



ATTITUDES AND PERCEPTIONS OF MOBILE ADVERTISING AMONG RURAL YOUTH IN THE LIMPOPO PROVINCE

By

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LIST OF ABBREVIATIONS

AMA – American Marketing Association

AMPS – All Media Product Survey

ARF – Advertising Research Foundation

EM – Effective Measure,

GPS – Global Positioning Systems

IAB – Interactive Advertising Bureau

ICT – Information, Communication and Technology

ITU – International Telecommunications Union

LSM – Living Standards Measure

MEDUNSA – Medical University of South Africa

MMA – Mobile Marketing Association

MMS – Multimedia Message Service

PWC – PricewaterhouseCoopers

RDF – Rural Development Framework

RFID – Radio-frequency identification

RIA – Research ICT Africa

SEO – Search Engine Optimisation

SMS – Short Message Service

SSA – Statistics South Africa

UKZN – University of KwaZulu-Natal

UL – University of Limpopo

UniVen – University of Venda

URL – Uniform Resource Locator

USSD – Unstructured Supplementary Service Data

WIFI – Wireless Fidelity

WOM – Word Of Mouth

ABSTRACT

Mobile advertising, a form of advertising that targets people using mobile devices such as cell phones and tablets, has opened a platform for advertisers to communicate with their target markets at any given time and location. The mobile market continues to multiply in South Africa, and devices are continuously becoming more technologically advanced, resulting in more sophisticated advertising vehicles and mobile users. In addition, mobile advertising has been referred to as one of the best means to communicate with the youth.

This study explores the attitudes and perceptions of youth in rural communities towards mobile advertising. As such, it addresses a gap in the literature on youth and mobile advertising, which tends to focus on youth in more urban contexts. The study focuses on the following types of mobile advertising: SMSs, video advertising, mobile web banner advertising and app advertising.

An exploratory qualitative study was conducted, involving a sample of 38 participants. Six focus group sessions were conducted in Thohoyandou and Turfloop. The study used the ARF Model (that is, vehicle exposure, advertising attentiveness, advertising communication, advertising persuasion, and advertising response) and the ABC model of attitudes (that is, affect, behaviour, and cognition) to develop the research instrument, and then additionally used the Ducoffe Extended Model (that is, informativeness, entertainment, credibility, and irritation) to guide the analysis of the collected data.

The following are the main findings of this study:

- The majority of participants show low responsiveness towards mobile advertising; however, some welcome mobile advertising.
- Most participants find mobile advertising ‘annoying’ or ‘irritating’, mainly because they feel that the content advertised to them is not always relevant, has poor timing and invades their privacy. Other participants are happy receiving mobile adverts if the content is relevant, informative, helpful, creative and entertaining.
- Participants generally appear to have negative overall attitudes towards SMS advertising in particular, again largely due to irrelevant content. Video, mobile web banner and app advertising receive mixed reactions.

Implications and recommendations are provided, for marketers and future researchers.

Keywords: App advertising, mobile advertising, rural youth consumers, SMS advertising, video advertising, web mobile banner advertising,

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CHAPTER ONE

INTRODUCTION AND OVERVIEW

1.1 Introduction

In marketing, ‘mobile advertising’ can be explained in two different ways - firstly, advertisements placed on moving objects such as buses and trucks and, secondly, advertisements delivered to mobile devices such as mobile phones and tablets (Aalto, Gothlin, Korhonen & Ojala, 2004). This study focuses on the latter, exploring the attitudes and perceptions of youth in rural communities (specifically, Thohoyandou and Turfloop) towards mobile advertising. This chapter provides background to, and an overview of, the study.

1.2 Background to the study

Zyman and Brott (2002) suggested that organisations view advertising as an investment, resulting in bigger advertising budgets than in the past. These organisations also face big changes in the marketplace, with consumers having a greater selection of products, services, and advertising channels, resulting in organisations being more conscious of their competitors, thus improving their advertising efforts (Zyman & Brott, 2002). The continuous advancements in technology have provided advertisers with new channels of advertising to better reach consumers, leading to a situation in which “advertising is everywhere” (Cook, 2001:1, cited in Van der Walddt, Rebello & Brown, 2009:444).

Mobile marketing makes up an integral part of this milieu. It has opened a platform for advertisers to use mobile devices as a primary source of communication with their target market, reaching consumers wherever they are. Mobile marketing continues to expand alongside technological advancement, resulting in advertising channels and users becoming more sophisticated (University of San Francisco, 2014).

Mobile advertising is a key aspect of mobile marketing; it is a form of advertising targeting people using mobile devices such as cell phones and tablets. It encompasses many advertising mediums such as electronic mail, banner advertising, video advertising, social media, search engine optimisation [SEO], blogging, content marketing, short message service [SMS] and multimedia message service [MMS] (Tommy, 2010). Mobile advertising has shown a great spike in success due to the concentrated number of this target market always glued to their mobile devices for different reasons (Marketing-Schools.org, 2015).

In 2006, International Telecommunications Union [ITU] published a study by the Graduate School of Public and Development Management at the University of the Witwatersrand suggesting that South

Africa was experiencing an expansion in, and widespread ownership of, mobile services. The article also reported an increase in mobile usage, which was then 30 million subscribers (ITU, 2006). In 2006, South Africa had a population of 48.27 million people, more than half of them living below the poverty line (ITU, 2006). Since then, the number of youth using mobile data phones has escalated due to the availability of low-priced communication via social media applications such as WhatsApp and Facebook (Donner, Gitau & Marsden, 2011). More recent statistics show that, of the 87% of South African adults (aged 15+) owning a mobile phone, 39% use basic phones, are of lower Living Standards Measure [LSM], older and live in rural communities (IAB South Africa and Effective Measure, 2013). The other 48% are middle to high LSM, younger, and mostly live in urban areas (IAB South Africa and Effective Measure, 2013). Veitch and Salant (2016) reported that, in 2015, approximately 23 million South Africans had a smartphone.

Statistics South Africa [SSA] and Research ICT Africa [RIA] (2007) confirmed that cell phone ownership across the youth market was increasing in South Africa. South Africa was placed third in Africa, after Nigeria and Egypt, with regards to the number of mobile subscribers (GSM Association & Kearney Ltd, 2011). SSA and RIA also showed that cell phone ownership was only 32.3% among 15 to 24 year olds in 2001, but increased to 72.9% in 2007 (Beger, Sihna, & Pawelczyk, 2012). In 2011, South Africa experienced 66% mobile internet usage; 39% of this was in urban locations and 27% in rural locations (Beger *et al.*, 2012). More than 92% of internet users own a smartphone while 8% own a feature phone and at least 20% of smartphone users use their phones to do banking and finance-related purchases (IAB South Africa and Effective Measure, 2013). The All Media and Products Study [AMPS] (2013AB) revealed that marketers could reach 87% of South African adults (aged 15+) in their households through a mobile phone, with 39% only using voice, SMS and Unstructured Supplementary Service Data [USSD] communication and 48% using voice, SMS, USSD and mobile data. This creates an opportunity for marketers to reach their target market in their own homes or in any other location where they may have their mobile phones. In 2015, internet usage on cell phones was 45%, tablets 11% and the remaining usage was on other types of devices. The usage was further broken down by age group, with those aged 20-29 years being the highest consumers of mobile internet at 31%, and those aged 30-39 years coming in second at 24% (IAB South Africa and Effective Measure, 2015). In September 2015, IAB South Africa and Effective Measure identified three major cities in South Africa as having highest internet usage: Johannesburg with 25%, Cape Town with 12% and Durban with 9%. Internet usage was further split based on gender, with females at 51% and males at 49%.

1.3 Motivation for the study

It is important to understand consumer attitudes and perceptions towards mobile advertising, as well as how they respond to advertising via this medium, in order for marketers to be able to use it

effectively. Spero and Stone (2004) explain how the younger generation is quicker in learning and adapting to new technologies than the older generation. This study focuses distinctly on the attitudes and perceptions of rural youth vis-à-vis mobile advertising in Limpopo. This is motivated by the lack of South African research focusing on mobile advertising in rural contexts. Many studies of mobile advertising are conducted among youth in urban or developed communities; to expand our knowledge and understanding of mobile advertising among the youth, more studies have to be conducted in rural locations where youth face unique socio-economic challenges and lifestyles (Lesitaokana, 2014). The selected rural communities in this study have the infrastructure for mobile advertising, and the youth in these locations own mobile devices and have access to the internet. While the term ‘rural’ can be defined differently, this study will define ‘rural youth’ as those youth born and raised in the rural communities of Limpopo and currently living there. In 1997, the South African Rural Development Framework [RDF] defined rural areas as have the following two characteristics (Treasury, 2011:192):

- “sparsely populated areas in which people farm or depend on natural resources, including villages and small towns that are dispersed through these areas”.
- “areas that include large settlements in the former homelands, which depend on migratory labour and remittances as well as government social grants for their survival, and typically have traditional land tenure systems”.

