumed that mobile marketing involves some degree of SMS advertising with the latter being a component of mobile marketing. For the purpose of this study, SMS advertising defined as "Using short message service (SMS), sent to consumers' cell phones, to provide consumers with time and location sensitive information that promotes goods, services and ideas, there by generating value for all stakeholders. Dickinger *et al.* (2004)

Although the introduction of mobile communications in Ethiopia is a recent phenomenon it has shown a promising growth. Right now it is estimated that the number of mobile subscribers in the country is over twenty million only after a decade since it was introduced. Despite this fact the use of SMS advertising has lagged and is just a very recent phenomenon. SMS Advertisements has only been made during public holidays till very recent times and they were merely messages of wishes in holidays (ethio-telecom annual report, 2010).

SMS advertisements have only been made during public holidays till very recent times and they were merely messages of wishes in holidays. Ethio telecom, being the company that is the sole provider of telecom services in Ethiopia, has taken the lion share in using SMS advertisements to inform customers of new products, price discounts and new product features to exploit the large untapped market potential of the telecom market in Ethiopia. This research aims to look deeper into the consumer view of SMS advertising in the context of the Ethio telecom SMS advertising environment.

## **1.2 Statement of the Problem**

SMS marketing has grown rapidly in many European and Western countries; it is still in its infancy in many Asian and African countries. Furthermore, most of the previous studies have examined SMS marketing in western context, and little attention has been paid to the investigation of such a strategy in the other World (Waldt, Rebello & Brown, 2009). Consumers are confronted every day with a large amount of advertisements, which exceeds their information-processing capabilities. However, research has indicated that creativity can attract the consumers' attention (Roozen & Genin, 2008).

Therefore, there should be more researches to overcome key challenges regarding consumer willingness towards the acceptances of SMS advertising. Almost all of the previous researches on consumer attitude on SMS advertising have been carried out in other countries such as China, Iran and India (Lin & Hung et al 2009).

As per the knowledge of the researcher SMS advertising for the goods and services in Ethiopia is still remain unclear, there is very few studies conducted, so it is needed to gain a well understanding about the underlying factors such as customer attitude. SMS messages are flowing day and night to consumers without asking their prior permission to transmitting these messages and this is one of the problems associated with this activity. Other problems emerge from the lack of knowledge about the cultural background of the recipients specially their social, religious, and beliefs standards.

In order to perform mobile marketing activities more effectively, marketers and researchers pay more and more attention to mobile advertising which is considered to be an important marketing tool and a continuous area for research. Due to the life style of post-paid telecom users in our country, it is difficult to penetrate this type of marketing in the hearts of these users.

The other problem is most of the advertisements promoted by using SMS advertising are not concerns or more or less in appropriate for post-paid users.

In addition there is a reason for the researcher to search in that field, such as lack of various research papers in the subject matter plus to that research findings with respect to the attitude of customers done in another nation can't directly apply & serve in highly diversified country like Ethiopia. So, this research will contribute to the perception from Ethiopian consumer attitude.

## **1.3 Objective of the Study**

### **1.3.1 General Objective**

General objective of the study is determinants of customer's attitude towards SMS advertisement; a case of enterprise account in Ethio telecom customers.

### **1.3.2 Specific Objectives**

The following are the specific objectives of this study.

- To know the determinant factors affecting customer's attitude towards SMS advertisement.
- To investigate whether there is a difference in customers' attitude towards SMS advertisement across different demographic categories.
- To identify key factors that influence consumer attitude towards SMS advertisement in enterprise post-paid users.

## **1.4 Hypothesis of the study**

Having a critical examination of the various literatures in the area of SMS advertising and their applicability to the Ethiopian case based on the specific characteristics of Ethiopian respondents the following hypothesis were formulated for analysis.

**H1:** Entertainment of advertising has positive significant influence on customers' attitude towards SMS advertising in Ethio telecom customers.

**H2:** Informativeness of advertising has positive significant influence on consumer's attitude towards SMS advertising.

**H3:** Credibility of advertising has positive significant influence on consumer's attitude towards SMS advertising.

**H4:** Irritation of advertising has significant negative influence on consumer's attitude towards SMS advertising.

## **1.5 Significance of the study**

Importance of this research comes from the lack of such research concerning SMS advertising in Ethiopia, according to the researcher knowledge. So that it's an adding value to researches concerning the subject. Although there are plenty of studies regarding SMS advertisements they were mostly done in developed countries context. So this study makes a cross comparison of findings possible and triggers further studies in the area. In addition to the study of customers' attitude towards SMS advertisement is moreover important for the one and only bridge of the service provider which is Ethio telecom, will get actual feedback and suggestions from the main participants of the service who are the marketers and also effectively design the SMS advertising campaigns. The last but not the least, customers who are the users of post-paid telecom service can get concerning information and help to avoid misunderstandings. Even it can be used as a reference for other researchers who want to make further investigation in the area.

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

### **1.6.1 Scope of the Study**

It refers to how far the research area explores and in which parameters of the study operated. The study covers enterprise customer's attitude of post-paid mobile telecom users towards of SMS advertisement. The study doesn't include residential post-paid telecom users of Ethio telecom.

#### **1.6.1.1 Geographical Scope of the Study**

The study's geographical coverage was limited by shops that are found in main sites of Addis Ababa which is central Addis Ababa zone (CAAZ) and south west Addis Ababa zone (SWAAZ).

#### **1.6.1.2 Conceptual Scope of the Study**

On the conceptual scope of the study where been limits with those dependent variables like entertainment, informativeness, credibility and irritation as a factor no other variables where included. The researcher point out the variables as relevant concepts to test the relation between attitude towards customers and factors to influence attitude towards SMS advertisement observe and analysed the information on a given topic.

### **1.6.1.3 Methodological Scope of the Study**

The methods that the research applied for the information needed to solve the problem. The research used research approaches, research design, population, sampling techniques, sample size, data source, data collections procedures and data analysis and interpretation.

### **1.6.2 Limitation of the Study**

The study was limited to post-paid mobile subscribers. Only antecedents of customers' attitude towards the SMS advertisement limited to entertainment, informativeness, credibility and irritation. And also samples were taken from enterprise post-paid customers.

## **1.7 Organization of the Study**

This research paper is organized with five chapters. The first chapter presents the introduction part which consists of background of the study, statement of the problem, objective of the study, hypothesis, Significance of the study, scope/limitation, and organization of the study. The second chapter presents review of related literature of the study. The third chapter focuses on research methodology and design. Chapter four concern on the data presentation, analysis and interpretation. The last chapter five present summery of findings, conclusion, and recommendations.



## **CHAPTER TWO**

### **2. REVIEW OF RELATED LITERATURE**

#### **2.1 Theoretical Review**

##### **2.1.1 The Concept of Attitude**

Attitude in marketing terms is defined as a general evaluation of a product or service formed over time. Fishbein (1967) defines attitude as “a learned predisposition of human beings”. As part of a learned predisposition human behaviour, Kotler (2000) further elaborates attitude as an individual personal evaluation, emotional feeling attached and action tendency toward some objects or ideas.

Attitudes are important to marketers, theoretically summarize a consumer’s evaluation of an object (brand or company) and represent positive or negative feelings and behavioural tendencies. Marketers’ interest in attitudes is based on the assumption that they are related to consumers’ purchase behaviour. Considerable evidence supports the basic assumption of a relationship between attitudes and behaviour.

The attitude-behaviour link does not always hold; many other factors can affect behaviour. But attitudes are very important to marketers. Advertising and promotion are used to create favourable attitudes toward new products/services or brands, reinforce existing favourable attitudes, and/or change negative attitudes (Belch and Belch, 2003).

An attitude provides a series of cues to marketers. They predict future purchases, redesign marketing effort and make attitude more favourable. Attitudes indicate knowledge, feelings and intended action for the given stimulus (Khan, 2006). The goal of advertiser may be to create a positive attitude towards its product or brand and/or reinforce or change existing attitudes through marketing communications.

Most researchers agree that an attitude has three components; these are affect, behaviour and cognition. Affect refers to the way a consumer feels about an attitude object.

Behaviour involves the person’s intentions to do something with regard to an attitude object. Cognition refers to the beliefs a consumer has about an attitude object. These three components of an attitude can be remembered as the ABC model of attitudes. This model emphasizes the interrelationships between knowing, feeling and doing (Solomon et al., 2006).

### **2.1.2 Introductions to Wireless Advertisement**

Wireless marketing is sending advertising message to mobile devices such as mobile phones (Tsang, Ho, and Liang, 2004). According to Anderson & Nilsson (2000), there are five platforms available for wireless advertisement, SMS and pagers, WAP and I-mode, PDA's Voice/speech, and location-based technologies. Mobile advertising is the application of interactive wireless media to transmit advertising messages to customers personalized information with the overall goal to promote goods and services (Haghirianet al. 2005).

Customization refers to the ability to provide personalized service based on the needs and preferences of end users. Interactivity refers to the possibility for a bi-directional communication. Mobile advertising tends to be the most interactive media compared to other conventional media like TV, radio etc. Band width, customization and interaction constitute the richness of the media. Mobile advertising possesses a better richness and reach compared to other media (Hoang, 2007).

Jelassi and Enders (2004) identified four distinct characteristics of mobile advertising. These are Ubiquitous Access, Detailed User Information, Integrated Response Channel and Personal Channel. Companies can stay in touch with their customers through SMS. Jelassi and Enders (2004) especially emphasized the importance of timing to communicate via SMS. The ideal time to communicate is while people are in transport according to Jelassi and Enders (2004) with the presumption that they are free at such moments. Information such as demography, sex, and age and user profile can be accessed via SMS.

By saying integrated response channel, it means that mobile advertising enables to receive customers' response via the same medium. With regard to this aspect two advantages are worth considering. These are the opportunity for interaction and the ability to precisely measure impact and effectiveness of advertising campaign. Finally, the personal channel aspect of mobile advertising indicates that mobile cell phones represent the very personal belonging of individuals (Jelassi and Enders, 2004).

