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    REVIEW OF LITERATURE

    NEED/IMPORTANCE OF THE STUDY

    STATEMENT OF THE PROBLEM

    OBJECTIVES

    HYPOTHESES

    RESEARCH METHODOLOGY

    RESULTS & DISCUSSION

    FINDINGS

    RECOMMENDATIONS/SUGGESTIONS

    CONCLUSIONS

    SCOPE FOR FURTHER RESEARCH

    ACKNOWLEDGMENTS

    REFERENCES

    APPENDIX/ANNEXURE

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BOOKS
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CONTRIBUTIONS TO BOOKS
- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES
- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS
- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES
- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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WEBSITES
- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

EXAMINING CONSUMERS' ATTITUDE TOWARDS MOBILE ADVERTISEMENT IN ETHIOPIA: CASE STUDY ON MOBILE USERS OF MEKELLE UNIVERSITY

ADEM MOHAMMED
LECTURER
DEPARTMENT OF MANAGEMENT
COLLEGE OF BUSINESS AND ECONOMICS
MEKELLE UNIVERSITY
MEKELLE

YIBELTAL NIGUSSIE
LECTURER
DEPARTMENT OF MARKETING
COLLEGE OF BUSINESS AND ECONOMICS
MEKELLE UNIVERSITY
MEKELLE

ETSEGENET KIDANE
LECTURER
DEPARTMENT OF MARKETING
COLLEGE OF BUSINESS AND ECONOMICS
MEKELLE UNIVERSITY
MEKELLE

ABSTRACT

Nowadays, the rapid expansion of mobile phones in Ethiopia has created a new channel for advertising. But, even though there are so many advertising messages which are sent every day, it is unknown how consumers are favourable to them. Hence, the purpose of this study is to understand consumers' attitude toward mobile advertisement in Ethiopia. Thus, assessing Ethiopian attitude toward mobile ad can provide practical guidelines for advertisers to better manipulate their advertisements. To measure consumers' attitude the study considered two variables messages content and trust, some of the factors which are proposed by Mobile Marketing Association. This study applied a descriptive research design. The primary data were collected from Mekelle University mobile user through structured questionnaire. Convenience sampling method was employed and the sample size was 370. Data collected were analyzed with the help of SPSS version 17, statistical tools like mean and standard deviation were used. Moreover, tables and figures were employed to present the data in the form of frequencies and percentage. The result of this study indicates that trust affects moderately, whereas consumers are not highly affected by content of the message. To improve consumers' positive attitude, the recommended ideas are advertisers have to provide entertaining messages and have to make the advertising messages more reliable.

KEYWORDS
Consumers, Attitude, Mobile, Advertising, Message content, Trust.

1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Nowadays, the increased number of competitors in markets caused high competition. Therefore, capturing and maintaining market share in these markets requires different marketing techniques, such a mixture of marketing techniques is said to be marketing mix (Ranjbarian, Fathi, & Kamali, 2010). Marketing mix contains four key elements; these are product, price, place, and promotion (Riaz & Tanveer, 2012). Promotion is the fourth element of marketing mix which includes all activities a company undertakes to communicate and promote its products to the target market (Owen & Shank, 2011). Promotion is a combination of publicity sales promotion, personal selling, and advertising, among these the most notable and visible form of mass communication is advertising (Reynolds & Lancaster, 2005).

According to Kotlers and Keller (2006), "Advertising is any paid form of non-personal presentation and promotion of goods or services by an identified sponsor" . In this definition two things are emphasized, that is the word paid separates advertising from publicity and the word non-personal presentation distinguish it from personal selling. As Kotler and Armstrong (2008), stated that advertising can be traced back to the very beginning of recorded history that is archeologists working in the countries around the Mediterranean Sea have dug up signs announcing various events and offers that show advertising were applicable even in the past.

At the present time, there are different media that marketers can use to advertise their products or service, Some of them are TV, radio, magazines, newspapers, direct mail, brochures, telephone, and internet can be mentioned (Ravikumar, 2012).

The rapid expansion of mobile phones around the world along with the new technological development has created new channel for advertising named as mobile advertising **(**Saadeghvaziri & Seyedjavadain, 2011). According to definition proposed by Mobile Marketing Association (MMA) (2003), mobile advertising is any form of marketing or sales promotion activity which is aimed at mobile users and conducted over mobile devices.