The study involved selected youth who grew up and live in villages and small towns surrounding the selected two towns, and describes these youth as rural youth.

Studying consumer attitudes to mobile advertising is necessary to fully take advantage of and improve the effectiveness of mobile advertisements (Bauer, Reichardt, Barnes & Neumann, 2005). While other countries such as India and China have conducted similar studies in their rural locations (Tripathi & Mittal, 2008; Nandagopal, Ha, Balamurugan, Sathish, Sathyanarayanan, & Jublee, 2012; Le & Nguyen, 2014), those findings may not directly apply to South Africa due to differences in the adoption of technology and cultural differences (Van der Waldt *et al.*, 2009). This study therefore aims to help marketers and advertisers to create better mobile advertising strategies, through insight into South African rural consumers’ attitudes and perceptions of mobile advertising.

Much of the existing research on mobile marketing (internationally and in South Africa) has focused on SMS advertising, thereby excluding different types of mobile advertising, some of which are new, such as video, mobile web banner and mobile app advertising (Carroll, Barnes, Scornavacca & Fletcher, 2007; Moynihan, Kabadayi & Kaiser, 2010). This study, however, covers SMS advertising as well as some other forms of mobile advertising, such as the recent popular ones mentioned above.

The findings of this study may help create a better user experience when it comes to delivering ads to target audiences. The study may help inform marketers on how this target market feels about mobile advertising and provide insights on how to communicate with them (Olenski, 2017). Ene and Ozkaya (2015) explain that consumers' attitudes and behaviour need to be examined very carefully to make mobile advertising more effective.

1.4 Research problem

When it comes to advertising, there are areas and populations that are under-researched. This research focuses on exploring rural youths' attitudes and perceptions of mobile advertising, focusing on a location and population that is generally under-researched.

PricewaterhouseCoopers [PWC] (2013:35) states that "South African brands and advertisers are beginning to use mobile advertising as part of their integrated campaigns involving outdoor, online, TV, radio and print advertising". Advertisers are finding ways of reaching users on multiple devices and, as a result, mobile advertising is continuously gaining importance (PWC, 2013). Mobile advertising gives advertisers a way to effectively target their market by selecting the desired age range and location (Johnston, 2011). The attitudes and perception of youth in rural communities, regarding mobile advertising, is what this research aims to explore.

While a number of research studies have been done on mobile advertising in South Africa (for example, Beneke, Cumming, Stevens & Versfeld, 2010; Van der Walldt *et al.*, 2009; Vigar-Ellis *et al.*, 2007), these studies generally focus on urban youth in major cities such as Johannesburg, Durban and Cape Town. As a result, there is a lack of research in other provinces and cities; of particular relevance to this study, there is also notably a lack of research in rural settings. It is important to investigate if the attitudes and perceptions of urban youth towards mobile advertising are similar or different to those of rural youth, perhaps because of different living standards and levels of exposure to mobile advertising. This research thus begins to address a perceived gap in existing literature.

1.5 Purpose of the study

This researcher has chosen to address this particular research topic on mobile advertising in rural communities in an attempt to understand rural youths' attitudes and perceptions of mobile advertising, and how these participants respond to mobile advertising. The study does not necessarily focus on the behavioural effect of mobile advertising, meaning that it is not the purpose of this study to investigate this market's purchase behaviour. However, participants were asked during the focus group session if they have ever purchased a product or service influenced by a mobile advertisement; this was only to understand their engagement and interaction with mobile advertising. It is intended that the findings

can be used to optimise the understanding of advertisers to effectively communicate with this specific youth market via mobile advertising.

1.6 Objectives of the study

The research objectives of the study are:

1. To identify rural youths' exposure to mobile advertising.
2. To determine their attentiveness towards mobile advertising.
3. To investigate their understanding of mobile advertising messages.
4. To determine how persuasive they consider mobile advertising to be.
5. To investigate their response to mobile advertising.

1.7 Research methodology

This study was a small-scale exploratory study, which adopted a qualitative approach. Qualitative research seeks answers to questions that emphasise how social experience is created (Denzin & Lincoln, 1998); it was felt that a qualitative approach would be helpful in understanding the youth's attitudes and perceptions towards mobile advertising. Exploratory research was considered appropriate because an exploratory study helps the researcher to thoroughly understand an issue about which not much is already known (Kowalczyk, 2015); the lack of similar studies conducted in rural locations justified doing an exploratory study. An exploratory qualitative design allows the researcher to focus on a smaller sample in more depth, thereby potentially uncovering important insights that may be overlooked in a large quantitative study (Sutton & Austin, 2015). As such, this exploratory qualitative study is useful for generating new ideas about communicating with rural youth market via mobile advertising, which may stimulate further research.

The data was gathered via six focus groups with a total of 38 participants, aged 18-25 years, male and female, living in Thohoyandou and Turfloop. Thematic content analysis was used to analyse the data by identifying, analysing and reporting themes within the collected data.

1.8 Contribution of the study

The study's primary contribution relates to providing a new perspective towards understanding mobile advertising among youth in the South African context, through the focus on youth in rural communities specifically, and the adoption of a qualitative approach – both of which are thus far not well represented in the existing literature on mobile advertising and the youth. Furthermore, since mobile advertising is constantly evolving in line with technological advances, it is important for research to consider such changes; this study therefore moved beyond a focus on SMS marketing,

which has been the focus of many previous studies of mobile marketing in South Africa, and also considered other newer forms of mobile advertising.

1.9 Delimitation of the study

This study was confined to 38 participants from two rural communities (Thohoyandou and Turfloop), in one South African province (Limpopo).

1.10 Summary of Chapters

This dissertation comprises five chapters. Chapter One introduces and provides an overview of the study. It provides background to the study, outlines the problem statement and the purpose of the study, states the research objectives, outlines the selected methodology and highlights the contribution and delimitation of the study. Chapter Two focuses on the literature and theories relating to the research topic. It provides an overview of similar studies of mobile advertising conducted in South Africa and internationally, focusing on the youth market, both urban and rural. The chapter also presents a conceptual model developed by the researcher, incorporating elements from existing models. Chapter Three sets out the methodological approach followed in this research study. It discusses the sampling, data collection and analytical strategies used, as well as ethical considerations. Chapter Four documents and discusses the findings obtained from an analysis of the focus group data. The different themes which emerged through the data analysis are presented. Participant quotes are provided to support the analysis. Chapter Five interprets the findings in relation to the research objectives, considers their implications and makes recommendations for marketers/advertisers and future researchers. The chapter also identifies and discusses key issues and theoretical implications arising from the study. The limitations and contribution of the study are also summarised.

1.11 Conclusion

This chapter provided the background to and motivation for the study. The chapter explained the purpose of the study, outlined the research objectives and explained how the study can help to address perceived gaps in existing literature, through its focus on youth in rural communities and the adoption of a qualitative research approach.

Chapter Two discusses the literature and the theory pertinent to the study.

CHAPTER TWO

A REVIEW OF LITERATURE

2.1 Introduction

Mobile advertising allows instant communication with consumers, at any time and location. This chapter reviews the literature on mobile advertising, with particular focus on the attitudes and perceptions of the youth market to this form of advertising. It locates the study in relation to existing literature, and highlights gaps in literature that this study begins to address. Theories and models that have been used in similar studies are outlined, with emphasis on those used to frame this study.

The chapter is organised into four parts. The first part provides background knowledge on mobile advertising, including definitions, benefits and challenges in general. Part two provides insight into five mobile advertising message elements. Part three reviews similar research done previously, covering youth's attitudes towards mobile advertising, both in South Africa and internationally. The last part of the chapter covers the theories that were used to derive the research questions and analyse the data gathered during the research. The ARF Model, ABC model of attitudes and the Ducoffe Extended Model are covered.

2.2 Advertising

The Definitions Committee of the American Marketing Association defines advertising as “any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor” (Mahendra, 2011:23). Advertising serves as a medium of solicitation, marketing and promoting, raising awareness as well as educating and informing. Solicitation refers to encouraging consumers to buy a product or a service, while marketing and promoting are vehicles to move an agenda or image (McQuerrey, 2014).

