Assessment of Customers’ Perception Towards Short Message Service (SMS) Advertising

BY
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A Dissertation submitted in a Partial Fulfillment for the Requirement of the Award of Masters of Science in Marketing (MSc MKT) of Mzumbe University
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CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation entitled “Assessment of Customers’ Perception towards Short Message Service (Sms) advertising in partial fulfilment of the requirement for Award of the Degree of Master of Science in Marketing Management (MSc-MKT) of Mzumbe University.

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ACKNOWLEDGEMENT

First of all I would like to thank God for his grace and blessings during the whole process until my completion of this study.

Secondly I would like to extremely appreciate all the people who contribute to direct me in one way or another in my research, this includes the entire respondents who agreed to respond my questionnaire and interview questions. My other appreciation goes to my supervisors who guide me from the start of this study to the end Dr. Patrick Kihoza thank you.

I also thank my beloved parents for giving me support financially, psychologically and physically through the whole process.
DEDICATION

I dedicate this work to my beloved Parent my mother and my dad for their unconditionally love and support and for their prayers and care, but also for taking care of my academic financially. May God bless them with so much more. And in a very special way I dedicate this work to my family and my beloved boyfriend Derick Richard for his support, wise words and prayers. Thank you very much.
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<td>Short Message Advertising</td>
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<tr>
<td>TPB</td>
<td>Theory of Planned behavior</td>
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<td>TRA</td>
<td>Tanzania Revenue Authority</td>
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<td>TCRA</td>
<td>Tanzania Communication Regulation Authority</td>
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<td>NIDA</td>
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This study aimed to assess customers’ perception towards short message service (SMS) advertising, and to know how customers perceive when they get those advertising message and how they react after receiving such advertising. In regard to SMS advertising, the study also under looks an exploratory research approach because the study was not well researched and because it explains the feature of my study. The study also used qualitative research since we want to assess the perceptions of customers towards SMS advertising, know their opinion and observe them. A sample size of 55 respondent was used were by 35 respondent were used for questionnaire and 20 respondent for interview questions. The sampling technique which was used in this study was purposive sampling and simple random sampling.

Through questionnaire and interview questions we used during data collection, the findings revealed that permission; privacy issues, message length, message content and trust were the key issues which respondents address. A customer is an
information seeker in order for an SMS advert to realize its objective; it has to be relevant in its content. According to the respondents SMS advertisement relevance are influential once they meet the targeted audience.

In the findings it was noticed that there is a link between the knowledge of mobile user and their attitude and perception toward SMS advertising. Results from this study show that existing knowledge display some affiliation with the approach toward SMS adverts; however, the association between the context and attitude is not significant enough to use in further suggestions these can be termed as how the adverts can make purchasing desire or behavior on the advertised product/ service.

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CHAPTER ONE

INTRODUCTION AND BACKGROUND OF THE STUDY

1.1 Introduction

This chapter enlightens essential and supporting information concerning the study. Indeed, the researcher aims to expound insight regarding Short message services (SMS) advertising in relation to customers’ perception and willingness towards the promotion techniques preferred by most organizations in Tanzania. The chapter will state general objective of the study and further clarify the research problem as well as presenting concrete research questions based on the objective define and lastly establish the importance and scope of the research.

This study intend to elaborating and assessing the customers’ discernments and observations towards SMS advertising as used by organizations in Tanzania. As observed, the invention of mobile phone communication has permitted and legalized communication activities in a completely different form, this has also affected the marketing grounds since interactions between customers and sellers have been prolonged by advertisers whom have soften the seller’s handy efforts towards making sales. (Pavlou and Stewart, 2000). However, with the swift adoption of mobile phones which displays that almost the whole world population have acknowledged and accepted the technology adamantly, for example, in developed countries like USA the number of cell phone users has hinted a level of almost 95%, in Western Europe 80% of the total populations were unique mobile phone users in 2015. (Marcuse, 2017).

A result of research conducted in South Africa which surveyed almost 1242 African business professionals exposed that the African business community is adjusting on the use of mobile phone communication rapidly. Countries like South Africa, Nigeria, Algeria and Egypt have some of the highest mobile penetration rates in the world. Whereas Ghana and Tanzania are perceived as hotspot for the growth in the mobile market.
The study conducted in Tanzania examining the influence of SMS advertising buying behavior presented that in formativeness and credibility were found to uniquely, significantly and positively influence the prediction consumers’ attitude towards SMS advertisement.

Customer is an individual who buys to uses or resell the products/service. Therefore, customers are around to keep the production cycle stirring. These individuals play vital role in the production and economic system of a nation, as a result, any state will undergo economic crisis once customer slack the operative demand for goods produced. Customers’ demands are different depending on commodities available as well as their taste and preference. Perception of a good product influences customers to purchase.

Yet, SMS Advertising is all about short message service promotional of products/services through mobile phones. SMS Advertising involves creating awareness of product’s uses and their benefits to consumers. By doing this, it creates space for a product to be available to those who want it and this gratifies the needs of the advertiser by increasing sales. According to Cohen (1988), advertising is a professional activity that deploys creative and innovative procedures on designing in fluently communicative ideas in mass media that endorse goods, and services in consistent with the achievement of the publicist's objective, the delivery of consumer satisfaction and the development of social and economic welfare. (Cohen, 1988)

From the Cohen’s definition, it is understood that SMS advertising satisfies three objectives; to increase sales of the company, to create a massive brand awareness to customers and finally to ensure an integrated relationship between the company and customer economic welfare. (Cohen,1988). SMS Advertising has massive stimulating impact on purchasing behavior of the customer. Mostly, SMS advertising is more effective on products that have intrinsic qualities. Qualities are not known at the time of purchase and it takes one to discover the qualities upon using the product. And, when there is a substantial chance of differentiating a product, it best suits to advertise on that product.
Mobile phones are a tool of communication which are more tailored for individual use, this has made easy for telecommunication companies to use it as a mode of contacting their customers fast, easily and modestly. Dissimilar to other modes of advertising, SMS advertising hints every customer individually, being that mobile phones are devoted for each personal to every individual. Opportunities for direct contact with customer are unique (Hoffman and Novak, 1996). Customers can be provided with direct and fast-hand information to their mobile phone of which gives marketers the chance to create a customer relationship of a new and different dimension.

Perception impacts attitudes, which include a countenance of innermost emotional state which replicate whether an individual is constructively or disparagingly, inclined to some object” for instance a service, a brand or a retail establishment. Fishbein and Ajzen (1975) define perception as “the use of the mind or the senses to comprehend or understanding a person's surroundings”. “Consecutively, attitude formation refers to a process where persons show opinions or state of mind in the direction of other ideas, activities, people, products and even objects in their environment.” In this study attitude can be demarcated as a feeling of either being favorable or uncomplimentary on the side of a consumer towards an SMS that is sent to him/her by an advertiser.

As results, current publicists are gradually relying on various modes of interactive technology to advertise and promote their products and services (Pavlou and Stewart, 2000). Consequently, not much is known on the probable issues that influence the attitude towards SMS advertising. Advertising researchers have shown that the effects of advertising activities are influenced by the attitude toward an advertising message, the advertising company or even the applied media. Hence, if marketers need to use this channel, they ought to understand mobile phone consumer’s attitudes by evaluating mobile devices as a source of promotion.
1.2 Background of the study

The advancement of technology has changed so many things in different aspects especially in the society, were by now days many people own mobile phones and it is the most important communication tool, That’s why it is easier for advertisers to reach the consumers more easily now making the platform of SMS a very powerful business communication and marketing tool. At the same time, due to the diverse nature of consumers and their consumption habits, advertisers and marketing managers have always struggled to maximize their reach, and this is seen by the way they are using every means possible to reach their target audience for maximum results. Even as businesses continue sending SMS advertisements by collaborating with service providers, there is concern on matters concerning effectiveness and the potentiality of the tactics used by the business managers and advertisers in SMS advertising.

Advertisement had been a discussed topic for over centuries, but prior to the 20th Century, promotion and advertisement were not as important as they appear today. According to Roberts Donovan. (1987), the reason been that, in the 19th century, economists concentrated on developing the theory of perfect competitive markets, the theory presumed that, there was perfect information in the market and that, consumers had fixed preference for their products which were similar to every individual. However, this was assumed to be a waste of resource as well as upsurge in cost of production as for a company to advertise on a product since customers were not going to respond to the promotion. Technological advancement however made manufacturers rethink their decision on improving their capacity and thus, ensure publicity of their products and service.

With mobile phones emerging in 1973, companies started inventing different ways to personalize these devices. During the 2000’s phones arose as the world’s largest channel of communication as more consumers look to their mobile devices to entertain, inform, and express their individuality, since then mobile advertising drastically caught pace as a rapidly growing sector providing firms, agencies and brands the prospect to link with clients beyond traditional methods and digital media directly on their mobile phones, this sparkled competition and greater demands
among companies. SMS advertising sends information regarding products to customers accurately, timeliness and worth (Siau and Shen, 2003).

Increasing rate of mobile phone users has led to in the increasing use of handheld devices to deliver advertisement for product/services. Short Messaging Services (SMS) specific has been successful in delivering fast hand information to clients regarding company products. A series of survey conduct by Andrew Thomas Kearney (2012) indicates that the use of mobile information services and SMS has increased vividly since 2005. More than 100billion SMS were sent all over the world in a year 2010. Hence, the rising popularity of SMS among phone users has created a new channel for advertising to companies, called mobile advertising.

Information about new promotions, new products within the company services and many more can be channeled to the customer directly using a text. Corporate organizations have also been seen to be partnering with the telecommunication companies so that they can communicate to their customers effectively. For example, Equity Bank is collaborating with service providers like Safaricom to send marketing messages through SMS to the clients. In the University of Nairobi set up, students who are entrepreneurs use mobile phone to send messages to their fellow students creating product awareness that they are selling.

In Tanzania, based on mapping reforms of the digital systems, most of the reports from organizations have highlighted the increasing demand of introducing digital systems in their companies to fasten and smoothen activities. They have been entrance of telecom companies for more than two decades and other are still entering the digital market. Subsequently, this has changed the mode of communication among individuals and organizations and forced the marketing practitioners to adapt in marketing communications. The recent trend spectacle that can be cited is the augmented SMS advertising on issues like lottery, sales gambling, sports betting and sales promotion activities.
Though their developments that aligned with mobile phone like cable television. Hence, mobile phone communications have been customary acknowledged with great interest among the people in the country.

