

**ADVERTISING MESSAGES IN MOBILE PHONES: A SURVEY OF USERS'  
RESPONSE AND ATTITUDE IN LAGOS STATE.**

**BY**

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**BEING DISSERTATION SUBMITTED TO THE DEPARTMENT OF MASS  
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IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF  
MASTER'S DEGREE IN MASS COMMUNICATION.**

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## **DECLARATION**

*I declare that this project is based on a study undertaken by me in the Department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of Dr. F.P Olise.*

*All ideas are products of my personal research and the views of others are duly acknowledged.*

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## **CERTIFICATION**

*This is to certify that this project was carried out by EZE ADAEZE BENEDICTA (Matriculation Number: PG/ART1512950) in the department of Mass Communication, Faculty of Social Sciences, University of Benin.*

*In partial fulfillment of the requirements for the award of postgraduate in mass communication.*

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### **DEDICATION**

This project is dedicated to Almighty God for His divine grace in the race of the completion of the program, and to my wonderful parents Mr. and Mrs. Eze, for their unconditional love and massive support all through this program and beyond.

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I am most grateful to God Almighty who has been faithful in my unfaithfulness.

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## ABSTRACT

The focus of this study was on advertising messages on mobile phones by surveying users' response and attitude in Lagos. Thus, a 10-item questionnaire was distributed to 500 mobile phone users' systematically selected from 10 Local Government Areas. The 10 L.G.As were selected randomly by balloting from the 20 L.G.As in Lagos State. The study was anchored on the tenets of attitude change and technology acceptance model (TAM) theories. Data collected and collated were analyzed and presented, using Pearson correlation co-efficient formula, simple percentages, frequency Tables and mean scores for testing of the hypothesis and answering the research questions. Findings revealed that users level of response to advertising messages on their mobile phones is very low. However, a few types of advertising messages that had high level of response from mobile phone users, like advertising messages or Internet data plan subscription, callers tuned messages, etc, were indicated. It was also found that users respond to advertising messages as well as deleting them after reading them. Also found was that users had a negative attitude towards advertising messages sent to their mobile phones which include SMS, calls, caller tune advertising messages, hit musical, Internet data plan subscription etc. The factors responsible for the low level response and negative attitude towards advertising messages among users according to this study, were the frequency of receiving advertising messages, irrelevant advertising, etc. With no significant relationship found between users' level of response as well as their attitude; and advertising messages on mobile phones, the study concluded that users do not respond to advertising messages in line with the expectations of the senders. Therefore, the study recommended that permission based advertising must be employed in Nigeria to boost and enhance mobile phone users and service providers relationships in the areas of sending and receiving of advertising messages, among other things.

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background to the Study**

A few years ago, Nigerians resorted to the use of letters, emails and landline to communicate with friends and families. Today however, the vast majority of Nigerians now own a mobile phone. Mobile phone also known as Global System of Mobile Communication (GSM) was introduced to the Nigerian market in 2001, when it replaced the Nigerian Telecommunications Limited (NITEL). NITEL was the principal telecommunications company in Nigeria and was owned by the Nigerian government until it was sold to Nigerian Telecommunications (NITEL) through a guided liquidation process led by the Bureau of Public Enterprise (BPE) in 2015. The history of Global System for Mobile Communication in Nigeria (GSM) dates back to June 23, 2012. The History of mobile phones or Global System for Mobile Communication (GSM) in Nigeria is traceable to the deregulation of the telecommunication industry which gave birth to the GSM revolution from the year 2001 till the present (16 years now) under the civilian administration of President Olusegun Obasanjo, GCFR. Since then the Mobile phone has witnessed a phenomenal growth in the number of subscribers from barely less than a million to over 100 million subscribers.

The innovation and growth of mobile phones in Nigeria is astonishing More and more Nigerians keep acquiring mobile phones of different types from java phones to smart phones primarily for communication purposes. Mobile phone is also used for other reasons. Leung and Wei (2000) discovered a host of uses and gratifications for mobile phones including social, instrumental and

psychological reassuring motives. Also Fuller and Atkin (2017) found that mobile phones are used for interpersonal utility, entertainment, information seeking, pass time etc.

In the light of this, Akanni (2014) argues that the increasing growth of mobile phone has led to the ownership of the device a must. The mobile phone according to Bel-Molokwu (2000) is one of the greatest developments in the communication industry. It makes for direct, simple, personal and immediate communication. This modern technology, Bel-Molokwu further notes, requires no wire unlike the analogue telephone. The mobile phones operate in the sense of a radio transmitter with limited coverage on contrast to a single transmitter covering a wide area. The mobile phone has aided interpersonal relation by influencing intimacy and closeness between people. Also, the mobile phone is rapidly becoming the urban device — the one device that seems to have it all and becomes even more indispensable than it is now. Mobile phones have already started functioning as more than just communications devices.

Mobile phones serve as watches and alarm clocks . Even with the limited free games that come with basic phones, they are already good for "time-pass". Mobile phones can also function as calculators ( Rediff Business, 2017). With the advent of smart phones, mobile phones have become computers. Mobile phones are also used as television, document viewers, music player etc. With the overwhelming use of mobile phones in the nation, mobile advertising is now on the increase. Mobile advertising can reach users at any time because mobile phones are carried along by people wherever they go. Even though text message alerts are practically push-based services, it can work well with other pull-based forms of mobile advertising. These great technological developments under the last decade have given many organizations and mobile network providers' new possibilities to market themselves. Mobiles phones, smart phones and the new

ultraportable laptops now make it possible to for organizations to send advertisement consumers 24/7 (Olofsson, 2009).

Mobile advertising is important to any business or network providers like MTN, GLO, Airtel and 9mobile formally known as etisalat etc. The primary function of any advertisement is to sell goods and services. Advertising is one of the marketing tools that are used to attract the attention of prospective customers to a business or its products or services. Therefore, the more effective advertising campaign, the more the customers it is likely to draw and with greater frequency. To a great extent, mobile advertising emerged as an important communication channel which enables the rapid adaptation of wireless technologies in marketing strategies. The reasons why mobile phones have gained importance in advertising can be adduced to customers' having their mobile phones at any time and in any place. Mobile phones are usually opened to communication, which could be one-to-one communication that attracts more attention. Receivers could also respond to the messages later by recording them.

Moreover, the opportunity to have one-to-one audiovisual communication by providing suitability for customers and efficiency for marketing managers enhanced mobile advertising. Rai (2013) adds that the purpose of mobile phone advertising is to gain attention for the products, ensuring prolonged association with consumers, or for the purpose of recall of their products in customers' mind. However, without a proper mobile advertising strategy, mobile phones network providers' mobile advertising campaign may not be successful and may frustrate users or get them bored. The mobile advertising strategies adopted by the operation of mobile phones network providers (MTN, GLO, Airtel and 9mobile) may impact positively on their profit and increases the customers patronages but it equally has been discovered that customers are not satisfied with the nature of such messages (Akanin, 2014). This notwithstanding, Adedin

(2015) argues that by sending advertisements to mobile phone users, marketing companies can effectively reach billions of people. Mobile advertising has proven to be more efficient than internet advertising, though the two are often compared. This unobtrusive two-way communications caught the attention of media industry and advertisers as well as cell phone makers and telecommunications' operators.

Eventually, Short Message Service (SMS) became a new media - called the seventh mass media channel, by several media and mobile experts and even more, it is a two-way mobile media, as opposed to one-way immobile media like radios, newspapers and television (Aoki and Downes, 2003). Besides, the immediacy of responsiveness in this two-way media is a new territory found for media industry and advertisers, who are eager to measure up market response immediately. Using mobile phones to distribute advertisements to users is a crucial part of the marketing industry. It is an acknowledged fact that with the introduction of the mobile phone, marketers found that users could be reached quickly, and that advertisements were difficult for users to avoid (Okwechime, 2009). Many companies rely now on the mobile phone advertising to spread the word about a product or service. Also when a company is aware of whom they are sending their advertisement to, they can better assess what tone is most appropriate, what imagery is most appealing, what humour will be most effective and what time of the day to send it (Okoro, 2013).

For example, choosing to send an advertisement; at noon time in many Arab countries may not be a good idea as that is usually a time when people rest, eat and take a nap while night time is more social. Similarly, incorporating customers' names in advertisement, sending advertisement that speak directly to their interest and tailoring advertisement so they are timely- such as incorporating football celebrities in advertisement promoted during World cup season will incite more interest in the ads and increase their popularity. A good approach is to first understand who

the consumers are as a whole, to split them into different target groups based on age, location, interests etc and based on that; tailor the advertisement to work best for each target group (Hayko, 2010). This is because sending excessive and irrelevant advertising messages to mobile phone users may trigger a negative attitude and response.

While mobile advertising has proven extremely effective, there may also be some major drawbacks. For instance, many active users of mobile phones in Nigeria may argue that their network service providers like MTN, GLO, Airtel and 9mobile send series of unsolicited SMS, calls and advertising messages to them. This type of scenario may produce a negative reaction in mobile phone users' responsiveness and attitude towards mobile advertising messages from their network service providers. Besides given the six fundamental principles on which advertising campaign run as given by Shahid (1999) and the three (3) fundamental rules of advertising propounded by Okoro (2013) which are both heavily concerned with users/consumers' satisfaction, how can such principles/rules be actualized if customers/ mobile phone users do not respond positively to mobile advertising. These principles/rules include scoring attention to arose interest, to develop and sustain, that interest, to create desire, to incite action and create good will.

Some of the advertising messages mobile phone network services providers send to their subscribers which are usually unsolicited for include information on data subscription, promotional messages, religious messages. Most times, these messages come frequently and sometimes are either ignored or deleted and become very frustrating. This must have caught the attention of the Nigerian Communications Commission (NCC). Hence, a policy in the Nigerian Communications Commission (NCC) was enacted, which mandated all network service providers in Nigeria to provide a code that subscribers can use to opt out of any category of unwanted text messages. This explains why all the mobile phones network service providers in

Nigeria has released various codes to make this possible. This is in a bid to reduce any negative effect, mobile phone network service providers' advertising messages can have on mobile phone users.

### **1.1.1 The Concept of Responsiveness and Attitude**

Consumers' attitude is hugely influenced by advertisement and their response is as a result of how well the advertisement are packaged and transmitted. How consumers react or respond to any advertising message is a product of their attitude. This is so because responsiveness is the degree of one's ability to react quickly to issues. It is like the reaction of audience at the concert of their all-time favourite singer. Responsiveness can also be viewed as the state or quality of reacting in a desired or positive or negative way. Attitude, on the other hand, is a predisposition or a tendency to respond positively or negatively towards a certain idea, object, person, or situation. Attitude influences an individual's choice of action, and responses to challenges, incentives, and rewards or messages. Responsiveness and attitude are closely related. While responsiveness is the degree to which mobile phone users pay attention to advertising messages, attitude is the way you react to the advertising messages. Attitude can also be defined as a predisposition to respond to an object in a consistently favourable or unfavourable way.

Similarly, Kotler and Keller (2006) state that attitude is a person's enduring favourable or unfavourable evaluations, emotional feelings, and action tendencies towards some object or idea. Positive attitude toward mobile advertising refers to the consumer favourable evaluations and willingness toward mobile advertising. Responsiveness and Attitude are very important concept in research on advertising and marketing system (Tsang, Ho & Liang, 2004). An understanding of how consumers like mobile phone users respond to advertising is important in developing the right attitude towards such advertisement. An individual would respond to an object (or an idea) or a

number of things (or opinions). Attitude is also' an important construct for information systems research. For example, the technology acceptance model that predicts the use of information systems consists of five major constructs; perceived usefulness, perceived ease of use, attitude, intention and use (McQuail, 2010)

The relationships between attitude, intention, and behaviour have been studied and confirmed in numerous studies (Tsang, Ho & Liang, 2004). Indeed, attitudes have an irreplaceable place in advertising, due to the fact that advertising message relevance and/or personalization, context and utility are vital to consumers' acceptance of advertising and enhance consumer purchase intention (Watson, McCarthy & Rowley, 2013).

### **1.1.2 The Concept of Mobile Phones**

A mobile phone is an electronic wireless portable scientific device, which is used to receive and send voice and messages. These days, it has become the most essential instrument for communication. (Sehba, 2016). Mobile phone, Hornby (2001) in Iwhiwhu, Ruteyan and Eghwubare (2010), observes, have revolutionized the daily lives of ordinary people. This unique device , which are also called cell phones do not use wires or cables but work with radio waves and can be carried about and used anywhere. Mobile phones are increasingly converging with other devices, incorporating camera, calendar, MP3 players, word processor and Internet browsers (Ofcom, 2008). Mobile phone is a handheld device that you can carry with you and use to make or receive calls wherever. It is a wireless handheld device that allows users to make calls and send text messages, among other features The earliest generation of mobile phones could only make and receive calls. Today's mobile phones, however, are packed with many additional features, such as web browsers, games, cameras, video players and even navigational systems. A mobile phone may also be known as a cellular phone or simply cell phone.

According to Akanni (2014) , technological advances that have made mobile phones more sophisticated and now make them have elaborate features like game facilities, phone mail and some with third generation (3G)- multimedia messaging and internet access may have made the youth to vouch for smart phones and blackberry. There are many benefits of having a mobile phone. Leung and Wei gave some as affection, immediate access, relaxation, fashion, mobility, instrumentality and reassurance while Aoki and Downes (2003) note that mobile phones are used for safety, cost, effectiveness, privacy, facilitate interaction and instant information. Akanni further states that mobile phones make it possible for anybody to be reached at anytime in any place. The device facilitates communication among close friends, peer groups, family, colleagues and business associates on one hand. Also, they can as well serve technologies of surveillance through which people can be monitored.

Apart from the fact that mobile phones enables individual to initiate communication or conversation within the context of building and maintaining social relationship or capital, the economic impacts could not be overlooked among its users and the nations in general. Its economic impacts however differ among the countries and in general have benefited the average citizen today.

