

# Consumer attitudes toward the adoption of mobile marketing in Namibia

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**Abstract:** Retailers globally are using mobile marketing to promote, inform, appeal and position their products to consumers with great success, especially in the developed world. Although consumers in South Africa have adopted mobile marketing with great success, it is not clear if consumers in other countries in the ‘Southern African Development Community’ (SADC) region in Africa, in particular, Namibia is able to adopt mobile marketing. This study explored deficiencies in the body of knowledge on consumer attitudes toward the adoption of mobile marketing in Namibia. This study pursued a positivist research philosophy. The sample size for consumers was 384 consumers. Findings revealed that consumer attitudes towards mobile marketing adoption are positively affected by perceived entertainment, perceived informativeness, perceived irritation and perceived credibility. In addition, mobile marketing adoption is positively affected by consumer attitudes. Mobile marketing can engage consumers individually and cater for their personalised needs through building relationships.

**Keywords:** mobile marketing; attitudes; types of mobile marketing; mobile marketing adoption; mobile marketing applications; consumer attitudes; mobile marketing models; mobile marketing theories.

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## 1 Introduction

The use of traditional marketing is declining globally since consumers worldwide are moving into the fourth industrial revolution where mobile gadgets form an important part of their daily activities (Haghirian and Dickinger, 2012). The International Telecommunications Union (2016) indicated that there is a global explosion in the use of

handheld electronic communication devices such as mobile phones, digital music players, and handheld Internet access devices – culminating in the social media era. In particular, the number of such devices is multiplying and subscriptions to services offered through these devices are expanding. For example, the growth in the number of such subscriptions worldwide is at a compounded annual rate of 24% from 2000 to 2008 with the number of mobile subscribers reaching 4 billion in December 2008 (Al-alak and Alnawas, 2011).

Mobile marketing is a relatively new strategy for appealing to consumers, has become one of the fastest growing marketing methods globally (Berman, 2016). Retailers worldwide are using mobile marketing to promote, inform, appeal and position their products to consumers with great success, especially in the developed world (Shankar, 2010; Metric, 2013). In developed European countries and the USA, retailers who have aggressively engaged in mobile marketing, have achieved positive results and by so doing have set the stage for global retailers to move away from traditional marketing and enjoy the great benefits associated with mobile marketing (Becker, 2012).

Although consumers in South Africa have adopted mobile marketing with great success (Donner and Tellez, 2012), it is not clear if consumers in other countries in the Southern African Development Community (SADC) region in Africa has embrace mobile marketing. According to Kramer (2011), Namibian consumers predominantly trust and rely on traditional marketing channels such as radio advertisements, pamphlets and sales promotions to source information on products and services.

The growth of mobile advertising has opened a new area for research (Tsang et al., 2004; Haghirian and Madlberger, 2005; Xu, 2007). For instance, given its unlimited textual presentation, will this new medium have the same effect as other media? What do consumers think about SMS-based advertisements? What mechanisms would be more affective for mobile advertising? A better understanding of these issues is critical to the affective use of mobile advertising. It is especially important to know how consumers feel about the ads delivered to their mobile phones.

Therefore, this study investigated the factors affecting consumer attitudes towards mobile marketing. In addition, the study also investigated how consumer attitudes affect the adoption of mobile marketing, since this is the core problem in Namibia. Consumers in Namibia do not trust online technology payment platforms and prefer making payment on a face to face basis which may affect the implementation of governments NDP's (Stadler, 2016).

### *1.1 Research objectives*

The research objectives of this paper are twofold.

- To ascertain the impact of consumers perceived entertainment, informativeness, irritation, and credibility of mobile ads on consumer attitudes towards mobile marketing in Namibia.
- To determine the relationship between consumers attitudes and consumer adoption of mobile marketing in Namibia.

## 2 Literature review

### 2.1 *Mobile marketing defined*

The Mobile Marketing Association defines mobile marketing as “a set of practices that enable firms to communicate and engage with their customer in an interactive and relevant manner through any mobile device or personal digital assistants” (Ström et al., 2014). Becker (2012, p.32) defines “mobile marketing is a set of practices that enable organisations to communicate and engage with their audience in an interactive and relevant manner through and with any mobile device or network.” The definition by Becker (2012) captures all aspects discussed in this section regarding mobile marketing, therefore, is an appropriate inclusive definition for this study.

Norcross (2008) alludes that five years ago, “if you typed mobile marketing into a Google search, the majority of results would be about advertising that was applied to the sides of cars. Consumers were paid to put adverts on their cars and drive around major metropolitan cities. Today, it is virtually impossible to relate mobile marketing to motor vehicles.” Kaplan and Haenlein (2010, p.22) suggest that social media marketing is a subsection of mobile marketing and that social media as we understand it today probably started around 1994 when Bruce and Susan Abelson founded ‘open diary’, an early social networking site that brought together online diary writers into one community.

The emergence of the mobile phone device as a means of instant communication has changed the way organisations interact with potential and existing customers (Grant and O’Donohoe, 2007; Siau et al., 2005). In recent years, the rapid adoption of mobile phone and other mobile communication devices have created opportunities in the marketing and advertising arena, by allowing companies to announce their products and services, develop customer relationships through direct personalised and interactive message response from customers (Sultan and Rohm, 2008).

The benefits of mobile marketing to consumers are that smartphones have the capability to transform consumers’ shopping experiences and add marketing value, consumers can now effortlessly and speedily shop across numerous channels such as (physical store, web-based, and mobile) with considerably greater level of convenience, flexibility, efficiency and personalisation (Persaud and Azhar, 2012). Unfortunately, every advancement in technology has its drawbacks, mobile marketing technology has the potential to be intrusive and annoying.

### 2.2 *Conceptualisation of mobile marketing*

The mobile phone as a marketing medium provides a wide range of opportunities to marketers, marketing service providers and mobile operators (Michael and Clarke, 2013). These advantages include:

- 1 mobile marketing devices always being on, always connected, and always with the consumer
- 2 mobile marketing’s ability to generate location-sensitive offers
- 3 the ability to offer mobile marketing messages that are highly personalised (Berman, 2016).

A good mobile marketing campaign needs to capitalise on the rewards of mobile marketing illustrated in Table 1.

**Table 1** Advantages of mobile marketing

Mobile marketing is always on, always connected and always with the consumer.	Mobile marketing is able to generate location sensitive offers.	Mobile marketing can send relevant personalised messages and offers.
Marketers can generate offers based on special weather conditions and natural disasters.	Marketers can develop special offers to consumers within a given distance to both its own and competitors retail locations.	Marketers can tailor messages and offers can be tailored to each consumer based on their purchase history social media usage, demographic data, and usage data.
Marketers can quickly match a competitor's price offer or use short-term price reductions to reduce inventory sales levels.	Marketers can provide special product information to consumers within a specific aisle.	Marketers can present different offers to current consumers, heavy users, lapsed, relationship customers, and transactional customers.
Marketers can quickly assess the affectiveness of different campaigns.		

*Source:* Adopted from Berman (2016)

### 2.3 Types of mobile marketing

Mobile marketing is categorised into two main types, pull and push marketing campaigns (Jelassi and Enders, 2008; Michelsson and Raulas, 2008).

#### 2.3.1 Push-marketing

Push mobile marketing refers to marketing messages that are delivered proactively to mobile phones, intended to reach the target groups without the customer's explicit request (Nicolaas, 2016). Push-messages are sent by the company at times when they consider that it might be relevant to the customer, without prior consent from the consumer (Rosenkrans and Myers, 2012). If the consumer does not consider the message relevant, it can easily be perceived as annoying and intrusion into one's privacy (Mafe-Ruiz et al., 2014). Studies in the literature have argued that as a result of the personal nature of the mobile phone, it is important for firms to seek consumers' consent (opt-in) to receive mobile marketing messages, as this process requires detailed information of the mobile phone user (Nicolaas, 2016).

#### 2.3.2 Pull-marketing

Pull mobile marketing involves requesting the consumer to indicate his/her interest/ consent to receiving marketing messages on his mobile phone (Rosenkrans and Myers, 2012). Through pull marketing, customers' requests for precise information via their mobile phones (Nicolaas, 2016). According to Michelsson and Raulas (2008), the idea of pull marketing is that the customer is interested in their own needs, and not the marketing organisations compelling them to buy their products or service. Marketing firms need no

other permission to send messages to target consumers in pull-marketing, where the consumer requests the marketing message specifying when they wish to receive it (Rosenkrans and Myers, 2012). Consumers' requests are often used in developing new services as they serve as a guide to consumers' real interests and can be used for building a customer database and purchase profile which is more valuable to the organisation (Michelsson and Raulas, 2008; Nicolaas, 2016). However, many companies use a combination of both push and pull strategies (Billore and Sadh, 2015).

#### *2.4 Mobile marketing applications*

Certain technological tools have been acknowledged to facilitate mobile marketing communication (Smutkupt et al., 2012). These mobile marketing tools consist of short message services SMS, web applications WAP, media messaging services MMS, as identified by Grant and O'Donohoe (2007), Xu (2011) and Muk (2007).

In Table 2, the legal considerations for mobile marketers are conceptualised in accordance with Norris (2003). Table 2 by Norris (2003) stipulate the legislative or ethical considerations for marketers to observe when practicing mobile marketing. The framework consists of ten critical focal areas identified by Norris (2003) that address specific issues to prevent consumer infringements. Most of the critical ethical considerations such as consumer consent for location-based services, contractual agreements, specific activities for marketers involving children and data protection legislation have also be identified by Basheer and Ibrahim (2010) and Amir et al. (2013) as factors influencing consumer trust in mobile marketing. Therefore, it is incumbent upon mobile marketers to adhere to these ethical considerations if they are to gain consumer and industry trust.