According to TCRA statistics of 2016, there are more than 37,607,822 potential scattered telecommunication consumers in Tanzania rural and urban areas. Some of the marketers have expressed their concern on advertising through television, radio and internet and print media as not as fast and does not reach their targeted customer at the right moment. But the recent use of SMS advertising which is designed to simplify the time taken by reaching each of those customers anywhere and at the right time. Mobile advertising offers great opportunities for marketers on numerous situations but some aspects of mobile marketing still need further investigation, especially the topic of SMS-advertising is of major interest. (Haghirian, p.2010).

According to Foux (2006), he insists that customers are more convinced and persuaded by media marketing as their reliable source of information regarding the needs of services and products, most of the customers rush into neglecting SMS that are sent via their phones but are willing to make enquires through social media. Smith (2009) argued also media marketing is a marriage of technology and sociology that needs to be understood in terms of impact and influence to the choice of communication channels that are engaged with marketing tools.

The revealing view of SMS advertising as discussed (Forrester, 1960) explains that, advertising serve to create awareness and pursue consumers on a product. He further stated, SMS advertising increases the demand of a product because, when they advertise the product customers get the information about that product, and believe that the product is of high quality and this can even increase the need of a product. However, customers frequently find SMS advertising to be more unsettling and disruptive than traditional forms such as television, social media, radio and newspapers.
1.3 Statement of the problem
The increase of mobile phones users has triggered an upsurge in e-commerce business. Firms and individuals have drifted from the traditional way of selling their goods to the new era of digital marketing. This transformation has prompted the rise of new platform such as the SMS advertisement/Mobile marketing which has reformed the means in which products and services are offered and communicated to customers. Despite the fact that SMS advertisements are effective on the proximity, interactivity, precision and cost effectiveness but still firms engaged in this marketing don’t meet the terms and conditions as agreed to customers by telecom companies. Thus, adverts are measured by degree of responsiveness and attitude of the customer towards the contents without regarding the level of user satisfaction.

Mobile advertising via SMS is important for firms to create competitive edge among themselves. Since each company is obliged to evaluate and analyze its feedback from customers through SMS. Nevertheless, mobile advertising has created space for research since the area has not been researched fully as most studies focus on satisfaction of consumers towards the adverts. Advertising has been a mode of reaching customers and changing consumer’s attitudes and perceptions. It is therefore the impact created need to be assessed individually from each customer who has been difficult to measure how these adverts can change the consumer’s responsiveness towards such brands (Pavlou and Stewart, 2000).

Various firms are yet to create optimal online feedbacks practices, since most of the companies use mobile advertisement but are still lagging behind when it comes to providing responses to the customer’s perception towards their products. The question is how do customers react to these adverts and message sent on their private cellphones without their permission. The study was based on assessing consumer’s perceptions and responsiveness towards mobile adverts sent to their phones from third party being that they are placed without their knowledge or prior permission.

There are past studies which review on the assessment of customers ‘satisfaction towards mobile advertisement and how well it has managed to influence consumer
buying behavior practices in the modern marketing but yet they didn’t review on the customers perceptions towards mobile sms advertising. However, several researchers have studied on other digital media, but nothing has been discussed on assessment of customers’ awareness on those SMS marketing since they are sent with no prior knowledge.

Therefore, the study analyzed the level of awareness and acceptance of SMS advertisement from third party to customer on mobile advertising as well as relate to the contractual document on terms and condition between mobile customers and telecom firms.

1.4 Research objectives
1.4.1 General objective
The general objective of the study is to assess customers’ perception towards Short Message Service (SMS) advertisement sent to their mobile phones. And recommend to firms on best ways to communicate with customers.

1.4.2 Specific objectives
i. To determine the level of awareness from customers towards SMS advertisement.

ii. To identify customer’s knowledge on Terms and Conditions signed with telecom firms.

iii. To evaluate customers buying intentions on SMS advertised products.

1.5 Research Questions
i. To what level are customers aware of SMS advertisement on product?

ii. What is the response of customers towards SMS advertisement on their mobile phones?

iii. What knowledge do customers have on T&C signed when acquiring mobile chips?

iv. In which ways are customers influenced to purchase products from SMS advertisement?
1.6 **Significance of the study**

This research aids to provide massive insight and contribute to existing publications regarding mobile marketing and customer perception towards this marketing technique on products. The study results offered constructive theories to enhance academicians and scholars understanding on digital marketing as a whole but specifically mobile advertisement well as offering an innovation for digital marketers to explore further into mobile marketing.

Also, the study provided facts on the level of awareness towards this marketing tool, as well as assesses dealing with customer perception on privacy as using private phone numbers to send SMS. Similarly, the study will form cognizance and need for organizations to reevaluate marketing using modern techniques like media platforms.

The study was significant because the researcher will recommend on how to improve mobile adverts. The study was helping publicist to know how the mobile adverts impact and influence customers’ attitude towards information delivered or the content. The study was also helping understand how the consumers respond towards the product and services being advertised through the mobile phone message. The findings shall also serve as inventory for other researcher in similar or related study.

This study was developing an enhanced customer’s service paving way for better services in the different sectors. Their customers will appreciate the use of improved mobile marketing practices and boost customer satisfaction ratings through the findings and recommendations that will be made. Lastly the study will fulfill my academic need of achieving a Master’s of Science in Marketing (MSc-MKT).

1.7 **Scope of the study**

The study is determined to assess customer’s perception towards SMS marketing. This study aims to focus on investigative how SMS advertising has impacted customers. As it is a basic digital marketing technique used to promote and create awareness of products to customers through digital channels specifically the mobile phones, by steering through the marketing process. The study was conducted in Dar
es Salaam at Mzumbe university Collage Dar es saalam because it is a good area were appropriate data was collected due to presence of mobile phone users. The study saw through mobile marketing strategies and practices that ensure customer’s services are offered effectively and are considered as a tool for response to the organization.

1.8 Limitation of the study

It is expected that the study will face the following constraints

- Time constraint
  The time was not enough for me to collect all the information’s that I needed and that’s why I only use one university as a case study, but if the time was enough I could have use more than one university in my case study.

- Confidentiality
  Many organizations have attitude of preserving their information regarding internal affairs fearing for competitors to have access to specific information. Such tendency will create barrier in obtaining required data.

- Reluctant responses
  Incomplete or non-responses interviewee, even partially filled questionnaires is also a limitation expected to encounter during the study.
CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction
This section is keen to review all related literature on mobile marketing and customer perception towards the marketing method in Tanzania, by focusing on how SMS advertisement has affected telecom customers. This chapter will include theoretical and empirical review regarding mobile marketing while outlining relevant studies on the role of SMS marketing in creating awareness about products to customers.

This section will consist of the following parts of the study: The first part defines theories connected to customer perception and digital marketing. The second segment elaborates the empirical part of the study. The last segment will show literature gaps that require further insight and illustrate a conceptual framework which explains the study.

2.2 Definition of key terms
2.2.1 Short Message Service (SMS)
The term SMS commenced during the year 1992, where it was also referred to as texting. According to Ozhan (2004) SMS is an announcement or communication procedure which is used to send and receive information using digital technology characterized by a maximum of 160 characters. However it is seen as a communication tool, used not only for two or more individual contacts, but also in terms of business-to-person and currently developing among government agencies and individuals. These are messages which are not long and its purpose is to advertise a certain product or services through mobile phone and it must involve the mobile users. SMS advertising is very important to telecom companies because through those short message it easy for them to give information to their customers and help them to advertise their products and services.
However short message services can be good or bad to the telecom companies and
gambling firms because it’s not all people read those messages and respond to it so it
will increase the cost for them to advertisement and they will not get the benefit.

Worldwide, the SMS service has been the most prominent and effective non-voice
service and it has managed to be the vital generator of income for telecom firms in the
industry. In Tanzania, according to TCRA Quarterly report of December 2017 mobile
network operators earned approximately T.shs 22 billion and T.shs 29 billion in third
and fourth quarter respectively on text/SMS based services.

2.2.2 SMS advertising
As defined SMS advertising is any form of tailored or non-tailored
promotion/advertisement sent to an individuals’ mobile number through text
message, with the sole purpose of persuading or encouraging the receiver to take
some action, now or in the future, on the advertised idea, service or product. The use
of SMS advertisement is easily adopted since it is modest and allows telecom firms
and third parties to interact with customers anywhere and at any time. It is assumed
that SMS is also the dominant format of mobile marketing communication in today’s
world.

Drastic usage of cell phones has permitted customers to handily engage themselves in
e-commerce and this is performed anytime, anywhere, and at a minimal. The
traditional ways of advertising like newspapers and radio have limited marketers to
scope their potential customers in a very personal way (Robins, 2003). Further, it
lacks instant and direct contact between the publicist and customer to prolong an
extended relationship so as to influence the decision maker to take some initiative
towards buying the advertised product or service, now or in the future.
An upsurge usage of mobile phones, and specifically SMS as an advertising tool has created the term “SMS advertising” (Van der Waldt et. al 2009). SMS advertising is among the portions of the concept Mobile marketing which sometimes individuals interchange these words, this involves using collaborating wireless media to offer customers with time and location sensitive, personalized information that promotes goods, services and ideas, thereby increasing the response to advertisement ratio.

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

2.2.3 Customer perception
Perception is simply described as our general awareness towards things that is whether we like things or not (Severin and Tankard, 2001). Perception is more expressed as subjective. Customer perception spread on the idea of sensory perception to marketing. Hence, sensory perception narrates how humans perceive and process sensory stimuli through their five senses. Customer perception pertains to how individuals form opinions about companies and the products they offer through the buying.

Generally perception is the rational thinking used by individuals to assemble their way of perceiving the environment and guide the way they respond to it. In other word customer perception is a continuing blend of cognitive, emotional, and behavioral processes by which customers structure the way they perceive and respond to market environmental elements such as a television program, or a concept as advertising.
In relation to SMS perception it is more likely to be elaborated as a long-term cognitive evaluation and behavioral tendency in a customer towards SMS. This explains that a customer who is more amazed with SMS perception means that he/she is attracted 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 (Tsang, Ho and Liang, 2004; Wu and Wang, 2005)

2.3 Theoretical literature review

This section presents theories relevant to the study as discussed by various scholars. Fishbein (1975) vastly insisted any person behavior is determined by intention to perform the behavior and that intention is, in turn, a function of his/her attitude toward the behavior and his/her subjective norm. However, there is a need to study the problem from diverse perspectives theory concerning mobile marketing as a field of study, theory on customer perception and lastly, theory on perception/attitude towards mobile advertisement.

There are few theoretical frameworks which attempted to elaborate the relationship between customer perception and mobile marketing. These numerous theories are clarified as follows: theory of Reasoned Action, Technology acceptance theory, Innovation diffusion Theory; Institutional Theory; Psychological theory, and Purchase Intention theory.

