GENERATION Y RESPONSIVENESS TO SMS MOBILE ADVERTISING IN LEBANON

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Abstract

As one of the mobile marketing tool, SMS (Short Message Service) advertising is achieving popularity and acceptance by gaining access to consumers through their mobile devices. Attainment of this advertising instrument depends to a great extent on its acceptance by consumers. In Lebanon, no former research investigated the factors contributing to the success of SMS advertising from customers’ perspectives.

Based on the TRA model, the aim of this research is to extend the knowledge of the responsiveness of Gen Y to SMS mobile advertising in Lebanon. This will help gain a better understanding of the value of SMS advertising to guide the company strategies which include mobile ads.

A conceptual model and hypotheses are tested on a sample of 130 Lebanese Gen Y mobile phone users, and analyzed quantitatively. Respondents were given a 28-item online questionnaire that included two parts. The first part consisted of statements that test the effect of the belief dimensions of TRA theory on attitude toward mobile advertising: entertainment, informativeness, credibility, irritation, permission and incentives. The second part included statements assessing the attitude and response to mobile ads influenced by the beliefs. Participants had to answer items along a five-point Likert-type scale.

Data was entered into the Statistical Package for Social Sciences (SPSS). The three research questions and seven hypotheses set for the study were tested based on Pearson correlation.

Findings indicated that, entertainment, informativeness, credibility, permission and response have positive significant influence on consumer attitude whereas message irritation has a negative significant influence on attitude. Incentives were found not to have a relationship with attitude.

Based on the results, this paper rounds off with recommendations for the future marketing research and practice into the use of SMS mobile advertising.
Keywords

Short Message Service (SMS): Text message service for Web and mobile communication systems. This service uses communication protocols to permit devices to exchange text messages.

Mobile Advertising: Broadcast of advertising messages via mobile devices.

Generation Y (Millennials): Generation of people born during 1980s and early 1990s. They follow Generation X.

Responsiveness: Individual’s willingness to respond or react to a specific event or person.

Attitude: an individual’s overall enduring evaluation of a concept or object.

Permission: Consent to do a particular thing

Incentive: Something that motivates an individual to perform an action
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Chapter I:
Gen Y Consumers’ Responsiveness to SMS Mobile Advertising in Lebanon

The purpose of this study is to investigate the factors affecting the responsiveness of Generation Y to SMS mobile advertising in Lebanon by drawing on the theory of reasoned action (TRA). This chapter begins with an overview on the field of SMS mobile advertising followed by stating the research problem and objectives as well as the research questions and hypotheses. Finally the structure of this thesis will be briefly discussed.

A. Background

The mobile phone is the communication device that almost all individuals claim they cannot get by without. As indicated by Information Technology Unit (ITU) Report, there are 93 mobile subscribers per 100 people in Lebanon between the years 2009 and 2013 (ITU, 2009). Advertising over the mobile phone or mobile advertising following the first commercial text message was sent in the year 1992, has developed to become a genuine force in the fast raising scene of personal digital media (Azzaro, 2008). Worldwide, mobile advertising yearly spending is projected to reach $2.55 billion in 2014, a rise from $734 million in 2010, a 71% growth in four years (eMarketer, 2010).

Promoters see the mobile device as an alluring opportunity to gain direct access to a huge number of new and existing people. Nowadays, consumers are living in a jumbled media environment that takes over 70% of a classic consumer’s day. That is the reason behind advertisers shifting their energies towards media that are well-ordered and efficient, such as, mobile advertising (Newell & Meier, 2007) which is profoundly encouraging and promising marketing tool that will continue to gain importance (Wohlfahrt, 2002). Indeed, 52% of
organizations announce that their significant need for mobile marketing strategy is to increase customer engagement (Tsirulnik, 2010).

Short Message Service (SMS) and Multimedia Message Service (MMS) are both frequently utilized for mobile advertising. According to Kondo et al. (2008), SMS is more noteworthy than any possible channel since it is hasty, personalized and calls for immediate action. Okazaki (2005) believes SMS to be the innovative “buzzword” in the spread of business to consumer since there is no low-cost and easy to use substitute which lives up to market expectations. In fact, SMS has turned into consumers’ preferred mobile service with cell phone users globally sending more than 10 billion SMS messages every month (Carroll, 2007).

Bamba and Barnes (2007) characterize mobile advertising as utilizing a wireless medium to provide users with time-and-location-sensitive, customized information that endorses goods, services and ideas, in this manner profiting all sponsors. A major advantage of mobile advertising is the capability of the mobile device to duplicate all the conventional media elements in a single device and its ability to grasp consumers in a multitude of new ways (Jun & Lee, 2007). As stated by Scharl et al. (2005), mobile advertising offers the choice of supporting both distinctive one-to-one and mass communication with consumers, add in tailored information grounded on time, place and preferences.

Jun and Lee (2007) consider mobile advertising to turn to be one of the most vibrant communication media for marketers and advertisers. Before long, organization would find it to be unfamiliar not to incorporate mobile advertising in its traditional marketing mix (Jun & Lee, 2007).

As declared by Haghirian and Madlberger (2005), responsiveness is the most significant
concept in mobile advertising. Promotors try to assess the effectiveness of responsiveness from consumer’s standpoint in order to achieve their goals and benefits. Since the mobile phone is an individual device, marketers and advertisers are pressured to direct messages that fit the individual needs and wants and provide incentives as well as ask for permission (Tsang et al., 2004).

Yaniv (2008) believes that it is vital that consumers are the ones in control of what they receive, have explicitly given permission and are only receiving relevant and personalized advertisements since disturbances to this personal device may lead to annoyance, which relatively can harm the perception of mobile advertising in general and the brand in question (Barwise & Strong, 2002). Briefly, massive volume of advertising messages and lack of value from these messages has led to an unfavorable attitude and distrust toward mobile advertising (Krishnamurthy, 2001).

B. Problem Statement

Mobile advertising could be one of the most prevailing advertising mediums if used in the correct manner (Leppaniemi & Karjaluoto, 2005), hence, it is appropriate to study its potential for success. Regardless of the glory and attention paid to mobile advertising campaigns, there is a deficiency of studies in academic literature regarding the effectiveness of mobile advertising and the factors causing its success (Drossos et al., 2007; Leppaniemi & Karjaluoto, 2005; Dickenger et al., 2004; Bamba & Barnes, 2007). This study wishes to fill the gap, specifically in the Lebanese context, by examining the factors that influence the responsiveness of the Lebanese Gen Y to mobile advertising to help the advertisers in developing an effective SMS advertising campaign. The objectives of the study will attempt to pinpoint the factors or
elements that affect consumers’ responsiveness to mobile advertising in Lebanon; and contribute to a successful advertising campaign. In addition, we will try to explore Gen Y’s attitude toward mobile advertising and offer recommendations to increase the attitude or responsiveness to mobile advertising.

C. Central Research Questions

The research will try to answer the following questions:

RQ1: What is the effect of message content factors on Lebanese Gen Y’s attitude toward mobile advertising?

RQ2: What is the effect of permission and incentive-based advertising on the attitude of Lebanese Gen Y toward mobile advertising?

RQ 3: How does Lebanese Gen Y’s attitude toward mobile advertising impact mobile advertising response?

D. Hypotheses

Seven hypotheses were derived from the above three research questions. These hypotheses test the influence of advertising message factors on the attitude of the Gen Y towards these ads.

\[ H1 \]: Entertainment of SMS mobile advertising has a significant positive influence on the attitude of Gen Y toward mobile advertising in Lebanon.

\[ H2 \]: Informativeness of SMS mobile advertising messages has a significant positive impact on the attitude of Gen Y toward mobile advertising in Lebanon.
H3: Irritation of SMS advertising messages has a significant negative impact on Gen Y’s attitude toward mobile advertising in Lebanon.

H4: Perceived credibility of SMS advertising has a significant positive influence on the attitude of Gen Y toward mobile advertising in Lebanon.

H5: Gen Y’s permission to receive SMS mobile advertisements positively affects the attitude of Gen Y toward mobile advertising in Lebanon.

H6: SMS mobile advertisements that provide incentives positively affect the attitude of Gen Y toward mobile advertising in Lebanon.

H7: Gen Y’s attitude toward mobile advertising influences mobile advertising response in Lebanon positively.

E. Thesis Structure

The dissertation consists of six chapters:

1- Chapter I: Introduction

The first chapter offers an introduction to the research including a background of mobile advertising, problem statement and objectives, research questions and hypothesis.

2- Chapter II: Literature Review

The second chapter provides a literature review where hypotheses will be generated. This chapter will discuss the definitions of mobile advertising, comparison between mobile marketing and mobile advertising, SMS mobile advertising and its pros and cons, relevance of generation Y to the study, responsiveness, and factors affecting attitude toward mobile advertising which are message content (entertainment,
informativeness, irritation, and credibility) and other factors that are permission and incentive based advertising.

3- Chapter III: Theoretical Framework

The third chapter discusses the theoretical framework utilized for the study. It discusses the use of Theory of Reasoned Action (TRA) proposed by Fishbein & Ajzen (1975) and details its concepts. This chapter also deliberates the conceptual model of the study which is based on the TRA and Tsang et al. (2004) study about mobile advertising.

4- Chapter IV: Methodology

The fourth chapter deals with the chosen research design and methodology utilized to carry out the study and downsize the choice of quantitative deductive method. It details the sample used in order to conduct the study and rationalized the choice of descriptive survey questionnaire as a data collection technique suitable for the research as well as utilizing Pearson correlation coefficient (r) test for data analysis method.

5- Chapter V: Data Analysis and Findings

The fifth chapter proposes the data analysis, findings of the results generated from the online questionnaire in tables and graphs. These findings will be narratively discussed compared to the literature review.

6- Chapter VI : Conclusions, Limitations and Further Research

The sixth chapter summarizes the findings and offers implications. It comprises conclusions, limitations and further research.
Chapter II: 
Literature Review

A. Mobile Advertising: Definitions and Classification

Mobile advertising has become a fast growing sector that offers the opportunity for brands, agencies and marketers to connect with consumers. Tahtinen (2006) defines mobile advertising as sending advertisements to a mobile device. Similarly, Haghirian & Madlberger (2005) attempted to define mobile advertising as conveying advertising messages to consumers through the use of interactive wireless media, in form of time and location sensitive, tailored information with the overall aim to promote goods and services. Edwards (2005) defined mobile advertising as the proactive targeting of individuals with commercial messages via cell phones, Personal Digital Assistants (PDA), or other mobile devices. The many definitions given to mobile advertising proves, Tahtinen’s (2006) statement that there is no common definition for mobile advertising in the recent literature as it has been used in different ways.

Despite the lack of a unified definition, for advertising by means of cell phones, mobile advertising has taken on other labels such as wireless advertising messaging (Petty, 2003) or wireless advertising (Barnes, 2002; Krishnamurthy, 2003).

Barnes (2002) classified mobile advertising into two main types: push and pull advertising. Push advertising is defined as any content transmitted by or on behalf of advertisers to wireless mobile device at a time other than when the subscribers desire it (Mobile Marketing Association, 2005). This can be made possible because databases with present customer profiles are used by companies to address their target consumers and these records can be exclusive or purchased externally (Mobile Marketing Association, 2005). The other type of advertising or pull advertising is defined, according to the Mobile Marketing Association (2005), as any
content sent to the wireless subscriber upon request from target. It has been asserted that in the future mobile advertising will be more in the form of a dialogue or bi-communication after permission is given by the end user (Leppaniemi & Karjaluoto, 2005).

**B. Mobile Advertising vs. Mobile Marketing**

To help clarify the idea of mobile advertising further, it is essential to differentiate between mobile marketing and mobile advertising. Mobile marketing is a wide concept that can be separated into mobile advertising and Customer Relationship Management (CRM). Mobile advertising refers to sending advertisements to a mobile device, while CRM refers to transmitting different forms of informative messages from companies like informing the customer of package delivery (Tahtinen, 2006). The difference between advertising and CRM may be unclear in certain instances because an advertising messages can be a form of an informative message. According to Tahtinen (2006), the relationship between mobile marketing and mobile advertising concepts is hierarchical since mobile marketing is the broader concept that encompasses mobile advertising, which is the focus of this thesis. One of the most important means of mobile advertising is the Short Message Service or SMS.