Faber, Lee and Nan (2004) used the following four elements to separate advertising from other types of communication: consumer scepticism, repetition, message co-ordination and competing environment. Raising awareness employs similar principles of solicitation and making consumers aware of an issue, product or service. Awareness educates and informs about a certain issue, image or brand (McQuerrey, 2014).

2.3 Background to Mobile Advertising

It is important to first explain ‘mobile marketing’ before defining ‘mobile advertising’.

The Mobile Marketing Association [MMA] revised the definition of mobile marketing in November 2006 to the following: “Mobile Marketing is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network” (La Marca, 2010:1). Mobile marketing can be referred to as a distribution of messages and promotion that add value to customers and enhance the organisation’s revenue (Kalakota & Robinson, 2002). The above definition shows that mobile marketing is a wider concept than mobile advertising (Tahtinem, 2006).

Marketing theories explain how consumers’ perceptions and preferences influence their buying behaviours. Today’s advanced developments of technology have created new marketing communication channels that are considered a potential improvement on the possibilities of reaching consumers, allowing marketers to practice content personalisation and location targeting (Johnston, 2011). Mobile marketing is based on sending information to consumers using different mediums (Van der Waldt *et al.*, 2009), as explained in Section 1.2. When promoting products and services, mobile marketing and traditional marketing instruments can be effectively integrated. The combination of such marketing tools can improve the efficiency of the total marketing plan (Nandagopal *et al.*, 2012).

2.3.1 Mobile Advertising defined

Early definitions of mobile advertising are summarised in Table 2-1, which sets out how the term ‘mobile advertising’ has been used by various academics.

Table 2-1: Academics' use of mobile advertising: a new form of advertising.

Barwise & Strong 2002	Permission-based mobile advertising	Flexible, tactical medium suitable for short, time based communication
Bulander <i>et al.</i> 2005a	Mobile or wireless advertising	Advertising that uses mobile terminals.
Bulander <i>et al.</i> 2005b	Mobile or wireless advertising	Advertising using mobile terminals as its target platform.
De Reyek & Degraeve 2003	Mobile advertising as a precision marketing	Targeting well-identified potential customers with text messages in advance, thereby increasing the response-to-advertisement ratio.
Faber <i>et al.</i> 2004	Mobile advertising	Wireless communication, reaching consumers via cell phones.
Leppaniemi & Karjaluo 2005	Mobile advertising	Wireless internet-based advertising (in USA), SMS- and MMS-based telecommunications (in Europe).
Leppaniemi <i>et al.</i> 2004	Mobile advertising	“The business of encouraging people to buy products and services using the mobile channel as a medium to deliver the advertising message” by IMAP project (2003).
Okazaki 2005	Mobile advertising	Short message services transmitting business-to-customer messages to wireless devices.
Pura 2002	Mobile advertising	Push and pull messages, promotional sponsorships, part of a cross media.
Salo & Tahtinen 2005	Mobile advertising	Ads sent to and presented on mobile handheld devices.
Yuan & Tsao 2003	Mobile advertising	A channel for tailor-made campaigns targeting users according to where they are, their needs at the moment and the devices they are using (i.e. contextualised advertising).

Source: (Tahtinem, 2006:6)

More recent definitions of mobile advertising include that of De Silva and Yan (2017), who state that mobile advertising refers to an advertising communication that is sent and received on mobile devices. According to the MMA (2006:1), mobile advertising is defined as “an advertising form targeting/communicating with consumers via a handset”. The MMA subsequently added to this definition by stating that mobile advertising is a practice that allows advertisers to communicate relevant information with consumers in an interactive way through mobile devices (MMA, 2015). The updated definition further explains that mobile advertising includes advertisements on mobile applications, messaging, m-commerce and CRM on all mobile devices, smartphones and tablets (MMA, 2015). Henriksson (2008:1) cites the dotMobi Advisory group’s 2008 definition of mobile advertising, that is, “the usage of mobile devices such as cell phones and mobile web browsers to deliver promotional messages”. Although Faber *et al.* (2004) refer to consumer scepticism, repetition, message co-ordination and competing environment when explaining advertising, they do not describe permission-based advertising. Mobile advertising cannot rely on repetition, as it has been reported as irritating (Tahtinem, 2006).

Mobile advertising can be commonly seen in the following forms: mobile web banner (which can be at the top, middle or bottom of the page), mobile web poster (bottom of page), native advertising, video advertising, interstitial advertising and rich media advertising. Other types of mobile advertising are mobile gaming advertising, SMS and MMS advertising (De Silva & Yan, 2017; La Marca, 2010).

Consumers are increasingly using mobile phones (smartphones) to access information, and engage in social networking, via the internet (PWC, 2013). This study focuses on advertising on mobile websites (where consumers access the internet to get information), in mobile applications (social media applications) and via SMS. This study includes users of smartphones and/or feature phones, feature phone users describe their attitudes and perceptions of SMS advertising, while smartphone users additionally describe their attitudes and perceptions of mobile web advertisements and mobile application advertising. While South Africa can be described as a mobile first country, a large number of mobile users still do not have smartphones, especially in lower LSM groups (Jenkin, 2016). Using mobile advertising via both smartphones and feature phones will help marketers increase reach within the youth market (Jenkin, 2016).

2.3.2 Benefits of Mobile Advertising

Mobile advertising offers many benefits to marketers and advertisers. Nandagopal *et al.* (2012) refer to mobile advertising as one of the best ways to interact directly with consumers without any clutter. Mobile advertising’s main advantage is that it reaches the targeted audience in a location-specific, time-specific, and person-specific manner, and is delivered to the relevant people (Krum, 2014).

Mobile advertising benefits both consumers and advertisers. Location-based advertising is one example. Customers use location based mobile-apps to access information about specific places close to them, such as highly rated restaurants or retail shops nearest to them (Grewal and Levy, 2016). Advertisers can send specific advertisements about products or services that are of relevance to consumers who are located close to them; for example, a discount sale can be communicated to customers who are in a specific shopping mall (Unni & Harmon, 2007).

Mobile advertising is also described as an interactive marketing tool that carries a ‘personal touch’ message when notifying and influencing potential customers about products and services (Nandagopal *et al.*, 2012). Mobile advertising allows consumers to instantly interact with and respond to advertisements. They can click through to an embedded Uniform Resource Locator [URL] link, make phone calls or reply with an SMS to get more details about a specific product or service (Benke, 2011).

Another benefit of mobile advertising is the size of the medium. The United Nations Children’s Fund [UNICEF] (2012) reported that young people in South Africa aged 15 to 24 years are primary adopters of mobile technologies and that this age group’s cell phone usage was nearly 72% in 2012. The level of mobile usage in South Africa offers advertisers a huge market to communicate with (Parikh, 2016).

If used correctly, mobile advertising can help build a relationship with customers because of the ability for personalisation and tailoring of the communication. Mobile advertising is cost effective, especially SMS advertising, compared to other traditional forms of advertising (Johnson, 2016). It allows advertisers to reach a large number of people at a lower cost compared to traditional forms of advertising. This allows advertisers to repeatedly communicate with customers and provide them with more information on their products (Johnson, 2016).

Mobile advertising also allows advertisers to measure campaign performance effectively through the use of different tools. Effective Measure (2013) shows how mobile adverts are measured based on impressions served, clicks and the click through rate.

2.3.3 Challenges or Limitations of Mobile Advertising

In addition to the benefits, a number of challenges and limitations are associated with mobile advertising. Mobile devices are not standardised, and they come in different shapes, sizes, operating systems and browsers. As a result, different mobile phones have different screen sizes and can portray information (for example, web banners) differently (Moats, 2015; Brasel & Gips, 2014). Mobile phones generally have small screens, which makes navigation on the phone a little difficult when

using web browsers; therefore, users can ignore an advert to avoid having to redirect to other pages (Moats, 2015).

Privacy standards are another issue that challenges mobile advertisers. Consumers are becoming aware that companies are building databases by obtaining their personal information and using it without their knowledge. Before sending any mobile advertisements, advertisers should ask for permission from consumers and convince consumers to opt-in (Unal *et al.*, 2011; Tripathi & Siddiqui, 2010). The use of personal information by advertisers is viewed as an invasion of privacy if permission is not granted and customers are not given an opt-out option (Bauer *et al.*, 2005). Privacy refers to the right of consumers to be left alone and have control over unwanted messages. Unwanted messages can be referred to as spam - unsolicited advertisements that are interruptive (Beneke *et al.*, 2011). Unsolicited messages may strongly work as a negative influence of consumer attitudes towards mobile advertising (Tripathi & Siddiqui, 2010). Companies face a challenge when it comes to understanding and respecting the personal nature of mobile usage (Tripathi & Mittal, 2008; Barwise & Strong, 2002). Permission marketing allows customers to grant companies access to their personal information to develop a relationship (Tripathi & Mittal, 2008).