2.1.1 Theory of Reasoned Action

Theory of Reasoned Action (TRA) was first developed by Ajzen and Fishbein in 1980. This classic theory uses three features thus attitude, subjective norm, and intention. The theory of Reasoned Action suggests that an individual’s behavior is resolute by his/her purpose to do the behavior and that the intention is, in turn, a function of his/her attitude toward the behavior and his/her subjective norm. It is stated that best predictor of an individual behavior is intent. As elaborated, intention is the cognitive representation of a person's readiness to perform a given behavior,
and it is considered to be the immediate antecedent of behavior. It is with some factors that contribute towards reading mobile advertising.

As explained, the theory uses three features in compelling the psychological process of individuals, in defining the model’s factors. Attitude is how we feel about the behavior and is generally measured as a favorable or unfavorable mind-set. Subjective norm is defined as how the behavior is viewed by our social circle or those who influence our decisions. Intention is defined as the tendency to engage in the behavior.

As shown in the figure below, the model links individual beliefs, attitudes, intentions and behavior to describe the psychological process that mediates the observed relations between attitudes and behavior. Subject norm (e.g. social time) are considered to have an impact on consumer intentions to receive mobile advertising under a given attitude. Intention then affects their actual advertisement receiving behavior (Tsang, Ho and Liang, 2004)

Figure 2.1; Theory of Reasoned Action model

![Theory of Reasoned Action model](image)

2.1.2 Psychological theory
The core of psychological theories originates from the fact individuals learn from experience and the results of their experience modifies their activities on future event. The importance of customer responses towards products and repeat purchase makes the psychology theory more relevant in the field of marketing especially advertisement. The theory is described further in two theories as stimulus response theories and cognitive theories. (Severin and Tankard, 2001)
The stimulus response theories were developed by Purlon and Kotlew. According to these scholars learning occurs when an individual answers stimulus and is satisfied with need for a precise response. They further proved that frequent and current stimuli are evoked and responded. The theory itself is the source of informed advertisements. The cognitive theory was advocated by Festinger, and he mainly stated that certain post buying behaviour are rendering to it stimulation and want are conditioned by a consumer’s knowledge, his perception, beliefs and attitudes. The theory further states that even after a well thought out purchase the consumers undergo some sort of discomfort, fear or dissonance during advertisement.

This post-buying concern is forced by cognitive dissonance which is discovered through doubts regarding the decisions. Consumers relate the facts of the advertisement on the product or start analysing why the promotion SMS is sent to him/her about the product. These customers’ entail assurances from telecom companies explaining the decision regarding the third party’s promotion techniques in private SIM cards. So, this elaborates the theory developed in relation to the entitled study of how customers perceive the SMS adverts on private mobile phones phenomenon.

2.1.3 Theory of Planned Behaviour
According to Ajzen (1991) the theory of planned behavior is an extension of Fishbein’s Theory of Reasoned Action. However, this theory (TPB) contains an extra aspect, which individual mostly term as perceived behavioral control. Thus, person’s “perceptions of their ability to perform a given behavior”. This issue was then included to disregard the limitations of the theory of reasoned action (TRA) when dealing with behavior which is not under volitional control. The theory considers that behaviors are situated at some point along a range that covers from total control to a complete lack of control.
This theory of planned behavior has been widely confirmed and practically successfully applied in a several human behavioral research. The findings showed that attitude and perceived behavior control did contribute directly to the planned use of pirated software. However, they did not find a direct relationship between subjective norm and purpose to use pirated software.

Also as described before this theory was then developed to eliminate the limitation discovered on TRA, however the theory of planned behavior, perceived behavioral control, as well as behavioral intention, can directly be used to forecast the achievement of individual’s behavior. In regard two justifications can be explained in this. First, holding the purpose relentless, this explains the effort used to adjust to a course of behavior is likely to lead a successful conclusion increasing with perceived behavioral control. For instance, if two individuals have equally strong intentions to drive, and both try to do so, the person with confidence that she/he can master the action is further likely to endure than is the person who doubts the abilities.

Also, another motive for expecting an extended connection among perceived behavioral control and behavioral achievement is the use of substitute for a measure of actual control in perceived behavior. Whether a measure of perceived behavioral control can substitute for a measure of actual control depends, of course, on the accuracy of the perceptions. Perceived behavioral control may not be mostly accurate depending on whether an individual has rather little information regarding the behavior, when available resources have been altered, moreover when new elements have entered into the condition.

Though, application of this theory to a particular area of interest like social media addicts provides a host of information that is very beneficial in any attempt to realize these behaviors, or to implement intrusions that will be operative in changing them (van Ryn & Vinokur, 1990). Intention, perception of behavioral control, attitude toward the behavior, and subjective norm each reveals a different aspect of the behavior, and each can serve as a point of attack in attempts to change it. It is at the level of beliefs that we can learn about the unique factors that induce one person to
engage in the behavior of interest and to prompt another to follow a different course of action.

2.1.4 Innovation Diffusion Theory
This theory was profound by Everett Rogers, the scholar tried to explain how, why, and at the rate at which new ideas and technology spread. He argued that diffusion is the process by which an innovation is linked during a period of time between the communities in a social system. According to Rogers (2003), adoption is a choice for full use of innovation as the top course of action and rejection is a choice “not to adopt that innovation”.

Rogers proposed there are four core basics those stimuli the spread awareness: innovation, communication channels, time, and social system. This whole process depends heavily on human capital. The innovation must broadly be accepted to sustain itself. Within the rate of adoption, there is a point at which an innovation reaches critical mass. The information should flow through different networks. The nature of networks and the roles opinion leaders play in them determine the likelihood that the innovation will be adopted. Innovation diffusion theory has attempted to explain the variables that influence how and why users adopt a new information medium, such as the Internet. Opinion leaders exert influence on audience behavior via their personal contact, but additional intermediaries called change agents play a vital role in the process of diffusion.

2.2 SMS Advertising business operators and their roles
For most players involved in this area have been identified by various scholars and practitioner. They have been mentioned as follows: Advertiser, application provider, infrastructure benefactor, network operator, agencies, context information, and end user.
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 foundation of revenue to this advertiser is the end users’ acceptance to the SMS advertisement leading to intention to purchase.

Mobile network operator provides access to wireless network and facilitates SMS advertising by renting the network from infrastructure provider. Network operators earn money by charging mobile advertising agencies in exchange for sending SMS adverts. As well as mobile advertising agency is the central actor collecting all business actors and offers appropriate to promotion/advertising services.

Provider of context information supplies contextual information like weather, traffic conditions, and results of particular events such as sport events and gambling. And also end user is a mobile subscriber receiving those intended SMS advertisement regarding several products/services.

2.3 Perception towards SMS advertising and marketing

According to Shavitt (1998), customer attitude towards SMS advertising has not been a focal issue in advert and it lacks extensive studies especially in Tanzania in the past years. However, company’s most famous features of mobile advert strategies depend vastly on wide customer range, high retention rate, customize and personalize messages, localization, feedback and short costing. (Bauer 2005).

In case of direct marketing channel, quick response capabilities, web’s interactivity capabilities via mobile phone certainly make mobile phones become one of the popular advertising media. According to Leppaniemi and Karjaluoto (2005), mobile advertising, mobile marketing and wireless advertising were used interchangeably in expressing the SMS marketing activities. Customers were willing to admit any form of mobile advertisement if they are given choice of ads needed to be sent to their phones. Hence, consumer trust, privacy and many other factors affect mobile advertising. Tsang & Liang (2004), detailed that speedy penetration of mobile phone has enhanced delivery of advertisements for products/service. As a result, advertisers
are searching for creative methods to reach their target customers using mobile phone.

According to Fishbein’s Attitude theory, stimulus, such as an SMS advertisement of a particular product/service, has an effect on a customer’s acceptance which in turn influences and leads to the customer evolving a specific boldness toward the advertised product. This in turn, with regards to the product, has an impact on a customer’s purpose to purchase the product (Waldt et al, 2009). Additionally, the perception toward SMS advertising and advertising value is strongly related to message content as entertaining, in formativeness and trustworthiness which positively affect it.

According to El-adly, (2010) advertising perception is an authoritative idea due to its relation with the overall attitude of people and can influence people’s positive emotional state towards broad body of advertisement. Moreover, customer’s attitude towards SMS advertisement would have essential control on advertising effectiveness, buying intentions and brand perception.

2.6 Consumer Perceptions
This can be defined in this study as the consumer’s mind use or the senses used in comprehension of the existence and usefulness of an idea, product or service; it is an evaluation of a product, provision or thoughts that are effectively used in satisfying a need. According to Anderson (1994), the general evaluation of goods or services grounded on the total consumption and purchase understanding over time is vital in safeguarding satisfaction of the customer. Perceptions involve the constant consideration of the implications of an action before undertaking it in a specific context. For example, people become full when they have attacked hunger by eating. Animals feel satisfied when they quench their thirst. In the case of the study, a recipient of SMS advertisements will be happy if the message is relevant by addressing the pressing need. For example, if he/she has cash and is looking for a laptop and receives an SMS from a seller, most likely, he/she will concentrate or otherwise depending on how the message is crafted. Out of studies done on SMS
advertising, most of them established that advertising of SMS without gaining authorization is the root source of forming negative perception in the consumers mind. In addition, Tsang, Ho, and Liang (2004) stated that, consumers had negative attitude and perceptions concerning SMS messages and establish the messages exasperating and invasive, as those were sent irrespective of permission. This bore the issue about privacy as they felt that their privacy had been intruded and had no control of information. This gives reason why they should understand the need for success message characteristics from the crafting phase to achieve success.

2.7 SMS Campaign Features
Marketers need to have limited marketplaces in order to plan for the campaign in area where there are customers for profitable and cost-effective benefits. However, though marketers constantly try to fix and manage markets, they are, by their very nature, heterogeneous and unstable. SMS usage has a number of ways to advertise like special offers, timely media teasers, brand building, products, competitions, polls/voting, services and information wishes are acknowledged as important. Such features dictate success or failure of SMS campaign depending on how they are addressed. Much marketer’s strategy is absorbed on inspiring prevailing operators and purchasers to consume more owing that advertisers pursue to uphold market share rather than trying to success new consumers to the market. This opens room for text messages to inculcate characteristics so as to maintain a 50% more success in for example building brand awareness than TV.