### **1.1.3 The Concept of Mobile Phone Advertising**

A mobile advertisement or mobile advertising is a type of marketing strategy that uses mobile phones to generate advertisements (Laroche, Cleveland & Maravelakis, 2006). Advertising through 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 customers in form of time and location sensitive, personalized information with the overall goal to promote goods and services (Kumar, 2013). Mobile advertising is the

communication of products or services to mobile device and smart phones consumers. The mobile advertising spectrum ranges from Short Message Service (SMS) text to interactive advertisements. Mobile advertising is a subset of mobile marketing. Mobile advertising targets users according to specified demographics. Mobile networks identify related mobile profiles and preferences and displays corresponding advertisements when consumers download and uses data services like games, applications (apps) or ring tones.(Techopedia Inc, 2017),

Mobile advertising, according to Techopedia Inc (2017) can be done in the following ways:  
Mobile Web: Text tagline ads, mobile Web banner ads, WAP 1.0 banner ads, rich media mobile ads.  
Multimedia Messaging Service: Short text ads, long text ads, banner ads, rectangle ads, audio ads, video ads, full ads. Mobile Video and TV Advertising Units: Ad breaks, linear ad breaks, nonlinear ad breaks, interactive mobile video and TV ads. Mobile Applications: In-app display advertising units, integrated ads, branded mobile applications, sponsored mobile applications.

Regardless, of the method mobile network providers adopt for the advertising their products and services to mobile phone users, mobile advertising is fast arising and has become a major concern. More so, Okoro (2013) maintains that an advertising message is best when it communicates with consumers on a personal level. The personal level can be better achieved through the consumers' mobile phones. It is against this background that this study seeks to examine advertising in mobile phones by surveying users response and attitude in Lagos State.

## **1.2 Statement of the Problem**

Consumer's attitude towards mobile advertising has drawn lots of attention for a long time. Previous studies verified and emphasized that consumer's attitude towards mobile advertising is significantly affected by the perceived entertainment; information and credibility of an advertisement which affects the way consumers evaluate it. However, the general attitude towards how advertising

manifest itself is not only through perceived advertisement value but through factors from implementation process, frequency of distribution of advertising messages and consumers themselves. Invariably, the success of mobile phone network providers advertising messages is dependent on how customers respond to such adverts and their attitude towards advertising messages. The use of SMS and calls by network service providers in Nigeria like MTN, GLO, Airtel, 9mobile, etc is becoming very frequent.

Studies and observations like Showole and Ibrahim (2014), have shown that mobile phone users get irritated, frustrated and bored with the frequency at which advertising messages come into their mobile phones. This may affect the way mobile phone users respond to such messages. The global mobile advertising market is facing severe challenges and problems in the current economic scenario because of these changing customer attitudes towards mobile advertising. The problem arising here is advertising on mobile phones may not accomplish the purpose it was sent for. Therefore, this study seeks to investigate users' response and attitude toward advertising in mobile phones.

### **1.3 Objectives of the study**

The objectives of this study were to:

1. Determine the types of advertising messages sent to mobile phone users in Lagos State.
2. Find out users level of response towards advertising messages on mobile phones in Lagos State.
3. Establish how users respond to advertising messages on mobile phones in Lagos State.
4. Ascertain the attitude of users towards advertising messages in mobile phones in Lagos State.

5. Discover the factors responsible for users' response and attitude towards network service providers advertising messages in Lagos State.

#### **1.4 Research Questions**

1. This research is geared towards answering the following research questions:
2. What are the various types of advertising messages sent to mobile phone users in Lagos State?
3. What is users' level of response to advertising messages on mobile phones in Lagos State?
4. How do mobile phone users respond to advertising messages in mobile phones in Lagos state?
5. What are the attitudes of mobile phone users towards advertising messages in mobile phones in Lagos State?
6. What are the factors responsible for users' response and attitude towards advertising messages in mobile phone in Lagos State?

#### **1.5 Research Hypothesis**

The following research hypotheses were tested in this study:

Hoi. There is no significant relationship between users' level of response and advertising message in mobile phones in Lagos State.

Ho2. There is no significant relationship between users' attitude and advertising messages in mobile phones in Lagos State.

#### **1.6 Significance of the Study**

The outcome of this study would be useful in many ways. First, it would provide empirical data on mobile phone users level of responsiveness towards network service providers advertising messages, how mobile phone users respond to network service providers advertising messages in Lagos state, their attitudes towards network service providers advertising message, the types of advertising messages network service providers send to mobile phone users and the reasons for mobile phones users responsiveness and attitude towards network service providers advertising messages in Lagos state. Mobile phones network service providers in Nigeria like MTN, GLO. Airtel, 9mobile etc would find the outcome of this study very useful as this study would give them a picture of how their customers respond and act towards the advertising messages they send. Therefore, this study would provide empirical evidence from which policy can be formulated and implemented.

Furthermore, this research would be relevant to Nigeria government and Nigerian Communications Commission (NCC) as well as other relevant agencies in ensuring that the rights of Nigerians and mobile phone users are protected. It would provide greater insights into the potentials and limitations of advertising messages of network service providers. This, in turn, would also aid policy adjustment, coordination and implementation as it relates to mobile phones/telecommunications' activities.

Finally, this study would add to the existing pool of knowledge from which to any researcher interested in carrying out a research related to this study would find very useful as a reference material.

## **1.7 Scope of the Study**

The scope of this study was limited on Mobile phone users' responsiveness and attitude towards network providers advertising messages in Lagos state. The study was limited to mobile phone users residing in all the twenty (20) Local Government Areas in Lagos state, Nigeria from which 10 was scientifically selected to reflect the 20 local government areas and give every user of mobile phone in Lagos opportunity of being involved in the study. The Local Government Areas were selected in Lagos state because Lagos State is like the hub of almost all the major mobile phones network service providers' foundation and the State houses most of the head offices of virtually all the mobile phones network providers' head offices in Nigeria. In fact, Lagos State remains the hub of telecommunication activities in Nigeria. It is an unarguable fact that the story of mobile phones in Nigeria as it concerns the network service providers like MTN, GLO, Airtel, 9mobile etc has its roots in Lagos State

The study also covered the level of responsiveness, the ways mobile users respond to network service providers advertising messages, their attitude to such messages, the types of advertising messages sent to mobile phones users by network service providers and the reason for mobile phone users level of responsiveness and attitude towards network service providers advertising messages. However, this study did not cover mobile advertisement on the Internet by network service providers as the focus was on virtually mobile phone users in Lagos State, irrespective of whether their mobile phone is online - Internet or off line, without Internet connections but receives advertising messages from their network service providers.

### **1.8 Limitations of the Study**

The main issue in this study was that this research only focused on the attitudes and responsiveness of mobile users towards network service providers advertising messages on mobile phones. It does not cover advertising messages on the Internet. Be that as it may, the attitude of the respondents

towards the researcher posed as a challenge to the successful completion of this study. Majority of the respondents were not too free with the researcher. While some saw the researcher as a spy,- others were not willing to cooperate with the researcher due to lack of time.

Furthermore, the research methodology adopted for this study limited this study in some ways. Studies of this nature require observation, interview schedule etc so as to generate a more holistic view of the issues. Unfortunately, the time frame given for the completion of this study since it was an academic exercise with limited financial resources, did not allow for more research approaches other than the questionnaire. Similarly, the sample of this study was limited to only 500 mobile phone users in Lagos State, Nigeria. This figure could have enlarged assuming the researcher was given grant to execute this study.

There was also the challenge of limited time frame given for the completion of this work. The combination of lectures, assignment and other academic activities made the completion of the research very stressful though worthwhile.

## **1.9 Definition of Terms**

Terms frequently employed in this study are defined operationally within the context of usage in order to avoid misrepresentation and misinterpretation.

**Attitude:** An attitude is an enduring combination of cognitive, emotional and behavioural processes or mental states by which consumers/ mobile phone users structure the way they perceive and respond to mobile network service providers advertising messages.

**Advertising:** means of communication with users of product or service. The process and means by which services, ideas, goods, brands etc are communicated to consumers who are considered as users like mobile phone user etc with the intent to influence their attitude so that they can respond positively.

**Advertisement;** A notice or announcement in a public medium or media like newspaper/magazine, radio, Internet, television, mobile phones etc promoting a product, service or service by publicising it. Messages usually paid for by those who send them and are intended to inform or influence the people who receive them

**Communication:** Exchange of message or the act of conveying messages/information from one person to another or from one group to another or from one organisation to the people like network service providers communicating with their subscribers etc.

Lagos State: Lagos State is a state located in the south-western geopolitical zone of Nigeria. The smallest in area of Nigeria's 36 states, Lagos State is arguably the most economically important state of the country.

**Messages:** messages are communication in speech, writing usually brief sent to mobile phone user advertising one product or service or the other.

**Mobile Advertising:** This is non-personal communication of information about goods and services offered by network service providers through mobile devices like the mobile phone.

**Mobile Phone :** A handheld technological device employed in making calls, receiving calls, sending messages etc like network service providers sending advertising message to their subscribers

**Network Service Providers:** They are different telecommunication companies saddled with the responsibility of transmitting information electronically by wires and radio signals. In Nigeria the network service provider are MTN, GLO Airtel. 9mobile etc.

**Responsiveness:** This is the ability of mobile phone users to respond and react to advertising messages especially those residing in Lagos State.

**Short Message Service (SMS):** A text messaging service component of most network service provider of mobile phones like MTN. GLO, Airtel, 9mobile etc, which they use in sending messages to their subscribers.

**CHAPTER TWO**  
**LITERATURE REVIEW**

This chapter presents the literature review. Therefore, this chapter focuses on the review of literature related to this study with reference to the following sub-headings:

- 1.3 Mobile users' response towards advertising messages in mobile phones.
- 1.4 Attitude of users towards advertising messages in mobile phones.
- 1.5 Various types of advertising messages sent to mobile phone users.
- 1.6 Factors responsible for users' response and attitude towards advertising messages in mobile phones.
- 1.7 Relationship between users' response, attitude and advertising messages in mobile phones.
- 1.8 Review of Empirical studies
- 1.9 Theoretical framework

## **2.1 Mobile Users Response towards Advertising Messages on Mobile Phones**

New platforms are emerging every day, and mobile phones are ahead of the game.

The potential reach of this digital technology is something that won't go away and which cannot be ignored. It seems that the rise of the smart phone is unstoppable, and, coupled with the fact that a quarter of owners also own a tablet, this portable environment is a key mobile advertising platform. As mobile technology continues to diffuse, the numbers of mobile subscribers continue to grow. With a high penetration of mobile subscribers in the United States, the mobile phone and network is promptly becoming a feasible marketing channel as mobile phones facilitate the exposure to mobile technology (Soroa-Koury ,2008). More so, advertising using mobile phones is effective and personal. It allows companies to gauge the immediate response of clients.

Advertising using mobile phones is a strategy that is dynamic and evolves with the business situation. Hence, It is important for companies to develop methods that will enable them to reach out to their consumers wherever they may be. Mobile phone advertising, according to is the ability

for organizations and individuals to advertise their product or service over mobile phone devices. Mobile phone advertising is generally carried out as text messages or applications. The ability to advertise over mobile phones involves several characteristics centering on the cell being a personal device and how the cell phone is close to the owner or user throughout the day. As cell phone use continues to grow, marketers may see a rise in value of advertising through mobile phones. However, there are certain security risks to cell phone advertising that deal with privacy, spam, and malware. Mobile phone advertising is considered to be the next big thing and is still a relatively untapped market with great potential. (Reedy, 2010).

Advertisers are closely watching the mobile phone user segment and have started making tremendous use of it. There are a few reasons, Reedy noted that marketers think mobile phone advertising could be more successful than the other conventional forms of advertising: One's cell phone is arguably always with them, the advertisements can be personalized and the advertisements are small, yet effective. For these reasons, many advertisers say that an advertisement on a mobile phone is more likely to get a response from the user than any other form of advertising. It is true that advertising through mobile represents one of the most effective communication channels due to its measurability, individual targeting via personalized messages and geo-location targeting (Abeywickrama & Vasickov, 2014).

The success of every advertising message sent to mobile phone users is dependent on the level of responsiveness of the mobile phone user. The question arising is how do mobile phone users respond to mobile advertising by network providers? Heinonen and Strandvik (2003) define responsiveness as a consumer's willingness to respond and receive marketing communication. Heinonen and Strandvik argue that every marketing channel should be evaluated based on its responsiveness because this approach helps to understand the effects and effectiveness of

communication. Although you may often notice many people on Twitter getting antsy about mobile advertising or advertising in general, the research tells that users do pay attention to mobile advertising. In May 2012, Google partnered with analysts at Ipsos to find some rather telling statistics about mobile advertising and consumers. 84% of mobile users notice advertising while 56% of users have performed a search related to an ad they have seen on a mobile device — compared to 1% for TV, 41% for magazines and 34% for billboards ( Marc, 2012).

Furthermore, Showole and Ibrahim (2014) carried out a study on emerging issues in mobile phone service providers' promotional messages in Nigeria in which rural and semi-urban users of mobile phones were interviewed. Showole and Ibrahim study found that mobile phone owners who live in the areas that are not developed to urban centers don't really have reading and understanding of advert messages from network providers as a problem but rather the always mouthed snag of the messages remain unnecessary disturbances which was associated with the messages. One of the respondents of major network providers in Showole and Ibrahim study described the messages as promotional message dip. Another mobile phone user observed in a suburb of Abuja, which possesses semi-urban features, was seen soliloquizing having received more than promotional messages within five minutes from his two lines (MTN and glo) for the day. According to respondent, "it was practically impossible to believe that messages promoting romantic relationship are meant for people of his age and category." With this, it shows that network providers most times may not adequately consider silent demographic factors associated with the users living at semi-urban centers especially those that closed to the kind of the city examined.

This scenario was also observed in rural areas too as one woman seen cursing her network providers for incessant advert messages on her phone which she can't even read. Evidently, mobile service network provider may have missed their target at the semi-urban and rural area as the

appropriate advertising messages and not sent and the frequency at which the messages are sent is very irritating. In these types of situations, it is evident that mobile phone users respond negatively to network providers advertising messages.

## **2.2 Attitudes of Users towards Advertising Messages in Mobile Phones**

Attitude is an important concept in research on marketing and information system (Tsang, Ho & Liang, 2004). An individual would respond to an object (or an idea) or a number of things ( or opinions). Kotler (2001) stated that an attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea. Attitude can also be defined as a —learned predisposition to respond to an object in a consistently favorable or unfavorable way (Almossawi , 2014). Similarly. Kotler and Keller (2006) stated that “an attitude is a person’s enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea”. Hence, positive attitude toward mobile advertising refers to the consumer favorable evaluations and willingness toward mobile advertising

Similarly, Attitude is also an important construct for information systems research. For example, the technology acceptance model that predicts the use of information systems consists of five major constructs; perceived usefulness, perceived ease of use, attitude, intention and use. The relationships between attitude, intention, and behavior have been studied and confirmed in numerous studies (Tsang, Ho & Liang, 2004). Indeed, attitudes have an irreplaceable place in advertising, due to the fact that advertising message relevance and/or personalisation, context and utility are vital to consumers’ acceptance of advertising and enhance consumer purchase intention (Watson, McCarthy & Rowley, 2013).