#### *2.5 Consumer attitudes towards mobile marketing adoption*

Attitude has been defined in terms of "an acquired behavioural disposition" [Campbell, (1963), p.11] degree of positive or negative evaluation, or "a mental and neural state of readiness exerting a dynamic influence upon" behaviour [Allport, (1935), p.12]. One common conceptualisation of attitude is the tripartite model (Eagly and Chaiken, 1993). According to the tripartite model, an "attitude is comprised of three correlated, but distinct, components: affect, cognition, and behaviour. Affective measures of attitude include self-report measures of feelings about attitude objects and physiological measures. Cognitive measures may include beliefs about attitude objects and judged evaluative favourability toward attitude objects. Behavioural indices typically involve self-report measures of past behaviour, behavioural intentions, or observations/reports of actual behaviour" (Fischbein and Ajzen, 1975).

The tripartite model of attitudes in Figure 1 has been a popular and enduring conceptualisation of attitude, though it has not been endorsed consistently in the literature (Farley and Stasson, 2003).

According to this model, attitudes are affected by three variables, cognitive, affective and behaviour. These components of attitude developed by Fischbein and Ajzen (1975) became reputable for effectively determining attitudes in various disciplines and will therefore also be used during this study to define attitudes.

**Table 2** The legal considerations for mobile marketers

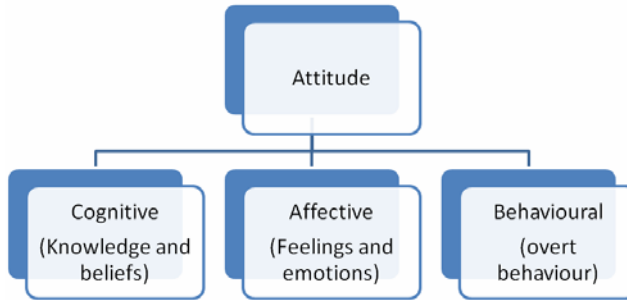
1	Data protection	Use of customer data must comply with wide-ranging industry data protection legislation.
2	Unsolicited commercial communications	The European Union’s communications data protection directive (CDPD) removes all doubts as to whether senders of spam need prior consent from recipients before sending anything. Under separate laws, anyone sending spam needs to ensure recipients can immediately identify them as such.
3	Location data	Location-based services (LBS) can only be provided where the data which is involved has been made anonymous, or it has to have the prior consent of the individual concerned (CDPD).  User must be informed of the data processing implications of the service.
4	Online contracting	It is all too easy for mobile service providers to believe they have a contract in place when they actually do not have one. Equally, many online traders have found themselves in hot water by appearing to enter into contracts when (according to them) they did not mean to. The inadvertent advertisement of goods which have been priced wrongly is just one example of this.
5	Information requirements	Just as with the web, European-wide legislation requires mobile marketers to name their organisation, and supply both contact details and information relating to their membership of trade or professional bodies. These information requirements can be more of an issue in the mobile context.
6	Distance selling	Under European-wide distance selling legislation, businesses trading electronically must provide information relating to key contractual terms, contact details for customer complaints, information relating to warranties and guarantees, and so on.
7	Industry codes	There are likely to be several industry codes of practice applying to anyone involved in mobile marketing, as well as a good number of other codes which identify ‘best practice’ that are worth complying with.
8	Contractual commitments	You will almost certainly owe contractual obligations to your ISP about what you can and cannot do online. Companies must comply.
9	Specific activities, markets or products	There are numerous other highly regulated and legally complex areas to be aware of. Common examples include the promotion or operation of online competitions, lotteries, casinos, and other forms of gambling; contracting with children (which may generally not be enforceable in many cases); and the sale of certain products such as, for example, drugs, pharmaceuticals, tobacco, and alcohol.
10	Roaming and cross-border risk	Selling something to a particular group, or even at a certain time, could be subject to differing laws in different countries.

*Source:* Adopted from Norris (2003)

Other models such as the motivation and opportunity as determinants of attitude (MODE) hypothesised by Fazio (1997) have expressed conditions under which attitudes are good predictors of decisions and behaviours. Similar to the elaboration likelihood model (ELM) of persuasion is a dual process theory describing how attitudes form and change (Petty and Cacioppo, 1986), the MODE model maintains that there are two modes of processing, a more effortful processing mode when attitudes are less accessible or

motivation is high, and a more automatic default when attitudes are highly accessible and motivation is low (Posavac et al., 1997).

**Figure 1** Tripartite model of attitudes (see online version for colours)



Source: Farley and Stasson (2003)

In a more recent study by Watsona et al. (2013) that investigated whether evidence from previous research on consumer attitudes towards text message from companies persisted in the smartphone era. Findings from Watsona et al. (2013) shows that respondents strongly agreed that their “mobile handsets were primarily for personal use and that mobile contact from companies was irritating and invasive.” 87.2% of respondents strongly agreed or tended to agree that they would prefer mobile contact from friends rather than companies and 87.2% either strongly agreed or tended to agree that they considered most texts from companies to be annoying. 90.4% either strongly agreed or tended to agree that they would delete or ignore texts from companies and 82.5% either strongly agreed or tended to agree that they would prefer their mobile phone to be for personal use only.

**Table 3** Attitudes towards being contacted through mobile phones

	<i>Strongly agree (5)</i>	<i>Tend to agree</i>	<i>Neither agree or disagree</i>	<i>Tend to disagree</i>	<i>Strongly disagree (1)</i>	<i>Mean</i>
I prefer to receive mobile text and calls from friends rather than from companies.	79.8	17.6	1.1	1.6	0.0	4.76
I consider most text and mobile adverts from companies to be annoying.	62.2	52.0	7.4	5.3	0.0	4.44
I would tend to deled or ignore most text messages from companies.	60.1	30.3	6.9	2.7	0.0	4.48
I generally prefer my mobile phone to be for personal use only.	59.6	22.9	11.7	4.8	2.0	4.35

Source: Watsona et al. (2013)

Watsona et al. (2013) further suggested that despite the transition to smartphones, these findings are consistent with those of earlier studies that suggested that “consumers regard SMS marketing as an invasion of their privacy” [Samanta et al., (2009), p.233] and studies by Monk et al. (2004, p.22) and Muk (2007, p.7) that indicate that consumers are

very wary of companies contacting them via their handsets. The findings from Watsona et al. (2013) are depicted in Table 3.

The second set of questions in the study by Watsona et al. (2013) regarding text messages were designed to identify the reasons for which respondent would be happy to receive texts.

**Table 4** Attitudes regarding acceptability of different types of text messages from companies

	<i>Very happy (5)</i>	<i>Happy</i>	<i>Neither happy nor unhappy</i>	<i>Unhappy</i>	<i>Very unhappy</i>	<i>Mean</i>
Enter a competition	2.5	7.5	7.0	28.6	54.3	1.75
Receive discount vouchers	6.0	23.1	14.6	23.1	33.2	2.46
Receive a gift	7.0	25.6	13.6	22.1	31.7	2.54
Receive a mobile ticket	27.6	42.7	9.0	8.0	12.6	3.65
Receive SMS reminders	20.1	48.2	12.6	5.5	13.6	3.56
Receive alerts from shipping sites	3.5	11.6	18.1	31.2	35.6	3.56
Receive online action alerts	5.5	17.6	19.1	27.3	30.2	2.41
Receive social networking alerts	9.0	21.1	13.6	24.1	32.2	25.1
Receive alerts from news websites	5.5	13.1	23.1	27.1	31.2	2.35
Receive alerts relevant to location	6.0	22.6	19.6	26.1	25.6	2.57

Source: Watsona et al. (2013)

All reasons, apart from mobile ticketing (mean 3.65) and appointment and travel alerts (mean 3.56) provoked a relatively negative response (Watsona et al., 2013). Alerts regarding competitions (mean 1.75) and shopping sites (mean 2.16) were particularly unwelcome. Overall, this data confirms that the general dislike of text message-based marketing communication extended across most types of messages and alerts. This is consistent with their attitudes towards their mobile phone (Table 5).

Previous studies have discussed the use of incentives such as gifts and discounts as ways of reducing negativity towards SMS (Khan, 2008; Zoller et al., 2001), but in this study responses to questions on incentives, such as competitions (mean 1.75), discounts (mean 2.46), and gifts (2.54) were all relatively low (Watsona et al., 2013). On the other hand, the more positive responses to ticketing and appointment and travel alerts possibly suggest that consumers will welcome mobile marketing communications when they perceive them to have utility (Watsona et al., 2013). This is consistent with findings from various other studies that have identified usefulness or utility as possible drivers of the acceptance of mobile communications (Hanley et al., 2006; Merisavo et al., 2007).

However, other studies suggest that mobile services can drive acceptance by providing unique value to consumers by tailoring services to specific needs (Mort and Drennan, 2005; Yuan and Zhang, 2003). Messaging earlier studies have focused on the extent to which consumers feel in control of the marketing exchange, suggesting strategies which empower the consumer may mitigate their negativity towards mobile marketing communication (Watsona et al., 2013). This study shows that the key factors that have a positive influence on acceptance are: giving permission, trust and control (Watsona et al., 2013). Most consumers worry about misuse of mobile data (mean 4.34) and they are more willing to receive marketing texts from companies they like and trust



(mean 3.61). Being able to control the frequency and stop texts easily is also a key factor in determining acceptance (means 3.82 and 4.05).

**Table 5** Attitudes towards permission and SMS-based marketing

	<i>Strongly agree (5)</i>	<i>Tend to agree</i>	<i>Neither agree or disagree</i>	<i>Tend to disagree</i>	<i>Strongly disagree (1)</i>	<i>Mean</i>
I would be happier to receive mobile text on my mobile phone if I had given the permission.	37.0	37.0	4.2	9.9	11.5	3.79
I would be happier to receive marketing text on my mobile phone if I liked and trusted the company.	24.5	42.7	12.0	10.9	9.9	3.61
I would be happier to receive mobile text from a company if my friends recommended it.	6.8	29.2	30.7	14.1	19.3	2.90
I would prefer to sign up for a mobile marketing text if I knew I could easily control the frequency of alerts.	30.7	44.3	10.4	5.7	8.9	3.82
I would prefer to sign up for a mobile marketing text if I knew I could easily stop them.	42.7	36.5	10.4	4.2	6.3	4.05
I worry about trusting a company with my mobile phone number in case they misuse my data or pass it on to a third party.	58.9	26.6	6.8	5.7	2.1	4.34
I would prefer companies to contact me on my mobile phone rather than email or post.	4.2	11.5	22.4	28.6	33.3	3.24

*Source:* Watsona et al. (2013)

Table 6 shows that the average rating value for all statements is above 3.5, including those relating to applications. Table 6 indicates that smartphone users feel even more negatively than other consumers towards companies that provide a poor mobile experience and more positively towards brands that provide useful or entertaining mobile apps (Watsona et al., 2013). Many researchers in this area have produced similar evidence that supports content quality and utility as being major success factors in mobile marketing. As Siau and Shen (2003) discovered, mobile content needs to show qualitative features such as relevance, timeliness and usefulness to the consumer, quality of mobile web content and applications.