In South Africa, these and issues related to mobile advertising are governed by various regulations and laws. The Advertising Standards Authority (ASA) is the self-regulatory body of the South African advertising industry, whose members voluntarily agree to be bound by its code of conduct and rulings (Scott, 2015). All companies must also abide by South African legislation relating to marketing and advertising, including the Consumer Protection Act 68 of 2008 (CPA), the Electronic Communications and Transactions Act 25 of 2002 (ECTA) and the Protection of Personal Information Act 4 of 2013 (POPI) (Veitch & Salant, 2016). These are outlined below:

- ***Consumer Protection Act 68 of 2008 (CPA):*** The CPA was approved to safeguard the welfare of consumers in South Africa. It affects mobile applications, with regard to the implementation, advertising and selling of goods and services via such applications. It provides a strict wording requirement for application content (that is, plain, understandable, price clearly displayed, and trade description must not be misleading). All mobile applications must be accompanied by complete and comprehensive terms and conditions of use, protecting both the application creator and the end user. If an advertiser or application creator does not adhere with the CPA requirements, penalties will be imposed (Veitch & Salant, 2016).
- ***Protection of Personal Information Act 4 of 2013 (POPI):*** When a consumer signs up or registers to a mobile application and gives personal information, it is critical that the information being provided is limited to the necessary or specific purpose. Consumers must always be informed that their information is collected and will not be kept any longer than necessary, and that integrity and confidentiality will be practised (Veitch & Salant, 2016).

- ***Electronic Communications and Transactions Act 25 of 2002 (ECTA)***: This act regulates and facilitates electronic communications and transactions and is therefore relevant to mobile applications. It allows or ensures that consumers are provided an opportunity to review an entire transaction before placing an order, amend any mistakes or withdraw from a transaction before an official order is placed. A supplier or application creator must also provide a payment system that is secure (Veitch & Salant, 2016).

Successful mobile advertisements are based on obtaining permission from recipients (Trabelsi & Rached, 2010; Barwise & Strong, 2002). Permission marketing represents consent given by a recipient to receive marketing information. This prevents harming a relationship with a customer and fear of spam (Bauer *et al.*, 2005). Permission marketing must be a foundation of mobile advertising (due to the extremely personal nature of mobile devices) to avoid consumer privacy violation and negative attitudes toward a brand or form of advertising (Beneke *et al.*, 2011).

A number of studies have investigated consumer attitudes towards privacy and permission issues of mobile advertising. For example, a Taiwanese study found that consumers who had a negative attitude towards mobile advertising developed a positive attitude after they were asked for permission (Ul-Haq, 2012; Unal *et al.*, 2011). In South Africa, Vigar-Ellis *et al.* (2007) explored perceptions towards SMS advertising at the University of KwaZulu-Natal [UKZN] and found that 36.9% of respondents felt that SMS advertising was invading their privacy.

Another challenge of mobile advertising relates to potential security and other risks for consumers. Advertisers can go as far as implementing flow-consuming mobile advertising and hooliganism behaviours (Li, Fei & Jin, 2015). Flow-consuming refers to data-consuming activities such as pushing ads full screen, background downloading software and frequently updating advertising without the consumer's knowledge, whereas hooliganism is "a malicious behaviour which has no direct damage to the system, is not harmful for the users' personal information and charges, but it includes anonymously forcibly pushing ads, advertising which cannot be closed, and modifying device information" (Li *et al.*, 2015:1973).

Due to the sorts of risks mentioned above, consumers have turned to ad-blocking software such as Adblock plus. Effective Measure (2017) reported that in a survey of 2987 respondents, 13.22% reported that they are currently using ad-blocking applications. The respondents gave the following five main reasons for using an ad-blocker: "1. Ads are annoying, 2. There are too many ads, 3. Ads are disruptive, 4. Concerned about security, 5. Ads slow down pages" (EM, 2017:1). Mobile advertisements should provide consumers with an option to opt-out or disclose how they can stop receiving messages in the future (Beneke *et al.*, 2011).

2.3.4 Mobile Advertising Message Elements

There are five elements that advertisers need to focus on when considering mobile advertising: content, personalisation, location, time and interactivity (Beneke *et al.* 2010). These elements are outlined below.

a. Content and Contextualisation

To implement a successful mobile advertising effort, it is critical to have the right message content. Content is the best element used in all media to attract and retain customers (Van der Walddt *et al.*, 2009; Jin & Villegas, 2008). Mobile advertising content must be developed carefully to persuade and effectively communicate with a consumer. Mobile devices have limited space and a constrained user interface; therefore, reading from a mobile device may involve more time and effort (Beneke *et al.*, 2011).

Barwise and Strong (2002) identified six types of mobile advertising content aimed at immediate response and long-term effects: brand-building, special offers, timely media teasers, requests, competitions and polls. Brand building aims to raise a brand's visibility and create salience; special offers are created to spread awareness of currently existing special offers; timely media teasers are used to build anticipation in the consumer's mind and encourage viewing or purchase; information requests encourage customers to remember or recall an event that requires them to purchase product or services; competitions encourage customers to engage with a mobile advertisement or purchase a product in order to win a prize; and polls also require customers to engage, for example, by requesting customers to vote on their mobile phones (Barwise and Strong, 2002). Although mobile devices have limited display space, advertisers must consider a high degree of creativity and variety; this can be implemented in text, video and images to create eye-catching content (Beneke *et al.*, 2011). Advertisements should also be relevant to the interest of consumers. Relevant content causes positive emotional experience and can be accepted by consumers (Van der Walddt *et al.*, 2009; Vigar-Ellis *et al.*, 2007). Youth markets have been identified to accept humour and surprise in advertising (Barwise & Strong, 2002)

b. Personalisation of content

Personalisation refers to understanding each individual's needs, preferences and lifestyle, to efficiently and knowledgably assist in satisfying those needs (Okoe & Boateng, 2015). This allows advertisers to identify individual customers' tastes and be able to serve them advertisements that are personalised and relevant (Kim & Han, 2014). Advertisers can personalise messages based on a consumer's location, local time and preferences (Tripathi & Siddiqui, 2010). Advertisers can also personalise information by looking at consumers' buying history and patterns, and get consumers'

attention by engaging with them in a way that they would like (Chowdhury, Islam & Rana, 2016). Personalisation is a strong supportive tool of informativeness and credibility (Kim & Han, 2014).

Mobile advertising facilitates the targeting of customers anytime and anywhere. Consumers generally have a personal relationship with their mobile devices and it has been established that mobile devices are rarely used by anyone other than their owners; therefore, content can be directed to a specific individual (Vatanparast & Asil, 2007). Mobile advertising can be effective if only relevant information is communicated to relevant or specific individuals. Personalisation benefits both advertisers and consumers because it adds value and decreases perceived risks (Beneke *et al.*, 2011).

Personalisation increases relevance in communication, and positively influences consumers' attitudes towards mobile advertising, based on the value they receive from an advertisement (Unal *et al.*, 2011; Dickenger & Haghirian, 2004). Personalisation ensures that customers are less overwhelmed with messages of little relevance.

Xu (2007) conducted a study in China and concluded that consumer attitudes towards mobile advertising in general had a direct relationship with their intentions to use mobile advertising, and that personalisation was one of the factors that affected their attitudes towards mobile advertising.

c. Location

Mobile advertising allows advertisers to target consumers based on their location, in order to persuade them to visit their nearby stores. Consumers carry their mobile phones with them almost permanently, which adds to the viability of advertisement localisation (Beneke *et al.*, 2011). Technology allows advertisers to trail a user's location, and customise services and promotional offers accordingly (Sadeh, 2002). A user's position can be obtained through different technologies: network-based positioning, short-range positioning (WiFi, Bluetooth, RFID, or infrared) and satellite positioning (Global Positioning Systems, GPS) (Chowdhury *et al.*, 2016; Leppaniemi & Karjaluoto, 2005). Consumers highly expect tailored and location-based services (Tripathi & Siddiqui, 2010), as people do not necessarily appreciate advertisements about products that are out of their reach.

d. Time

Consumers are able to read, communicate or socialise at their leisure on their mobile devices. It is important for advertisers to consider an optimal time and frequency to communicate with customers, to effectively reach them via this medium (Beneke *et al.*, 2011). Bamba and Barnes' (2007) study participants agreed that mobile advertisements should be sent at a specific time. This presents challenges to satisfying customer needs, due to customers preferring different times. Mobile advertising can be considered disruptive during the day (for instance students could be in the

classroom and get distracted, as could a person who is at work); therefore, the volume of SMS advertising should be limited to 2-4 messages per week (Bamba & Barnes, 2007; Tripathi & Siddiqui, 2010). Mobile advertising is less intrusive than phone calls; however, if not sent at appropriate times, they can cause disturbance (Tripathi & Siddiqui, 2010).