According to Mirzan Kamran and SadiaSharmin (2008) mobile advertisement is characterized by personalization and interactivity. The earlier emphasizes that, mobile advertisement allows for customization of messages based on the preferences of customers. The later refers to the possibility of having an instant and direct feedback from the customer and likelihood of higher interaction.

Another characteristic stated by scholars is immediacy which underlines that mobile medium prompts the users to react immediately shortening the time needed to change the message into actual transactions (Preeta H. Vyas, 2011). Furthermore, mobile medium possesses multiple touch points that can reduce the time taken to transform from awareness to action. These include voice/video, web browsing, messaging, voice (Preeta H. Vyas, 2011). This scholar also emphasized the feature of mobile media as the most convenient for targeting due to the ease of developing customer profiles.

### **2.1.3 Strengths, weaknesses, threats and opportunities of wireless advertisement**

#### **Strengths**

A clear strength of wireless advertisement over other advertisement types is the ease for personalization. Annica Andersson and Johanna Nilsson (2000) stated that wireless media are mostly tied to one specific individual, which is not always the case with regular phones or computers that are often tied to an entire family. This makes it possible to adapt messages for the particular individual. Strength of wireless advertisement media also includes its flexibility in production and cost effectiveness (OumVantharith, 2006; Annica Andersson and Johanna Nilsson, 2000). It is very easy to produce and deliver a message quickly and also to change it. Even “mass-customization” is possible to a low price. In general, production costs are very low in comparison with other media (Annica Andersson and Johanna Nilsson, 2000).

#### **Weakness**

Limitation in graphics and exposure as the SMS advertisements are limited to 160 characters is one weakness stated by Annica Andersson and Johanna Nilsson (2000). This has also been stated by OumVantharith (2006). Another constraint as far as wireless media is concerned is the lack of standards and accepted metrics for measuring advertisement delivery and consumer responses (Annica Andersson and Johanna Nilsson, 2000).

#### **Opportunities**

The high penetration rate of mobile media combined with trends in the convergence of mobile with internet is promising trends for future prospects of mobile advertisement (Annica Andersson and Johanna Nilsson, 2000). The authors justified the importance of the later trend stating that it opens for more content and services.

## **Threats**

The major threats for the mobile advertisement media are three according to Annica Andersson and Johanna Nilsson (2000). These are the reluctance among end-users due to privacy fears or fear of being spammed with advertising, initial misuse of the channel in the form of spam, unauthorized use of personal information and finally the “WAP effect” which is the tendency for higher expectation at initial stages which may hinder development in the area. Forced exposure is another characteristic of SMS advertising. Users cannot avoid receiving short messages; at least they need to have the first sight of them. Although, forced exposure often interrupts a viewer’s normal viewing process. Researchers found that the exposure to a stimulus can generate measurable effects such as attitude change, which may also affect the acceptance of SMS advertising (Gavin *et al.*, 2000).

### **2.1.4 Mobile Marketing**

In the era of technology and telecommunication, mobile devices are more useable than personal computers. Companies must follow the technology development and start tailoring their advertisements to suite customers’ needs, to attract the attention and to reach them wherever they are (Panie et al, 2014; Cisco, 2014; Upstream, 2013). Mobile marketing is marketing on or with a mobile device, smart phone or non-smart phone. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas (Yamamoto, 2009). It also involves communicating with the consumers via mobile device, either to send a simple marketing message, to introduce them to a new audience participation-based campaign or to allow them to visit a mobile website (Quickbiz, 2014). According to the Mobile Marketing Association (2010), the worldwide mobile marketing trade association, defined mobile marketing as: “a set of practices that allows organizations to communicate and engage with their audience in an interactive and relevant method through any mobile devices or networks”.

### **2.1.5 Mobile Advertising**

Leppäniemi et al. (2008) defined mobile advertising as “Any paid message communicated by mobile media with the intent to influence the attitudes, intentions and behavior of those addressed by the commercial messages.” Leppäniemi et al. (2008) stated two types of mobile advertising that are push and pull advertising. “Pushed” is one of that when the users’ devices were generally used in conjunction with mobile advertising. Special promotions delivered by SMS to users within the context of an existing customer relationship.

According to James (2004) during recent years, the popularity of SMS has grown exponentially, which has led to the rise of the mobile advertising phenomenon (Friman, 2010). In fact, mobile phone is the only advertising medium that consumers carry with them almost anywhere they go. Mobile advertisements can be delivered to consumers without limitations regarding time and space. That's to say, direct interaction with consumers is possible via mobile advertising without time and place boundaries (Friman, 2010; Dickinger et al., 2004).

### **2.1.6 Text Messaging Applications**

SMS can be applied for many applications due to its inherent characteristics. Seven of them have been identified by Dickinger, Haghirian, Murphy and Scharl (2004). These are applications as mobile couponing, information services, mobile Customer Relationship Management (CRM), entertainment, branding, location based services and new product launches.

**Mobile couponing:** rather than giving paper coupons companies have now started to send coupons to cell phones via SMS. According to Dickinger et.al (2004) sending coupons provide three benefits. First it allows targeting based on customer numbers. Second it is time sensitive and lastly efficient handling by scanning the coupon's bar code at the cash desk.

**Information services:** refers to relevant and personalized information for which the customers pay little or nothing (Dickinger et.al (2004).it may include news, market rates, horoscopes, weather and soon.

**Mobile CRM:** refers to sending items which are not directly related to the core product for sale but related to supporting customer relationship. These include sending newsletters, pictures, ringtones, bonus points and coupons. (Dickinger et.al, 2004)

**Branding:** refers to the ability to link various emotions and feelings with the brand with the aim of obtaining a sustainable competitive advantage (Dickinger et.al, 2004).these emotions will enable customers to recall and recognize the brand easily.

**Entertainment:** SMS advertisements do also provide entertainment values. According to Dickinger et.al (2004) entertainment services can increase customer loyalty and add value for the customer. Providing games and prizes via text messages yields high participation and is the ideal way to attract and keep customers.

**Product launches:** mobile market also supports new product introductions especially services (Dickinger et.al, 2004). Ethio-telecom for instance has been announcing new product introductions via SMS.

### **2.1.7 SMS Advertising Business Actors and their Roles**

Major actors have been identified by researchers. These are advertiser, application provider, infrastructure provider, mobile network operator, mobile advertising agency, provider of context information, and end user (Kavassaliset *et al.*, 2003). Advertiser is the seller of the goods and services who determines the content of the message.

The advertiser uses SMS to reach its target audience at the right place at the right time. The source of revenue to this advertiser is the end users' acceptance to the SMS advertisement leading to intention to purchase (Seyed Alireza Mirbagheri, 2010). Mobile network operator provides access to wireless network and facilitates SMS advertising by renting the network from infrastructure provider (Komulainen, *et al.*, 2006) as cited in Seyed Alireza Mirbagheri (2010). Network operators earn money by charging mobile advertising agencies in exchange for sending SMS ads. Mobile advertising agency is the central actor aggregating all business actors and offers appropriate to mobile advertising services. Provider of context information supplies contextual information like weather, traffic conditions, and results of particular events such as sport events (Bulander, *et al.*, 2005) as cited in Seyed Alireza Mirbagheri (2010). End user is a mobile subscriber receiving SMS advertisement. Mobile advertising agency is the central actor aggregating all business actors and offers appropriate to mobile advertising services. Provider of context information supplies contextual information like weather, traffic conditions, and results of particular events such as sport events (Bulander, *et al.*, 2005) as cited in Seyed Alireza Mirbagheri (2010). End user is a mobile subscriber receiving SMS advertisement.

### **2.1.8 Attitude towards Advertising**

Attitude as simply defined is our predisposition toward things that is whether we like things or not (Severin and Tankard, 2001). Attitude toward an ad is defined as a learned predisposition to respond in a consistently favourable or unfavourable manner toward advertising in general (Mac Kenzie and Lutz, 1989) as cited in (Haghirian *et al.*, 2005).

Being a complex construct attitude has three components. These are the cognitive, the affective and the cognitive (Severin and Tankard, 2001). The cognitive refers to beliefs held by consumers associated with the object. The affective component refers to emotions and feelings that are associated with the object. Finally, the cognitive component deals with actions or intentions towards the object (Severin and Tankard, 2001).

Coming to the more specific case of SMS attitude it is defined as a long-term cognitive evaluation, affect, and behavioural tendency in a consumer towards SMS; a consumer with a more favourable SMS attitude means that he or she is more used to and likes sending/receiving SMS. Many studies in the past concerning subject matter of attitude towards SMS advertisement are based on different theories like theory of reasoned action, innovation diffusion theory, and technology acceptance theory (Muk, et al, 2007).

**Relative advantage;** refers to the degree to which an innovation exceeds what it precedes. In this case the mobile technology is much better than existing conventional media for the clear reason that it offers complete freedom at whatever location. It helps to avoid missing appointments and delayed schedules. (H. Kemal *et al*, 2008).

**Compatibility:** a technology that can work in coherence with existing technology is more likely to be perceived positively. The cell phone ensures greater compatibility with the fixed telephony making it a well adopted innovation. (H. Kemal et al, 2008).

**Complexity:** refers to the requirements of skills that are essential to work with the innovation. Mobile phones are not far from the regular phone in complexity. This has also contributed to their rapid proliferation (H. Kemal *et al*,).

**Trial ability:** refers to the extent to which an innovation can be tried on a limited basis. Mobile phones can be borrowed from some another person for trial together with other incentives (H. Kemal et al, 2008).

**Observability:** the extent to which the benefits of the innovation can be recognized, seen or felt. Mobile cell phone entails boundless benefits that have a significant impact as they are wherever you go.

The theory of reasoned action which is an attitude theory based on the cumulative works of constructs of attention, attitude, behaviour is the other theory considered by other scholars (Tsang, Ho, and Liang, 2004). Finally, the technology acceptance model is a model that evolves from the theory of reasoned action which especially dictates that intention to use a technology is determined by attitude towards using it plus the perceived usefulness and ease of use (Muk, 2007).