Strandvik (2003) also suggested that delivering content that is both relevant and of value to the consumer is a critical success factor for mobile marketers. When asked to rate their feelings and behaviour surrounding the use of mobile apps, smartphone users agreed that they feel positively towards brands with useful or entertaining apps, that they value the personal service they get from apps and that they feel positively towards brands with useful or entertaining apps (Watsona et al., 2013). As Chiemet (2010) observed, creating an app which offers sustained use-fullness and relevance to the consumer is key to mobile marketing success.

**Table 6** Attitudes towards mobile website content

	<i>Strongly agree (5)</i>	<i>Tend to agree</i>	<i>Neither agree or disagree</i>	<i>Tend to disagree</i>	<i>Strongly disagree (1)</i>	<i>Mean</i>
I feel irritated when a website does not work well on my mobile phone.	43.3	34.2	8.6	1.6	0.5	4.34
I think that a brand that does not have a mobile website provides poor service.	17.6	33.2	28.3	8.6	2.1	3.62
I feel negatively towards a brand that provides a poor mobile experience.	15.0	33.7	27.3	9.6	2.1	3.57
I feel positively towards a brand with a mobile website that looks good and is easy to use on my mobile handset.	33.7	38.5	13.4	2.7	0.0	4.17
I feel positively towards a brand with a useful or entertaining mobile app.	22.5	33.2	28.3	4.3	0.0	3.84
I use mobile apps because they provide me with personal content and service.	19.3	33.2	26.2	5.9	0.5	3.76
I use mobile apps because they are fun and entertaining.	15.5	35.8	25.7	8.0	1.1	3.66

*Source:* Watsona et al. (2013)

## 2.6 Consumer attitude models in mobile marketing

Mobile marketing consumer attitude models were originally developed from studies on consumer attitude toward internet/web advertising and advertising in general (Brackett and Carr, 2001). Varnali and Toker (2010) suggest mobile marketing and web-based marketing are similar because they have the same characteristics. Deighton and Kornfeld (2009) elaborate on these similarities by describing that both are emerging media used to deliver digital texts, images, and voices with interactive, immediate, personalised, and responsive capabilities. These models explain the intention to adopt mobile marketing based on theories related to technology adoption (Pedersen and Ling, 2002).

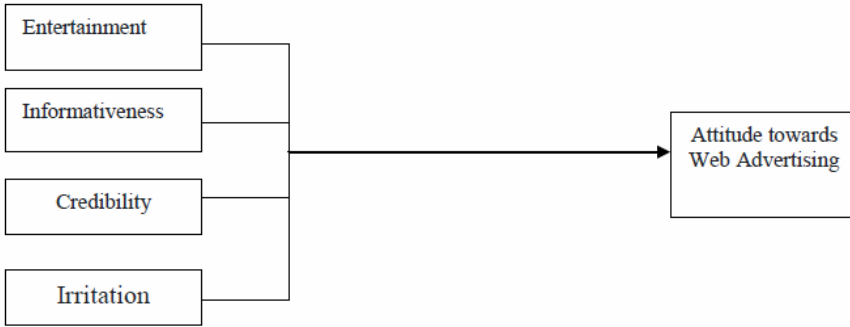
The model by Brackett and Carr (2001) as shown in Figure 2 was used by Tsang et al. (2004) and Haghirian and Madlberger (2005) to test consumer attitudes toward mobile advertising.

Tsang et al. (2004) applied the theory of reasoned action (TRA) proposed by Fischbein and Ajzen (1975) to study the relation between attitudes, intentions and behaviour in relation to mobile advertising. Furthermore Tsang et al. (2004) developed a framework as depicted in Figure 3 indicating factors affecting attitude toward mobile advertising and the relation between attitude, intention to receive mobile advertisements and user behaviour.

The findings of Tsang et al. (2004) was that respondents generally had a negative attitude toward mobile advertising unless prior permission was obtained. Additionally, entertainment, informativeness and credibility were found to be positively related to

attitude toward mobile advertising and irritation was negatively related. Further findings indicated that permission affects attitude toward mobile advertising. While attitude and incentives affect the intention. The study additionally found that consumers with a positive attitude are more willing to receive mobile advertisements and that a high affect between intention and behaviour existed.

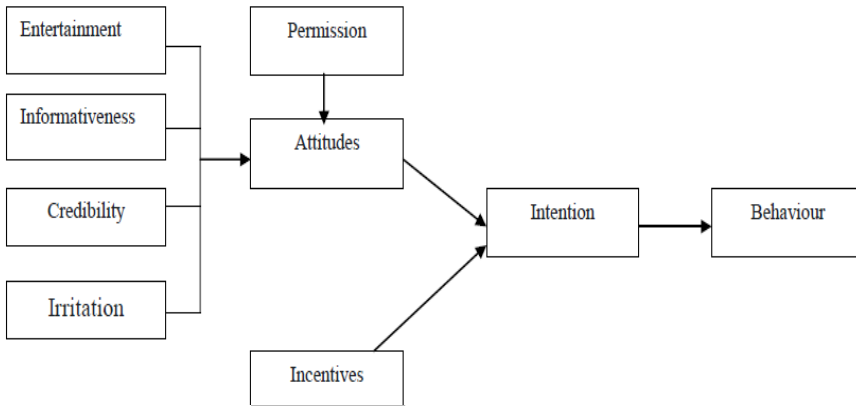
**Figure 2** Brackett and Carr (2001)’s model of consumer attitude to web advertising



Source: Brackett and Carr (2001)

Haghirian and Madlberger (2005) investigated the attitude toward advertising via mobile devices in Austria an interesting finding evolved. The study found that the characteristics of message content, the consumer and frequency of exposure have an effect on the advertising value and the attitude toward mobile advertising. The model by Haghirian and Madlberger’s (2005) is presented in Figure 4.

**Figure 3** Tsang et al.’s (2004) model of consumer attitude toward mobile marketing

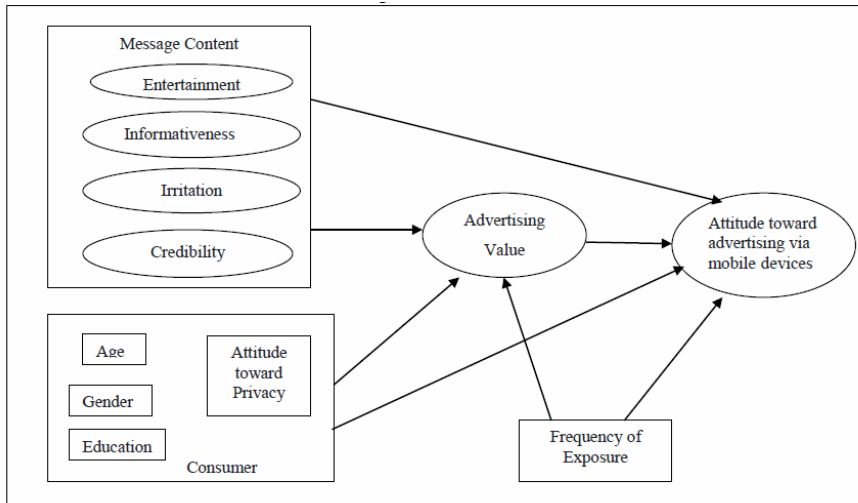


Source: Tsang et al. (2004)

The study also found that attitude toward mobile advertising and advertising value are strongly related to message content. While entertainment, informativeness and credibility have a positive effect and irritation has a negative effect on attitude toward mobile advertising. Additionally, findings revealed that frequency of exposure has a negative effect on the advertising value (Haghirian and Madlberger’s, 2005). Finally, the research uncovered no effect of gender, age and education on attitude toward mobile advertising.

Whereas in a different study (Koo et al., 2012) discovered an additional finding to Haghirian and Madlberger’s (2005) in that generation Y attitudes toward mobile advertising factors, entertainment, informativeness, irritation and credibility are effective factors on consumers attitudes toward mobile advertising in the clothes industry and the effect of such factors are different between American and Korean respondents. The finding by Koo et al. (2012) revealed that attitudes towards mobile marketing adoption across nations are different.

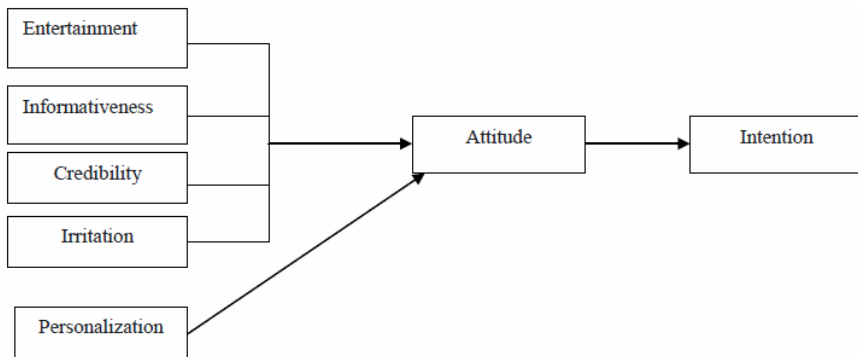
**Figure 4** Model of consumer attitude towards advertising via mobile devices



Source: Haghirian and Madlberger (2005)

Xu (2007) measured the effect of entertainment, personalisation, informativeness, irritation and credibility on the attitude toward mobile advertising. In addition the research also examined the effect of attitude on the consumer intention as depicted in Figure 5.