**C. SMS Mobile Advertising**

A standout amongst the most well-known advances in mobile communication is the Short Message Service or SMS in which a sender transmits a message to the recipient (Kalakota & Robinson, 2001). These days, SMS is not just used for individual utilization since advertising organizations are utilizing it for focusing on their purchasers (Heinonen & Strandvik, 2005). In general an SMS has 160 characters so the publicizing organization cannot communicate a message that surpasses this number of characters (Easton, 2002). SMS is popular since it is
inexpensive and makes it easy to transfer text words from one mobile device to another (Kalakota & Robinson, 2001). Add to that, it is faster than sending an email (Easton, 2002). As a result of the high usage of SMS among mobile users, it is the most utilized service in mobile advertising (Nester & Lyall, 2003).

When used as a complementary marketing tool, SMS advertising deepens television and print promotions (Wouters & Wetzels, 2006) (what do you mean by deepens- clarify the idea further). Yet, an SMS has just 160 characters so the promoter cannot form a message whose characters exceed this number of characters. Thus, promoting organizations have to take that into consideration before sending an SMS (Easton, 2002).

Simply, mobile advertising is a service which allows consumers to receive merchants’ persuasive messages on their mobile devices, usually SMS or MMS (Pagani, 2004). MMS (Multimedia Messaging Service), unlike SMS, supports the rich media comprising graphics, audio, video and text. According to Hopkins & Turner (2012), the use of MMS in advertising is considered more effective than SMS since MMS features the capability to tell a story with images, sound and full-motion video. However, according to Cavanaugh (2010), 95% of people aged between 18 and 34 send or receive text messages, 93% use their phones to capture pictures and 81% send photos and videos. SMS is therefore more popular than MMS and is more effective as an advertising tool. Jelassi and Enders (2004) stated that the most widespread facility used in mobile advertising is SMS and designated that the response produced by mobile advertising reach 40% while the responses in case of Email are 4% and internet banner 1%.
D. Mobile Advertising: Pros and Cons

To better understand the use of mobile advertising, it is important to shed light on its advantages and disadvantages, beginning with the traits that differentiate mobile advertising from advertising on traditional media.

Research suggested that mobile advertising should be used to deliver advertising messages that are different from traditional ones since mobile advertising is designed to target a specific individual whereas traditional advertising is designed for a specific group of people (Salo & Tahtinen, 2005). According to Woodside and Soni (1991), the response rate to mobile advertising is higher than that of traditional media as it can be customized and is more interactive with the consumer.

Promoters consider mobile advertising as an extreme instrument since it allows them to administer the right message to the right individual at the opportune time to affect the recipient’s conduct (Buckley, 2007). Accordingly, mobile advertising is more positive to users for its personalization and locality (Tsang et al., 2004).

Perlado and Barwise (2005) mention that mobile advertising has five unique features: movability, moderately little interface, personal identity, omnipresence and location sensitivity. According to Tripathi and Siddiqui (2008) the unique features of mobile advertising are the following: provides one to one, many to many and mass communication which increase availability, frequency and speed of the communication. Cavanaugh on the other hand, suggests that SMS advertising has seven benefits: better Return on Investment (ROI), more interactive, one-to-one selling, responsive, targeted, easily integrated and localized (Cavanaugh, 2010).
Bearing in mind the special characteristics of mobile advertising, it has been stated that European marketers believed that SMS marketing stimulated interactivity, excessive customer reach, high response level and hasty message delivery with lower costs (Forrester Research, 2002). This implies that marketers can gather updated market information from consumers directly in a small time and at minor costs (Kavassalis et al., 2003).

On the other side, Xu et al. (2007) consider that mobile advertising’s downside is identified with the little screen of the cell phone which limits its input and output capacity. The mobile advertiser should utilize the available space or characters effectively by keeping the mobile users in mind (Barwise & Strong, 2002). Also, Haghirian et al. (2005) considers that the transmission capacity represents a restraint when communicating information volume. European chair of the Mobile Marketing Association, Cyriac Roeding, demonstrated that publicists need to be unique in their crusades as transmission capacity increments, so as to defeat the captivity of phones with little screens (Dezoysa, 2002).

Other concerns with regards to mobile advertising are the pertinence or relevance, spam, secrecy and lawful concerns of mobile advertising (Yaniv, 2008). Concerning relevance, it is crucial to design an advertisement that meets the consumer needs and interests. As for the spam, the consumer is very sensitive about receiving advertising messages that are unsolicited. Becker and Arnold (2010) define mobile spam as unwanted communications in the form of e-mail, text messages, multimedia messages, and so on. The third concern is users’ privacy and the fourth concern is about legal issues since some countries argued to endorse regulations to limit unwanted advertising messages like New Zealand, Canada, London, South Africa and many European countries.
Communication effectiveness is dependent on the way a message is being expressed as well as its content (Kotler & Keller, 2006). Since users consider their cell phones as individual items, they are more delicate about getting messages from mysterious persons or associations. Subsequently, the attributes of mobile advertising ought to be utilized carefully to upturn people's responsiveness to mobile advertising and not make people reject the mobile ad altogether.

E. Relevance of Gen Y to the Study

In dealing with mobile advertising, this thesis will choose its population from generation Y. This section clarifies the importance of segmentation in accordance with different generations, the definition of Gen Y and the reasons behind choosing Gen Y for this study.

Generational units offer a significant basis for segmentation, because of their lifestyle, educational and attitudinal variances (Wells et al., 2012). Numerous studies have formed supportive results for the concept that a blend of demographic and psychographic features can be effective segmentation standards for acceptance of new product and technology (Wang et al., 2006)

Generation Y otherwise called Millennials, were born between 1980 and 2000 (Weingarten, 2009; Sayers, 2007). In the United States, Gen Y is headed to turn into the most exceedingly educated cohort (Wells et al., 2012) and it is realized that learning level is insistently connected with internet acceptance (Pew, 2010; Rogers, 2003; Rich, 2010).

Generation Y is the original cohort that grew up with innovation and web; this generation has never experienced existence without cellular telephones (Cosman, 2008). Accordingly, Gen Y is more content with the Internet and less risk hostile than older generational units (Pew,
Gen Y uses smartphones to perform several activities like collecting info, connecting with network of friends and using social media and location-based facilities (Bhave et al., 2013). They believe they are unique because of their heavy use of technology (Pew, 2010). Gen Y is exploratory and believes in immediate satisfaction which makes them very flexible in adopting new brands (Bhave et al., 2013). This fragment has a high buying influence (Jurisic & Azevedo, 2011) and continually spends cash hurriedly on consumer merchandise and individual services (Xu, 2007).

Hence, understanding Lebanese Gen Y consumers and their response toward mobile advertising is essential since this generation forms a very tech savvy generation that has consumption flexibility and willingness.

F. Attitude toward Mobile Advertising

Research has shown that a number of concepts relevant to the attitude toward mobile advertising influence consumers’ response to mobile advertising. These concepts are related to the message content (entertainment, informativeness, credibility and irritation) and other factors (permission and incentive based advertising).

F.1. Message Content

Content is a driving force in creating a service that interests and sustains the users (Paavilainen, 2002), thus, mobile advertisers ought to develop creative, brief and relevant content in advertising messages that attract the potential mobile users (Mir, 2011).

Common literature on promotion and mobile advertising has uncovered that various
elements pay out for user’s response to mobile advertising: user attitude, credibility of the promoter, amusement and education of the message, and the level of customer's irritation when presented to the message (Bauer et al., 2005; Tsang et al., 2004).

Several researchers have found that antecedents of attitude toward mobile advertising are entertainment, informativeness, credibility and intrusiveness (Jun & Lee, 2007; Zabadi et al., 2012; Tsang et al., 2004; Haghirian & Madlberger, 2005; Xu, 2006). Therefore, these concepts will be used as a basic structure that will help uncover Gen Y consumers’ attitude toward mobile advertising in Lebanon and consequently their response to SMS advertising.

Tsang et al. (2004) sorted out a field review in Taiwan year 2004 to study user mentality and attitude to mobile advertising. The survey employed a questionnaire designed to collect data regarding consumer attitudes, intention and behavior. A total of 430 questionnaires were distributed in person at three train stations in Taiwan. The participants’ include 181 males and 199 females. More than half of the respondents sent at least one SMS message per day and more than two-thirds had more than two years of experience using mobile phones. Tsang et al. (2004) deduced that amusement, education and credibility are positively connected with the shoppers' attitude toward mobile advertising though annoyance brings about negative connection.

Jun and Lee (2007) came to a different conclusion. They established that entertainment did not have a much effect on consumers’ attitude. Jun and Lee (2007) conducted an empirical study that researched mobile phones based on the uses and gratification approach. They investigated the relationships, attitudes and behavioral intentions toward mobile advertising. Using a sample of 200 U.S. college students out of which 61.4% were female and 35.9% males aged between 18 and 30. Jun and Lee (2007) found that mobile advertising attitude is influenced
by convenience and multimedia services and that these consumers’ attitudes are directly linked to behavioral intentions for mobile advertising. Though the study identified entertainment as one of the motivations of mobile media uses, they found that it was not important enough to impact the attitudes toward mobile advertising. Finally the study concluded that the more consumers have favorable attitudes toward mobile advertising, the more they have positive behavioral intentions for mobile advertising.

Conducting their study in Jordan, Basheer and Ibrahim, (2010) examined the effect of mobile advertising on customers' attitude and buying aims, and their acceptance of SMS publicizing. A random sample of 10 open and private Jordanian colleges was chosen. The sample contained 2500 respondents. 2000 surveys were circulated to every college. Among respondents, 58% male were (1289) and 42% were female (944). 74% of respondents were between the ages of 19 and 24. All of the respondents (100%) had cell phones. On average, respondents received 2 SMS advertising messages every day. Users who were subjected to far reaching advertising responded unfavorably towards mobile advertising and had fewer plans to take part in permission-based promotion programs. The study showed that a positive relationship exists between perceived value, amusement and the intent to participate and buy, as consumers who accepted that SMS publicizing messages found them to be valuable and significant to their interests. With respect to the issue of trust, there appeared to be a negative relationship between advertising and trust. In effect, users who were subjected to extensive advertising brought up that they were less inclined to trust firms utilizing SMS advertising.

In his study, Almossawi (2014), enlisted 247 under graduate college students in Bahrain utilizing convenience sampling to analyze their responses and perceptions of SMS advertising. Students were between 20 and 24 years of age. The study uncovered that these adolescent users'
Attitude towards SMS advertising were controlled by five SMS attributes: entertainment, informativeness, believability of the promoter, personalization and irritation. The study found that credibility, entertainment and personalization were positively associated to attitude towards SMS publicizing, though irritation was found to connect negatively to attitude. The study also discovered that personalization is not a significant determinant in the students’ attitude toward SMS advertising.

Personalization which proved relatively ineffective in Almossawi’s (2014) study was found out to be significant in a study conducted in China by Xu (2006). Xu (2006) who inspected the components that impact the consumer’s attitude toward mobile advertising in China year 2006 gathered information from a well-educated sample of young people. Using 235 questionnaires, convenience samples were gathered. The examination targets are individuals, over 18 years of age, who use mobile devices. The questionnaire survey was divided into four sections: the first section asks whether respondents had involvement with cell phones, SMS and MMS. The second section gets some information about respondents' attitude and intention toward mobile advertising, the effect of customized mobile ads on their attitude and their eagerness to uncover personal data. The third section evaluates respondents' general attitude toward mobile advertising as measured by personalization, entertainment, informativeness, irritation and credibility. The fourth section managed the demographic information. Results demonstrated that entertainment, trustworthiness and personalization are the essential components that influence the response to mobile advertising while disturbance or irritation and informativeness are not fundamental viewpoints.