### 2.1.9 Factors Affecting Attitude towards SMS Advertisement

Personalization, informativeness, credibility, irritation, monetary benefit and entertainment are the most important factors that have been proved to affect attitude towards SMS advertisement (Saadghvaiziri & Hosseini, 2010). However these don't tell the whole story. Time of transmission, consumer control, privacy and permission are the other factors that have been suggested by Kamran and Sadia (2008).

**Personalization:** the fact that a specified target customer can be targeted at the right place, in the right time accounts for ease of tailoring the message to an individual's needs, activities and interest Saadghvaiziri & Hosseini (2010). Consequently, the operational definition that is adopted for personalization in this study is the extent to which SMS advertisements can be tailored to the interests, activities and needs of individual audiences. Saadghvaiziri & Hosseini (2010) found a significant and positive relationship exist between personalization of SMS advertisement and attitude towards the advertisement. This implies that the greater the relevance of the SMS advertisement the more favourable will be customers' reaction towards that advertisement.

**Informativeness:** is the ability of the advertisements to generate awareness about the product and how it is different from competitors' products (Sobberman, 2004). Kotler and Keller (2006) implied that SMS advertisements should inform audiences of new products, changes in new products and new features of existing products. This is the context in which the variable is used throughout this paper.

With regard to findings about the relationship between informativeness and attitude towards SMS advertisement (Ducoffe, 1995, Saadghvaiziri & Hosseini (2010), Farazet *al.*, (2011) found out that informativeness positively and significantly influences attitude towards SMS advertisements.

Informativeness is accounted to be the key factor of advertisement that has an impact on consumers which marketers should account its power (Haider, 2014). Likewise, the first aim of advertisement is to generate awareness of products and to let consumer understand how products are different and to inform the audience of new products and new features among old products, besides any changes in price (Kotler and Keller, 2006). Content or informativeness is important predictor of the value of advertisement (Ducoffe, 1996).



Petrovici & Marinov (2007) found that product information acquisition is the primary personal use of advertising, and suggested marketers should utilize the informative power of advertising. Consequently, advertisers have to transmit information via advertising messages (Gordon & Turner, 1997).

**Entertainment:** is perhaps another most important factor affecting attitude towards SMS advertisement. According to Mcquail (1983) entertainment is the ability to fulfil customers' needs for escapism, diversion, aesthetic enjoyment or emotional release. D. L. R Van der Waldt, T. M. Rebello and W. J. Brown, 2009, Saadghvaiziri & Hosseini (2010), Mirzan Kamran and Sadia Sharmin (2008) found that there exists a significant relationship between entertainment and attitude towards SMS advertisement. Irritation: When advertising employs techniques that annoy, offend, or are overly manipulative, consumers are likely to perceive it as unwanted and irritating influence (Ducoffe, 1996) as cited in Saadghvaiziri & Hosseini (2010). Mirzan Kamran and Sadia Sharmin (2008) found out that irritation is significantly and negatively correlated with attitude towards SMS advertisement.

Entertainment directly attracts young people. Therefore, they positively respond toward the entertainment. The very nature of texting, with its own particular form of abbreviated language and more casual forms of communication (such as text flirting) was seen as entertainment in its own right (Grant & O'Donohoe, 2007).

In addition, the impulsive nature of phone-based entertainment supports this construct (Wilska, 2003), as especially young people use of telephony services for fun and enjoyment (Williams et al., 1998). Moreover, entertainment seemed to lead to increased trust in advertisers, (McMillan et al, 2003; Khasawnah & Shuhaiber, 2013). Besides, Bauer et al. (2005) added that entertainment utility of mobile advertising influence the whole value of mobile advertising to the customers added to influence on consumer attitudes towards mobile advertising.

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

**Credibility:** has been defined by Mackenzie and Lutz (1989) as cited in Saadghvaiziri & Hosseini (2010) as consumers' perception of the truthfulness and believability of advertising in general.

Goldsmith et al., 2000 as cited in Saadghvaiziri & Hosseini (2010) defined credibility as the extent to which consumers believe that a firm can design and deliver products and services that satisfy customer needs and wants.

Saadghvaiziri & Hosseini (2010), Pavlov and Stewart (2002) as cited in Kamran and Sharmin (2008) found out that credibility is positively and significantly correlated with attitude towards SMS advertisement.

Daugherty et al. (2007) viewed advertising credibility as an expression of the consumer's expectations regarding the fairness and factualness of advertising.

Panie (2014) mentioned the view of (Goldsmith et al, 2000) that credibility of an advertisement is influenced by different factors; especially by the corporation own credibility and the bearer of the message.

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

Haghirian & Madlberger (2005) credibility is based on the extent to which consumers believe that the marketer has the expertise and honesty to perform a transaction effectively and reliably. That complies with the dimension concerning perceived risk of Bauer et al (2005).

On the other hand, Jelassi and Enders showed that the declining advertising credibility, leads marketers to continually search for innovative ways to communicate their messages. And that traditional advertising has to cope with challenges like lack of credibility, getting time and attention from consumers, also growing advertising reactance but using mobile viral marketing results in more benefits with less expenditure (Saadeghvaziri and Hosseini, 2010). In Wiedemann and Pousttchi's research (2008) almost 70% of the 44 experts confirmed that consumers getting a mobile advertisement from familiar brands participate more frequently in a campaign as initial contacts (Saadeghvaziri & Hosseini, 2010).

It has been found to have direct positive effects on attitude toward the advertisement, the brand, and purchase intent (Choi and Rifon, 2002).

Perceived advertisement credibility was found to be among the first construct that strongly influences attitude toward the advertiser; which in turn is an important predictor of attitude toward the advertising also increases the value of advertising (Haider, 2012). Consumers' attitudes towards SMS advertisements further support the relationship between consumer perceptions of the credibility of advertisement and consumer attitudes towards the advertisement (Brackett, 2002).

**Irritation:** when advertising employs techniques that annoy, offend, or are overly manipulative, consumers are likely to perceive it as unwanted and irritating influence (Ducoffe, 1996) as cited in Saadghvaiziri & Hosseini (2010). Kamran and Sharmin (2008) found out that irritation is significantly and negatively correlated with attitude towards SMS advertisement.

According to Saadeghvaziri & Hosseini (2010) Bauer and Greyser, in their major survey of American consumers, founded that the main reason for consumers to criticize advertising related to annoyance or irritation it causes.

In the context of advertising, Ducoffe (1996) defined irritation as employing tactics used by marketers in the advertising that annoy, offend, insult, or are overly manipulative or may insult consumer dignity. It also refers to any offending effects that may go against what a user values (Oh & Xu, 2003).

This reckons that irritation caused by an incomprehensive or unwanted mobile advertising messages reflect negatively on the attitude toward it. Consequently, Consumers may feel annoyed about irritating messages and react negatively (Chowdhury, 2006; Panie, 2014).

The tactics advertisers use when competing for consumers' attention can be annoying to the audiences. Taking this point further, irritation is phenomenon whereby consumers tend to refuse advertisements if they have the feeling that the advertisement is too intrusive. If an individual feels indignity when being addressed by advertisements, this can mainly have an effect on his attitude toward advertising (Schlosser et al., 1999).

Another point of possible annoyance comes from unwanted messages, commonly known as spam (Scharl et al, 2005). Spam intrudes into consumers' privacy without permissions or acceptance.

According to Haghirian et al. (2005) findings, complex mobile advertising message can cause irritation among consumers, and this disturbance decrease the value of the advertising for consumers and may cause negative reaction toward mobile advertising.

The relationship between consumers' perceptions of the irritation and consumers' attitudes towards advertisements is theoretically supported by the attitude model developed by LK Brackett (2002). Tsang et al. (2004) tested the relationship between these two constructs and found that consumer perceptions of the irritation of SMS advertisements are negatively correlated to consumer attitudes towards SMS advertisements.

#### **2.1.10 Consumer's attitudes towards SMS Advertising:**

Attitude is an important concept in researches of marketing and information systems. Over the past two decades attitudes toward advertising has been studied more than any other concept in marketing at all (Wang et al., 2002). The 2013 Emerging Markets Mobile Attitudes reports that mobile represents the biggest opportunity in emerging markets (Upstream System, 2013).

##### **2.1.10.1 Consumer's Attitude:**

Generally, Aaker et al. (1996) thought of attitudes as "the mental states used by individuals to structure the way they perceive their environment and guide the way they respond to it". Fishbein (1967) defined attitude as "a learned predisposition of human beings". Based on this predisposition, an individual would respond to an object, an idea, or a number of things like opinions. Kotler (2000) stated that "an attitude is a person's enduring favourable or unfavourable evaluations, emotional feelings, and action tendencies toward some object or idea". Neal et al (2004) in (Alhrezat, 2013) defined attitude as "an enduring combination of cognitive, emotional, and behavioural processes or mental states by which consumers structure the way they perceive and respond to market environmental elements such as a television program, or a concept as advertising."

An attitude has an essential role in consumers' decisions. A relationship was found between consumer attitudes and purchasing products or services.

Marketers try to develop positive attitudes towards their products or services as it affect the purchasing decision (As'ad et al, 2005).

### **2.1.10.2 Attitude toward Advertising in General**

Lutz (1985) defined attitude toward advertising as “a learned predisposition to respond in a consistently favourable or unfavourable manner to advertising in general”.

Mehta (1995) James and Kover (1992) in (Friman, 2010) they studied how consumer attitudes towards advertising in general influence advertising success. They found that consumers views towards advertising in general influences how to respond towards any given advertisements. Furthermore, they found that attitude toward advertising directly affects the degree of involvement in specific advertisements.

They also recommended that attitude toward advertising in general is channel dependent. The reason for these channel dependent attitudes may be due to varying degrees of control. Therefore, attitude toward advertising in general should be studied channel dependently (Friman, 2010).

According to Kamphuis & Ramnarain (2012)

- In printed advertising, the colours used and the quality of the photography positively influence the consumer’s attitude toward the advertisement
- When using online advertising, interactivity tends to positively influence a consumer’s attitude toward the advertisement as it promotes the formation of mental imagery.
- Marketers advertising through television mainly have to deal with the problem of consumers paying very little attention to this sort of advertising.