**Figure 5** XU’s model of factors affecting attitude and intention toward mobile advertising



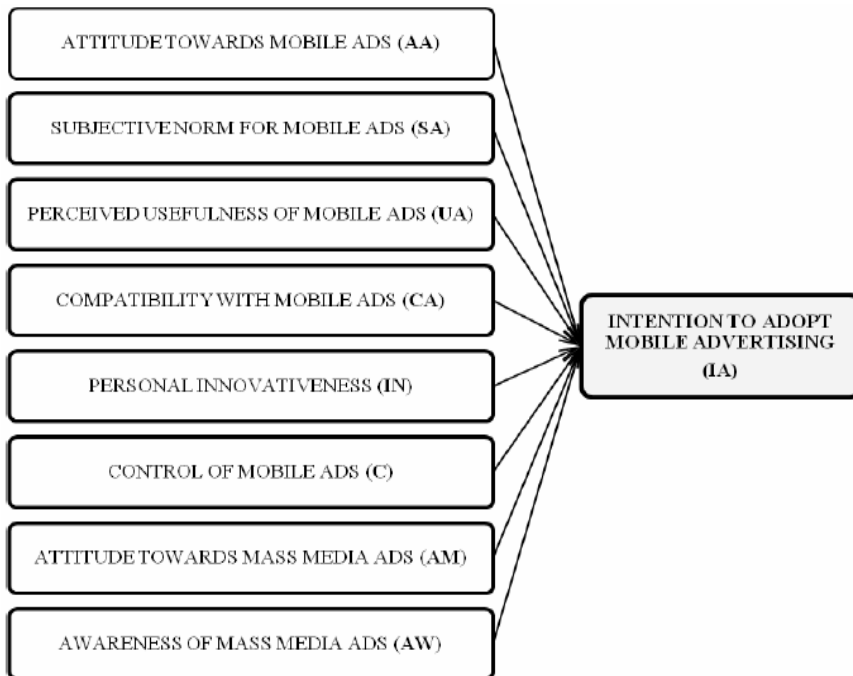
Source: Xu (2007)

The study by Xu (2007) also revealed entertainment, credibility informativeness and irritation as important factors having a positive effect on attitudes toward mobile advertising. While personalisation was found to have a moderating effect on attitude. Finally, attitude was found to be significantly and directly linked to intention toward mobile advertising.

## 2.7 Theories on attitudes towards adoption

Khan and Allil (2010) in an empirical study found attitudes toward mobile advertising to be the most important motivating factor influencing intention to adopt mobile advertising among all factors, irrespective of the nationality of the respondent. These results are consistent with the findings of several previous researchers (Erumban and De Jong, 2006; Bauer et al., 2005). Furthermore, the results are also consistent with the various theories of technology adoption such as the TRA (Ajzen and Fischbein, 1980), and technology acceptance model (Davis, 1989) which will be discussed in the next section.

**Figure 6** Model for adoption of mobile advertising



*Source:* Adopted Khan and Allil (2010)

Khan and Allil (2010) summarised the different determinants influencing mobile marketing adoption in the model for adoption of mobile advertising (Figure 6). The model consists of eight core constructs (viz., attitude towards mobile advertising) (AA), subjective norm (SA), perceived usefulness of mobile ads (UA), compatibility with mobile ads (CA), personal innovativeness (IN), control of mobile ads (C), attitude towards mass media advertising (AM), and awareness of mass media ads (AW). The dependent variable considered was intention to adopt mobile advertising (IA).

The study by Khan and Allil (2010) sourced the views of consumers on the various deterrents and concluded that attitude towards mobile ads as highly significant and therefore the most influential variable affecting consumer adoption.

A recent study done by Gao et al. (2012) found that “existing models of consumers’ technology acceptance have foundations within several diverse theories, most noticeably the TRA (Ajzen and Fischbein, 1980), technology acceptance model (Davis, 1989), and perceived characteristics of innovation theory (Agarwal and Prasad, 1998; Moore and Benbasat, 1991).” In this study Gao et al. (2012) integrated the TAM framework with the TRA and PCI theories react to the need to improve the conceptualisation of mobile marketing adoption deterrents (Shankar et al., 2010; Sultan and Rohm, 2005).

The results from the study show an increases in the descriptive power of the expanded conceptual model which was derived from the TAM. Specifically, results indicate “perceived usefulness, a TAM factor, stands out as the biggest determinant of youth consumers’ attitudes toward mobile marketing in both countries that were compared. While, perceived ease of use, also from the TAM model, does not have significant impact on mobile marketing attitudes in either country” [Gao et al., (2012), p.158]. These findings support the TAM as a key theory for explaining youth consumers’ adoption of mobile marketing. With regards to perceived ease of use not being a significant driver for consumer adoption of technology innovations collaborates with Featherman and Pavlou (2003) on consumers’ e-services adoptions and Wu and Wang (2005) in similar findings from studies on mobile marketing adoption.

The findings on the substantial effect of perceived ease of use on perceived usefulness additionally approve preceding outcomes in other innovation adoption contexts studies (Featherman and Pavlou, 2003; Wu and Wang, 2005). Youth consumers are naturally more technologically friendly compared to middle-aged and particularly senior consumers and often experience less difficulty in using the mobile device for complex operations.

Moreover Gao et al. (2012) additionally confirmed the importance of the PCI framework by Glover and Benbasat (2010) in improving the understanding of consumers’ mobile marketing adoption. Gao et al. (2012) concurs with Glover and Benbasat (2010) by alluding that the PCI framework aids the enlightenment of consumer’s mobile marketing adoption.

“First, both innovativeness and personal attachment have positive influences on youth consumers’ acceptance of mobile marketing in both countries. Second, risk avoidance also serves as a major barrier to youth consumers’ acceptance of mobile marketing in the second country. Third, personal attachment also moderates the effect of perceived usefulness on mobile marketing attitude among Chinese youth consumers. These findings show support for the notion of incorporating consumer perceptions of unique, contextually relevant, innovation characteristics in studying innovation-adoption phenomena” [Glover and Benbasat, (2010), p.223]. The findings also endorse the importance of risk avoidance and attachment in the mobile domain as two noticeable factors in consumer innovation adoption (Shankar et al., 2010; Sultan and Rohm, 2005).

The findings of Gao et al. (2012) also support “the importance of consumers’ self-perceived innovativeness in driving their innovation-adoption tendency related to mobile devices and their expanded uses” (Agarwal and Prasad, 1998). Findings on the across-gender comparisons relationships largely confirm those of Kim and Forsythe (2010), who proposed few differences between females and males in an online shopping

adoption study done in the USA. However, the results indicated a positive relationship between the “unique roles of attachment and related risk of privacy concerns among female consumers” (Gao et al., 2012).

### **3 Methodology**

This study pursued a positivist research philosophy. Creswell (2014) indicates that positivist researchers conduct research based on theories to explain and predict phenomena. Explanations consist of establishing causal relationships between variables by establishing causal laws and linking them to a deductive or integrative theory (Creswell, 2014). Quantitative research methodological approach was used for this study because the study examined relationships between variables (consumer attitudes and mobile marketing adoption), which was measured numerically and analysed by a range of statistical techniques (Saunders et al., 2012). Systematic random sampling was employed to sample consumers. At a confidence level of 95% from a population of 500,000 consumers, the sample size for consumers was 384 consumers.

#### *3.1 Validity*

To ensure construct and content validity all items in the questionnaire except for demographics, were adopted from a previous validated studies of Tsang et al. (2004), Koo et al. (2012), Punyatoya and Durgesh (2011), Gao (2010), Li et al. (2014), Watson et al. (2013), Brackett and Carr (2001), Logan et al. (2012), Xu (2007) and Ling et al. (2012). Nevertheless, “adopting items cannot always ensure accurate construct and content validity since this can be subjective test and cannot solely be regarded as a sufficient measure of validity” (Saunders et al., 2012). Therefore additional content and construct validity was carried out for an additional evaluation of the validity of each of the questionnaire items through pre and post pilot studies and confirmatory factor analysis CFA. Academics and experts in the discipline also reviewed the research tools and suggest improvements on the structure and content of questions to ensure validity.

Greener (2008, p.213) states, “construct validity is the extent to which a measure is related to other measures in a manner consistent with theoretical based concepts.” In addition Sekaran and Bougie (2011) suggest that “construct validity attempts to measure the adequacy of an instrument in measuring the actual meaning of a construct or concept.” There are two types of construct validity: convergent and discriminant validity (Greener, 2008), both were examined through a pre and post-pilot test for this study.

#### *3.2 Pre and post-pilot study*

Pilot study refers to feasibility studies which are “small scale version(s), or trial run(s), done in preparation for the major study” [Polit and Beck, (2001), p.467]. However, a pilot study can also be the pre-testing or ‘trying out’ of a particular research instrument [Baker and Saren, (2008), pp.182–183]. One of the advantages of conducting a pilot study is that it “gives advance warning about where the main research project could fail, where research protocols may not be followed, or whether proposed methods or instruments are inappropriate or too complicated” [Baker and Saren, (2008), pp.182–184]. In the words of De Vaus (1993, p. 54) and Van Wijk and Harrison (2013) believe

that pilot studies can add value and credibility to the entire research project. In essence, a pilot study ensure construct validity by ascertaining how well a research instrument will work in the actual study and identifying potential problems and areas that may require adjustments (Van Wijk and Harrison, 2013).

### 3.3 Reliability

Reliability is “the extent to which measurement of the test can be repeated. This means that measuring instruments result should be consistent when the instrument is repeated” (Christensen et al., 2014).

The reliability of the scales in the research instrument was tested using the Cronbach alpha coefficient to determine the degree of internal consistency between the multiple measurements. Reliability result proved positive as all variables exceeded the minimum acceptable value of 0.70 (Christensen et al., 2014).