SMS campaigns are designed in such a manner that they lure potential clients through creating dialogue. Once the message is received, any action undertaken by the recipient takes into account the implications of decisions before undertaking such action. A campaign rotating everywhere the mobile discourse model guarantees the dealer tries to build a long permanent relation with the consumer. This has been and remains the driving force for marketers to sell their ideas, products or services. This is especially for mobile phone users who have subscribed to receive messages on an entity.
2.8 Empirical review

Chowdhury et al (2006) examined how consumer attitude affects mobile advertisement as an emerging market in Bangladesh. These researchers claimed that high penetration of mobile phones has triggered the diverse marketing and promotion activities since increasing use of handheld devices to deliver advertisements on product/services can be cheaply and use less time. In addition, most telecom companies understand the theory behind addressing their promotion activities using their network; however they need to formulate enduring strategies together with short term solutions on how to reach their specific intended customers on Short Message Service (SMS) in particular.

Khasawneh & Shuhaiber (2013), wrote an article on substantial factors that influence consumer’s attitude towards and acceptance of SMS advertising in Jordan. Their results specified that SMS sent to customers on products/services are in formativeess and others may entertain the customer, or else provide clarity on specific matters as well as their subjective norms are found to have positive influence on consumer attitude and acceptance over SMS advertising, but once the SMS lack the above features whereas message irritation, brand familiarity and consumer control would have negative influences.

Elsayd et al (2012), debated the in-formativeness and credibility of SMS adverts are positively linked to customers’ attitude towards SMS advertisements. Scholars explained in the study that customers’ perceptions of the irritation aspect of SMS advertisements are negatively correlated with customers’ attitudes towards SMS advertisements. Their results indicated that attitude toward advertisement through mobile phones depends solely on the nature of the message.
Thus, the message contents need to be reviewed and developed carefully to match the specific individuals. However, marketers would not only depend on the fact an SMS advert sent to mobile devices will be read and act upon. Lastly, they found that advertising value and advertising message content have huge impact on attitude towards advertising.

In 2014, Kothari & Dawar published an article on Consumer Attitude towards advertising through mobile phones. An exploratory research conducted by these scholars using 100 respondents from Udaipur. explored the attitude of mobile phone customers towards mobile advertising and their factors that influence, and to disclose the costumers’ interest. The finding of the paper revealed that consumers have positive attitude towards mobile advertisements and some prefer this method of advert solely because it is instant and keeps track.

Also, it showed customers insist on getting more personalized SMS ads that can be easily exercised. Lastly, customers prefer getting reliable information and get to know more about mobile ads.

Bauer et al (2005) stated the factors that persuade customers to accept the mobile phone as a channel of communication of promotional content. The study included determinants as consumer personality and form of advertising as hypotheses. The hypotheses were then tested using linear structural equation model on 1028 persons from University of Mannheim. The results indicated that entertainment and information value are the main driver of the acceptance of the mobile phone as a ground-breaking medium for advertising content communication.

A study by Waldt et al, (2009) had persistence of focusing on defining the perceptions of the younger consumer segment towards SMS advertisements. It was assumed that the younger generation will improvise, due to their changing customer behavior and media habits they are the future focus on marketing and specific on the subject of SMS advertising campaigns. Quota sampling was directed and self-administered questionnaires were answered by 198 respondents in South Africa.
The results of the study showed that consumers have mostly negative overall attitudes towards SMS advertisements and it must be cautiously used when attempting to gain the attention of a younger segment of consumers. Also, customers’ perceptions of the frustration aspect are damagingly correlated with consumers’ attitudes towards SMS advertisements. And lastly, some of the customers insisted on permission-based marketing as an important element for the achievement of SMS advertising.

Saadeghvaziri (2011) penned a journal elaborating the influencing factors in creating positive attitude toward mobile advertising through a survey done among Iranian mobile users. The findings showed; financial and economic benefits of mobile advertising are influential in developing positive attitude toward marketing. Also, the paper revealed techniques of applying features forming positive attitude toward mobile advertising.

Radder et al (2010) presented a paper exploring the antecedents to pre-final year high school pupils’ acceptance of South African universities’ SMS advertising. The results of the paper described that social influence is a better predictor of the target market’s intentions to adopt SMS advertising than attitudes are. Also, the result showed behavioral intentions are a role of attitudes, social influences, innovation levels, and perceived study utility. South African universities could consider using SMS advertising in combination with traditional media, but should ensure that SMS content is based on the needs of their targeted market.

Kumar (2011), reviewed an article expressing the factors affecting mobile phone user’s attitude towards mobile marketing and the connection between these factors. Almost 450 mobile phone users’ views were taken for a duration of 5 months. Confirmatory Factor Analysis (CFA) was performed to confirm the findings. SPSS Amos 18.0 was used to fit a model based on Structure Equation Model to analyze the factors affecting mobile phone user’s attitude and the relationship between. The findings revealed, mobile phone advert and sales promotion are highly correlated and having positive effect on mobile marketing. also, mobile shopping and mobile phone usability is having negative effect on Mobile Marketing.
Haider (2012), conducted a study on the attitudes of customers of Sargodha city (Pakistan) towards mobile advertising applications. Moreover, the study observed different issues that affect customer attitude towards mobile advertising. The paper steadily focused on informativeness, credibility, entertainment and irritation as the factors of message content. Data was collected among 200 respondents in Sargodha city using structured questionnaire.

The results showed that, message contents of advertisement strongly affect consumer attitude towards SMS advertisement. And the mentioned factors proved to have a significant relation with each other.

Kamphuis and Ramnarain (2012) in their research, they studied approximately 400 youth respondents on the Dutch youth’s perceptions on and attitudes toward mobile advertising. The result indicated that the Dutch youth primarily understands the uniqueness, interactivity and entertainment levels of mobile advertising as positive in comparison to traditional forms of advertising. And also, message content was proved to be a vital issue in order for the customer to observe the advertising as positive. Furthermore, it indicated that the more positive the attitude toward advertising in general is, and the more the customer likes incisive for product information, the more positive the attitude toward mobile advertising.

Tsang et al (2004) described the investigation of consumer attitudes toward mobile advertising and the relationship between attitude and behavior. And then they developed an instrument for measuring attitudes toward mobile advertising. This research was conducted at 3 different train stations in Taiwan, involving 181 males and 191 females. Data was collected using questionnaires, the result of the study indicated that, consumers generally have negative attitudes toward mobile advertising unless they have precisely agreed to it, it was also found out that there is a direct relationship between consumer attitudes and consumer behavior. And lastly, they recommended it was not a good idea to send SMS advertisements to potential customers without prior permission.
2.9 Research gap
From the reviewed literature, it is observed that; most of previous researches studied have identified factors like informativeness, entertainment, credibility and irritation as the likely responses of customers on mobile ads. Some of the researchers have also included customization of the SMS, permission given to agency, and their financial benefits from this promotion strategy. However, most of the studies data collection methods have been through questionnaire, few of the academician have tried to grasp the customers direct knowledge and perception of the marketing strategy and SMS advert campaign via interviewing directly. Though, difference may rise from location or communities of explored areas.

This led to differences in results because different cultures and communities affect the viewpoints of people toward aspects of technology and marketing. As discussed in the empirical literature, it is seen other studied young people (university students) such as Waldt et al, (2009), Chowdhury (2006). Others were more concern of location like the study of Blanco (2010). And Moreover, Friman (2010) and Tsang (2004) highlighted overall mobile phone users.

Yet, there is still gap in different many ways. First few or none studies have been conducted in Africa specifically Tanzania as to mention there an increase use of mobile phone and telecom firms in the country using this marketing service. According to the researcher’s knowledge there is no article concerning the study in Tanzania. Though few have been done in Africa as a whole. Finally, this study will close its gap on directly identifying the perception and attitude of customers towards these ads on their private mobile phones and prior to privacy of their mobile numbers.
CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction
Methodology is the process used to collect information and data to systematically and critically inquire about a particular aspect of life (Creswell, 2009). It outlines how research is to be undertaken so as to find out the result of a given problem on a subject matter.

This chapter illustrates focal methodological issues which plan to be followed on conducting this research. Among areas to be covered include: the nature of research design, the scope of the study, the population of the study, the sample size, sampling techniques, area of the case study, limitation of the study and data analysis methods used.

3.2 Research design
A research design is arrangement of the idea, how it will be structured or strategy used to present the research, this aims and pursues in achieving or answering certain research questions a research design can be used to create a certain ideal in a certain study which may help to answer all the research questions. Kothari (2004) describes research design as an in-depth layout on how the research will be navigated. Donald (2006) notes that a research design is the frame of the research, it holds all elements in a study composed.

The study will work on qualitative research methods, in order to obtain accurate data in time. Qualitative research method will be used to allow the researcher to use a systematic practical review to examine, make sense of, or understand the meaning of a social problem as experienced by individuals and explain the research purpose. (Malterud, 2001; Shank 2002). In this study qualitative method was used for exploratory purpose.
They further point out that the nature of research design has implications for the manipulations that can be performed on data that is obtained. As such, when designing on the research design for a particular study, one has to look at the aim and objectives of the study to ensure that there is a link to the chosen research design, and more importantly the chosen design must help the researcher realize objectives. Since the study’s aim is to explore consumer perception towards mobile SMS advertising, it also aims at making sense of the factors influencing the acceptance of SMS advertising.

3.3 Population of the study

Cooper and Schindler (2008) define population as total collection of elements round which one wants to make inferences. Lumley (2004) observes population as a larger group of all subjects from where a sample would be drawn.

The study targeted Mzumbe university students in dares salaam students aged between 25 to 50+ years but also they should have mobile phones, which could receive and send messages. Young people constitute more than a third of the entire population. The use of a student sample for this study is justified as experts agree that SMS advertising is an ideal medium for reaching younger consumers (Scharl et al., 2005: 168).

Target population is that population in which the researcher wishes to generalize results from the study (Mugenda & Mugenda, 2003). The target population of the study will be Mzumbe Dcc students, who are students registered for the year 2017/2019. These are youth and active users of mobile phones since most of their studies and communication require the use of mobile and communication via SMS. The method of collecting data from those target audience will be interview and questionnaire.
3.4 Sample size
Kothari (2004) states that a sample is simply a process of finding information about a total population. Scholars often select few substances from a large part for the concerned study. However, it is recommended that a sample should only come from the represented population characteristic without any bias in order to remain valid and reliable. A total number of 55 respondents were selected as a sample size, where by 35 respondents for questionnaire and 20 respondents for interview.

3.5 Sampling technique
Sampling technique is stated as to the technique that is being approved in selecting respondent for the study. The study approved the use of a combination of purposive sampling and simple random sampling as explained below. Kombo& Tromp (2006) describe sampling as the process of selecting units such as people and organizations from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen. They argue that a sampling frame is the source material or device from which a sample is drawn; It is a list of all those within a population who can be sampled.