Mobile advertising has become one of the most popular applications in mobile marketing, particularly in the form of text advertising that enables the ads to reach to individual mobile users anytime and anywhere (Saadeghvaziri & Hosseini, 2010). The introduction of new technology makes the use of Short Messaging Service (SMS) to access customers through their handheld mobile that is making the mobile phone as the ultimate medium for one-to-one marketing to connect marketers with their consumers (Tsang, Ho, and Liang, 2004).

According to Ravikumar (2012), attitude is an important concept in research on marketing: the attitude towards the ad has been ever changing at a rapid moment with diversifications reason being is the marketers, the media and the consumers view advertising in different angles according to the benefit that they get from it. As Kotlers and Keller (2006) stated that "attitude is a person's enduring favourable or unfavourable emotional feelings, and action toward some idea

or object". Hence, starting from their definition it can be said that attitude is a main determinant of once feeling whether to like or dislike something. Therefore, positive attitude toward mobile advertising refers once feeling to like it and a negative attitude toward mobile advertising reflects once unwillingness to like it.

Public attitude toward mobile ad have been a focus of attention for a long time. Although some previous findings show consumers have positive attitude toward mobile ads, some other researchers like Haghirian & Madlberger (2003), Tsang el at. (2004), and Ratihayu et.al (2008) found that consumers generally have negative attitude toward mobile advertising.

According to the study of Haghirian and Madlberger (2003), the antecedents of consumer attitudes toward mobile advertising include informativeness, frequency of message exposure, credibility, entertainment, demographic factors and irritation. On the other hand, researchers Mandy and Esther (2008), to investigate consumers' attitude toward mobile advertising they used the dimensions as influencing variable such as content information, irritation, credibility and prior permission.

These days, there are different non-profit organizations which are established for the purpose of keeping the interest of stakeholders by providing different guidelines and standards to media owners and marketers with regard mobile advertisement. Some of these organizations are the Mobile Marketing Association (MMA). MMA is a global organization which is established to lead the growth of mobile advertising and its associated activities. It is also designed to clear obstacles with regard to mobile ads (MMA, 2009).

Ethiopia is one of the developing countries in the world, while it is currently adapting the new technology which is applied in those developed countries. One of the technologies that it is following rapidly now is the technology of telecommunication. In Ethiopia after the introduction of mobile phones, many advertisers have been using it in order to advertise their products and services to consumers. Hence, assessing the effectiveness of mobile advertising in Ethiopia is more important to marketers with respect to the huge amounts of money that they spent on it and also to consumers with respect to the relevance of the SMS advertising which is sent to them.

Therefore, this paper is aimed to assess consumers' attitude toward mobile advertisement in Ethiopia, by taking some of the global standards which are proposed by MMA for mobile ads as independent variables and taking attitude toward mobile advertising as dependent variable. Concurrently, this assessment indirectly leads to ensure whether advertisers are fulfilling the global standards in using mobile commerce in Ethiopia.

1.2 STATEMENT OF THE PROBLEM

Today, mobile advertising is rapidly growing which is providing marketers with the ultimate opportunity to communicate with consumers beyond traditional and digital media and directly on their mobile devices but it is not more known how consumers are favourable toward the advertising messages (MMA, 2008).

The reason behind to conduct this research is to gauge the consumers' attitude toward mobile advertisement in Ethiopia by taking the factors which are proposed by MMA. Moreover, the study fills the gap of inconsistent findings of the different researchers like Tsang el at.(2004) in Taiwan, Haghirian & Madlberger (2003) in Austria and Ratihayu el at.(2008) in Indonesia that they found consumers have negative attitude toward mobile advertising. In contrast to these findings, researchers of Mandy & Esther (2008) in Hong Kong, Saadeghvaziri & Seyedjavadain (2011) and Saadeghvaziri & Hosseini (2010) in Iran found that consumers have positive attitude toward mobile advertising.

