ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

FACTORS AFFECTING ATTITUDE OF CUSTOMERS TOWARDS SMS ADVERTISEMENT: A CASE OF ETHIOTELECOM

BY

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SUBMITTED TO

TEMESGEN BELAYNEH [PhD.]

March 2014

Addis Ababa, Ethiopia

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Acronyms

Ads= Advertisements

CRM= Customer Relationship Management

EVDO= Evolutionary Data Optimizer

MMS= Multimedia Messaging

SMS= Short Messaging Service

WAA= Wireless Advertizing Association

WAP= Wireless Application Protocol

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CHAPTER ONE
INTRODUCTION

1.1. Background of the Study

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

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

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

Ethio-telecom, being the company that is the sole provider of telecom services in Ethiopia, has taken the lion share in using SMS advertisements to inform customers of new products, price discounts and new product features to exploit the large untapped market potential of the telecom market in Ethiopia. The company till recently has relied on electronic advertisements and sponsorship events to promote itself. Since a couple of years and afterwards the company has been engaged in using text messages in mobiles to reach its customers. The messages if not perfect could have some enhancing impact on product usage as they elicit some effort on the part of the customers to know more about the company and its offerings. The aim of this study will be therefore to identify determinants that were believed to affect attitudes of customers towards these short messaged advertisements via a wireless media and investigate their significance to the specific case of the service subscribers in Ethiopia.

1.2. Statement of the problem

The problem of this study is to investigate whether the factors that affect attitude of customers towards SMS advertisements in previous literatures do have an impact on attitude of Ethiopian customers towards SMS advertisements and also to investigate whether customer attitudes towards SMS advertisements vary across demographic variables. The variables under study are attitude towards SMS advertisements as dependent variable and personalization, entertainment, credibility, irritation and in formativeness as independent variables. The demographic variables are gender and level of education.

Despite the continued growth and future potential of SMS as an advertising tool, there is lack of research conducted on SMS advertising. SMS messages are flowing day and night to consumers without asking their prior permission to transmitting these messages and this is one of the problems associated with this activity. Other problems emerge from the lack of knowledge about the cultural background of the recipients specially their social, religious, and beliefs standards.

In addition there is a reason for the researcher to search in that field, such as lack of various research papers in the subject matter plus to that research findings with respect to the attitude of customers done in another nation can't directly apply & serve in highly diversified country like Ethiopia. The majority of research conducted with regard to consumer attitudes towards mobile SMS advertising has been conducted in foreign countries where the findings, due to cultural differences and differences in the adoption of technology, may not directly apply to Ethiopian's consumers. The general consensus among academics and practitioners is that SMS advertising is an ideal medium for reaching consumers.

1.3. Objective of the study

1.3.1 General Objective

The major objective of the study is to investigate the importance of factors that are believed to impact attitudes towards SMS advertisements in the specific case of Ethiopians with company case of Ethio-telecom.

1.3.2 Specific Objective

Moreover the study has the following specific objectives:

- To determine whether there exists a relationship between antecedent variables like entertainment, irritation, in-formativeness, personalization, credibility and the dependent variable attitude towards SMS advertisement.
- To determine the extent to which Ethiopian customers do perceive Ethio-telecom's SMS advertisements as being credible, informative, irritating, entertaining and personalized.
- To investigate whether there is a difference in customers' perception of entertainment, irritation, personalization, in-formativeness and credibility in SMS advertisements across demographic categories.
- To investigate whether there is a difference in customers' attitude towards SMS advertisements across different demographic categories.

1.4. Research Questions

Thus, the researcher attempts to answer this basic question:

- What are the factors that affect attitude of Ethiopian customers towards SMS advertisements?
- Is there a relationship between antecedent variables like entertainment, irritation, in-formativeness, personalization, credibility and the dependent variable of attitude towards SMS advertisement?
- Is there a difference in customers' perception of entertainment, irritation, personalization, in-formativeness and credibility in SMS advertisements across demographic categories?

1.5. Hypothesis of the study

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

- ➤ H1; attitude of customers towards SMS advertisement is positively and significantly correlated with entertainment, in formativeness, personalization, irritation & credibility of the SMS advertisement.
- ➤ H2; attitude of customers towards SMS advertisement is negatively and significantly correlated with irritation.
- ➤ H3; attitude of customers towards SMS advertisement doesn't significantly vary between males and females.
- ➤ H4; customers attitude towards SMS advertisement varies significantly across different educational categories.

1.6. Significance of the study

The study is significant to advance knowledge since there is lack of research papers in this area in Ethiopia. Although there are plenty of studies regarding SMS advertisements they were mostly done in developed countries context. So this study makes cross comparison of findings possible and triggers further studies in the area.

1.7. Scope of the study

The study has the following major restrictions set by the researcher:

- The study is limited to postpaid enterprise mobile subscribers so findings from the study are only generalizable to these segments of customers only.
- The antecedents affecting customers' attitude towards the SMS advertisement are limited to entertainment, in-formativeness, personalization, irritation and credibility.
- Only the cognitive and affective components of attitude are incorporated in the study.

The study of this paper incorporates all SMS types that are sent to customers since it touches & affect customer's attitude by one or another stated important variables.

1.8 Organization of the paper

This paper is structured in five chapters. The first chapter contains the introduction, which comprises the general background of the study, statement of the problem, objectives, basic research questions, hypothesis, significance and scope of the study. The second chapter summarizes the literature related to this study. The third chapter explains the methodology used, while the fourth chapter presents the analysis & interpretation of the data collected. Finally, in chapter five the conclusion and recommendations are offered.

CHAPTER TWO
REVIEW OF RELATED LITERATURE

2.1. Introduction to Wireless Advertisement

The Wireless Advertising Association (WAA) defines wireless marketing as sending advertising messages to mobile devices such as mobile phones or PDAs through the wireless network (*Tsang*, Ho, and Liang, 2004). There are several possible technologies or platforms available for wireless advertising. The WAA divides these into five groups; SMS and pagers, WAP and I-mode, PDA: s, voice/speech, and location-based technologies (Andersson & Nilsson, 2000). Advertising via mobile devices or mobile advertising is defined as the usage of interactive wireless media (such as cellular phones and pagers, cordless telephones, personal digital assistants, two-way radios, baby crib monitors, wireless networking systems, GPS-based locators and maps) to transmit advertising messages to consumers in form of time and location sensitive, personalized information with the overall goal to promote goods and services (Haghirian, Parissa, Madlberger, & Maria, 2005).

Mobile marketing is defined as using interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all stakeholders (Waldt, Rebellonad & Brown, 2009). Mobile advertising is targeting well-identified potential customers with text messages, thereby increasing the response-to-advertisement ratio (DeReyck and Degraeve, 2003).

According to the definition proposed by Mobile Marketing Association (2003), mobile advertising is any form of marketing, advertising or sales promotion activity aimed at consumers and conducted over a mobile channel.