Shavitt et al (1998) found that consumers actually tend to have quite positive attitudes toward advertising. Consumers tend to enjoy advertisements they see, and they tend to find advertising generally informative and useful in guiding their own decision making.

### **2.1.10.3 Attitudes towards SMS Advertising**

Attitudes toward advertising via mobile devices pertain to consumers’ attitude toward the advertising type in general and not to the exposure to one particular advertisement (Wang et al., 2002). Specifically, consumer’s attitude toward advertising has been largely inspected because of its relation to consumer responses towards advertisements and its impact on behavioural intentions (McMillan et al, 2003; Schlosser et al 1999). Friman (2010) believed that attitude toward advertisement can be thought of as an indicator of advertising effectiveness.

According to Fishbein’s Attitude Theory, a stimulus, such as an SMS advertisement of a particular brand, has an effect on a consumer’s belief system which in turn influences and leads to the consumer developing a specific attitude toward the advertised brand.

Which in turn, with regards to a brand, has an impact on a consumer's intention to purchase the brand offering (Waldt et al, 2009)? Furthermore, the attitude toward mobile advertising and advertising value are strongly related to message content as entertainment, informativeness and credibility which positively affect it (Khasawnah & Shuhaiber, 2013)

According to El-adly advertising attitude is an imperative concept due to its link with the general attitude of people and can influence people's constructive feelings towards broad body of advertisement (Haider, 2012).

Moreover, a consumer's attitude for an advertisement has an essential control on advertising effectiveness, buying intentions and brand attitudes (Mac Kenzie & Lutz, 1989). For companies seeking to optimize their mobile campaigns across markets, recognizing and considering these drivers, including the extent to which the usefulness of mobile content influence attitudes and mobile activity is an important first step toward campaign effectiveness (Rohm et al, 2012).

## **2.2 Empirical Review**

SMS marketing is a new field of study. Researchers investigated it in many directions. For example, they study its effect on brand awareness, permission based SMS advertising, and factors of SMS advertising.

After checking the previous studies, some Arabic international studies concerning the factors affecting SMS advertising and its relation to consumer attitudes are presented.

Alhrezat (2013) "Factors affecting consumer's attitudes toward Mobile marketing" This research aimed to investigate the factors affecting Saudi consumer's attitudes toward acceptance of the mobile marketing. The researcher tried to develop and test a model to achieve the dissertation's objectives. Data were collected from a convenience sample using a questionnaire. The data was analysed using several statistical techniques to test the stated hypotheses. Multiple regression analysis was used to find the effect of the independent variables on the dependent variable.

The result confirmed that: All the independent variables had a significant effect on Saudi consumer's attitudes toward acceptance mobile marketing. And also Consumers' satisfaction comes as most powerful factor, followed by customer trust, brand and value and utility.

Dawar & Kothari (2014) "A Study of Consumer Attitude towards Advertising through Mobile Phones" the research investigated the attitude of mobile phone consumers towards mobile advertising and the various factors that influence their attitude, and to reveal the consumers' receptiveness through this research. The research based on exploratory research design. The Primary data was collected through structured questionnaire using survey method for the research a sample size of 100 respondents from Udaipur was taken using convenience sampling. The results stated that, Consumers have positive attitude towards mobile advertisements.

Consumers think mobile advertising is more interactive, positive and advanced than the traditional forms of advertising. The consumers want to get the customized message and ads that can be easily exercised. They prefer to get reliable information and to know more about mobile coupons through mobile advertisements.

Liu and Jang, (2007) was used explanatory research design in order to assess consumer's attitude toward mobile advertisement. The aim of the study was to "enlighten the role of company-factors and consumer-factors which may affect consumer's perceived advertising value and attitude." Based on the results of the study consumer's perceived advertising value, informativeness, entertainment and credibility affect their attitude toward mobile advertising as always. Thus, companies should never stop improving the quality of the advertisement sent to consumers to provide much more information, entertainment and credit. At present, different franchised stores of the same brand often send advertisements to consumers through different phone numbers. As a result, consumers are often confused because they would doubt that "it is 'False advertisement'?" That would lead to negative impact on perceived credibility. If possible, it is best to use one unified phone number or some related numbers.

Khasawneh & Shuhaiber (2013), empirically investigate the significant factors that influence consumer's attitude towards and acceptance of SMS advertising in Jordan. The findings indicate that SMS in formativeness, entertainment, credibility, clarity, incentive, personalization, relevancy, as well as subjective norms have positive significant influence on consumer attitude and acceptance of SMS advertising, whereas message irritation, brand familiarity and consumer control have negative significant influences.

As of Zabadi, Shura & Elsayd (2012), in-formativeness and credibility of SMS advertisements are positively correlated to consumers' overall attitudes towards SMS advertisements. The study further found consumers' perceptions of the irritation aspect of SMS advertisements is negatively correlated with consumers' attitudes towards SMS advertisements. They got results that indicate attitude toward advertising via mobile devices strongly depends on message characteristics. The message characteristics need to be developed carefully. Marketers can not only rely on the fact that an advertising message sent via mobile devices will be read and remembered automatically. Also the results indicate that advertising value and advertising message content have the largest impact on attitude toward advertising via mobile devices.





## 2.3 Conceptual Framework of Customers attitude towards SMS Advertising

Based on the existing literature about attitudes toward SMS advertising, a research framework is constructed to illustrate determinants of consumer attitudes toward SMS advertising. These show many factors related to the subject, the researcher decided to investigate four of these factors concerning the message content beside relevancy to the receiver's in terms of entertainment from using fun and enjoyment yields high participation, informativeness ability to generate awareness about the product or services also inform audience about new product and how the new product is difference from the old product, while credibility the perception of truthfulness and believability of advertisement in general and also from the irritation perspective the research frame out that unwanted mobile advertising message of reflection negatively on attitude towards it. So then the researcher tries to work out in general on the actual product and service elements of the company instead the researcher exclude relevance of advertisement it's because of the products or service is in general delivered through SMS is for all users weather gender, age or education.

Therefore, this study is developed as follows having customer attitude as dependent variable and Entertainment, Informativeness, Credibility and Irritation as independent variables to study determinants of customer's attitudes toward SMS advertising among Ethio Telecom Enterprise Account Customers.

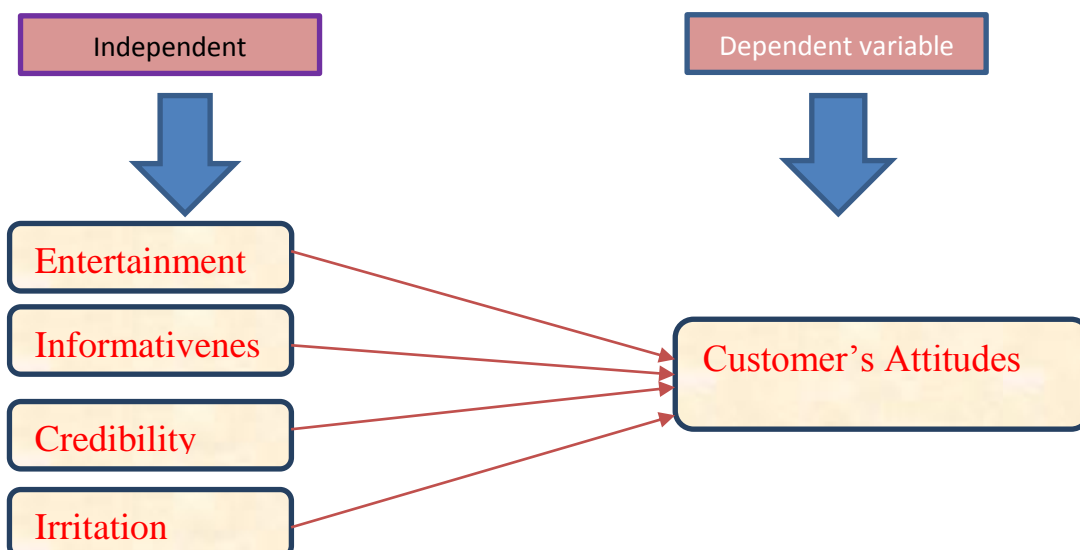


Figure 2.1: Conceptual Framework, Source: (Own compilation, 2019)

## **CHAPTER THREE**

### **3. RESEARCH METHODOLOGY**

The chapter offers detailed information about the methods and techniques applied while developing this research. It covers research approaches, research design, population, sample size, sampling procedure, data source, and data collection method and data analysis.

#### **3.1 Research Approach**

In quantitative research it is based on the measurement of quality or amount and applicable to phenomena that can be expressed in terms of quality. Qualitative research is fundamentally interpretive which mean the researches interpretation of the data that includes developing description of an individual setting, analysing data for themes and finally make an interpretation or draw conclusion about its meaning. Finally the study used a mixed approach that combining elements of qualitative and quantitative approach. Mixed approach is useful for understanding contradiction between quantitative results and qualitative findings.

#### **3.2 Research Design**

The research design is a frame work for conducting a marketing research project. This research paper show further details on the procedures needed to gain information for structure or solving the marketing problem under investigation. Research design broadly classified as exploratory, descriptive, and explanatory. The goal was to test the research hypothesis need to be answered and explain what really exists customers mind in perceiving the attitude towards SMS advertisement of ethio telecome enterprise account. The study attempted to describe demographic information of the respondents and analysing the data collected through questionnaires and justifying the results so as to understand the real situation to improve and develop it.

Taking this into account, Study uses explanatory research design (testing the causal relationships that exist between customer's attitudes towards SMS advertisement with antecedents of attitude towards advertisements (Entertainment, Informativness, Credibility and Irritation).

### **3.3 Population, Sampling Techniques & Sample Size**

#### **3.3.1 Population**

Population is the complete set of units of analysis that are under investigation, while element is the unit from which the necessary data is collected (Davis, 2000). Ethio-telecom has more than 31,459 enterprise customers as of Sep 2013. And these represent the target population for this particular study. The population are enterprise customers which are 346 who are registered in two ethio telecom shop centres. Customers subscribed the service mainly for business purpose. Since the profile of residential customers is not well developed by the company the researcher has exclusively option to make post-paid enterprise customers his target population. Therefore, for the purpose of this study the target population of the study was Central Addis Ababa Zone (CAAZ) and South West Addis Ababa Zone (SWAAZ).