Even though so many studies are conducted within developed countries in relation to consumers' attitude toward mobile ad like in Hong Kong, in Austria and so on, the result of these studies which are conducted in these countries cannot be directly applied to the developing countries like Ethiopia which has its unique socio-economic conditions. According to Saadeghvaziri and Seyedjavadain (2011), consumers with different cultural backgrounds develop different attitude toward mobile advertising messages.

It is obvious that the introduction of new technology to the world countries can bring a dynamic change to the day to day activities of any organizations and to the society as a whole. But not all the innovation of new technology can have the same functions in all countries globally. For instance mobile advertising can be effective in the case of developed countries; since there is high percentage of educated people, most of the society has similar language and there is no significance difference among their living conditions. While for developing countries like Ethiopia to apply this mobile advertising, it may require different considerations. Thus, assessing Ethiopian attitudes toward mobile ad provides practical guidelines for advertising designers and for these marketers to better strategize their advertising designs. Farther more, it fills the gap in knowledge about consumers' attitude toward mobile advertising in Ethiopia.

To this end, having stated the above problems this paper is concerned to examine consumers' attitude toward mobile advertisement in Ethiopia by taking some of the variables such as messages content and trust which are factors derived from MMA as global standards for using mobile as a channel of advertising. Thus, the fundamental task of this study is to understand the present situation of consumers attitude toward mobile ads and to describe what determines these consumers' so as to be favourable or unfavourable to these advertising messages in Ethiopia.

1.3 OBJECTIVES OF THE STUDY

- **GENERAL OBJECTIVE**

The general objective of this study is to assess consumers' attitude toward mobile advertisement in Ethiopian.

- **SPECIFIC OBJECTIVES**
1. To assess the message content of mobile ads.
2. To identify the trust level of mobile ads.

2. METHODOLOGY

2.1 RESEARCH STRATEGY

The term research strategy is used to indicate a general orientation to conduct a research, which can be either quantitative or qualitative in nature or it can be both (Pellissier, 2010). This study has employed both qualitative and quantitative techniques to gather the required data for the study. The Quantitative approach focuses on obtaining numerical data using the close ended questions. On the other hand the open ended questions were designed to deal with the qualitative aspects of the study.

2.2 RESEARCH DESIGN

For this study a descriptive research design was applied. Descriptive research is a research study which is concerned with describing the characteristics of a particular individual, or a group (Kothari, 2004). The researcher has also adopted a cross sectional survey method of investigation. This provides the opportunity to explain the present situation of consumers' attitude toward mobile advertising. This is similar with the research which was done by Juwaheer el at. (2011). Therefore, this research is aimed at describing the present conditions of consumers' attitude towards mobile advertisement in Ethiopia.

2.3 DATA TYPE AND SOURCES

The researcher used both qualitative and quantitative data types. To collect the qualitative and quantitative data types the researcher used primary data source. In order to collect the primary data, questionnaire which is composed of both close ended and open ended questions was employed.

2.4 THE STUDY POPULATION

The study was conducted on mobile users of Mekele University Adi-Haki campus. The reason to select this population was to have respondents who came from different cultural backgrounds of the country. In addition, since almost all SMS advertisements are made using English as a medium of communication, it was appropriate to select a population who can evaluate an advertisement which is written in English. Accordingly, the population of the university is found to be preferable.

2.5 SAMPLING DESIGN

Since the nature of the population from which the sample has been extracted was heterogonous; the researcher categorized the respondents in to three stratums. Namely, as academic staff, supporting staffs, and students. The total population of these categories was 6027. For the study 375 respondents from the total population was taken as a sample. Moreover, as a matter of fact a non probability sampling which is convenient sampling technique was applied for this study. This is similar with previous researchers like Tsang el at.(2004), Ratihayu el at.(2008), Saadeghvaziri & Seyedjavadain(2011), and Juwaheer el at.(2011).