The researcher collected data from a sample of 55 respondents using a semi-structured questionnaire and interview. They had been randomly sampled along the university. The inclusion criterion for this group of respondents was as follows. First, respondents had to be students from Mzumbe University Dar es Salaam Campus and secondly, respondents had to own a mobile phone or at one point in their life had received SMS advertising message and other respondent were from Telecommunication Company which we use interview method to collect the data from them.

3.5.1 Purposive Sampling
This is a form of non-probability sampling practice where a scholar uses previous knowledge to purposively select respondents with required information necessary for the study. (Baird, 2007). These are the respondents who serve the purpose of the study. In this regard scholars and practitioner at Mzumbe University are familiar with
Mobile phone marketing and are directly involved since they are subscribed to different telecom companies.

3.5.2 Simple random Sampling
The simple random sampling was used to select the related sample of respondents from the study. By using random sampling, the respondent is easily picked among population, with equal chance of being selected each sample has the right to participate. To ensure the customers will be random picked the researcher intend to distribute questions and interview whoever is around on that day. The sampling frame will include all student of the college around and willing to participate.

3.6 Data collection methods
Mugenda and Mugenda (2003) expressed that the choice of a tool and instrument of research depends mainly on the features of the research topic, data and probable results. This research objective is to gather both primary and secondary data, in justification of using primary data; the researcher expects to use the following data collection methods: Interviews and questionnaires as tools for collecting primary information.

However, Kothari (2008) points out that data collection done by Interview is probable to save time since it is likely to gather massive amount of information mostly when the population of interest is huge. On the other hand, the researcher will acquire secondary data from reviewing of documents and literature, publications found from respective firms, library material, internet and previous conducted researches.

3.6.1 Primary data collection methods
a) Interview
Interview is an established set of questions studied vocally in order to acquire the respondent’s view on how he/she perceive issues regarding the study, this contains demonstration of oral verbal reply(Kothari, 2004). In this particular study, a form of structure interview will be used whereas, the researcher aims to approach confident interviewees and ask each to respond in a model the similar questions so as to
develop consistency answers. This approach is keen since the responses obtained will be decidedly reliable and provide in depth information. This method is organized and efficient since it provides direct and defined decision about the perception.

b) Questionnaire
A set of questions will be distributed to respondents for the purpose of discovery consistent and precise information. Information from questionnaires will be composed using standardized and structured sequence so as not to apply pressure on the respondent hence makes them comfortable in answering the drafted questions and this helps respondents who appear to be busy with other tasks. The reason for choosing this method of data collection is that the researcher intends to help in creating a bond with respondents which therefore, permits to clarify and elucidate the purpose of the study and possibly, anything thereof, which might seem unclear to the respondents.

3.6.2 Secondary data collection methods
a) Internet and journals
Another instrument used in data collection was the internet, publication and journals. Sufficiently viewers and readers cited or discussed about customer attitude towards SMS/mobile marketing. Many of the cited papers were from western countries and few from Asia, even some of the Local thesis haven’t discussed extensively on customers specifically on how they influence buying behavior.

3.1 Data analysis technique
After conducting the study and gathering the data, the next step involved analyzing the data, which generally called for the use of statistical techniques. The study used qualitative analysis technique during data analysis. Qualitative data was used for analyzing interview questions, as for Statistical Package for Social Sciences (SPSS) was used in data analysis of some questionnaire. Computer software statistical package is modest to analyses as it offers multipurpose results and it is easy to manage.
Hence, it increases accuracy as well as save time. Qualitative data that was gathered from interviewing respondents and questionnaires were coded and carried to computing using the statistical analysis software and latter decoded the data for interpretation.

After gathering data on the field through various methods, the data collected was analyzed in order to provide connotation. In interviews the researcher correctly examined the voice and audio clips from the field.

3.8 Reflexivity
Reflexivity in research is the process of continuous reflection about the role of the researcher and how his/her personal experiences, assumptions and preoccupations affect research decisions especially the selection and wording of questions (Etherington, 2004). Reflexivity was applicable in the case of this research considering that the researcher works as a media practitioner who would actively construct interpretations of his experiences in the field, and then question how those interpretations came about.

3.9 Validity and Reliability of Instruments
According to Wallen (2005), validity is defined as the degree to which any readings a scholar makes, founded on the data he/she gathers using a particular instrument, is supported by evidence. Therefore, the reporting and significance of the instruments to the problem under study are focused on content validity. This involves the extent to which questions in the instruments cover the ground to be explored.

In order to realize the validity and reliability of the instruments, the study was conducted involving 35 customers. The aim of the pilot study was to check the effectiveness of the instruments in tapping the required information for this study. It is expected that the findings from the pilot study would reveal the necessity for the researcher to alter some items, for instance, simplifying some of the terms.
Instrument validity is ascertained in a number of ways. To pre-test for reliability and validity of the research instruments, expert validity views and suggestions of the supervisors were initially incorporated in the questionnaire, which aimed at capturing specific information from the respondents (Denzin&Lincoln, 2000).
CHAPTER FOUR

PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Introduction
This chapter interprets statistical analysis results, shows the findings and discusses the results in accordance with the objective of the study which stated assessment of customers’ perception towards SMS advertisement. These facts were attained mostly through answered interview questions, questionnaires and key informant interviews with relevant individuals and some secondary materials from the selected telecom firms.

4.2 Data Presentation
The presentation is both qualitative and quantitative. A total number of 20 interviewees were interviewed and 35 respondents answered questionnaires of whom they collaborated well by providing desirable information regarding SMS advertisement. The objective of the study was to find out the level of awareness on people towards SMS advertisement, to find out response of customers on Adverts provided and lastly to find out the ways on which mobile advertisements influence customers, the following are the findings.

4.2.1 Demographic Data
During the study, among the traits measured were age, gender, category of telecom and level of education. This intended to guarantee that biasness was never considered in the manner in which the respondents are chosen to participate in the research.

4.2.1.1 Age of Respondents
The study aimed to investigate the age of respondents so as to create a base line of regular users on several telecom subscribed services as well as generate a frequency of mobile phone owners according to age on how they perceive the mobile phone advertisement in accordance to their age. Most of the respondents interviewed confirmed their age to be between 20-30 years, a total of 20 respondents which
represented 57.1%. Then followed the age between 31-40 years which represents 20% with a sum of 7 respondents. The age group between 41-50 years had a total of 5 respondents who represented 14.3% of the respondents; however this age group were expected not to have skilled practice of the digital era because most of them had an average knowledge regarding digital marketing. While a small number were spread among the age group of 51 years and above which accrued only 3 respondents representing 8.6%.

The researcher revealed that maximum number of these mobile marketing subscribers are the Generation Z individuals how are more sensitive to the digitalization and technology, hence the age group between 20-30 years, this indicates that companies like (BIKO, SPORTPESA) which largely depend on digital marketing. Their target market remains to be the youth of this age due to their buying behavior patterns. (See Table 4.1 below)

<table>
<thead>
<tr>
<th>Age of Respondents</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-30 years</td>
<td>20</td>
<td>57.14</td>
<td>57.14</td>
</tr>
<tr>
<td>31-40 years</td>
<td>7</td>
<td>20</td>
<td>77.14</td>
</tr>
<tr>
<td>41-50 years</td>
<td>5</td>
<td>14.28</td>
<td>91.42</td>
</tr>
<tr>
<td>51+ years</td>
<td>3</td>
<td>8.57</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>35</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>

4.2.1.2 Gender of Respondents

Among other descriptive demographic traits enquired to the respondents, gender was also examined by the researcher aiming to identify gender dispersal among respondents in the area of study. However, mutual genders were projected to partake in the study in order to discover promotion preferences and telecom subscriber’s ratio of both gender among mobile phone users. As shown in Table 4.2, out of the 35 respondents who participated in answering the questionnaires, 20 were female representing 42.9% of the total respondents while only 15 male respondents participated in the study representing 57.1%.
This shows that in average there are more women engaged and using mobile phone users than men. Though, in theory this is an outcome of social-cultural variety among digital users in the present years, women are more users of mobile phone.

**Table 4.2: Respondents by Gender**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>15</td>
<td>42.9</td>
<td>42.9</td>
</tr>
<tr>
<td>Female</td>
<td>20</td>
<td>57.1</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>35</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>

**4.2.1.3 Level of Education**

The study evaluated the level of education of respondents so as to indicate whether the involvement of respondents have knowledge on mobile marketing and their perception in SMS advertisement. The targeted population had diverse level of education. This intended to confirm that the researcher obtained sights from respondents with different levels of education to avoid biasness.

The level of education was a significant feature in assessing the customers’ perception towards SMS adverts, most of the respondents who participated in the study where university degree personnel in total of 15 respondents representing 42.9%. Then followed primary and High school respondents who were 4 respondents each representing 11.4% and 11.4% respectively. Master’s degree had 12 respondents which represented 34.3% of the respondent. The study results showed that there was a reasonable representation in all levels of education as the study is detached. Yet, this implies that the technology and digitalization is practiced and directed to vastly graduates’ individuals. The results are shown in Table 4.3.
Table 4.3: Respondents by Education

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>4</td>
<td>11.4</td>
<td>11.4</td>
</tr>
<tr>
<td>High school</td>
<td>4</td>
<td>11.4</td>
<td>22.8</td>
</tr>
<tr>
<td>University Degree</td>
<td>15</td>
<td>42.9</td>
<td>65.7</td>
</tr>
<tr>
<td>Master’s Degree</td>
<td>12</td>
<td>34.3</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

4.2.1.4 Category of Telecom firm

Table 4.4 below shows, respondents who partaken the research were questioned to indicate their category of telecom they use on their phones. Majority of the respondents have subscribed to more than one network as of respondents using Tigo and Vodacom was 9 respondents which represent 25.7%. Then followed by one network Tigo with a sum of 7 respondents representing 20%. Whereas those using Vodacom were only 4 respondents representing 11.4%. While those using Vodacom and Airtel together were only 5 respondents as well as those using only Airtel network composed of 5 respondents representing 14.3% each. And lastly Users using all 3 main networks where only 4 respondents out of the total 35 respondents whom represent 11.4% of the respondents. These figures showed a decent combination of knowledgeable network users within the population.