Bauer, Barnes, Reichardt and Neumann (2005) highlighted that the success of mobile marketing depends on its acceptance by consumers. In general, consumers attitude towards advertising have

long been found to be negative. Studies have revealed that there are both positive and negative attitudes of consumers towards advertising in general. For instance, Tsang, Ho & Liang,(2004) reported that more people held favorable attitude towards advertising than unfavorable attitude before the 1970s. However, the trend changed after 1970. Mittal ( 1994) found more evidence of public attitude towards advertising. More recent studies have focused on attitude structures. Elliot and Speck (1998) investigated six major media ( tv, broadcasting, magazines, newspaper, yellow pages and direct mail and found that television and magazines exhibited the highest level of ad related communication problems (hindered search and disruption). Perceived clutter, hindered search and disruption were related to less favorable attitude and greater ad avoidance. These effects varied in different media. The differences in the way different media affects a higher degree of irritation than radio ads, which are less irritating because radio programs usually serve as background music.

With the advent of the Internet, public assessment of advertising varied. Some surveys reported that respondents viewed internet advertising as more informative and trustworthy than a demographically similar sample found in general advertising (Tsang, Ho & Liang, 2004). The content ( informativeness) and form ( entertainment) of ads are important predictors of their value and are crucial to the effectiveness of web advertising. No wonder, Liu et al., (2011) found that informativeness, entertainment and credibility have a positive effect on mobile advertising acceptance. Along with entertainment And informativeness, irritation caused by advertisement also influences people's attitude toward them. Liu et al., (2012) also suggested that the credibility and infotainment of the advert messages can form customer attitude This is consistent with the earlier research finding that interesting and pleasing ads have positive impact on consumers attitudes

towards a brand. (Tsang, Ho & Liang, 2004). However, with the coming of mobile phones, the subject of advertising has become a major concern.

Yoon and Kim (2001), wrote that mobile phones are used to deliver digital texts, images, and voices with interactive, immediate, personalized and responsive capabilities. Mobile phone as a very personal device that allows an individual to be accessed virtually anytime and anywhere, mobile advertising must be more personalized and may take different forms. Mobile phone users attitude towards advertising have been a focus of attention for a long time. Although some earlier literature reported positive attitudes towards advertising, most of the more recent researchers have found that consumers generally have negative attitude mobile advertising messages. ( Zanut, 2001). for example, Barwise and Strong (2002), in a study they carried out in England, determined that consumers' attitudes towards mobile advertisements sent by getting permission were positive and that 81% of consumers read messages .Commenting also, Rai (2013) stated that mobile phone users attitude and behavior is hugely influenced by advertisement.

For example, LG life is good and Samsung are the brands that are most popular in India market due to the advertisement, on the other hand Onida the old brand which used to provide huge stakes in the early 1990s lacked in sales due to less advertisement, as per the manufacturing of products with wide range of products with wide range and less on price, but still not are taste for consumers. This reflect the behavioral change and attitude formation of consumer as Onida is still providing wide range of products but consumers only use to go for other new brands due to their better advertisement strategies involving sports and Bollywood celebrities who act as idols in minds of Indian people.

### **2.3 Various types of Advertising Messages sent to Mobile Phone Users**

Mobile phone content advertising is the promotion of ring tones, games and other mobile phone services. Such services are usually subscriptions based and use the short message service(SMS) system to join up to them. Another method is broadcasting messages to the mobile phone's idle-screen, enabling the mobile operators or advertisers to reach millions in real-time. However, there are certain categories of advertising messages network providers user to send adverts to their customers. There are callers tunes advert messages, promotional messages, data plan adverts etc. It may be necessary to take a look at the various forms these types of messages come before discussing the types of advertising messages.

**MS:** The most commonly type and used mobile phone advertising is SMS (Chen &Hsieh,2011). In fact it was the first form of mobile advertising customers could have experience in 1997 (Unal, Erci and Kesser, 2011). SMS is one of the most spread and popular forms of mobile advertising, regardless the region, it gained its popularity among marketers mainly due to high rate of personalisation, and low price for campaign reaching a large proportion of targeted audience (Jayawardhena et al., 2009). According to Ramnarain (2012), the most important reason to advertise via SMS is the high reading-ratio, about 99% of the text messages are read by the recipient and 90% of the text messages sent, are read within three minutes after delivery. Kondo et al. (2008) summarized the benefits of SMS advertising as being immediate, personal, customized, direct, reliable, and automated.

Notably, Advertising products and services using SMS is becoming a new trend in the world and provide great opportunities for mobile phones network providers. With the increase in mobile phone and other mobile communication devices, network providers companies and marketers start to see this convenient and moveable device as a new and powerful channel for marketing, which increases the promotion budget of mobile advertising. The success that SMS has had as a

messaging service provides a potentially huge SMS messaging customer base which could lend itself as an attractive opportunity for service providers like mtn, glo etc (Mansour, 2012). Some claim that SMS advertising would be more effective if it targeted young customers because this segment of the market is believed to comprise the majority of those who use mobile phones and mobile phone applications (Almossawi, 2014).

However, since Consumers have generally negative overall attitudes towards SMS advertisements, it must be cautiously used when attempting to gain the attention of a younger segment of consumers. Permission based marketing, the sending of SMS advertisements to only those who have agreed to receive promotional information, is an important element for the success of SMS advertising (Mansour, 2012). Nevertheless, Barwise & Strong (2002) study explored the effectiveness of SMS as an advertising medium for reaching young adults on permission-based advertising via mobile phones. The results showed that for SMS advertising to be effective the text should be attractive, relevant and informative and explicit permission is essential . Unfortunately, Waldt & Brown (2009) in their study found that consumers have generally negative overall attitudes towards SMS advertisements and it must be cautiously used when attempting to gain the attention of a younger segment of consumers. Permission marketing, the sending of SMS advertisements to only those who have agreed to receive promotional information, is an important element for the success of SMS advertising. Sadly, mobile phones network providers in Nigeria are yet to have a grasp of this permissive based marketing.

In view of this, Bamba & Barnes (2006) examined the phenomenon of consumers' willingness to give permission to receive SMS advertisements. The results showed that even if the relevance of the advertisement is high, it does not on its own make consumers give permission; it needs to be combined with the control over opt-in conditions to assure consumers and gain

permission. The important opt-in conditions required are: the possibility to withdraw at any time, personal data disclosure only with consent, and mobile phone operators as a primary advertising filter.

**Calls:** Network providers also use calls to advertise their products and services. These calls are made with certain numbers different from the regular call. Some of the numbers are 4910, 54881, etc. these calls come in very frequently on mobile phone users lines and computer recorded voices are heard when call is picked. The calls advertise network providers' products and services of different categories. Mobile advertising through calls from network service providers have been so rampant that Tanzania Communication Regulatory Authority TCRA on July 6<sup>th</sup>, 2017 bans annoying unsolicited callers tune. TCRA commanded that "Telecom operators will have to seek permission from customers before an; VAS is activated or, they are risking to be kicked out of the industry." The decision, according to him, follows a number of complaints it received from subscribers who are frustrated by operators who air their adverts before the one you want to speak to, picks up the call.

**Application on smart phones:** There are plethoras of Smart phone available all over the world. Today, there many different types I-phones in market alone. Smart phone apps are no longer reserved for gamers. They are also good advertising vehicles for network providers. This is because the apps are the doorway to push notifications. A push notification is a type of Apple iPhone advertisement associated with its app counterpart. It's a solid way to announce new features, articles, products or services. Push notifications work well to get your products or services announced to a qualified audience, while acting as a branding mechanism for your company (Altman, n.d) The success of apple's App store has given companies and network providers an innovative way to reach mobile phone users with their ads. With the success of apps, network

providers have started to promote their brand services and products. Most times, mobile phone users download these apps because it doesn't cost anything. According to JiWire's survey (2010), more than half of smart phone users surveyed said that they acted on an advertisement in an application. Furthermore, about 20% of the users who acted on a mobile ad said that they purchased a product advertised in a mobile ad sent to their smart phones in the past few months.

**Multimedia Message Service (MMS):** MMS can be used for mobile advertising though not frequently used by network providers in Nigeria. Multimedia Messaging Service is a standard way to send messages that include multimedia content' to and from a mobile phone over a cellular network. The MMS standard.

The types of advertising messages network providers send to mobile phone users are:

**Adverts on callers tune:** Callers tune are music or audio recording available to mobile phone users to engage callers before one picks the call. Caller tunes is a popular service rendered by MTN Nigeria and other network providers such as Glo, Airtel, Etisalat, etc to the teeming population of their subscribers' offers so they can have the unique ability to personalize their ring back tones. Users can buy the latest trending songs as their callers tune and callers no longer need to hear the usually boring "grin-grin" tune when they call. All service providers operating in Nigeria advertise the callers tune available to them. For example, MTN Caller Feel is a new way to engage callers even before one answers the call. Sometimes, even when one is making a call to another mobile phone user, network providers drop their adverts about the callers tune on the recipient before one can talk with the recipient examples of advertising messages on callers tune from mtn are "looking for a unique way to sell what you do? text Reg to 50016 on MTN caller feel to let your callers see your business adverts. This service cost N50/mth" "Jam to this exclusive hit" "Kilamity by sugar boy featuring Kiss Daniel by clicking <https://7goo.gl/8GhZfl>"

**Adverts on sales promotional:** Mobile phones network providers offer a variety of sales promo in form of bonus on recharges, internet data offers and VAS services amongst others. Others types of promotional messages from network providers are Word of the day, Dating tips, romance, Health tips, Weight gain tips, weight loss tips, Christianity, Islam, jokes etc.

**Adverts on Internet data subscription:** Mobile iata is Internet content delivered to mobile devices such as smart phones and tablets over a wireless cellular connection. It is one way that mobile phone users can gain access to the internet. Mobile phone network providers have offered mobile data through a number of different technologies including GSM (in 1G, 2G, 3G UMTS and 4G LTE Advanced), CDMA and TDMA There is increased competition in this regard; hence almost all network providers advertise their internet data offers to mobile phones users. These have lead to wide and increased adverting messages to users. An example of such advert from MTN is “Yello! You can now enjoy value with any of our exciting service plans, Internet data offers and life enriching VAS services. Simply visit [www.mtnonline](http://www.mtnonline) for details” Another example from Airtel is “congratulations! You are ready to browse the internet. Click [www.onetouch.ng](http://www.onetouch.ng) to get started. To buy a data plan, please call 141 or dail \* 141”

#### **2.4 Factors Responsible for Mobile Phones Users Responsiveness and Attitude towards Network Service Providers Advertising Messages**

From all indications, mobile phone users respond to network service providers advertising messages negatively. Their attitude also isn't consistent with what service providers hoped for in sending advertising messages. This is as a result of certain factors which include but not limited to the following:

**Cultural background:** Cultural background and its influence on customers' attitudes and perception towards an online environment have been investigated by Mazaheri et al., (2013).

Everdingen & Waarts (2003) examined the effect of national culture on adoption of innovation among European countries based on Hofstede (2001) and Hall (1976) national culture classification. In their study, they described Sweden as a low context, individualistic, monochronic and feminine culture that, because of those characteristics has a high level of innovation adoption and penetration (Everdingen & Waarts, 2003). This means that the culture of a mobile phone user can affect the level at which he would respond to an innovation and can affect his attitude towards such innovation like mobile advertising.

**Invasion of privacy:** Mobile phone users have the 'right to their privacy and peace. Unfortunately, network providers in Nigeria wouldn't stop sending messages to their users very frequently even when users opted out from receiving advert messages from their network providers. According to El-Garhi and Ericsson (2014), research has shown that unwanted mail received through aggressive promotional campaign is the biggest privacy issue in terms of direct mails. Feeling of irritation can occur against these aggressive promotional campaigns. The consumer can get a provoking feeling, causing displeasure and momentary impatience from irritating. These constitute privacy problems for mobile phone users in Nigeria. When mobile phone users feel that advertising messages from network providers are invading their privacy, they may give negative attitude towards such messages. Hence, it is important for the marketers to identify the limit of their target segmentation, to know when the consumer becomes irritated and upset (Parreno, Sanz-Blas, Ruiz-Mafe, & Aldas-Manzano, 2013).

**Spam:** Spam over mobile phone is known as mobile phone scam and it may be a factor that can hinder a positive response to mobile phone ads from network service providers. Hence, spam present a challenge to mobile network providers who hope to advertise to mobile phone user.

According to Fuller (2005) mobile phone network providers needed distance themselves from the term “Spam” and put in place a system that will stop spam before it starts.

**Frequency of dissemination of Advertising messages:** Frequency is the number of times you touch each person with your message. According to Fuller (2003), one of few factors that contribute to mobile advertising becoming unwanted is frequency of unsolicited messages. It may be confusing for customers when ads begin to distract customers by flooding them with information (Stewart & Pavlou, 2002), which may lead to negative reaction of customers towards advertisement (Aslam , Batool, & U1 Haq, 2016). Unsolicited text messages are the achilles heel of the modern day contraption called the mobile phone, causing bursts of anger and irritation among mobile phone owners. Some have even damaged their mobile phones in fits of rage. The actions that the phenomenon of unsolicited text messages has managed to eke out of the human race since the inception of SMS service are sometimes funny but altogether unpleasant (Ojo,2016). It even becomes more infuriating when such advertising messages come in very frequently. Some of these messages can come into a mobile phone user’s line by the minute.

Unfortunately, even though NCC have mandated network providers to provide USSD code to subscribers to opt out from receiving unsolicited messages, the process of opting out isn’t that easy especially since some of the codes don’t work. With this situation, it would not be surprising if mobile phone users respond negatively to network providers advertising message.

Other school of thought on factors that affect mobile users responsiveness and attitude toward advertising messages were given by Abeywickrama and Yasickova (2014). They gave the factors as

**In formativeness:** Ducoffe cited in Abeywickrama and Vasickova (2014) states that in formativeness influence on consumer satisfaction and their buying decisions. It is the main reason customers accept advertising as such and consequently influence consumer satisfaction and their

buying decisions. Techniques that offend or annoy customers will be perceived as irritating and thus reduces advertising effectiveness, limit customers' responses and create negative attitudes towards advertising message.

