



CONSUMERS' PERMISSION IN MOBILE ADVERTISING

LIM FONG HOONG

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF COMMUNICATION (HONS) ADVERTISING
FACULTY OF ARTS & SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

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I am deeply grateful to my parents for their warm and sweet encouragement as well as their understanding and unconditional support for me. I would also like to extend my gratitude to several of my friends who provided me with moral support when I needed most. Last but not least, my “Yum Cha kaki’s” as they are truly a friends indeed when needed. They accompanied me throughout the making of this thesis whenever I met with a dead end.

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LIM FONG HOONG

Approval Form

This research paper attached hereto, entitled "Consumers' Permission in Mobile Advertising" prepared and submitted by Lim Fong Hoong in partial fulfillment of the requirements for the Bachelor of Communication (Hons) Advertising is hereby accepted.

Supervisor

Jass Kok Hui Meian

Date: _____

ABSTRACT

With the emergence of the increasing mobile users in Malaysia especially tertiary institution students, mobile marketing can be a powerful advertising medium that allows marketer to generate one-to-one personal relationship with consumers. However, in spite of its potential, little academic research in this topic had been done. This research examines the consumers' willingness to give permission in mobile advertising. The purpose of this research is to identify the relationship between consumers' perception and permission in mobile advertising. This study utilized both quantitative and qualitative research method via questionnaire and interview. The results show that respondents have a negative perception and would not trust mobile advertising. However, respondents still sees the mobile advertising as a promising advertising medium. This research rounds off with conclusion, limitations in this research project and directions for future recommendations and research into mobile advertising.

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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LIST OF ABBREVIATIONS

1. SMS - Short Message Service
2. MMS - Multimedia Messaging Service
3. Carrier - Telephone company that provides local, long distance or value added services
4. Spam - Unsolicited or undesired messages
5. Scam - Fake business scheme
6. Consent - Permission

CHAPTER 1

INTRODUCTION

Research Topic and Background

The mobile phone is nothing new and has been around for quite some time. In fact, it is the latest revolution medium in advertising (Shah & D'Souza, 2009, p. 653). Advertising via mobile devices or mobile advertising is defined as a set of practices that enables organizations to use mobile medium as a marketing communication to communicate and engage with their potential consumer in an interactive and relevant manner or distribute any kind of promotional or advertising messages through mobile devices. Advertising messages can be carried through respective mobile service providers. In a survey done by Malaysia Communication and Multimedia Commissions(2008), Malaysia ranked second in ASEAN in terms of the number of mobile device users. The number is still increasing every year. Instead, mobile advertising is a rapidly growing sector providing brands, agencies and marketers the opportunity to connect with consumers beyond traditional and digital media directly on their mobile devices (Mobile Marketing Association (MMA), 2009).

As mobile communication allows communication in an entirely new form, it has also changed the marketers' world. Interactions between customer and advertiser become increasingly rapid and easy. This gives an insight to what can be achieved through mobile advertising as higher engagement rate means better return on investment (Johar, 2010).

In a study conducted by Sheereen & Rozumah (2009), mobile phone use has been hugely accepted by Malaysians especially amongst students. Personal and familial factors

were found to somewhat influence University students' behaviour in using mobile phones (Sheereen & Rozumah, 2009). Understanding these factors will enable marketers to be more successful in reaching more potential consumers. This will also allow marketers to build personal one-to-one relationship with mobile phone users via the mobile channel (Leppäniemi & Karjaluoto, 2005). Succeeding in building personal relationships will lead mobile advertising to have a higher opportunity for their targeted audience to open and read the messages and hopefully initiate purchasing decision.

Problem Statement

Mobile phone usage has been hugely accepted in Malaysia especially amongst tertiary institution students. Despite all the advantages mentioned about mobile advertising, only a few researchers have evaluated its critical factors determining its success among tertiary institution students in Malaysia. This is because mobile advertising market is in its very beginning as mobile advertising in Malaysia is the intrusive type, which involves SMS and MMS. Mobile advertising in Malaysia is turning step by step to a more interactive platform. In order to build a better personal one-to-one relationship with consumers in the future, a study about consumers' permission had been conducted.

Objective of Study

Despite the increasing importance of mobile advertising as a marketing and advertising medium, there is relatively little academic research for it. Therefore the objective of this study is to identify the relationship between consumers' perception and permission in mobile advertising.

Research Questions

The purpose of this research is determining the factors influencing consumers' permission in mobile advertising. The research aims to answer the following research questions: -

- I. How consumers perceive SMS advertisements?
- II. How consumers perceive SMS permissions?
- III. How consumers are willing to give permission?
- IV. Key factors affecting consumers' permission.

Scope of Study

Respondents targeted in this study would be students from different tertiary institutions in Malaysia. Students, both male and female ranging from age 17-30 were targeted, as these are the age most students are when doing their tertiary education.

The scope of this study is to examine the willingness of consumers to give permission in mobile advertising. Through questions that are specially designed for the quantitative and qualitative method, we can further identify the relationship between consumers' perception and permission in mobile advertising based on the results obtained. Results obtained would be a future guideline for marketers to approach this medium if they are targeting students from tertiary institutions.

Chapter Layout

This research comprise of five chapters which are organized as follows:

Chapter 1: Introduction

This chapter provides an overview of the study of the research, which includes research topic & background, problem statement, objective of study and research questions.

Chapter 2: Literature Review

This chapter provides reader with an overview of literature which are relevant to the field of research area. This also includes relevant theoretical factors in the literature synthesis.

Chapter 3: Methodology

This chapter illustrates the research strategy and method that was used in gaining data and insights for this research project.

Chapter 4: Findings and Data Analysis

This chapter presents the overall result and findings that was obtained from the analysis of questionnaires and interviews.

Chapter 5: Discussions, Conclusions, Implications and Future Recommendations

This chapter presents the summary of the result and findings of the previous chapters and also an overall conclusion of the entire research. Implications and future recommendations of the topic were also further discussed.

CHAPTER 2

LITERATURE REVIEW

Foundation of SMS advertising

Electronic-marketing (e-marketing) is the process of marketing a product or service using electronic methods. It helps to connect businesses to their customers by using a range of technologies and also including both direct response marketing and indirect marketing elements (eMarketing, 2006). Mobile advertising refers to advertisements messages sent to mobile devices such as mobile phones, smart phones, personal digital assistants and other handheld devices (Kasriel, 2008).

Technological innovations have enabled cell phone users to utilize them as more than a communication device, attracting advertisers to provide finely targeted and time sensitive information to their target audience (Kasriel, 2008). Mobile marketing combines the best available technology with the simplicity of one liner ads in a convenient SMS (short message service) format (Tess, 2008). This has enabled mobile advertising to be an excellent way to connect to intended audience in an effective manner every time and thereby benefiting all stakeholders (Baker, 2006).

As more Malaysians embrace new media experiences, companies continue to engage their audiences in ways that feel more personal to them (Kumar, 2010). Permission-based mobile advertising differs from traditional irritative advertising in that messages about specific products, services, or content are sent only to individuals who have explicitly indicated their willingness to receive the message (Tsang, Ho & Liang, 2004). In a study (Tsang, Ho & Liang, 2004), permission-based advertising may become a major mechanism in the mobile environment in the future, as attitudes of the respondents

were favorable if advertisements were sent with permission. One may question as to why permission to send an advertisement matters. Advertisements that are sent without the consent of consumers will most likely to be treated as spam and might be ignored. According to Kotler, Swee, Siew & Chin (2003, p. 672), permission-based marketing is like dating; if a company conducts itself well in its first contact with consumers, It will build up the trust that encourages them to open up to subsequent offers. Permission-based marketing is basically marketing to those who have given consent to receive your advertisement. This is an “opt-in” approach whereby they agree to hear from you and they can also choose to “opt-out” anytime if they want to stop hearing from you (Permission Based, n.d.). Consumers will most probably treat mobile advertising that is sent without permission as spam or unsolicited messages and thereby be ignored or even to the extend of being annoyed.

Privacy Issues

Maintaining a person’s privacy in the electronic age is not a new problem. Privacy should be taken into account when developing mobile marketing, as it is the most important regulatory issue (Leppäniemi & Karjaluoto, 2005). Invasion of privacy also create general security concerns among consumers (Leppäniemi & Karjaluoto, 2005). Advertisement messages that are sent without the knowledge or consent of the consumer or commonly referred as spam messages are considered to be a form of privacy violation.

Kerin, Berkowitz, Hartley, and Rudelius (2003, p. 477) found that privacy is a growing concern that has led to a decline in response rates among some customer groups. Consumers do not like the feeling that someone is tracking their movements. The very nature of mobile device gives marketer information about their customers. Carriers know not just where their clients live, but where they are at the moment mobile advertising was

sent. Basically, carriers hold all their customers personal information. According to Nancy (2008), people in the industry are aware that personalized nature of mobile devices is a double-edged sword and it is what makes the medium so appealing to marketers. But to the customers, many may consider this medium to be too personal to be invaded by outside interests. Most consumers treat their mobile devices as personal items as they are always attached to a particular body or person (Haghirian & Madlberger, 2005) therefore consumers are very sensitive about receiving messages from unknown persons or organizations.

SMS Campaign Features

According to Barwise & Strong (2002), there were six types of direct response adverts: brand building, special offers, timely media teasers, product, service or information request, competition and polls/voting. 95% of people in the age group of 18-34 send or receive text messages, 93% use their phones to take pictures and 81% send photos and videos (Cavanaugh, 2010). Mobile advertising could easily outperform the Internet. Besides that, the SMS campaign can also easily be viral. According to Cavanaugh (2010), there are seven advantages of SMS advertising: Better Return on Investment (ROI), more interactive, one-to-one selling, responsive, targeted, easily integrated and localized. This shows that SMS advertising can be a powerful advertising mechanism.

