Customers' Attitude Towards Location Based Mobile Advertising in Egypt

Bassant Said
Business Information Systems, Arab Academic for Science and Technology and Maritime Transport, Alexandria, Egypt

Rasha Abd El Aziz
Computer Science and Creative Technologies, University of the West of England, Bristol, England, UK

rashaayo@gmail.com

Abstract- Due to the high penetration and growth rates of mobile devices, along with the recent technological development of the third-generation devices in the Egyptian market, there has been a creation of a new direct communication channel with consumers known as mobile advertising. Mobile marketing offers great opportunities for businesses. Marketing activities supported by mobile devices allow companies to directly communicate with their consumers without time or location barriers.

The underlying study presents initial Egyptian consumer evaluation and investigation on their perceived attitude towards location-based mobile advertising (LBMA) that allows marketers to reach their target consumers based on their location. LBMA allows service providers to offer timely personalized services and products based on their target customers’ specific location. However, it is unknown which is the best way to build these advertisements in order to positively affect Egyptian consumers’ attitudes, intention and behavior.

Accordingly, the research at hand, investigates the Egyptian perceived attitude towards LBMA via surveying consumers’ using a structured questionnaire and interviewing decision makers in mobile network providers.

Keywords- Mobile advertising, location based, customer attitude, criteria.

I. INTRODUCTION

The high growth rate of mobile phones accompanied by the recent technological development and other mobile communication devices have generated a great opportunity for a new marketing communication channel with consumers named mobile advertising [32]. This new advertising channel allows marketers to announce their products and services in addition to build a strong customer relationship through receiving direct feedback from customers [14].

Based on the International Telecommunication Union, by the end of 2010 around 2.6 billion out of the earth’s population, above 5 billion have mobile phone devices; this highlights the fact that mobile advertising is a very good communication channel with customers [15]. In the last years, smartphones and mobile computing devices have increased dramatically; as a result marketers have recognized a more effective way of targeting consumers and build strong customer relationship through LBMA [2] [25].

LBMA is a new marketing communication channel therefore it is important to know how consumers are likely perceived it. Thus, many companies and advertisers considered LBMA as a new powerful communication channel to reach and interact directly with its customers in a new and innovative way wherever and whenever they want to buy [9] [25]. Therefore, it is very important to understand consumer attitude towards mobile advertising especially towards LBMA. Thus, Entertainment, Informativeness, irritation and credibility are the main factors that affects consumers’ attitude toward mobile advertising based on Ducoffe’s web advertising model [14][21].

II. RESEARCH FOCUS

Egyptian marketers would be able to have direct marketing communication with their customers with lower cost and amazing revenue rate through LBMA technology. However, some customers considered that type of advertising kind of intrusiveness to their privacy and may ignore these advertising messages. Previous researches in different countries have discussed different areas of mobile marketing but there are some areas need further investigations mainly in the Egyptian market. We found that there is a research gap especially in the topic of LBMA which is one of special interests for Egyptian companies; it enables direct communication with customers in extraordinary ways. This research presents the factors that affect attitude, intention and behavior of Egyptian customers towards LBMA.

III. RESEARCH AIM AND OBJECTIVES

The research focus is how location based mobile services can be used as an advertising vehicle in Egypt. The study aims to investigate the Egyptian customers’ attitude towards LBMA and determine the main criteria that affect their attitude, intention and behavior.

The main objective of this study is to explore customers’ attitude, intention and behavior in the Egyptian context and
their willingness to receive mobile advertising messages and its effect on their behavior and purchasing decisions. This can be reached by referring to and blending different advertising models used to explore customers attitude towards mobile advertising based on Ducoffe's advertising model [21]. The underlying study has blended these previous models and come up with merged one that may suits the Egyptian context. This model along with a survey will be distributed on Egyptian mobile users in order to conduct give specific results on customers' attitude, behavior and intention towards LBMA in the Egyptian context.