Mobile Marketing is the ideal instrument to improve customer relationship with the brand as consumers do have a continuous interaction with their mobile phones. Marketers thus can measure the distinct image that their brand has in the mind of customers by continuously following their reactions to their mobile advertisements. This represents an opportunity to build more meaningful brand relationships than at any time in advertising hi

Mobile marketing provides new revenue streams and opportunities for subsidized access, along with the potential for customers to experience more convenient and relevant content value, sponsored by advertising. It also allows, through effective targeting and tailoring of messages to customers, enhancement of the customer- business relationship (Barnes & Scornavacca, 2004).

Mobile communication is a communication vehicle that possesses distinct characteristics when compared against other forms of communication. It allows the advertiser and the consumer to interact quickly and frequently. Consumers can be provided with information they are interested in, what gives marketers the chance to build customer relationships of a new dimension. As a result, modern advertisers are increasingly relying on various modes of interactive technology to advertise and promote their products and services (Pavlou and Stewart, 2000).

Different advertizing mediums have different capacity in accomplishing the strategies of a company. The major dimensions on which these qualities are measured are reach, bandwidth, customization and interactivity. Reach is the function of how many customers can be reached through a given media (Hoang, 2007).

Bandwidth refers to the amount of information that can be delivered from the sender to the receiver in a given time. Mobile media is weak in this regard because the content of the mobile advertisement is limited in amount. For instance SMS advertisements mostly don't exceed 160characters. Face to face interaction on the contrary accounts for a broad bandwidth as it allows for both verbal and non verbal cues (Hoang, 2007).

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

Jelassi and Enders (2004) identified four distinct characteristics of mobile advertizing. These are Ubiquitous Access, Detailed User Information, Integrated Response Channel and Personal Channel. Companies can stay in touch with their customers through SMS. They especially emphasized the importance of timing to communicate via SMS. The ideal time to communicate is while people are in transport according to Jelassi and Enders (2004) with the presumption that they are free at such moments. Unlike the conventional medium which allows for limited access to customers information mobile advertizing helps to get in-depth information. This represents the detailed user information aspect of mobile advertizing. Information such as demography, sex, age and user profile can be accessed via SMS.

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

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

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

2.2. Strengths, Weaknesses, Opportunities and Threats of Wireless Advertisement

Strengths

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

Weakness

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

Opportunities

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

Threats

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

2.3. Text Messaging Applications

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

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

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

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

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

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

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

Location based services: refers to localized advertizing based on identification of distinct location of the target audience. Companies can send advertisements to a registered client when this client passes the point of purchase, illustrating the time sensitiveness of this approach (Dickinger et.al, 2004). For instance, if Ethio telecom advertizes EVDO (Evolutionary Data Optimized) right at the point when the customer is near the sales offices where the service is available it elicits an intention to purchase the service.

2.4. Types of Mobile Advertizing Campaigns

According to Jelassi et.al as cited in Luong (2006) mobile advertizing can be broken down into three categories. These are push, pull and dialogue.

- Mobile push advertisements are those messages that are sent proactively to customers without the consent of the customers relaying on data base containing information about existing customers (Caret, 2002). This is also cited in Luong (2006).

- Mobile pull advertisements are those that are provided when the customers require some information from the provider. Messages that are sent in a pull message are highly welcomed (caret, 2002).

- Mobile dialogue advertisements differ from push and pull advertisement campaigns in terms of duration and intensity of interaction between the customer and supervisor. In the word of Luong (2006) on pp: 45 it is stated like this: "simple push and pull campaigns are focused around themes such as games and raffles and may last only to two or four weeks. Dialogue campaigns on the other hand span for several months and include various themes that build on one another. The major aim for pursuing dialogue campaign is to establish long term relationship with consumers in order to have better insight about customers' preferences".

According to Barnes (2002) mobile advertizing is of two types push and pull. There is no problem with pull advertisement as it is based on customers' request. But care should be taken as far as push advertizing is concerned to be sensitive in order not to disturb the activities of customer.

2.5. SMS Advertizing Business Actors and their Roles

Major actors have been identified by researchers. These are advertiser, application provider, infrastructure provider, mobile network operator, mobile advertising agency, provider of context information, and end user (Bulander, Decker, Schiefer, & Kölmel, 2005).

Advertiser is the seller of the goods and services who determines the content of the message. The advertiser uses SMS to reach its target audience at the right place at the right time. The source of revenue to this advertiser is the end users' acceptance to the SMS advertisement leading to intention to purchase (Mirbagheri, 2010).

Mobile network operator provides access to wireless network and facilitates SMS advertising by renting the network from infrastructure provider (Komulainen, Mainela, Sinisalo, Tähtinen, & Ulkuniemi, 2006) as cited in Mirbagheri (2010).

Network operators earn money by charging mobile advertising agencies in exchange for sending SMS ads.

Mobile advertising agency is the central actor aggregating all business actors and offers appropriate to mobile advertising services.

Provider of context information supplies contextual information like weather, traffic conditions, and results of particular events such as sport events (Bulander, Decker, Schiefer, & Kölmel, 2005) as cited in Mirbagheri (2010).

End user is a mobile subscriber receiving SMS advertisement.

2.6. Attitude towards advertizing

Attitude as simply defined is our predisposition toward things that is whether we like things or not (Severin and Tankard, 2001). Attitude toward an ad is defined as "a learned predisposition to respond in a consistently favorable or unfavorable manner toward advertising in general" (MacKenzie & Lutz, 1989; pp. 54).

Being a complex construct attitude has three components (Severin and Tankard, 2001). These are:

- The cognitive: refers to beliefs held by consumers associated with the object.
- The affective: this component refers to emotions and feelings that are associated with the object and
- The conative: this component deals with actions or intentions towards the object.

Coming to the more specific case of SMS attitude it is defined as a long-term cognitive evaluation, affect, and behavioral tendency in a consumer towards SMS; a consumer with a more favorable SMS attitude means that he or she is more used to and likes sending/receiving SMS. Many studies in the past concerning subject matter of attitude towards SMS advertisement are based on different theories like theory of reasoned action, innovation diffusion theory, and technology acceptance theory (Muk, 2007; Tsang, Ho and Liang, 2004; Wu and Wang, 2005) as cited in SÜHER, İSPİR & ÖZTÜRK(2008).

Innovation diffusion theory adoption behavior is related attributes of innovation like relative advantage, compatibility, complexity, trial ability, and observability (SÜHER, İSPİR & ÖZTÜRK, 2008).

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

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

Complexity: refers to the requirements of skills that are essential to work with the innovation. Mobile phones are not far from the regular phone in complexity. This has also contributed to their rapid proliferation (SÜHER, İSPİR & ÖZTÜRK, 2008).

Triability: refers to the extent to which an innovation can be tried on a limited basis. Mobile phones can be borrowed from some another person for trial together with other incentives (SÜHER, İSPİR & ÖZTÜRK, 2008).