In the pull-model campaign, the marketer sends the information requested by the consumer; whereas in the push-model campaign, the marketer takes the initiative to send messages to the consumer (Barnes, 2007, p. 166). Dorf (2010) indicates that marketers prefer the pull-model that requires customers to initiate a search for nearby coupons. The question is, do consumers prefer push or pull-model?

Advertising on mobile devices has great potential due to the very personal nature of devices and fine-tuned targeting possibilities (Kasriel, 2008). As mobile devices are personal in nature (Baker, 2006), there is an opportunity to obtain fine-tuned insight into mobile users and their preferences, not just user demographics (Kasriel, 2008). Privat (2010) suggests that location-based SMS advertisements is becoming a hot topic in mobile advertising. This service is likely to become increasingly valued as a marketing tool but according to Privat (2010), the discussion on location-based SMS was more about futuristic views or early trials. Via this mobile channel, consumers can almost always be reached at anytime because the concept of mobile literally means not in one place.

SMS Permission Issues

Consumers' permission in mobile advertising is defined as consumers giving permission to receive SMS advertisements from marketers. According to Bamba & Barnes (2006), a number of academic authors have attempted to examine the successor acceptance of SMS advertising, related m-commerce applications, direct and permission marketing.

A literature synthesis of factors impacting consumers' permission in mobile advertising was studied in this research project. The study involved three theories from three different sources.

The first two theories relate specifically to mobile advertising. The third theory is more from a marketing or e-commerce perspective.

Table 2.1 Literature Synthesis

Theories	Authors	Influential factors
Acceptance of mobile advertising	(Leppäniemi & Karjaluoto, 2005)	<ul style="list-style-type: none"> • choice • control • constraint • customization • confidentiality
Acceptance of mobile marketing	(Awad, 2007)	<ul style="list-style-type: none"> • familiarity • reputation • attractive rewards • information quality
Attributes of mobile commerce	(Turban, King, Viehland & Lee, 2006)	<ul style="list-style-type: none"> • ubiquity • interactivity • personalization

Leppäniemi and Karjaluoto's (2005) test model establish that consumers' permission depends on choice, control, constraint, customization, and confidentiality. These five factors will allow consumers to have more flexibility and freedom. Choice and control will allow consumers to opt-in and opt-out of all mobile marketing easily. Constraint would enable consumers to set limitations on messages received. Customization causes a higher probability of message relevancy to the consumers and confidentiality is linked to privacy to consumers.

According to Leppäniemi and Karjaluoto's (2005), the five factors that could impact on consumers' permission are *choice*, *control*, *constraint*, *customization* and *confidentiality*. *Choice* relates to the consumers that opt-in to receive it as consumers that

volunteers are more responsive towards mobile advertising as they have the ability/choice to choose what they want to receive. This would prompt consumers to opt-in for advertising that they are most interested therefore generating a higher probability to execute buying decision.

Control allows the consumers who opt-in to have an easy way to opt-out of all mobile advertising. Mobile advertising that does not allow *control* will cause consumers to be irritated when they are not interested in the mobile advertising that they have opted in for. Continuously receiving messages will lead consumers to have a negative impact towards the brand image of the product or service. Furthermore, this will generate a negative image towards consumers, as those that had not experienced *control* will not be willing to give out any information to marketers in fear of irritation.

As *choice* and *control* are equally important, *constraint* is also one of the factors that should be looked on to. *Constraint* means that consumers would be able to set limitations on messages received. As all consumers have different preferences, marketers would not know what type of consumer behaviour their targeted audience is most effective against. Some consumers prefer to receive mobile advertising as often as possible and some vice versa. Over-sending messages by marketers in a short period of time might cause irritation to consumers. Consumers should be given the freedom to choose how many messages they would prefer to receive in a month or a certain period of time. This way, consumers would not be showered with tons of promotions about products and services. The main point of *constraint* is to maintain a break period between messages so that consumers would not feel as if they are receiving too much mobile advertising that might lead to irritation.

The fourth factor would be *customization*. Consumers would be able to enjoy more flexibility in receiving mobile advertising. Consumers might not be interested in all of the product or services received in mobile advertising. Different consumers have different preference in product and services. Giving them the ability to filter the types or genre of messages received, will in turn maximize the exposure level of products or services that the consumers are actually interested in. This would increase the probability of messages received being more relevant to the interest of the consumers and hence increasing ROI (Return On Investment) or marketers.

The final factor in Leppäniemi and Karjaluoto's (2005) model is *confidentiality*. *Confidentiality* refers to the invasion of privacy on consumers. Some consumers often receive messages that they did not opt-in for. Most of the time, consumers are in awe to how these marketers get hold of their personal information. Consumers are often reluctant to read messages that are sent to them without their permission. Therefore permission-based advertising is important. Consumers would treat messages that are sent to them without consent as unreliable and or even as spam. This would cause consumers to feel as if their privacy had been invaded when they keep receiving mobile advertising that they did not opt-in for or have no idea where the marketer got their personal information from, in order to send them those messages.

It could be a daunting task to gain trust in mobile users (Awad, 2007). Therefore, Awad (2007) studies the framework for building customer trust in mobile commerce. Consumers gain familiarity when they are familiar with the company and its business. Reputation suggests certainty and security. Attractive rewards attract potential customers and information quality relate to message relevancy to consumers. Awad (2007), studies the framework for building customer trust in mobile advertising. Gaining customer trust is crucial in mobile advertising as it creates a viable relationship between a mobile device

and a person to generate sales opportunity. Therefore trust is the stepping-stone in gaining consumers' permission in mobile advertising. The four factors in gaining consumers' trust in mobile advertising are *familiarity*, *reputation*, *attractive rewards* and *information quality*.

Awad (2007) suggests that *familiarity* will cause consumers to be more interested in a certain brand that they are more familiar with. Consumers tend to be more responsive when receiving mobile advertising about brands they are more familiar with because a relationship had already been established earlier as the brand is already well known to them. A familiar brand generates a certain level of reputation to the consumers and in turn leading consumers to be more able to trust mobile advertising. In short, people are more comfortable with what they are familiar with instead of something that they had never or seldom heard of before.

Reputation is also a very important factor in gaining trust. When a certain brand has a reputation towards consumers, mobile advertising concerning that particular brand will have the quality of being reliably true. As a brand has a certain reputation, consumers will feel more secure when giving out their personal information. *Reputation* will also help in building a long-term perspective with consumers.

As everyone loves things that are free, *attractive rewards* is an effective way to gain consumers' permission. Consumers are willing to accept mobile advertising but they would also want something in return. Consumers are more willing to accept mobile advertising if it was on an opt-in basis and in exchange for free trials, gift cards, incentives or rewards ranging from cash or relevant special offers from brands. Consumers would also be more interested in the content of the messages whenever

attractive rewards are being offered. The responsiveness of the consumers towards mobile advertising also depended on the types of attractive rewards being received. Consumers would turn away mobile advertising too if attractive rewards that are being offered are not relevant.

Information quality refers to the relevancy of the content of mobile advertising. The higher the *information quality*, the higher the consumer is interested in the content of the mobile advertising. By default, people are generally interested in things that they are already interested in. Providing consumers with mobile advertising of high information quality would further lead consumers to want to know more by themselves. Consumers would be keen to wait for further updates on information's about products or services that they are interested in. *Information quality* also can be viewed as the usefulness or reliability of the content. If consumers deemed the message of the mobile advertising to be useful, they would take a look at it and if it were something that consumers feel exaggerated or hard to believe, they would just ignore it.

Turban et al. (2006) establishes that there are three value-added attributes in mobile marketing, which are ubiquity, interactivity and personalization. This theory is chosen based on the consumer to choose the option that offers more positive features. These attributes will influence the outcome of consumers' permission, as negative information from this attribute will lead into consumer unwilling to give permission to receive mobile advertisements.

In the final study, a theory from the marketing perspective had been studied. Turban et al. (2006) defines three attributes of mobile commerce as *ubiquity*, *interactivity* and *personalization*. These are the three characteristics that add to the value of mobile advertising. The attributes described above offer the opportunity to increase consumers' acceptance in mobile advertising.

Ubiquity is a value-added attribute which means that it could be found anywhere and anytime. A mobile device is portable and could receive and deliver information when it is needed, regardless of the user's location. *Ubiquity* provides an easy way for both marketers to reach consumers and consumers to access information on the move. Besides that, *ubiquity* also enables information access in real-time environment, which is highly convenient for both marketers and also consumers.

Interactivity is allowing a two-way flow of information between the marketer and customer. Marketers that provide a high level of *interactivity* with the customer are likely to find high value-added component in mobile advertising, as customers are more involved. By providing interactivity, marketer attempts to increase user involvement by creating a two-way communication in real time. When interaction is involved, this will provide an opportunity for marketers to understand their customers. In the process of interaction, marketers would also have the opportunity to disseminate additional information to their customers.

Personalization is to design or produce something to meet an individual's preference or needs. Mobile devices are considered a personal device to consumers as it is almost always owned and operated by a single individual. This enables consumer *personalization*. Consumers will be able to determine or filter what type of information they want to receive. *Personalization* will enable consumers to have the ability to choose. This will give consumers a feeling that they are in control instead of receiving random mobile advertising about products and services that they might not be interested in. Generally, factors that are examined in these theories are providing a basis in investigating consumers' permission in mobile advertising.