#### **3.3.2 Sampling Techniques**

Selection of a fraction of the total number of units of interest for the ultimate purpose of being able to draw general conclusions about the entire body of unit is known as sampling. There are two main sampling methods, probability and non-probability sampling (Zikmund, 2000).

In probability sample, every unit in the population has equal chances for being selected as a sample unit. In contrast non-probability sampling units in the population have unequal or zero chances for being selected as a sample unit. In non-probability samples are those based on convenience sampling, judgmental sampling and quota sampling techniques.

In this study, the researcher employed non-probability technique of convenience sampling for investigation, because the dominant aspect of non-probability sampling provides researcher greater freedom and flexibility in selecting the individual population units than probability sampling. In convenience sampling it refers to the sampling procedure of obtaining those people or units those are most conveniently available and easy to contact or reach.

### 3.3.3 Sample Size

Sample is a finite part of a statistical population whose properties are studied to gain information about the whole and provides a simplified formula to calculate sample size. The sample size for this study was determined by using the estimation formula developed by Cochran (1963). The reason for choosing this formula is that the population of customers (enterprise account) is unknown or infinite.

$$n = \frac{z^2 (p)(q)}{e^2}$$

Where:

- n- Sample size
- z- Standard deviation given a corresponding confidence level of 95%
- p- Estimated proportion of incidence (success rate = 0.5)
- q- (1 –p) or assumed failure rate (0.5)
- e- Proportion of sampling error or error margin in a given situation (5%)

$$n = \frac{z^2 (p)(q)}{e^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = 384$$

The Researcher distributed 385 questionnaires to post-paid enterprise customers in the selected 2 ethio telecom shop centres in Central Addis Ababa Zone (CAAZ) and South West Addis Ababa Zone (SWAAZ).

## 3.4 Data Source, Data Collection Procedure, Data Analysis and Interpretation Methods

### 3.4.1 Data Sources

There are two types of sources of collecting data: primary and secondary sources of data. Primary data are originated by the researcher for the specific purpose of addressing the problem at hand. Secondary data are data that are collected for some purpose other than the problem at hand. Questionnaire is one of the most important research instruments and for collecting primary data, a structured close ended questionnaire used as a primary source of data in this study.

It is recommended to keep the questionnaire as short as possible and give it a logical and sequential structure so that the respondent can easily see what the questionnaire is about and can follow its themes as they go through them (Fisher, 2007).

Instance to this, the questionnaire was designed in a way that is clear, brief and easy to understand and straight forward as well as covers the relevant aspects of the model used.

The questionnaire employed for this study was arranged into a five point Likert scale ranging from 1 for “Strongly Disagreed” to 5 for “Strongly Agreed”. The questionnaire is made up of two sections. The first section is made up of general information questions aimed to capture information related to user of post-paid customers. The second section is comprised of questions aiming to address the basic research objectives and has 26 indicator questions headed by four constructs, Entertainment, Informativness, Credibility and Irritation. The questionnaires drafted in English language it was also commented by the advisor on so as to refine the questions to be answerable by the respondent. As a secondary sources of data published articles, publications, books, websites and others used as found appropriate to the study.

### **3.4.2 Data Collection Procedure**

First all target population, sample size, the sampling technique and data gathering tools were identified and decided before the data collection resumes. According to the scheduled program, the initial visit to the selected ethio telecom shops took place and the researcher introduced herself by showing employ ID of ethio telecom to the shop managers and need to get permission. As soon as the researcher got permission in order to distribute the questionnaire for respondents. Finally, the respondents were informed about the procedures to fill out the questionnaire.

### **3.4.3 Data Analysis and Interpretation Methods**

Data analysis methods should be suitable with the type of research method chosen for a study. The primary information for this research was collected with the help of questionnaire and to make a thorough analysis of the responses from the sample population. Also secondary sources of data published articles, publications, books, websites and others.

Following to the data collection, the researcher had been entered data and analyzed it by the use of statistical package for social science (SPSS version 20). The entered data was also counterchecked against the original version of the questionnaire in order to sort out invalid responses, to correct errors committed in the process of data entry and thereby to check the consistency of the data entered. Both descriptive and inferential statistics were applied in the analysis of the data.

Firstly descriptive statistical tools are used in the data analysis to summarize the demographic characteristic of respondents. Particularly descriptive statistical tools such as, frequency, percentages, mean, standard deviations and cross tabular presentation that helps the data to be as curate as possible are employed in order to describe and interpret the demographic and other related information of the respondents. Pearson correlation analysis was made to see the direction and significance of the independent variable such as Entertainment, Informativness, Credibility and Irritation and dependent variable (Customer's attitude).

In addition, multiple linear regression analysis of all the variables was studied to investigate how the independent variables have influence on the dependent variable. Regression equation for determinants of customer's attitude towards SMS advertisement, in case of enterprise account in ethio telecome customers:

$$Y_i = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \Sigma$$

Where, Y= Attitude towards SMS advertisement

$\alpha$ = Y intercept/constant

$\beta_1$ = the beta weight or regression coefficient of entertainment

$\beta_2$ = the beta weight or regression coefficient of in-formativeness

$\beta_3$ = the beta weight or regression coefficient of irritation

$\beta_4$ = the beta weight or regression coefficient of credibility

X1= Entertainment

X2= Informativeness

X3 = Credibility

X4 = Irritation

$\Sigma$  = sum of residuals or error terms

## **Ethical Considerations**

Accordingly, the researcher informed his respondents about the purpose, procedures, and confirmed that the study will be only used for the academic purpose, in order to fulfil her Master's Thesis in Marketing Management. Finally, the researcher requested the respondents to answer the whole questions freely and honestly, because their genuine inputs have positive impact on the timely accomplishment of the study. The whole data used in this study were collected from the respondents with their willingness. Moreover, in this study, personal information and responses of any respondent were kept confidential.

## **Definition of Terms**

**Advertising:** -is a non-personal communication in the structure of information, usually paid for and generally persuasive in nature about products, services or ideas by acknowledged sponsors through an assortment of media (Bovee and Arens, 1992).

**Attitude:** - an individual personal evaluation, emotional feeling attached and action tendency toward some ideal or objectives (Kotler, 2000).

**Attitude towards advertising:** - is as a learned predisposition to react in a consistently favourable or unfavourable manner to advertising.

**SMS (Short Message Service):**- is a service for sending short messages of up to 160 characters.

**Entertainment:** - Entertainment could be defined as “the ability to full fill an audience's needs for escapism, diversion, aesthetic enjoyment, or emotional enjoyment” Ducoffe (1996).

**Informativeness:**-can be defined as “the ability of advertising to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made” (Ducoffe, 1996).

**Irritation:** - when advertising employs techniques that annoy, offend, or are overly manipulative, consumers are likely to perceive it as unwanted and irritating influence (Ducoffe, 1996).

**Credibility:** - is “consumers' perception of the truthfulness and believability of advertising in general” (Mackenzie and Lutz, 1989)



## **CHAPTER FOUR**

### **4. DATA ANALYSIS AND INTERPRETATION**

In this chapter the data collected from respondents were analysed and interpreted using quantitative analysis which involves analysis of the demographical information of respondents and the descriptive and inferential statistics employed to test the hypothesis and to investigate the influence of the independent variables on the dependent variable. To analyse the collected data in line with the overall objective of the research undertaking, statistical procedures were carried out using SPSS version 20.

#### **4.1 Data Cleaning and Coding**

To address the research objective, data were collected from customers (Enterprise post-paid users) in 2 ethio telecom shops, Central Addis Ababa Zone (CAAZ) and South West Addis Ababa Zone (SWAAZ). The data was cleaned and coded in order to make the collected data's suitable for the analysis; all questionnaires were screened to be complete. All unreturned and incomplete questionnaires were considered as errors and removed from the survey data. Out of the 385 distributed questionnaires, 39 were incomplete. Hence, a total of 346 complete questionnaires were being used for the study with 89.8% response rate. Coding of data is necessary for transferring and editing data in SPSS. The questions and possible answers were corresponded in the order of the actual questionnaire and coded for further analysis using SPSS.

#### **4.2 Descriptive Statistics**

After distributing 385 questionnaires for customers, a total of 362 answered questionnaires were retrieved, which is 94% of the total distributed questionnaires. After checking the collected questionnaires the 346 questionnaires' were valid for statistical analysis. Ultimately, 89.8% of the total questionnaires' distributed entered for the analysis.

The questionnaire used for this study was made up of two sections. The first section is made up of general information questions aimed to capture information related to demographic characteristics of patients. The second section is comprised of questions aiming to address the basic research questions and has 26 indicator questions headed by five constructs, entertainment, informativeness, credibility and irritation as independent variables and Overall attitudes as the dependent variable.

#### 4.2.1 Demographic Characteristics of Gender, Age and Educational Background Respondents.

Before going forward to the analysis of data, discussion on background information of respondents such as demographic data is useful in order to make the analysis more meaningful and interesting for the readers. This part elaborates the characteristics of the respondents in terms of gender, age and educational status. Accordingly, the respondents were summarized and described in the subsequent part.

**Table 4.1 Demographic characteristic of gender, Age and Educational Background Respondents**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Gender</b>	Female	146	42.2	42.2	42.2
	Male	200	57.8	57.8	100.0
<b>Age</b>	18-25 Years old	40	11.6	11.6	11.6
	26-39 Years old	305	88.2	88.2	99.7
	40-45 Years old	1	.3	.3	100.0
<b>Education background</b>	Diploma	1	.3	.3	.3
	Degree	340	98.3	98.3	98.6
	Post Graduate	4	1.2	1.2	99.7
	PHD and Above	1	.3	.3	100.0
	<b>Total</b>	346	100.0	100.0	

Source: Survey Result, (2019)

Show that information of 346 respondents of this research by dividing from gender. Accordingly from the total male respondents constitute 57.8% (200) whereas female respondents constitute the remaining 42.2% (146). That mean in this investigation number of male respondents of enterprise customers received SMS advertisements highest percentage than that of female respondents which implies that the majority of users in the selected ethio telecom shop in CAAZ and SWAAZ are male.