These study results indicate that the rate of usage of both or more than one network is high seeing most of the respondents have indicated that are using two or more. Though, it is assumed that most of individuals have tried using different telecom companies because of offers and other incentives they benefit from these companies. Interestingly, respondents with one network were the second and this suggests that the telecom users don’t find it okay when using only single network.
<table>
<thead>
<tr>
<th>Category of Telecom</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tigo</td>
<td>7</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Vodacom</td>
<td>4</td>
<td>11.4</td>
<td>31.4</td>
</tr>
<tr>
<td>Airtel</td>
<td>5</td>
<td>14.3</td>
<td>45.7</td>
</tr>
<tr>
<td>Both Tigo &amp; Voda</td>
<td>9</td>
<td>25.7</td>
<td>71.4</td>
</tr>
<tr>
<td>Both Voda &amp; Airtel</td>
<td>5</td>
<td>14.3</td>
<td>85.7</td>
</tr>
<tr>
<td>All of them</td>
<td>4</td>
<td>11.4</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>35</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>

### 4.2.2 Level of awareness concerning SMS advertisement

In this section, the researcher intended to discover the concept knowledge and awareness of short message advertisement and digital marketing among mobile phone users in Dar es Salaam. This was then verified on a three-point Likert scale of ‘Yes’, ‘No’ and ‘I don’t know’. However, entirely of the study discoveries are presented in the subsequent sections. In the findings, we discover that most of the respondents are aware of SMS advertising and know what is the purpose of SMS advertising. But also, some respondents who don’t have any idea about SMS advertising. What they know is that they get messages from telecom companies and they don’t know why they get them.

### 4.2.2.1 Concept of SMS advertisement marketing to customers

The study wanted to examine whether the mobile phone users are practically aware of the short message services promotions. However, the study results indicate that 10 respondents whom represent 28.6% of the respondents are aware and well informed of on SMS advertisement activities and how the telecom companies engage on promoting their products through this service. Additional, 17 respondents whom represent 48.6% allegedly stated that they are partial aware of the activity and had no trouble to ask or further enquiry on these SMS, so they had little clue on the concept of SMS adverts. While, 8 respondents whom represent 22.9% had no clue of why these SMS adverts are sent to their mobile phones. And rather hadn’t make any enquiries regarding such information. One of the respondents was quote,
“...am not aware of SMS adverts only that I know is every day I receive messages from Biko or even Tigo themselves send me messages that I can win money by using tigopesa or play a certain odd.... So, is that what is called SMS advertisement? she said...” Another respondent was quote also, “.... I know those SMS I have even once called Tigo to request not to receive them but yet I receive the messages from Tatumzuka, sometimes even NIDA while I have the identification card. Am know used to receiving them now...” The conclusions of the finding suggest a slight gap on the level of awareness but SMS adverts to customers as the telecom companies do not directly engage with them subscribes to provide awareness of such services, this is because of the slight difference between respondents who are aware and those who are not aware. Further, data displays that individuals are well aware of mobile phone advertising and how it works out. As one of the Interviewee said “Yes I clearly know what that means and I have been getting those messages often even though I didn't subscribe myself to the service” (As shown in Table 4.5 below)

Table 4.5: Awareness of SMS adverts

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Awareness</td>
<td>10</td>
<td>28.6</td>
<td>28.6</td>
</tr>
<tr>
<td>Partial Awareness</td>
<td>17</td>
<td>48.6</td>
<td>77.2</td>
</tr>
<tr>
<td>No Awareness</td>
<td>8</td>
<td>22.9</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>35</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>

4.2.2.2 Practice of Promotion from third party companies like M-Bet, Biko, Police, TCRA

Table 4.6 demonstrate the study aimed to explore the evidence provided to identify if customers receive SMS adverts from third party companies and how often do, they receive those SMS as well as the scope of the SMS. The researcher questioned the respondents if they had received any SMS adverts from third party companies and what did they intend to inform. The study findings presented that 28 respondents which represent 80% suggested that they receive several SMS adverts from third
party companies especially from the gambling firms. A respondent was quote stating, “.... The gambling firms are the most annoying, they send SMS to me on regular basis and I even don’t gamble. Sometimes I expect an important SMS but instead I open to find BIKO message...”. Also, 5 respondents which represent 14.3% indicate they have never received SMS from third parties rather than Tigo and Vodacom themselves send them SMS reminding them of their usages. However, 2 respondents which represent 5.7% raised to indicate that they had no clue of so ever advertisement from third party companies. These are indicating the lowest percent of customers who do not understand the nature of the promotions message sent to their phones. These findings show that some of the customers still do not understand or consider promotion in terms of SMS.

### Table 4.6: Practice of SMS adverts from Third parties

<table>
<thead>
<tr>
<th>Practice</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>28</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td>No</td>
<td>5</td>
<td>14.3</td>
<td>94.3</td>
</tr>
<tr>
<td>I don’t know</td>
<td>2</td>
<td>5.7</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

#### 4.2.2.3 Nature/Intention of the SMS advert sent to customers

Table 4.7 illustrates the study wanted to find out the intentions or nature of information provided on those SMS adverts sent to customers on frequent to their mobile phones through promoting the products and services. The researcher questioned the respondents the nature of SMS they receive on regular basis were about. The study results indicated that 10 respondents which represent 28.6% stated that they often receive irritating SMS to their mobile phones as regard to most of them don’t suit there norms and beliefs, Among the respondent was quote, “... I hate receiving the gambling SMS of Biko and Tatumzuka, as am a sabbath by religion, and I know gambling is prohibited in my faith, so I mostly get irritated with such messages....” (A woman, 36 years). 9 respondents which represent 25.8% specified that they often receive Relevancy SMS from Government and Private institutions,
reminding them of specific security or healthy issues. A respondent was quoted stating, “...sometimes back I forgot to check my healthy status, then I received an SMS from a private institute reminding of the need to check healthy of pregnancy in the early stages, so I was reminded of it…”

However, 7 respondents which represent 20% raised to indicate that they find these SMS informative on their part as they are kept updated regarding currently prevailing issues. While only 6 respondents which represent 17.1% vowed to indicate they merely receive SMS adverts that convince them into purchasing those products that are being marketed. These results suggest that some of the organizations do not consider SMS advertisement as a practice of digital marketing since they miss the important audience to reach in market segmentation.

Table 4.7: Practice of SMS adverts from Third parties

<table>
<thead>
<tr>
<th>Intention</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informative</td>
<td>7</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Entertaining</td>
<td>3</td>
<td>8.5</td>
<td>28.5</td>
</tr>
<tr>
<td>Relevancy</td>
<td>9</td>
<td>25.8</td>
<td>54.3</td>
</tr>
<tr>
<td>Persuasive</td>
<td>6</td>
<td>17.1</td>
<td>71.4</td>
</tr>
<tr>
<td>Irritating</td>
<td>10</td>
<td>28.6</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>35</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>

4.2.3 Attitude of customers towards mobile phone marketing (SMS Adverts).

In this section, the study aimed to assess the perception of customers towards SMS advertisement. This was verified on three-point Likert scale of ‘strongly Agree’, ‘slightly Agree’ and ‘Disagree’. The customers attitudes discussed include; Relevancy of the SMS advert, Persuasion of the SMS advert to buying or engaging on the products/services, Entertaining nature of the SMS, as they provide pleasure in reading them, Irritating SMS adverts which do not sustain the customers views and lastly Informative SMS adverts which provide necessary information to customers.
regarding current issues. All of the study findings are presented in the following sections.

4.2.3.1 Relevancy of the SMS adverts to customers

Relevancy of SMS advert to customer is key in identifying the attitude of a customer towards the mobile marketing, most of the companies using this form of promotion do not take into account the customers response on their products through these promotion channel. Since how relevant the message is conveyed to the customer can determine their perception on the product/service advertised. Respondents were asked to rate the level of attitude in regard to relevancy of the SMS adverts sent to their mobile phones. The results show that 13 of the respondents which represent 37.1% ranked that SMS adverts that are likely to relevant if they intended to convey a message about their needs. 10 of the respondents which represent 28.6% ranked SMS adverts they prefer relevant messages concerning their jobs and activities they perform daily. Lastly, only 12 of the respondents which represent 34.3% indicated that Relevancy of SMS adverts from companies need to address more on their hobbies and preferences. The study findings confirm customers prefer relevancy of messages advertisement only if they mean to address their needs that can be fulfilled (As shown in Table 4.8 below)

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMS adverts relevant to my needs</td>
<td>13</td>
<td>37.1</td>
<td>37.1</td>
</tr>
<tr>
<td>SMS adverts relevant to my job and activities</td>
<td>10</td>
<td>28.6</td>
<td>65.7</td>
</tr>
<tr>
<td>SMS adverts relevant to my Hobbies/Preferences</td>
<td>12</td>
<td>34.3</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td><strong>35</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>
4.2.3.2 Entertainment of the SMS adverts to customers

Another factor measured in the study was customers’ perception on entertainment of SMS adverts, this factor was carefully discussed by respondents since customers had different opinions of entertainment and fun as to such messages especially those which requested them to subscribe. Respondents were requested to rank on how they perceive the messages they receive from companies. Findings showed that 6 of the respondents which represent 17.1% rated SMS adverts they receive where not entertaining their part and they found them unpleasant. 7 of the respondents which represent 20% categorized that they enjoy receiving and reading the SMS adverts and other promotion products. While, only 9 of the respondents which represent 25.8% stated that gambling SMS adverts are positive to them and they provide them with vital information each day and even reminds them to play and enjoy games. And lastly 13 respondents which represent the 37.1% stated that the SMS adverts are neither entertaining to their perspective and mostly the gambling adverts from Biko etc. they stated to be negative because they violate their principles and mostly beliefs and faith. However, the study findings suggest that customers are more unlikely to enjoy and find these SMS adverts more pleasant since they violate the privacy of customers, hence it is assumed that the companies need to build database and systems that can target their exact market which creates a space for other customers to enjoy these services.

Table 4.9: Entertaining of SMS adverts to customers

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMS advertisements is not entertaining</td>
<td>6</td>
<td>17.1</td>
<td>17.1</td>
</tr>
<tr>
<td>SMS advertising is pleasant</td>
<td>7</td>
<td>20</td>
<td>37.1</td>
</tr>
<tr>
<td>Entertainment SMS services (Gambling, games,) are positive</td>
<td>9</td>
<td>25.8</td>
<td>62.9</td>
</tr>
<tr>
<td>Entertainment SMS services (Gambling, games,) are negative</td>
<td>13</td>
<td>37.1</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>35</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>
4.2.3.2 In formativeness of the SMS adverts to customers

The study analyzed the information nature of messages that contained on the advertisements sent to customers by categorizing the effectiveness of the SMS. This factor specifies more on the key point, of which most of the customers insisted on with exact characters regarding the products or services that are being promoted. So, respondents were asked to specify whether this the nature of information they receive had impact on their perception towards SMS advertisement. As study findings shown in Table 4.9, show 17 of the respondents which represent 48.6% ranked as SMS adverts provide them with reliable information on product/services that are expected to consume. 13 of the respondents which represent 37.1% regarded SMS advertisement as an exclusive and first-hand source of information to them. And they prefer to check with such products on the market before they conduct any purchases. While 5 respondents whom represent 14.3% classified that for them SMS adverts are not a good source of information and they find them unreliable. A respondent was quote, “...I won’t ever believe what is sent to me through SMS, I once requested a food through Jumia and it ended up not being the same as the one described in the message...”