CHAPTER 3

METHODOLOGY

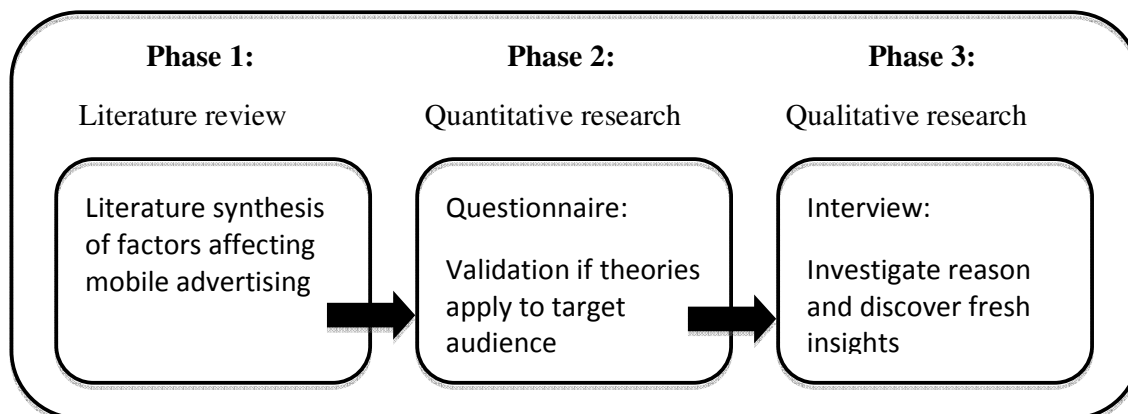
Introduction

A research methodology defines the way in which the data are collected for the research project. This chapter is going to describe how the research is carried out in terms of research strategy, data collection methods and methods of data analysis.

Research Strategy

A research strategy is used to conduct the research and this strategy includes three phases (see Table 2.1). The first phase is a literature synthesis from the literature review chapter about factors influencing consumers' willingness to give permission to mobile advertising. The second phase is the validation of literature synthesis where a set of questionnaires is built according to the theoretical framework studied in the literature synthesis. This is to study if the theories from the literature synthesis apply to the tertiary institution students in Malaysia. The third phase is an investigation of consumers' perception and factors affecting mobile advertising via interview. The interview provided more reasons and in-depth understanding to how consumers think and also fresh insights into this research topic based on the findings.

Table 3.1 Research Strategy



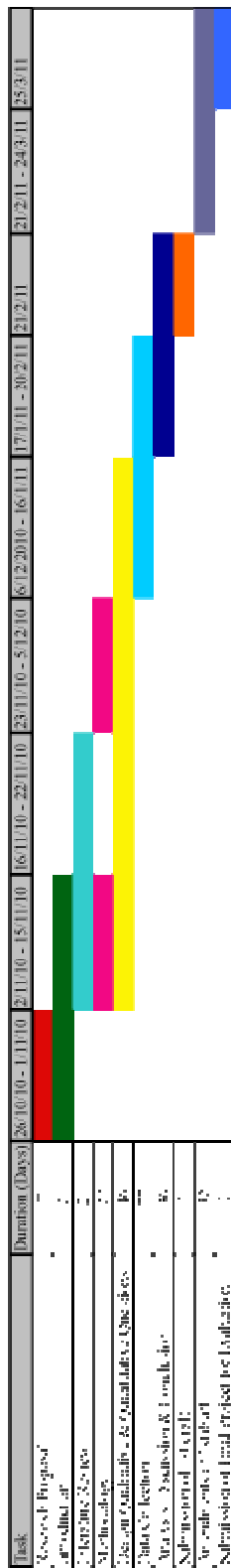


Figure 3.1 Research Timeline

Quantitative Research

The quantitative research will be conducted in this research project. Quantitative research is used to measure how many people feel, think or act in a particular way. These surveys tend to include large samples from anything ranging from 50 to any number of respondents. Questionnaires are usually used by incorporating mainly close-ended questions or questions with a set of responses. This will ensure that responses are gathered in a standardized way. Questionnaires are also easy to analyze and data entry can be easily done with many computer software packages. Most importantly, questionnaires are familiar to most people. Nearly everyone has had some experience completing questionnaires and they don't make people fearful of it. Therefore, by using quantitative research, researchers can study if the theories chosen in the literature synthesis from the literature review chapter can be applied to the students of tertiary institutions in Malaysia.

Qualitative Research

The qualitative research will be conducted in this research project. Qualitative research is used to help understand how people feel as they do. Qualitative research consists of collecting in-depth information by asking questions such as why do you say that? Samples tend to be smaller compared with quantitative researches that include much larger samples. Interviews or group discussions are two most common methods used for collecting qualitative information. Through interview, researchers can clarify any doubt and ensure that respondents properly understand the question by repeating or rephrasing it. Besides that, researcher can also pick up nonverbal behaviour from the respondents by noticing frowns or other body language exhibited by the respondents. Therefore, by using qualitative research, researchers are able to gather more fresh insights or ideas that could further help improve the reliability of the data collected.

Data Collection Method

Data collection is a way of gathering information. The data collected in this research project is using written questionnaires that are handed over to respondents. Data is also collected by conducting an interview session. Questions are asked, verbal and nonverbal responses are noted down for future analysis. Data can be categorized into primary and secondary data.

Primary Data

The primary data are those, which are collected afresh and for the first time for example, gathering information through questionnaires, interviews and group discussions. In this research project, questionnaire and interview methods are used as primary source of data. A total of 100 copies of questionnaires will be distributed out to respondents. As for the interview session, 16 respondents were chosen to participate in the interview. The target respondents for the questionnaire and interview were students of tertiary institutions in Malaysia. Questionnaires were distributed and collected on the spot within the time frame of 15 minutes to prevent loss of questionnaires. Incentives were given to interview respondents to ensure reliability of the open-ended answers provided.

Secondary Data

Secondary data are those which have been collected by someone else and which already been passed through statistical process. Secondary data is also used to gain initial insight into the research problem. Secondary data is generally less expensive than primary research as useful secondary data can be collected in a matter of days. Most of the secondary data collected are from various databases such as journals provided in the University Tunku Abdul Rahman library database and also journals and books obtained

from Google Scholars. Besides that, books of Mass Communication, eMarketing and Advertising were also used as a secondary data in this research project.

Research Instrument

Research instrument are simply methods for obtaining information relevant to the research project (Wilkinson & Birmingham, 2003, p. 3), and there are many alternatives to choose from. The research instrument that had been selected in this study is questionnaire and interview. The questionnaire survey is not designed to answer the research questions but to find out if respondents' perception and factors influencing their permission in mobile advertising were in line with the literature synthesis from the literature review chapter. Interview questions were based on the questionnaire survey and were aimed at understanding the choices made in the questionnaire so that a fresh insight or new opinions could be collected and analyzed.

Questionnaire

A total of 100 questionnaires were distributed and collected, all of which were usable. The data was collected via questionnaires that were distributed and collected on the spot.

The questionnaires consist of 15 questions that only used a 5-point Likert scale to rate the respondent's perception and opinions (where 1 = Strongly Disagree, 3 = Neutral, and 5 = Strongly Agree). A 5-point Likert scale method was used because it is generally easier to construct and manage. The survey questions were aimed at validating whether the factors mentioned in the literature synthesis applies to the research project's target audience.

Interview

A total of 16 respondents were chosen to conduct the interview session. The interview session was conducted twice. The first group was composed of 12 people: 5 males and 7 females from UniversitiTunku Abdul Rahman. The second group composed of 4 people: 3 males and 1 female from Inti, Monash and Segi University College.

Interview questions were based on the questionnaire questions. At the end of the interview, an open-ended question that focused on the perception and factors influencing mobile advertising was asked. Open-ended questions were aimed to allow respondents to include more information, including attitudes, feelings and understanding of the topic. This allows researchers to better access the respondents' true feelings on the topic.

The interview session was conducted indoors where comfortable chairs and tables were provided for the respondents. After collecting data from the interview respondents via handwritten notes, answers collected were categorized and then analyzed further in chapter 4.

CHAPTER 4

FINDINGS AND ANALYSIS

Introduction

The purpose of this chapter is to discuss the findings of the research. The questionnaire surveys consist of 100 respondents. The interview sessions consist of 16 respondents. This chapter provides the result and findings of both questionnaire survey and interview session. Results in the questionnaire survey will be further explained and supported by the findings of the interview session. The interview questions were identical with the survey question except, respondents were needed to provide reasons for their answers. Additional questions were also further asked based on the answers that were given by the interview respondents if deemed necessary at that moment. This qualitative method would provide fresh insights and new idea to be further discussed in chapter 5.

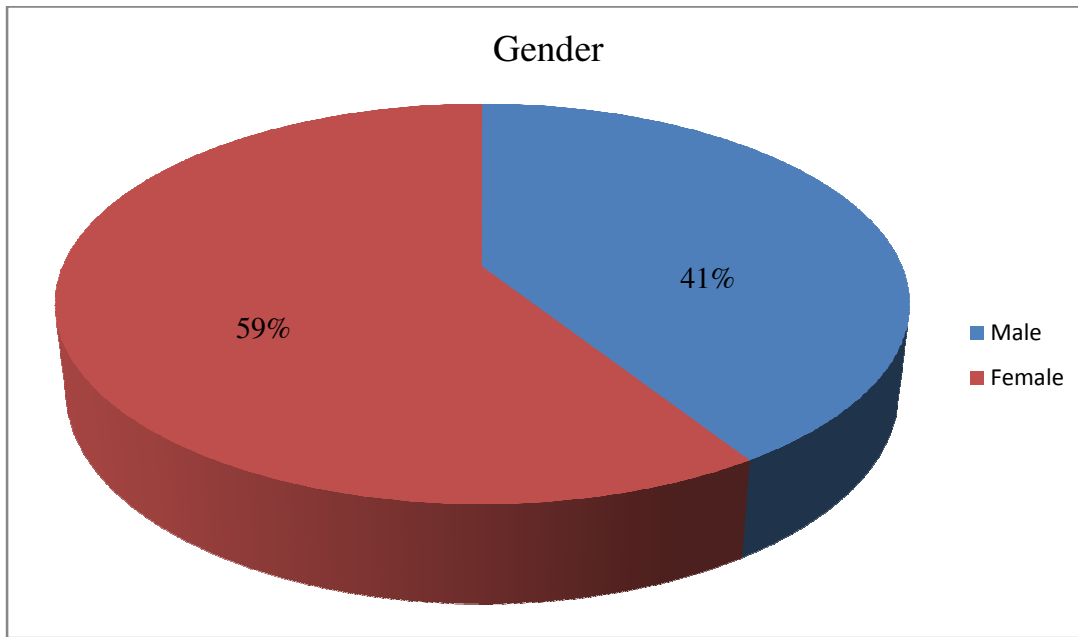


Figure 4.1 Gender

The figure above shows the gender of the respondents in the research project. There are a total of 100 respondents. From the analysis, there are 41 (41%) of male respondents and 59 (59%) of female respondents.