Observability: the extent to which the benefits of the innovation can be recognized, seen or felt. Mobile cell phone entails boundless benefits that have a significant impact as they are wherever you go. The theory of reasoned action which is an attitude theory based on the cumulative works of constructs of attention, attitude, behavior is the other theory considered by other scholars (Tsang, Ho, and Liang, 2004).

Finally the technology acceptance model is a model that evolves from the theory of reasoned action which especially dictates that intention to use a technology is determined by attitude towards using it plus the perceived usefulness and ease of use (Muk, 2007). This is also cited in SÜHER, İSPİR & ÖZTÜRK, 2008).

2.7. Factors Affecting Attitude towards SMS Advertisement

Personalization, in formativeness, credibility, irritation, monetary benefit and entertainment are the most important factors that have been proved to affect attitude towards SMS advertisement (Saadghvaiziri & Hosseini, 2010; Waldt, Rebello and Brown, 2009). However these don't tell the whole story time of transmission, consumer control, privacy and permission are the other factors that have been suggested by Kamran and Sharmin(2008).

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

In-formativeness is the ability of the advertisements to generate awareness about the product and how it is different from competitors' products (Sobberman, 2004). Kotler and Keller (2006) implied that SMS advertisements should inform audiences of new products, changes in new products and new features of existing products. This is the context in which the variable is used throughout this paper. With regard to findings about the relationship between in formativeness and attitude towards SMS advertisement (Ducoffe, 1995, Saadghvaiziri & Hosseini (2010), Saadeghvazirin & Seyedjavadain (2011) found out that in formativeness positively and significantly influences attitude towards SMS advertisements.

Credibility has been defined by Mackenzie and Lutz (1989) as cited in Saadghvaiziri & Hosseini (2010) as consumers' perception of the truthfulness and believability of advertizing in general. Goldsmith et al., 2000 as cited in Saadghvaiziri & Hosseini (2010) defined credibility as the extent to which consumers believe that a firm can design and deliver products and services that satisfy customer needs and wants.

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

Entertainment is perhaps another most important factor affecting attitude towards SMS advertisement. According to Mcquail (1983) entertainment is the ability to fulfill customers' needs for escapism, diversion, aesthetic enjoyment or emotional release. Waldt, Rebello and Brown (2009), Saadghvaiziri & Hosseini (2010), Kamran and Sharmin (2008) found that there exists a significant relationship between entertainment and attitude towards SMS advertisement.

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

2.8 Empirical Review of Literatures

According to Jamieson, Phau & Dix (2010, control and trust in advertisers and laws is not an important determinant of acceptance for consumers. These findings do not support the majority of literature; however Merisavo et al (2007) also found that control did not impact on acceptance. According to Merisavo et al (2007), one possible explanation for these results is that consumers may take it for granted that advertisers do not send consumers unsolicited messages. Consumers may believe the issue of permission and privacy is irrelevant to them, and therefore not important enough to influence acceptance. This notion is supported by the strict anti-spam laws in Australia, which dictate that advertisers cannot send messages without prior permission (Bueti, 2005).

There is an empirical study done on consumer attitude toward mobile advertising in an emerging market in Bangladesh by Chowdhury, Parvin, Weitenberner & Becker (2006). As of this study the high penetration rate of mobile phones has resulted in the increasing use of handheld devices to deliver advertisements for products and services. Short Message Service (SMS), in particular, has been very successful.

Based on the existing literature about attitudes toward advertising and consumer behavior models, a research framework is constructed to illustrate the factors affecting consumer attitudes toward SMS-based advertisements in Bangladesh. The findings of this study show that if mobile advertisers can present mobile ads pleasingly, with appropriate information, consumers will not be annoyed and there is a fair possibility that they will gradually like the ads. Furthermore, credibility, a construct of this study, has found to be the most significant of the factors affecting respondents' attitude toward mobile ads.

Another author Koo (2010) confirmed that the determinants of attitudes, entertainment, in formativeness, irritation, and credibility, toward apparel mobile advertising significantly affect attitudes toward apparel mobile advertising, and attitudes toward apparel mobile advertising positively impact behavioral intention. While entertainment, in formativeness, and credibility are positively related to attitudes toward apparel mobile advertising, irritation is negatively related to apparel mobile advertising.

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

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

2.9 Conceptual Frameworks Attitude of Customers towards SMS Ads

Attitude of customers towards SMS ads is highly affected by the following three important elements. These are:

- Independent variables including Personalization, credibility, in formativeness, entertainment & irritation;
- Demographic variables that incorporates age, gender &educational level; and
- The actual products & service elements of the company.

The above aforementioned theoretical points are considered as a backbone of this study & depicted as follows here below:
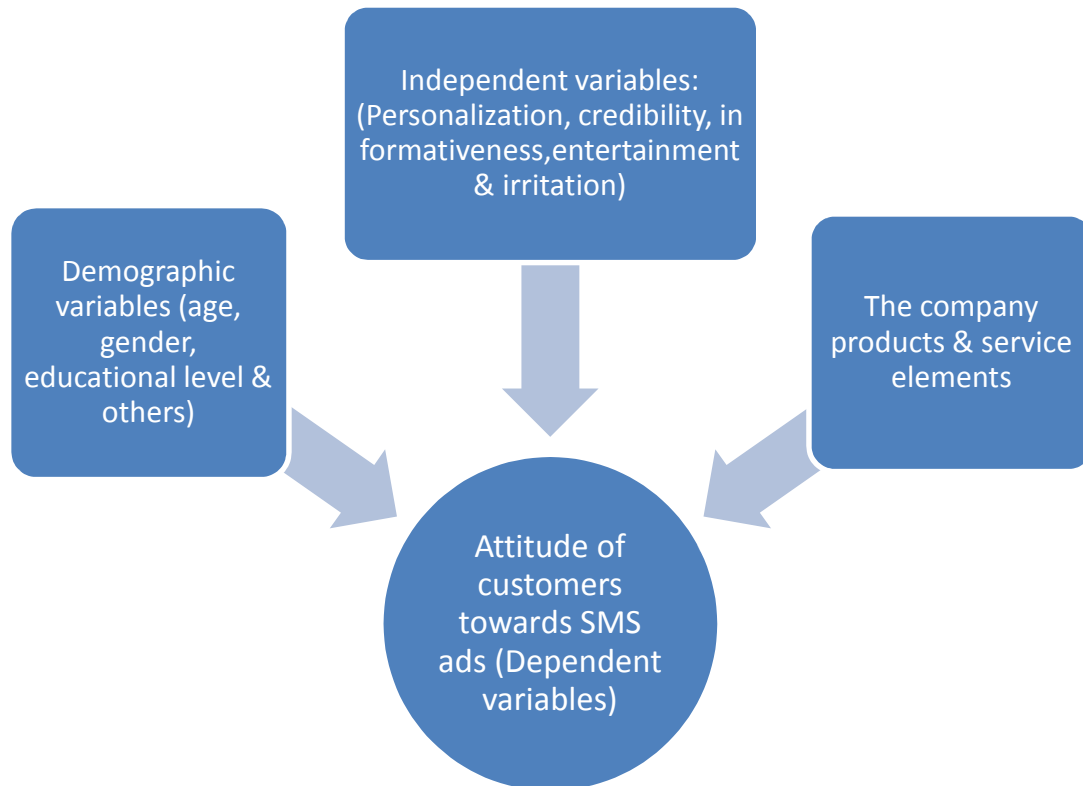
Figure 2.9.1: A conceptual framework of factors that affect customer's attitude towards SMS ads

CHAPTER THREE
RESEARCH DESIGN & METHODOLOGY

3.1. Design of the Study

The research design is a quantitative particularly co-relational design utilizing survey research method and includes a survey instrument. The purpose of the design is to correlate attitude of customers towards SMS advertisement with antecedents of attitude towards advertisements namely entertainment, in-formativeness, credibility, irritation and personalization.