Respondents in the study are different age categories. Those in the youth age category account 11.6% (18-25 years old) of respondents followed by those customers with an age ranging between 88.2% (26-29). The remaining 0.3% of respondents categorized in the age between 40-45 years old. We can understand that most of the respondents are in age categories between 26-39 years old.

In terms of education classification it indicate that out of 346 respondents, 98.3% (340) of them were degree holders, 1.2% of the respondents were post graduate, the remain 0.3% (1) and 0.3% (1) respondent are diploma and PHD holders respectively. This implies that, the majority of respondents are degree holders.

### 4.3 Test of Reliability and Validity

The reliability test is an important instrument to measure the degree of consistency of an attribute which it is supposed to measure. As stated by Mahon and Yarcheski (2002), the less variation of the instrument produces in repeated measurements of an attribute, the higher its reliability. Reliability can be equated with the stability, consistency, or dependability of a measuring tool. It measures the internal consistency of the items in a scale. It indicates that the extent to which the items in a questionnaire are related to each other. It also indicates that whether a scale is one-dimensional or multidimensional. The normal range of Cronbach's coefficient alpha value ranges between 0-1 and the higher values reflects a higher degree of internal consistency. (Hair, 2009)

The table 4.2 below shows the value of alpha for each dimension as a whole also it shows the measure has internal consistency.

**Table 4.2 Reliability Analysis of Variables**

Measurement	Number of items	Cronbach's alpha
Entertainment	4	.984
Informativeness	6	.826
Credibility	6	.936
Irritation	5	.797
Attitude	5	.823
Reliability of all items	26	.948

Survey Result, SPSS (2019)

As shown in the above table 4.2, all the constructs were fulfilled the recommended cut-off point of the alpha, which Cronbach's Alpha .984 for entertainment, .826 for informativeness, .936 for credibility, .797 for irritation. The overall Cronbach's alpha coefficient for customers' attitude towards SMS advertisement is also .984. Thus the data generalization was reliable and free of random errors.

#### 4.4 Descriptive Statistics of Variables

In this part descriptive statistics in the form of mean and standard deviation were presented to illustrate the level of agreement of the respondents. The main objective of the study is determinants of customers' attitude towards SMS advertisement, particularly enterprise customers. To do so, customers who pay bill of post-paid users of enterprises and those employers that used the post-paid mobile were asked to rate the level of agreement to each question under the four attributes namely: Entertainment, informativeness, credibility and irritation on a five point Likert scale with: 1= strongly disagree, 2= disagree, 3 = neutral, 4= agree and 5= strongly agree.

**Table 4.3 Descriptive Statistics Dimensions**

Descriptive Statistics			
	N	Mean	Std. Deviation
EN	346	3.11416	1.199777
IN	346	3.02842	1.090839
CR	346	3.38680	1.001745
IR	346	3.26936	.85463
AT	346	3.28613	.904535

Survey Result, SPSS (2019)

It indicate in the above mean of independent variable from 4 item range from 3.02842 to 3.38680 which indicates that customers are affect by credibility has got the highest mean score 3.38680, whereas informativeness has go the least mean score value of 3.02842. The overall mean score credibility attribute was calculated to be 3.38680.

#### 4.4.1 Descriptive Statistics of Entertainment

SMS advertisements do also provide entertainment values. According to Dickinger et.al (2004) entertainment services can increase customer loyalty and add value for the customer. Providing games and prizes via text messages yields high participation and is the ideal way to attract and keep customers. Accordingly, the respondents were asked 4 questions related to entertainment services. The table 4.4 below present's respondents result of entertainment services with mean and standard deviation values for each item.

**The table 4.4 Descriptive Statistics of Entertainment**

<b>Descriptive Statistics</b>			
	N	Mean	Std. Deviation
I feel that receiving mobile advertisement is enjoyable & SMS advertisement of ethio telecom is satisfactory	346	3.41	1.368
I find mobile advertising is pleasant.	346	2.97	1.205
I find entertainment service	346	3.24	1.357
SMS advertisement of ethio telecom are attractive to read	346	2.84	1.222
EN	346	3.11416	1.199777
Valid N (listwise)	346		

Survey Result, SPSS (2019)

In indicate in the above table the mean of entertainment attribute for all 4 items ranges from 2.84 to 3.41 which indicate that customers are fell that receiving mobile advertisement is enjoyable and SMS advertisement of ethiotelcom is satisfactory has got the highest means score 3.41, were as the finding of entertainment service has got the least mean score value of 2.84. The overall mean score of entertainment attributes was calculated to be 3.11416.

#### 4.4.2 Descriptive Statistics of Informativeness

It is the ability of the advertisements to generate awareness about the product and how it is different from competitors' products (Sobberman, 2004). Kotler and Keller (2006) implied that SMS advertisements should inform audiences of new products, changes in new products and new features of existing products. This is the context in which the variable is used throughout this paper. Accordingly, the respondents were asked 6 questions related to informativeness. The Table 4.5 below present's respondents result of informativeness with mean and standard deviation values for each item.

**Table 4.5 Informativeness Descriptive Statistics**

<b>Descriptive Statistics</b>			
	N	Mean	Std. Deviation
I feel that receiving mobile advertising is a good source of timely information.	346	3.08	1.553
Mobile advertisement provides the information on product or service that I am looking to use and need.	346	2.77	1.401
Through advertising messages via mobile phone, I receive exclusive information	346	2.75	1.400
SMS advertisement of ethio telecom are relevant to my job	346	3.14	1.618
SMS advertisement of ethio telecom update its profile to customers	346	3.08	1.499
SMS advertisement from ethio telecom are informative of changes in product, prices and discount	346	3.36	1.470
IN	346	3.02842	1.090839
Valid N (listwise)	346		

Survey Result, SPSS (2019)

It indicate in the above table the mean of informativness attribute for all 6 items ranges from 2.75 to 3.36 which indicates that SMS advertisement from ethiotelcom are informative of changes in product, price and discount has got the highest mean score 3.36, whereas through advertising messages via mobile phone receive exclusive information has got the least mean score value of 2.75. The overall mean score of informativeness attribute was calculated 3.02842.

The above mentioned information is the average response of the all relevant questions, however, in particular, significant (>30%) percent of the respondents were not comfortable with the relevance of the SMS advertisement to their job and other related personal activities of the customers.

#### 4.4.3 Descriptive Statistics of Credibility

Credibility has been defined by Mackenzie and Lutz (1989) as cited in Saadghvaiziri & Hosseini (2010) as consumers' perception of the truthfulness and believability of advertising in general. Accordingly, the respondents were asked 6 questions related to credibility. The Table 4.8 below present's respondents result of credibility with mean and standard deviation values for each item.

**Table 4.6 Descriptive Statistics of credibility**

Descriptive Statistics			
	N	Mean	Std. Deviation
I use SMS advertising as a reference for purchasing	346	3.30	1.075
I think it is that SMS will become on effective advertising tool in the future	346	3.20	1.065
I trust SMS advertising	346	3.18	1.270
I like to receive SMS advertising which has information about new prod & service	346	3.57	1.233
I like to receive SMS advertising which has information about changes in product prices	346	3.61	1.249
SMS advertisement from ethio telecom is easy to understand	346	3.47	.987
CR	346	3.38680	1.001745
Valid N (listwise)	346		

Survey Result, SPSS (2019)

The above table indicate mean of credibility attribute for all 6 items range from 3.18 to 3.67 which indicate that receiving SMS advertising which has about change in product price has got the highest score of 3.67, whereas trusting SMS advertising has got the least score of 3.18. Overall mean score of credibility attribute calculated to 3.388680.



#### 4.4.4 Descriptive Statistics of Irritation

When advertising employs techniques that annoy, offend, or are overly manipulative, consumers are likely to perceive it as unwanted and irritating influence (Ducoffe, 1996) as cited in Saadghvaiziri & Hosseini (2010). Kamran and Sharmin (2008) found out that irritation is significantly and negatively correlated with attitude towards SMS advertisement. Accordingly, the respondents were asked 5 questions related to irritation. The Table 4.10 below present's respondent's result of irritation with mean and standard deviation values for each item.

**Table 4.7 Irritation Descriptive Statistics**

<b>Descriptive Statistics</b>			
	N	Mean	Std. Deviation
I feel that mobile advertising is irritating	346	2.92	1.178
I feel that mobile advertisement are almost every where	346	3.54	1.184
Contents in mobile advertisements are often annoying	346	3.03	1.099
I am conformable with accepting advertising messages on my mobile phone	346	3.38	1.282
I do like to receive SMS advertisement from ethio telecom	346	3.49	1.212
IR	346	3.26936	.885463
Valid N (listwise)	346		

Survey Result, SPSS (2019)

In the above table indicates mean of irritation attribute for all 5 items range from 2.92 to 3.54 which indicates that filling of mobile advertising almost everywhere has got the highest score of 3.54, whereas filling that mobile advertising is irritating has got the least score of 2.92. The overall mean score of irritation attribute was calculated to 3.26936.

#### 4.4.5 Descriptive Statistics of Attitude

According to advertising attitude is an imperative concept due to its link with the general attitude of people and can influence people’s constructive feelings towards broad body of advertisement (Haider, 2012). Moreover, a consumer’s attitude for an advertisement has an essential control on advertising effectiveness, buying intentions and brand attitudes attitude. The Table 4.12 below present’s respondents result of attitude with mean and standard deviation values for each item.

**Table 4.8 Attitude Descriptive Statistics**

Descriptive Statistics			
	N	Mean	Std. Deviation
I like to look at mobile advertising	346	3.58	1.279
On average, brand that are on advertising mobile are better in quality	346	3.05	1.205
In General, service of SMS advert is very satisfactory	346	2.76	1.134
Overall service of SMS advert need improvement	346	3.84	1.071
In general, I am very happy with my overall service experience	346	3.20	1.213
AT	346	3.28613	.904535
Valid N (listwise)	346		

Survey Result, SPSS (2019)

As indicate in the above table mean of altitude attribute for 5 items range from 3.84 to 2.76 which indicates that overall service of SMS advert need improvement has got the highest score of 3.84, where has in general service of SMS advert is very satisfactory has got the least score of 2.76. The overall mean score of attitude attributes was calculated 3.28613.