Question 1: Do you consider mobile advertising to be irritating or annoying?

Question 2: Is mobile advertising a form of invasion of privacy to you?

Question 14: Do you perceive mobile advertisements as scams?

Question 15: Is mobile advertising entertaining and informative to you?

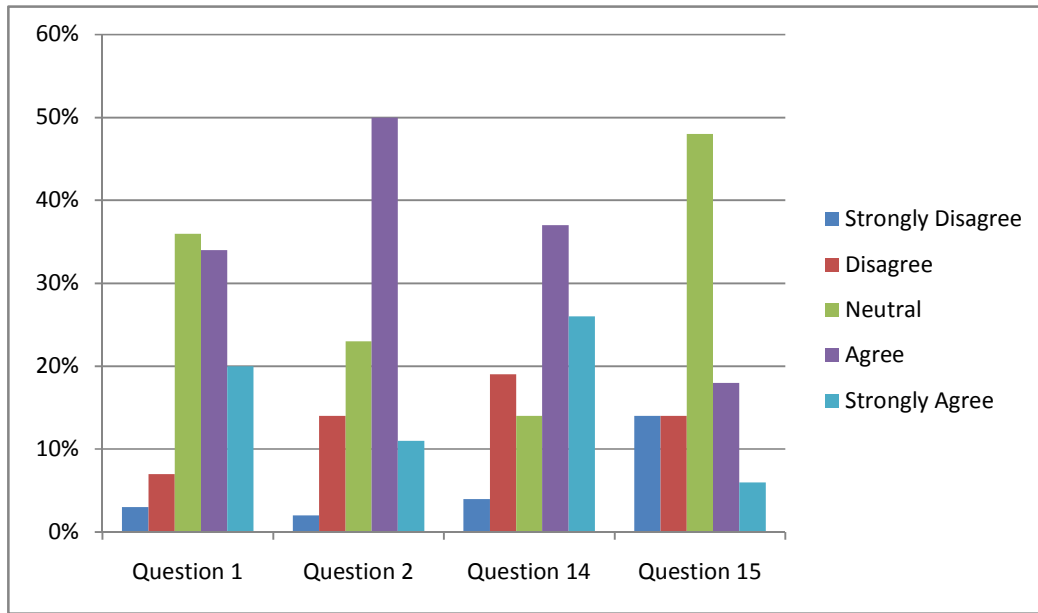


Figure 4.2 Consumers Perception

The chart above illustrates how consumers perceive mobile advertising. Although majority of the respondents were neutral, more respondents have a negative perception towards mobile advertising compared to respondents who have a positive attitude. A majority of 54% of respondents in question 1 considers mobile advertising as irritating or annoying compared to only 10% who thinks otherwise. Most respondent expressed their dissatisfaction through the interview session and were being cautious of mobile advertising as they assume most messages received as a form of fraud or scam. On the other hand, respondents who chose neutral remained passive as they felt that it depended on the content of the messages in mobile advertising for them to take a stand.

The result from question 2 also shows that a total of 61% of respondents who agrees and strongly agree that mobile advertising is a form of invasion of privacy compared to only 16% who thinks the opposite. Majority of the respondents in the interview session were quick to point out that mobile advertising is a form of invasion of

privacy to them. Respondents that do not see mobile advertising as a form of invasion of privacy, states that they would just ignore messages that are not related to them.

Question 14 also shows that a total of 63% of respondents consider these advertisements as scams compared to the 23% who don't. Majority of the consumers were negative during the interview, as they lamented that most of the mobile messages they received were scams.

Almost half of the respondents in survey question 15 which is 48% remained neutral when questioned if they perceive mobile advertising as entertaining and informative. A balance of 28% who disagrees and 24% who agrees that mobile advertising is entertaining and informative. During the interview, most respondents who were neutral answered that different mobile advertising marketers give them a different perception. Overall, respondents in the survey and interview have quite a negative perception against mobile advertising.

Question 3:

Would you opt-in (subscribe) to mobile advertisement if you could easily opt-out (terminate) anytime?

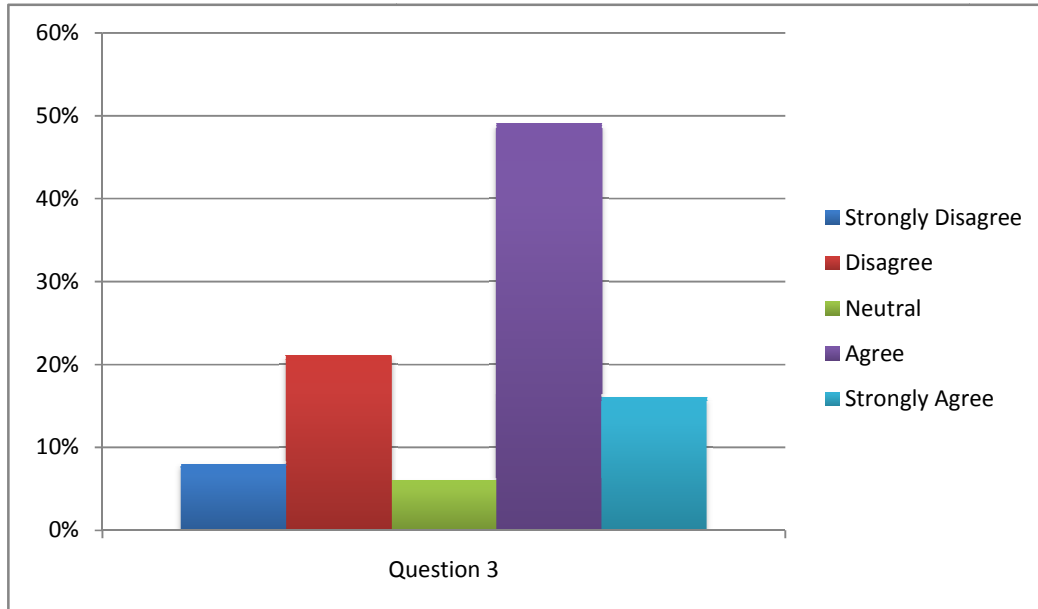


Figure 4.3 Choice and Control

For figure 4.2, question 3 represents the choice and control from the Leppäniemi&Karjaluo's(2005) theory of acceptance of mobile advertising. Majority of the respondents, which is 65% agrees and strongly agrees that they would subscribe to mobile advertising if they could easily opt-in and opt-out easily. Only a total of 29% of the respondents thinks otherwise. Results collected through the interview from majority of the respondents mainly stressed on freedom for them to opt-in and opt-out in mobile advertising. Respondents also favoured other form of traditional advertising medium such as newspaper, television commercial and print advertisements.

Question 4: Would you prefer to filter or set limitations on mobile messages received?

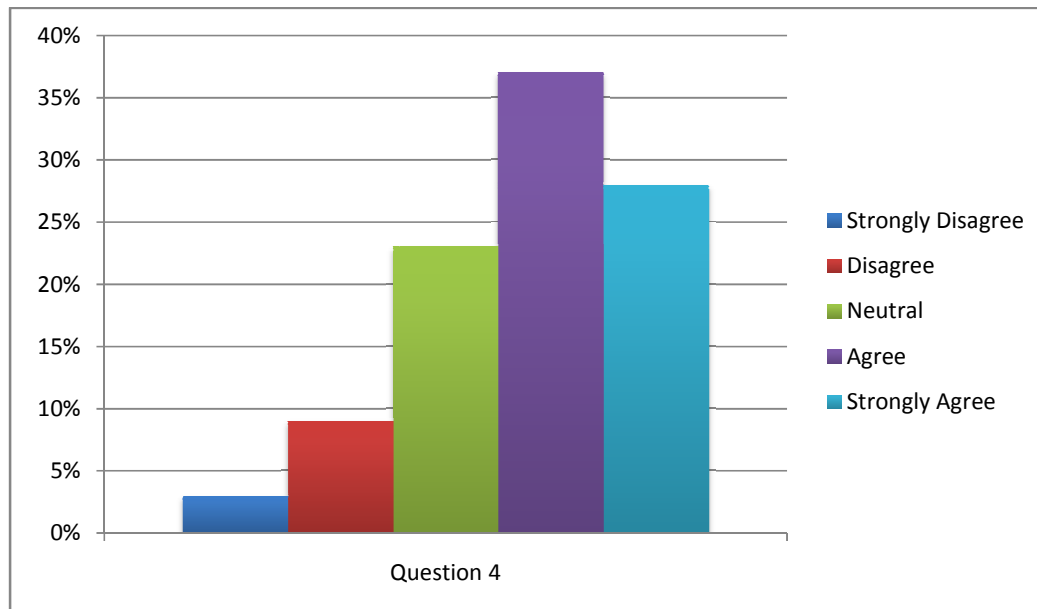


Figure 4.4 Constraint

Based on question 4, majority of respondents agree and strongly agree that they would prefer to be filtering the amount of messages received and at the same time also able to set limitations which is 37% and 28% respectively. This may provide an alternative for respondents to avoid spam or unwanted messages. During the interview, respondents are asked if the ability to filter and set limitations would be a factor for them to allow mobile advertising to their mobile device. Most of the respondents agreed that the filtering and limitation option is a factor that could affect their decision in allowing mobile advertising. Respondents have been saying that this option would allow consumers to filter out unwanted messages and also prevent themselves from being flooded with advertising messages. However, there a few respondents who felt that mobile advertising spam could help cure boredom and also kill time.