3.2. Population of the Study

Ethio-telecom has 31459 enterprise customers as of September 2013. And these represent the target population for this particular study. These are active customers that subscribed for the service mainly for business purpose. Since the profiles of residential customers is not well developed by the company the researcher has exclusively opt to make enterprise customers his target population.

3.3. Sample of the study

Those who are selected to respond to the instrument are 381 in number. This sample size is selected based on the table for sample size determination by http:// research-advisors.com which is based on a 5% error margin and 95% confidence level. Out of 381 individuals 268 were willing and responded to the survey ensuring 70.34% response rate.

3.4. Technique of sampling

A simple random sampling technique is employed to identify members of the sample. The lists of all postpaid enterprise mobile subscribers from ethio-telecom data base are used for the selection. Accordingly 381persons are selected for the study. This ensures less bias and the chance for the selection of one member is independent of the other.

3.5. Method of data collection

A structured telephone survey is used to gather data from respondents. The researcher used this method because of the following major reasons. Firstly the respondents are scattered over a large geographical area and as such cannot be contacted face to face. Secondly, members of the sample don't always avail themselves at sales offices as they inherently opt to send their employees to sales offices to settle their bills.

3.6. Instrument of the study

A survey instrument is used to gather data from respondents. The instrument for this study consists of two parts. The first part consists of demographic questions like age, gender and level of education. The second part consists of statements in a five point likert scale that are rated from strongly disagree to strongly agree. Items 2, 3, 7 and 8 are taken from the instrument used by Saadeghvaziri and Hosseini (2010). Other items are self-developed and modified by the researcher. The face validity of the instrument has been approved by three experts after removing ambiguous items and wording corrections. The instrument was also pretested on twenty individuals and witnessed greater reliability for further analysis.

3.7. Procedure for data collection

First a letter requiring the cooperation of the company to allow for the telephone survey was submitted. Upon getting their reply respondents were informed of the purpose of the survey. Based on their permission the respondents were asked to respond and to state their level of agreement to the statements in the survey. Simultaneously their answer was marked in the hard copy of the instrument. Much precaution was taken to help respondents by briefing them on any possible ambiguities regarding the survey instrument.

3.8. Method of data analysis

A correlation analysis is employed to test hypotheses 1 and 2 to determine whether significant relationships exist between attitude of customers toward SMS advertisement and the antecedent variables like entertainment, in-formativeness, personalization, credibility and irritation. H3 and H4 are analyzed using independent sample t-test and ANOVA respectively.

CHAPTER FOUR

DATA PRESENTATION & ANALYSIS

4.1. Characteristics of the Respondents

Since the general characteristics of the respondents are vital to get insights to the overall study we shall start by seeing the demographic nature of the respondents. It is believed in many extant literatures that demographic variables like age, sex and educational level do have an impact on customers' perception and attitude towards advertisements in general and mobile advertisements in particular.

Education level	Frequency	percent	Cumulative percent
Primary school	11	4.1	4.1
High school	44	16.4	20.5
Diploma	93	34.7	55.2
Degree and Above	120	44.8	100.0
Total	268	100.0	

Table 4.1.1 Educational level of respondents

From the table above one can see that the greatest portion of the respondents (44.8%) have degree and above where as 34.7% of them have diploma. 20.5% Of the respondents have an educational level of high school and primary school. From the table 1.1 we can understand that most of the respondents are highly educated i.e. 79.5 % of them have diploma and above.

Age	Frequency	Valid percent	Cumulative percent
18-30	124	46.3	46.3
31-45	107	39.9	86.2
46-60	30	11.2	97.4
Above 60	7	26	100.0
Total	268	100.0	

Table.4.1.2 Age of the respondents

The respondents in the study are in different age categories. Those in the youth age category accounts for 46.3% of the respondents followed by those customers with an age ranging between 31-45(39.9%).Those respondents with an age of above 45 comprise the remaining 13.8% .We can understand that most of the respondents are in a youth and middle ages.

Sex	Frequency	Valid percent
Male	196	73.1
Female	72	26.9
Total	268	100.0

Table 4.1.3 Sex composition of respondents

As it can be seen from the table above the majority of the respondents is males (73.1%).Since the sampling technique employed is a simple random sampling it has led to very disproportionate figures. So it is essential to understand that the figures above are not meant to say that there is much disparity between the number of male and female mobile subscribers.

4.2. Reliability of the Data

Reliability refers to the extent to which the items measure accurately and consistently what they intend to measure. The instrument for this study contains 12 items that are in a likert scale type. The overall reliability of the instruments is measured. A cronbach's alpha of 0.829 is obtained which is well above what is considered acceptable by scholars which is 70 % (Waldt, Rebello and Brown, 2009). The cronbach's alpha for all the items are also above 70 % (see appendix).

4.3. Customers' Perception of Antecedent Variables

It is stated in literatures that customers attitude towards SMS advertisement depends on their overall assessment of the content of the message. The content of the message is perceived by customers based on the extent to which it is informative, personalized, irritating, credible and entertaining. If a marketer can capture how customers perceive the message content with regard to these variables then it is possible to gauge their attitude towards SMS advertisement.

	N	Mean	Std. deviation	Variance
Entertainment	268	2.2985	.86032	.740
Personalizing	268	2.6045	.97645	.953
Irritation	268	4.0429	1.03272	1.067
In-formativeness	268	2.8004	.96001	.922
Credibility	268	2.4590	.88696	.787
Valid n (list wise)	268			

Table.4.3.1 Descriptive statistics for antecedent variables

From the table above we can see that irritation has the highest mean score that is above the neutral score 3. All the other variables have a mean score below the neutral score 3. It is possible to understand that most of the customers either agreed or strongly agreed to the irritation statements while most of them have either disagreed or strongly disagreed to all other statements. But in order to fully determine customers' perception with regard to entertainment, personalization, irritation, in-formativeness, credibility and their attitude it is essential to undertake a one sample t-test for the variables.

A one sample t-test is used to test whether a sample mean significantly varies from a hypothesized value. In this case the hypothesized value is the neutral score of the five point Likert scale.