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The sample which was taken for this research specifically includes the categories of local academic staffs, permanent supporting staffs and undergraduate students as respondents for this study. By applying statistical formula which is derived by Yamane (1967), cited in Israel (2003) the sample has been calculated as follows;

$$n = \frac{N}{1+N(E)^2}$$

Where,

n = sample size to be determined

N = population size

E = sampling error/level of precision (0.05)

$$n = \frac{6027}{1+6027(0.05)^2} = 375$$

TABLE 3.1: SAMPLE DISTRIBUTION

Categories	Number	%	Size
Local academic staff	449	7.45	28
Permanent supporting staffs	181	3.00	11
Undergraduate students	5397	89.55	336
Total	6027	100	375

Source: Researcher's own computation, 2013

2.6 DATA COLLECTION

A total of 375 questionnaires were distributed, out of which 370 were collected. The data were collected by employing self-administered questionnaire. Questionnaire helps to provide consistency in the questions (Greener, 2008). The questions in the questionnaire were adapted from researchers of Saadeghvaziri & Hosseini (2011), Ratihayu el at.(2008), Haghirian & Madlberger (2003), and Tsang el at.(2004). Majority of the close ended questions of the questionnaire were designed using the five-point likert scale which ranges from 1=strongly disagree, 2=disagree, 3=moderate, 4=agree, and 5=strongly agree. This is similar with Haghirian & Madlberger(2003), Saadeghvaziri & Seyedjavadain(2011), and Juwaheer el at.(2011). On the other hand, open ended questions were also included in the questionnaire in order to grasp more idea about the respondents' attitude toward mobile advertising.

2.7 DATA ANALYSIS AND PRESENTATION

Descriptive and inferential statistics analysis was employed based on the data obtained from 370 respondents, of which 331 were students, 11 were supporting staffs, and 28 were academic staffs. Immediately after the data collection was completed, editing and coding were done in house. After editing and coding, data entry were followed to analyze the data. Descriptive Statistical tools were applied to analyse the data which were collected through close ended questions with the help of SPSS (Statistical Package for Social Science) version 17 software. The data has been subjected to the basic analysis such as descriptive statistics; for this, different statistical tools like mean, standard deviation and cross tabulation were used to provide insight in to the data for analysis. Moreover tables, bar charts and pie charts were employed to present the data in the form of frequencies and percentage along with the explanations. Finally based on the result obtained from the analysis conclusions, recommendations and implications for future researches were made.

3. DATA PRESENTATION, ANALYSIS AND DISCUSSION

This part of the study concerned with the analysis and interpretation that shows and explains the descriptive and inferential statistics analysis. To analyze the present situation of consumers' attitude toward mobile advertisement in Ethiopia, the researcher distributed 375 questionnaires to mobile users of Mekelle University who are found in Adi-Hakki campus, out of which 370 questionnaires were returned and used for analysis, the response rate therefore was around 98.7%. Thus, descriptive and inferential statistics analysis was done based on the data obtained from 370 respondents. The collected data were tested for reliability using Cronbach's alpha. Results of the reliability test for all constructed questions were more than 0.97 and this exceeded the suggested value of 0.70 recommended by Hair et al. (2006) cited in Jayasingh & Eze (2009). Therefore the result demonstrated that the data collected from the survey are highly reliable and suitable for further analysis.

3.1 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

The purpose of this profile is to find a biographical data of mobile users responding to the questionnaire. Accordingly, the following table shows the data classified by sex, age, educational level, occupation and number of years in using mobile service profiles by frequency and percentage for all the categories of the general information.

TABLE 3.1: DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Demographic Characteristics	Description	Frequency	Percent	Valid Percent	Cumulative Percent
Sex	Male	224	60.5	60.5	60.5
	Female	146	39.5	39.5	100.0
	Total	370	100.0	100.0	
Age	≤ 20	113	30.5	30.5	30.5
	21 to 30	241	65.1	65.1	95.7
	31 to 40	9	2.4	2.4	98.1
	41 to 50	5	1.4	1.4	99.5
	51 and above	2	.5	.5	100.0
	Total	370	100.0	100.0	
Educational level	Student	331	89.5	89.5	89.5
	First degree graduate	17	4.6	4.6	94.1
	Post graduate	17	4.6	4.6	98.6
	PHD	5	1.4	1.4	100.0
	Total	370	100.0	100.0	
Occupation	Student	331	89.5	89.5	89.5
	Supporting Staff	11	3.0	3.0	92.4
	Academic staff	28	7.6	7.6	100.0
	Total	370	100.0	100.0	
Years in mobile service usage	< 1 Year	20	5.4	5.4	5.4
	1 to 3 years	106	28.6	28.6	34.1
	3 to 5 years	130	35.1	35.1	69.2
	>5 years	114	30.8	30.8	100.0
	Total	370	100.0	100.0	

