

Abstract

Hazem Rashid

What are the factors that affect the young Consumers' attitudes towards SMS Advertisements and their Purchase Intentions?

Today, the mobile phone usage is increasing all over the world including Egypt. The mobile phone penetration in Egypt reached 95 per cent by April 2011 according to the Egyptian Ministry of Communications & Information Technology. This high penetration of the mobile phone has created an excellent opportunity for marketers who want to target Egyptians especially young consumers with their products & services. Also, the marketers are beginning to recognize the advantages of advertising through this new media such as personalization & decreasing marketing costs. Advertising through a mobile device can take many forms. However, the SMS advertising is considered the simplest & the most widely used form of mobile marketing, & is studied in this research. A research in SMS advertising would be interesting & useful, it can help the researchers & practitioners understand the role & contribution of this information technology application in doing business in general & marketing in particular. This research investigated the attitudes of young Egyptian consumers towards SMS advertising, as young consumers are considered the most segments that use the mobile phone & its applications & are more likely to be targeted by this new form of advertising. It investigated & measured the importance of the factors that affect the consumers' attitudes towards SMS advertisements which consequently makes the SMS advertisements effective. Also, it studied the relationship between the attitudes of consumers towards the brands that are advertised through SMS & the consumers' purchase intentions for these brands. The background of the study focuses on the concept of mobile advertising in general & SMS advertising in particular. The academic models of the consumers' attitudes towards advertising in general & mobile advertising in particular are integrated & improved. From the literature review, the antecedents of the attitudes towards SMS advertising are derived. Then a research model is proposed based on the review. The field study was done using a survey that was distributed on a sample that is similar to target consumers of the campaigns of mobile marketing & SMS advertising. The sample is young consumers who are aged between 15-30 years & are residents of Cairo & Alexandria. The results of the questionnaire were analyzed using the statistical analysis software for windows SPSS. The results of the research show that young consumers generally have a favorable attitude towards SMS advertisements. Also, it proves that the SMS advertising value, personalization of SMS advertisements, incentives that are found in SMS advertisements, utilization of contextual information, permission to receive SMS advertisements & attitudes towards advertisements in general are important factors that affect the attitudes of young consumers towards SMS advertisements. Therefore, these variables have to be taken into consideration by the companies & marketers so as to make the mobile advertising more effective & more efficient. In addition to that, the results showed that there is a positive relationship between the attitudes the consumers form on the SMS advertisements & the attitudes towards the brands that are advertised through SMS & towards their purchase intention for these products & services. The research findings have several managerial implications. First of all, companies have to direct more of their marketing budgets to SMS advertising. Also, Marketers can make SMS advertisements more effective by including incentives such as Mobile coupons .In addition to that, they should make the SMS advertisements more personalized. Finally, location based SMS advertising can be very successful if it is introduced in Egypt. Abstract Today, the mobile phone usage is increasing all over the world including Egypt. The mobile phone penetration in Egypt reached 95 per cent by April

2011 according to the Egyptian Ministry of Communications & Information Technology. This high penetration of the mobile phone has created an excellent opportunity for marketers who want to target Egyptians especially young consumers with their products & services. Also, the marketers are beginning to recognize the advantages of advertising through this new media such as personalization & decreasing marketing costs. Advertising through a mobile device can take many forms. However, the SMS advertising is considered the simplest & the most widely used form of mobile marketing, & is studied in this research. A research in SMS advertising would be interesting & useful, it can help the researchers & practitioners understand the role & contribution of this information technology application in doing business in general & marketing in particular. This research investigated the attitudes of young Egyptian consumers towards SMS advertising, as young consumers are considered the most segments that use the mobile phone & its applications & are more likely to be targeted by this new form of advertising. It investigated & measured the importance of the factors that affect the consumers' attitudes towards SMS advertisements which consequently makes the SMS advertisements effective. Also, it studied the relationship between the attitudes of consumers towards the brands that are advertised through SMS & the consumers' purchase intentions for these brands. The background of the study focuses on the concept of mobile advertising in general & SMS advertising in particular. The academic models of the consumers' attitudes towards advertising in general & mobile advertising in particular are integrated & improved. From the literature review, the antecedents of the attitudes towards SMS advertising are derived. Then a research model is proposed based on the review. The field study was done using a survey that was distributed on a sample that is similar to target consumers of the campaigns of mobile marketing & SMS advertising. The sample is young consumers who are aged between 15-30 years & are residents of Cairo & Alexandria. The results of the questionnaire were analyzed using the statistical analysis software for windows SPSS. The results of the research show that young consumers generally have a favorable attitude towards SMS advertisements. Also, it proves that the SMS advertising value, personalization of SMS advertisements, incentives that are found in SMS advertisements, utilization of contextual information, permission to receive SMS advertisements & attitudes towards advertisements in general are important factors that affect the attitudes of young consumers towards SMS advertisements. Therefore, these variables have to be taken into consideration by the companies & marketers so as to make the mobile advertising more effective & more efficient. In addition to that, the results showed that there is a positive relationship between the attitudes the consumers form on the SMS advertisements & the attitudes towards the brands that are advertised through SMS & towards their purchase intention for these products & services. The research findings have several managerial implications. First of all, companies have to direct more of their marketing budgets to SMS advertising. Also, Marketers can make SMS advertisements more effective by including incentives such as Mobile coupons .In addition to that, they should make the SMS advertisements more personalized. Finally, location based SMS advertising can be very successful if it is introduced in Egypt. Abstract Today, the mobile phone usage is increasing all over the world including Egypt. The mobile phone penetration in Egypt reached 95 per cent by April 2011 according to the Egyptian Ministry of Communications & Information Technology. This high penetration of the mobile phone has created an excellent opportunity for marketers who want to target Egyptians especially young consumers with their products & services. Also, the marketers are beginning to recognize the advantages of advertising through this new media such as personalization & decreasing marketing costs. Advertising through a mobile device can take many forms. However, the SMS advertising is considered the simplest & the most widely used form of mobile marketing, & is studied in this research. A research in SMS advertising would be interesting & useful, it can help the researchers & practitioners understand the role & contribution of this information technology application in doing business in general & marketing in particular. This research investigated the attitudes of young Egyptian consumers towards SMS advertising, as young consumers are considered the most segments that use the mobile phone & its applications & are more likely to be targeted by this new form of advertising. It investigated & measured the importance of the factors that affect the consumers' attitudes towards SMS advertisements which consequently makes the SMS advertisements effective. Also, it studied the relationship between the attitudes of consumers towards the brands that are advertised through SMS & the consumers' purchase intentions for these brands. The background of the study focuses on the concept of mobile advertising in general & SMS advertising in particular. The academic models of the consumers' attitudes towards advertising in general & mobile advertising in particular are