Alenezi, (2010) researched the essential variables that impact users’ responsiveness to mobile advertising in Kuwait. An aggregate of 400 questionnaires were disseminated in a
number of government ministries and colleges. The respondents, all mobile users, are comprised of college undergraduates and workers. The survey incorporated three areas. The first part is demographic data, the second part evaluated the independent variables (entertainment, informativeness, credibility, irritation, personalization, permission and incentives) and independent variables (attitude and response to mobile advertising. The last part comprised close-ended questions that assess the readiness of respondents to get mobile advertising messages. The results uncovered a critical relationship between entertainment, credibility, irritation, incentives and attitude toward mobile advertising. Entertainment, credibility and incentives positively influence attitudes toward mobile advertising while irritation negatively influences attitudes toward mobile advertising. Nevertheless, the study didn't help reveal the impact of informativeness, permission and personalization on attitude toward mobile advertising.

In summary, a number of studies (Haghirian & Madlberger, 2005; Tsang et al., 2004) found a positive relationship between informativeness and users’ response to mobile advertising). Irritation, on the other hand, was found to affect mobile advertising negatively (Haghirian & Madlberger, 2005; Tsang et al., 2004; Xu, 2006).

Entertainment

Uses and gratification research showed that entertainment satisfies consumers’ needs for distraction, diversion and enjoyment or emotional release. Entertainment can be used to deeply involve consumers and familiarize them with the advertised product or service (Liu et al., 2012).

There exist several entertainment facilities in the mobile entertainment industry, like listening to music, playing games, watching television and video. By satisfying consumers’ needs for aesthetic enjoyment, these services intensify customer loyalty and add value for the
customer (Zabadi et al., 2012). Because of the individual’s natural playfulness, offering them games and rewards through SMS will yield high involvement (Haghirian & Dickinger, 2004).

Studies have demonstrated that a high level of joy and participation during contact with a computer based media generates a positive influence and disposition among users (Hoffman & Novak, 1996). So, companies in the entertainment industry seem to recognize that entertainment can lead to a positive effect on attitude toward mobile advertising or the product/service itself.

When interacting with the company, entertainment was found to be above all significant in the context of consumers’ experience, offering more than the functional benefits resulting from the products and services delivered (Merisavo et al., 2007). Entertainment therefore positively affects the general utility perception and gives a more positive attitude toward mobile advertising (Bauer et al., 2005).

Entertainment’s value to mobile advertising seems to be culturally dependent. While A number of studies (Xu, 2006; Haghirian & Madlberger, 2005; Tsang et al., 2004; Zabadi et al., 2012) found that entertainment has a significant positive relationship with attitude and is considered as the most important influence on attitude toward mobile advertising, a study conducted by Jun and Lee (2007) in Taiwan found that entertainment did not have a noteworthy power on attitudes. Accordingly, entertainment might be reliant on culture; still other variables might have as well shaped this refuting result.

Thus it is proposed that:

H1: Entertainment of SMS mobile advertising has a significant positive influence on the attitude of Gen Y toward mobile advertising in Lebanon.
Informativeness

From the uses and gratification standpoint, informativeness is linked to information, knowledge and understanding. These needs are referred to as cognitive needs, since an advertisement fulfills consumer needs for information and knowledge about a certain product or service (Katz et al., 1973).

The value of the information located on a company’s website has a direct impact on the consumers’ perceptions of the company’s product and the company itself (Kaasinen, 2003). Subsequently, the knowledge and information passed on to the consumers through mobile devices needs to show certain features like significance and suitability for the users (Siau & Shen, 2003). Relevance of the advertising message content increases the quality and value of information and thereby the perceived informativeness of the advertisement (Wang & Lin, 2012).

According to Liu et al., (2012), recipients respond positively to the advertisement when it offers them helpful information, for this reason, informativeness is a valuable incentive in mobile advertising. It can be anticipated that users will positively perceive the advertisement once it satisfies their requirements for information and knowledge around a service or product (Bauer et al., 2005).

A few studies observed that there exists a positive connection between informativeness of mobile advertising and users attitude toward mobile advertising (Zabadi et al., 2012; Haghirian & Madlberger, 2005; Tsang et al., 2004). It appears that informativeness, like entertainment, may complement each other in generating a positive attitude toward mobile advertising.
Therefore, it is hypothesized that:

H2: Informativeness of SMS mobile advertising messages has a significant positive impact on the attitude of Gen Y toward mobile advertising in Lebanon.

_Irritation_

Some consumers are likely to perceive advertising as annoying and unwanted if it engages manipulative practices that irritate, insult and offends them (Ducoffe, 1996). Mobile advertising offers a variety of information that puzzles and disturbs the receiver with information (Stewart & Pavlou, 2002).

Since the advertisement is an agreement between receiver and advertiser where the recipient chooses when and how much information to get, permission marketing will aid in lessening the irritation generated by disturbance (Bauer et al., 2005). Advertisements that are monotonous, interrupting and overwhelming with information can be viewed as spam thereby leading to consumers’ rejection of mobile advertising (Haghirian & Madlberger, 2005; Bamba & Barnes, 2007).

SMS spamming can be an intense issue with the expanding number of cellular telephone clients and SMS telemarketing adopters. The more significant the knowledge about personal data is the more remarkable the ability to produce in depth personal profiles connected to the individual is (Cliff, E.B., 2007). Nevertheless, businesses may utilize personal information past the original drive to offer customized services. The flexibility of cell phones and the prevalence of their applications, coupled with the likelihood to find the client and to uncover the data to others, could create a data profile where the regular activities and movements of the users are followed and recorded (Gratton, 2002). When a data profile has been built, the consumer is
characterized as accessible for other business sectors when in reality his genuine self is missing (Zwick & Dholakia, 2004).

When a company collects too much personal information and uses this knowledge to deliver geographically specific advertisements, this will cause a feeling of interference for the consumers (Bruner & Kumar, 2007). Consumers will then develop a feeling of resentment and have a negative disposition to mobile advertising (Shavitt et al., 1998; Tsang et al., 2004). Cheap cost of mobile advertising might incite advertising agencies to send excessive spam messages, but, as discussed, this would lead to negative attitudes toward mobile advertising (Basheer & Ibrahim, 2010).

In opposition to informativeness and entertainment which produced positive attitudes toward mobile advertising, irritation has revealed to considerably influence it negatively.

Thus, it is proposed that:

**H3:** Irritation of SMS advertising messages has a significant negative impact on Gen Y’s attitude toward mobile advertising in Lebanon.

*Credibility*

Credibility has been found to be the most noteworthy of the factors influencing respondents’ attitudes toward mobile advertising (Chowdhury et al., 2006). According to Pavlou and Stewart (2000), advertising credibility is consumers’ view of the honesty and authenticity of advertising in general. Several variables impact the believability of an advert such as the organization’s sincerity and the conveyer of the message (Goldsmith et al., 2000). It has been found that messages on the Internet received less believability than a printed message except if it
is transferred by a strong brand (Liu et al., 2012; Haghiran & Madlberger, 2005).

Several studies found that credibility had a positive influence on attitude toward mobile advertising and it was the only important element in the case of unauthorized advertisements (Zabadi et al., 2012; Tsang et al., 2004; Haghiran & Madlberger, 2005).

For this reason, it is hypothesized that:

H4: Perceived credibility of SMS advertising has a significant positive influence on the attitude of Gen Y toward mobile advertising in Lebanon.

F.2. Permission and Incentive based Advertising

According to Tsang et al. (2004), permission based advertising varies from customary advertising since it utilizes messages about particular products, services or content that is administered just to people who have transparently demonstrated their excitement to receive the message. The willingness of consumers to receive the advertising messages assures that consumers will pay more attention and consideration to these messages (Godin, 1999). Godin (1999) claims that since consumers are bombarded with excessive forms of marketing communication, advertisers wishing to get consumers’ attention need to get their permission first by giving consumers some kind of motivation or incentive.

As opposed to “interrupt marketing”, in the perspective of permission marketing, it has been found that if an advertising message is personalized and tailored, it may be perceived as valuable information (Barnes & Scornavacca, 2004). Personalization aids the advertiser to lessen the negative reaction to the message (Barnes, 2002).
In their study, Bauer et al., (2005) endeavored to explore the variables that incite users to acknowledge the mobile phone as a method for communicating promotional content. The survey was chiefly advanced online through email alerts and links on www.meineumfrage.com. They utilized an online survey that was completed by 1,103 respondents. 420 (40.9%) of the respondents were females and 608 (59.1%) were males aged between 14 to 72 years. 96.9% of those surveyed own a cellular telephone and use it primarily for making telephone calls (96.3%). The study uncovered that the SMS is likewise broadly utilized by the respondents (88.5%). One of the outcomes of this study is that risk perception makes users harbor a negative mentality toward mobile advertising. Barwise and Strong (2002) investigated attitudes toward mobile advertising in a permission viewpoint in the United Kingdom. In their study, 5,401 members were enlisted by asking whether they are eager to receive advertisements on their cellular telephone.

The respondents received over 100 messages and were paid a £5 charge on recruitment, and £0.05p for every message. Results of the study uncovered that 51% had positive attitudes towards the advertisements they had received and 42% were genuinely content. More than 70% expressed that the adverts were related to them. Outcomes demonstrated that 63% had reacted to no less than one of the commercials they got. Besides, results assigned that entertaining, informative and concise messages are the ones who got the most responses.

In their study, Basheer and Ibrahim, (2010) found that people who hold a negative attitude toward advertisements were less likely to contribute in a permission based advertising program and hold the belief that the mobile phone is for personal usage only.

It has been found that individuals hold unfavorable attitudes toward mobile advertising
unless they have gave permission to advertisers to receive mobile adverts (Aamir et al., 2013; Zabadi et al., 2012). Also, a survey by IMT Strategies (1999) found that unlike non-permission emails, permission emails have a higher and favorable response rate. Aamir et al. (2013) led a study in Pakistan year 2013 to break down the purchase behavior of the users where information was gathered through convenience sampling utilizing questionnaires. There were 225 respondents. The survey comprised of responses with respect to the product purchase through SMS advertising, usefulness and relevancy to a specific need. It was in their exploration that consumers handle unfavorable attitude toward mobile advertising except if they have offered permission to publicists to receive mobile adverts.

According to Standing et al. (2005), consumer permission as well as financial incentives can significantly improve the consumer contribution in mobile advertising decision. Incentive-based advertising offers particular financial rewards to persons who settle to obtain promotions and campaigns (Hanley et al., 2006). For example, the mobile device organizations may reward users with free time for listening to voice promotions or different motivating forces (Chowdhury et al., 2006).

As said prior, Standing et al., (2005) explored the components that impact the intention toward mobile advertising in Austria and found that incentives are absolutely connected to intention and there is a positive response at the permission-based advertising. Additionally, Tsang et al. (2004) found that user attitudes toward mobile advertising are for the most part unfavorable unless earlier consent has been achieved. Likewise, the study uncovered a positive impact of the motivators on purchaser attitude and intention toward accepting mobile advertisements.
Consequently, on the basis of research concerning permission and incentive based advertising, the following hypotheses were formulated:

**H5:** Gen Y’s permission to receive SMS mobile advertisements positively affects the attitude of toward mobile advertising in Lebanon

**H6:** SMS mobile advertisements that provide incentives positively affect the attitude of Gen Y toward mobile advertising in Lebanon.

### G. Responsiveness to Mobile Advertising

Sending a mobile advertising without ensuring its reception would be futile and would not guarantee that the advertising objectives are being met. Advertising communication objectives include reaching a target audience and increasing brand recall and sales as well (Hanley et al., 2006; Lee, 2006). To make sure that the objectives are met, advertisers ought to carefully select the correct advertising medium that will be seen by their target audience and will stimulate the anticipated response (Haghirian et al., 2005).

According to Tripathi and Siddiqui (2008), responsiveness can be regarded as a function of the context and content of the advertising message and it describes the consumer’s willingness to accept and respond to the marketing communication. Responsiveness is the most critical idea in mobile advertising as promoters should quantify its effectiveness from a user’s outlook so as to achieve their objectives and profits (Haghirian & Madlberger, 2005). The responsiveness to advertising can be higher for some media than other depending on the consumer’s familiarity with the media (Heinonen & Strandvik, 2003).

On account of the individual nature of the mobile device, any aggravations into this
personal gadget may prompt annoyance which can harm the view of the brand (Barwise & Strong, 2002). Consequently, it is critical that consumers are the ones in control and have given permission for receiving related advertising (Yaniv, 2008). If consumers get a huge volume of publicizing messages that need value and quality, they can develop an unfavorable mentality and doubt toward mobile marketing (Krishnamurthy, 2001).