Time-based and location-based personalisation is likely to positively influence consumers' attitudes towards mobile advertising and their responsiveness to such advertising (Beneke *et al.*, 2011). Advertising must be done correctly, in a timely fashion and with relevance (Bamoriya & Singh, 2012).

e. Interactivity

Interactivity facilitates two-way communication between advertisers and consumers, resulting in mobile advertising being an effective marketing tool (Vatanparast & Asil, 2007). If consumers are able to instantly respond to advertisers, the speed of responsiveness is beneficial to advertisers and allows them to take advantage of consumers' impulses (Chowdhury *et al.*, 2016). An advertisement is most effective and memorable at the exact moment that a consumer is exposed to it, and this is when a consumer is most likely to respond or interact with the advert (Beneke *et al.*, 2011). Interactive responses and personalisation can be successful in obtaining impulse responses. An interactive element contained by mobile advertising allows cognitive responses, providing consumers with a platform to search for information (Beneke *et al.*, 2011). SMS advertising allows consumers to reply to an advertisement by SMS or a phone call. Video advertising, banner advertising and app advertising allow consumers to reply by clicking on an embedded link or URL to a web page.

2.4 Youth attitudes and perceptions towards mobile advertising

Solomon (2013) defines attitude as an enduring general assessment of people, objects or issues. Attitude is also defined as a mental state used to structure the way an individual perceives the environment, and which guides their response towards such an environment (Tsang, Ho, and Liang, 2004). Mehta and Purvis (1996) described how attitude towards an advertisement in general can influence advertising success. Bauer *et al.* (2005) suggest that attitudes towards advertising, in general, will have an impact on attitudes towards mobile advertising.

Perception builds on how people interpret things through a sense of an event or relationship. This includes people's previous experiences, likes, dislikes, beliefs and feelings (Van der Walde *et al.*, 2009). Perception is defined as the way in which people perceive or view an idea, or an environment, and then process that idea based on their conclusion on different factors (Blank, 2015).

This study explores the attitudes and perceptions of rural youth towards mobile advertising. It looks at how they view mobile advertising and investigates their conclusions on mobile advertising, as well as factors that influence their views of mobile advertising.

All consumers want to be in control of their buying behaviour, have explicitly given permission to be contacted, and only receive relevant, timely personalised advertising (Yaniv, 2008). Consumers have a highly personal relationship with their mobile phones; therefore, mobile advertising should be approached with care (Beneke, 2011). The study by Beneke (2011) also explains how mobile advertising is an exceptionally effective marketing tool in communicating with and reaching the youth market. The youth market has been found to be interested in venturing into different things that are seen to be innovative and open to adopting new ways and new technologies (Kumar & Lim, 2008).

A number of studies have explored mobile advertising in relation to the youth market, as outlined below. (In discussing some of these studies, brief mention is also made of the theories drawn on by the researchers. Such theories are discussed in more depth in Section 2.5).

A study conducted by Carroll, Barnes, Stuart, Scornavacca and Fletcher (2007) at the University of New Zealand found that the youth accepted mobile advertising, based on factors such as message content, permission, service providers and frequency of messages. Young people are said to have a very close (intimate) relationship with their mobile phones; this encourages marketers to communicate with the youth at any time (Okazaki & Taylor, 2013). Jenkins (2006) explained that young people are open to, and skilful with regards to, technologies and can adapt to technologies quickly; therefore, marketers must attempt to engage with them via their mobile phones.

Another study, of Korean and American university students, suggested that there was a positive relationship between SMS advertising and consumer attitudes (Muk, 2007). The study concluded that the Korean youth had more positive attitudes towards mobile advertising than American youth (Muk, 2007).

Tripathi and Siddiqui (2010) used the Advertising Research Foundation (ARF) Model to measure the effectiveness of mobile advertising in India. Their study showed that mobile advertisements were not considered informative, did not satisfy consumers' personal needs, were sent at inappropriate times and were cluttered. The study concluded that mobile advertising was seen to cause disturbance, waste consumers' time and invade their privacy.

Unal, Ercis and Keser (2011) conducted a study in Turkey, to determine the difference in attitudes towards SMS advertising in youth and adult markets. They found that the youth market considers mobile advertising to be more irritating than the adult market does; however, the youth market is also positive about mobile advertising because they consider mobile advertising to be more personalised

than other forms of advertising, and they thus consider mobile advertising when making purchase decisions. The study also used the Ducoffe Extended Model to analyse the data and found that advertisements that included all four elements (that is, informativeness, entertainment, credibility and irritation), and that were sent with permission, received positive feedback and positively influenced consumers' attitudes towards mobile advertisements.

Le and Nguyen (2014) used the affect, behaviour and cognitive [ABC] model of attitudes to investigate attitudes towards mobile advertising in Vietnam, and found that consumers had moderate attitudes towards mobile advertisements. Although consumers did not have positive emotions when they saw mobile advertisements, most of them agreed that mobile advertisements helped them collect some information about products and services. The study also used the Ducoffe Extended Model [DEM] to analyse the results. The researchers found that credibility and entertainment were the only factors affecting attitudes towards mobile advertising, with informativeness and irritation not playing a part. This conflicts with Van der Waldt *et al.* (2009), who found that all four elements highly influence consumer attitudes towards mobile advertising.

In South Africa, Donga (2017) conducted a study to investigate consumer acceptance of mobile marketing through mobile phones among university students. The study found that mobile advertising was an evolving channel and that young consumers were aware of this medium. The main conclusion was that mobile advertising acceptance was influenced by factors such as privacy, trust, relevance, risks, location and shopping style.

Van der Waldt *et al.* (2009) investigated the attitudes of young consumers towards SMS advertising, using the ABC model of attitudes. The study explains how attitudes towards SMS advertising affect both the success of SMS advertising campaigns and the buying intentions of consumers who are exposed to these SMS advertising campaigns. The study concluded that it was important for marketers to understand the targeted audience, due to neutral perceptions that the youth market had towards SMS advertising (Van der Waldt *et al.*, 2009). The study also used the Ducoffe Extended Model (informativeness, credibility, entertainment and irritation) to analyse the results and found that all four elements played an important role in influencing consumers' attitudes towards mobile advertising.

Du Plessis (2010) identified that the youth market has adopted rich media, inexpensive mobile communication and internet-based applications. The study focused specifically on Mxit as a mobile advertising platform and concluded that Mxit was a powerful advertising tool, offering simple and affordable accessibility (Du Plessis, 2010). It also indicated that South African youth use mobile phones to interact with their family and friends and repeatedly access digital content, and that the key is to keep them interested and to communicate relevant information to them (Du Plessis, 2010). The

study focused on one mobile advertising platform, Mxit, laying groundwork only for that specific advertising medium.

Another South African study (Dalton, Sickie, & Weldon, 2009) describes the youth as a developed market because they use the internet to obtain any form of information they need. However, Jordaan, Ehlers and Grove (2011) caution that just because the youth are highly targeted through that medium, it does not mean that they have positive attitudes towards the advertising medium. Furthermore, youth in different contexts may have different attitudes towards mobile advertising. Therefore, this study investigates how South African youth in rural communities feel towards mobile advertising.

One of the studies conducted amongst South African university students concluded that there was a negative attitude towards SMS advertising, with the students seeing SMS advertising as irritating (Van der Waldt *et al.*, 2009). The youth market should be reckoned with and their perceptions of mobile advertising must be of significant importance to advertisers. The youth market's relationship with mobile advertising and online shopping should also be an important factor considered by advertisers, before they reach and communicate with them (Jordaan *et al.*, 2011).