However, the study results sustenance that most of the adverts sent through message are a good source of information since a number of frequency support. Also, the findings support Ducoffe, (2015) who advocated that for advertising to gain its value, the receiver has to develop and regard the information and show how the receiver would benefit. Any advertiser in this era is likely to take into attention the mindset of the potential receiver of the message.

Table 4.10: In formativeness of SMS adverts to customers

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMS advertisement is not good source of information</td>
<td>5</td>
<td>14.3</td>
<td>14.3</td>
</tr>
<tr>
<td>SMS advertisement gives me reliable information on product/service that I expect to use and need</td>
<td>17</td>
<td>48.6</td>
<td>62.9</td>
</tr>
<tr>
<td>SMS adverts, I accept exclusive and first-hand information</td>
<td>13</td>
<td>37.1</td>
<td>100</td>
</tr>
</tbody>
</table>
4.2.3.3 Irritation of the SMS adverts to customers

The irritation sensation of customers was considered as senses of unpleasant or overly manipulative, false or confusing from SMS adverts. As well as the timing, frequency or volume of these messages. Respondents were asked to show their responses on the irritation factor on how they perceive the messages irritating. However, some of them were undecided in identifying or otherwise how irritation is partial, wrongly timed and unpleasant SMS adverts. As presented in Table 4.10, the results show that 12 of the respondents which represent 34.28% regarded that the they would prefer to delete the SMS adverts even before they read the content.

A respondent was quote stating, “... Honestly I delete them as soon as see them...”. Whereas, 8 of the respondents which represent 22.85% specified that they prefer to ignore the SMS adverts that are from unknown sources that he/she doesn’t recognize, a respondent said, “...I read part but if I find that the message I don’t understand then I just ignore the rest of the details and close it”. While, 13 of the respondents 37.14% insisted that they prefer to block or request to specific telecom companies to stop sending the message updates. Respondents expressed concern over privacy since most of them reject the service through their mobile network but yet they keep receiving updates on specific services/products. And lastly only 2 respondents which represent 5.71% suggested that they respond well to the messages. A respondent said, “...Yes, I clearly understand the contents, and they use simple language so that we can understand, I usually leave them on my phone...” The study results conclude that majority of the respondents are not favorably willing to enjoy a supposed irritating SMS advertising message.

Table 4.11: Irritating of SMS adverts to customers

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>I prefer to delete SMS adverts before reading them</td>
<td>12</td>
<td>34.28</td>
<td>34.28</td>
</tr>
<tr>
<td>I prefer to ignore the SMS adverts from unknown sources</td>
<td>8</td>
<td>22.85</td>
<td>57.13</td>
</tr>
<tr>
<td>I prefer to stop SMS advert updates</td>
<td>13</td>
<td>37.14</td>
<td>94.27</td>
</tr>
<tr>
<td>I respond well to SMS adverts</td>
<td>2</td>
<td>5.71</td>
<td>100</td>
</tr>
</tbody>
</table>
4.2.4 Knowledge on the terms & conditions with telecom companies.

In this section, the study expected to identify the knowledge of customers on Terms & conditions that the telecom need to adhere and consider as a form of contract with the customers/subscribes. This was tested on three-point Likert scale of ‘YES’, ‘NO’ and ‘I DON’T KNOW’. All of the study findings are presented in the following sections.

4.2.4.1 Contract between a customer and telecom company

Table 4.11 shows customers knowledge on the terms & conditions that need to be met by both telecom companies and customers themselves. These T&C are specified to guide the telecom firms on how to handle data and information about their customers especially the privacy policies. Respondents were inquired to rank whether they knew anything about T &C of mobile network.

The study findings specified that 10 of the respondents which represent 28.6% acknowledged that they had information and knew a thing or two about T&C between them and the telecom networks. 15 of the respondents which represent 71.4% responded that they had no clue of any contract signed between them and the telecom companies. A respondent said, “...I just bought my line from an agent of Tigo around our street, he then registered me with the network on spot then I started using the line, there was no contract of anyhow....” The findings conclude that most of the customers have no knowledge of the terms and conditions they need to be followed on usage of telecom services and products.

<table>
<thead>
<tr>
<th>Knowledge of T&amp;C</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>10</td>
<td>28.6</td>
<td>28.6</td>
</tr>
<tr>
<td>No</td>
<td>25</td>
<td>71.4</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>
4.3 Discussion

Theories related to the consumer’s perception towards SMS advertisement were analyzed and explained. Hence, it was identified that consumer’s attitude toward SMS advertising is affected by privacy and existing knowledge on SMS advertising, whether the customer is an information seeker in order for an SMS advert to realize its objective, it has to be relevant in its content. According to the respondents SMS advertisement relevance are influential once they meet the targeted audience.

“...They waste my time. They text you the obvious and often lack new information.” Another respondent commented “…The messages are a bothering. Why should they advertise without consulting….?”

In the findings it was noticed that there is a link between the knowledge of mobile user and their attitude and perception toward SMS advertising. Results from this study show that existing knowledge display some affiliation with the approach toward SMS adverts; however, the association between the context and attitude is not significant enough to use in further suggestions these can be termed as how the adverts can make purchasing desire or behavior on the advertised product/service.

The study examined the attitude after receiving SMS advertisement. Actions and behavior were evaluated by the extent to which an advert would be read (ranging from fully read to not read) and the timing for reading the message after receiving it (ranging from immediately reading it to ignoring it). The study illustrates that most of the customers read few details and this can be caused by different factors such as the nature of the message content, frequency of receiving the messages and willingness to receive the messages.

According to Anderson (2004) perception on SMS advertising highly depends on message content and context. Most of the companies fail to construct the message content and hence most of the customers find the messages irritating. A respondent said, “.... most messages are too boring and can create a feeling of casualness. They are not credible at times. To me I perceive some messages as fake especially because of the numbers they use”. Companies can not only rely on the fact that an SMS adverts
reach the consumer directly and they must read every message automatically. The mobile device may be an attention getter, but an attention getting device that is unrelated to the message will not attract consumers’ interests or understanding in the message or the product.

Furthermore, companies tend to send out very personalized messages on mobile phones which makes customers feel awkward because the advertiser seems to know too much about them. However, irrelevant advertising tends to be perceived as annoying because customers do not want to be bothered with information that is useless to them but if they are interesting or useful users tend to like or perceive them good as one of the respondents said. “Sometimes they are annoying but sometimes they are informative for example when introducing new services or offers instead of wasting my time on television or radio I just get information from my mobile phone” (Chaffey, 2008) supposed that customers who are confronted with SMS adverts frequently are less informed since they are already aware with the content of the brand. However, a high frequency of experience does not reflect very negatively on consumers’ attitude toward advertising but in this research the finding indicated that customers who receive the SMS more frequent are the ones with the negative perception towards products/services. And this has further had impact on consumers’ attitude on SMS advertising compare to other promotion channels such as internet, television or radio.

As described the two mode of SMS advertisement 1. permission-based and 2. Incentive-based advertising are practicable for mobile advertising (Zoller, 2001). The researcher has presented above, most of respondents expressed negativity perception on receiving direct SMS adverts in their mobile phones. This may have been because SMS adverts irritating, given the personal, intimate nature of mobile phones. “I don’t read SMS from a gambling company. They should understand us and not send us messages on things like Tatumzuka and BIKO coz we Muslim it is a sin to play gambling”.
Their attitudes would have been at least understanding if ads were sent with permission. This implies that permission-based advertising may become a major mechanism in the mobile environment in the future and Consumers/mobile phone users find it important to have been asked for their permission by the advertisers before sending adverts to them mobile phones.
CHAPTER FIVE

SUMMARY, RECOMMENDATION AND CONCLUSION

5.1 Introduction
This chapter includes the summary of the findings, key conclusions that have been drawn from the study and recommendations as well as suggestions for further studies. The main objective of the study was to assess customer’s perceptions towards short message service advertising. The chapter also grants recommendations for possible actions and suggestions for further research.

5.2 Summary of the study
This study main objective was to find out the perceptions of the customers towards the short message advertising which they receive through their phones, and to get their opinion on how do they fill when they receive those SMS and what they do with those advertisement messages. Data was collected using a survey method through the use and application of questionnaires and interview methods respectively in data collection. From the findings, the study revealed that advertisers should take into consideration the interests of their customers and even all audience types before sending them advertising.

Most of the respondents were the people who use phones which are the customers because they are the one who receive those messages, most of the respondents had knowledge on what short messages service advertising is and they explained on how they perceived, however there was few respondent who didn’t know what SMS advertising is and don’t have knowledge about it. A total number of 35 respondents’ answers were measured in the study interpretation. Through this research, advertisers will ensure that they tame the perceptions of the population under study and realize value for money.
In respect to the second part of the research questions, there are numerous interesting findings with regard to the level of customer’s awareness on SMS advertising. The results specified that majority of the respondents are aware and well informed of on SMS advertisement activities and how the telecom companies engage on promoting their products through this service. Though other respondent’s they are not aware on SMS advertising and they don’t know why those SMS advertisement are sent in their mobile phones. Hence, the study findings revealed that it was very important for the customers to know first what SMS advertising means and why gambling firms send those messages in their mobile phones. However, it is important for the customers to have knowledge and awareness on SMS advertising and to know why Telecom industry sends those SMS advertising in their mobile phones.

The second research question was if customers receive SMS adverts from third party companies and how often do, they receive those SMS as well as the scope of the SMS. The study findings indicated majority of the respondent receive those SMS advertising from third party companies and majority of the respondents they indicate that they receive most of the SMS advertisement from gambling companies which are like Biko, Tatumzuka and Moja special, they respond by saying that gambling firm are the most annoying because they send so many messages and they don’t understand why they send those messages so many times.

The other respondents state that they did not get SMS advertising from gambling firms but rather from telecom companies which is Tigo, Voda etc. were by they advertise their own products and bundles like saizi yako, and reminding them of their own services, whereby some of the respondents they said that they are not bothered with those messages from telecom companies because they can get update about new bundles, new product and reminding them of certain things but other respondent were not happy about those kind of massage because they are not important to them.