IV. ADVERTISING VIA MOBILE DEVICES

Advertising plays an important role in commercial activities and has shown great recognizable evolution from printed media to broadcasting media as televisions, radios and mobile phones. Media have been used generally as a mass communication channel by traditional advertisers and primary internet advertisers. However, marketers have recently begun to concern direct marketing as being the most profitable marketing approach [13]. One of the direct marketing approaches is advertising via mobile devices such as; Mobile marketing has begun from the Internet marketing revolution and has become one the most successful direct communication channels with customers and the primary mean to reach target customers. According to Mobile Marketing Association, mobile marketing is “The use of wireless media as an integrated content delivery and direct response vehicle within a cross-media marketing communications program”. Mobile Advertising is a part of mobile marketing and refers to the transmission of advertising messages via individuals’ mobile devices [2] [6].

Due to the rapid development of mobile communication devices and positional technologies such as GPS devices, advertisers have found a new form of effective advertising communication, which is LBMA. LBMA involves the delivery of advertising messages to the mobile phone subscribers based on their location. LBMA is a very specific type of mobile advertising [13] and a kind of location based service relies on, and is enhanced by mobile devices positional information such as information/directory services, tracking and navigation services, emergency services and location-based advertising services. There are different types of LBMA advertising services for instance Click to call, SMS and MMS, Voice calls and Location finder advertising services. In this research we will focus on SMS and MMS advertising service as it is considered the most effective and popular mobile advertising tool [3].

V. CHARACTERISTICS OF MOBILE ADVERTISING

Different studies have discussed mobile advertising characteristics and suggested five main features of mobile advertising: portability, relatively small screen size, personalization, context-aware, and location sensitivity[3] [12].

Portability: One of the main features of mobile advertising in which mobiles are relatively small and fit into pocket anywhere and at any location [3] [12].

Personalization: the mobile devices are closely related with the user personal identity and applications are personalized based on user preferred input in order to users’ instant access to their devices most of time [3].

Context-aware: Most of applications used on mobile devices are context-aware based on user permission, regarding our research advertisements will be displayed according to users’ preferences [3] [13].

Location sensitivity: most of mobile devices have some applications or built-in navigational systems like GPS. In which, advertisements will be sent to users according to their nearest location [6].

Screen size: mobiles have different screen sizes that considered one of the mobile advertisement challenges; there are different portable mobile devices ranging from cell phones and PDAs with different screen sizes. Thus, marketers should be creative and innovative to create effective advertisement messages suit different screen sizes especially small ones. Therefore, mobile advertisement messages have to be customized according the end user screen sizes [7] [12].

These physical characteristics of mobile devices may affect the performance of mobile advertising because most of mobile devices have small keypads, limited memory, and cost of communication, battery problems, download speed and tiny screens as well as lack of standards. With these limitations and slow data rate, mobile users will be unwilling to receive advertising messages [2] [3] [12].

VI. MOBILE ADVERTISING TYPES

Meanwhile, since the mobile phone is a very personal device that allows an individual to be assessed virtually any time and anywhere, mobile advertising must be more personalized and may take different forms. Based on different strategic applications, mobile advertising can be permission-based, incentive-based, or location-based or a mixture of them [15] [32].

A. Permission based advertising

As a result of multiple researches, most of consumers have negative attitudes toward receiving unpredicted mobile advertising messages and find that it is a kind of privacy violation. Thus permission based advertising have shown to be the easiest way to solve this problem [15]. It allows consumers to have a full control over when and what type of mobile advertising messages they prefer to receive [16]. It differs from traditional irritating advertising messages, as they are only sent to consumers who have shown their desire to receive such advertising messages [13]. In other words, permission based advertising is a kind of agreement between
both the advertiser and the consumer that states when, where and what type of information the consumer is willing to receive. Seeking the permission of target consumers tends to reduce the irritation and solve privacy problem [32].

B. Incentive based advertising

Incentive based advertising is another advertising approach that provides financial rewards to consumers who indicated their willingness to receive ads [15] [16]. It has been discovered that, this approach highly affects consumer intention to receive such mobile ads, especially if they are clear enough to inform the consumer with the message potential gains. There are a number of incentives that could be revealed via mobile text messages. The most popular and widely used is the incentive mobile coupons. Mobile coupons are digital coupons sent to consumer mobile devices; that usually contain offers and promotions to attract more customers. They are considered the most effective promotional tool where it can be used for a wide range of products [15].