	Test value =3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the difference	
					Lower	Upper
entertainment	-13.348	267	.000	-.70149	-.8050	-.5980

Table.4.3.2.One-Sample t-Test for entertainment

From the table above we can see that the mean score for entertainment (2.2985) is significantly lower that the neutral score of 3. This implies that the difference between the mean score for entertainment and the neutral score (.70149) is significant. So it is possible to conclude that SMS advertisements of ethio-telecom are poor in terms of entertainment values. This could be attributed to the lack of emotional appeals like attractive visual features, humorous content and improved graphics.

	Test value =3					
	T	df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
					lower	Upper
Personalization	-6.631	267	.000	-.39552	-.5130	-.2781

Table.4.3.3 A one sample t-test for personalization

Customers of ethio-telecom do also perceive SMS ads of the company as less personalized. The mean score for personalization (2.6045) is well below the middle score which stands for the neutral response i.e. 3. The customers' perception is low because of the poor ability of the ads to fit the personal interest of the customers as well as their activities.

	Test value =3				95% confidence interval of the difference	
	T	df	Sig. (2-tailed)	Mean difference	lower	upper
Irritation	16.532	267	.000	1.04291	.9187	1.1671

Table.4.3.4. A one sample t-test for irritation

As far as irritation is concerned customers perceive SMS ads of ethio-telecom as highly irritating as it can be seen from the table above the mean score for irritation (4.0429) is significantly higher than the neutral score of 3. There are numerous factors that could have contributed to this figure. For instance ethio-telecoms' SMS ads are redundant and with little innovations. These facts results in feeling of manipulation from customers perspective thereby leading to a higher feeling of irritation.

	Test value =3				95% confidence interval of the difference	
	T	df	Sig. (2-tailed)	Mean difference	lower	upper
In-formativeness	-3.404	267	.001	-.19963	-.3151	-.0842

Table.4.3.5. A one sample t-test for in-formativeness

As we can see from the table above customers do perceive ethio-telecom's advertisement as less informative with significance level of 0.001. The mean score for in-formativeness (2.8084)is significantly lower than the neutral score implying that SMS advertisements of the company are less informative. This shows that the message is not enriched with information that is most wanted by customers.

	Test value =3					
	T	df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
					lower	upper
Credibility	-9.986	267	.000	-.54104	-.6477	-.4344

Table 4.3.6 a one sample t-test for credibility

Concerning credibility, which is the extent to which customers believe and trust the advertisement, it is possible to understand from the table that customers' perception is significantly negative. The mean score for credibility (2.4590) is significantly (sig=0.000) lower than the neutral score 3.This implies that Customers don't trust the SMS advertisements of the company.

	Test value =3					
	T	Df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
					lower	upper
Attitude of customer towards SMS adv.	-15.250	267	.000	-.86803	-.9801	-.7560

Table 4.3.7 a one sample t-test for attitude towards SMS advertisement.

The attitude of customers towards SMS advertisement is generally negative. The mean score for attitude (2.1320) is well below the neutral score of 3. Overall customers' attitude towards ethio-telecom's advertisements is negative implying that the advertisements are not liked by customers. As it is eminent from previous one sample t-test tables customers' perception of variables are less than the neutral score with the exception of irritation where customers perceive the advertisements as highly irritating.

4.4. Correlation analysis

As the primary objective of this study is to investigate whether there exists significant relationships between antecedent variables and the dependent variable (attitude towards SMS advertisements) we will see the results from a correlation analysis. A correlation analysis is used to determine the direction and strength of linear relationships existing between variables.

Attitude towards SMS advertisements		
Antecedent variable	Correlation coefficient	significance
Entertainment	0.544	.000
Personalization	0.521	.000
Irritation	-0.579	.000
In-formativeness	0.599	.000
Credibility	0.665	.000

Table4.4.1 Results of a correlation analysis

A correlation analysis above clearly depicts that attitude towards SMS advertisement is positively and significantly correlated to entertainment. An increase in entertainment content of the short messaging leads to an increase in attitude towards SMS advertisement. The correlation coefficient (0.544) is even significant at the 0.01 level. So it is possible to deduce that the relationship between entertainment and attitude is very significant. As a result the first hypothesis (H1) is accepted.

A correlation analysis from the table above indicates that there exists a significant and positive relationship between in-formativeness of the SMS and attitude towards SMS advertisement. The relationship is significant even at 0.01 level. Accordingly hypothesis 1 is also supported.

When we see the relationship between attitude of customers towards SMS advertisement and personalization there exist a strong and significant positive relationship between them. The correlation coefficient in this case is 0.521 which is statistically significant at the 0.01 level. The greater the room for tailoring the content of the advertisement the more positive will be customers' reaction towards that advertisement. Once again Hypothesis 1 is accepted.

Irritation although like other variables strongly correlated with attitude, the direction of the relationship is negative implying that an annoying and manipulative advertisement leads to a negative attitude towards that advertisement. Since the correlation coefficient (-.579) is significant at the 0.01 level. Hypothesis 2 is also accepted.

The correlation coefficient for the relationship between credibility and attitude (.665) is higher compared to the other variables. The relationship is also significant at the 0.01 level. As a result hypothesis 1 is also supported. All the above results are consistent with the findings of Parissa and Maria (2005), Saadghvaiziri & Hosseini (2010).

4.5. Impact of demographic characteristics on attitude towards SMS advertisement

Till now we have tested whether there is a significant relationship between attitude towards SMS advertisements and antecedent variables with the help of a correlation analysis. Now we will see if there exists a difference in customers' perception of the antecedent variables and attitude towards SMS advertisement across demographic categories. First we will be analyzing the difference in perception of antecedent variables and attitude across different educational categories. Since the categories are more than two, ANOVA is used for analysis.

Entertainment	Sum of squares	df	Mean Square	f	sig
Between groups	3.092	3	1.031	1.399	.244
Within groups	194.526	264	.737		
Total	197.619	267			

Table.4.5.1. ANOVA results for entertainment across educational levels

The difference in perception of entertainment across different educational levels is insignificant (sig=.224). Therefore we can say that customers do perceive entertainment features of SMS ads similarly. This implies that the mean score for entertainment for one educational group is almost same with other group.

Personalization	Sum of squares	df	Mean Square	f	sig
Between groups	17.936	3	5.979	6.670	.000
Within groups	236.638	264	.896		
Total	254.575	267			

Table4.5.2.ANOVA results for personalization across educational levels

While coming to personalization results from the ANOVA analysis shows that there exists a significant difference across the age categories in perception of personalization. This indicates that content of a message that fits the personal interest and activities of some individuals are completely not fit for others. The mean score for personalization is the highest for customers with educational level of primary school with mean of 3.1818 followed by high school attendants with a mean score of 3.0795(see appendix). The lowest mean score is the one for degree and above. So we see a decline as it goes up on the educational level. Individuals with lower educational background tend to believe that they received personalized service than highly educated ones.