**Entertainment:** Entertainment is a form of activity that holds the attention and interest of an audience, or gives pleasure and delight. It can be an idea or a task, but is more likely to be one of the activities or events that have developed over thousands' of years specifically for the purpose of keeping an audience's attention. Entertainment, tlnal, Erci & Keser (2011) noted, expresses consumers' sense of pleasure related to messages. It is known to build customers' loyalty and do value addition for customers (Ulhaq, 2012). In this respect, there are games, music, and visual applications in many of mobile advertising applications Entertainment in advertising, according to Abeywickrama and Vasickova (2014), serves the need of escapism and emotional release . Entertainment is an important factor in advertising messages being well received and responded by the customers. Offering prizes and involving mobile phone users in interactive games is a way to attract and retain customers.

Entertainment also stimulates aesthetic enjoyment (Oh & Xu, 2003). Amen (2010) brought up a challenge for advertisers to produce SMS advertisement that consumers finds eye-catching and entertaining due to its restrictions to only text. It is considered that attributes such as pictures, music and video can provide more value to an advertisement entertaining qualities. Most consumers' have a natural playfulness and by stimulating this playfulness with games and prizes, via different mobile advertisement methods, it will create high participation as well as help to attract and keep customers (Scharl, Dickinger, & Murphy, 2005). By taking advantage of the more advanced technological attributes that a smart phone have, advertisers can now stimulate the natural playfulness that Schar et al. (2005) mentioned with the help of pictures, videos and music, thus touching more senses with

their mobile advertisements. The more entertaining mobile advertising are, the more positive attitude from mobile phone users towards ads. Aslam , Batool and ul’Haq (2016) advised that the options to add entertaining characteristics in mobile ads are numerous, such as puzzles, jokes, ring tones, astrology and competitions.

Entertainment in advertisement has a greater value over in formativeness while irritation has a significantly negative effect. Irritation in an advertisement decreases advertising effectiveness and when advertising applies annoying techniques, customers perceive the advertisement as an unfavourable influence. Ducoffe’s model Abeywickrama and Vasickov( 2014) cited is applicable for online advertising as well, and proves that variables of advertising value stand and have the same impact as in more traditional marketing channels and concluded that advertisers should communicate in the most informative way they are capable of in the most entertaining manner possible).

**Credibility:** Credibility as a factor of an attitude towards advertising is defined as extent to which the consumer perceives claims made about the brand in the ad be believable and truthful (Abeywickrama & Vasickova ,2014)). Credibility of advertising is generally the perception related to correctness and credibility of an advertisement by consumers. Advertising credibility was investigated and proven to have weaker than anticipated effect on attitude toward advertising. Tsang et al., (2004) enriched integrated Web advertising attitude model of credibility factor and investigated advertising value dimensions in the context of mobile advertising (Tsang et al., 2004). They proved their expectation to be right and stated that all four attributes of mobile advertising message (entertainment, informativeness, irritation and credibility) significantly affect the attitude towards mobile advertising. The credibility of messages sent via mobile devices has a positive effect on the attitudes of consumers towards advertisements (Liu et al., 2012). Advertising

credibility is often influenced by corporate credibility (Liu et al., 2012). **Irritation:** Irritation towards advertisement is explained in numerous studies. The majority of studies derive the definition of irritation from Aaker and Bruzzone (1985) that irritation is the consumers' perceived emotion, caused by an advertisement that leads to a provoking feeling, causing displeasure and momentary impatience (El- 3arh: and Ericsson , 2014). The phenomenon of irritation explains negative reaction of customers to too intrusive messages. Customers' perception of irritation from SMS ads has a negative relationship with their attitude towards SMS advertisement (Van der Waldt, Rebello, & Brown. 2009). It is believed that customers have a negative attitude towards mobile advertisement and marketers need to adopt a cautious approach when employing SMS to gain potential customers attention, especially the younger segment of target population

Irritation towards mobile advertising has emerged as an important factor that affects mobile phones users' attitude and responsiveness towards mobile network service providers advertising messages. It is therefore important that marketers know when they will upset and irritate their targeted segment, by knowing their limit (Parrenc et al., 2013). Similarly, Persaud and Azhar (2012) mentioned that advertise must be careful when implementing their mobile marketing strategies due to that consumers use their smartphones to enhance their private and social lives. Advertising received through their phones may easily be perceived as intrusive, which can lead to irritation. De Pelsmacker and Van den Bergh (1999) stated that irritation is a basic reaction to advertising stimuli and should generally be avoided. Irritation always leads to a more negative attitude towards the advertisement by becoming less likeable

One of the most important factors affecting consumers', particularly women's attitudes towards mobile advertising was personalization. It was also determined that the factors including entertainment and reliability were effective on consumer attitudes. Chowdhury et al., (2006), in a

study they carried out in Bangladesh, determined that out of the factors affecting the attitudes of the consumers towards mobile advertising, there was a significant relationship only between the credibility factor and attitude. No relationship was determined between the factors including entertainment, informativeness, irritation, and attitude. Unal, Eric & Keser (2011) therefore concluded that the factors including entertainment, informativeness, irritation, credibility, permission, incentives and personalization are the variables affecting mobile phones users' attitudes towards mobile advertising from network providers.

It is important to note that all the mentioned factors shape mobile phone users' attitude and responsiveness towards advertising messages from network providers both positively or negatively as the case may be.

## **2.6 Relationship between Users' Response and Attitude and Advertising in Mobile Phones.**

Attitude is an important concept in research on marketing and information systems. Attitude toward advertising via mobile devices pertains to consumers' attitude toward the advertising type in general and not to the exposure to one particular ad. In general, attitudes are "mental states used by individuals to structure the way they perceive their environment and guide the way they respond to it". A significant correlation between favorable attitudes toward advertising and respondents' rating of specific advertisements as being annoying, likeable, enjoyable etc. has been observed.

A number of studies have examined the relationship between mobile phone users' responsiveness and attitude and advertising messages from network service providers. For instance, Tsang, Ho & Liang (2004) investigated the relationship between respondents' attitude and advertising on mobile devices. They found that attitude is positively related to the intention to receive mobile ads. Intention is affected by the incentive-based mobile advertising, and intention significantly affected how and when the respondents read the message. Furthermore, in a study conducted by Xu (2007)

in China, it was determined that there was a direct relationship between consumer attitude and their intentions. Bauer, Barnes, Riecardt and Neumann (2005) used the cognitive dissonance theory to explain the relationship between attitude of mobile phone users and advertising messages on mobile phones. They wrote that the Theory of Cognitive Dissonance which was developed by Festinger is one of the most important theoretical concepts in explaining the integration of a single attitude into an individual's attitudinal system. The theory is based on the assumption that an individual is always aiming to keep his cognitive system in balance.

If inconsistencies between several cognitions - i.e. opinions, attitudes, or expectations - arise, consumers experience a feeling of discomfort. To overcome this displeasing feeling, consumers try to reduce the inconsistencies between their cognitions. One usable strategy is to reshape the attitude featuring the lowest resistance to become more consistent with the other attitudes of the system. These considerations hold important implications for this study, as they allow us to determine the relationship between the attitude toward advertising in general and the attitude toward mobile marketing. Both attitudes are related: mobile marketing can be considered to be a subset of all available instruments for communicating advertising content. Consumers are likely to be highly familiar with advertising in general, as they are exposed to it on an everyday basis. Consequently, they can be expected to hold a stable and consistent attitude toward advertising in general. Mobile marketing on the other hand is to be classified as an innovation, to which only few consumers have yet been exposed.

Consumers' attitudes toward mobile marketing can thus be assumed to be less stable and easily changeable. The attitude toward mobile marketing has a lower resistance to change than the attitude toward advertising in general. It therefore appears obvious that the attitude toward mobile marketing will be highly dependent on the attitude toward advertising in general. Therefore, the

more positive the attitude towards advertising messages the more positive the attitude toward mobile marketing (Bauer, Barnes, Riecardt & Neumann, 2005). It is only logical that mobile phone users will have a negative attitude towards mobile advertising from network providers if they perceive any form of risks and irritation from advertising messages.

## **2.6 Empirical Studies**

Some empirical studies are reviewed here to establish the gaps this study would cover. Hence are some review of empirical studies related to mobile phone users responsiveness and attitude towards network provides advertising messages in Lagos State, some of the studies include; **Yander Waldt, D.L.R., Rebello, T.M. and Brown, W.J. (2009). Attitude of young consumers towards SMS advertising. *African Journal of Business Management*. 3(9), 444- 452.**

Vander Waldt, Rebello and Brown (2009) undertook a study to explore the attitudes of young consumers towards SMS advertising, it focused on determining the perceptions of the younger consumer segment towards SMS advertisements. It is expected that due to the changing consumer behaviour and media habits, this segment will be the focus of a great deal of SMS advertising campaigns. Quota sampling was done in a large university and self-administered questionnaires were completed by 198 respondents. Hypotheses were formulated and tested using non-parametric test, spearman's rank order correlation at a 95 percent level of confidence. The study found that consumers' perceptions of the entertainment value, informativeness and credibility of SMS advertisements are positively correlated to consumers' overall attitude towards SMS advertisements. The study further found consumers' perceptions of the irritation aspect of SMS advertisement is negatively correlated with consumers' attitudes toward SMS advertisements. Vander Waldt, Rebello and Brown's (2009) study also found that consumers have generally negative overall attitudes towards SMS advertisements and it must be cautiously used when attempting to gain the

attention of a younger segment of consumers. Permission- based marketing, the sending of SMS advertisements to only those who have agreed to receive promotional information, is an important element for the success of SMS advertising.

Vander Waladt, Rebello and Brown's (2009) study is related with the present study in as they both tried to examine attitude of consumers toward advertising messages on mobile phone. The study is undeniably a survey research just as this present study but they differ in their geographical location. While this present study is carried out in Lagos State, Nigeria, Vander Waladt, Rebello and Brown's, study carried out in South Africa. This present study is also wider in scope as while the above study focuses on only SMS advertising, this present study explores SMS, calls, video call advertising and much more. Also, Vander Waladt, Rebello and Brown's study made up of only Hypothesis, however this present study used both research questions and hypothesis.

**Almossawi, M. (2014). Effectiveness of SMS advertising: A Study of Young customers in Bahrain. *Global Journal of Management and Business Research'. E-Marketing. 14(4) 57-71.***

Almossawi (2014) is another study related to this study. The purpose of the study was to find out the effectiveness of SMS advertising among young customers in Bahrain. 247 young mobile users in Bahrain were recruited and their reactions to and perceptions of SMS advertising. They were basically students between the ages of 20 and 24years, while 35% of them were male and 65% were females. The sample was chosen from the 20,000 students registered at the University of Bahrain using a convenience sampling technique. The study posed nine hypothesis. To test the reliability of the internal consistency of the scales used, Cronbasch Alpha was calculated and revealed that all the scales were reliable with alpha values of 0.863 for entertainment value, 0.731 for informativeness. 0.6 7 for credibility, 0.643 for personalization, 0.751 for irritation level, 0.816 for attitudes, 0.788 for intention, 0.704 for word of mouth, and 0.788 for purchase behaviour.

A multiple regression analysis was run to examine the relationships between the variables as proposed in Hypothesis 1-9. Their study after an analysis on the effect of agenda on the responses of the respondents and found that it has no significant impact. This was confirmed by the results of chi-square, which indicated that there is no significant difference between perception of male and female with regards to SMS advertising attributes.

Almossawi (2014) study just liked the study examined the effectiveness of advertising but this present study sees the need to extend the scope by not only SMS advertising and young students but used older mobile phone users in Lagos state. Both studies are also different in specific objectives, geographical scope and method of data analysis. Besides, this study focuses on advertising messages from just network providers.

**Tsang, M.M., Ho, S. and Liang, T. (2004). Consumer attitudes toward mobile advertising: An empirical study. *International Journal of Electronic Commerce*. 8(3), 65-78**

Tsang, H.O. and Liang's study investigated consumers attitude towards mobile advertising and the relationship between attitude and behaviour. The study was a field survey research five sets of hypothesis were developed for the study. The survey utilized a questionnaire which was designed to collect data regarding consumer attitudes, intention and behaviour. The questionnaires had three major parts. The first part asked about respondents general attitudes towards mobile advertising as measured by four attributes: entertainment, informativeness irritation and credibility". The second part included questions about familiarity with the use of mobile phones, intention to receive mobile ads e.t.c. The third part collected the respondents demographic data such as gender, age, income and vocation. A total of 430 questionnaire was distributed and 380 of them were returned. The respondents included 181 males and 191 females, 85% of them were under 30years of age, 76% had at least and 60% were students.

The study found that consumers generally have negative attitudes towards mobile advertising unless they have specifically consented to it. It was also found that there is a direct relationship between consumer attitude and consumer behaviour. The researchers concluded that it is not a good idea to send SMS advertisement to potential customers without prior permission.

Tsang, Ho and Liang (2004) study is similar to present study in scope as they both explore mobile phone users attitude toward mobile advertising. However, this study also explores mobile phone users responsiveness to advertising messages and from network providers to specific. Also, this present study unlike Tsang, Ho and Liang's study dwelt on Nigeria.

## **2.7 Theoretical Framework**

The study anchored its theoretical framework on the Attitude change theory and Technology Acceptance Model (TAM). This is because these theories help to explain how and why mobile phone users respond to and their attitude towards advertising messages from mobile network service providers. The Attitude change theory explains the process in which advertising messages from network providers can affect the attitude of mobile phone users towards advertising messages positively or negatively while the Technology Acceptance Model theory provides an anchor by which mobile phone users acceptance of mobile phone for advertising can be explained.

Attitude change theory was propounded by Daniel Katz, Irving Samoff and Charles McClintock in 1960. Katz and his associates suggests that human beings are both rational and irrational depending on the situation, the motivations operating at the time and so forth. They argue that the tendency for people to operate with different ways of thinking has important implication for understanding attitude change. Katz (1960) argues that both attitude formation and change must be understood in terms of the functions that attitudes serve for the personality. As these functions differ so will the conditions and techniques of attitude change (Anaeto, Onabajo and Osifeso, 2008).

Anaeto, Onabajo and Osifeso (2008) continued that the researcher dealing only with exposure to a film is not really able to understand or predict attitude change. The same attitude can have a different motivational basis in different people. Katz and his crew suggested therefore that unless we know the psychological need which is held by the holding of an attitude, we are in a poor position to predict when and how it will change.

Invariably, just like this theory, the study upholds that network service providers dealing with only sending advertising messages to mobile phone users may not achieve the goal of the advertiser if they do not predict the attitude mobile phone users would put up towards advertising messages. Besides while some mobile phone users may have positive attitude towards network providers advertising messages, some may have negative attitude depending on the motivational basis in different mobile phone users. Hence, mobile phone network providers, just as Kate, Samoff and McClintock suggest; must know the personal data demographic variable and psychological needs of their customers before sending advertising messages to their mobile phones especially since mobile phones are personal.