C. Location based mobile advertising

LBMA is a type of information that is controlled by the marketer, received on mobile communication devices and can be customized based on the recipient’s geographic positions. LBMA can be an important part of what referred to as real-time marketing; it is a way of customization to match consumer needs where and when they want to receive the message [6] [24]. In other words, it is an advertising approach that relies on location and consumer preferences as it has the feature to target consumers in a certain location. LBMA helps to improve targeting and decrease irrelevant mobile advertising messages [15].

LBMA can be a mixture of permission based and incentive based advertising. LBMA can works under customers’ permission who decide when and where they are willing to receive advertising messages. Moreover, customers’ can personalize their advertising messages based on their preferences.

LBMA types: LBMA delivery has two main approaches or types namely Pull and Push [23] [25]. According to LBMA, these two approaches are defined differently from traditional marketing communications. There are two more possibilities of push mobile advertising: opt-in and opt-out. Opt-in approach users have full control on type of messages that sent to them which is type of permission marketing [6]. On the other hand, Opt-out approach advertisers would have full control over sending advertising messages to whomever they want until users or consumers asked them to stop sending more ads [6].

Push LBMA refers to mobile advertising messages that are sent to consumers’ mobile devices according to their location and earlier stated product preferences [23] [25]. In Push LBMA, advertisers or providers have more control over the way of advertising messages and promotions while, consumers have less control over receiving such messages. It is considered an effective way to trigger the action of buying. However, from a different perspective it might be regarded as a kind of intrusion [25].

On the other hand, Pull LBMA that are only delivered when consumers initiate the request or explicitly ask for receiving a mobile message according to their preferred product categories that are available near their location [15] [25]. That is, they are search for information rather than being chased by it. For example, when consumers reach a mall they may use their mobile devices to check available offers or promotions according to products preferences from nearby stores.

LBMA message content: There are two main types of text-based mobile advertising messages: Promotions and Brand-awareness ads [33] [25]. LBMA message content is based on how its relevance to meet consumer needs and according to consumer location, message content types work as triggers for taking an action. First, when LBMA support consumers with specific relevant information according to their location. There is a high chance that recipients will take an action. This was very clear when Reebok sent mobile alerts offering the first arrival at the nearest store a free pair of shoes upon displaying the message. They got more than fifty respondents within four minutes. Amazingly, this highlights the fact that promotional LBMA message content can work as a trigger for action. LBMA doesn’t have to be linked only to inventiveness; it can also be used to raise brand awareness. According to [1] text mobile advertising messages that inform consumers about launching new brand at nearby stores be a good example of brand awareness advertising messages.

VII. CUSTOMER ATTITUDE TOWARD LBMA

Attitude is one of the most important concepts in research and information systems. Several research models have been used in explaining the process of consumer acceptance and adoption of service / products such as Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM). TRA states that an individual who intends to do a behavior will most likely perform it, in which based on three components: attitudes, subjective norms and behavioral intention [15]. Attitude one of the main components of TRA model in which has been considered in this research. Attitude defined as “a learned predisposition of human beings” [15]. Specifically, attitude towards an advertisement in general is defined as “learned predisposition to respond in a consistently favorable or unfavorable manner toward advertising in general” [15].

Many researchers have been studying consumers’ attitude toward advertising in general and specially on the internet. In contrast, the relationship between attitude, intention, and behavior with LBMA wasn’t mature enough especially in the Egyptian market. Thus, based on Ducoffe’s advertising model [21] this study will focus on entertainment, informativeness, irritation and credibility are the main factors
affecting mobile ads acceptance. These factors will be considered to evaluate it in Egypt [32].

VIII. CUSTOMERS’ VALUE PERCEPTIONS OF LBMA

As many other innovation concepts, LBMA highly based on customers’ acceptance of this new advertising channel. The study of attitude toward advertisement is an important concept in research on marketing and information system. Thus, for building a well-grounded study to measure LBMA customer acceptance, attitude is one of the most important factors used to analyze customer willingness to receive LBMA messages. Therefore, the best way to explore Egyptian customer adoption should be via measuring their attitude toward acceptance [5].