In this case, the consumer can evaluate the marketing communication as disturbing and has a negative impact on their responsiveness and can only be accepted if it was applied in the most suitable situations (Heinonen & Strandvik, 2003).

Therefore we hypothesize:

H7: Gen Y’s attitude toward mobile advertising influences mobile advertising response in Lebanon positively.

H. Summary

In conclusion, it has been found by scholars in the Arab region and Asian countries that entertainment, credibility and informativeness, are positively related to the consumers attitude toward mobile advertising while irritation is negatively correlated (Basheer & Ibrahim, 2010; Jun & Lee, 2007; Zabadi et al., 2012; Tsang et al., 2004; Haghirian & Madlberger, 2005; Xu, 2006; Almossawi, 2014). In addition, several researchers deduced that consumer permission as well as financial incentives can significantly influence the consumer’s response to mobile advertising (Bauer et al., 2005; Basheer & Ibrahim, 2010; Standing, et al., 2005; Aamir et al. 2013; Tsang et al., 2004).
Chapter III: Theoretical Framework

A. Introduction

A few speculations which depict the variables influencing the purchaser mentality exist in marketing, communication and psychology research writing. My theoretical framework will incorporate the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980) which was later turned out into the Theory of Planned Behavior (TPB) (Ajzen, 1991). Since attitude is a standout amongst the most critical parts in the above speculations, an audit of the development of attitude will be presented first.

Attitudes are characterized as learned predispositions to react in a steady way in admiration to given object (Hanna & Wozniak, 2001). An attitude can be likewise depicted as a general and continuing positive and adverse feeling about some individual, object or issue (Petty & Cacioppo, 1981). It implies that attitude is learnt from past individual encounters or outside information from an item, social collaborations and different mediums, including mass media. It can likewise be seen as individuals' assessments of their view of something.

Attitude towards advertising is characterized as a learned predisposition to react in a reliably favorable or unfavorable way toward advertising all in all (Mackenzie & Lutz, 1989). Individuals' belief is a critical variable helping the arrangement of attitude. Belief is mainly information that an individual has about other individuals, objects and issues (Petty & Cacioppo, 1981). This information can convey positive, negative or unbiased messages. Likewise, attitude towards advertising can be produced from the belief or information learnt in our everyday lives.

The TPB was proposed as an augmentation of the TRA to record conditions in which
individuals don't have a complete control over their behavior (Ajzen, 1991). Perceived control is characterized as the view of the individual of the simplicity or difficulty of performing the act of interest (Ajzen, 1991). The idea appears to be not suitable in this study on the grounds that getting and reading the mobile commercials don't represent the extra difference, i.e. the level of individual control however behavioral beliefs and behavioral attitudes.

The hypothetical framework picked for this study is the Theory of Reasoned Action (TRA) by Ajzen and Fishbein (1980). The theory will be utilized to clarify consumer disposition towards mobile advertising specifically towards SMS advertising. Gotten from the Social Psychology field, TRA proposes three imperative variables which are: intention, attitude and behavior.

The main supposition of TRA is that an individual takes into thought the effects of his/her action before s/he agrees to truly participate or not in certain behavior. TRA suggests that the determinant factor of an individual’s behavior is behavior intent where a person's intention to act in a specific way is dependent on the attitude toward carrying out the behavior in question and the social pressure on him/her to behave in that way (subjective norm).

TRA has been generally addressed in various zones, for example, business ethics (Chang, 1998; Randall, 1989), item acquiring (Hansen et al., 2004), coupon use (Shimp & Kavas, 1984), Internet banking (Shih & Fang, 2004) and others. Thus, it is rational to consider that TRA could deliver a clear understanding of consumers’ behavior of mobile service.
B. TRA’s Key Concepts

The TRA model incorporates three general concepts specifically, behavioral intention (BI), attitude toward a behavior (AB) and subjective norm (SN). Behavioral intentions are thought to be the consequence of both an individual influence (attitude toward performing a conduct) and a normative impact (subjective norm) (Hale et al., 2002). The second idea of TRA or the attitude toward a conduct is a state of mind or response to taking part in volitional behavior. Attitude can be characterized as a guide of the extent to which an individual likes or aversions an object (Ajzen & Fishbein, 1980). At last, subjective norm reflects a perceived expectation of essential others about whether the volitional behavior ought to or ought not to be attained (Ajzen & Fishbein, 1980). Concerning behavioral intention, it implies that an individual would utilize the technology later on (Ajzen & Fishbein, 1980).

The three paradigms can be systemized as: BI = AB+SN (Ajzen & Fishbein, 1980)

TRA suggests that the strongest or most proximal indicator of volitional behavior is intention. Behavioral intentions are thought to be the consequence of both individual impact and a normative impact. The individual impact on intention is an individual's attitude to performing the volitional conduct. The normative impact on intention is the thing that Fishbein and Ajzen alluded to as one's subjective norm.

The behavioral intention is a function of both one's attitude to performing a behavior and one's subjective norm. Fishbein and Ajzen (1975) proposed that an attitude to performing a behavior is a capacity of beliefs that one holds in regards to the behavior. Characterized by Fishbein and Ajzen (1975), attitude can be seen as an – inactive or fundamental variable that is expected to guide or impact behavior. A subjective norm is an individual's belief about whether
others feel that he or she ought to perform the target behavior. The subjective norm reflects an individual's perception about individuals of significant importance to them or who they appreciate and imagine that they ought to perform a specific action (Ajzen and Fishbein, 1980).

C. Conceptual Model of the Study

The main conceptual thoughts of this research are based on the TRA and Tsang et al.’s (2004) study about mobile advertising. Tsang et al. (2004)’s study is also developed from the TRA model. It is proposed by the TRA that the main factor affecting an individual’s attitude is belief. As stated by Fishbein and Ajzen (1975), belief is the informational base that eventually defines a person’s attitudes, intentions and behavior and a person’s attitude is a function of his salient beliefs at a given point of time. As noted by Petty and Cacioppo (1981), belief is the data that a person holds about other people, objects, and issues and the information may have favorable, unfavorable, or no evaluative implications for the target of information. Therefore, belief is considered an essential factor in development of an attitude. Figure 1 shows the model of TRA that is the relationship between belief, attitude, and behavior.

![Figure 1: The TRA Causal Model](image-url)
In synopsis, attitude toward a behavior is controlled by a belief about the results of the behavior. A belief structures towards an object through learning, e.g. observation or data given by outer sources. In the same way, subjective norm on the behavior is affective by normative convictions about the behavior. The attitude (ATT) and norms impact the behavior through the intention to perform. In this manner, behavior (B) is affected by behavioral intention (BI) and subjective norm (SN) recommended by the TRA model.

The TRA proposed by Fishbein and Ajzen (1975) is frequently utilized as a part of dissecting how attitude decides behavior in the field of marketing such as advertising (Tsang et al., 2004; Bauer et al., 2005; Scharl et al., 2005). Tsang et al., (2004) utilized the TRA as a part of request to watch the relation between attitudes, intentions and behaviors connected to mobile advertising. The study was carried out year 2004 in Taiwan at a train station with 400 members. In their applied model, entertainment, informativeness, credibility and irritation affect the attitude toward mobile advertising. Additionally, the results uncovered that attitudes and incentives impact the intentions and there is a high connection between intention and conduct. As per Tsang et al., (2004) TRA model is a decent indicator of purchaser behavior.

In the study directed by Bauer et al., (2005), said prior, they utilized the TRA to gauge attitude toward acknowledgement of mobile advertising. Their survey was endorsed online via Email alerts and website links. Their model investigates the effect of exciting knowledge, attitude toward advertising, perceived risk and usefulness including entertainment, information and social on the attitude toward mobile advertising. Moreover, the model inspects the effect of attitude toward mobile advertising on the behavioral intention and social norms. Outcomes demonstrated that the attitude toward mobile advertising plainly decides the behavioral intention to utilize mobile advertising services and behavioral intention is as well positively affected by
social norms.

Scharl et al., (2005) used a mixture of Davis’ Technology Acceptance Model (TAM) and theory of reasoned action to shape their model. Their model proposes a link between success elements of message that is content, personalization and consumer control, consumer beliefs explicitly perceived usefulness, ease of use and peer power, and success measures namely intention and behavior. Their study utilized qualitative method to identify the message content, personalization and consumer control as attainment factors. Results found that these success factors in addition to perceived usefulness and ease of use influence consumer attitude and in return, the consumer attitude affects the consumer intention and behavior as a measurement of success.

In this study, the proposed causal model (Figure 3.1) will be utilized where the belief measurements impacting mobile advertising incorporate entertainment, informativeness, irritation, credibility, incentives and permission influencing the attitude toward mobile advertising which in exchange impacts Lebanese Gen Y consumers' behavior that is to respond to mobile advertising. Therefore, based on the TRA causal model and Tsang et al (2004) study, this research proposes a conceptual model for the study shown in figure 2.

![Conceptual Model](image)

*Figure 2: The study’s conceptual model showing attitude toward mobile advertising influencing*
response to mobile ads.
A. Introduction

This chapter discusses the methodology utilized to achieve the research objectives of the study. It explains first the choice of the quantitative research design method. The chapter then discusses the research sample, the sampling techniques, the questionnaire and the data collection method. The chapter ends with a depiction of the data analysis techniques utilized in the research.

B. Research Design

This study examines the basic factors that influence Gen Y’s responsiveness to mobile advertising in Lebanon. This entails tailoring the messages to meet the consumer preference taking into consideration the factors that influence the attitude and responsiveness of mobile advertising. To examine these factors which include entertainment, informativeness, credibility, irritation, incentives and permission, the study uses the quantitative research design.

As indicated by Bryman (1988), the choice of a specific methodology ought to be grounded on its suitability to answer the study’s research questions. It is stated by Denzin & Lincoln (1998) that qualitative research highlights the way of understanding how the social meaning is created while quantitative research is based on the quantity and examination of causal relationships between variables. Berg (2001) separated between qualitative and quantitative research stating that qualitative research signifies to the meanings, perceptions, classifications, characteristics, and descriptions of things, while quantitative research reflects the measures and quantities of things. As per Trochim (2006) researchers utilizing quantitative analysis, draw
deductions from reason, proof, and argument. Snape & Spencer (2003) view qualitative research as a naturalistic approach focused on understanding the meaning that people offer to the phenomena within their social setting. Creswell & Plano Clark (2007) declared that in quantitative study, the aim is normally to test theories deductively via hunting down evidence to either support or to refute the hypothesis. Creswell & Plano Clark (2007) state that the examiner utilizing the deductive approach is based on the ‘top down’ strategy of information processing i.e. from a theory to hypotheses using data in order to add to or deny the theory.

Robson (2002) specifies dynamic phases of the deductive and inductive study:

This research attempts to test hypotheses related to the attitude and responsiveness to mobile advertising. At that point, the data will be collected and assessed to test these speculations. For this reason, the research will use quantitative deductive approach.
C. Research Sample

In our case, the population of interest entails generation Y born between 1980 and 2000. This population has been recognized as a segment of interest for mobile advertising by preceding studies; however, there is very little work done concerning this group in Lebanon. The target population for this research is generation Y mobile phone users who had received and read mobile advertisements. The survey is constructed on a sample consisting of 130 participants who responded based on stratified sampling technique where characteristics of individuals are used as a basis of selection. Since we have a restricted amount of time and no resources to test the entire population, I reached a sample of 130 respondents online through social media (Facebook, LinkedIn, and E-mail) out of which 68 were females (52.3%) and 62 were males (47.7%) and their ages ranged between 17 and 36. Participants were given an informed consent form (Appendix 1).

The sample is stratified by independently selecting a separate simple random sample from age group strata (17 to 36 which is the age interval of generation Y mobile users in general). Therefore, the sample is of generation Y era with an average age of 26.5 years. The participants are mainly well educated; 77 (59.2%) were university students and 53 (40.8%) respondents are employees. All of the respondents have at least one mobile device and have used short message services. Thus, participants are selected based upon relevance to the criteria in question.
D. Research Strategy Method

The research methods are chosen in light of the research goals and research questions. A few research methods exist to conduct quantitative research like correlational, developmental design, observational studies, and survey research.