And majority of the respondent claim that they don’t know why those telecom companies send those advertising messages in their mobile phones without their permission, one of the respondent said that one day she complain to Tigo and tell
them to stop sending those SMS advertising in her mobile phone, but that did not help because they continue to send the message.

Also, there few respondents who said that they had no clue of so ever advertisement from third party companies. These are indicating the lowest percent of customers who do not understand the nature of the promotions message sent to their phones. These findings show that some of the customers still do not understand or consider promotion in terms of SMS.

The third research question was what the customer’s response towards those SMS advertising was. Majority of the respondent they said that it’s not bad to receive advertisement from telecom companies if those advertisement will be relevant to their needs, also other respondent said that those SMS advertising are irritating but also most of their contents are so annoying and other respond that in terms of information most of the SMS advertising is not the source of information to them because they can get information in any other way.

Most of the majority in terms of attitude they respond that when they receive those SMS advertising, they usually delete them before reading, but other respond that they read then they delete the massage and other respond that they don’t read them neither delete them. In these findings it shows that most of the respondents don’t like those SMS advertisement because most of their response is negative about that case.

The fourth research question is it necessary for permission to be obtained from the user before advertisement message sent to them. The study findings revealed that most of majority said that it is important for the telecom companies to ask for permission from their customers before sending the SMS advertising to them because most of them they don’t like those messages, because sometimes they send more than five message in one day to a single person, so most of the customers said it will be best for telecom companies to ask for permission.
The other question was if they ever report to the telecom company on that issue, most of the respondents try to report to the telecom companies but there is no any response from the telecom company, and they still send those SMS advertisement.

5.3 Conclusion
The findings indicate that the perceptions of the customers toward SMS advertising strongly lean on Message characteristics, which need to be developed carefully. Advertisers cannot only rely on the fact that an advertising message sent through mobile devices will be read and remembered automatically.

This is because recipients of such messages are mostly rational in nature and can react either favorably or unfavorably. From the study, it is clear that majority of the respondent understood the extent of use of SMS advertising and its role in general; they were Aware that there exist perceptions towards SMS advertising among themselves and factors likely to influence the use of SMS advertising. This is going to be important for telecom companies and gambling firms in general as new insights have emerged in the study. Even though the telecom company respond that they don’t give information concerning their customers to the gambling firm and they argued that during interview conversation “we don’t give any of our customers numbers to the gambling firm, but the gambling firm are the one who came here and ask for our permission to send those message to our customers” one of the marketing officers from Tigo said that.

It is evident that a large number of people trust SMS advertising more especially when they are aware of the source of the message. Permission based advertising has also been noted for maximum results. This will reduce intrusion into privacy of the customers or potential customers. Brand too affects the customer’s perception in that no person would like to spend money in a place he/she knows would not get value for his or her money. Apart from those factors gathered from questionnaires; timing of messages, Message length, effect of incentives, and flexibility of response and customers satisfaction emerged as also key among factors identified to influence customer’s perceptions towards SMS advertising.
5.4 Implications

From the findings, the ability of SMS advertisements to inform about a product, idea or service. Depends greatly on how the message is crafted. Advertisers should take great care when launching marketing campaigns, as there are ways to strengthen the acceptance of such advertising messages. It is in the mind of the sender to ensure the message yields maximum results after the receiver decode it. This in formativeness allows for the combination of the construction of the message that provoke the need to make a purchase. In this technological edge, the researcher recommends that advertisers should be using SMS advertising to reach their customers.

However, as they are using this kind of channel to reach them, they should bear in mind to use easy to understand language, clear and brief texts. Advertisers should also get permission from the contacts they might use to send messages in a bid to minimize interruption, as recipients will be psychologically prepared, they should also make sure that the message which they send to their customers should have content or information which the customers would like to know about. Advertisers should brand their text in such a manner that it is recognized instantly for the customers to understand the content of the message. Advertisers should tell all details including hidden charges for them to buy so as the customers can understand and believe the information which they get example when Biko send their gambling massages to the customers most of their information are not true.

Future research should attempt to determine how customers of different sectors of the Economy and cultural settings differ in their perceptions on SMS advertising study that highlights differences, in customers perceptions towards SMS advertisements based on sectorial differences could be valuable. This may yield rich data because different audiences have different interests.

Future researchers should also focus on the advertiser so as to understand what goes through His/her mind when crafting SMS advertisements. This might provide insights, which can be weighed in line with the perceptions of the consumers so as to create an ideal marketing strategy. Producers of the product should make sure that consumer satisfaction is met by creating an early awareness so that even if consumers
receive a text on the same product they can positively respond (Selassie and Enders, 2004).

This will happen when they will be sure that they will be getting the value for money when purchasing that particular product hence the success of SMS advertising. Since this study has assessed the perception of the customers towards SMS advertisement, future research should explore how SMS advertising can be integrated with other forms of media. This will provide further insights in this technology that keeps changing day by day.
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**INTERVIEW GUIDE QUESTIONS**

**ASSESSMENT OF CUSTOMERS’ PERCEPTION TOWARDS SHORT MESSAGE SERVICE (SMS) ADVERTISING:**

**For customers**

1. Do you know anything about SMS advertising? If YES (What do you know?)
2. Have you ever received any advertisement messages from any company or any organization in your mobile phone? If YES (What was it about?)
3. What do you do when you receive SMS advertising message?
4. Do you know the Terms & conditions signed between a mobile phone User and Telecom companies?
5. Do you understand the content of the advertisement message sent in your phone?
6. How often do you receive such advertisement messages?
7. How do you feel when you receive such advertisement messages?
8. Did you believe the information you received as advertisement in your mobile phone?
9. Do you think permission should be obtained from the user before advertisement messages are sent to them?
10. What would be your suggestions about mobile advertising?

For telecom companies
1. Do you use SMS advertisement as a method of promotion? If Yes (WHY?)
2. Do you honor the Terms & conditions signed by mobile phone users?
3. Do you receive feedback on products sent by SMS advertisement technique? If YES (what is the response positive/negative?)
4. Are products/services marketed through SMS advert increase sales?
5. Do you provide mobile numbers of your clients to third parties? If Yes (why)
6. How much is privacy of your clients important regarding their mobile numbers?
7. Have clients complained to your companies regarding this method of promotion

QUESTIONNAIRE

ASSESSMENT OF CUSTOMERS’ PERCEPTION TOWARDS SHORT MESSAGE SERVICES (SMS) ADVERTISING.

PART ONE: Personal information
1. Your age (please tick the where appropriate)
   a. 20-30 years ( )
   b. 31-40 years ( )
c. 41-50 years (  )
d. 50+ years (  )

2. Gender (*please tick whichever is relevant*)
   a. Male (  )
   b. Female (  )

3. Category of Telecom firm (*please tick where appropriate*)
   a. Tigo (  )
   b. Vodacom (  )
   c. Airtel (  )
   d. Other, (Specify) ………………………

4. Academic qualifications (*please tick the relevant answer*)
   a. Diploma (  )
   b. Graduate (  )
   c. Master’s degree (  )
   d. Any other (specify) ____________________________

5. How long have you been using a mobile phone? (*please tick the relevant answer*)
   a. Less than 5 years (  )
   b. 6-14 years (  )
   c. Above 15 years (  )

PART TWO: The level of customer awareness on SMS advertisement

6. Are you aware with the concept of SMS advertisement marketing and how it is practiced by firms e.g. Biko sport, Tatumzuka etc.? (*circle the relevant answer*)
   a. Total awareness  b. Partial awareness  c. No awareness

7. Have you ever received any advertisement messages from any company (Biko, M-bet, Tigo, Airtel, TCRA) or any organization in your mobile phone?
   a. Yes  b. No  c. I don’t know

8. If Yes, what was the message about?
   ………………………………………………………………………………………………………
   ………………………………………………………………………………………………………

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9. Please indicate your answer by circling the most appropriate to the following aspects as the nature/intention of SMS advert sent to your mobile phone as a customer.
   a. Relevancy
   b. Entertainment
   c. Informative
   d. Persuasive
   e. Irritation

PART THREE: Response of customers towards mobile phone marketing (SMS Adverts).

a. Relevancy

<table>
<thead>
<tr>
<th>Relevancy</th>
<th>RANKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  I like to receive SMS advertising which is relevant to my needs</td>
<td>1 2 3</td>
</tr>
<tr>
<td>2  I like to receive SMS advertising which is relevant to my job and activities</td>
<td>1 2 3</td>
</tr>
<tr>
<td>3  I like to receive SMS advertising which is relevant to my preferences/Hobbies</td>
<td>1 2 3</td>
</tr>
</tbody>
</table>

b. Entertainment

<table>
<thead>
<tr>
<th>Entertainment</th>
<th>RANKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  I feel that receiving SMS advertisements is enjoyable and entertaining</td>
<td>1 2 3</td>
</tr>
<tr>
<td>2  I find SMS advertising is pleasant</td>
<td>1 2 3</td>
</tr>
<tr>
<td>3  I find entertainment services (Gambling, games,) positive</td>
<td>1 2 3</td>
</tr>
</tbody>
</table>

c. Informativeness

<table>
<thead>
<tr>
<th>Informativeness</th>
<th>RANKING</th>
</tr>
</thead>
</table>
### d. Irritation

<table>
<thead>
<tr>
<th>Irritation</th>
<th>RANKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I feel that SMS advertising is irritating to customers</td>
<td>1 2 3</td>
</tr>
<tr>
<td>2. I feel that SMS advertisements are almost everywhere and every time</td>
<td>1 2 3</td>
</tr>
<tr>
<td>3. Contents in SMS advertisements are often annoying</td>
<td>1 2 3</td>
</tr>
</tbody>
</table>

### e. Attitude

<table>
<thead>
<tr>
<th>Attitude</th>
<th>RANKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I like to look at SMS adverts sent to my mobile phone.</td>
<td>1 2 3</td>
</tr>
<tr>
<td>2. I delete before opening the SMS advs sent to my mobile phone</td>
<td>1 2 3</td>
</tr>
<tr>
<td>3. Most of the products that are advertised on mobiles are better in quality.</td>
<td>1 2 3</td>
</tr>
<tr>
<td>4. I am comfortable with accepting advertising SMS on my mobile phone</td>
<td>1 2 3</td>
</tr>
</tbody>
</table>

### PART FOUR: Knowledge on the Terms & conditions signed with the telecom companies

1. Do you know the Terms & conditions signed between a mobile phone User and Telecom companies?
   a. Yes   b. No   c. I don’t know

2. Do you think permission should be obtained from the user before advertisement messages are sent to them?
   a. Yes   b. No   c. I don’t know
3. Have you ever reported to the telecom company on the SMS adverts?
   a. Yes   b. No   c. I don’t know