Several research studies viewed that there are three main models used to test the acceptance process of customers towards a service or product adoption which are Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM).

According to TRA model, there are three major constructs: attitude, intention and behavior. This model states that an individual intention usually followed by a behavior. Another model has been used is TPB model; is an extension of TRA. TPB adds perceived behavioral control as a new variable to TRA. This new variable takes into account the persons’ perception of how easy or difficult to perform the intended behavior. Finally, TAM has substituted the original TRA: attitudes and subjective norms variables with ease of use and usefulness of individuals’ intention of using a new technology. Based on this review, this study has blended these three main acceptance models in order to explore the Egyptian perceived attitude, intention and behavior towards LBMA advertising messages [5] [15].

On the other hand, due to the emergence of Internet as a communication and advertising medium several researches focus on it and studied customers attitude towards web-based advertising. Barcket and Carr have modified several attitude web advertising models but based on Ducoffe’s web advertising model; they have developed an integrated model as shown in Figure 1, which based on the basis that the perceived entertainment, irritation, Informativeness and credibility are the most important variables that the consumer used to evaluate advertising [25] [32].

Based on the above model, this research will explore the effect of entertainment, informativeness, irrigation and credibility as the four main independent variables that affects customers attitude towards LBMS in Egypt.

IX. LBMA IN DIFFERENT COUNTRIES

Advertising has changed rapidly over the years due to the techniques and technologies [18]. Researches show that the success of this new advertising channel based on the customer acceptance of advertising [15]. Thus, studying the factors that influencing consumer attitude toward mobile advertising has become on from the most important topics to be investigated in several countries.

Previous researches have studied the factors affecting acceptance of mobile advertising in general such as in Bangladesh showed that entertainment, informativeness, irritation and credibility are the main factors to measure customers’ attitude; conducting that credibility is the most significant factor affecting customer’s attitude towards mobile advertising [14].

As well as an Iranian, American and Indonesian studies have been conducted based on the previous factors, showed that advertising via SMS has high influence on the mobile users with less cost. These studies viewed that irritation and entertainment are the most significant factors that affect attitude in which they are willing to receive ad message if it is relevant and entertaining [17] [14]. While Hong Kong research results indicated that credibility and the entertainment are the strongest positive drivers of consumer acceptance of mobile advertising (Chun and Wan, 2009). In contrast, there is a research gap in Egypt regarding applying mobile advertising. Thus, the research in hand, will investigate consumer attitude towards LBMA in Egypt.

X. RESEARCH METHODOLOGY

The main purpose of this section is to explore the research methods that will be used, and the selected research strategy that suits the main objective of our research which is to investigate the Egyptian consumers’ attitude towards LBMA and how the needed information will be gathered using the appropriate research method.

Research Strategies:

There are various types of research strategy such as survey, case study, grounded theory, experiment, archival research, and ethnography. Each strategy has its own advantages and disadvantages based on different conditions as the research type and the investigations techniques used by the researcher [19].

The main aim of this study is to create a complete picture of the Egyptian customers’ attitude towards LBMA and how their attitudes, intentions and behavior will be affected considering different factors of receiving it. Thus, it is very important to collect a large amount of data in order to achieve

Reference Number: …-…

Figure (1): Model of attitudes toward web advertising
reliable results. Therefore, after the interviewing stage with the service providers, a survey would be suitable to test the research hypotheses. The survey utilized a questionnaire designed in order to collect needed data concerning the Egyptian consumers’ attitudes.

Research Approach:

There are different research approaches: qualitative, quantitative, or mixed methods approach. Each one of these approaches has its strengths and weaknesses and none of them can be considered better than another but the best research method to use for a study depends on the study’s research aim accompanied with research hypotheses or questions [1][20].

Tashakkori and Teddlie claimed that the term “mixed model” is more appropriate than “mixed method” for research that will apply different approaches throughout different stages of the research and their point being that mixing different approaches together within a broad quantitative or qualitative may raise many issues to be investigated [10][20].