Question 5: Would you be interested in all of the advertisement messages received?

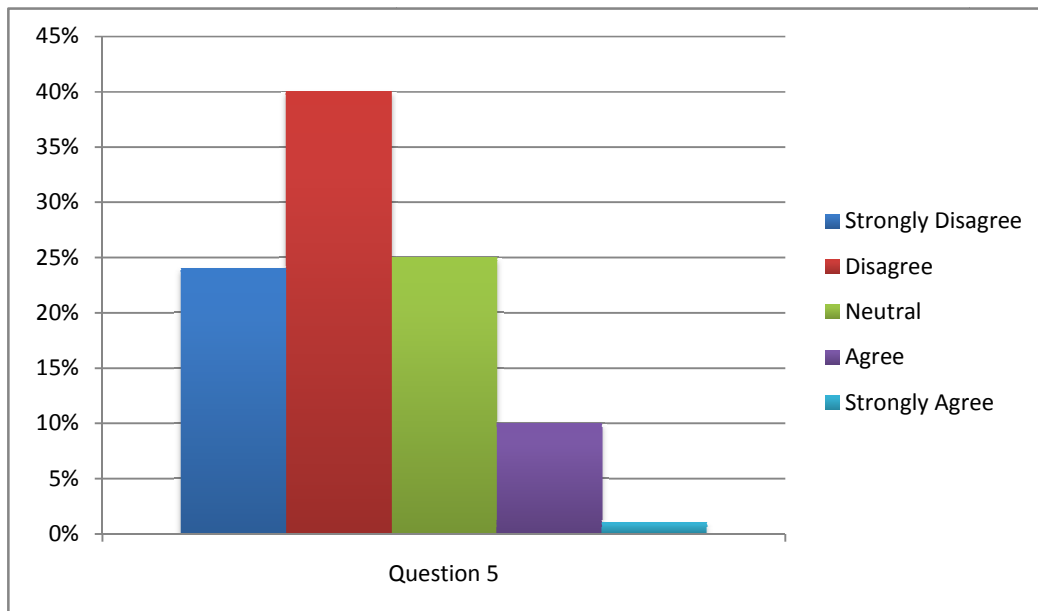


Figure 4.5 Customization

Question 5 shows the need for customization as 40% respondents disagree and 24% respondents strongly disagree that they are interested in most or all advertisement messages received. Consumers have been receiving advertisement messages that are of no relevancy and no interest to them most of the time. However there is only 1 out of 100 respondents' who is strongly interested in all advertisement messages received. In the interview, respondents are asked if they are interested in all mobile advertisements received and whether customization is needed? Almost all of the respondents in the interview expressed disappointment as most of the mobile advertisement received are mostly scams, exaggerated, bored and useless or in other words, not relevant to them at all, hence the need for customization. The remaining interview respondents stand neutral as they felt that it depended on different individuals experience. Different consumer has different needs, expectations and experiences with mobile advertising.

Question 6:

Would you read mobile advertisements that are sent to your mobile device without your permission?

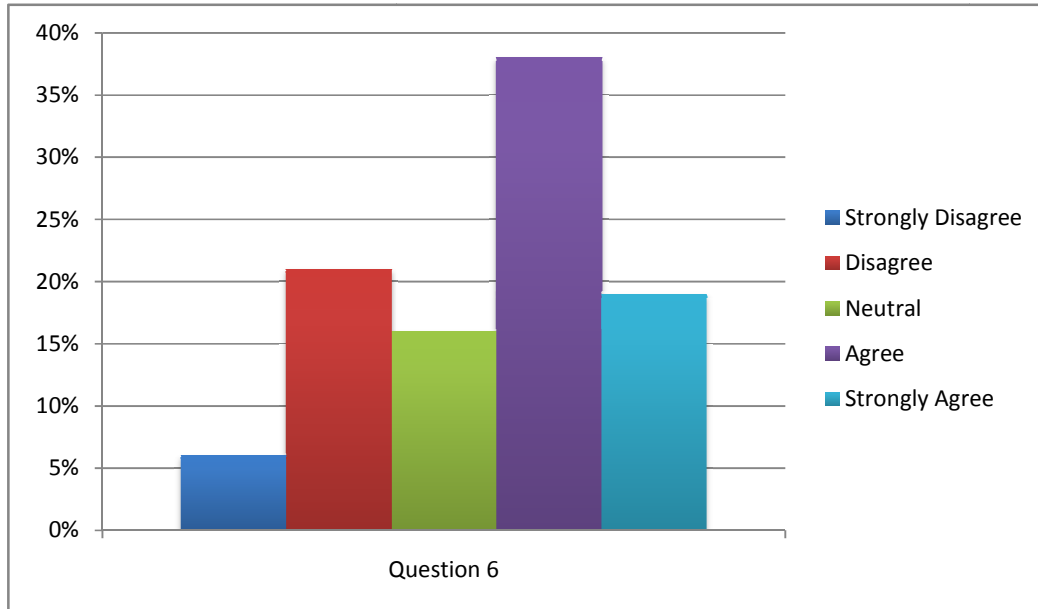


Figure 4.6 Confidentiality

The chart above illustrates that a total of 27% of respondents who disagree and strongly disagree as respondents are not interested in the messages sent to them by unknown numbers. 16% of whom remain neutral as they might tend to be annoyed if what they see is not what they are expecting, hence messages would sometimes be ignored. A total of 57% of respondents agree and strongly agree as they tend to be curious and view the messages anyway. Results collected from the interview session shows that most respondents will still read messages sent to their mobile phone without their consent out of curiosity or have too much free time.

Question 7:

Would you be more interested in mobile advertisement about a brand that you are familiar with?

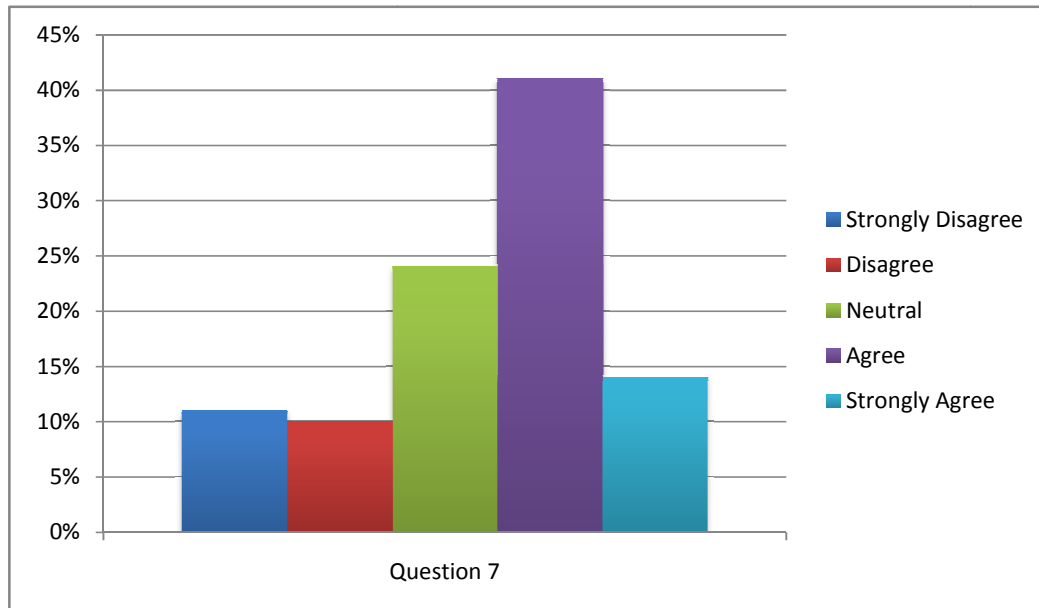


Figure 4.7 Familiarity

According to figure 4.6, question 7 indicates that 41% of respondents agree and 14% of respondents strongly agree which makes up a sum of 55% respondents that would be more interested in the content of the mobile advertisement about the brand that they are familiar with. Majority of the interview respondents expressed more interest in mobile advertisement on a familiar brand as they look forward to check out the promotions and benefits of that particular brand through mobile advertisements. Respondents also expressed more trust in mobile advertisements from familiar brands as those brands have a certain reputation and would be trustworthy to deal with. Respondents suggest that a well known brand have a certain reputation to maintain and therefore contents are authentic.

Question 8:

Would you trust information that is provided to you through mobile advertising?

Question 9:

Would you have trouble trusting the content of mobile advertisement if the brand associated is not famous or well known?