## 4.5 Inferential Statistics

### 4.5.1 Correlation Analysis

To meet this research objective, the researcher conducted correlation analysis because Correlation analysis helps the researcher to investigate the direction and strength of relationships between the dimensions of customers' attitude towards SMS advertisement and overall attitude of enterprise customers in Addis Ababa. Correlation coefficients take values between -1 and 1 ranging from being negatively correlated (-1) to not correlated (0) to positively correlated (+1). Hence, to determine the existence and level of association, Charles Spearman's correlation analysis was made to provide evidence of convergent validity. The researcher used the correlation of Spearman's technique to determine the degree of correlation between two variables in case of ordinal data. Even Spearman's coefficient is often used as statistical methods to aid either providing or disproving a hypothesis. In addition, it is more appropriate for measurements taken from ordinal scales.

**Table 4.9 Spearman's correlation**

			Correlations				
			EN	IN	CR	IR	AT
Spearman's rho	EN	Correlation Coefficient	1.000	.572**	.516**	.407**	.612**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	346	346	346	346	346
	IN	Correlation Coefficient	.572**	1.000	.496**	.426**	.672**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	346	346	346	346	346
	CR	Correlation Coefficient	.516**	.496**	1.000	.486**	.795**
		Sig. (2-tailed)	.000	.000	.	.000	.000
		N	346	346	346	346	346
	IR	Correlation Coefficient	.407**	.426**	.486**	1.000	.487**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	346	346	346	346	346
	AT	Correlation Coefficient	.612**	.672**	.795**	.487**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	346	346	346	346	346

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

Survey Result, SPSS (2019)

The results of correlation coefficient for the relationship between credibility and attitude 0.795 is higher compared to the other variable the relationship are also significant at the 0.1. As a result H3 is accepted.

A correlation analysis from the above table that 0.672 exists significant and positive relationship between informativeness of SMS advertising and attitude towards SMS advertisement. The relationship is significant at 0.01 levels. Accordingly H2 is supported.

A result of correlation analysis clearly depicts in the above that attitude towards SMS advertisement is positively and significantly correlated to entertainment at 0.612 levels of coefficient. So it has relationship and significant. Then H1 is accepted.

Irritation is also correlated with attitude; the direction of the relationship is positive implying that respondents are not annoying and manipulated by the advertisement lead to positive attitude towards that advertisement. Correlation coefficient 0.487 is significant at 0.01 levels. Hypothesis 4 is accepted.

In general, credibility, informativeness, entertainment and irritation factors were positively correlated to overall attitude towards SMS advertisement. The most significant factors correlated to consumer's positive attitude towards SMS advertisement are credibility and informativeness.

## 4.6 Tests for Linear Regression Model Assumptions

### 4.6.1 Normality Test Assumption

Hair et al. (2006) noted that normality relates to the shape of the data distribution for an individual metric variable and its relationship to the normal distribution. Assessment of the variables 'level of skewness and kurtosis is one of the method that will determine Normality (Hair et al, 2006).In fact, Skewness provides an indication of the symmetry of the distribution (Hair et al., 2006). Kurtosis turns to the peakedness or flatness of the distribution relative to the normal distribution (Hair et al., 2006).For determining skewness and kurtosis values, if the calculated z value for skewness and kurtosis goes beyond the critical values of  $\pm 2.61$  at 0.01 significance level or at 0.05 significance level, the distribution of data is considered nonnormal (Hair et al., 2006).The result of the analysis shows that none of the variables falls outside the  $\pm 2.61$  range of skewness and kurtosis in this study. Thus, the data for this study is normal in relation to Skewness and kurtosis (Hair et al., 2006). Table 4.17, summarizes the variables of skewness and kurtosis for the study is normally distributed.

**Table 4.10 Table of normality**

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
EN	346	-.267	.131	-.880	.261
IN	346	-.082	.131	-.938	.261
CR	346	-.781	.131	-.303	.261
IR	346	-1.056	.131	1.113	.261
AT	346	-.238	.131	-.852	.261
Valid N (listwise)	346				

Source: Survey Result, SPSS (2019)

#### 4.6.2. Multicollinearity Test Assumption

Multicollinearity refers to the situation in which the independent variables are highly correlated. When the independent variables are multi-co linearity, there is overlap or sharing of predictive power. When the predictor variables are correlated among themselves, the unique contribution of each predictor variable is difficult to assess. One should check for the problem of multicollinearity which is present if there are high correlations between some of the independent variables. The study checks this with the Variance Inflation Factor (VIF) which calculates the influence of correlations among independent variables on the precision of regression estimates. The VIF factor should not exceed 10, and should ideally be close to one. Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variables in the model and is calculated using the formula  $1-R^2$  for each variable. If this value is very small (less than 0.10), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity.

**Table 4.11 Multicollinearity Test Assumption**

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	EN	.550	1.818
	IN	.571	1.751
	CR	.475	2.104
	IR	.539	1.855

a. Dependent Variable: AT  
Source: Survey Result, SPSS (2019)

As can be seen from table 4.16, regarding this study the tolerance level of all independent variables are greater than 0.1 and the VIF value of all the independent variables are also less than 10. This confirms the absence of multicollinearity.

## 4.7 Regression Analysis

### 4.7.1 Multiple Regressions

In order to see the contribution of determinants of customers' attitude towards SMS Advertisement the case of ethio telecom enterprise account, multiple linear regression analysis was employed. Multiple Linear regression estimates the coefficient of the linear equation, involving one or more independent variables that best predict the value of the dependent variables. Customers' attitude was used as the dependent variable while the underlying four dimensions of determinants of attitude (entertainment, in-formativeness, credibility and irritation) were used as the independent variables.

**Table 4.12 Model Summary**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 <sup>a</sup>	.756	.753	.449583

a. Predictors: (Constant), IR, EN, IN, CR  
Source: Survey Result, SPSS (2019)

The model summary table shows an Adjusted R-Square value is 0.753 which means that 75.3% of the customer attitude towards SMS advertisement was explained by the variation of the four determinants dimensions. In other words, this means that 24.7% of the dependent variable i.e. attitude cannot be explained by these four dimensions and that there must be other variables that have an influence on the outcome.

**Table 4.13 ANOVA Analysis**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	213.349	4	53.337	263.882	.000 <sup>b</sup>
	Residual	68.925	341	.202		
	Total	282.273	345			

a. Dependent Variable: AT

b. Predictors: (Constant), IR, EN, IN, CR  
Survey Result, SPSS (2019)

From the ANOVA table, it is possible to see the overall significant of the model. The mean squares can be calculated by dividing the sums of squares by the associated degrees of freedom. F-ratio is a test of the null hypothesis that the regression coefficients are all equal to zero. The table shows that the F-value (263.882) is significant at 0.01 level of significant (P value that corresponds to F statistics is significant). The result of the study indicated that regression model significantly predicts customer attitude towards SMS advertisement of ethio telecom enterprise account in the study area.

**Table 4.14 Coefficient Matrix**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.377	.099		3.806	.000
	EN	.133	.027	.176	4.883	.000
	IN	.207	.029	.250	7.064	.000
	CR	.449	.035	.498	12.822	.000
	IR	.106	.037	.103	2.837	.005

a. Dependent Variable: AT  
Survey Result, SPSS (2019)

Table 4.19 presents the result of regression analysis which is based on the four independent variables (Entertainment, Informativness, Credibility and Irritation). The independent variables that contribute to variance of the dependent variable are explained by the standardized Beta coefficient.



The beta value on the coefficient table indicates level of effect each dimension has on the dependent variable which is attitude. The strength of each independent variable influencing the dependent variable can be investigated via standardized Beta coefficient. The regression coefficient explains the average amount of change in the dependent variable that is caused by a unit change in the independent variable. The larger value of Beta coefficient an independent variable has, brings the more support to the independent variable as the more important determinant in predicting the dependent variable.

The regression model of this study can now be properly written in an equation as follows:

$$Y (\text{Attitude}) = a (\text{y intercept}) + (0.176) \text{EN} + (0.250) \text{IN} + (0.498) \text{CR} + (0.103) \text{IR} + \varepsilon (\text{Error Term})$$

The regression model from table 4.6.3 above result shows that keeping other variables constant, a one unit increase in Entertainment will bring a 0.176 unit increase in attitudes of ethio telecom enterprise customers, a one unit increase in Informativeness will bring a 0.250 unit increase in attitudes of ethio telecom enterprise customers, a one unit increase in Credibility will bring a 0.498 unit increase impact on attitudes of ethio telecom enterprise customers and a one unit increase of Irritation will cause a 0.103 unit increase in attitudes of ethio telecom enterprise customers.

## 4.8 Hypothesis Testing and Interpretation of Results

**Table 4.15 Hypothesis Testing**

Hypothesis	Result	Reason
H1: Entertainment of advertising has positive significant influence on customers' attitude towards SMS advertising in Ethio telecom customers.	Accepted	$\beta=0.176$ , $p<0.05$
H2: Informativeness of advertising has positive significance influence of consumer's attitude towards SMS advertising.	Accepted	$\beta = 0.250$ , $p<0.05$
H3: Credibility of advertising has positive significant influence on consumer's attitude towards SMS advertising.	Accepted	$\beta =0.498$ , $p<0.05$
H4: Irritation of advertising has significant negative influence on consumer's attitude towards SMS advertising.	Accepted	$\beta=0.103$ , $p<0.05$

Survey Result, SPSS (2019)

As hypothesized in literature review entertainment (H1), Informativeness (H2), Credibility (H3) and Irritation (H4) have significant positive effect on customer attitude towards SMS advertisement. As it can be seen from 4.7.1, Entertainment (0.000), Informativeness (0.000), Credibility (0.000) and Irritation (0.000) were significant at p-value <0.05. Hence, all hypotheses were accepted. The findings of the study gave support for Entertainment, Informativeness, Credibility and irritation dimensions to have a positive and significant influence on the overall customer attitude towards SMS advertisement of ethio telecom enterprise account in CAAZ and SWAAZ.