Mixed model is a general type of research that gathers both quantitative and qualitative methods in one overall study, in which the researchers use the quantitative research method for one phase and the qualitative research method for another phase of the study to reach a certain purpose or by integrating these different methods in one single analysis [1][10].

Throughout this study stages, multiple research methods will be applied. First, semi-structured interviews will be conducted (qualitative) with the participants in to explore their expectations towards LBMA. Then a survey will be conducted using a structured questionnaire which consists of multiple closed-ended questions (quantitative) to see if they are consistent with interview results. The usage of different research methods allows the triangulation of methods mention by [10] that is considered an effective technique of data collection.

Research Reasoning:

There are two main broad types of research reasoning which are Inductive and Deductive approaches. This research is considered deductive; as it yields valid conclusions based on logic or general theories, which must be true and based on solid evidence [26]. Deductive reasoning works from the more general to the specific using available facts and theories to conduct very specific point based on logic and facts, which the case of the current study [11]. This is justified the Egyptian context to explore customers’ attitude theories and models that have been previously identified in literature will be used, modified and applied.

Theoretical Framework:

The rapid development of mobile phones in the last few years has created a place for LBMA as a new channel of direct marketing. A debate about whether the Egyptian consumers are willing to receive mobile advertising messages based on their location or not has framed the way the research will be conducted. Accordingly, in order to better understand the Egyptian consumers’ attitudes, intention and behavior towards LBMA, the following framework has been drawn. Although the review of different academic studies, revealed the general attitude towards mobile advertising in other countries, we still have a lot of uncertainty related to this topic in Egypt. Therefore, a research framework is constructed to explore the factors affecting consumer attitudes toward LBMA and the relationship between attitude, intention to receive mobile ads and the recipients actual behavior after receiving it.

The underlying framework blends a growing body of previous models that have reviewed customers’ attitude towards mobile advertising. Many researchers have agreed that there are different variables that affect customers’ attitude such as entertainment, Informativeness, irritation, credibility and personalization were referenced, used and enhanced through several research studies.

In 1995, Ducoffe has identified three main variables that are significantly related to customer attitude towards advertising. These variables are entertainment, informativeness and irritation. Later in 1996, he extended his model by adding a fourth dimension, namely credibility. This model has been referenced [6] [25], used and extended by a number of authors [13] [5] [14] [15] [32].

Based on these reviews, the underlying study will apply these four main factors to explore customers’ attitude towards LBMA which are entertainment, Informativeness, irritation and credibility In addition to the fifth dimension namely personalization referenced by [4][14] in the Egyptian context. Moreover, previous studies have suggested that both message content and location and time considered as main factors that may affect customers’ intention to receive such advertising messages [3][13][15][25].

![Figure (2): Research framework](image)

Research Hypotheses:

Ducoffe’s model has been referenced and used extensively in advertising studies. This highlights that the factors he stated would affect consumers’ attitude towards LBMA. As a result, it seemed justified to test their impact of entertainment, informativeness, irritation and credibility in the Egyptian context. Accordingly, the following hypothesis has been driven [13][5][15][32].
H1: There is no significant difference between entertainment, informativeness, irritation, and credibility of mobile ads and Egyptian attitude toward Location based mobile ads.

Personalization allows marketers to reach their potential customers directly and build strong customer relationship; especially as it enables customizing advertising message based on customer needs and preferences rather sending irrelevant advertising message [14]. Therefore, the following hypothesis has been formulated:

H2: There is no significant difference between personalization and the customer attitude towards location based mobile ads.

According to Theory of Responded Action (TRA) model states that a person’s intention is generally followed by a behavior [15]. Moreover, if they have intention to do something they will take an action and do it. Thus, if customers have positive attitude towards LBMA, there is high chance that they will have the intention to accept it [8] [32]. Otherwise, they will intend to reject such kind of mobile advertising. Therefore, the third hypothesis has been formulated:

H3: There is no significant difference between attitudes toward location based mobile advertising and the Egyptian consumer intentions to receive location based mobile ads.