Looking at the above-mentioned South African studies, they are mostly done in the following provinces: Gauteng, KwaZulu-Natal and the Western Cape (and specifically in their big cities). Accordingly, there is a lack of such research in other provinces, and specifically in rural contexts. It is important to conduct similar research in a different environment (rural) from the ones that are generally used (urban) so that it can be investigated if both rural and urban youth share similar attitudes and perceptions of mobile advertising. As previously mentioned, youth in rural environments may face unique socio-economic challenges and lifestyles (Lesitaokana, 2014), which may influence their responses towards mobile advertising. For example, rural settlements may have limited infrastructure to support online shopping/deliveries, which may affect youth attitudes towards mobile advertising. Furthermore, most previous studies have been conducted using quantitative approaches, and have been skewed towards SMS advertising and Mxit advertising (Van der Waldt *et al.*, 2009; Vigar-Ellis *et al.*, 2007; Jordaan *et al.*, 2011). The use of a different methodological approach (this study adopts a qualitative approach) may enable different perspectives on mobile advertising to be uncovered. Similarly, considering multiple forms of mobile advertising (not just SMS and Mxit advertising), as this study does, may provide additional insight. A further point of difference between this study and other studies of youth and mobile advertising is that other studies (for example, Donga, 2017; Van der Waldt *et al.*, 2009; and Vigar-Ellis *et al.*, 2007) have tended to focus on university-going youth only, while this study includes both students and non-students as participants.

2.5 Theoretical Framework

As mentioned in the preceding section, researchers have drawn on a variety of theories to frame their studies of mobile advertising. This section focuses on explaining those theories used to guide this study, and provides justification for the choice of the selected theories.

2.5.1 The Advertising Research Foundation (ARF) Model

The ARF Model was used by Tripathi and Siddiqui (2008) to measure the effectiveness of mobile advertising in India. This model was used in this study to guide the development of the focus group questions that were used to investigate the attitudes and perceptions of rural youth towards mobile advertising.

In 1961, the Advertising Research Foundation (ARF) published their first model comparing different advertising media, responding to the need in the advertising community (Harvey, 1997). The original ARF Model contained six levels of advertising effects: (1) *vehicle distribution*, (2) *vehicle exposure*, (3) *advertising exposure*, (4) *advertising perceptions*, (5) *advertising communication*, and (6) *sales*. The model was revised in 2001, taking into account new digital media, creating two more stages and resulting in eight orderly ranked levels of advertising (ARF Committee, 2001). The revised model accommodates the following advertising effects: (1) *vehicle distribution*, (2) *vehicle exposure*, (3) *advertising exposure*, (4) *advertising attentiveness*, (5) *advertising communication*, (6) *advertising persuasion*, (7) *advertising response* and (8) *sales response* (ARF Committee, 2001).

Figure 2-1 illustrates the revised ARF Model with eight levels that can be used to measure media performance. The levels are coloured and numbered according to the increasing order of advertising relevance (ARF Committee, 2003). The levels are laid out in an easily observable format for comparison purposes, and not necessarily consecutively (ARF Committee, 2003).

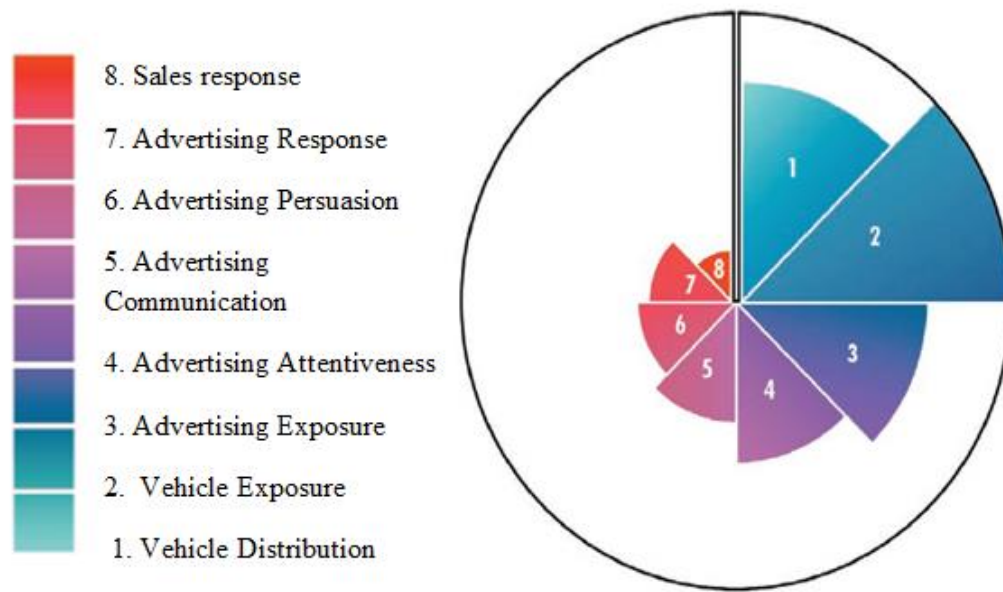


Figure 2-1: The revised ARF Model

Source: ARF (2003, p. 334-342)

These first two levels (vehicle distribution and vehicle exposure) specify the indication of the prospective knowledge of the media among consumers. Vehicle distribution means the number of external components in which advertising is dispersed and vehicle exposure relates to the number and types of people that are exposed to an advertisement vehicle (ARF Committee, 2003). Vehicle exposure experiences different problems with measurement because it describes open eyes and ears confronted by the vehicle, but does not specify engagement (ARF Committee, 2003). When considering vehicle exposure in relation to mobile advertising, measurement techniques include online page views and not necessarily engagement with a specific advertisement (ARF Committee, 2003). Tripathi and Mittal (2008) advised that the first two levels were mostly used in the marketing communications industry. These levels help when understanding rural youth's behaviours when exposed to online pages/web browsers and not necessarily a specific advertisement.

Once consumers are exposed to a vehicle, in this study for example, mobile advertising, they will then be exposed to a specific advertisement. The ARF Committee (2003) explains advertising exposure as the extent to which consumers are exposed to a particular commercial and not the media as such (Tripathi & Mittal, 2008; Heinonen & Strandvik, 2006). This level excludes people who are exposed to the vehicle but not exposed to the exact advertisement and it is described as the highest level of measurement (ARF Committee, 2003). However, in this study, participants were asked about their attitudes and perceptions towards mobile advertising as an advertising vehicle, and not towards a specific mobile advertisement.

When consumers are exposed to mobile advertisements, in this case, web banner, SMS, mobile application advertising and others, it is important to understand if they actually pay attention to this form of advertising. According to the revised ARF Model, advertising attentiveness has been contemplated to evaluate the extent to which consumers exposed to the advertising are paying attention or focusing on the advertising message (ARF Committee, 2001). This helps to identify if the rural youth actually pay attention to or focus on mobile advertisements in general. If consumers pay or do not pay attention to mobile advertising, the next step is to understand the reason behind that behaviour. This leads us to the fifth effect that is advertising communication. Advertising communication evaluates the extent to which the consumer understands and retains the message that is being exposed to them (ARF Committee, 2003). This supports the fourth level (advertising attentiveness) because if the advertisement or message being communicated is not effectively communicated, it can result in consumers paying less attention to advertising in general. Once communication is established, consumers must be persuaded by the communication or information that was communicated to them and be able to respond. This is covered by the sixth level (advertising persuasion) and seventh level (advertising response). Advertising persuasion determines the advertising response constructed by the shift in attitudes and intentions after advertisement exposure (ARF Committee, 2001). This level will help answer the research question (attitudes and perceptions towards mobile advertising) by understanding if mobile advertising influences any form of engagement after advertisement exposure. In the old model, the first level that included consumer reaction was advertising perception, that is, how many consumers noticed the advertising (Harvey, 1997). Our responsiveness to advertising refers to the fourth level (attentiveness) but continues to the fifth level (communication) and sixth level (persuasion), resulting in the conclusion that these three levels of advertising are closely related (Tripathi and Mittal, 2008).

The seventh level is advertising response, which supports the sixth level, advertising persuasion. This level measures consumer action and response after being exposed to advertising vehicles (ARF Committee, 2003). This level measures engagement with the vehicle. In mobile advertising, advertising response measures the number of people who were exposed to an advert (page views), the number of people who interacted or engaged with an advert, the number of clicked (clicks). This is described as the click through rate (ARF Committee, 2003). This level is mostly important because it signals involvement.

After consumer's engagement with an advert, their response can either be to acknowledge the advertisement or decide to make a purchase now or in the future or to not make a purchase. This is supported by the last level, sales response, which focuses on the actual purchase of the product or service that is influenced by the advertisement (ARF Committee, 2003). This level helps determine the influence that mobile advertising has on the rural youth buying behaviour. Sales response

confirms if any of the participants have bought a product or service under the influence of a mobile advertisement. This element is influenced not only by advertising, but also by other factors such as consumer preference, product availability, purchase price and market conditions (ARF Committee, 2003). This element is considered the most important or relevant element to the advertiser – because it contributes to the advertiser’s profits, return on investment and consumer time value – but is also the least dependant on advertising and media effects alone (Grover & Vriens, 2006). For this reason, this study did not focus on this level; however, participants were asked if mobile advertising had previously influenced them to buy a product or service.