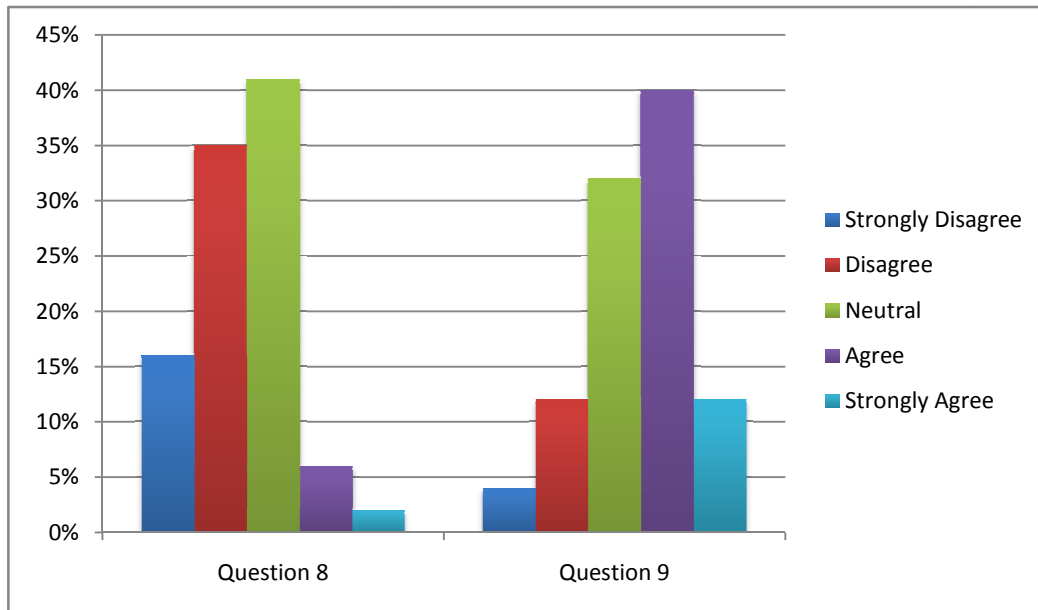


Figure 4.8 Reputation

Based on question 8, a total of 51% of the respondents have trust issues in contents provided through mobile advertising. Only 8% of respondents agree and strongly agree in trusting information's in mobile advertising. Through data collected from an interview session, most of the respondents were negative and did not trust information provided through mobile advertising. The main reason they gave was that most of the mobile advertising they and their friends received was scams. However there were a few respondents that said that although most of the messages they received were spasm but they would still trust some of it, as not all were fake or scams. When asked how do they determine whether the information was fake or true, respondents answered that it

depended on their instinct and also it is general knowledge not to trust contents that offer benefits that is too good to be true.

Question 9 has a high percentage of agree and strongly agree which is 52% as respondents would not be able to trust mobile advertisements from brands that are not famous. Only 16% of the respondents trust mobile advertisements associated with brands that are not famous. From the interview conducted, majority of the respondents expressed that brand is very important in gaining their trust. Many respondents were afraid to trust brands that are not famous due to the many scams that are happening all the time. To them, mobile advertisements of brands that are not famous have less reliability and no guarantee that it is real or legit. One respondent was also quoted saying “no brand, no guarantee”. Respondents that remained neutral mentioned that it depended on the kind of information’s sent to them if it was not from a famous brand.

Question 10:

Would you be more interested in receiving mobile advertisements with attractive rewards? (eg. promotions, discounts, free gift, lucky draw etc)

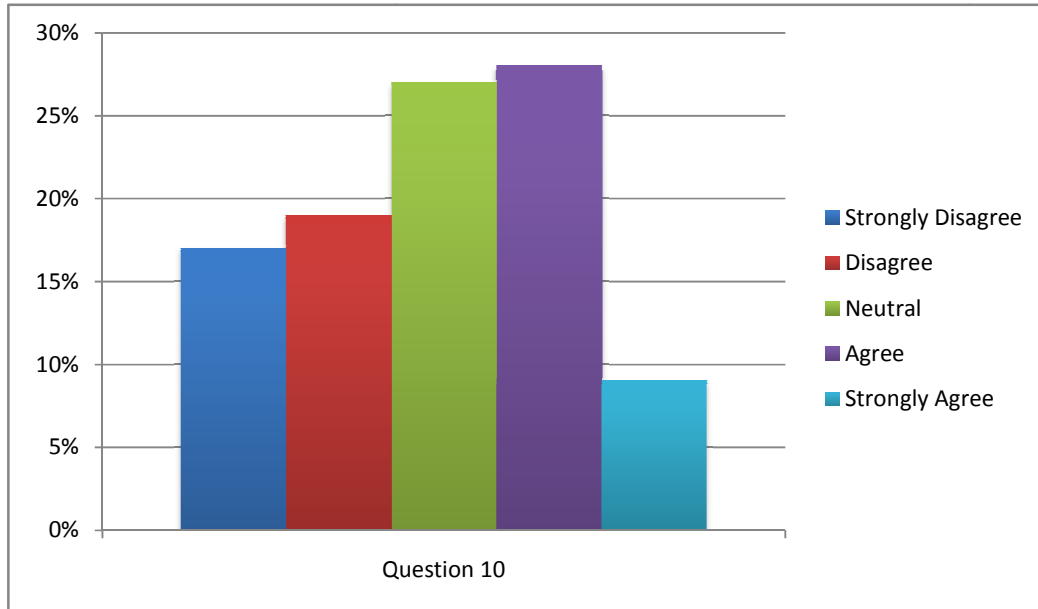


Figure 4.9 Attractive Rewards

For figure 4.8, the highest percentage in question 10 is agree which is 28%. A total of 37% of the respondents agree that they would be more willing to receive mobile advertisements regarding rewards such as promotions, discounts, free gifts etc. 27% of respondents remained neutral. A total of 36% of respondents would not be interested in such promotions. Respondents in the interview have a balanced opinion on whether they would be or would not be interested in such promotions. Some respondents welcomed free gifts and some preferred rewards from traditional media such as coupons from newspaper strips.

Question 11:

Do you agree that mobile advertisement is an easy way to access information and promotions?

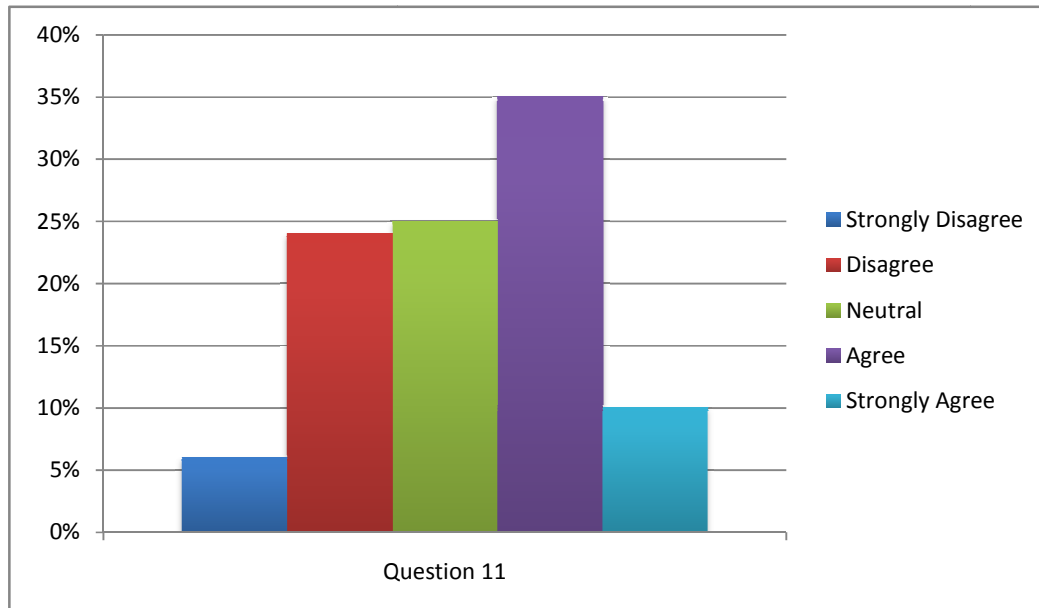


Figure 4.10 Ubiquity

The chart above shows that 35% of respondents agree and 10% of respondents strongly agree that mobile advertisement provide them an easier way to access information and promotion through their mobile devices as respondents are able to receive and view mobile advertisements at any location and any time as long as they have their mobile device with them. A total of 30% of respondents disagree and strongly disagree that mobile advertisement is an easy way to access information and promotions. From the interview session conducted, respondents who agrees and strongly agrees expressed that it is a convenient way for them to access mobile advertisements through text or picture messages when on the go. Respondents who thinks otherwise explained that they are not comfortable in using their mobile devices to access mobile advertisements as they are only expecting to receive messages from friends and family.

Question 12: Would you consider mobile advertising to be a form of interactivity?