As table 3.1 indicates, out of 370 respondents 224(60.5%) were males and 146(39.5%) were females. This shows that majority of the respondents were males. With regard to age group 113(30.5%) of the respondents were in the age group of less than or equal to 20yrs, 241(65.1%) were between 21 to 30yrs, 9(2.4%)

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were between 31 to 40yrs; the remaining 5(1.4%) and 2(0.5%) of the respondents were between 41 to 50 yrs and 51 or above years old respectively. Therefore based on the above data majority of the respondents was in the age group of 21 to 30 years old which indicates that the respondents were primarily young.

Concerning to educational level; 331(89.5%) of the respondents were students, 17(4.6%) were first degree holder and the remaining17 (4.6%) and 5 (1.4%) of the respondents were second degree and PHD holders respectively. From this we can conclude that the smallest number of respondents were PHD holders. Regarding to occupation of the respondents; 331(89.5%) of the respondents were students, respondents from supporting staffs accounts 11(3.0%), and the remaining 28(7.6%) were academic staffs. So this shows that most of the respondents were students.

Finally, based on the number of years in using mobile service, respondents using mobile service for less than 1 year accounts 20(5.4%), respondents that used mobile service from 1 to 3 years were 106(28.6%), majority of the respondents 130(35.1%) have been using mobile service from 3 to 5 years, and the remaining 114(30.8%) of the respondents have been using mobile service for above 5 years. Therefore, this indicates that majority of the respondents (94.6%) were users of mobile services for more than 1 year.

3.2 FACTORS THAT INFLUENCE CONSUMERS' ATTITUDE TOWARD MOBILE ADS

Mobile advertising, which resulted from the outcomes of telecommunication infrastructures has become a new research issue on mobile commences, hence, it is important to assess its effectiveness with respect to its acceptance by the audiences (Jayasingh & Eze, 2009). Different researchers in different countries have studied user acceptance of mobile advertising by measuring with different dimensions. For this study the important variables that determine consumers' attitude toward mobile ads are derived from MMA as global standards for mobile commences. Therefore, the analysis bellow reveals the discussion and findings of these variables such as message content, trust, permission, frequency of message and time factors that influence consumers' attitude toward mobile advertising.

- **MESSAGE CONTENT FACTORS**

Message content factors for mobile advertising mostly includes the informativeness and entertainments ability of the message which is sent through mobile devices, so that, designing the message content is a major step that determines the ad effectiveness (Tsang el at., 2004). Therefore, starting from this it can be said that advertising messages should be informative, enjoyable, lighter to read and easily to understood by the users so as to enhance consumes' positive attitude towards the messages. Hence, the following section shows the analysis and finding of the message content factors with regard to the message clarity for reading, volume of the message, language of the messages, and informative & entertainment nature of the advertising messages.

TABLE 3.2: SIMPLICITY OF READING THE MESSAGE CONTENT

Item	Description	Frequency	Percent	Valid Percent	Cumulative Percent
Reading the message content of mobile advertising is simple	Strongly disagree	43	11.6	11.6	11.6
	Disagree	55	14.9	14.9	26.5
	Neutral	60	16.2	16.2	42.7
	Agree	150	40.5	40.5	83.2
	Strongly agree	62	16.8	16.8	100.0
	Total	370	100.0	100.0	

Table 3.2 shows that, 98(26.5%) of the respondents disagreed with the simplicity of reading the message content of mobile advertising, 60(16.2%) of the respondents evaluated as being neutral, and majority of the respondents 212(57.3%) agreed with the simplicity of reading the message contents of mobile advertising. Even though most of the respondents evaluated as being agreed with the simplicity of reading the messages, there are about a little more than one fourth of the respondents who are unhappy with the simplicity of reading the advertising messages. According to MMA (2003), all message contents of mobile advertising must be simple and clear to read so as to be easily understood by mobile users.