2.5.2 The ABC model of attitudes

Van der Walldt *et al.* (2009), Le and Nguyen (2014) and McLeod (2014) all used the ABC model of attitudes to investigate attitudes towards mobile advertising. This model splits attitudes into three elements: affect, behaviour and cognition. The ABC model of attitudes was used in this study as a support to the ARF Model when developing focus group questions to understand the rural youth participants’ views of mobile advertising.

Consumers’ perceptions of advertising tend to affect their attitudes towards mobile advertising (Le & Nguyen, 2014). When looking at consumers’ perceptions and attitudes towards products or services, we can use the ABC model of attitudes (Figure 2-2). These three elements work together to produce a human experience.

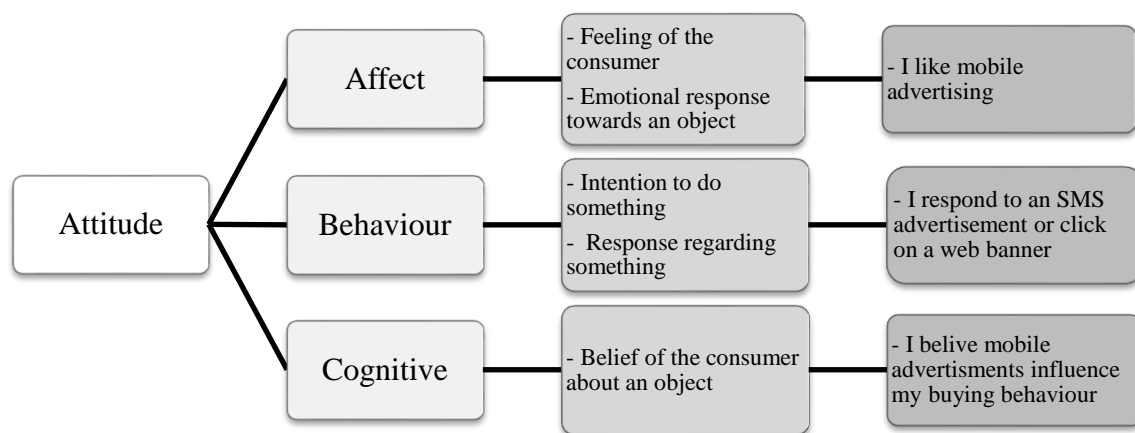


Figure 2-2: The ABC model of attitudes

Source: Zickermann (2014:62)

An affective feeling, mood or emotion is described as an internal, evaluative and motivational preference of a consumer (Zillig, Hemenover & Dienstbier, 2002). The affect is the feeling of the consumer, an emotional response towards an object (Le & Nguyen, 2014). Affect should always be

checked or considered to enhance consumers' ability to function efficiently and make the right decisions when purchasing products. It also helps consumers to engage appropriately with their behaviours and perceptions of a given product or situation (Zillig *et al.*, 2002). Emotions work concurrently with the cognitive process about an attitude towards an object, identifying an object cannot simply determine an individual's attitude and beliefs towards that object (Jain, 2014).

Once consumer's feeling, mood or emotion is determined, they show behaviour, either positive or negative. Consumers interact and influence each other. Behaviour has been referred to as the intention to do something or an interaction. It involves a person's response regarding something and consists of actions or observable responses resulting from an attitude towards an object (Jain, 2014). Note that behaviour in this study is measured as a reported response towards mobile advertising, and not actual behaviour.

To support a response (behaviour) consumers go through a cognition stage. Cognition is a mental activity of processing information, and using that information when making a judgement. It refers to the belief or thought of the consumer about an object (Le & Nguyen, 2014). This means that consumers go through this effect when they are about to make a purchase.

The above mentioned three components have a close relationship with each other and help to successfully maintain and enhance interaction, either with other consumers or products (Solomon, 2013).

Le and Nguyen (2014) used web-based surveys, mail survey and paper-based questionnaires to conclude their findings on the hypothesised factors (informativeness, entertainment, irritation and credibility). This study uses data gathered via focus group discussions.

Both the ABC model of attitudes and the ARF Model have been used to investigate consumers' attitudes and perceptions towards mobile advertising.

Tripathi and Mittal (2008) used the revised ARF Model to investigate the impact of mobile marketing in India and compare the different types of media that were being used. Their objective was to gain insight into users' perception of mobile advertising and whether it impacts their purchase decisions, taking into cognisance the impact of demographic factors such as age, gender, and occupation. The ARF Model is used in this study to investigate the attitudes and perceptions of mobile advertising among rural youth in the Limpopo province, to help marketers gain an advantage or knowledge towards this market. The revised ARF Model helps to investigate and analyse the attitudes and perceptions of rural youth on mobile advertising, by mainly focusing on the following levels: *vehicle exposure, advertising attentiveness, advertising communication, advertising persuasion and advertising response*. The ARF Model can help to identify if rural youth are exposed to mobile

advertising and if they actually pay attention to or focus on an advertisement after exposure. The study also explores whether these youths recall advertisements after exposure and if their buying behaviour is influenced by the advertisements. Lastly, the study looks at mobile advertisement engagement; such engagement includes clicks on mobile banner advertisements or mobile app advertisements where they can click through to a URL link and get more information on the advertisement as a form of engagement (ARF Committee, 2003). SMS engagement takes place when users call back the advertiser or reply to an SMS that is sent to get additional information; this response is measured by response in general (ARF Committee, 2003).

The ABC model was used by Le and Nguyen (2014) to study consumer attitudes towards mobile advertising, and mobile advertising factors that contribute to consumer attitudes. The affect level focuses on the feeling of the consumer, an emotional response towards mobile advertising, such as if they find it interesting, irritating or informative (Le & Nguyen, 2014). Behaviour looks at their intention to engage or respond to mobile advertising. It will involve the number of times they actually reply to an SMS advertisement or click through on a web banner (Jain, 2014). Cognition focuses on what the youth believe about mobile advertisements (Le & Nguyen, 2014).

2.5.3 The Ducoffe Extended Model

Many studies (for example, Nandagopal *et al.*, 2012; Bamoriya & Singh, 2012; Unal *et al.*, 2011; Van der Waltdt *et al.*, 2009; Tripathi & Siddiqui, 2010; Tsang, Ho & Liang, 2004) have used the Model of Attitudes towards Online Advertising, also known as the Ducoffe Extended Model, to investigate and analyse the relationship between attitude and mobile advertising. This model was only used in this study to help analyse the findings on the attitudes and perceptions of rural youth towards mobile advertising.

In 1995, Ducoffe developed a model for how consumers assess the value of advertising, based on the following factors: informativeness, entertainment, and irritation (Gangadharbatla & Daugherty, 2013). Mackenzie and Lutz (1989) suggested an additional factor, credibility, and argued that it was important that advertisements were perceived as believable and truthful by consumers (Javadi, Amirosadat, Balochiyan, & Liravi, 2012). According to this model, as shown in Figure 2-3, the four factors can be used to measure the perceived value of mobile advertising in consumers' minds and to understand how this affects consumer attitudes towards mobile advertising.

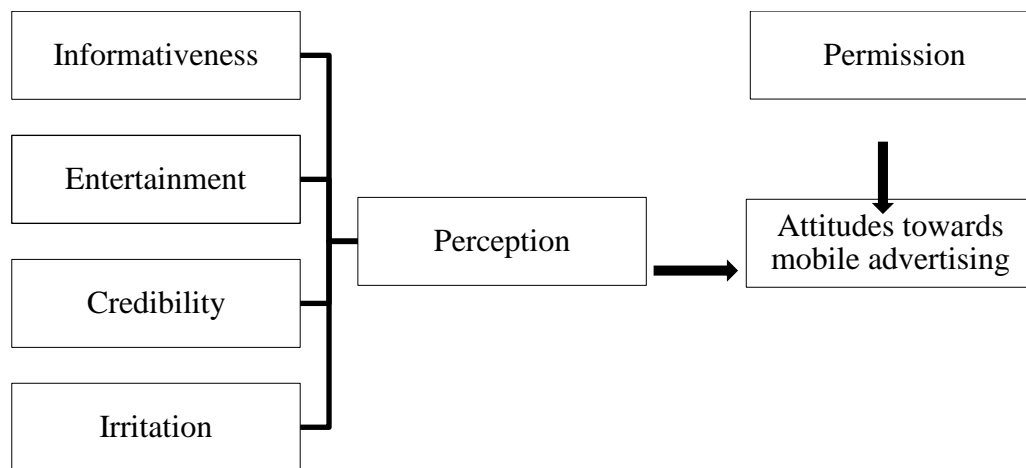


Figure 2-3: Ducoffe Extended Model

Source: Tsang, Ho and Liang (2004:64)

a. *Informativeness*

The primary function of advertising is to provide information to consumers. Advertising seeks to inform customers of a variety of things: products (price, new features, and discounts), services and ideas (Bamoriya & Singh, 2012; Van der Waladt *et al.*, 2009). Advertisers can retain customers by providing them with accurate information (De Silva & Yan, 2017). Bombarding customers with too much information does not necessarily make advertising informative. It is important to provide quality information that is necessary, and to avoid false information (De Silva & Yan, 2017).