Individuals are interested in gaining some monetary benefit from direct marketing channels. Thus, messages content either promotional message or brand-awareness may affect Egyptian recipient intention to receive such mobile advertising messages. In addition, previous studies state that promotions, offers and coupons…etc. may change consumers’ purchasing intentions and that retailers use promotional message content to improve store sales[34] [8] [15]. This review worth to be investigated in the Egyptian context thus, the following hypothesis has been developed.

H4: There is no significant difference between advertising messages content and Egyptian customer intentions to receive location based mobile advertising.

Several empirical studies on different countries verified the impact of location and time factors and their effectiveness on LBMA [8] [15]. Thus, this research will examine the impact of location and time on Egyptian consumers, to which extent they are willing to receive an advertising message at, time of receiving it and at the appropriate place where as offers are nearby to their location. This issue seems attempting to be tested in the Egyptian context. Therefore, the following hypothesis has been explored.

H5: There is no significant difference between location and time and the Egyptian consumers’ intentions to receive location based mobile ads.

This research also investigates the Egyptian consumers’ behavior after receiving advertising message in which their behavior is measured by the extent to which advertising message would be read or not, timing for reading it and their action after receiving it. As mentioned before and based on TRA model the individual’s intention is followed by a behavior based on their intention [15]. Thus, the sixth hypothesis has been conducted to be investigated in the Egyptian context.

H6: There is no significant difference between Egyptian customer's intentions to receive mobile ads and their behavior after receiving location based mobile ads.

XI. VARIABLES AND CONSTRUCT

According to previous review studies, many researchers have suggested the following variables to explore customers' attitude towards LBMA, Entertainment, Irritation, Informativeness, credibility and Personalization considered as factors that affect customers’ attitude, while Message content and Location and Time are factors that affect customers' intention in which affect their behavior. In this part, these variables will be illustrated in details as follows:

Entertainment: Entertainment “refers to the ability to arouse aesthetic enjoyment” [5] [13] [15]. Entertainment is one of the essential factors to measure effectiveness of web advertising as well as mobile advertising as it highly affects consumers’ attitude towards mobile advertising messages. It is crucial that the advertising message should be brief and funny in order to attract consumers’ attention [5] [15]. For LBMA, the use of multimedia, audio clips, pictures or video clips in addition to plain text message will provide a higher level of entertainment and enjoyment [13].

Informativeness: It is the second main factor that affects consumers’ attitude. Informativeness “refers to the ability to effectively provide relevant information” [5] [13] [15]. Besides entertainment, message content is very important as it shows the effectiveness of the advertisement and its direct influence on the consumers’ perception towards the sender organization and its products. The mobile advertising message is considered valuable according to how much information it provides, where consumers expect to receive relevant messages [5]. According to [15] Information delivered to consumers through mobiles needs to have a number of qualitative features, some of which are timeliness, accuracy and usefulness to consumer.

Irritation: Irritation “refers to any offending effects that may go against what a user values” [5] [13] [15]. Consumers usually refuse advertising messages if they believe that this type of messages is too intrusive. These beliefs can be limited if the messages are relevant and provide value to the targeted consumers. Time and location are very important factors, as message sent at a certain place and time of the day may be very important but it can be irrelevant at some later hours or at different places [15].

Credibility: Credibility refers to “Consumers’ perception of the truthfulness and believability of advertising in general” [15]. It is the base of customer trust in which the customer
believe in business expertise and honesty in order to accomplish effective and reliable transactions. Trust in turn is a very important issue that affects customers’ attitude towards mobile advertising. This is particularly clear where if a provider fails to gain customers trust, customers will refuse to receive ads on their mobile devices. To sum up, the major objective of all advertising providers is to build a well-founded base of mobile advertising [15] [32].

**Personalization:** is one of the main factors that affect both marketers and their potential customers. Mobile advertising personalization allows marketers to reach their customers directly and in a very individual way as customers can customize the content, time and location of receiving message based on their preferences, interests and the degree of message relevancy to them. According to Ho and Kwo states that “with personalization, the amount of messages sent to the customers will be reduced, and the users will no longer receive numerous irrelevant messages” [14] [122].