TABLE 3.3: THE VOLUME OF THE MESSAGE CONTENT

Item	Description	Frequency	Percent	Valid Percent	Cumulative Percent
The volume of the message content is short and to the point.	Strongly disagree	36	9.7	9.7	9.7
	Disagree	93	25.1	25.1	34.9
	Neutral	63	17.0	17.0	51.9
	Agree	121	32.7	32.7	84.6
	Strongly agree	57	15.4	15.4	100.0
	Total	370	100.0	100.0	

As table 3.3 demonstrates that, 129(34.8%) of the respondents perceived that messages of mobile ads are not short and to the point in their volume content, while 63(17.0%) of the respondents viewed as being neutral, and majority of the respondents 178(48.1%) agreed that messages are short and to the point. Accordingly, about one third of the respondents conveyed their disappointment on the volume of the message as being short and to the point. This calls attention for advertisers to make the advertising messages short and to the point. This is supported by Saadeghvaziri and Hosseini (2010) that they noted in order to decrease consumers' irritation and increase positive attitude toward mobile advertising the messages should be short and to the point.

TABLE 3.4: THE LANGUAGE OF THE MESSAGE

Item	Description	Frequency	Percent	Valid Percent	Cumulative Percent
Easily understand the message content of mobile advertising in its English language.	Strongly disagree	32	8.6	8.6	8.6
	Disagree	71	19.2	19.2	27.8
	Neutral	46	12.4	12.4	40.2
	Agree	136	36.8	36.8	77.0
	Strongly agree	85	23.0	23.0	100.0
	Total	370	100.0	100.0	

According to table 3.4, 103(27.8%) of the respondents replied that messages of mobile ads cannot be easily understood in its English language, 46(12.4%) of the respondents evaluated as being neutral, and among the respondents 221(59.8%) agreed that messages of mobile ads can easily understood. This result indicates that even though all respondents were educated people there are about a little more than one fourth of the respondents who cannot easily understood the message content of the ads in its English language. In order to be effective mobile advertising has to employ the appropriate language of the message receivers. According to Article 29 Working Party (2010), mobile advertising messages should be written in understandable language of the consumers. Furthermore, Wirtz et al. (2007) stated that when marketers are intended to use online advertising they must ensure that the message is highly visible to consumers and it is written in a relevant language that can be easily understood by recipients.

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TABLE 3.5: RELEVANT INFORMATION

Item	Description	Frequency	Percent	Valid Percent	Cumulative Percent
Mobile advertising provide the information that I need.	Strongly disagree	45	12.2	12.2	12.2
	Disagree	95	25.7	25.7	37.8
	Neutral	88	23.8	23.8	61.6
	Agree	98	26.5	26.5	88.1
	Strongly agree	44	11.9	11.9	100.0
	Total	370	100.0	100.0	

As can be observed from table 4.5, about a little more than one third of the respondents 140(37.9%) disagreed with the information provided through mobile ads in relation to their needs, 88(23.8%) of the respondents viewed as being neutral, while 142(38.4%) of the respondents agreed that the information provided through mobile ad is relevant to what information they needs. Overall, this result indicates significant numbers of respondents are not satisfied in getting relevant information from the advertising messages. To provide relevant information advertisers in Ethiopia have to convey the advertising messages based on the interest of the target audiences. This is supported by Juwaheer (2011) who stated so as to make consumers free of irritation from mobile advertising more relevant and up to date information should be provided to them. In addition to this Ratihayu el at.(2008) stated that consumers can feel disappointed when they received SMS advertising that do not have any relation to their needs. In line with this Nasco and Bruner (2008) cited in Al-alak and Alnawas (2010) found that consumers are more likely to accept mobile advertising messages when the information content is more relevant to their needs.

TABLE 3.6: PROVIDING USEFUL INFORMATION

Item	Description	Frequency	Percent	Valid Percent	Cumulative Percent
Generally, mobile advertising provide useful information.	Strongly disagree	41	11.1	11.1	11.1
	Disagree	92	24.9	24.9	35.9
	Neutral	69	18.6	18.6	54.6
	Agree	105	28.4	28.4	83.0
	Strongly agree	63	17.0	17.0	100.0
	Total	370	100.0	100.0	

As can be seen from table 3.6, 133(36.0%) of the respondents perceived mobile advertising messages failed as being informative, 69(18.6%) of the respondents replied as being neutral, and 168(45.4%) of the respondents agreed that the advertising messages are informative. Overall, about a little more than one third of the respondents articulated their unhappiness with regard to mobile ads in providing useful information. This is an indication when marketers are intended to advertise their products and services through mobile device; they have to provide complete and useful information. This is supported by MMA (2003) that stated consumers must be given clear and complete information about the goods or services which are advertised through mobile device before they decided to buy the products or services.