According to Weisberg et al. (1996), survey research is a specific form of field study that includes the gathering of data from a sample drawn from a well-defined population through the utilization of questionnaires. The two main types of surveys are descriptive and analytical; a descriptive survey tries to define current situations or attitudes while the analytical survey attempts to depict the reason why a certain situation exist (Wimmer & Dominick, 2014). Saunders et al. (2007) consider that survey strategy is largely linked with the deductive approach. Since this study aims to explore the variables affecting the current attitudes of Gen Y toward mobile advertising in Lebanon, we will be using the descriptive method.

D.1. Data Collection Instrument: Questionnaire

This research is based on 28 self-administered questionnaire distributed in English language and designed with the help of Google Drive. A questionnaire is a broad term that comprises all data collection methods wherein every respondent is requested to respond to the same set of questions in a predetermined order (Saunders et al., 2007). This will guarantee that answers are grouped in a consistent way. The 5 point likert scale was utilized in this study to rate the survey statements from 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly
Agree. This provides the respondents with more options out of which they can select the best choice that meets their belief.

Questionnaires were distributed through Email and social media from 10/04/2015 till 20/05/2015. While a precise number of how many questionnaires were dispersed cannot be given (it was promoted online through Facebook and LinkedIn as well as sent to a considerable amount of people via Email databases), it is safe to say that over 200 people were exposed to it and a net sample of 130 questionnaires were returned. By doing this, we gathered the preferred amount of data in a rather short amount of time and diminished the risk of a low response rate which is somewhat common in web surveys.

The questionnaire consists of two major parts (see Appendix 2) that are based on the TRA theory and the study’s conceptual model. The questionnaire assesses the belief measurements influencing attitude toward SMS mobile advertising and in return affect the participants’ behavior to respond to these mobile ads.

The first part is comprised of statements that test the effect of the belief dimensions of TRA theory on attitude toward mobile advertising and is divided into six subsections which include the independent variables: entertainment, informativeness, credibility, irritation, permission and incentives,. Each subsection included statements in which each respondent was asked to place him / herself on a scale from 1: “Strongly disagree, 2: “Disagree”, 3: “Neutral”, 4: “Agree” to 5: “Strongly Agree”. These statements include:

Table 1. Entertainment Criteria Statements
### Table 2. Informativeness Criteria Statements

<table>
<thead>
<tr>
<th>Informativeness Declarations</th>
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<tbody>
<tr>
<td>IF 1 I feel that mobile advertising is a good source for timely information.</td>
<td></td>
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<tr>
<td>IF 2 Through mobile advertising messages I receive exclusive information</td>
<td></td>
</tr>
<tr>
<td>IF 3 Mobile advertising messages give me relevant information</td>
<td></td>
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<tr>
<td>IF 4 Personalized information that I receive from mobile phone is not communicated via other channels (TV, e-mail, etc.)</td>
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### Table 3. Credibility Criteria Statements

<table>
<thead>
<tr>
<th>Credibility Declarations</th>
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<tbody>
<tr>
<td>CR 1 I think mobile advertising is honest</td>
<td></td>
</tr>
<tr>
<td>CR 2 Mobile advertisements’ content is credible</td>
<td></td>
</tr>
<tr>
<td>CR 3 I use mobile advertising as a reference for purchasing</td>
<td></td>
</tr>
<tr>
<td>CR 4</td>
<td>Mobile advertising is more credible than traditional advertising</td>
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**Table 4. Irritation Criteria Statements**

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<th>Irritation Declarations</th>
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<td>IR 1</td>
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<td>IR 2</td>
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<tr>
<td>IR 3</td>
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<td>IR 4</td>
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**Table 5. Permission Criteria Statements**

<table>
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<th>Permission Declarations</th>
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<td>PM1</td>
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<td>PM2</td>
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<tr>
<td>PM3</td>
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**Table 6. Incentives Criteria Statements**

<table>
<thead>
<tr>
<th>Incentives Declarations</th>
</tr>
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<tbody>
<tr>
<td>IC 1</td>
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</table>
IC 2  I am willing to receive mobile advertising if they contain financial incentives (coupons, gift-with-purchase, etc.)

IC 3  I consider sales promotions to be important incentives when deciding to receive mobile ads.

The second part includes statements assessing the dependent variables influenced by the belief dimensions divided into two subsections which are attitude toward mobile advertising and response to mobile advertising. Each subsection included statements in which each respondent was asked to place him/herself on a scale from 1: “Strongly Disagree”, 2: “Disagree”, 3: “Neutral”, 4: “Agree” to 5: “Strongly Agree”. These statements include: It is comprised of six statements:

Table 7. Attitude toward Mobile Advertising Criteria Statements

<table>
<thead>
<tr>
<th>Attitude toward Mobile Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATT1  In general, I like mobile advertising</td>
</tr>
<tr>
<td>ATT2  I feel comfortable receiving mobile advertisements</td>
</tr>
<tr>
<td>ATT3  I find receiving SMS advertising messages via mobile phone positive</td>
</tr>
</tbody>
</table>

Table 8. Response to Mobile Ads Criteria Statements

<table>
<thead>
<tr>
<th>Response to Mobile Advertisements</th>
</tr>
</thead>
<tbody>
<tr>
<td>R1  After receiving the mobile ad I go to buy the product/service</td>
</tr>
</tbody>
</table>
D.2. Procedures

Participants were asked to take part and complete the questionnaires for a research that aims at better understanding the Generation Y consumers’ responsiveness to mobile advertising in Lebanon. Participants were given an informed consent form, which assured confidentiality and gave them the right to withdraw from the study at any moment. The questionnaire was designed using Google Drive, and then the link was posted on social media and sent via email for people to fill out. Once the questionnaires were complete, the data was coded and entered into the Statistical Package for the Social Sciences (SPSS).

D.3. Data Analysis Method

The collected information through the previously mentioned methods and techniques will be analyzed with the use of SPSS and thereafter analyzed with the use of descriptive analysis and Pearson correlation coefficient (r) statistical test. Pearson correlation examines the relationship and dependence between variables whether negative or positive. Results of this analysis will determine whether the hypothesis is accepted or rejected.

The data in the questionnaire will be checked first for internal consistency and reliability using Cronbach’s Alpha. Cronbach alpha treats a value higher than 0.7 as acceptable which designates
that the data gathered is reliable and appropriate for further analysis.

The analysis will be proceeding thematically under each of the criteria mentioned above. The first and the second part will discuss the findings and then the analysis related the findings, the literature review and the theoretical framework. So the first part will be divided into the six criteria: entertainment, informativeness, credibility, irritation, incentives and permission. Similarly the second part will be divided into two criteria: attitude toward SMS mobile advertising and response to SMS mobile advertising.

E. Summary

As mentioned before, the objective of the study is to gain insight on the Lebanese generation Y consumers’ attitude toward SMS mobile advertising. To that purpose, the study used the quantitative deductive methodology to answer the research questions. Questionnaire survey was designed to explore the variables affecting the current attitudes of Gen Y toward mobile advertising in Lebanon. It consisted of twenty eight questions which were developed from the theory presented in the previous chapter. The collected information through the online questionnaires are examined with the use of SPSS and afterward analyzed with the use of descriptive analysis and Pearson correlation coefficient statistical test in order to test if the hypotheses will be accepted or excluded.
Chapter V: 
Findings and Discussion

A. Introduction

The purpose of this study is to examine the responsiveness of the generation Y Lebanese consumers to SMS mobile advertising using the TRA theory and Tsang et al. (2004) study. This chapter provides analysis and discussion of the data collected by the research questionnaire to provide answers for the research questions. Findings are presented in tables followed by a narrative discussion against the literature review. The chapter includes descriptive analysis, data reliability test (Cronbach Alpha) and Pearson Correlation Coefficient test.

As referred to earlier, the research questions of this study are:

RQ1: What is the effect of message content factors on Lebanese Gent Y’s attitude toward mobile advertising?

RQ2: What is the effect of permission and incentive-based advertising on the attitude of Lebanese Gen Y toward mobile advertising?

RQ 3: How does Lebanese Gen Y’s attitude toward mobile advertising impact mobile advertising response?

The hypotheses will be discussed using the findings of the analysis. The hypotheses are:

H1: Entertainment of SMS mobile advertising has a significant positive influence on the attitude of Gen Y toward mobile advertising in Lebanon.

H2: Informativeness of SMS mobile advertising messages has a significant positive impact on the attitude of Gen Y toward mobile advertising in Lebanon.

H3: Irritation of SMS advertising messages has a significant negative impact on
Gen Y’s attitude toward mobile advertising in Lebanon.

H4: Perceived credibility of SMS advertising has a significant positive influence on the attitude of Gen Y toward mobile advertising in Lebanon.

H5: Gen Y’s permission to receive SMS mobile advertisements positively affects the attitude of toward mobile advertising in Lebanon

H6: SMS mobile advertisements that provide incentives positively affect the attitude of Gen Y toward mobile advertising in Lebanon.

H7: Gen Y’s attitude toward mobile advertising positively influences mobile advertising response in Lebanon positively.

Findings are grouped into three major sections. The first one describes the dependent and independent variables using frequencies, percentages and mean. The second one reports reliability and validity testing of the questionnaire using Cronbach’s Alpha. The third section presents the results of Pearson correlation coefficient test to test for rejection or acceptance of hypotheses. Detailed results of this study are discussed in the section to follow.

B. Descriptive Analysis

The following section provides descriptive analysis using mean and standard deviation for all variables followed by frequency and percentage analysis for belief dimensions (entertainment, informativeness, irritation, credibility, permission, and incentives) attitude and response to SMS mobile advertising.
B.1. Mean and Standard Deviation of All variables

The answers from the questionnaire were re-coded into disagree, neutral and agree variables. The ones who answered 1 or 2 on the original Likert-scale were re-coded into a disagree category, 3 into neutral and 4 or 5 into agree.

Of the eight variables, entertainment had the highest rating (mean = 2.42 out of 3), followed by attitude toward mobile advertising (mean = 2.26), irritation (mean = 2.20), informativeness (mean = 2.08), credibility (mean = 2.05), response to mobile advertising (mean = 1.85), permission (mean = 1.68), and incentives (mean = 1.65). Since entertainment has the highest mean, this indicates that entertainment is the most important factor influencing the effectiveness of SMS mobile advertising.

The standard deviations of the scores are between .872 and .803.

Table 9. Mean and Standard Deviation of All Variables

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean (measured on a scale of 1 to 3)</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>2.42</td>
<td>.806</td>
</tr>
<tr>
<td>Informativeness</td>
<td>2.08</td>
<td>.872</td>
</tr>
<tr>
<td>Irritation</td>
<td>2.20</td>
<td>.866</td>
</tr>
<tr>
<td>Credibility</td>
<td>2.05</td>
<td>.870</td>
</tr>
<tr>
<td>Permission</td>
<td>1.68</td>
<td>.819</td>
</tr>
<tr>
<td>Incentives</td>
<td>1.65</td>
<td>.814</td>
</tr>
<tr>
<td>Attitude toward SMS mobile advertising</td>
<td>2.26</td>
<td>.803</td>
</tr>
<tr>
<td>Response to SMS mobile advertising</td>
<td>1.85</td>
<td>.836</td>
</tr>
</tbody>
</table>
B.2. Belief Dimensions Findings

A. Entertainment

Entertainment is a factor of mobile advertising message content; it entails providing content that is pleasant to the consumers. As users’ attention will be drawn if the message content is entertaining and this will increase their recognition of mobile advertising. Graph A below shows the frequency percentage results of entertainment variable in the questionnaire.

*Graph A: Bar chart of the “Entertainment” Variable*
Q1: I feel that receiving mobile advertisements is entertaining

59% (77/130) do not find mobile advertising as entertaining compared to only 21% (27/130) who thinks otherwise. This designates that the majority believe that SMS mobile ads are not enjoyable.

Q2: Playful mobile advertisements that include graphics will definitely attract my attention.