Personalization refers to individualized messages and is highly linked to expectation of customers. As expectation increases, the perception of personalization decreases. It is realistic to believe that as knowledge boosts following educational advancement expectation will rise and perception diminishes. This could be a justification for aforementioned result.

Irritation	Sum of squares	df	Mean Square	f	sig
Between groups	15.695	3	5.232	5.133	.002
Within groups	269.061	264	1.019		
Total	284.757	267			

Table 4.5.3 ANOVA results for irritation across educational levels

Results from descriptive statistics (see appendix) shows that customers with a higher level of education (degree and above) perceives a higher level of irritation (mean score of 4.1792). This figure reduces as the level of education decreases (mean score of 3.1818 for primary education). The difference in the mean scores is significant at the 0.01 level. Accordingly it is possible to conclude that customer's perception of irritation varies significantly from one educational category to another.

In formativeness is perhaps another most important variable that needs to be studied in relation to educational level. Literary one can guess that a message that consists of valuable information for one individual could be a mere repetition and even an insult to his/her intelligence as he/she has been exposed to that information prior to that. Highly educated individuals tend to have greater access to various sources of information unlike the less educated. Yet the ANOVA for the informative constructs has something to say about whether in-formativeness actually differs across the educational level of individuals.

In-formativeness	Sum of squares	df	Mean Square	f	sig
Between groups	15.655	3	5.222	5.983	.001
Within groups	230.405	264	.873		
Total	246.070	267			

Table.4.5.4. ANOVA results for in-formativeness across educational levels

The ability of the SMS advertisements in providing information to customers significantly varies across educational categories. It tends to reduce from those with primary school (mean score of 3.3636) to those with degree and above (mean score of 2.6583). This difference in mean scores is significant. Therefore there is a difference in perception of in-formativeness across educational categories.

Advertising credibility is "consumers' perception of the truthfulness and believability of advertising in general" (Mackenzie and Lutz, 1989) as cited in Saadeghvaziri and Hosseini (2010). According to literatures credibility is not only associated with the message itself but also with company credibility (Saadeghvaziri and Hosseini, 2010). Instrument item 14 in this study is consistent with this. Next we will see whether credibility varies across educational levels.

Credibility	Sum of squares	df	Mean Square	f	sig
Between groups	10.586	3	3.529	4.671	.003
Within groups	199.462	264	.756		
Total	210.049	267			

Table4.5.5.ANOVA results for credibility across educational levels

The level of credibility varies significantly across different educational categories at the 0.001significance level implying that consumers' perception of the extent to which SMS advertisements are believable varies from individual to individual with different educational grounds.

The highest mean score for credibility is obtained for customers who have attained high school (2.8068) followed by those who have attended primary school (2.7727). The lowest mean score is obtained for degree and above holders (2.2750)(see appendix).The mean scores are not in an orderly manner with respect to educational level like those for irritation and in-formativeness. So we can't dare to say that credibility rises or declines as one ascend up the educational levels. But we can say that there is a significant difference in credibility across the different educational levels. Overall customers' perception of the antecedent variables to attitude significantly varies across the educational levels with the exception of entertainment.

	Sum of squares	df	Mean square	F	Sig.
Between groups	8.382	3	2.794	3.327	.020
Within groups	221.680	264	.840		
Total	230.062	267			

Table.4.5.6. ANOVA results for attitude across educational levels

With regard to the overall attitude towards SMS advertisement, there is a significant difference in attitude across the given educational categories. The difference in the mean scores for attitude from the highest (2.4773 for high school) to the lowest (2.0292 for customers with qualification of degree and above) is significant (see appendix). Accordingly hypothesis eight (H4) is supported. It has been the interest of many scholars to investigate whether gender as a demographic variable has an impact on attitude towards advertisements. Saadeghvaziri & Seyedjavadain (2011) has found out that the impact of gender in influencing both the antecedent variables and attitude towards advertisement is insignificant. Coming to the Ethiopian case it is the researchers' interest to investigate whether there is a significant difference in perception of the antecedent variables and attitude towards SMS advertisement between males and females.

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Entertainment	Male	196	2.3087	.89750	.06411
	Female	72	2.2708	.75497	.08897

Table 4.5.7. Mean scores of entertainment for males and females.

Male and female perception of entertainment has a mean score of 2.3087 and 2.2708. The figures show that males perceive higher entertainment than females. The statistical significance of this difference was analyzed using an independent sample t-test and found to be insignificant (sig=0.750) (see appendix).So what is entertaining for a male customer is also entertaining for a female customer almost in a similar intensity.

Personalization	Gender	N	Mean	Std. deviation	Std. error mean
	Male	196	2.6352	1.00682	.07192
	Female	72	2.5208	.88984	.10487

Table.4.5.8. Mean scores of personalization for males and females

Males believe the SMS advertisements are tailored to their personal interests and activities more than that of females. The mean score for the groups are 2.6352 for males and 2.5208 for females. However the significance of this difference between the groups is low as observed from the independent sample t-test (sig=.396) (see appendix).

Irritation	Gender	N	Mean	Std. deviation	Std. error mean
	Male	196	3.9821	1.08884	.07777
	Female	72	4.2083	.84649	.09976

Table.4.5.9. Mean score of irritation between males and female

Comparison of irritation between males and females shows that females perceive more irritation factors than males as far as SMS from ethio-telecom is concerned. The mean score for females is4.2083 where as for the males it is 3.9821.the difference between these figures is however insignificant (sig. =.112)(see appendix). So we can understand that SMS advertisements are almost equally irritating to male and female customers.

In-formativeness	Gender	N	Mean	Std. deviation	Std. error mean
	Male	196	2.8316	.96328	.06881
	Female	72	2.7153	.95249	.11225

Table.4.5.10. Mean score of in-formativeness between males and female

As far as in-formativeness of the advertisement is concerned the mean score for males (2.83160) is greater than females (2.7153). However statistically the extent to which the SMS provide relevant information is perceived similarly both by males and females. This is eminent from the independent sample t-test score (see appendix) which witnessed that the difference in the mean score for in-formativeness between males and females is insignificant (sig. =0.380).

What so ever information is provided to customers via text messaging there is little probability, that it is highly informative to males and very poor for females or vice versa. Being female or male Perception of in-formativeness is independent of gender. This is equivalent to saying that a company need not vary the content and richness of information to its target audiences merely by considering gender.

	Gender	N	Mean	Std. deviation	Std. error mean
Credibility	Male	196	2.4745	.86787	.06199
	Female	72	2.4167	.94198	.11101

Table.4.5.11 Mean score of credibility between males and female

Like all the previous variables the difference in credibility perceived by male and female respondents is insignificant (sig. =.637) (see appendix).The findings from all the independent sample t-test illustrated that there doesn't exist a significant difference in customers' perception of entertainment, personalization, irritation, credibility and in-formativeness. This is consistent with the findings of Saadeghvaziri & Seyedjavadain (2011).