In addition, previous researches argue that it is very important for better direct marketing techniques to be based on knowing the recipients profiles, purchasing history, shopping interests and their needs in order to increase the customer relationship with marketers and their willingness to receive advertising messages [14].

**Location and Time:** Location and time sensitivity is considered as the most important factor that affects mobile advertising success; especially LBMA. One of the main advantages of mobile phones is that marketers can reach their potential customers directly while they are actually shopping, where they can locate them and provide them with promotional offers and coupons. Previous studies have shown that providing customers with offers while they are shopping, highly affects their acceptance towards mobile advertising. This is particularly important because customers don’t have to make an effort to take the benefit from that offer. They also find that kind of advertising very useful because they are already located at the same offer place, where advertising message is still relevant and consumers may not find it irritating [13].

**Message Content:** There are various types of text-based mobile advertising message which include special offers, brand-building ads and several promotional types [25]. Under the message content factor, several characteristics have been identified in which the advertisement should add value for the receiver, especially as customers perceive ads differently. Thus, adding values to message content increase recipient willingness and decrease irritation caused by non-valuable mobile messages. This can be linked with TAM model where usefulness (adding value for potential customers) is one of the main determinants that affect customers’ adoption for a new technology [32].

**XII. RESEARCH METHODS**

There are different research methods that can be used in any research study such as questionnaires, experiments, interviews, prototypes, observation…etc [31]. According to this study in focus we need to gather a large number of data in order to investigate consumers’ attitude towards LBMA in Egypt using questionnaires in addition to an interview will be held with the three Egyptian mobile service providers’ point of view regarding offering that type of service. Based on the previous analysis our research method will be divided into two phased: First, Interviewing after that conducting questionnaires to gather large number of respondents.

Interviews are from the most useful techniques used in order to get the detailed story behind a participant’s experiences as it covers both a factual and a meaning level, it might be very useful for the interviewer (researcher) to have further investigation with his/her respondent regarding the research topic. Therefore, we will use interview research method to investigate LBMA as a new direct marketing communication channel with the mobile service providers in Egypt.

In order to examine the effect our dependent and independent variables on the Egyptian customers, we use large number of questionnaires will be distributed among Egyptian mobile users investigating about their attitude, behavior and intention; our questionnaire will be divided into three main parts. The first part, adapted from the variables used by [32] in order to measure attitudes towards web advertising. The second part about their desired intention to receive mobile advertising messages based on their location and their behavior after receiving it. The last one is to gather the respondent’s demographics data .

**Sampling:** Consider that this study aims to investigate customer perceived attitude towards LBMA in Egypt. Thus, the Population of this research scheduled to be grabbed from cellular phone’s users from the Egyptian three major mobile network providers (Etisalat, Mobinil and Vodafone), to help in the hypotheses evaluation. Thus, in this study a Stratified random sampling technique will be applied.

Sampling is the process of selecting some elements from a population to represent that population [27]. The reason this research use sample is as a step to reduce energy, time, and cost. With using sample authors could gain lower cost research, greater accuracy of results, greater speed of data collection, and availability of population elements. Validity of a sample depends on two considerations, which are accuracy and precision [3] [29].

Stratified random sampling is one of the main types of sampling process that used when representatives from each subgroup within the population need to be represented in the sample, in which dividing the population into small groups called strata based on mutually exclusive criteria [30].

In this study, the research methods will be divided into two main stages: interviews and questionnaires. Stratified random sampling will be applied on both research methods stages. Research methods will be applied on customers using mobile phones in Alexandria, where the three main representatives of mobile service providers will be interviewed in order to gather information about their main
needs and requirements to provide LBMA in the Egyptian context. In the next stage, a survey will be distributed among random sample of mobile users by the three network provider in Egypt. Respondents’ ages range from 18 to 50 years old with different occupation fields, our sample will be mainly based on the fact that this age group is the main target customers that may affect LBMA acceptance in the Egyptian context.

REFERENCES


Advertising A Normative Social Behavior Perspective, 