A total of 55% (72/130) agreed that playful ads will attract their attention while the disagreed respondents were 22% (28/130) signifying that visual aids in the mobile ads will positively draw the attention of the consumers. 33% (30/130) were neutral about it.

Q3: I find advertising messages via mobile phones exciting

Respondents who disagreed that mobile ads are exciting reached 58% (76/130) compared to 11% (14/130) who agreed and 31% (40/130) were neutral designating that SMS advertising ads are not viewed as stimulating.

Q4: Mobile advertisement should NOT be too boring with its text content.

88% (115/130) agreed and strongly agreed that SMS mobile ads should not be tedious with their content. Only 5% (6/130) believe otherwise.

B. Informativeness

The information and material incorporated in the SMS mobile ad message content affects the consumer’s perception of the firm’s products and services. Graph B below shows the frequency percentage results of informativeness variable.
Q1: I feel that mobile advertising is a good source for timely information.

A total of 65% (85/130) believe that SMS mobile advertising is a good source for timely information compared to 12% (16/130) who considers the contrary. 22% (29/130) were neutral and not sure about it. Therefore, they believe that SMS mobile ads offer the best platform for receiving timely information.

Q2: Through mobile advertising messages I receive exclusive information

Overall, 46% (60/130) respondents agreed and strongly agreed that they get exclusive information through SMS mobile ads and 31% (40/130) disagreed and strongly disagreed, whereas 23% (30/130) were neutral about it which signifies that 23% that are neutral may potentially find value in the advertising messages received through mobile.

Q3: Mobile advertising messages give me relevant information
When asked whether mobile advertisements give them personalized relevant information, 46% (60/130) strongly disagreed and disagreed compared to 29% (30/130) who agreed. 25% (40/130) were neutral about it and had no opinion. This means that the ad messages they receive are not related to them.

Q4: Personalized information that I receive from mobile phone is not communicated via other channels.

Respondents who agreed that the tailored information they receive via mobile phones is not transferred through other channels reached 42% (55/130) while those who disagreed respondents were 34% (44/130) and 24% (31/130) were neutral.

C. Irritation

Irritation is frustrating and bombarding the consumers with unwanted messages which will affect the advertising value negatively. Graph C shows the results of the statements that measure irritation from mobile advertising.

*Graph C: Bar chart of the “Irritation” Variable*
Q1: I feel that mobile advertising is irritating.

The majority 57% (74/130) strongly agreed and agreed that mobile advertising is irritating, while only 20% (26/130) of the respondents thought otherwise. Therefore, the majority of respondents consider SMS mobile advertisements annoying and irritating. 23% (30/130) were neutral about it.

Q2: I feel that mobile advertisements are almost everywhere.

Respondents that believe that mobile ads are everywhere reached 62% (80/130) while respondents who disagreed reached only 18% (23/130). 20% (27/130) were neutral about it. This implies that the consumers are annoyed by the high frequency of sent SMS ads to their personal mobile device.

Q3: Mobile ads are not always well-timed (e.g. late night mobile ads).

More than half of the respondents 55% (71/130) agreed and strongly agreed that mobile ads are not timed well while only 29% (38/130) believed otherwise and 16% (21/130) were neutral about it.

Q4: Mobile advertising is a form of invasion of privacy to me.

Almost half of the respondents 49% (64/130) believe that mobile ads invade their privacy while 29% (38/130) disagree and 22% (28/130) were neutral about it. This signifies that they find SMS mobile advertising as frustrating and as a form of invasion to their privacy.

D. Credibility
Credibility is associated with the truthfulness and believability of the company and the advertising medium itself. Graph D displays the results of the statements that measure the credibility of SMS mobile advertising.

![Graph D: Bar chart of the “Credibility” Variable](image)

**Q1: I think mobile advertising is honest**

Concerning the honesty of the mobile ads, results were similar where 32% (42/130) agreed that SMS mobile advertisements are honest, 34% (44/130) were neutral about it similarly 34% (44/130) disagreed. The 34% that are neutral may potentially find credibility in the advertising messages received through mobile.

**Q2: Mobile advertisements’ content is credible.**

38% (50/130) of the respondents were neutral and not sure if the mobile ads were credible, 33% (43/130) agreed and 28% (37/130) disagreed.

**Q3: I use mobile advertising as a reference for purchasing**
A total of 52% (68/130) do not use mobile ads as reference for buying, while 27% (35/130) use it as a reference and 21% (27/130) were neutral about it.

**Q4: Mobile advertising is more credible than traditional advertising.**

40% (52/130) of all respondents found that mobile advertising is more trustworthy than the traditional advertising. Respondents that thought otherwise reached 35% (46/130) while 25% (32/130) are neutral about it.

E. Permission

Permission is a significant aspect required from advertiser to gain consumer agreement for receiving mobile ads. Graph D illustrates the outcomes of the statements measure of permission of mobile advertising.

**Graph E: Bar chart of the “Permission” Variable**

1. I would only be prepared to get mobile ads if I had provided my permission.
2. I find it important that I can easily stop receiving mobile advertising messages.
3. The biggest problem related to receiving mobile ads is that I cannot control receiving them.

**Q1: I would only be prepared to get mobile ads if I had provided my permission.**

Respondents who agreed of the requirement of permission reached 82% (106/130) while the disagreed respondents were 8% (10/130) which indicates the high
importance of the permission in mobile advertising. 10% (14/130) were neutral about it.

Q2: I find it important that I can easily stop receiving mobile advertising messages.

A majority of respondents 80% (104/130) consider that it is important for them to easily end receiving SMS mobile ads whereas only 11% (14/130) disagree. 9% (12/130) were neutral about it.

Q3: The biggest problem related to receiving mobile ads is that I cannot control receiving them.

Respondents who consider that that the major drawback of mobile ads is that they have no control over receiving them reached 80% (104/130) while merely 8% (11/130) thought otherwise and 12% (15/130) were neutral about it.

F. Incentives

Incentives are financial recompenses delivered by the advertisers to the consumers to encourage them to accept SMS mobile advertisements. Graph F shows the results of the statements measure of incentive factor of mobile advertising.
Q1: I can benefit from advertising messages via mobile phone.

More than half of the respondents 55% (71/130) do not believe that mobile
ads deliver any benefits and incentives and 22% (29/130) believe that they can. 23%
(30/130) were neutral about it.

Q2: I am willing to receive mobile advertising if they contain financial incentives
(coupons, gift-with-purchase, etc.).

A total of 73% (95/130) are willing to receive mobile ads if they comprise
financial rewards compared to only 10% (13/130) that are not ready. Only 17%
(22/130) were neutral about it. This indicates that incentives do affect the acceptance
of mobile advertising.

Q3: I consider sales promotions to be important incentives when deciding to receive
mobile ads.
The majority of the respondents reaching 73% (95/130) agreed and strongly agreed that sales promotions is an important incentive for deciding whether to receive mobile ads or not. Only 6% (8/130) thought otherwise and 21% (27/130) were neutral about it.

B.3. Dependent Variables Descriptive Analysis

G. Attitude toward SMS Mobile Advertising

Attitude toward SMS mobile advertising signifies the mental status of the receiver of the mobile ad. Graph G shows the results of the statements that measure attitude toward SMS mobile advertising.

Graph G: Bar chart of the “Attitude toward SMS mobile advertising” Variable

Q1: In general, I like mobile advertising

The bulk of the respondents dislike mobile advertising 56% (73/130), 22% (29/130) are neutral about what they feel toward mobile ads similarly 22% (28/130)
like it. Therefore, in general, Lebanese Gen Y consumers have a negative attitude toward SMS mobile ads.

**Q2: I feel comfortable receiving mobile advertisements.**

More than half of the respondents 56% (73/130) feel discomfort receiving mobile ads compared to 22% (29/130) who feel comfortable about it. 22% (29/130) were neutral about it.

**Q3: I find receiving SMS advertising messages via mobile phone positive.**

Half of the respondents 50% (65/130) believe SMS ads negative while 21% (27/130) consider otherwise and 29% (38/130) are neutral. This shows that the majority have negative attitude toward SMS mobile ads.

H. Response to SMS Mobile Advertising

The response of mobile advertisements assesses the effectiveness of these advertisements. Graph H shows the results of the statements measure of response to mobile advertising.
Graph H: Bar chart of the “Response to mobile ads” Variable

Q1: After receiving the mobile ad I go to buy the product/service.

63% (82/130) of the respondents do not purchase the advertised product or service whereas 16% (21/130) do purchase and 21% (27/130) were neutral about it. This implies that the mobile ads are not effective and doesn’t result in consumers’ acceptance.

Q2: SMS mobile advertisements provoke me to make purchase whenever possible.

More than half of the respondents 54% (70/130) are not motivated by mobile ads to make a purchase while 32% (41/130) are provoked. Only 14% (19/130) were neutral about it.

Q3: Overall, I am willing to receive SMS mobile ads in the future.

43% (56/130) disagree and strongly disagree that they are willing to receive any SMS mobile ads in the future while 28% (37/130) agree similarly 28% (37/130) are not sure. This shows that most of the respondents have a negative response to mobile advertising.

C. Cronbach’s Alpha

The data was first verified for reliability using Cronbach’s alpha to assess reliability. Internal consistency or reliability values of the measurement items were evaluated before conducting the Cross tab analysis. Theoretically, reliability is defined as the point to which measures are free from error and therefore yield consistent results (Cronbach, 1951).

Generally, it agreed that the lower accepted value of Cronbach’s alpha is 0.70 although it might be lowered to 0.60 (Hair et al. 2006). Table X gives a summary of the reliability of the eight constructs in the instrument. The Cronbach’s alpha of the different
constructs range between 0.631 and 0.942. Therefore, outcomes of the reliability test show the data collected from the survey are reliable and suitable for further analysis.

Table 10. Reliability Analysis of All Constructs

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Number of items</th>
<th>Cronbach alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>4</td>
<td>.669</td>
</tr>
<tr>
<td>Informativeness</td>
<td>4</td>
<td>.775</td>
</tr>
<tr>
<td>Credibility</td>
<td>4</td>
<td>.824</td>
</tr>
<tr>
<td>Irritation</td>
<td>4</td>
<td>.712</td>
</tr>
<tr>
<td>Permission</td>
<td>3</td>
<td>.754</td>
</tr>
<tr>
<td>Incentives</td>
<td>3</td>
<td>.631</td>
</tr>
<tr>
<td>Attitude toward SMS mobile advertising</td>
<td>3</td>
<td>.942</td>
</tr>
<tr>
<td>Response to SMS mobile advertising</td>
<td>3</td>
<td>.871</td>
</tr>
</tbody>
</table>

D. Hypothesis Testing: Pearson Correlation Coefficient

The Pearson correlation coefficient test is applied between attitude toward SMS mobile advertising and the independent variables (entertainment, informativeness, credibility, irritation, incentives and permission) as well as the response to SMS mobile advertising.

The responses from the questionnaire were re-coded into 3 categories: disagree, neutral and agree variables. The ones who answered 1 or 2 on the original scale were re-coded into a disagree category, 3 into neutral and 4 or 5 into agree.
Table 11. Pearson Correlation Coefficient Analysis of All Constructs

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Pearson Correlation (r)</th>
<th>Significance (p-value)</th>
<th>Alternative Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>.238</td>
<td>.006</td>
<td>Accepted</td>
</tr>
<tr>
<td>Informativeness</td>
<td>.185</td>
<td>.035</td>
<td>Accepted</td>
</tr>
<tr>
<td>Irritation</td>
<td>-.219</td>
<td>.012</td>
<td>Accepted</td>
</tr>
<tr>
<td>Credibility</td>
<td>.217</td>
<td>.013</td>
<td>Accepted</td>
</tr>
<tr>
<td>Permission</td>
<td>.132</td>
<td>.035</td>
<td>Accepted</td>
</tr>
<tr>
<td>Incentives</td>
<td>-.019</td>
<td>.83</td>
<td>Rejected</td>
</tr>
<tr>
<td>Response</td>
<td>.171</td>
<td>.032</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

**H1**: Entertainment of SMS mobile advertising has a significant positive influence on the attitude of Gen Y toward mobile advertising in Lebanon.

Hypothesis 1 was supported by the data, as Pearson correlation shows significant positive relation between entertainment and attitude with $r = 0.238$ and Sig = 0.006.