TABLE 3.7: FUNNY TO READ

Item	Description	Frequency	Percent	Valid Percent	Cumulative Percent
Mobile advertising is funny to read.	Strongly disagree	74	20.0	20.0	20.0
	Disagree	115	31.1	31.1	51.1
	Neutral	78	21.1	21.1	72.2
	Agree	86	23.2	23.2	95.4
	Strongly agree	17	4.6	4.6	100.0
	Total	370	100.0	100.0	

Based on table 3.7, majority of the respondents 189(51.1%) expressed their unhappiness on mobile advertising messages as being funny to read, 78(21.1%) of the respondents evaluated as being neutral, and the remaining 103(27.8%) of the respondents agreed with the messages as they are attractive to read them. According to this table about half of the respondents agreed that the messages are not funny. This result implies that marketers have a weakness in designing their advertising messages in an eye-caching way that can attract consumers to read them. According to Ravikumar (2012), how enjoyable respondents found mobile advertising messages have the highest influence in consumers' attitudes toward it, for this reason, the messages should be clear, complete and attractive to read them.

TABLE 3.8: RESPONDENTS PERCEPTION ON MULTIMEDIA MESSAGING SERVICE (MMS)

Item	Description	Frequency	Percent	Valid Percent	Cumulative Percent
I like to receive mobile advertising which contains photos, videos, and sounds.	Strongly disagree	17	4.6	4.6	4.6
	Disagree	27	7.3	7.3	11.9
	Neutral	45	12.1	12.1	24.0
	Agree	159	43.0	43.0	67.0
	Strongly agree	122	33.0	33.0	100.0
	Total	370	100.0	100.0	

As table 3.8 indicates, 44(11.9%) of the respondents were not interested to receiving mobile advertising messages that contains photos, videos and sounds, 45(12.1%) of the respondents evaluated as being neutral, while more than three fourth of the Respondents 281(76.0%) liked mobile advertising messages which contains photos, videos and sounds. Overall, the result of this table indicates that majority of the respondents are more interested to receive mobile advertising messages in the form of multimedia messaging services. This is an indication to advertisers to send their messages in the form of MMS. According to MMA (2008), MMS messages would be the right one to develop mobile ads in the future reason behind is their quality in sending the text massages in combination with audios, images or videos. To support this, researchers like Saadeghvaziri and Hosseini,(2011) recommended that mobile advertising should be enjoyable and have contain picture, video and sound so as to make consumers more favorable toward the messages.

TABLE 3.9: RESPONDENTS PERCEPTION ON ENTERTAINING NATURE OF MOBILE AD

Item	Description	Frequency	Percent	Valid Percent	Cumulative Percent
I feel that receiving mobile ad is entertaining.	Strongly disagree	67	18.1	18.1	18.1
	Disagree	108	29.2	29.2	47.3
	Neutral	88	23.8	23.8	71.1
	Agree	80	21.6	21.6	92.7
	Strongly agree	27	7.3	7.3	100.0
	Total	370	100.0	100.0	

Table 3.9 reveals that, nearly about half of the respondents 175(47.3%) disagreed with mobile advertising messages as being entertaining, 88(23.8%) of the respondents perceived as being neutral, and the remaining 107(28.9%) of the respondents agreed with mobile ad as it is entertaining. This result shows that majority of the respondents have a negative view toward mobile ad as being entertaining. This is consistent with Tsang el at.(2004) that they found entertainment is the most significant factor which affect consumers' attitude toward mobile ads. In connection to this Haghirian and Madlberger (2003) revealed

that entertaining messages can increase customer loyalty and add value for the customers. This implies that advertisers in Ethiopia have to design their advertising messages so as to make entertaining advertisements and to improve consumers' positive attitude toward the advertising messages.