Furthermore, Anaeto, Onabajo and Osifeso (2008) stated that Kate identified four major functions that attitudes can serve for the personality. The function that relates to this study is the instrumental, adjustive or utilitarian function. It holds that some attitudes are held because people are striving to maximize the rewards in their external environment and minimize the penalties. This, in this case means that some attitudes of mobile phone users towards advertising messages from network providers are as a result of their need to either maximize the benefits in the advertising messages or minimize the cons therein. Also, the function holds that new users (advertising) of a product (mobile) phone are often helpful in inducing favourable change in consumers attitude and responsiveness towards the brand because they satisfy a set of utilitarian function.

Besides, consumers (mobile phone users) not only have attitude to products but also to advertisement. Also consumers/mobile phone users behaviour in a specific manner is determined by their general attitude. When mobile phone users receive advertising message in their mobile phones such ads will affect their belief systems which in turn shapes their attitude towards the advertised product, brand or services. Such attitudes will influence their intention to buy the advertised.

On the other hand is the Technology Acceptance Model. The Technology Acceptance Model was propounded by Davis Bagozzi in 1986. The model deals more specifically with the prediction of the acceptability of an information system like the mobile phone. The purpose of this mode is to predict the acceptability of a tool and to identify the modifications which must be brought to the system in order to make it acceptable to users. This model suggests that the acceptability of an information system or technology is determined by two main factors which are perceived usefulness and perceived ease of use.

Perceived usefulness is defined as being the degree to which a person believes that the use of a system will improve his performance. Perceived ease of use refers to the degree to which a person believes that the use of a system will be effortless. TAM postulates that the use of an information system is determined by the behavioural intention, but in the other hand, the behavioural intention is determined by the person's attitude towards the use of the system and also by his perception of its study. According to Davis (1986) the attitude of an individual is not the only factor that determines his use of a system, but is also based on the impact which it may have on his performance. Therefore even if a mobile user does not welcome mobile adverts from network providers in his phone the probability that he would respond and act positively toward such messages is high if he perceives that the mobile ads will help him in one way or the other.

Moreover, Dillon and Morris (1996) opined that with two systems offering the same features, a user will find more useful the one that he finds easier to use.

Below is a model adapted from Davis (1989) Technology of Acceptance Model

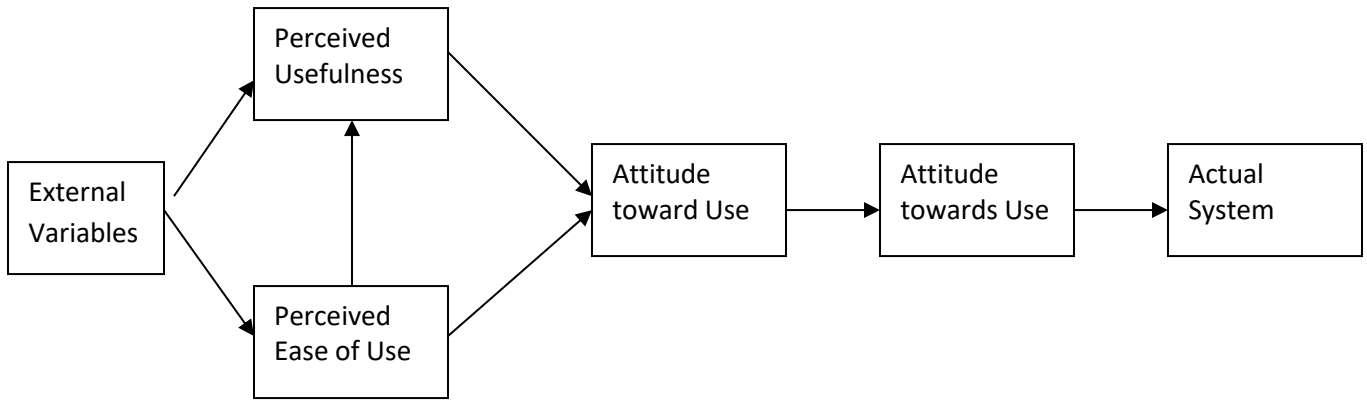


Figure 2.1: Technology Acceptance Model from Davis, Bagozzi et Warshaw, 1989

According to Davis (1986) perceived ease of use also influences in a significant way the attitude of an individual through two main mechanism: self efficacy and instrumentality. The more a system is easy to use, the greater should be the users sense of efficacy. In this study, ease of use applies to both network providers and their mobile phone users. A tool that is easy to use will make the user feel that he has a control over ' hat he is doing no doubt. Hence, network providers have taken advantage of mobile phone ad ertising messages to keep their customers in touch with their brands, product and services. Mobile phone users on the other hand, use mobile phones and their perceived ease of use of mobile phones may significantly affect their attitude towards mobile advertising. Evidently, the attitude change through and the Technology Acceptance Model provide a strong theoretical background for this study.

### CHAPTER THREE

### RESEARCH METHODOLOGY

This chapter presents the methodology adopted in conducting this research. The chapter is presented under the following headings - research design, population of the study, Sample of the Study, Sampling Technique, Instrument of Data Collection, Method of Administration of Research Instrument, Validity of the Research Instrument, Reliability of the Research Instrument, method of data collection and method of data analysis.

### **3.1 Research Design**

The research design adopted for the study is the descriptive research design. This is because, according to Nworgu (2006), the purpose of descriptive survey is good to collect data on, and to describe a systematic manner the characteristics feature or facts of a given population. According to Osuala (2005), a descriptive survey research design is that research which specifies the nature of given phenomena. It is basic for all research types in assessing situation as a prerequisite to inferences and generalizations. This study was carried out using questionnaire to elicit information from mobile phone users in Lagos state as it pertains to their responsiveness and attitude towards network providers advertising messages. The design is found out to be the most appropriate for this study because only a portion of the population was studied and the findings from this research are expected to be generalised to the entire population.

### **3.2 Population of the Study**

The population for this study consisted of all the people living in the twenty (20) local government areas in Lagos state. Records from the official website of Lagos state shows that Lagos state has twenty local government areas which include Alimosho, Ajeromi, Ifelodun, Kosofe, Mushin, Oshodi-Isolo, ojo, Ikorodu, Surulere, Agege, Ifako-Ijaiye, Shomolu, Amuwo- Odofin, Lagos Mianland, Ikeja, Eti-osa, Badagry, /vpapa, Lagos Island, Epe and Ibeju-Lekki. The population of Lagos state is 9,013,534.

### **3.3 Sample of the Study**

The sample of this study was five hundred (500) mobile phone users selected from ten (10) of the twenty local government areas of Lagos State. Determining the sample size of 500 respondents was consistent with Camrey and Lee (1992) in guideline for the selection of a sample size. The guideline rating recommended that for multi variate studies like this study was, 50 = very poor, 100 = poor, 200 = fair, 300 = good, 500 = very good and 1000 = excellent.

Hence, 500 mobile phone users were systematically selected from 10 local government areas out of the 20 local government areas in the state - Lagos State. It is important to state that the 10 local government areas were selected through random balloting.

### **3.4 Sampling Technique**

The sampling techniques adopted for this study were the Systematic Sampling technique and the simple Random Sampling by balloting.

The Systematic sampling technique was used to select the 500 respondents for this study. The systematic sampling method selects its sample from a given population, documented in an orderly list. In this method, every  $n$ th subject, unit or element is selected from a population. Therefore, the researcher used this method by selecting every 5<sup>th</sup> house in an area in a given local government area in Lagos State. Copies of questionnaire were then distributed to mobile phone users seen in the house. This sampling technique was used because it saves time, resources and efforts and is generally inexpensive (Wimmer & Dominic, 2011).

The simple random by balloting technique on the other hand was used to select 10 local government areas. All the names of the 20 local government areas in Lagos State were written in small pieces of papers covered and kept in a box the researcher then randomly selected 10 pieces of papers containing the names of the local government areas by balloting. The local government

selected were Oshodi, Agege, Ikorodu, Surulere, Alimosho, Kosofe, Ojo, Ifako/Ijaye and Ibeju-Lekki. This method was adopted because according to Wimmer and Dominick (2011)

### **3.5 Instrument of Data Collection**

The research instrument for collecting data for this study was the questionnaire. The questionnaire was entitled “Advertising Messages in Mobile Phones: A Survey of Users Response and Attitude in Lagos State”. The questionnaire was made up of 55 items which were divided into six sections lettered Sections A-F. Section A was on the demographic data of respondents such as respondents gender, age, marital status etc. Section B dwelt on the types of advertising messages network service providers send to mobile phone user. Section C was on Mobile phone users’ level of responsiveness towards network providers advertising messages, Section D covers how mobile phone users respond to network service providers advertising messages in Lagos state. Section E was on the Attitude of mobile phone users toward network providers advertising messages in Lagos state. Finally, Section F focused on the factors responsible for mobile phone users responsiveness and attitude towards network service providers advertising messages.

### **3.6 Method of Administration of Research Instrument**

The researcher distributed five hundred copies of the questionnaire with the help of four research assistants who are well experienced in the task of distributing questionnaire. The study population consists mainly of mobile phone users in Lagos State. Hence, the questionnaires were given to respondents that had at least one mobile phone. The researcher with the help of the four research assistants distributed questionnaire to ten (10) local government areas from the twenty (20) local government areas in Lagos State which were Oshodi, Agege, Ikorodu, Surulere, Alimosho, Kosofe, Ojo, Ifako/Ijaye and Ibeju - Lekki. Fifty copies each of the 500 questionnaire were administered in each of the local government areas selected. In Oshodi, twenty - five copies each were distributed to

mobile phone owners in Aye Street, and Ire - akare Estate. In Agege, the researcher went to Gbadamosi Street and distributed 20 copies of the questionnaire, 15 copies each of the questionnaire were administered to mobile phone users in Abeje Street and Dada Street.

The researcher also went to Ikorodu and distributed 25 copies each of the research instrument in Agric and imota. Questionnaires were also distributed in Surulere. Aguda, Bode Thomas and Gowon Estate were the streets questionnaires were administered 20 copies were distributed in Aguda, while 15 copies each were given to respondents in Bode Thomas and Gowon Estate. The research assistants also went to Alimosho local government areas and distributed 25 copies each of the questionnaire in Ayinde Ibirunke crescent and Diamond Estate. In Kosofe local government area, the research assistants administered questionnaire in Omojuwa Estate, Mile 12; Isheri and Oworonshoki 15 copies were distributed in Omojuwa, 10 copies in Oworonshoki, while the remaining 25 copies for the local government area were distributed in isheri.

In Ojo Local Government Area of Lagos State, 25 copies each were administered in Satellite Town and Okokomaiko. The research personally distributed 25 copies each of the questionnaire in Lakeshore Garden, Eleko Beach road and Amen Estate which are towns in Ibeju - Lekki local government area. Finally, the remaining fifty (50) copies of the questionnaire were distributed in Alagbodo, which is in Ifako Ijaye.

### **3.7 Validity of the Research Instrument**

In order to ensure that relevant items were included in the research instrument (questionnaire), extensive literature was reviewed before the questionnaire was constructed. The questionnaire was then submitted to the research supervisor and other lecturers in the department of mass communication, university of benin, Benin-city. Copies of the draft were given to them together with the purpose of the study, research questions and hypothesis. The lecturers were requested to

examine the items for clarity, relevance to the purpose of the study and appropriateness of the language. All suggestions and corrections of the lecturers were incorporated into the study.

### **3.8 Reliability of the Research Instrument**

In order to ascertain the reliability of the research instrument, a pilot test was conducted and split half and Pearson moment correlation formulae was used to check the reliability of the research instrument. This was done by administering 20 copies of the research instrument (questionnaire) to mobile phone users in Oredo local government area in Edo state. The data generated were split into even and odd number items. The two set of scores were correlated to estimate the internal consistency using Pearson's Product Moment Correlation Coefficient (PPMCC). Which yielded a reliability index of  $r = 0.83$ . In order to step up the figure to represent a whole test, the Spearman's formula was employed, which yielded an index of 0.90. This reliability index is considered appropriate for the study. See appendix II for detailed computation of the reliability of the research instrument.

### **3.9 Method of Data Collection**

The researcher adopted a person to person method of questionnaire administration and collection with the help of four research assistants. Copies of the questionnaires were distributed to **500** respondents in 20 local government areas in Lagos state, Nigeria. The local government selected were Oshodi, Agege, Ikorodu, Surulere, Alimosho, Kosofe, Ojo, Ifako/Ijaye and Ibeju- Lekki. The completed copies of the questionnaire were collected on the spot of administration. This method adopted ensured at least a 90% retrieval rate.

### **3.10 Method of Data Analysis**

The data generated from the administered copies of the research instrument (questionnaire) were analyzed using descriptive and inferential statistical tools. Percentage and frequency counts were used to analyse the respondents' bio-data. Statistical mean and frequency counts and simple percentages were used to analyse the data on research :h question 2 and 4 with the criterion mean placed at 3.00. The research hypothesis were tested using Pearson correlation co-efficient formulae. This is because the research hypothesis sought to test the relationship between variables (users' response and attitude towards advertising messages on mobile phones).

**CHAPTER FOUR**  
**DATA PRESENTATION AND ANALYSIS**

**Preamble**

The chapter presents the results and discussion of findings in line with the research questions and hypothesis. This chapter is discussed under four sections which are analysis of respondents bio-data, analysis of data as it on mobile phone users' responsiveness and attitude towards network providers advertising messages in Lagos State, testing of hypotheses and answering research questions.

**Discussion of Findings**

Five hundred (500) copies of the questionnaire were distributed and 493 were retrieved. This lead to a 98.6% response rate which is considered adequate for the study because the standard and acceptable response rate for a typical survey is 50%. This is in collaboration with Wimmer and Domminick (2011) assertion that "a typical survey response rate should be at least 50%.

**4.1: Analysis and Presentation of Respondents Bio-Data**

Below is analysis of the bio-data of respondents using simple percentages.

**Table 1: Gender of Respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	237	48.1
Female	256	51.9
Total	493	100

*Source: field survey, 2018*

From Table 1, it can be seen that there are 256 (51.9%) females while there are 237 (48.1%) males. This implies that there are more female respondents willing to fill the questionnaire than their male counterparts.