The most significant factors correlated to consumer's positive attitude towards SMS advertisement are credibility and informativness. Entertainment and Irritation take the last place respectively. Within this finding, the researcher suggests that ethio telecom marketers should put their efforts on Entertainment and Irritation since both dimensions have positive and strong significance level in customer attitude.

## CHAPTER FIVE

### 5. SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter winds up the study undertaken so far by giving insights about summary, conclusions, recommendations and highlighting future research areas.

#### 5.1 Summary of Findings

- ✚ The total sample size was 385 questionnaires were distributed within 2 ethiio telecom shops in Addis Ababa. Out of which, 346 questionnaires were returned.
- ✚ The sum of the independent variables average Cronbach's alpha value is ( $\alpha = 0.948$ ) and the reliability test of the study is located on "Acceptable" the data generalization was reliable and free of random errors.
- ✚ The weighted mean value of Credibility (3.02), Irritation (3.26), Entertainment (3.11) and Informativness (3.02) below average level of agreement among respondents.
- ✚ The correlation between Attitude and Credibility is positive and significantly correlated at ( $R = .795^{**}$ ), ( $P < 0.01$ ) with strong magnitude of correlation.
- ✚ The correlation between Attitude and Informativness is positive and significantly correlated at ( $R = .672^{**}$ ), ( $P < 0.01$ ) with strong magnitude of correlation.
- ✚ The correlation between Attitude and Entertainment is positive and significantly correlated at ( $R = .612^{**}$ ), ( $P < 0.01$ ) with strong magnitude of correlation.
- ✚ The correlation between Attitude and Irritation is positive and significantly correlated at ( $R = .487^{**}$ ), ( $P < 0.01$ ) with strong magnitude of correlation.
- ✚ The results of correlation analysis supported the hypotheses of H1, H2, H3 and H4 proved that there is a positive relationship between customer attitudes.
- ✚ Multicollinearity assumption model of all independent variables are greater than 0.1 and VIF of all values the independent variables also less than 10.
- ✚ The model summary results showed that, a linear combination of all the independent variables considered under the study predicts ( $R^2=.753$ ), of the variance in the dependent variable of Attitude.
- ✚ The ANOVA test result showed that, the value obtained under the model summary part was statistically significant at ( $F=263.882$ ), ( $P < 0.01$ ).

## **5.2 Conclusion**

This research aimed to investigate the main factors that have positive relationship and positive effects on customer attitude towards SMS advertisement among enterprise ethio telecom customers in CAAZ and SWAAZ. For the purpose of the study, model was developed with factors of Entertainment, Informativeness, Credibility, Irritation and Attitude. The set of hypothesis were developed on dependence of the relevant literature and were tested quantitatively through using SPSS. In the light of finding, the empirical data shows that mobile as a new channel of advertising attracted the attention of marketers and credible due to the unique characteristics of mobile. All factors Entertainment, Informativeness, Credibility and Irritation were positively correlated to overall attitudes towards SMS advertisement.

### 5.3. Recommendation

This study was conducted to measure the response of customer attitude towards SMS advertisements of ethio-telecom. Therefore, based on the observed gaps the researcher forwards the following recommendations:

- SMS from ethio-telecom are criticized is the lack of entertainment features. Almost all messages from the company are “buy now!” oriented none of them makes customers feel relaxed. The company shall incorporate contents that are attention getting and funny.
- The nature of the advert should be more informative that contain relevant information uploaded based on customer need assessment.
- The findings of this study represent the attitude and perceptions of CAAZ and SWAAZ district customers of Addis Ababa, hence, it doesn't represent and couldn't be generalized to related companies and other districts; further researches can incorporate more variables that are not considered on this research in order to substantial, crystallize the problem and findings more better.
- Ethio telecom as a service provider marketers have a lot of work to do to make SMS advertising more popular and attractive as it show its usable to customers or users. Also the marketers in the company need to find out ways of increasing the entertainment and the level of enjoyment consumer's associate with the receiving of SMS advertisements.
- Ethio telecom marketers may have to use of the MMS (multimedia message services) instead of SMS as visualizations. Due to the ability of MMS to send pictures or voice messages that SMS doesn't.
- Promises that are made by the service sender company of ethio telecome made in the messages shall also be met. Entertainment is also important for ensuring success in achieving communication objectives.

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# APPENDIX

## ST. MARY'S UNIVERSITY

### SCHOOL OF GRADUATE STUDY

#### MASTER OF MARKETING MANAGMENT PROGRAM

**A survey on customer attitudes towards of SMS advertisement, Dear respondents:**

This questionnaire is prepared to collect a primary data from Customers of ethio-telecom to assess the level of Customer attitudes towards of SMS advertisement - for the partial-fulfillment of MA in Marketing Management from St. Mary's University. The responses are to be kept confidential and will be used for academic purpose only.

**Thank you for your co-operation!**

**Researcher: -Meron Ashenafi**

**E-mail: - [meronashenafi85@gmail.com](mailto:meronashenafi85@gmail.com)**

#### **Part I. Genera Information**

##### **1. Gender**

- a). Female                      b). Male**

##### **2. Age**

- a) Below 18 years old                      c) 26- 39 years old**  
**b) 18- 25 years old                      d) 40 – 45 years old                      e) Above 46 year old**

##### **3. Educational background**

- a) Below Secondary school                      c) Diploma                      e) Post graduate**  
**b) Secondary school                      d) Degree                      f) PHD and above**

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

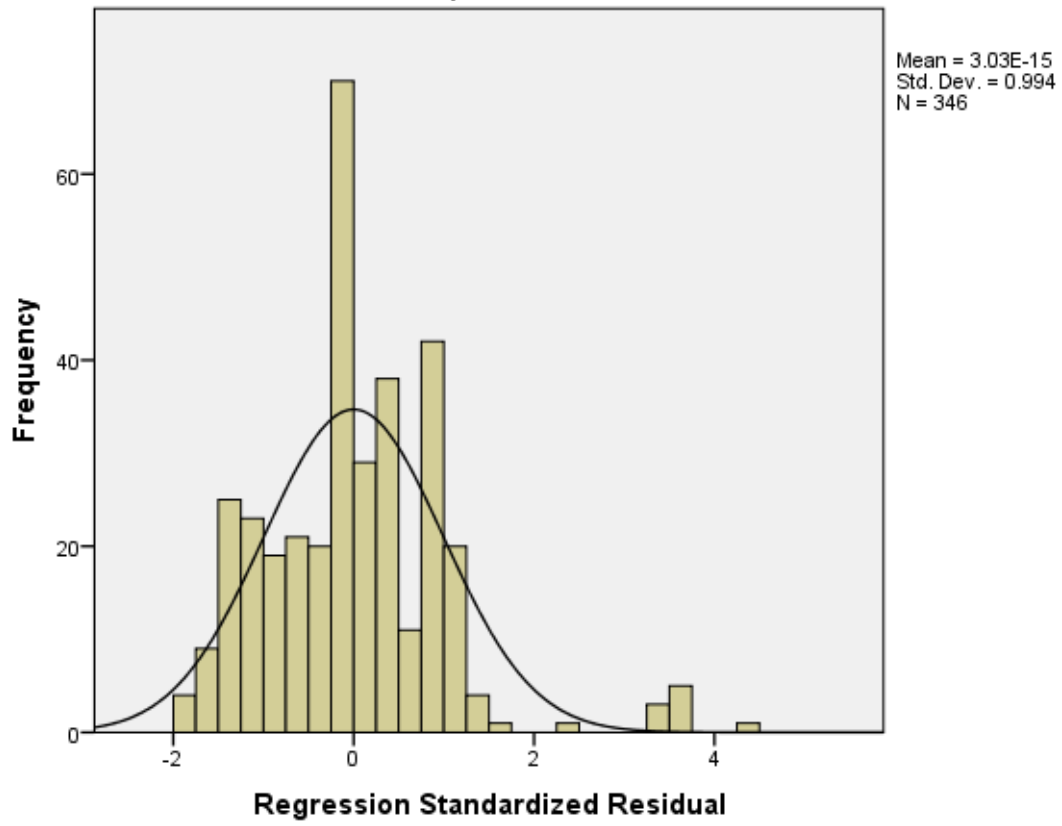
**Instruction:** - please suggest your level of agreement to the statements listed below by choosing one (√) from the alternatives strongly agree, agree, neutral, disagree and strongly disagree from Category 1 to 5 as below.

Factor Affects	List of Agreement				
	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
<b>Entertainment</b> I feel that receiving mobile advertisement is enjoyable & SMS advertisement of ethio telecom is satisfactory					
I find mobile advertising is pleasant.					
I find entertainment service					
SMS advertisement of ethio telecom are attractive to read					
<b>Informativeness</b> I feel that receiving mobile advertising is a good source of timely information.					
Mobile advertisement provides the information on product or service that I am looking to use and need.					
Through advertising messages via mobile phone, I receive exclusive information					
SMS advertisement of ethio telecom are relevant to my job					
SMS advertisement of ethio telecom update its profile to customers					
SMS advertisement from ethio telecom are informative of changes in product, prices and discount					
<b>Credibility</b> I use SMS advertising as a reference for purchasing					
I think it is that SMS will become on effective advertising tool in the future					
I trust SMS advertising					
I like to receive SMS advertising which has information about new prod & service					
I like to receive SMS advertising which has information about changes in product prices					

SMS advertisement from ethio telecom is easy to understand					
<b>Irritation</b>					
I feel that mobile advertising is irritating					
I feel that mobile advertisement are almost every where					
Contents in mobile advertisements are often annoying					
I am conformable with accepting advertising messages on my mobile phone					
I do like to receive SMS advertisement from ethio telecom					
<b>Attitude</b>					
I like to look at mobile advertising					
On average, brand that are on advertising mobile are better in quality					
In General, service of SMS advert is very satisfactory					
Overall service of SMS advert need improvement					
In general, I am very happy with my overall service experience					

### Histogram

Dependent Variable: AT



### Scatterplot

Dependent Variable: AT