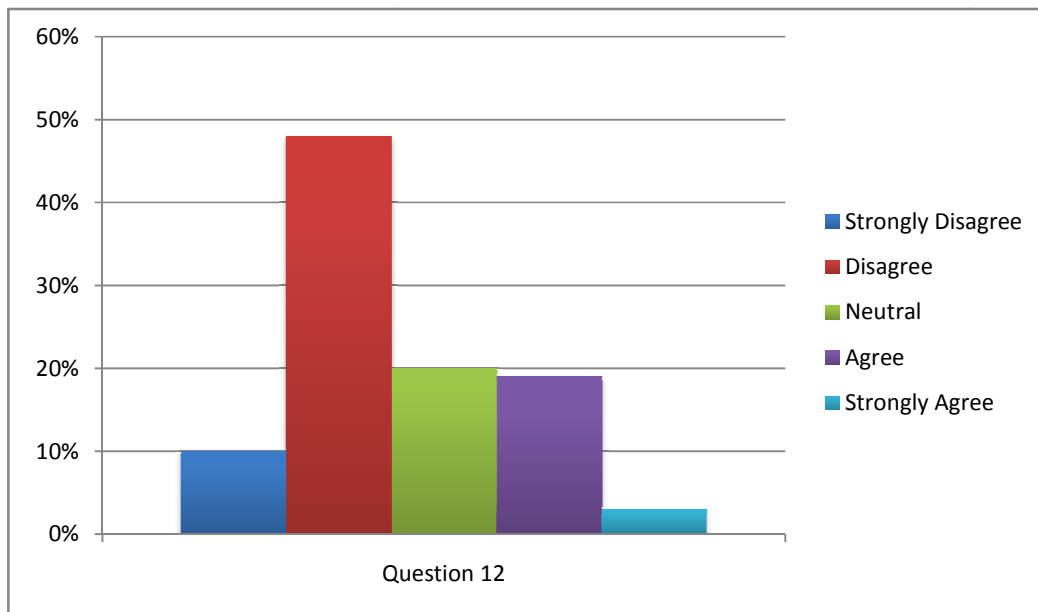


Figure 4.11 Interactivity

Majority of the respondents disagree and strongly disagree which is a total of 58%. A total of 19% of respondents agree and only 3% strongly agree that mobile advertising is a form of interactivity. Almost all of the respondents during the interview session explained that they treat mobile advertising as a one-way interaction as most mobile advertisements only notify them on the upcoming promotions or require them to show the message in their mobile device when purchasing a product/service to be entitled for a discount, hence they do not experience any interactivity. The result from this finding is also in contrast with Turban et al.'s (2006) theory that interactivity is a value-added attribute that will influence consumers to choose mobile advertising. Majority of the respondents in this research project do not consider mobile advertising as a form of interactivity, therefore this value-added attribute fails to attract them.

Question 13: Is your mobile device considered a personal item to you?

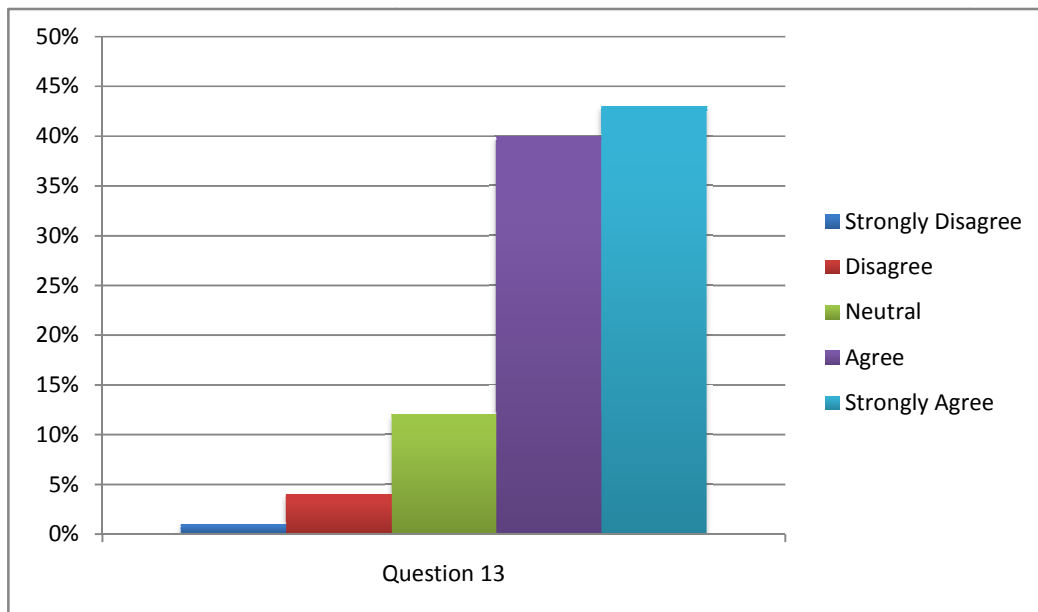


Figure 4.12 Personal Item

The chart above indicates that 40% of respondents agree and 43% of respondents strongly agree. This has made a whopping 83% out of 100 respondents that considers their mobile device as a personal item as they have them by their side almost all the time. Results from an interview session conducted showed that all of the respondents consider their mobile devices as a personal item to them. Some of them also stressed that this is because their mobile devices contains a lot of sensitive and personal stuffs. Respondents are not comfortable with showing people their mobile devices which are considered a personal item. This is the same reason mentioned in question 10.

Question 14:

What is your perception on mobile advertising and what would influence your permission in mobile advertising?

Based on the interview session, responses have been gathered from all the respondents and answers could be categorized into four sections, which are brand reputation, rewards, traditional media and security. Majority of the respondents describe mobile advertising as a good and useful business strategy as they can receive informative and also up-to-date information.

Brand reputation is very important as the more famous or well known the brand is, the trust worthier their mobile advertisement is. Brands that are not well known would most probably be treated as spam or scam. There were a few respondents that expressed brand reputation as a factor that would influence them in giving permission for mobile advertising. They have trouble in trusting contents from mobile advertising as some of them have had bad experiences with mobile advertising and also heard a lot of scams that have been happening around them. Some respondents describe scams and spasm as common, as they are still receiving these messages once in a while.

Respondents also expressed that rewards increases their willingness to subscribe to mobile advertising. Respondents explained that rewards such as free gifts and discounts would stimulate them to read mobile advertisements sent to their mobile devices. These rewards works as a catalyst for consumers to be interested to read the content of the mobile advertisement, as respondents agree that they would want to know more about the product just because they received discounts on that particular product or brand.

Minority of the respondents mentioned that they would still prefer traditional media over mobile advertising. Respondents mentioned that traditional medias such as newspaper, fliers, brochures, pamphlets, radio and television are more attractive and trustworthy. Respondents describe traditional media such as television advertisements as having more vibrant colors and interesting storylines. Despite the reason given above, the respondents main concern is they felt insecure about giving out their personal information to strangers, which are the marketers.

Majority of the respondents expressed security as their main obstacle in preventing them from giving permission to mobile advertisements. They are concerned with scams that are happening around them as they receive scam messages once in awhile. They are afraid that if they give out their personal information to mobile marketers, more of these scam messages will start to flood their mobile devices. Respondents also suggested and stressed that marketers should find ways to protect consumers from these scams so that trust could be built between marketers and consumers. Respondents also hoped that the government and also carrier companies would find ways to protect consumers so that their personal data could not be misused by certain unscrupulous parties to commit scams.

CHAPTER 5

DISCUSSION AND CONCLUSION

Consumers' Perception on Mobile Advertisements and Permissions

Based on the findings of the research, it clearly shows that most respondents have a negative attitude towards mobile advertising. Respondents from the interview pointed out that, "Sometimes, they will charge money for every message received even without asking for it". When asked if they had report their case to their respective carriers, they replied that it was only just one or two messages and would not go through the hassle to report it hence imprinting a negative perspective in the minds of the consumers towards mobile advertising. Most of the other respondents have similar views as most of the time they received mobile advertising that does not interest them therefore assuming that they are not interested in mobile advertising and feel that it is a waste of time to them. One respondent also pointed out "these scams have been happening for quite some time". However, some respondents were positive as they said that not all messages were scams and some contains important information and benefits to them. A few respondents pointed out that it is not fair to perceive all mobile advertising as scams as it would be unfair to other companies that have good reputations.

Based on the observation through the interview session, respondents were quick to point out that they feel like their personal information and details had been leaked out to strangers as they often received messages that they had not opted-in for. Respondents have been quoted saying "I feel as if I am being hacked" and are puzzled by how marketers get hold of their personal information. Based on interview question 15, respondents were then further asked which method would they prefer, be it entertaining or informative. Majority of the respondents in the interview said that they preferred

mobile advertising that are informative as they would want to know something that they do not know, and as for the entertaining part, they would just opt for games instead.

One respondent was quoted saying “Messages sent by unknown people can be a form of surprise just like a Christmas gift box as you wouldn’t know what is in it”. Some respondents say that reading a message would not take a long time, so they would read those messages anyway while only a few mentioned that it depends on what type of messages received before deciding whether to read it or not. This is however in contrast with the Leppaniemi and Karjaluoto’s (2005) theory about confidentiality as findings in this survey and interview shows that respondents would not mind even if it is an invasion of privacy for marketers to send advertisement messages without the consent of the customers. Respondents would still read it out of curiosity. However, an interview respondent also mentioned that when he is expecting an important message from someone but suddenly received mobile advertisements, this would make him feel disappointed.

Consumers that have a negative perception towards mobile advertising will tend to ignore or be irritated by these messages. Although most respondents will still read the content out of curiosity, marketers will still find it difficult to create awareness of the product/service when using mobile advertisement to consumers with negative perception towards the medium, as consumers would not trust the content. Marketers need to recognize that although mobile advertising can offer many benefits in terms of reaching their target audience, these benefits might not be effective in gaining consumers permission in mobile advertising.

Factors Affecting Consumers' Permission

The major finding in this research is consumers' trust as the respondents' trust in mobile advertising proved to be relatively negative which will have an adverse effect on consumers' permission towards mobile advertising. Interview respondents mentioned that they have already experienced and heard of it from their friends and family too many times. Permission-based advertising differs from traditional advertising as it ensures that advertisement is only sent to consumers that are interested in receiving information. Although majority of respondents in the research agrees that they would prefer permission-based advertising, it would not be as effective as respondents have no, or little trust in mobile advertising. Trust will allow marketers to build personal one-to-one relationship with consumers via mobile devices. By succeeding in building personal relationships, mobile advertising holds strong promise to drive sales of products and services.