**Table 2: Age of Respondents**

Age	Frequency	Percentage
18-25years	77	15.6
26-35years	290	58.8
36-45years	87	17.6
45years and above	39	8
Total	493	100

*Source: field survey, 2018*

It could be seen from Table 2 majority of the respondents were within the age bracket of 26-35 years, that is 290 (58.8%) respondents. There are also 87(17.6%) respondents who were aged 36-45years, 77(15.6%) respondents who are aged 18-25years and 39(8%) of them who are within the age range of 45years and above. This implies that majority of mobile phone users in Lagos states are relatively young.

**Table 3: Economic Status of Respondents**

Economic status	Frequency	Percentage
Students	185	37.5
Worker	284	57.6
Pensioner	24	4.9
Others	-	-
Total	493	100

*Source: field survey, 2018*

Table 4.3 shows the economic status of respondents. Out of the 493 respondents, 284(57.6%) of them were workers, 185(37.5%) respondents were students while the remaining 24(4.9%) respondents were pensioners. This means that most of the respondents in Lagos were mainly workers.

**Table 4: Marital Status of Respondents**

Marital status	Frequency	Percentage
Single	213	43.2
Married	196	39.8
Divorce	25	5.1
Is complicated	59	11.9
Separated	-	-
Total	493	100

*Source: field survey, 2018*

Table 4 shows the marital status of mobile phone users in Lagos State. There were 213 (43.2%) respondents who were single, 196 (39.8%) of the respondents were married, 59(11.9%) were in complicated relationship while the remaining 25(5.1%) were divorced. It is important to state that no respondents indicated that were separated. This implies that there are more single people in Lagos State.

**Table 5: Religion of Respondents**

<b>Religion</b>	<b>Frequency</b>	<b>Percentage</b>
Christian	213	43.2
Muslim	196	39.8
Traditional	80	16.2
None of the above	4	0.8
Total	493	100

*Source: field survey, 2018*

The religion of respondents as shown in able 4.4, is distributed between the major religion in Nigeria 213 (43.2%) were Christians, 196 (39.8%) of the respondents were Muslims, 80 (16.2%) respondents were traditionalists. Only 4 respondents (0.8%) indicated there was none of the given religion. That means that most of the respondents were Christians and Lagos citizens are religious people.

#### 4.2. Analysis and Presentation of Other items in Questionnaire

**Table 6: Types of advertising messages network service providers send to mobile phone users**

S/N	Types of advertising	Strongly Agree		Agree		Disagree		Strongly Disagree		Mean X	Decision
		NO	%	NO	%	NO	%	NO	%		
i.	Short messaging	402	81.5	91	18.5	-	-			3.81	Accepted
ii.	Multimedia messaging services			21	4.3	210	42.6	262	53.1	1.51	Rejected
iii.	Calls	393	79.7	100	20.3	-	-	-	-	3.79	Accepted
IV.	Application on	173	35.1	115	23.3	93	18.9	112	22.7	2.70	Accepted
v.	Callers tune	213	43.2	94	19.1	100	20.3	86	17.4	2.88	Accepted
vi.	Advertising	100	20.3	199	40.4	174	35.3	24	5	2.77	Accepted
vii.	Advertising	215	43.6	120	24.3	150	30.4	8	17	3.09	Accepted
viii.	Advertising	200	40.6	183	37.2	110	22	-	-	3.18	Accepted
ix.	Advertising	227	46	263	53.3	3	0.7	-	-	3.45	Accepted
X.	Advertising	141	28.6	200	40.6	100	20.3	52	10.5	2.87	Accepted
xi.	Advertising	95	19.3	203	41.2	175	35.5	20	4.0	2.75	Accepted
xii.	Advertising messages on weight	81	16.4	200	40.6	199	40.4	13	2.6	2.70	Accepted
xiii.	Christianity/ Islamic	75	15.2	183	37.1	181	36.7	54	11	2.56	Accepted
XIV.	Advertising messages on Jokes	111	22.5	144	29.2	196	39.8	42	8.5	2.65	Accepted

*Source: field survey, 2018*

Table 6 portrays the types of advertising messages network service providers send to mobile phone users. All the items in the table were accepted except item 7 which is Multimedia Message service ( $x = 1.51$ ) as the item had a mean score below the criterion mean of this study.

It could be clearly seen that the various types of advertising messages network service providers send to mobile phone users' are short messages service (sms) ( $x = 3.81$ ), calls ( $x = 3.79$ ), application on smartphones ( $x = 2.88$ ), advertising messages on movie downloads ( $x = 2.77$ ),

advertising messages on hit musicals (x = 3.09), advertising messages on sales promotion (x = 3.18), advertising messages on internet data plan (x = 3.45), advertising messages on dating tips (x = 2.87), advertising messages on health tips (x = 2.75), advertising messages on weight loss/gain tips (x = 2.70), Christianity/Islamic tips (x = 2.56), and advertising messages on jokes subscriptions (x = 2.65).

**Table 7: level of response to advertising messages on mobile phones in Lagos State**

		Very high		High level		Low level		Very low		Mean	Decision
		No	%	No	%	No	%	No	%		
i.	Callers tune	3	0.6	396	80.3	54	11	40	8.1	2.73	
ii.	Advertising messages	33	6.7	65	13.2	215	43.6	180	36.3	1.90	High
iii.	Advertising messages	30	6.1	142	28.8	221	44.8	100	20.3	2.20	Low
iv.	Advertising messages	8	1.6	43	8.7	276	56	166	33.7	1.78	Low
V.	Advertising messages on internet data plan	175	35.5	199	40.4	86	17.4	33	6.7	3.04	High level
vi.	Advertising messages	87	17.7	214	43.4	142	28.8	50	10.1	2.68	High
vii.	Advertising messages	7	1.4	33	6.7	300	60.9	153	31	1.78	Low
viii.	Advertising messages on weight gain/loss	12	2.5	48	9.7	314	63.7	119	24.1	1.90	Low level
ix.	Romance/dating tips										
X.	Christianity/Islam	70	14.2	328	16.6	51	40.3	44	8.9	2.86	High
xi.	Advertising messages	3	0.6	60	12.2	300	60.8	130	24.4	1.87	Low

*Source: field survey, 2018*

Aggregate mean - 1.90

Criterion mean - 2.50

Table 4.6 shows the level of responsiveness to advertising messages of network providers among mobile phone users in Lagos State. It showed that with an aggregate mean of 1.90 which is below the criteria mean of 2.50, it can be concluded that mobile phone users level of responsiveness to advertising messages from network providers is very low. However, there are certain few types of advertising messages that have high level of responsiveness mobile phone users. There are advertising messages on internet data plan subscription ( $x = 3.04$ ), callers tune advertising messages ( $x = 2.73$ ), and advertising messages on dating tips ( $x = 2.68$ ).

Furthermore, callers tune as an advertising messages from network providers had 3 (0.6%) of respondents indicating a very high level of responsiveness, 396 (80.3%) respondents said they had high level of responsiveness, 54 (11%) of them had low level of responsiveness while the remaining 40 (8.1%) respondents had a very low level of responsiveness. No wonder, callers tune had a high level of responsiveness from mobile phone using have a mean score of 3.04 which is greater than the criteria mean of the study. Also, advertising messages on movie downloads had 33 (6.7%) respondents having very high level of responsiveness to it, 65 (13.2%) respondents choose high level of responsiveness, 215 (43.6%) indicated that their level of responsiveness is low while 180 (26.5%) respondents choose very low level of responsiveness.

Advertising messages on hit musicals had mean score of 2.20 which was rejected as 30(6.1%) respondents said this had very high level of responsiveness to it, 142 (28.8%) respondents were for high level, 221 (44.8%) indicated low level while 100 (20.3%) respondents had very low level of responsiveness. In addition, advertising messages on sales promotion having mean score of 1.78 which emanated from only 8(1.67%) respondents having very high level of responsiveness, 43 (8.7%) of the 493 respondents having high level of responsiveness, 276 (56%) had low level of responsiveness while the remaining 166 (33.7%) of respondents having very low level of

responsiveness. Another item accepted with a high level of responsiveness is item 10 - advertising messages in internet data plan (x = 3.04). it had the support of 199 (40.4%) respondents for high level while only 33 (6.7%) respondents indicated that they had very low level of responsiveness. Advertising messages on dating tips also had a high level of responsiveness with a mean score of .68 which is greater than the criterion mean of 2.50. dating tips had 87 (17.7%) respondents saying they had very high level, 214 (43.4%) respondents indicated high level, 142 respondents (28.8%) chose low level while 50 (10.1%) respondents said they had very low level of responsiveness. Health tip messages (x = 1.78) on the other hand had 7 (1.4%) respondents who had very high level of responsiveness, 33 (6.7%) with high level of responsiveness, 300 (60.7%) experience low level while 153 respondents have very low level of responsiveness. Advertising messages on weight gain/loss tips (x = 1.90), Christianity/Islam (x = 1.87) and joke subscription (x = 1.87) all had low level of responsiveness from respondents as 314 (63.9%) 328 (66.6%) and 300 (60.8%) respondents indicated thus respectively.

**Table 8: How do mobile phone users respond to advertising messages in mobile phones in Lagos state**

s /	Ways of response	Strongly Agree		Disagree		Strongly		mean	Decision		
		No	%	No	%	No	%				
i.	You delete the message without reading them	20	4.1	103	20.9	241	48.9	129	26.1	2.02	Rejected
ii.	You don't read them	6	1.2	73	14.8	300	60.9	114	23.1	1.94	Rejected
iii.	You read them	113	22.9	300	60.9	74	15.0	6	1.2	3.05	Accepted
iv.	You act on the messages	-	-	28	5.7	400	81.1	65	13.2	1.92	Rejected
v.	You do not act on the	65	13.2	400	81.1	28	5.7	-	"	3.07	Accepted
vi.	You forward the messages	44	8.9	123	24.9	215	43.6	111	22.6	2.20	Rejected
vii.	You delete the messages	224	45.4	99	20.1	101	20.5	69	14	2.96	Accepted

*Source: field survey, 2018*

Criterion mean = 2.50

Table 7 showed that 20(4.1%) respondents strongly agreed that they delete advertising messages from network providers without reading them, 103(20.9%) respondents agreed, 241 (48.9%) disagreed while 129 (26.1%) respondents claimed that they strongly disagreed that they delete the message without reading them. This item 31 was rejected as it had mean score was 2.02 which is below the criterion mean of 2.50 of this study. Item 32 which is respondents don't read advertising message was rejected too ( $x = 94$ ) 6(1.2%) respondents only strongly agreed to the item, 73(14.8%) agreed, 300 (60.9%) respondents disagree while the remaining 114 (23.1%) respondents strongly disagreed. However, item 33 which is 'you read them' was accepted as it had a mean score of 3.05 which is greater than the 2.50 criterion mean. With 300 (60.9%) of the respondents agreeing that they read advertising messages from mobile network providers, it can be concluded that mobile phone users do read advertising messages.

Furthermore, out of the 493 respondents 28(5.7%) of them agree that they act on advertising messages, 400 (81.1%) respondents disagree while 65 (13.2%) strongly disagreed that they act on the messages. The item had a mean score of 1.92 and was rejected. This means that even though mobile phone users read advertising messages but they don't act on them. Similarly, item 21, 'you do not act on the messages' was accepted with mean score of 3.07. This compliments item 20. Also, it could be seen in Table 7 that 44(8.9%) respondents strongly agree to item, 22 that they forward the messages to others, 123 (24.9%) said they agreed, 215 (43.6%) disagreed that they forward advertising messages to others while the remaining 111 (22.6%) respondents strongly disagreed. Finally, 224 (45.4%) respondents claimed that they strongly agreed to item 23, which is 'you delete the messages' after reading them. Only 69 (14%) respondents strongly disagree. Hence, it can be concluded that even though respondents read advertising messages they delete them thereafter after reading them.

**Table 9: Attitudes of mobile phone users towards advertising messages in mobile phones in Lagos State**

S/N	Network providers	Strongly		Agree		Disagree		Strongly		Mean	Decision
		No	%	No	%	No	%	No	%		
i.	Callers tune advertising	242	49.1	92	18.7	159	32.2	-	-	3.15	Accepted
ii.	Advertising messages	5	1.0	227	46	201	40.7	60	12.3	2.35	Rejected
iii.	Advertising messages	5	1.0	215	43.6	150	30.4	123	25	2.20	Rejected
iv.	Advertising messages	140	28.3	188	38.1	163	33.1	2	0.4	2.94	Accepted
V.	Advertising messages	<b>258</b>	52.3	20	4.1	215	43.6	“	-	<b>3.08</b>	Accepted
vi.	Advertising messages	2	0.4	219	44.4	194	39.4	<b>78</b>	15.8	2.29	Rejected
vii.	Advertising messages	1	0.2	241	48.9	143	29	108	21.9	2.27	Rejected
viii.	Advertising messages	-	-	249	50.5	149	30.2	95	19.3	2.31	Rejected
ix.	Christianity/Islam tips	180	36.5	108	21.9	181	36.7	24	4.9	2.90	Accepted
X.	Advertising messages	-	-	85	17.2	259	52.5	149	30.3	1.89	Indifferent

*Source: field survey, 2018*

Criterion mean = 2.50

As depicted in Table 9, most of the respondents had negative attitude towards most of the advertising messages except a few which either received positive attitude or indifferent attitude. Respondents had negative attitude towards advertising messages on movie downloads ( $x = 2.35$ ), advertising messages on hit musicals ( $x = 2.20$ ), advertising messages on dating tips ( $x=2.29$ ), advertising messages on health tips ( $x=2.27$ ), advertising messages on jokes subscription ( $x=2.22$ ) as the items all had mean score below the criterion mean of this study. This arose from only 5 respondents claiming they had positive attitude on movie downloads, 227(46%) said their attitude on movie download were negative, 201(40.7%) were indifferent while 60 respondents (12.3%) were undecided.

For advertising messages on hit musicals, 5(1.0%) respondents had positive attitude towards it, 215(43.1%) had negative attitude, 150(30.4%) were indifferent while the remaining 123 respondents were undecided. Also, for advertising messages on dating tips, 2(0.4%) respondents only had positive attitude towards such message, 219(44.4%) had negative attitude, 194(39.4%) respondents were indifferent while 78(15.8%) were undecided. On health tips only 1 respondent had positive attitude, 241 (48.1%) had negative attitude, 143(29%) respondents had an indifferent attitude while the remaining 108 were undecided. Advertising messages on weight gain/loss tips had no respondent who indicated a positive attitude. Instead, 249(50.5%) were negative toward such messages, 149(30.2%) were indifferent while 95 were undecided. Could it be that mobile phone users don't believe in the tips network providers provide on weight gain/loss or respondents are interested in reducing/increasing their weight. One advertising messages which received an indifferent attitude is that on jokes subscription, no respondent felt positive towards such messages, 259(52.5) of the 493 respondents had indifferent attitude, 85(18.2%) felt negative while 149(30.3%) were undecided.