The reliability of the scales in the research instrument was tested using the Cronbach alpha coefficient to determine the degree of internal consistency between the multiple measurements. Cronbach’s alpha is entertainment 0.882, informativeness 0.703, irritation 0.790, credibility 0.708 and adoption 0.787 which indicates a high level of internal consistency for the scale which is above the 0.7 threshold. All items, attitude, entertainment, informativeness, irritation, credibility and adoption were measured with four items.

### 3.4 Sampling

Probability sampling was adopted for this study. In addition, probability sampling has the advantages of being unbiased, representative of the entire population and generalisability (Coldwell and Herbst, 2004). In particular strata, multistage cluster, and systematic random sampling were used to sample the target population because it was found to be appropriate and more affective in selecting a sample based on a sampling frame consisting of three subsets (constituencies, suburbs and shopping malls).

**Figure 7** Stages of sampling techniques



Stratified sampling was employed to group Windhoek into four constituencies. While, cluster sampling and systematic random sampling was used to come up with eight suburbs. Finally, systematic random sampling was used to sample the shopping malls and the respondents to achieve randomisation which is a procedure of giving every respondent in the study population an equal chance of appearing in the selected sample (Sekaran, 2013).

The application of these sampling techniques increased the precision and efficiency of the estimates and ensured that the sample represents the target population of the study. The final part of the sampling process was sampling the survey respondents through systematic random sampling from the shopping malls. However the researcher ensured that all sampled respondents went through a three-stage selection process which was, respondents, had to be above 18 years of age (because the consenting age in Namibia is



18 years), respondents had to own a mobile device and must have received mobile marketing messages on their device within the last two months, respondents had to have social media subscription to at least one social media application.

### 3.5 *Sample size*

A sample size of 384 consumers were selected from the target population in Windhoek, using a standard formula for a sample size:  $SS = Z^2 \times (p) \times (1 - p) / C^2$ , which is used for an infinite population [where the population is greater than 50,000 (Freedman et al., 2004) or 10,000 (Babalola, 2008)].

### 3.6 *Research instrument*

The research instrument was a self-administered structured questionnaire. Saunders et al. (2012) explained questionnaires as appropriate for case study and experiment strategies but strongly supports the use of questionnaires in the survey research strategy. The questionnaire included a cover letter that briefly introduced the researcher, the study, the purpose of the research and provided an assurance of respondent's confidentiality.

The questionnaire consisted of section A demographics and six sections additional section A to G. Sections A to G were titled according to the six factors namely attitude, entertainment, informativeness, irritation, credibility and adoption which were carefully selected and formulated to elicit information in consumer attitudes toward mobile marketing adoption and consumer perceptions on the factors that influence consumer attitudes towards mobile marketing.

Various Likert scales were used to measure the factors in the questionnaire. A five-point Likert-scale with questions ranging from 'strongly agree' to 'strongly disagree' (5 = strongly agree; 4 = agree; 3 = neutral; 2 = disagree and 1 = strongly disagree) were used to reflect the level of agreement of the respondents to the items under entertainment, informativeness and irritation.

While the level of agreement of respondents under credibility was measured with a scale of questions ranging from never to every time (1 = never; 2 = almost never; 3 = occasionally; 4 = almost every time and 5 = every time). The level of agreement of respondents under attitude was measured with a scale of questions ranging from very untrue of me to very true of me (1 = very untrue of me; 2 = untrue of me; 0 = neutral; 3 = somewhat true of me; 4 = very true of me).

**Table 7** Measurement of variables/factors – section A

<i>Respondents' demographic data</i>	
<i>Factors/variables</i>	<i>Description</i>
Gender	Two items: male, female
Age	Three items: 41 years+; 31–40 years; less than 30 years
Social media subscription	Eight items: Facebook; Tweeter; Instagram; Linked-in; Snapchat; Pinterest; You Tube and other (specify)

Furthermore, adoption level of agreement of respondents under attitude was measured with a scale of questions ranging from never to every time (1 = never; 2 = almost never; 3 = occasionally; 4 = almost every time; 5 = every time). Likert scales questions are

widely used in most research in marketing and for measuring attitudinal items (Malhotra et al., 2006). The research instrument is attached under the Appendix, however Table 8 indicate the factors, scales and items used.

**Table 8** Measurement of variables/factors – section B

<i>Respondents were asked to indicate to the statements below by ticking (✓). The rating scale ranges from 5 = strongly agree; 4 = agree; 3 = neutral; 2 = disagree and 1 = strongly disagree</i>		
<i>Section B: Entertainment</i>		
<i>Factors/variables</i>	<i>Item no.</i>	<i>Description</i>
Entertainment	1	I feel that receiving mobile marketing advertisements is enjoyable.
	2	I feel that receiving mobile marketing advertisements is pleasant.
	3	Receiving mobile marketing messages on my mobile device is exciting.
	4	I enjoy television shows that involve texting WhatsApping, or Facebooking.
<i>Section C: Informativeness</i>		
<i>Rating scale: 5 = strongly agree; 4 = agree; 3 = neutral; 2 = disagree and 1 = strongly disagree</i>		
Informativeness	1	I feel that mobile marketing is a good source for timely information.
	2	Mobile marketing provides the information I need.
	3	Mobile marketing informs me about various products and services.
	4	Mobile marketing contains relevant and useful information.
<i>Section D: Irritation</i>		
<i>Rating scale: 5 = strongly agree; 4 = agree; 3 = neutral; 2 = disagree and 1 = strongly disagree</i>		
Irritation	1	I feel that mobile marketing is irritating.
	2	I feel that mobile marketing is almost everywhere.
	3	Contents in mobile marketing are often annoying.
	4	I feel mobile marketing is becoming too much.
<i>Section E: Credibility</i>		
<i>Rating scale: 1 = never; 2 = almost never; 3 = occasionally; 4 = almost every time and 5 = every time</i>		
Credibility	1	I use mobile marketing as a reference for purchasing.
	2	I like to receive mobile marketing adverts of product/service sent by an established brand.
	3	I trust mobile marketing.
	4	I like to receive Mobile marketing adverts of product/service from companies that I know.

**Table 8** Measurement of variables/factors – section B

<i>Section F: Attitude</i>		
<i>Rating scale: 1 = very untrue of me; 2 = untrue of me; 0 = neutral; 3 = somewhat true of me; 4 = very true of me</i>		
Attitude	1	Overall, I like mobile marketing.
	2	I believe mobile marketing is a good way of advertising.
	3	I consider mobile marketing useful as it promotes the latest product/service.
	4	I enjoy reading different mobile marketing advertisements in order to compare product offers.
<i>Section H: Adoption</i>		
<i>Rating scale: 1 = never; 2 = almost never; 3 = occasionally; 4 = almost every time; 5 = every time</i>		
Adoption	1	I often purchase products advertised to me through my mobile device.
	2	I regularly search for products online through your mobile device.
	3	I am willing to use mobile device search engines as my main source of product and services information.
	4	I trust mobile marketing and will recommend it to friends and relatives.

Some items in the questionnaire except for demographics and other additional factors, were adopted from a previous study of Tsang et al. (2004), Koo et al. (2012), Punyatoya and Durgesh (2011), Gao (2010) and Ling et al. (2012). All the factors were measured with four items to ensure validity. Attitude was measured with a different scale from adoption and entertainment, informativeness and irritation were also measured with a different scale as well as credibility while adoption was also measured with a different rating scale.

The questions were measured with a five-point Likert scales. The three basic properties of Likert scales are reliability, validity, and sensitivity and the extent to which research has benefited all three is astonishing (Cummins and Gullone, 2000).

Table 9 indicates the constructs, items and sources of items, the items that were developed by the researcher were validated through repertory grid technique during the pre-pilot study. This technique was originally developed by George Kelly in 1955 to explore the meanings that people attach to the world around them that they find particularly hard to articulate.

As with the laddering technique, there is a theoretical underpinning, personal construct psychology (Malhotra et al., 2012). In essence the stages involved in the repertory grid technique are:

- 1 *element selection*: elements selected will depend upon the nature of consumer behaviour that the interviewer wishes to examine
- 2 *construct*: having selected elements that the respondent believes to encapsulate the behaviour being studied, the interviewer now seeks to understand what connects them together.

**Table 9** Source of items used in the questionnaire

<i>S/N</i>	<i>Construct</i>	<i>Scale items</i>	<i>Literature source</i>
1	Entertainment	1 Enjoyable 2 Pleasant 3 Exciting 4 Involve	Li et al. (2014), Tsang et al. (2004), Bauer et al. (2005), Gao (2010), Sadeghvaziri (2008) and Haghirian and Madlberger (2005)
2	Informativeness	1 Timely 2 Provide the information; informative 3 Relevant and useful	Li et al. (2014), Koo et al. (2012), Punyatoya and Durgesh (2011), Gao (2010) and Tsang et al. (2004) Researcher
3	Irritation	1 Irritating 2 Almost everywhere 3 Annoying 4 Too much	Ling et al. (2012), Sadeghvaziri (2008), Haghirian and Madlberger (2005), Watson et al. (2013), Samanta et al. (2009, p.233) and studies by Monk et al. (2004, p.22), Muk (2007, p.7) and Tsang et al. (2004) Researcher
4	Credibility	1 Reference 2 Established brand 3 Trust 4 That I know	Li et al. (2014), Tsang et al. (2004), Bauer et al. (2005), Gao (2010) and Tsang et al. (2004) Researcher
5	Attitude	1 Like 2 Believe 3 Useful 4 Enjoy	Tsang et al. (2004), Li et al. (2014), Tsang et al. (2004), Bauer et al. (2005), Gao (2010) and Khan and Allil (2010) Erumban and De Jong (2006), Bauer et al. (2005), Li et al. (2014), Sadeghvaziri (2008), Haghirian and Madlberger (2005), Ajzen and Fischbein (1980) and Davis (1989) Researcher Researcher
6	Adoption	1 Often 2 Regular 3 Willing Recommend	Tsang et al. (2004), Gao (2010), Khan and Allil (2010), Ajzen and Fischbein (1980), Davis (1989) and Xu (2007) Researcher Researcher Researcher

Elicitation 3 element comparisons: constructs elicited from respondents are now turned into bipolar descriptions in a manner similar to the semantic differential scale 4 data analysis: a number of these completed grids, factor analysis can be performed to discover the important underlying factors or dimensions that encapsulate a particular form of behaviour (Malhotra et al., 2012). The following items were sourced using the repertory grid technique, informativeness relevant and useful, for irritation, it's too much, that, for credibility is, I know, for attitude it was, useful and enjoy, for adoption: regularly, willing, recommend.