**H2**: Informativeness of SMS mobile advertising messages has a significant positive impact on the attitude of Gen Y toward mobile advertising in Lebanon.

Hypothesis 2 was supported by the data, as Pearson correlation shows significant positive relation between informativeness and attitude with $r = 0.185$ and Sig = 0.035.

**H3**: Irritation of SMS advertising messages has a significant negative impact on Gen Y’s attitude toward mobile advertising in Lebanon.
Hypothesis 3 was supported by the data, as Pearson correlation shows significant negative relation between irritation and attitude with $r = -0.219$ and Sig=0.012.

**H4:** Perceived credibility of SMS advertising has a significant positive influence on the attitude of Gen Y toward mobile advertising in Lebanon.

Hypothesis 4 was supported by the data, as Pearson correlation shows significant positive relation between credibility and attitude with $r = 0.217$ and Sig=0.013.

**H5:** Gen Y’s permission to receive SMS mobile advertisements positively affects the attitude toward mobile advertising in Lebanon.

Hypothesis 5 was supported by the data, as Pearson correlation shows significant positive relation between permission and attitude with $r = 0.132$ and Sig=0.035.

**H6:** SMS mobile advertisements that provide incentives positively affect the attitude of Gen Y toward mobile advertising in Lebanon.

Hypothesis 6 was not supported by the data, as Pearson correlation didn’t show significant relation between incentives and attitude with $r = -0.019$ and Sig=0.83.

**H7:** Gen Y’s attitude toward mobile advertising influences mobile advertising response in Lebanon positively.

Hypothesis 7 was supported by the data, as Pearson correlation shows significant positive relation between relation and attitude with $r = 0.171$ and Sig=0.032.

**E. Discussion**

This research examines the factors influencing the attitude of Gen Y towards SMS mobile advertising in Lebanon. The consumers’ responsiveness to SMS mobile ads is considered as the most critical concept in mobile advertising industry since it aids promoters
to control and determine the effectiveness of mobile advertising (Haghirian & Madlberger, 2005). In addition, the present study plans to provide insight to advertisers and marketers as well regarding the effectiveness of mobile advertising via entertainment, informativeness, credibility, irritation, permission, incentives and attitude towards the ads. The key outcomes that are concerned with the research questions are presented in the following sections.

**RQ1: What is the effect of message content factors on the Lebanese Gent Y’s attitude toward mobile advertising?**

The study found that certain beliefs (entertainment, informativeness, irritation, credibility and permission) have significant effect on Gen Y consumers’ attitude toward SMS mobile advertising in Lebanon.

The research results show that entertainment is the most important element among the message content factors influencing the attitude toward mobile advertising in a positive direction (r=0.238, p<0.05). This outcome is consistent with the study of Tsang et al., (2004), Bauer et al., (2005), Haghirian & Madlberger (2005), Basheer & Ibrahim (2010), Almossawi (2014), Xu (2006) and Alenezi (2010) who confirmed the positive influence of entertainment on overall attitude toward mobile ads. However, Jun & Lee (2007) established that entertainment did not have a noteworthy effect on attitudes. Entertainment draws consumers’ attention which encourages them to get deeply involved in SMS mobile advertising and familiarize themselves with the advertised product or service. Entertained and amused content should exist to make SMS mobile advertising messages more acceptable. This is revealed by the results where the majority composed of 88% agreed that mobile ads should not have be boring with content and 55% agreed that playful ads will definitely attract attention and interest. Because of the high
volume of SMSs by various organizations that send them out without the assent of the mobile users clients, many people have a tendency to avoid and erase SMS notices before perusing their content; the majority of the Lebanese Gen Y consumers 59% do not find mobile advertising entertaining and exciting Therefore, entertainment is a crucial component that ought to be considered and incorporated into an SMS advertising campaign to better draw in users particularly Gen Y in Lebanon. There are a few ways that an SMS advertisement can be made amusing to draw in Gen Y and encourage them to interact with its content. One of the ways is to include challenges or games, incorporate engaging graphics, or use animations to get the attention of the consumers while at the same time conveying the core message of the ad. Another route is to make the promotion's message innovative through, for instance, utilizing an informal tone or humor thereby making the message into something that individuals would want to share with friends. Making advertisements that identify with individuals' regular life and society is crucial, as it will fortify peoples' associations with the commercial and effortlessly catch their interest. The ad will create a feeling of being understood in the target customer, and they will be more inclined to feel that the publicized item is a good fit for them.

The research confirms the positive association between informativeness and attitude \((r=0.185, p<0.05)\) when addressing consumers via mobile phones. This is confirmed by other studies (Tsang et al., 2004, Basheer & Ibraham, 2010, Haghiran & Madlberger, 2005) that come to the same results. The majority of respondents 65% found that mobile ads are a good source of timely information ,46% agreed that they receive exclusive information through mobile ad messages and 42% believe that the personalized information they receive from mobile ads are not communicated via other channels. However, almost half of the respondents 46% find that SMS mobile ads do not give them relevant information. Therefore, most of the Lebanese Gen Y
perceives mobile advertising as an ideal platform for getting exclusive information but the ad messages they receive are not related to them. An SMS message ad ought to contain most critical points that a consumer might want to be conveyed. Verbose messages with overabundance of data could lead to having the target consumer dismiss the ad as irrelevant and result in moment deletion. The quality of the info can assume a critical role. Precision, timeliness, and usefulness are the essential pointers for data quality according to Sirohi, et al., (1998). Value or usefulness ought to be seen as giving rebates and up-to-date information via this immediate direct response channel, which consequently keeps the people always mindful of the different promotions an organization has. At the end of the day, utilizing the mobile channel as quality information channel may tie the consumers more closely to the firm, and thus, make them less open to other advertising, for example, mass media advertising from competing firms. The advertising SMS message is seen as important and valuable as long as it gives relevant information and subsequently makes some benefit for the target consumer.

Irritation is the second salient factor ($r=-0.219; p<0.005$) which negatively influence attitude. This results confirms with other studies like Tsang et al. (2005), Almossawi (2014), and Haghirian & Madlberger (2005) who state that irritation influences attitude toward mobile ads in a negative direction. 57% of the respondents perceive mobile advertising as annoying and as a form of invasion to their privacy. If the mobile advertising is applied in a way that disturbs and annoy the customer, it will diminish the acceptance of receiving advertising messages. It is necessary to apply a strategy to shrink the irritation of SMS ad messages. A good approach is to first know who the target customers are as a whole then to divide them into distinctive target groups taking into account age, location, interests, etc., and in line of that, tailor the ads to best work for every target group. Disturbing consumers with excessive and irrelevant advertising will
Credibility is the third factor influencing Gen Y consumers’ attitude toward SMS mobile advertising in Lebanon. It was found in this study that credibility positively affects attitude ($r=0.217; \ p<0.05$). The results is supported by the study of Tsang et al., (2004), Haghirian& Madlberger (2005), Xu (2006), Almossawi (2014) and Alenezi (2010) who stated that the credibility is a significant message attribute affecting positively the attitude toward mobile advertising. Credibility involves the truthfulness and believability of the advertisers and the medium. Though, 40% of all respondents perceive mobile advertising as more credible than traditional advertising, a good number 34% believe that mobile advertising is not credible and 34% are neutral and not sure about it. This denotes that the message content must be wisely designed to form credibility and trust and increase the consumer attitude toward SMS mobile advertising. Building this trust may be a difficult procedure that comprises technology and business practices however it is vital for development and success of mobile advertising (Siau &
Sincerity of the ad is critical to the individual reading it. In some cases, ads exaggerate when conveying their message and advertise their brand or firm in a manner which is inauthentic or false. This will bring about a corrupt reputation for the company and leave an undesirable impression in public’s minds. Once the public realizes that the advertised product doesn’t relate to the advertisement promoting it, they will no more trust and believe any of the ads from that firm. The consumer at all times assumes to get what has been promoted with no strings attached that’s why everything less sits like a lie in the client’s perception. Since communicating with consumers through their mobile phones is a very fresh phenomenon, advertisers and marketers are requested and wished to build and breed credibility and trust. The 34% that feel neutral toward mobile advertising can be made to develop a positive attitude towards the ad if the ads are made more credible. After all, 34% is not a small number and can increase the audience size considerably especially at a time when mobile advertising (40%) is more credible than traditional advertising (34%). Despite the fact that the difference in percentage between those who find SMS advertising more credible than traditional advertising is small, it, nonetheless, acts as an indicator of a brighter future for SMS advertising. People seem to trust more what they personally receive through their mobile phone in a world where mobile phones have become the ultimate personal and business connection device.

**RQ2: What is the effect of permission and incentive-based advertising on the attitude of Lebanese Gen Y toward mobile advertising?**

Permission in many studies is considered as an important factor that positively affects the consumer’s attitude toward mobile advertising ($r=0.132$, $p<0.05$). This result is supported by other studies (Aamir et al., 2013; Zabadi et al., 2012; Tsang et al., 2004). Scharl et al., (2004) stated that the advertiser should obtain permission from the consumer before sending SMS
advertising messages, while Merisavo et al., (2007) found that the control of mobile advertising did not affect the consumer’s acceptance of mobile advertising. In this study, majority of respondents 80% believe it is very important for them to have control over receiving the mobile ads and that they would only be prepared to get mobile ads if they had provided their permission first. In addition, the majority find that the main problem of mobile advertising is that they cannot control receiving them. Therefore, it is very important for Gen Y consumers in Lebanon to have control over receiving mobile ads since they are mostly worried about receiving junk messages and need to maintain control, giving permission afore receiving messages. The consumers are able to reject to take a phone call or block an unsolicited email, however they are at present powerless over their text messages. In general, users of mobile devices hold an unfavorable attitude about receiving and accepting mobile ads since the mobile phone is very well personal and intimate in nature. Nonetheless, their attitude is positive if the advertisements are sent with consumers’ consent and permission (Tsang et al., 2004). Generally, consumers believe that giving way permission is an imperative factor in a decision to take part in mobile advertising.

Studies done by Standing et al. (2005) and Tsang et al., (2004) uncovered a positive impact of the incentives on purchaser attitude toward accepting mobile advertisements. However, in this study, the correlation coefficient test does not support these results \( r = -0.09; p > 0.05 \) though findings show that the bulk (73%) of respondents are willing to receive mobile ads if they had incentives and most importantly sales promotion. The results of the statistical test showed no significant relation between attitude and incentives. Therefore, Lebanese Gen Y consumers may not consider the incentives as an important factor influencing their attitude toward SMS mobile advertising. This may be because in Lebanon, companies are not used to
sending SMS ads with benefits like coupons and for this reason, consumers are not aware of this incentivized advertising. Gen Y consumers need awareness to develop perceptions and to form attitude and this will influence their response. More than half of the respondents 55% say they are not able to benefit from advertising messages sent to their mobile phones. Therefore, software companies need to create awareness among their target population. They can connect with the mobile service providers to stimulate this advertising through their customer service centers.

**RQ3: How does Lebanese Gen Y’s attitude toward mobile advertising impact mobile advertising response?**

The research indicates that the attitude toward mobile advertising influences positively Gen Y consumers’ response to mobile advertising in Lebanon. \( r = 0.172, p < 0.05 \). The result is reinforced by the study of Tsang et al., (2004) and Bauer et al., (2005) who stated that the attitude is a main variable affecting the consumer behavior from the marketing and information systems standpoint. In Lebanon, according to the findings, more than half of the Gen Y consumers 56% do not like mobile advertising and a majority of 43% are not willing to receive any mobile ads in this future. This supports Tsang et al., (2004) study outcomes which indicate that consumers generally hold negative attitude toward mobile advertising. Therefore, the bulk of the Gen Y consumers hold a negative attitude toward SMS mobile advertising in Lebanon. Consequently, if they hold negative attitude toward mobile ads, they will not respond to mobile ads and vice versa. Attitude toward SMS advertisements is considered a significant logical variable in evaluating consumer response to mobile advertising (Mckenzie & Lutz., 1998). Results demonstrate that Gen Y consumers in Lebanon will have a positive attitude if mobile advertising messages were entertaining, informative, and credible and if consumers have specifically consented to receive the SMS mobile advertising messages.
F. Summary

The data analysis of the research provides important results that indicate the factors that influence attitude and responsiveness of the Gen Y consumers to mobile advertising in Lebanon. Outcomes support a significant positive relationship between entertainment, informativeness, credibility, permission and attitude toward SMS mobile advertising. In addition, it supports a negative relationship between irritation and attitude. The following five key factors entertainment, informativeness, irritation, credibility and permission play a big role in determining the ultimate attitude of the Gen Y consumers towards SMS ads, in whichever positive or negative way and have a great impact on their decision of how to behave regarding the advertised product or brand. If a consumer exhibits interest in an ad and receives it positively then this will lead to purchase the product advertised through the SMS ad which is ultimately what every company and ad campaign seeks to achieve.