Meanwhile, advertising messages on sales promotion ( $\bar{x}=2.94$ ) had mean score greater than the criterion mean of this study which is 2.50 as 140(28.3%) of the respondents had positive attitude, 188(38.1%) were negative 163(33.1%) felt indifferent while 2 respondents were undecided. More so, most respondents (242, 49.1%) of the 493 respondents had positive attitude towards callers tune advertising messages, 92 respondent (18.7%) had negative attitude, while the remaining 159(32.2%) were indifferent towards callers tune advertising messages. The item 38-caller tune advertising messages was therefore accepted to receive positive attitude as it had a mean score of 3.15 which is above the criterion mean of this study. Christianity/Islam tips advertising messages was said to receive positive attitude from respondents as the item had a mean score 2.90 which is greater than

the criterion mean. 180(36.5%) respondent attested to have positive attitude while 108 respondents had negative attitude. Also, 181(36 7%) respondent were indifferent and the rest (24respondents) were undecided. Finally, most respondents 258(52.3%) were said to have positive attitude toward advertising messages on internet data plan 20 respondents (4.1) were negative, while 215(43.6) respondents felt indifferent. No one was undecided in this regard.

**Table 10: Factors responsible for users’ response and attitude towards advertising messages in mobile phone in Lagos State.**

S/N	Network providers	Strongly		Agree		Disagree		Strongly		Mean	Decision
		No	%	No	%	No	%	No	%		
i.	Frequency of receiving advertising messages	215	43.6	200	40.6	70	14.2	-	-	3.15	Accepted
ii.	Advertising messages on	5	1.0	227	46	201	40.7	60	12.3	2.35	Rejected
iii.	Advertising messages on	5	1.0	215	43.6	150	30.4	123	25	2.20	Rejected
iv.	Advertising messages on	140	28.3	188	38.1	163	33.1	2	0.4	2.94	Accepted
v.	Advertising messages on	258	52.3	20	4.1	215	43.6	“	-	3.08	Accepted
vi.	Advertising messages on	2	0.4	219	44.4	194	39.4	78	15.8	2.29	Rejected

*Source: field survey, 2018*

Criterion mean = 2.50

Table 10 shows the factors responsible for mobile phone users’ responsiveness and attitude towards network service providers advertising messages. It indicated that 215(43.6%) respondents strongly agreed that frequency of receiving advertising messages is a factor, 200(40.6%) agree, 70(14.2%) disagree while only 8 respondents (1.6%) strongly disagreed. This item therefore had a mean score of 3.26 which was accepted. Also, item 49-excessive advertising messages as a factor

responsible for mobile phone users' responsiveness and attitude towards network service providers advertising messages is was accepted to having a mean score of 3.39 which is greater than the criterion mean of this study. 286(58.0%) strongly agreed to it, 114(23.1%) respondent agreed, 93(18.9%) respondents disagree which no respondent strongly disagree. Furthermore, 124(25.2%) respondent strongly agreed that irrelevant advertising messages is a factor affecting mobile phone users' responsiveness and attitude towards network service providers advertising messages. 233(47.3%) agreed, 99(20.1%) disagreed while 37(7.5%) respondents strongly disagree to the item

Privacy issues/invasion of privacy as a factor responsible for mobile phone users' responsiveness and attitude towards network service providers advertising messages was also accepted having a mean save of 3.36. This is because 290(58.8%) respondents strongly agreed to it, 94(19.1%) agreed, 109(22.1%) disagreed while no respondent strongly disagreed. Also, spam ( $\bar{x}=3.32$ ) was accepted as a factor having 271(55%) respondent who strongly agreed to it, 142(28.8%) agreed, 27(5.5%) respondent disagreed while 53(10.7%) respondents strongly disagreed. However, one item was rejected which is cultural background as a factor responsible for mobile phone users' responsiveness and attitude towards network service providers advertising messages, having a mean score 2.29 which is below the 2.50 criterion mean.

#### **4.3 Testing of Hypotheses**

**H<sub>01</sub>:** There is no significant relationship between users level of response and advertising messages in mobile phones in Lagos State.

**H<sub>02</sub>:** There is no significant relationship between users' attitude and advertising messages in mobile phones in Lagos State.

**Table 11:** Relationship between mobile phone users level of responsiveness and network service providers advertising messages in Lagos State.

	r-cal	"Level of responsiveness	Network service provider advertising message
Pearson correlation	0.15	1	0.872
Sig. (2-tailed)			.000
N		493	493

*Source: field survey, 2018*

From the correlation table, it can be seen that the correlation coefficient (r) is 0.872. Since the calculated r value with respect to each of the types of network service providers advertising messages is less than the critical r-value of 0.872 at .000 level of significance, the null hypothesis is upheld. This implies that there is no significant relationship between mobile phone users level of responsiveness and network service providers advertising messages. One can conclude therefore that despite the fact that mobile phone network service providers send advertising messages to mobile phone users the level of responsiveness from users is not significant to the desired outcome.

H<sub>0</sub>: There is no significant relationship between mobile phone users' attitude and network service providers advertising messages.

**Table 12:** Relationship between mobile phone users' attitude and network advertising messages.

	r-cal	Level of responsiveness	Network service provider advertising message
Pearson correlation	0.11	1	0.872
Sig. (2-tailed)			.000
N		493	493

*Source: field survey, 2018*

From Table 12, Pearson correlation coefficient, calculated is 0.11 while the Pearson correlation coefficient critical value is 0.872. Since the calculated r is less than the critical r-value, the decision

a  $p < 0.001$  is not significant. Therefore, the null hypothesis, “there is no significant relationship between mobile phone users attitude and network service providers advertising messages” is upheld/accepted. It can be concluded therefore that attitude of mobile phone users towards advertising message from network service providers is not significant and can be described as negative.

#### **4.4 Answers to Research Question (Discussion of Findings)**

This section discusses the findings of this study based on the research questions posed for this study.

##### **Research Question One: What are the various types of advertising messages sent to mobile phone users in Lagos State?**

The answers to this research question was provided in table 6. The results of the investigation showed that the types of advertising messages network service providers send to mobile phone users are short messaging services (SMS) ( $x = 4.03$ ), calls ( $x = 3.54$ ), applications on smartphones ( $x = 2.53$ ), callers tune advertising messages ( $x = 3.93$ ), advertising messages on movies ( $x = 3.95$ ), advertising messages on hit musicals ( $x = 3.77$ ), advertising messages on sales promotion ( $x = 3.90$ ), advertising messages on internet data plan ( $x = 3.90$ ), advertising messages on dating tips ( $x = 3.00$ ), advertising messages on health tips ( $x = 2.64$ ), advertising messages on weight gain/loss tips ( $x = 2.81$ ), (Christianity/Islam ( $x = 2.57$ ) and advertising messages on jokes subscription ( $x = 2.66$ ). However, MMS is not a type of advertising message network service providers send to mobile phone users in Lagos State.

It is not surprising that callers tune advertising messages had one of the highest mean score ( $x = 3.93$ ) as callers tunes according to Osewa (2017) has become one trend many people

and mobile phone users are leveraging on SMS had the highest mean score of 4.03 which justifies Showole and Ibrahim (2014) position that network providers who deem it fit to contact their target customers to promote their services usually do that through short message services (SMS)

**Research Question Two: What is users' level of response to advertising messages on mobile phones in Lagos State?**

The findings of this study have revealed that mobile phone users level of responsiveness to advertising messages is very low since an aggregate mean of 1.90 was obtained against the

2.50 criterion mean of this study. However, there are certain few types of advertising messages that have high level of responsiveness from mobile phone user. For example, advertising messages on internet data plan subscription had a high level of responsiveness ( $x = 3.04$ ). Perhaps, this level of response could be attributed to the increased in use of smartphones which of course required internet data plan for use. Supporting this assumption, Fuller and Akin (2017) asserted that smartphones apps are based on the internet. It is therefore becomes inevitable for mobile phone users respond to advertising messages on internet data plan. Also, callers tune advertising messages has a high responsiveness as the item has 396 (80.3%) respondents attesting to this. This finding related with Osewa (2017) claim that callers tune has become a trend adopted by a lot of people. Dating tips advertising messages, which also received high level of responsiveness from mobile phone users, can be attributed to the fact that majority of the respondents are relatively young and single (213 respondents, that is 43.2%).

### **Research Question Three: How do mobile phone users respond to advertising messages in mobile phones in Lagos state?**

The results in table 8 provide answers to this research question three. It showed that 413 respondents, which is a merger of strongly agree and agree, said they read advertising messages from mobile phone network service providers. However, it was discovered from the investigations presented in table 8-that 333 respondents (a merger of strongly agreed and agreed) claimed that they delete the messages after treading them. This explains the low level of responsiveness from mobile phone users to advertising messages from network service providers. This finding explains Showole and Ibrahim (2014) findings. Showole and Ibrahim observations of the trend of reading messages of various kings among semi-urban users (mobile phone owners who live in the areas that are not develop to urban centres) showed that reading and understanding of the messages did not totally constituted bottleneck in all ramifications but they always mouthed snag of the messages remain unnecessary disturbance, which associated with the messages.

### **Research Question Four: What are the attitudes of mobile phone users towards advertising messages in mobile phones in Lagos State?**

An area of focus of this study is to ascertain the attitude of mobile phone users towards network service providers advertising messages which the data in Table 9 helped to find the answers. As shown in Table 9, most of the respondents had negative attitude towards most of the advertising messages such as advertising messages on movie downloads ( $x = 2.35$ ), hit musicals ( $x = 2.20$ ), dating tips ( $x = 2.29$ ), health tips ( $x = 2.27$ ) and weight loss/gain tips ( $x = 2.31$ ). This finding is consisted with Tsong (2004) findings from a study on consumers' attitude towards mobile advertising. Tsong and Liang found that respondents attitude towards mobile advertising is negative.

However, permission-based advertising results in positive attitude, whereas unauthorized spamming generates a negative attitude.

Furthermore, there are yet some advertising messages that were given positive attitude which were caller tune advertising ( $x = 3.15$ ), advertising messages on internet data plan ( $x = 3.08$ ), advertising on sales promotion ( $x = 2.94$ ) and Christianity/Islam tips. It is not surprising that advertising messages on Christianity/Islam tip received positive attitudes from respondents, because Nigerians are generally religious people worthy of mention, that mobile phone users in Lagos State are indifferent toward jokes subscription.

**Research Question Five: What are the factors responsible for users' response and attitude towards advertising messages in mobile phone in Lagos State?**

The results in Table 10 revealed the answer to this research question. All the items in the table except cultural background ( $x = 2.29$ ) were accepted as the factors responsible for mobile phone users' responsiveness and attitude, towards network service providers advertising message. The factor that had the highest level of acceptance with mean score of 3.39 is excessive advertising messages. It can be implied that the negative attitude mobile phone users have toward advertising messages from network provider and the low level of responsiveness to such messages is as a result of excessive advertising message. In Showole and Ibrahim (2014) study, a woman was observed cursing her network providers for incessant messages she received often on her line, which she did even know how to access or read. Also, this finding validates that Mrditech (2015) observed in the study. Mrditech wrote that some mobile phone owners receive as much as 10 to 20 unsolicited text messages, which have an annoying characteristics, of clogging up your mobile phone's box. In addition, it was found in this study that privacy issues/invasion of privacy ( $x = 3.36$ ), frequency of

receiving advertising messages ( $x = 3.16$ ) and irrelevant advertising messages ( $x = 2.90$ ) are some factors too. This is consistent with Tsong, Ho and Liang (2004) findings. Tsong, Ho and Liang found that respondents held negative attitudes about receiving mobile ads because they found them irritating, given the personal, intimate nature of mobile phones. Their attitudes were favourable if advertisements were sent with permission. This implies that permission-based advertising may solve the problem of irrelevant mobile advertising message which would in turn improve the level of responsiveness and attitude of mobile phone users toward advertising messages from network service providers.

Finally, spam was found to be a factor responsible for level of responsiveness and attitude towards network service providers advertising messages. With 271 respondents strongly agreeing and 142 respondents (28.8%) agreeing to it, it can also be concluded that spam is indeed a factor. This finding corroborates that of sms promotion/org (n.d) and Mrditech (2015) study. Smspromotion.org stated that mobile phone spam is becoming the best known form of spam or the directly aimed text messaging at a mobile phone service individually claimed that spam has a negative impact on mobile advertising. More so, Mrditech added that in Nigeria, SMS spam has been the major bare for most mobile phone users in the country. Some mobile network e.g. Airtel Nigeria, Mrditech continued; go as far as calling their customers at odd hours of the day to advertise their products and services which can be very annoying and time consuming. MTN is also guilty of same thing SMS messages can be very helpful sometimes and might provide you with relevant information when you least expect. However, according to Mrditech (2015), MTN has gone overboard in their quest to market their products and services and have started spamming with customers all through the day with text messages asking for one form of subscription or the other, with short codes like 4900, 5021, 35680. GLO and Etisalat are also involved in this.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

In this chapter, the summary, summary of findings, conclusion, recommendation and suggestions for further research are presented

#### 5.1 Summary

The focus of this study is to investigate mobile phone users' responsiveness and attitude towards network providers advertising messages in Lagos State. This became necessary since mobile advertising market is facing severe challenges and problems because of the changing customers attitude towards mobile advertising and studies and observations from Tsang, Ho and Liang (2004) and Showole and Ibrahim (2014) have shown that mobile phone users are getting irritated and frustrated at the frequency at which advertising messages from mobile network providers are sent. Hence, to carry out this research the study adopted the descriptive survey research design because it is very appropriate when only a portion of the population is to be studied and the findings from the research are expected to be generated to the entire population. Owing to this, a 55-item questionnaire was designed so as to elicit responses from 500 mobile phone users selected from the twenty (20) local government areas of Lagos State with a population of 9,013,534 people in Lagos State. The local government areas include Aleshosho, Ajeromi, Ifedodun, Kosofe, Muslin, Oshodi, Isolo, Ojo, Ikurodu, Shomolu, Amoewu-Odofun, Lagos Mainland, Ikeja, Eti-osa, Badagry, Appapa, Lagos Island, Epe and Ibeju-Lekki.