### *3.7 Administration of the questionnaire*

All survey fieldwork involved selecting, training and supervising persons who collect data. The validation of fieldwork and the evaluation of field workers are also parts of the process (Malhotra et al., 2012). The fieldworkers were carefully selected based on qualifications, intensively trained for consistency and closely supervised during the data collection process. Malhotra et al. (2012) suggested that the initial contact can result in cooperation or the loss of potential respondents, it also sets the potential respondent in a 'frame of mind' to answer subsequent questions.

Thus, fieldworkers should be trained to make opening remarks that will convince potential respondents that their participation is important (Malhotra et al., 2012). The training process of field workers included opening statements and how to capture and retain the interest of potential participants. The researchers then obtained permission from the local shopping malls where permission was granted by the shopping mall management.

During the data collection process, potential respondents were randomly dialled from the sampling frame list of numbers and appointments were made to meet investigators at selected shopping malls during a time of their convenience while visiting the mall to do shopping. At the beginning of the meeting, potential participants were enticed with an opening statement to capture their attention and interest. Although the questionnaire was self-administered, participants were pre-informed about the purpose, procedures and ethical issues before the questionnaire was distributed. However, potential participants were screened based on the three qualifying requirements once these were met ethical clearance was done and data was collected.

The main requirements for participation were that the participant should have a smart mobile device, occasionally connected to the internet through the smart mobile device and subscribed to at least one social media application. Participants were also informed about their right to consensually participate in the study and the option to quit if they feel compromised in any way. Nevertheless, they were appraised about the importance of participating in this study which has the potential of making significant contributions to the body of knowledge. Once validity and reliability were established the data was collected in the following way. Once all was in place participants were allowed to sit down at the data collection desk to complete the questionnaire under the supervision of the field worker. The questionnaire was then after completion collected instantly by the researcher or fieldworker and participants were thanked given a small token of appreciation and allowed to leave.

## **4 Data analysis**

The presentation and analysis of data during this section was grounded on the survey questionnaire administered and collected from sample respondents. The analysis and presentation of questionnaires retrieved followed the presentation of demographic data through the use of tables, graphs, analysis and presentation of data relating to mobile marketing adoption. Furthermore, CFA, reliability and SEM data relating to factors affecting consumer attitudes towards mobile marketing adoption is presented. While, tests of hypothesis, examining non-standardised regression weights, examining

standardised total affects weights and examining the research measurement framework which translated in the validation of the final proposed framework was undertaken.

#### 4.1 Response rate

A total of 355 questionnaires were retrieved from respondents.

After the sorting of the retrieved questionnaires, a total 29 out of 384 questionnaires retrieved were not usable, and these constituted only (8%) of the total questionnaires retrieved. Some of the questionnaires retrieved were partially usable as a few respondents did not completely fill up the questionnaire. Some questions mostly in the section (G) were ticked wrongly or left blank without ticking any option. These only constituted 7% of the total questionnaires retrieved. Validation of fieldwork was ensured through the use of skilled and qualified field workers. Fieldworkers were carefully selected based on qualifications, intensively trained for consistency and closely supervised during the data collection process.

Frequency, percentage, valid percentage, and cumulative percentage statistics were used to describe the sample data.

According to Table 10, demographic information was sampled from 35% male and 67% female participants. While the majority age group was from below 35 years of age at 87%. The highest age group sampled participants were from the 31–40 years age group. The demographic age and sex structure are consistent with that of Gao (2010) by suggesting that women spend more time on their mobile devices than their male counterparts and that mobile device user 30 years and below are the most active mobile application users. The demographic structure is also consistent with the population of Namibia which according to the Namibia Statistics Agency (2016).

**Table 10** Frequency distribution of respondents by socio demographic characteristics

	<i>Frequency</i>	<i>Percent</i>	<i>Valid percent</i>	<i>Cumulative percent</i>
<b>Sex</b>				
Male	125	35.2	35.2	35.2
Female	230	64.8	64.8	100.0
Total	355	100.0	100.0	
<b>Age</b>				
>30 years	309	87.0	87.0	87.0
31–40 years	29	8.2	8.2	95.2
<40 years	17	4.8	4.8	100.0
Total	355	100.0	100.0	

#### 4.2 Reliability

Before the instrument was tested for reliability, the dataset was inspected for normality, screened and transformed for further data analysis. One of the most commonly used indicators of internal consistency is Cronbach’s alpha coefficient. Ideally, the Cronbach’s alpha coefficient of a scale should be above 0.7 (De Vellis, 2003). Cronbach alpha values are, however, quite sensitive to the number of items in the scale, with short scales (e.g., scales with less than ten items) it is common to find quite low Cronbach’s alpha

values (e.g., 0.5) (Pallant, 2010). In this case, it may be more appropriate to report the mean inter-item correlations for the items. The coefficient alpha, or Cronbach's alpha, for marketing studies, is 0.6 (Malhotra et al., 2012). Table 11 indicates the Cronbach's alpha reliability statistics for each factor.

**Table 11** Cronbach's alpha reliability item-statistics

	<i>N. of items</i> 4	<i>Cronbach's alpha</i>	<i>Cronbach's alpha based on standardised items</i>
Reliability statistics entertainment	4	0.882	0.892
Reliability statistics informativeness	4	0.703	0.723
Reliability statistics irritation	4	0.790	0.791
Reliability statistics credibility	4	0.708	0.740
Reliability statistics attitude	4	0.701	0.715
Reliability statistics adoption	4	0.878	0.888

The reliability of the scales in the research instrument was tested using the Cronbach alpha coefficient to determine the degree of internal consistency between the multiple measurements. Table 11 indicates Cronbach's alpha values.

According to Table 11, Cronbach's alpha for entertainment was 0.882, informativeness 0.703, irritation 0.790, credibility 0.708, attitude 0.701 and adoption 0.787 which indicates a high level of internal consistency for the scale which is above the 0.7 threshold. However, the coefficient alpha, or Cronbach's alpha, for marketing studies is 0.6 (Malhotra et al., 2012).

### 4.3 *Validity*

To ensure construct and content validity all items in the questionnaire except for demographics, were adopted from a previous studies of Tsang et al. (2004), Koo et al. (2012), Punyatoya and Durgesh (2011), Gao (2010), Li et al. (2014), Watson et al. (2013), Brackett and Carr (2001), Logan et al. (2012), Xu (2007) and Ling et al. (2012) Nevertheless, "adopting items cannot always ensure accurate construct and content validity since this can be a subjective test and cannot solely be regarded as a sufficient measure of validity" (Saunders et al., 2012). Therefore additional content and construct validity was carried out for an additional evaluation of the validity of each of the questionnaire items through pre and post-pilot studies. Academics and experts in the discipline can also review the research tool and suggest improvement in the structure and content of questions to ensure validity. A review of the questionnaire was therefore done by the supervisors who are expert researchers so as to ensure the final validity and reliability.

Greener (2008, p.213) states, "construct validity is the extent to which a measure is related to other measures in a manner consistent with theoretical based concepts." In addition Sekaran and Bougie (2011) suggest that "construct validity attempts to measure the adequacy of an instrument in measuring the actual meaning of a construct or concept." There are two types of construct validity: convergent and discriminant validity (Greener, 2008), both were examined through a pre and post-pilot test for this study.

Exploratory principal component factor analysis with varimax rotation on the entire sample (n = 355) was done and is depicted in Table 12. This was to identify those factors

that are meaningful, individual items were considered for elimination using a number of criteria. Particularly, eigenvalues greater than one were used as they are considered as good discriminatory measures (Bryman and Crammer, 2008). The exploratory factor analysis results, of the factors affecting the adoption of mobile marketing, are presented in Table 12.

**Table 12** Principal component analysis

Component	Total variance explained					
	Extraction sums of squared loadings			Rotation sums of squared loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	4.361	15.576	15.576	4.361	15.576	15.576
2	2.194	7.836	23.412	2.194	7.836	23.412
3	1.818	6.492	29.903	1.818	6.492	29.903
4	1.493	5.331	35.234	1.493	5.331	35.234
5	1.389	4.962	40.196	1.389	4.962	40.196
6	1.298	4.638	44.832	1.298	4.638	44.832
7	1.204	4.301	49.133	1.204	4.301	49.133
8	1.156	4.129	53.262	1.156	4.129	53.262
9	1.109	3.961	57.224	1.109	3.961	57.224
10	1.093	3.904	61.127	1.093	3.904	61.127
11	1.025	3.664	64.791	1.026	3.664	64.791
12	.982	3.507	68.298			
13	.909	3.245	71.543			
14	.883	3.152	74.695			
15	.867	3.095	77.790			
16	.845	3.019	80.809			
17	.905	2.885	83.674			
18	.776	2.775	86.446			
19	.723	2.582	89.028			
20	.674	2.406	91.435			
21	.595	2.126	93.561			
22	.588	2.101	95.562			
23	.442	1.580	97.242			
24	.410	1.485	98.707			
25	.254	.906	99.950			
26	.094	.337	100.00			
27	.014	.050	100.00			
28	1.695E-16	6.053E-16	100			

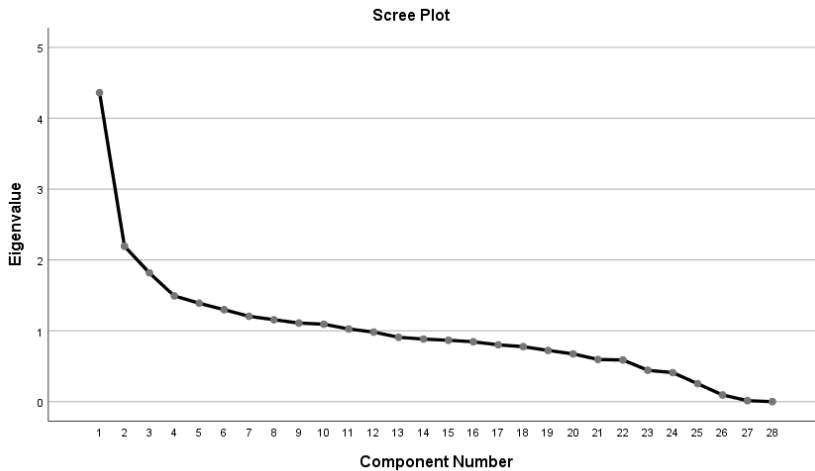
Note: Extraction method: principal component analysis.