	Gender	N	Mean	Std. deviation	Std. error mean
Attitude of customers towards SMS advs.	Male	196	2.1327	.95421	.06816
	Female	72	2.1042	.85965	.10131

Table4.5.12. Mean score of attitude between males and females.

The overall attitude toward SMS advertisements has a mean score of 2.1327 and 2.1042 for male and females respectively. Since it was proved by statistic that there doesn't exist difference in all the antecedent variables between males and females we don't normally expect that there will be a difference in attitude too. The results from an independent sample t-test proved that there is no significant difference in attitude toward SMS advertisements between males and females (sig. = 0.824) (See appendix). As a result hypothesis 3 is supported.

CHAPTER FIVE
SUMMARY OF FINDINGS & RECOMMENDATIONS

5.1. Summary of Findings

Understanding the concept of customers' attitude towards advertisement is a critical task for marketers. This fact is more relevant for SMS advertisement as they are the most sensitive means of communication. Thus this study on attitude toward SMS advertisements has been done. The major concluding remarks from the study are the following.

> The antecedent variables significantly affect attitude towards SMS advertisement. Entertainment, personalization, in-formativeness and credibility significantly and positively affect attitude towards SMS advertisement. Irritation on the other hand significantly and negatively affect attitude toward SMS advertisements.

> In terms of the degree of correlation, credibility, in-formativeness and irritation are the most related to attitude. A minor change in these variables is likely to have the greatest impact on attitude towards SMS advertisement.

> Demographic variables were also the focus of this study. Since attitude is a cognitive process and is subject to individuals' ability to process information educational level represents the point of difference among them. The study revealed that customers' attitude towards SMS advertisements significantly varies across educational categories but not in all dimensions. Customers' attitude towards SMS advertisement on the other hand doesn't vary between males and females.

5.2. Recommendations

The fact that SMS advertisements of ethio-telecom have been perceived negatively by audience's calls for the company to take corrective actions and review its orientation as far as SMS advertisement is concerned. Results from this study illustrates the overall attitude of customers towards SMS advertisements is negative attributed to the fact that the message content of the advertisements are of poor in-formativeness, personalization, credibility and entertainment while cause much irritation to audiences. Consequently the researcher would like to recommend the following major actions:

- The most important result from this study states that attitude is most correlated with credibility of the SMS. To ethio-telecom's dismay customers do suspect the credibility of SMS from the company. To ensure this it shall promise only what can be delivered and not beyond that. In addition the overall service reliability of the company shall be enhanced. An advertizing message of the company should be cognizant of the message contents before being delivered to the audience.

- The other major cause for negative attitude of customers towards SMS advertisement is the irritation that SMS causes. This is a result of messages that are redundant, lacks creativity. So due emphasis should be paid not to manipulate the customers with excessive and boring messages. The company needs to put efforts to incorporate all relevant information in a manner that provokes little feeling of manipulation.

- Regarding the in-formativeness although the company has been continually sending information, they are not adequate from the perspective of customers'. The Company shall therefore increase both the amount and content of information sent to customers.

- Another serious ground on which the SMS from ethio-telecom are criticized is the lack of entertainment features. Almost all messages from the company are "buy now!" oriented none of them makes customers feel relaxed. The company shall incorporate contents that are attention getting and funny.

- The information or promises made in the messages shall also be met if can't be excelled. Entertainment and personalization are also important for ensuring success in achieving communication objectives.

- The extent to which the messages are tailored to the personal interest of customers is also proved to be essential determinant. Thus the company should send messages that are consistent with the customers' demographic characteristics like income, occupation, and user preference like preferred product, location and so on.

- Beside antecedent variables attitude towards SMS advertisements are also impacted by demographic variables. Results from this study witnessed that attitude towards SMS advertisements vary significantly across educational levels while are indifferent to gender. The company shall therefore strive to develop a complete profile of its customers and send different messages to different customers based on their educational levels.

5.3. Limitations and future research

This study has been done taking a small segment of mobile subscribers in the country. This has narrowed its ability to generalize the findings to all mobile subscribers in the country. Moreover the study has limited the number of possible constructs and variables. For instance, among the components of attitude the conative component is not included. The antecedent variables are not supposed to be comprehensive. Taking into consideration all these future research can further enhance the findings from the study by taking a larger population, more comprehensive constructs and other relevant variables.

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APPENDICES

Item-Total Statistics

	scale mean if item deleted	scale variance if item deleted	Corrected item Total correlation	Cronbach's alpha if item deleted
It is enjoyable & fun to receive SMS ads from ethio-telecom	46.5840	70.029	.618	.810
SMS ads of ethiotelecom have emotional appeal	46.7668	70.411	.617	.811
Entertainement	46.6735	70.049	.680	.808
SMS ads of ethiotelecom are relevant to my jobs and activities	46.2519	68.465	.612	.809
SMS ads of ethiotelecom are tailored to my personal interests	46.4795	69.411	.577	.811
Personalization	46.3675	68.815	.667	.807
SMS ads of ethiotelecom are boring & irritating	44.9646	91.314	-.573	.873
SMS ads of ethiotelecom are redundant & lacks creativity	44.8974	90.193	-.529	.870
Irritation	44.9291	90.656	-.567	.870
SMS ads of ethiotelecom are informative of new products & services	46.0280	68.641	.620	.809
SMS ads of ethiotelecom are informative of changes in products & discounts	46.3265	69.632	.570	.812
Informativeness	46.1716	69.118	.660	.808
SMS ads of ethiotelecom are believable	464160	69.217	.653	.808
Ethiotelecom keeps its promises	46.6138	68.492	.707	.805
Credibility	46.5131	68.748	.751	.804
I do like to receive SMS	46.8340	67.486	.754	.802
I do always look at SMS favorably	46.8601	68.258	.724	.804
Attitude of customers towards SMS ads	46.8470	67.800	.779	.802

Reliability Statistics

Cronbach's alpha	N of items
.829	18

Correlations

		Entertainment	Attitude of customers towards SMS ads.
Entertainment	Pearson correlation	1	.544**
	Sig. (2-tailed)		.000
	N	268	268
Attitude of customers towards SMS ads.	Pearson correlation	.544**	1
	Sig. (2-tailed)	.000	
	N	268	268

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

Correlations

		Attitude of customers towards SMS ads.	Personalization
Attitude of customers towards SMS ads.	Pearson correlation	1	.521**
	Sig. (2-tailed)		.000
	N	269	268
Personalization	Pearson correlation	.521**	1
	Sig. (2-tailed)	.000	
	N	268	268

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

Correlations

		Attitude of customers towards SMS ads.	Irritation
Attitude of customers towards SMS ads.	Pearson correlation	1	.579**
	Sig. (2-tailed)		.000
	N	269	268
Irritation	Pearson correlation	.579**	1
	Sig. (2-tailed)	.000	
	N	268	268