integrated and improved. From the literature review, the antecedents of the attitudes towards SMS advertising are derived. Then a research model is proposed based on the review. The field study was done using a survey that was distributed on a sample that is similar to target consumers of the campaigns of mobile marketing and SMS advertising. The sample is young consumers who are aged between 15-30 years and are residents of Cairo and Alexandria. The results of the questionnaire were analyzed using the statistical analysis software for windows SPSS. The results of the research show that young consumers generally have a favorable attitude towards SMS advertisements. Also, it proves that the SMS advertising value, personalization of SMS advertisements, incentives that are found in SMS advertisements, utilization of contextual information, permission to receive SMS advertisements and attitudes towards advertisements in general are important factors that affect the attitudes of young consumers towards SMS advertisements. Therefore, these variables have to be taken into consideration by the companies and marketers so as to make the mobile advertising more effective and more efficient. In addition to that, the results showed that there is a positive relationship between the attitudes the consumers form on the SMS advertisements and the attitudes towards the brands that are advertised through SMS and towards their purchase intention for these products and services. The research findings have several managerial implications. First of all, companies have to direct more of their marketing budgets to SMS advertising. Also, Marketers can make SMS advertisements more effective by including incentives such as Mobile coupons .In addition to that, they should make the SMS advertisements more personalized. Finally, location based SMS advertising can be very successful if it is introduced in Egypt. Today, the mobile phone usage is increasing all over the world including Egypt. The mobile phone penetration in Egypt reached 95 per cent by April 2011 according to the Egyptian Ministry of Communications and Information Technology. This high penetration of the mobile phone has created an excellent opportunity for marketers who want to target Egyptians especially young consumers with their products and services. Also, the marketers are beginning to recognize the advantages of advertising through this new media such as personalization and decreasing marketing costs. Advertising through a mobile device can take many forms. However, the SMS advertising is considered the simplest and the most widely used form of mobile marketing, and is studied in this research. A research in SMS advertising would be interesting and useful, it can help the researchers and practitioners understand the role and contribution of this information technology application in doing business in general and marketing in particular. This research investigated the attitudes of young Egyptian consumers towards SMS advertising, as young consumers are considered the most segments that use the mobile phone and its applications and are more likely to be targeted by this new form of advertising. It investigated and measured the importance of the factors that affect the consumers' attitudes towards SMS advertisements which consequently makes the SMS advertisements effective. Also, it studied the relationship between the attitudes of consumers towards the brands that are advertised through SMS and the consumers' purchase intentions for these brands. The background of the study focuses on the concept of mobile advertising in general and SMS advertising in particular. The academic models of the consumers' attitudes towards advertising in general and mobile advertising in particular are integrated and improved. From the literature review, the antecedents of the attitudes towards SMS advertising are derived. Then a research model is proposed based on the review. The field study was done using a survey that was distributed on a sample that is similar to target consumers of the campaigns of mobile marketing and SMS advertising. The sample is young consumers who are aged between 15-30 years and are residents of Cairo and Alexandria. The results of the questionnaire were analyzed using the statistical analysis software for windows SPSS. The results of the research show that young consumers generally have a favorable attitude towards SMS advertisements. Also, it proves that the SMS advertising value, personalization of SMS advertisements, incentives that are found in SMS advertisements, utilization of contextual information, permission to receive SMS advertisements and attitudes towards advertisements in general are important factors that affect the attitudes of young consumers towards SMS advertisements. Therefore, these variables have to be taken into consideration by the companies and marketers so as to make the mobile advertising more effective and more efficient. In addition to that, the results showed that there is a positive relationship between the attitudes the consumers form on the SMS advertisements and the attitudes towards the brands that are advertised through SMS and towards their purchase intention for these products and services. The research findings have several managerial implications. First of all, companies have to direct more of their marketing budgets to SMS advertising. Also, Marketers can make SMS advertisements more effective by including incentives such as Mobile coupons .In addition to that, they should make the SMS advertisements more personalized.

Finally, location based SMS advertising can be very successful if it is introduced in Egypt.