In addition, Pearson correlation was used to determine significantly correlated items. Items with a correlation greater than 0.05 and smaller than -0.06 were regarded as



significant and were therefore selected (Bryman and Crammer, 2008). The correlation matrix attached as an appendix indicates 13 significantly correlated items from a total of 24 items, while the eigenvalues only indicate 11. This is because of two negative correlations not detected by the eigenvalues, see Table 12 and scree plot diagram in Figure 8.

**Figure 8** Scree plot



#### 4.4 Hypothesis testing

Two hypotheses below were developed from the literature review. This section explains how hypothesis testing was done and illustrates the results of the hypothesis test. The first three hypothesis test was tested through the P-value approach with the goal of accepting or rejecting the null hypothesis based on a preset alpha value. The maximum likelihood method was used to examine the significance of the path coefficient in a model for hypothesis four. Furthermore, the critical ratio (C.R.) was employed as a test of significance for hypothesis four. A causal path is considered significant if a critical ratio is greater than 1.96 ( $C.R. > 1.96$ ) at the significance level of 5% (Zikmund et al., 2010).

Hypothesis 1 The consumers perceived entertainment, informativeness, irritation, and credibility of mobile marketing positively affect consumer's attitudes toward mobile marketing in Namibia.

$H_0$  The consumers perceived entertainment, informativeness, irritation, and credibility of mobile marketing positively affect consumer's attitudes toward mobile marketing in Namibia.

$H_1$  The consumers perceived entertainment, informativeness, irritation, and credibility of mobile marketing does not affect consumer's attitudes toward mobile marketing in Namibia.

$\alpha = 0.05$ .

Critical ratio (CR) threshold 1.96.

Table 13 illustrates the standard error (SE), critical ratio (CR) and p values (P) of the regression weights for entertainment, informativeness, irritation and credibility toward the latent variable (attitude). The p-value (\*\*\*) indicates that all factors are statistically significant towards attitude except for intention which is greater than 0.05. However, the critical value for is greater than 1.96 making intention statistically significant to attitude.

**Table 13** Regression weights

			<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>P</i>	<i>Label</i>
ATTITUDE	<---	ENTERTAINMENT	0.237	0.039	6.060	***	par_1
ATTITUDE	<---	CREDIBILITYMEAN	0.442	0.043	10.301	***	par_3
ATTITUDE	<---	IRRITATION	-0.142	0.047	-2.997	0.003	par_5
ATTITUDE	<---	INFORMATIVENESS	0.209	0.047	4.403	***	par_6

*Source:* Field survey (2016)

**Table 14** Standardised path regression weights

			<i>Estimate</i>
ATTITUDE	<---	ENTERTAINMENT	0.263
ATTITUDE	<---	CREDIBILITY	0.448
ATTITUDE	<---	INTENTION	0.087
ATTITUDE	<---	IRRITATION	-0.130
ATTITUDE	<---	INFORMATIVENESS	0.191

*Source:* Field survey (2019)

The standardised path regression weights Table 14 indicates the contribution of each factor to attitude towards mobile marketing adoption. Credibility factor has the highest contribution of 0.45.

**Table 15** Squared multiple correlations

	<i>Estimate</i>
Attitude	0.331

*Source:* Field survey (2019)

The squared multiple correlation Table 15 indicates the variations of all five factors which account for 33% or 0.331 variance of consumer attitudes.

#### 4.5 Decision

Reject the null hypothesis as P-value is less than 0.05.

The p-value for all factors is below 0.05 making them statistically significant to attitude. Irritation has a critical value of -2.98 which is below the threshold but has a negative factor loading because the question was stated in the positive, but the more negative irritation becomes, the better for consumers. This also indicates that irritation has a negative significant influence on attitude towards mobile marketing. The standardised path coefficients table indicates the contribution of each factor to attitude towards. Credibility factor has the highest contribution of 0.45. This indicates

that one unit increment in credibility will lead to 0.45 increments in attitude. Similarly, the regression model indicates the individual factor contributions toward mobile marketing adoption in percentages and credibility is still the highest at 45%. The squared multiple correlation Table 15 indicates that consumer factors cause 0.316 (31.6%) variance in attitude towards marketing adoption.

**Table 16** Summary of test of hypotheses 1 findings

<i>S/N</i>	<i>Hypothesis</i>	<i>Influence direction</i>	<i>Significance</i>	<i>Findings</i>
1	H <sub>0</sub> : Consumer’s attitude toward mobile marketing adoption in Namibia is not affected by perceived entertainment.	+	Significant	Null hypothesis rejected
2	H <sub>0</sub> : Consumer’s attitude toward mobile marketing adoption in Namibia is not affected by perceived informativeness.	+	Significant	Null hypothesis rejected
3	H <sub>0</sub> : Consumer’s attitude toward mobile marketing adoption in Namibia is not affected by perceived irritation.	-	Significant	Null hypothesis rejected
4	H <sub>0</sub> : Consumer’s attitude toward mobile marketing adoption in Namibia is not affected by credibility.	+	Significant	Null hypothesis rejected

*Source:* Field survey (2019)

Therefore, accept H<sub>1</sub>: Consumer’s attitude toward mobile marketing adoption in Namibia is positively affected by perceived entertainment, perceived informativeness, perceived credibility and negatively affected by perceived irritation of consumers about mobile marketing adoption.

Hypothesis 2 Consumer attitudes towards mobile marketing positively affect consumer’s adoption of mobile marketing in Namibia.

H<sub>0</sub> Consumer attitudes towards mobile marketing positively affect consumer’s adoption of mobile marketing in Namibia.

H<sub>1</sub> Consumer attitudes towards mobile marketing does not affect consumer’s adoption of mobile marketing in Namibia.

$\alpha = 0.05.$

Table 17 illustrates the standard error (SE), critical ratio (CR) and p values (P) of the regression weights of attitude on adoption. The p-value (\*\*\*) indicates that attitude is statistically significant towards adoption. Meaning that the p-value is less than 0.05.

The standardised regression weights Table 18 indicates the contribution of attitude to adoption. The contribution of attitude towards adoption is 0.31 or 30%.

**Table 17** Regression weights

		<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>P</i>	<i>Label</i>
ADOPTION	<--- ATTITUDE	0.243	0.040	6.131	***	par_1

*Source:* Field survey (2019)

**Table 18** Standardised regression weights

		<i>Estimate</i>
ADOPTION	<--- ATTITUDE	0.310

*Source:* Field survey (2019)

## 5 Summary of findings

The findings of this study are summarised in Table 19. According to Table 19 all hypothesis were statistically significant and were found in the alternate. However Table 19 reveals that irritation has a negative directional influence on consumer’s attitudes.

### 5.1 Discussions of Hypothesis 1 findings

The study found that consumers’ attitude toward mobile marketing adoption in Namibia is affected by perceived entertainment, perceived informativeness, perceived irritation and perceived credibility.

Determinants of consumer perceptions toward mobile advertising: a comparison between Japan and Austria (Li et al., 2014) this study found that “entertainment and credibility are key factors predicting advertising value among Austrians and the Japanese. However, findings show that Japanese customers are more irritated by mobile advertising than are Austrian respondents.” The findings of the study by Li et al. (2014) are dissimilar from the findings in this study because Namibian consumers are irritated by mobile marketing.

**Table 19** Summary of hypotheses test

<i>Variable</i>	<i>Hypothesis</i>	<i>Influence direction</i>	<i>Significance</i>	<i>Findings</i>
1	H <sub>0</sub> : Consumers’ attitude toward mobile marketing adoption in Namibia is not affected by perceived <i>entertainment</i> .	+	Significant	Null hypothesis rejected
	H <sub>0</sub> : Consumers’ attitude toward mobile marketing adoption in Namibia is not affected by perceived <i>informativeness</i> .	+	Significant	Null hypothesis rejected
	H <sub>0</sub> : Consumers’ attitude toward mobile marketing adoption in Namibia is not affected by perceived <i>irritation</i> .	-	Significant	Null hypothesis rejected
	H <sub>0</sub> : Consumers’ attitude toward mobile marketing adoption in Namibia is not affected by <i>credibility</i> .	+	Significant	Null hypothesis rejected
2	H <sub>0</sub> : Consumer’s attitude towards mobile marketing does not influence consumer’s adoption of mobile marketing in Namibia.	+	Significant	Null hypothesis rejected

*Source:* Field survey (2019)

Attitude towards mobile advertising: a study of Indian consumers (Punyatoya and Durgesh, 2011) found that “message credibility, consumer perception of message customisation, message content, and consumer ability to use mobile phone positively influence their attitude towards acceptance of mobile advertising. But consumer inertia negatively influences consumer mobile advertising acceptance.” The findings of the study by Durgesh (2011) are similar to the findings in this study by suggesting that mobile marketing adoption in Namibia is influenced by credibility and consumer perception.

Generation Y attitudes toward mobile advertising (Koo et al., 2012) state “entertainment, informativeness, irritation and credibility are effective factors on consumers’ attitudes toward mobile advertising in clothes industry and such factors are different between American and Korean respondents.” The findings of the study by Koo et al. (2012) resemble the findings of this study in submitting that entertainment, informativeness, irritation and credibility influence mobile marketing adoption in the retail industry.