In conclusion, entertainment, informativeness, credibility and permission influence positively the responsiveness of Gen Y through attitude as these factors affect positively the attitude toward mobile advertising while the irritation influences negatively response to mobile ads. Entertainment is the most important factor influencing attitude followed by irritation. The Pearson coefficient correlation analysis doesn’t show any significant relationship between incentives and attitude. The research results indicate that the response to mobile advertising is affected positively by attitude toward mobile advertising.
Chapter VI:
Conclusion, Contribution to Knowledge, Limitations and Further Research

A. Overview

This chapter offers a conclusion of the research incorporating a reminder of the problem statement, the research objectives and a summary of the key findings of chapter five. The chapter also provides the limitations to the study and avenues for further research. The chapter will end with a contribution to knowledge section.

B. Conclusion

The high penetration of mobile phone users in Lebanon help spread mobile advertising widely in the marketing of products and services. The research on mobile advertising in Lebanon as a new tool is still insufficient. Advertisers and marketers apply mobile advertising in the same way they apply the traditional advertising without considering the unique features of mobile advertising. When applying mobile advertising, promoters ought to consider the effectiveness of the advertising from consumers’ perspectives. Responsiveness is one of the imperative factors that assess the effectiveness and success of the SMS mobile advertising. This research offers knowledge of the elements affecting the Gen Y consumers’ responsiveness to SMS mobile advertising in Lebanon. The present study explored the factors influencing Gen Y consumers’ responsiveness to SMS mobile ads in Lebanon. The objectives involved studying the attitude of consumers toward SMS advertising thereby considering the main factor affecting consumers’ responsiveness to mobile advertising.
The data analysis of this research provides important results concerning the factors that influence the attitude and responsiveness of Gen Y to mobile advertising in Lebanon. The result supports a correlation between entertainment, informativeness, credibility, permission, irritation and attitude toward SMS mobile ads in addition to a positive correlation between attitude and response of Gen Y towards SMs mobile advertising. Entertainment, informativeness, credibility and permission influence attitude towards mobile ads positively while irritation negatively affects the attitude towards mobile ads. Findings show that entertainment is the most important factor influencing the attitude toward SMS ads followed by irritation. In general, the message content characteristics specifically entertainment and irritation have a strong influence on Gen Y consumers’ attitude toward SMS mobile advertising.

The correlation coefficient analysis does not support the effect of incentives on attitude toward mobile ads. However previous research applied (Standing et al., 2005 & Tsang et al., 2004) uncovered a positive impact of incentives on purchaser attitude with regards to accepting mobile advertisements.

The research included several questions to answer depending on the research findings but the central question of the research is about the influence of attitude on Gen Y consumers’ responsiveness to SMS mobile advertising in Lebanon. It is shown from the results of data analysis that the attitude toward SMS ads influences positively the consumers’ responsiveness. Meaning that entertainment, informativeness, credibility, and permission simultaneously affect positively the responsiveness through attitude as these factors affect positively the attitude toward SMS mobile ads. Therefore, irritation affects it negatively.
C. Limitations and Future Research

The outcome of the study supports the suggested TRA model of attitude and behavior of mobile device users in accepting and responding to mobile ads. Still, there exists some methodological restrictions and so caution must be taken when deducing the results. To start with, the survey was conducted in a short period of four weeks. Second, as a consequence of the relatively small sample size, generalizations cannot be made. In any case, common sense discussions and thoughts may overcome this constraint. In addition, sending the online instrument to over 200 respondents and having only 130 valid responses is a central limitation to this study. It is recommended in further studies to expand the size of the sample and take in other groups with the purpose of offering a more representative sample. Finally, the research did not study the direct impact of message content attributes, permission and incentives on responsiveness. It is advised to observe the immediate effect of these variables on responsiveness to mobile advertising.

D. Contribution to Knowledge

Through the dissemination of results, the finding might make a contribution to the existing stock of knowledge in the field. The study gives a statistical interpretation of the Lebanese Gen Y consumers’ responsiveness to SMS mobile advertising. As mentioned in the literature review, no studies had examined the attitudes and beliefs of consumers toward mobile advertising in Lebanon. After conducting this research, new dimensions for explaining the factors influencing attitudes and responsiveness of the Gen Y Lebanese
consumers towards mobile advertising were reached. Based on 130 respondents mobile ads should be entertaining, informative, credible, not irritating and allows consumers to have control over what to receive.
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This questionnaire is part of my Master thesis data collection prepared for an MA degree in Advertising at Notre Dame University- Louaize (NDU). It is about Generation Y Consumers’ Responsiveness to SMS Mobile Advertising in Lebanon.

The survey includes questions about your perceptions of the factors that affect your attitudes and beliefs in adopting and responding to SMS mobile ads. Other survey questions will address your perceptions of mobile advertising (for example, if you like or dislike receiving mobile ads on your phone). Please choose the appropriate option from the 5 point scale (1) Strongly Disagree to (5) Strongly Agree.

The questionnaire should take 5-10min to complete. Please select the best option that matches your real opinion and belief. All the data gathered will be used for academic purpose and will be kept confidential.

Risks or discomforts:

No risks or discomforts are anticipated from taking part in this study. If you feel uncomfortable with a question, you can withdraw from the study altogether. If you decide to quit at any time before you have finished the questionnaire, your answers will NOT be recorded.

Confidentiality:

Your responses will be kept completely confidential. We will NOT know your IP address when you respond to the Internet survey. However, your name and address will not be asked for. Instead, you will be assigned a participant number, and only the participant number will appear with your survey responses and weblog entries. Only the researcher will see your individual survey responses and the results of our content analysis of your weblog.

Compensation:

There will be no compensation for participating in this research.

Freedom to Withdraw:

Your participation is voluntary; you are free to withdraw your participation from this study at
any time. If you do not want to continue, you can simply leave this website. If you do not click on the "submit" button at the end of the survey, your answers and participation will not be recorded.

How the findings will be used:

The results of the study will be used for scholarly purposes only. The results from the study will be presented in educational settings and at professional conferences, and the results might be published in a professional journal in the field of advertising.

Contact information:

If you have concerns or questions about this study, please refer to me at any time Michelle Fenianos at mnfenianos@ndu.edu.lb.

By beginning the survey, you acknowledge that you have read this information and agree to participate in this research, with the knowledge that you are free to withdraw your participation at any time without penalty.

**ELECTRONIC CONSENT: Please select your choice below.**

Clicking on the "agree" button below indicates that:

- You have ready the above information
- You voluntarily agree to participate
- You age range is 17 to 35 and Lebanese

If you do not wish to participate in the research study, please decline participation by clicking on the "disagree" button.

- Agree
- Disagree
APPENDIX B
Online Questionnaire: Google Drive
Generation Y Consumers’ Responsiveness to SMS Mobile Advertising in Lebanon

Part 1: Belief Dimensions

ENTERTAINMENT DECLARATIONS

1. I feel that receiving mobile advertisements is entertaining *Required

   1 2 3 4 5

   | Strongly disagree | Strongly agree |

2. Playful mobile advertisements that include graphics will definitely attract my attention.*Required

   1 2 3 4 5

   | Strongly disagree | Strongly agree |

3. I find advertising messages via mobile phones exciting *Required

   1 2 3 4 5

   | Strongly disagree | Strongly agree |

4. Mobile advertisement should NOT be too boring with its text content.*Required

   1 2 3 4 5

   | Strongly disagree | Strongly agree |

INFORMATIVENESS DECLARATIONS
1. I feel that mobile advertising is a good source for timely information.*Required

1 2 3 4 5

Strongly disagree Strongly agree

2. Through mobile advertising messages I receive exclusive information*Required

1 2 3 4 5

Strongly disagree Strongly agree

3. Mobile advertising messages give me relevant information*Required

1 2 3 4 5

Strongly disagree Strongly agree

4. Personalized information that I receive from mobile phone is not communicated via other channels.*Required

1 2 3 4 5

Strongly disagree Strongly agree

CREDIBILITY DECLARATIONS

1. I think mobile advertising is honest*Required

1 2 3 4 5

Strongly disagree Strongly agree

2. Mobile advertisements’ content is credible.*Required
<table>
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<th>5</th>
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<td>Strongly disagree</td>
<td>Strongly agree</td>
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</table>

3. I use mobile advertising as a reference for purchasing.*Required

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<th>5</th>
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4. Mobile advertising is more credible than traditional advertising.*Required

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<td>Strongly agree</td>
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</table>

IRRITATION DECLARATIONS

1. I feel that mobile advertising is irritating.*Required

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<th>5</th>
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</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>Strongly agree</td>
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</table>

2. I feel that mobile advertisements are almost everywhere.*Required

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<tbody>
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<td>Strongly disagree</td>
<td>Strongly agree</td>
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</table>

3. Mobile ads are not always well-timed (e.g. late night mobile ads).*Required

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<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>Strongly agree</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4. Mobile advertising is a form of invasion of privacy to me. *Required

1 2 3 4 5

Strongly disagree  Strongly agree

PERMISSION DECLARATIONS

1. I would only be prepared to get mobile ads if I had provided my permission. *Required

1 2 3 4 5

Strongly disagree  Strongly agree

2. I find it important that I can easily stop receiving mobile advertising messages. *Required

1 2 3 4 5

Strongly disagree  Strongly agree

3. The biggest problem related to receiving mobile ads is that I cannot control receiving them. *Required

1 2 3 4 5

Strongly disagree  Strongly agree

INCENTIVES DECLARATIONS

1. I can benefit from advertising messages via mobile phone. *Required

1 2 3 4 5
Strongly disagree  Strongly agree

2. I am willing to receive mobile advertising if they contain financial incentives (coupons, gift-with-purchase, etc.). *Required

1 2 3 4 5

Strongly disagree  Strongly agree

3. I consider sales promotions to be important incentives when deciding to receive mobile ads. *Required

1 2 3 4 5

Strongly disagree  Strongly agree

Part 2: Attitude and Response
ATTITUDE TOWARD SMS MOBILE ADS DECLARATIONS

1. In general, I like mobile advertising. *Required

1 2 3 4 5

Strongly disagree  Strongly agree

2. I feel comfortable receiving mobile advertisements. *Required

1 2 3 4 5

Strongly disagree  Strongly agree

3. I find receiving SMS advertising messages via mobile phone positive. *Required

1 2 3 4 5

Strongly disagree  Strongly agree
RESPONSE TO MOBILE ADS DECLARATIONS

1. After receiving the mobile ad I go to buy the product/service. *Required

   1 2 3 4 5

   Strongly disagree  Strongly agree

2. SMS mobile advertisements provoke me to make purchase whenever possible. *Required

   1 2 3 4 5

   Strongly disagree  Strongly agree

3. Overall, I am willing to receive SMS mobile ads in the future. *Required

   1 2 3 4 5

   Strongly disagree  Strongly agree
### APPENDIX C
SPSS Descriptive Analysis Results Tables

#### Descriptive Statistics

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<th>Std. Deviation</th>
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#### Statistics

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### Entertainment

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### Attitude

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APPENDIX D
SPSS Reliability Analysis Results Tables

Entertainment

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Irritation
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#### Permission

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#### Attitude

### Reliability Statistics
### Response

#### Reliability Statistics

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### APPENDIX E

**SPSS Pearson Correlation Coefficient (r) Analysis Results Tables**

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**. Correlation is significant at the 0.01 level (2-tailed).**

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* Correlation is significant at the 0.05 level (2-tailed).
### Correlations

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