Respondents feel that they would be more willingly to give permission if they have the freedom to choose what they want. Without choice and control, respondents would feel as if they were being bound by something or someone. Respondents who would not subscribe even if they could easily opt-out anytime gave reasons such as "prefer other form of advertising" and "don't really think that marketers would stop sending mobile advertising even after they had opt-out". Respondents who answered that they prefer other form of advertising were asked to elaborate more about the meaning of "other form of advertising". Respondents mentioned mostly traditional advertising methods such as television, newspaper, and print advertisements. Others simply said that it depended on their mood and the information. It is very subjective when respondents answered that it depended on their mood because different respondents have different outcome when influenced by their mood.

Data from questionnaires and responses from interview sessions collected shows that respondents prefer to have the ability to enjoy more flexibility. Marketers should not constraint consumers but instead provide them with the function to filter and set limitations to control the flow of what they want to receive in their respective mobile devices. In this way, respondents would not feel like they are being trapped and does not have any choice.

Mobile devices are considered as personal items to respondents as most of the interview respondents used words such as “definitely yes” and “absolutely yes” to show that they strongly agree. One respondent was quoted saying “mobile device is a personal item to me because I will not share it with others”. Most of them stressed on privacy and do not wish to be disturbed by unnecessary mobile advertisements which in most of the time, they are not interested in. Other than that, respondents also explained that some coupons that they received on mobile advertising require them to show their mobile devices in order to redeem the reward.

Consumers' willingness to give permission

Besides permission-based, the brand and reputation of a particular product or service is also a factor that affects consumers' permission in mobile advertising. Respondents are found to be more trusting to mobile advertisement about brands that they are familiar with as those brands already have a certain level of reputation to them. Mobile advertisements about brands that are less famous or familiar to respondents are however having problems in gaining trust from consumers, as they are afraid of potential scams. As for brands that are new or never been heard of, respondents will find the content suspicious and tend to ignore or delete those messages. However there was one particular respondent that was very negative towards mobile advertisements and

mentioned that all mobile advertisements was by default a spam and scam in her mind no matter what brand it is. Findings from the research also prove that mobile advertisements are considered more acceptable when delivered by a trusted source compared to an unknown source. For the success of mobile advertising, it is essential for marketers to first gain the trust of consumers.

The result from this research also clearly shows that attractive rewards can lead to consumers to be more willing to accept mobile advertising. This is in line with similar researches in mobile advertising, where most consumers are attracted to incentives. Respondents were found to be more willing to accept reward-based mobile advertising. Rewards such as free gifts and discounts that would enable them to save money will influence consumers to be more interested in the content of mobile advertisements. Findings from the interview have also shown that even though respondents might not be interested in the content of the mobile advertisement, they would still read the content just because they received rewards on that particular brand. Relevant rewards are what respondents like most. Marketers need to provide relevant rewards to increase the engagement rate which will in turn lead to better return on investment. However there is also a downside to this method as results from the interview shows that some respondents were reluctant and are not comfortable to show their mobile devices as some mobile advertisement coupons require them to show their mobile device to a complete stranger to view the coupon that is in SMS form.

Contradictions with Theories

Some findings were also different from theories proposed in the literature synthesis from the literature review chapter. Although confidentiality is an important factor in influencing consumers to accept mobile marketing, findings in the research

indicates that quite a number of respondents does not mind and would read mobile advertisements that are sent to their mobile device without their permission out of curiosity. Findings from the research also show that respondents do not consider mobile advertising to be a form of interactivity as opposed to what Turban et al. (2006) had suggested.

There was also a contradicting result where respondents perceived mobile advertising as a form of invasion of privacy in question 2, chapter 4 but would still read mobile advertisement that is sent to their mobile device without their consent out of curiosity in question 6 although it is also considered as a form of invasion of privacy. This maybe because respondents feels that receiving mobile advertisements in their mobile devices without their consent is considered intrusive and a violation in privacy but since when they had already been intruded, they would check out the message anyway.

Limitations of Study

This study is limited by the fact that only a relatively small number of participants of 100 respondents were involved in the questionnaire and 16 respondents were involved in the interview. This limitation makes it difficult to generalize and apply the findings of this study to all tertiary institution students in Malaysia. Due to time constraints in distributing questionnaires and conducting interviews, sample size collected is relatively small as other tertiary institutions are located very far from the researcher's location. A wider demographic of respondents can also be used to gain a more accurate and reliable result.

During the questionnaire survey distribution, most respondents were in sitting in groups and they tend to look at what their friends had chosen. When respondents refer to their friends during the answering process of the questionnaires, respondents will tend to

be influenced by the choices that are made by their friends who are taking the survey together. This will result in the inaccuracy of data collection. Some of the respondents might also be rushing for time and this might lead them to choose the neutral column. This adds another reason in affecting the accuracy of the data. It is best to target respondents who are alone and have a lot of free time to spare.

Theories selected in the literature synthesis from the literature review chapter could be improved as data collected shows that in some points, respondents are not agreeing with some of the theories. The source of these theories chosen come from a western point of view and may not apply to Asians. Therefore theories from an Asian point of view should be selected for the literature synthesis to generate more accurate results.

Recommendations for Future Research

It is recommended that a research can be done with the same topic but considering a bigger sample of respondents, large number of data and with more time involved in it. Respondents should consist of more races and a more wide coverage of colleges, universities, institutions and polytechnic students where it could more accurately provide results on the consumers' perception of Malaysian students of tertiary education. It is also recommended to select students from all fields of study so that data collected could better generalize all tertiary institution students. Theories from an Asians perspective can be used in the literature synthesis to better represent the target audience of the research.

More variation in data can also be included in future research such as age and gender. Research should also not be restricted to students but also extended to student professionals. Researchers could also study the effectiveness of mobile advertising as this provides another insight to further persuade marketers to engage in mobile advertising. It

is also recommended to add more open-ended questions in future researcher's questionnaires so that respondents would be able to express more ideas.

Not everyone is using the same mobile device and all mobile devices do not support the same features. A research whether can mobile advertising provide the same services in all types of mobile devices can be a very interesting topic in the future. As all respondents are not using the same mobile device as some are using smart phones and some are not. Future researchers could also study on the implications that might surface with different types of mobile devices.

Conclusion

Marketers need to understand that although majority of the respondents have a negative perception against mobile advertising, respondents seem to perceive mobile advertising as a useful way to connect with them. This shows that respondents are comfortable with this medium but have a negative perspective because of all the spasm and scams that have been happening in the mobile advertising. Marketers need to further ensure that consumers are protected from these scams and spasm and only send relevant information to targeted consumers. If consumers' trust could be gained, mobile advertising would be an effective medium for advertisers to connect with their target audience. Marketers also need to take note that rewards could increase the engagement rate of consumers. Marketers need to realize that all parties within the eco system of mobile advertising such as the carriers, media agencies etc have to work closely to ensure that mobile advertising does not morph into another spam machine like email. When mobile advertising can be implemented correctly, the return on investment can far exceeded that of traditional marketing mediums.

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Appendix A

Appendix A



Questionnaire

I would like to thank you in advance for your valuable time and answer. All answers and your personal information will be kept confidential. These answers will be part of a study on consumers' permission in mobile advertising.

Gender:

Male Female

Mobile Advertising – Please tick one only

		1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
1	Do you consider mobile advertising to be irritating or annoying?					
2	Is mobile advertising a form of invasion of privacy to you?					
3	Would you opt-in (subscribe) to mobile advertisement if you could easily opt-out (terminate) anytime?					
4	Would you prefer to filter or set limitations on mobile messages received?					
5	Would you be interested in all of the advertisement messages received?					

		1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
6	Would you read mobile advertisements that are sent to your mobile device without your permission?					
7	Would you be more interested in mobile advertisement about a brand that you are more familiar with?					
8	Would you trust information that is provided through mobile advertising?					
9	Would you have trouble trusting the content of mobile advertisement if the brand associated is not famous or well known?					
10	Would you be more interested in receiving mobile advertisements with attractive rewards? (eg. promotions, discounts, free gift, lucky draw etc)					
11	Do you agree that mobile advertisement is an easy way to access information and promotions?					
12	Would you consider mobile advertising to be a form of interactivity?					
13	Is your mobile device considered a personal item to you?					

		1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
14	Do you perceive mobile advertisements as scams?					
15	Is mobile advertising entertaining and informative to you?					

Appendix B

Appendix B



Interview questions

1. Do you consider mobile advertising to be irritating or annoying? Please state your reasons.
2. Is mobile advertising a form of invasion of privacy to you? Please state your reasons.
3. Would you opt-in (subscribe) to mobile advertisement if you could easily opt-out (terminate) anytime? Please state your reasons.
4. Would you prefer to filter or set limitations on mobile messages received? Please state your reasons.
5. Would you be interested in all of the advertisement messages received? Please state your reasons.
6. Would you read mobile advertisements that are sent to your mobile device without your permission? Please state your reasons.
7. Would you be more interested in mobile advertisement about a brand that you are familiar with? Please state your reasons.
8. Would you trust information that is provided to you through mobile advertising? Please state your reasons.

9. Would you have trouble trusting the content of mobile advertisement if the brand associated is not famous or well known? Please state your reasons.
10. Would you be more interested in receiving mobile advertisements with attractive rewards? (eg. promotions, discounts, free gift, lucky draw etc) Please state your reasons.
11. Do you agree that mobile advertisement is an easy way to access information and promotions? Please state your reasons.
12. Would you consider mobile advertising to be a form of interactivity? Please state your reasons.
13. Is your mobile device considered a personal item to you? Please state your reasons.
14. Do you perceive mobile advertisements as scams? Please state your reasons.
15. Is mobile advertising entertaining and informative to you? Please state your reasons.
16. What is your perception on mobile advertising and what would influence your permission in mobile advertising?