- **TRUST FACTORS**

For mobile marketing trust is defined as a little information about products feature that can give a positive impact about what customers believe and what marketers perform for their promises (Ratihayu el at., 2008). Consumer trust to mobile advertising messages can be affected because of these fake messages which are sent by unknown people. In order to be a believable source of information SMS advertising must be trusted by the users. Hence, the section bellow shows the discussion and findings of trust factors with regard to Believable source of information and trusting mobile advertising messages.

TABLE 3.10: BELIEVABLE SOURCE OF INFORMATION

Item	Description	Frequency	Percent	Valid Percent	Cumulative Percent
Mobile ad is a believable source of information.	Strongly disagree	42	11.4	11.4	11.4
	Disagree	86	23.2	23.2	34.6
	Neutral	73	19.7	19.7	54.3
	Agree	127	34.3	34.3	88.6
	Strongly agree	42	11.4	11.4	100.0
	Total	370	100.0	100.0	

As can be seen from table 3.10, 128(34.6%) of the respondents replied that mobile ad is not a believable source of information, 73(19.7%) of them evaluated it as being neutral, and about 169(45.7%) of the respondents replied that mobile ad is a believable source of information. Overall, about a little more than one third of the respondents disappointed with mobile ads as a believable source of information. Sometimes people is being unbeliever if marketers fail to offer the products/services as what they advertised though mobile device. This is supported by Ratihayu el at.(2008) that they stated customers believe mobile advertising messages if it fits what marketers perform for their promise in the advertisements.

TABLE 3.11: TRUSTING MOBILE ADVERTISEMENT

Item	Description	Frequency	Percent	Valid Percent	Cumulative Percent
In general, I can trust mobile advertising.	Strongly disagree	58	15.7	15.7	15.7
	Disagree	114	30.8	30.8	46.5
	Neutral	91	24.6	24.6	71.1
	Agree	86	23.2	23.2	94.3
	Strongly agree	21	5.7	5.7	100.0
	Total	370	100.0	100.0	

As table 3.11 shows, majority of the respondents 172(46.5%) do not trust mobile advertising messages, while 91(24.6%) of the respondents perceived as being neutral, and the remaining 107(28.9%) of the respondents agreed that they trust mobile advertising messages. This result shows that about a little lower than half of the respondents disappointed on trusting mobile advertising messages. This is similar with Saadeghvaziri and Seyedjavadain (2011) that they found respondents perceive mobile advertising informative but they do not trust it. For this result, respondents' distrust may be emanated from these spamming messages, since there are same fraud messages which are sent by some irresponsible persons that abuse the intended purpose of mobile ads. Those consumers who trust mobile ads would have positive attitude toward it. This is supported by Ratihayu el at.(2008) that they stated trusting the SMS ad can highly affect the acceptance of mobile advertising messages.

4. CONCLUSIONS

This research has investigated some factors which can result consumers in creating negative attitude toward mobile advertising in Ethiopia. Therefore, based on the analysis and the finings the following conclusions are drawn for this study.

- The finding of the study finding shows that reading the message content of mobile advertising is not absolute simple i.e. there are some respondents who are unhappy with due to the difficulty of reading the messages. This is emanates from the volume and content of the messages since they are not short, clearly written and to the point.
- The degree of understanding of mobile advertising is highly influenced by the understanding of the language it is communicated. Accordingly, majority of the respondents believe that the message of mobile advertizing should be written with a language which is familiar to the receivers. So, advertising messages have to be provided with the appropriate language of consumers.
- As shown from the analysis part, some respondents are annoyed by mobile advertising messages. The reason behind is that the message they have received is irrelevant and respondents figure out that they have rarely received an advertising message with useful information. As a result, the respondents articulated their unhappiness with regard to mobile advertising messages in providing useful information to them.
- The survey finding demonstrated that trust of mobile ads is moderately affecting customers' attitude. According to this result, respondents have unfavorable feelings to mobile ads; consequently they don't consider mobile ads as a reliable source of information. It is obvious that consumers become disappointed when marketers fail to offer the products/services as what they advertised though mobile device and this cause consumers to distrust mobile advertising messages. In general, the finding shows that consumers are moderately influenced by trust factors.

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