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

Correlations

		Attitude of customers towards SMS ads.	In-formativeness
Attitude of customers towards SMS ads.	Pearson correlation	1	.566**
	Sig. (2-tailed)		.000
	N	269	268
In-formativeness	Pearson correlation	.566**	1
	Sig. (2-tailed)	.000	
	N	268	268

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

Correlations

		Attitude of customers towards SMS ads.	Credibility
Attitude of customers towards SMS ads.	Pearson correlation	1	.665**
	Sig. (2-tailed)		.000
	N	269	268
Credibility	Pearson correlation	.665**	1
	Sig. (2-tailed)	.000	
	N	268	268

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

Descriptive entertainment

	N	Mean	Std. deviation	Std. error	95% confidence interval for mean	
					Lower bound	Upper bound
Primary school	11	2.6818	1.00680	.30356	2.0054	3.3582
High school	44	2.3750	.92211	.13901	2.0947	2.6553
Diploma	93	2.3387	.84107	.08721	2.1655	2.5119
Degree & above	120	2.2042	.83388	.07612	2.0534	2.3549
Total	268	2.2985	.86032	.05255	2.1950	2.4020

Descriptive personalization

	N	Mean	Std. deviation	Std. error	95% confidence interval for mean	
					Lower bound	Upper bound
Primary school	11	3.1818	1.18896	.35849	2.3831	3.9806
High school	44	3.0795	.98207	.14805	2.7810	3.3781
Diploma	93	2.5484	.81782	.08480	2.3800	2.7168
Degree & above	120	2.4208	1.00209	.09148	2.2397	2.6020
Total	268	2.6045	.97645	.05965	2.4870	2.7219

Descriptive irritation

	N	Mean	Std. deviation	Std. error	95% confidence interval for mean	
					Lower bound	Upper bound
Primary school	11	3.1818	1.16775	.35209	2.3973	3.9663
High school	44	3.7159	1.04769	.15794	3.3974	4.0344
Diploma	93	4.1237	1.04947	.10883	3.9075	4.3398
Degree & above	120	4.1792	.94779	.08652	4.0078	4.3505
Total	268	4.0429	1.03272	.06308	3.9187	4.1671

Descriptive in-formativeness

	N	Mean	Std. deviation	Std. error	95% confidence interval for mean	
					Lower bound	Upper bound
Primary school	11	3.3636	1.07450	.32397	2.6418	4.0855
High school	44	3.2500	1.01443	.15293	2.9416	3.5584
Diploma	93	2.7043	.80500	.08347	2.5385	2.8701
Degree & above	120	2.6583	.98301	.08974	2.4806	2.8360
Total	268	2.8004	.96001	.05864	2.6849	2.9158

Descriptive credibility

	N	Mean	Std. deviation	Std. error	95% confidence interval for mean	
					Lower bound	Upper bound
Primary school	11	2.7727	1.12614	.33954	2.0162	3.5293
High school	44	2.8068	1.07409	.16193	2.4803	3.1334
Diploma	93	2.4946	.84215	.08733	2.3212	2.6681
Degree & above	120	2.2750	.77744	.07097	2.1345	2.4155
Total	268	2.4590	.88696	.05418	2.3523	2.5656

➢ ለስልክ መጠየቅ የተዘጋጁ፡-
  ❖ እድሜ፡-   ሀ . 18-30   ለ .31-45
                     ሐ . 46-60   መ . ከ 60 በላይ

  ❖ ፆታ ፡-   ሀ . ወንድ   ለ . ሴት

  ❖ የትምህርት ደረጃ፡-   ሀ . መደበኛ ትምህርት ያልወሰደ ለ . አንደኛ ደረጃ
                     ሐ . ሁለተኛ ደረጃ   መ . ዲፕሎማ
                     ሠ . ዲግሪና ከዛ በላይ

ዐረፍተ ነገሮች	የስምምነት መጠን				
	በጣም አልስማማም (1)	አልስማማም (2)	ሃሳብ የለኝም (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
የኢትዮ ቴሌኮምን አጭር መልእክቶች መቀበል አስደሳችና አዝናኝ ስሜት ይፈጥራል ?					
የኢትዮ ቴሌኮም አጭር መልዕክቶች ለስሜት ቅርብ ናቸው ?					
የኢትዮ ቴሌኮም አጭር መልዕክቶች ለስራዬና ለተግባሮቼ ተገቢ ናቸው ?					
የኢትዮ ቴሌኮም አጭር መልዕክቶች የግል ፍላጎቶቼን የሚመጥኑ ናቸው ?					
የኢትዮ ቴሌኮም አጭር መልዕክቶች አስልቺና የሚያበሳጩ ናቸው ?					
የኢትዮ ቴሌኮም አጭር መልዕክቶች ተደጋጋሚና ፈጠራ ያልታ ከለባቸው ናቸው ?					
የኢትዮ ቴሌኮም አጭር መልዕክቶች ስለአዲስ የምርት ውጤቶችና አገልግሎቶች ያሳውቃሉ ?					
አጭር መልዕክቶች በምርታው ጤቶች ዋጋና ቅናሽላይ ያሉ ለውጦችን ያሳውቃሉ ?					
የኢትዮቴሌኮም አጭር መልዕክቶች ተዐማኒ ናቸው ?					
ኢትዮቴሌኮም በገባው ቃል መሰረት አገልግሎቱን የሚያበረክትና ቃሉን የሚጠብቅ ድርጅት ነው ?					
የኢትዮ ቴሌኮምን አጭር መልዕክቶች መቀበል እወዳለሁ ?					
የኢትዮ ቴሌኮምን አጭር መልዕክቶችሁልጊዜ በጥሩነኑ እመለከታቸዋለሁ ?					

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Survey Instrument:

- Age: a. 18-30   b.31-45
         c. 46-60   d. above 60

- Gender: a. male   b. female

- Level of education:
    a. no formal education   b. primary education
    c. secondary education   d. diploma
    e. degree and above

List of statements	Level of Agreement				
	Strongly disagree **(1)**	Disagree **(2)**	Neutral **(3)**	Agree **(4)**	Strongly Agree **(5)**
It is enjoyable and fun to receive SMS ads from ethio-telecom					
SMS ads of ethio-telecom have emotional appeal.					
SMS ads of ethio-telecom are relevant to my job and activities					
SMS ads of ethio-telecom are tailored to my personal interests					
SMS ads of ethio-telecom are boring and irritating					
SMS ads of ethio-telecom are redundant and lack creativity					
SMS ads of ethio-telecom are informative of new products and services					
SMS ads of ethio-telecom are informative of changes in product prices and discounts					
SMS ads of ethio-telecom are believable					
Ethio-telecom is a company that is always providing and confirming to its Promises					
I do like to receive SMS ads from ethio-telecom					
I do always look at SMS ads from ethio - telecom favorably					

DECLARATION

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of Dr. TEMESGEN BELAY. All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

MULUKEN KIROS [ID-NO: 0028]

ENDORSEMENT

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

Dr. TEMESGEN BELAYNEH

       Advisor   Signature& Date