Entertainment and informativeness as precursory factors of successful mobile advertising messages (Blanco et al., 2010) found that “firstly the results suggest that the entertainment and informational aspects perceived by consumers in mobile advertising affect their attitudes. Secondly, there is an impact of general opinion about advertising on mobile attitudes.” The same factors found by Blanco et al. (2010), which are entertainment and informativeness, were found by this study to also affect consumer attitudes toward mobile marketing.

Sadeghvaziri (2008) found consumers have positive attitudes toward mobile advertising, personalisation and monetary benefits create positive attitudes toward mobile advertising. The findings by Sadeghvaziri (2008) correlate with the findings of this study in suggesting that attitudes toward mobile marketing are positively influenced by incentives.

Furthermore, this study found that irritation negatively influenced Namibian consumer’s attitudes towards the adoption of mobile marketing, which is in disagreement with a study by Watson et al. (2013) that investigated whether evidence from previous research on consumer attitudes towards text messages from companies persisted in the smartphone era. Findings from Watson et al. (2013) show that respondents strongly agreed that their “mobile handsets were primarily for personal use and that mobile contact from companies was irritating and invasive.” Watson et al. (2013) further suggested that despite the transition to smartphones, these findings are consistent with those of earlier studies that suggested that “consumers regard SMS marketing as an invasion of their privacy” [Samanta et al., (2009), p.233] and studies by Monk et al. (2004, p.22) and Muk (2007, p.7) that indicate that consumers are very wary of companies contacting them via their handsets.

## *5.2 Discussions of Hypothesis 2 findings*

The findings of Hypothesis 2 indicate that consumers’ adoption of mobile marketing in Namibia is affected by consumers’ attitudes towards mobile marketing adoption. Furthermore, the beta coefficient of 0.31 indicates a positive influence of attitudes on adoption. This means that consumers with a positive attitude will also be positive towards adopting mobile marketing.

Tsang et al. (2004) found that consumers generally have a positive attitude toward mobile marketing messages unless they are not specifically consented to receive the marketing message. The findings by Tsang et al. (2004) are in collaboration with the findings of this study in that Namibia consumers' adoption of mobile marketing is influenced by their attitude. Similar to the findings of this study, Bauer et al. (2005) found that "consumers developed a positive attitude toward mobile marketing if marketing messages were creatively designed", and were interactive and provided a high information value. Personalisation of marketing messages has been found to have a significant positive influence on consumers' attitudes in existing literature.

From the body of works reviewed, a fundamental issue is being faced by marketing practitioners on how to identify factors that influence consumer attitude towards marketing messages on mobile devices. Several factors have been identified, for example, Bauer et al. (2005) emphasised that "entertainment value, information value, and advertising content communication are some of the strongest drivers of the acceptance of the mobile phone as a marketing tool." These results are confirmed by other studies (Brackett and Carr, 2001; Logan et al., 2012). However, although the findings of this study indicate that a relationship exists between attitudes and adoption the literature indicates that the type of relationship is determined by other variables such as those suggested by Bauer et al. (2005) and Xu (2007).

## **6 Limitations and suggestions for future research**

This study was confined to a developing country, Namibia because similar studies on consumer attitudes towards mobile marketing adoption have not previously been done on Namibia nor other developing countries. Namibian consumers formed the basis of this study and were classified into three categories to conceptualise how mobile marketing adoption influences various categories (30 years and less, followed by the 31 to 40 years age group and the 41 years and more age group).

Since attitude is mostly cultural, it is possible that cultural differences might bring about different attitudes in people. Future research can focus on whether cultural differences among respondents can make any difference in their attitude toward mobile marketing. Namibia is a multi-cultural society. A study that highlights differences in consumer attitudes toward mobile marketing based on cultural differences could be valuable.

Research can be carried out on how factors influencing attitude towards mobile marketing affects purchase behaviour. Further research can be carried out on the influence of other areas of the marketing mix (product, pricing, distribution, etc.) on mobile media. This could give retailers the opportunity to expand the use of mobile devices into new marketing areas, requiring further investigation.

## **7 Contribution to science**

- a The study found that consumers' attitude toward mobile marketing adoption in Namibia is affected by perceived entertainment, perceived informativeness, perceived irritation, perceived and credibility. These findings are unique and new

contributions because although they might be similar to findings of previous studies done in other countries, in Namibia these findings are new and have never been uncovered.

- b This study submits and contributes that in Namibia if irritation is reduced, consumer attitudes become positive. In a study by Li et al. (2014) findings show that “Japanese customers are more irritated by mobile advertising than are Austrian respondents.” The findings of the study by Li et al. (2014) are dissimilar from the findings in this study because in Namibian there is a negative correlation between irritation and consumer attitudes towards mobile marketing adoption. Therefore the new contribution of this study in the discipline of mobile marketing adoption is that in Namibia if consumers are irritated by mobile marketing offering their attitudes become negative. In other words, a decline in irritation will result in more positive consumer attitudes.
- c This study also contributes that in Namibia there is a positive relationship between credibility and consumer attitudes towards mobile marketing adoption. Similarly, a study of Indian consumers (Punyatoya and Durgesh, 2011) found that “message credibility positively influence consumer attitude towards acceptance of mobile advertising.”
- d This study submits and contributes that in Namibia entertainment positively influences consumer attitudes toward mobile marketing adoption. This is similar to findings of studies done by Koo et al. (2012) by suggesting that entertainment is an effective factor on consumers’ attitudes toward mobile advertising in the clothes industry and such factors are different between American and Korean respondents.
- e This study submits and contributes that in Namibia informativeness positively influences consumer attitudes toward mobile marketing adoption. This is similar to the findings of a study by Blanco et al. (2010) which found that informativeness positively influences consumer attitudes toward mobile marketing adoption.
- f This study submits and contributes to the literature that in Namibia intention positively influences consumer attitudes toward mobile marketing adoption. These findings are similar to those suggested by Bauer et al. (2005) and Xu (2007).
- g Previous studies did not establish the type of relationship that exists between consumer attitudes and the factors that affect consumer attitudes (perceived entertainment, perceived informativeness, perceived irritation, perceived credibility, and perceived intention) in Namibia.
- h The study submits and contributes to the literature that consumers’ adoption of mobile marketing in Namibia is affected by consumers’ attitudes towards mobile marketing adoption. Furthermore, there is a positive relationship between attitudes and adoption. This means that consumers with a positive attitude will adopt mobile marketing in Namibia.

## 8 Conclusions

The purpose of this study was to investigate how consumer attitudes influence the adoption of mobile marketing in the Namibian retail sector and what factors affect consumer attitudes toward mobile marketing. Findings revealed that consumer attitudes towards mobile marketing adoption were positively influenced by credibility intention, entertainment, informativeness, irritation, credibility, irritation with a negative factor loading and behaviour. Retailers in Namibia are only able to harness the full potential of mobile marketing if they focus on the personal nature of mobile devices that differentiate mobile marketing from other types of marketing. Mobile marketing should not only be used as a media for marketing but should be viewed as a form of marketing which can engage consumers on an individual basis and cater for their personalised needs through building relationships. Mobile offerings should be filtered to ensure only the most relevant information is communicated to the right consumers.

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## Appendix

### Questionnaire

You are requested to mark all your answer with an X. Please only choose one option for each question unless it is stated otherwise.

#### Section A: Demographics

What is your gender?

Female	Male	Gender
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What is your age?

41 years +	31–40 years	Less than 30 years
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Social media subscription (you may choose more than one option for this question only)

Facebook	Tweeter	Instagram	Linked-in	Snapchat	Pinterest	You Tube	Other (specify)
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#### Section B: Rating scales

	<i>Likert scales</i>				
	<i>Strongly agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly disagree</i>
<i>Entertainment</i>					
I feel that receiving mobile marketing advertisements is enjoyable					
I feel that receiving mobile marketing advertisements is pleasant.					
Receiving mobile marketing advertising messages on my mobile device is exciting.					
I enjoy television shows that involve texting WhatsApping, or Facebooking.					

*Section C: Informativeness*

	<i>Likert scales</i>				
	<i>Strongly agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly disagree</i>
I feel that mobile marketing is a good source for timely information.					
Mobile marketing provide the information I need					
Mobile marketing informs me about various products and services					
Mobile marketing contain relevant and useful information					

*Section D: Irritation*

	<i>Likert scales</i>				
	<i>Strongly agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly disagree</i>
I feel that mobile marketing is irritating.					
I feel that mobile marketing is almost everywhere.					
Contents in mobile marketing are often annoying.					
I feel mobile marketing is becoming too much					

*Section E: Credibility*

	<i>Never</i>	<i>Almost never</i>	<i>Occasionally</i>	<i>Almost every time</i>	<i>Every time</i>
I use mobile marketing as a reference for purchasing					
I like to receive mobile marketing adverts of product/service sent by an established brand					
I trust mobile marketing.					
I like to receive mobile marketing adverts of product/service from companies that I know					

*Section F: Attitude*

	<i>Very untrue of me</i>	<i>Untrue of me</i>	<i>Neutral</i>	<i>Somewhat true of me</i>	<i>Very true of me</i>
Overall, I like mobile marketing.					
I believe mobile marketing is a good way of advertising					
I consider mobile advertising useful as it promotes the latest product/service					
I enjoy reading different mobile advertisements in order to compare product offers.					

*Section G: Intention*

	<i>Never</i>	<i>Almost never</i>	<i>Occasionally</i>	<i>Almost every time</i>	<i>Every time</i>
I am willing to receive mobile marketing advertisements regularly					
I will buy a product/service introduced to me in an SMS or WhatsApp advert.					
I will respond to a text message promotion sent to my mobile device					
I will instantly read text messages promotion sent to my mobile device					

*Section H: Adoption*

	<i>Never</i>	<i>Almost never</i>	<i>Occasionally</i>	<i>Almost every time</i>	<i>Every time</i>
I often purchase products advertised to me through my mobile device					
I regularly search for products online through your mobile device					
I am willing to use mobile device search engines as my main source of product and services information					
I trust mobile marketing and will recommend it to friends and relatives.					