The sampling technique used for this study was the Systematic Sampling technique and the simple Random Sampling by balloting these techniques amongst other things enable the researcher to carry out this study with ease, precision and accuracy in line with the objectives of the study which

includes to find out mobile phone users level of responsiveness, how they respond, the attitude of mobile phone users towards network service providers sent to mobile phone users. The study discovered the factors responsible for mobile phone users' responsiveness and attitude towards network service providers advertising messages.

Notably, is the attitude change theory and technology acceptance model (TAM) theory that provided theoretical bedrock for this study. The attitude change theory and technology acceptance model (TAM) were used to support this study. The attitude change theory explains the process in which advertising messages from network providers can affect the attitude of mobile phone users towards advertising messages positively or negatively while the technology acceptance model provided an anchor by which mobile phone users' acceptance of the device for advertising is explained.

It is also worthy to mention, that the questionnaire designed for this study was to elicit data for answering five research questions posed and two research hypothesis. The research questions were in line with the objectives of this study as well as the hypothesis. The hypothesis are there is no significant relationship between mobile phone users level of responsiveness and mobile phone advertising messages' and there is no significant relationship between mobile phone users' attitude and mobile phone advertising messages. Both hypotheses were upheld. Hence it was implied that mobile phone users' level of responsiveness as well as their attitude is not correlated to network providers advertising messages. This was attributed to the low level of responsiveness of mobile phones users and their negative attitude towards network providers advertising messages. Frequency counts, mean statistics and Pearson moment correlation formulae.

## 5.2 Summary of Findings

From the interpretation and discussion of results of this study as they affect the research questions and hypothesis, the following are the summary of findings.

1. Mobile phones users level of response to advertising messages from network service providers is very low. However, there are a few types of advertising messages that have high level of responsiveness from mobile phone users which are advertising messages on internet data plan subscription, callers tune advertising messages and advertising messages in dating tips
2. The ways mobile phone users responded to advertising messages on mobile phone is that they read the messages as well as delete the messages after reading them. It was also found that mobile phone users do not act on the messages, do not forward the messages to others, don't read them neither do they delete the messages without reading them.
3. Phone Users have a negative attitude towards network service providers advertising messages on mobile phones.
4. The types of advertising messages network service providers sent to mobile phone users are SMS, calls, application on smartphones, callers tune advertising messages, advertising messages on movies, hit musicals, sales promotion, internet data plan subscription, dating tips, health tips, weight gain/loss tips, Christianity/Islam and advertising message on jokes subscription. MMS was not accepted or a type of advertising message sent to mobile phone users.
5. The factors responsible for users' response and attitude toward advertising messages on mobile phone are frequency of receiving advertising messages, excessive advertising messages, irrelevant advertising messages, privacy issues and spam.

6. There is no significant relationship between users' level of response and advertising messages in mobile phones.
7. There is no significant relationship between users' attitude and advertising messages in mobile phones.

### **5.3 Conclusion**

This study has been able to ascertain mobile phone users' responsiveness and attitude towards network providers advertising messages in Lagos State. From the findings of this study, it could be clearly seen that mobile phone users level of responsiveness to advertising messages from network providers like MTN, GLO, Airtel, Etisalat is low and they have negative attitude towards such messages. This implies that mobile phone users' do not respond to advertising messages in line with the expectations of network service providers. More so, this was able to deliver empirical evidence on the relationship between mobile phone users level of responsiveness and the advertising messages they receive as well as the relationship between attitude and the messages, which was found to be insignificant to. With all these situations, it becomes evident that mobile phone users are yet to fully accept advertising messages in mobile phones which was attributed to certain factors which ranges from, spam, irrelevant message, incessant messages, amongst other factors. Thus, it can be concluded that advertising through mobile phone can only be effective and receive positive attitude and high response level of permission - based advertising is used by network service providers in Nigeria, mobile phone advertising would be more significant to customers. This is because permission - based advertising would eliminate irrelevant messages and incessant message sent to customers, reduce spam amongst other things. Besides, if there is a high level of responsiveness and a positive attitude from mobile phone users towards advertising messages from network providers, mobile.

### **5.5 Suggestions for Further Studies**

1. The researcher suggests the following topics to be conducted in order to broaden the scope of this study. They are:
2. The influence of mobile advertising on mobile phone users in Lagos State
3. Permission-based advertising and mobile phone service providers advertising messages by Nigeria, a study of UNIBEN students' perception.
4. Mobile phones users perception of SMS advertising from network providers in South-South Nigeria.

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## APPENDIX I QUESTIONNAIRE

### ADVERTISING MESSAGES IN MOBILE PHONES: A SURVEY OF USERS' RESPONSE AND ATTITUDE IN LAGOS STATE.

Department of Mass Communication,

University of Benin,

P.M.B.

Benin City,

Nigeria.

Dear Respondents,

#### APPEAL TO FILL ITEMS IN QUESTIONNAIRE

I, Eze Adaeze Benedicta, a postgraduate student in the department of **Mass Communication**(UNIBEN), Benin City, Nigeria. I am conducting a research on the topic: **Advertising Messages in Mobile Phones: A Survey of Users' Response and Attitude in Lagos State**. The study, represent my dissertation and it is in partial fulfilment of the requirements for the award of Masters of Arts (M.A) degree in Mass Communication.

You have been carefully selected to provide information that would aid the successful completion of the study, please note that the information you provide would be treated with utmost confidentiality in accordance with research ethics which respects respondent's privacy. Thank you in anticipation of your time, understanding and cooperation.

Yours sincerely,

**Eze Adaeze Benedicta**

**SECTION C: USERS LEVEL OF RESPONSE TOWARDS ADVERTISING MESSAGES ON MOBILE PHONES**

**Instruction:** Please read carefully and tick ( ) against your opinion on each item using 4 point likert rating scale of Very High Level ( VHL), High Level (HL), Low Level (LL) and Very Low Level (VLL)

**7. Your level of response to the following advertising messages is:**

S/N	Advertising Messages	VHL	HL	LL	VLL
I	Callers tune				
II	Advertising on movie downloads				
III	Advertising on hit musicals				
IV	Advertising on sales promotion				
V	Advertising on internet data plans subscription				
VI	Advertising on dating tips				
VII	Advertising on Health tips				
VIII	Advertising on weight gain/loss tips				
IX	Christianity/Islam				
X	Advertising on Jokes subscription				

**SECTION D: HOW MOBILE PHONE USERS RESPOND TO NETWORK SERVICE PROVIDERS ADVERTISING MESSAGES ON MOBILE PHONES. Instruction:** Please read carefully and tick ( ) against your opinion on each item using 4

point rating scale of strongly agree (SA) Agree (A) Disagree (D) Strongly Disagree (SD)

**8. Your response to advertising messages on mobile phones is:**

S/N	Ways of Response	SA	A	D	SD
I	You delete the message without reading				
II	You don't read them				
III	You read them				
IV	You act on the messages				
V	You do not act on the messages				
VI.	You forward the messages to others				
VII	You delete the messages after reading them				

**SECTION E: ATTITUDE OF USERS TOWARDS ADVERTISING MESSAGES ON MOBILE PHONES**

**Instruction:** Please read carefully and tick ( ) against your opinion on each item using 4 point rating scale of Positive (P) Negative (N) Indifferent (I) Undecided (U)

**9. Your attitude towards the following types of advertising messages on mobile**

**phones is:**

S/N	Advertising messages affecting users attitude	P	N	I	U
I	Callers tune advertising				
II.	Advertising on movie downloads				
III.	Advertising on hit musicals				
IV.	Advertising on sales promotion				
V.	Advertising on internet data plan subscription				
VI.	Advertising on internet data plan subscriptions				
VII.	Advertising on dating tips				
VIII	Advertising on Health tips				
IX.	Advertising on weight loss/gain tips				
X.	Romance/dating tips				
XI.	Christianity/Islam tips				
XII.	Advertising on jokes subscriptions				

**SECTION F: FACTORS RESPONSIBLE FOR USERS' RESPONSE AND ATTITUDE**

**TOWARDS ADVERTISING MESSAGES ON MOBILE PHONES** **Instruction:** Please read carefully and tick ( ) against your opinion on each item using 4

point rating scale of strongly agree (SA) Agree (A) Disagree (D) Strongly Disagree (SD)

**10. Factor(s) responsible for how you respond/attitude towards Advertising messages on mobile phones is/are:**                      ^^

<b>S/N</b>	<b>Factors</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>
I	Frequency of receiving advertising messages				
II	Excessive advertising messages				
III	Irrelevant advertising messages				
IV	Cultural background				
V.	Privacy issues/invasion of privacy				
VI.	Spam				

## APPENDIX II

### RELIABILITY TEST COMPUTATION USING PEARSON MOMENT PRODUCT

#### CORRELATION

S/N	X	y	xy		
1.	26	24	634	676	576
2	19	21	399	361	441
3	21	23	483	441	529
4	25	21	525	625	441
5.	24	19	456	576	361
6.	19	18	342	361	324
7.	19	18	342	361	324
8.	20	17	340	400	289
9.	22	21	462	484	441
10.	26	24	642	484	441
11.	25	23	575	625	529
12.	23	20	460	529	400
13.	19	17	323	361	289
14.	24	23	552	576	529
15.	21	20	420	441	400
16.	24	19	456	576	361
17.	21	18	378	441	324
18.	24	26	624	576	676
19.	26	23	598	676	529
20.	25	23	575	625	529
Total	453	418	9576	10,387	8868

$$r = \frac{\sum xy - \frac{\sum x \sum y}{n}}{\sqrt{(\sum x^2 - \frac{(\sum x)^2}{n})(\sum y^2 - \frac{(\sum y)^2}{n})}}$$

$$V[(n\sum x^2 - (\sum x)^2)(n\sum y^2 - (\sum y)^2)] \quad r = \frac{20(9576) - 453 \times 418}{\sqrt{20(10,387) - (453)^2} \sqrt{20(8868) - (418)^2}}$$

$$r = \frac{191520 - 189354}{\sqrt{207740 - 205209} \sqrt{177360 - 174724}}$$

$$r = \frac{2166}{\sqrt{2531} \times \sqrt{2636}}$$

$$r = \frac{2166}{2582.96} = 0.83$$

$$r = 0.83$$

$$r = 0.83$$

To step it up, Spearman's Brown Phophesy formulae was used

$$r = \frac{2r}{1+r} \quad r = \frac{2 \times 0.83}{1 + 0.83} = \frac{1.66}{1.83} = 0.90$$

### APPENDIX III

#### Hypothesis Testing Using Pearson Moment Correlation

Hoi: Correlations

S/N	X	y	xy	x <sup>2</sup>	y <sup>2</sup>
1.	399	94	37506	159201	8836
2	98	395	38710	9604	156025
3	192	321	61632	36864	103041
4	51	442	22542	2601	195364
5.	374	119	44506	139876	14161,
6.	301	192	57792	90601	36864
7.	40	453	18120	1600 .	205209
8.	60	433	25980	3600	187489
9.	390	95	37050	152100	9025
10.	63	43	27090	3969	184900
Total	1968	2074	447144	600016	1243989

Formulae:

$$r = \frac{\sum X_i y_i}{\sqrt{\sum X_i^2 \sum y_i^2}}$$

$$V(X_i^2) = \sum X_i^2 - \frac{(\sum X_i)^2}{n}$$

Hence:

$$r = \frac{447144 - \frac{(1968)(2074)}{10}}{\sqrt{600016 - \frac{(1968)^2}{10} \cdot 1243989 - \frac{(2074)^2}{10}}}$$

$$r = \frac{447144 - 408163.2}{\sqrt{212713.6 - 359521.4}}$$

$$r = \frac{38980.8}{(461.20) (559.60)}$$

$$r = \frac{38980.8}{258087.52} = 0.15$$

$$r = 0.15$$

258087.52 degree of freedom = n-2 = 10-2 = 8

p < 0.001

## APPENDIX IV

Table of Critical Values for Pearson's  $r$  Level of Significance for a One-Tailed Test  
 Test .10 .05 .025 .01 .005 .0005 Level of Significance for a Two-Tailed Test  
*df*.20 .10 .05 .02 .01 .001

1.10	0.951	0.988	0.997	0.9995	0.9999	0.99999
1.11	0.800	0.900	0.950	0.980	0.990	0.999
1.12	0.687	0.805	0.878	0.934	0.959	0.991
1.13	0.608	0.729	0.811	0.882	0.917	0.974
1.14	0.551	0.669	0.755	0.833	0.875	0.951
1.15	0.507	0.621	0.707	0.789	0.834	0.925
1.16	0.472	0.582	0.666	0.750	0.798	0.898
1.17	0.443	0.549	0.632	0.715	0.765	0.872
1.18	0.419	0.521	0.602	0.685	0.735	0.847
1.19	0.398	0.497	0.576	0.658	0.708	0.823
1.20	0.380	0.476	0.553	0.634	0.684	0.801
1.21	0.365	0.457	0.532	0.612	0.661	0.780
1.22	0.351	0.441	0.514	0.592	0.641	0.760
1.23	0.338	0.426	0.497	0.574	0.623	0.742
1.24	0.327	0.412	0.482	0.558	0.606	0.725
1.25	0.317	0.400	0.468	0.542	0.590	0.708
1.26	0.308	0.389	0.456	0.529	0.575	0.693
1.27	0.299	0.378	0.444	0.515	0.561	0.679
1.28	0.291	0.369	0.433	0.503	0.549	0.665
1.29	0.284	0.360	0.423	0.492	0.537	0.652
1.30	0.277	0.352	0.413	0.482	0.526	0.640
1.31	0.271	0.344	0.404	0.472	0.515	0.629
1.32	0.265	0.337	0.396	0.462	0.505	0.618
1.33	0.260	0.330	0.388	0.453	0.496	0.607
1.34	0.255	0.323	0.381	0.445	0.487	0.597
1.35	0.250	0.317	0.374	0.437	0.479	0.588
1.36	0.245	0.311	0.367	0.430	0.471	0.579
1.37	0.241	0.306	0.361	0.423	0.463	0.570
	0.237	0.301	0.355	0.416	0.456	0.562

30 0.233 0.296 0.349 0.409 0.449 0.554

40 0.202 0.257 0.304 0.358 0.393 0.490

60 0.165 0.211 0.250 0.295 0.325 0.408 12

00.117 0.150 0.178 0.210 0.232 0.294

\* 0.057 0.073 0.087 0.103 0.114 0.146

Adapted from Appendix 2 (Critical Values of  $t$ ) using the square root of  $[tiKti + df]$  Note: Critical values for Infinite  $df$  actually calculated for  $df=500$ .