Nandagopal *et al.* (2012) used the Ducoffe Extended Model to investigate Coimbatore city's customer attitude towards mobile advertising. The research found that customers had a positive attitude towards mobile advertising, and that informativeness was the most important factor when customers considered mobile advertising (Nandagopal *et al.*, 2012; Unal *et al.*, 2011). Van der Waladt *et al.* (2009) found a positive relationship between consumers' attitudes and perceptions towards mobile advertising. However, a study in Bangladesh reported controversial findings, stating that there was a negative relationship between informativeness and consumers' attitudes. The study explained that consumers who received too much information in mobile advertisements were unhappy with having to read the whole advertisement on their small-sized screens (Chowdhury, Parvin, Weitenberner & Becker, 2006).

b. *Entertainment*

Entertainment is an attractive feature of a message (De Silva & Yan, 2017). Advertisers must send information that is concise and entertaining to gain consumer attention and interest instantly. Entertainment can convince consumers that advertising is interesting, and positively influence their

attitudes towards mobile advertising (Chowdhury *et al.*, 2016). Entertaining communication can add value for customers, and increase customer loyalty. Due to people's natural playfulness, customers would be happy with interactive games and rewards that influence participation (Ul Haq, 2012).

Entertainment was found to have a positive influence on consumers' perceptions and attitudes towards mobile advertising (Unal *et al.*, 2011; Van der Waladt *et al.*, 2009; Tsang, Ho & Liang, 2004). Consumers find entertaining mobile advertisements fun and attractive, and they enjoy looking at or listening to them (Tripathi & Siddiqui, 2010).

c. Credibility

Credibility refers to the perceived integrity and reliability of an advertisement (Unal *et al.*, 2011). Credibility builds a foundation for an effective advertisement, and allows advertisers to build relationships with consumers (De Silva & Yan, 2017). It shows consumer reaction towards the advertising content and their perception of the believability and truthfulness of the advertisement (Bamoriya & Singh, 2012).

Consumers' attitude towards mobile advertising is positively correlated with consumers' perceptions of the credibility of mobile advertising (Unal *et al.*, 2011; Van der Waladt *et al.*, 2009; Tsang, Ho & Liang, 2004). Tripathi and Siddiqui (2010) found that many consumers felt that many advertisements attempted to show perfection and did not provide truthful information, which resulted in consumers not believing mobile advertisements. The study also explained that many consumers rated mobile advertising as less reliable than other types of advertising.

d. Irritation

When consumers are uncomfortable, annoyed, offended or feeling manipulated by an advertisement, they are irritated (Tsang, Ho & Liang, 2004). Due to the relatively low cost of mobile advertising, advertisers tend to send plenty of advertisements to customers without considering their privacy and other concerns. As a result, some consumers feel annoyed by mobile advertisements (Chowdhury *et al.*, 2016). Consumers then develop a negative attitude towards mobile advertising and perceive it as unwanted and irritating (Bamoriya & Singh, 2012; Xu, 2007; Unal *et al.*, 2011).

Studies conducted by Tsang, Ho and Liang (2004) and Van der Waladt *et al.* (2009) support that irritation has a negative influence towards consumer's attitudes on mobile advertising. These studies found that consumers who were irritated by specific mobile advertising or advertisers had a negative attitude towards receiving mobile advertisements in general. Only adverts sent with permission were favourably received. Vigar-Ellis *et al.* (2007) conducted a study at UKZN, in which 45% of respondents indicated that they found SMS advertising useful and informative, and only 34.4% found

SMS advertising irritating. Irritation has a negative correlation with credibility - when customers are constantly bothered or irritated by a specific advertiser, they start questioning the reliability of the information communicated (Nandagopal *et al.*, 2012).

The Advertising Research Foundation Model, the ABC model of attitudes and the Ducoffe Extended Model were selected for this study based on their use in similar studies done in other countries. The models are used to explore rural youth responsiveness towards mobile advertising in Limpopo, South Africa. These three models support the research questions and the objectives of the study.

2.5.4 Conceptual Model of this study

The conceptual model is based on the ARF Model, ABC model of attitudes and the Ducoffe Extended Model, and highlights which specific elements of these three models were mainly drawn on in this study. According to the model, shown in Figure 2-4, specific elements were used by linking to each other to best find the attitudes and perceptions of rural youth towards mobile advertising.

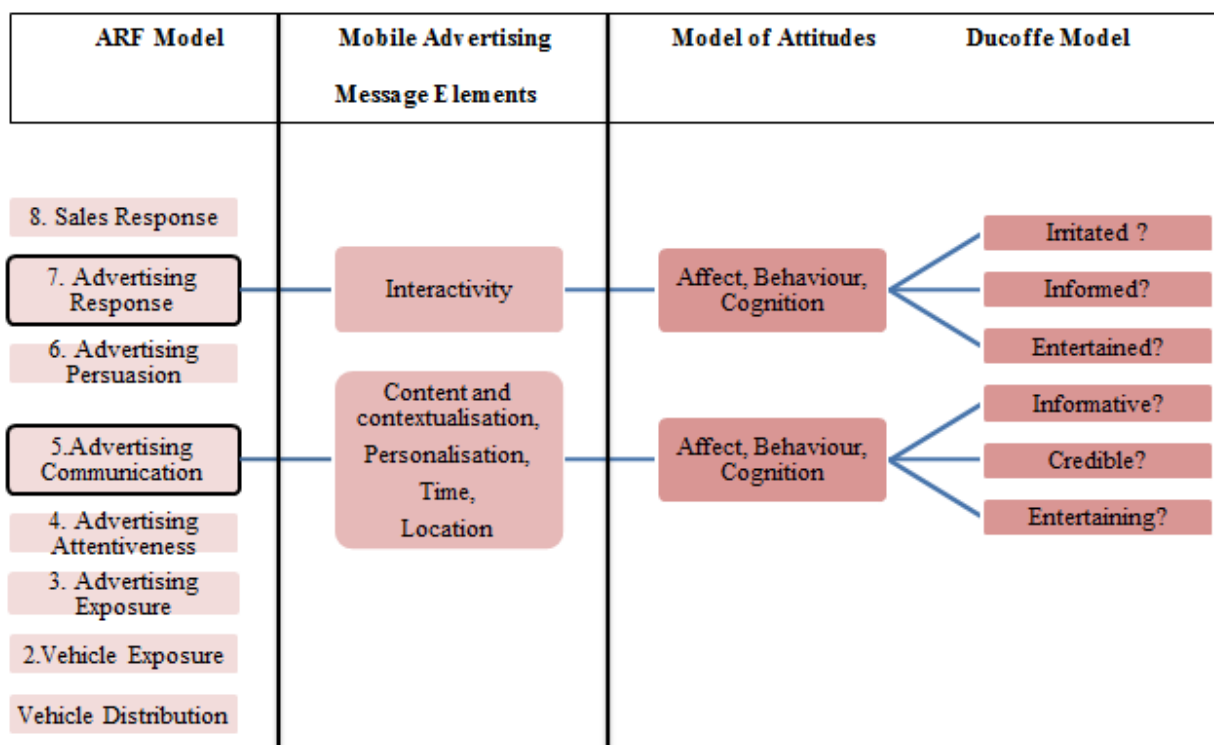


Figure 2-4: Conceptual model

The three models were selected to help understand and analyse the attitudes and perceptions of rural youth consumers towards mobile advertising. All elements of the ARF Model were used to derive this study's research questions with special attention given to element 5 (advertising communication) and element 7 (advertising response). Advertising communication was selected as a major element for the researcher to understand if consumers' attitudes towards mobile advertising were influenced by the

first four mobile advertising message elements (content and contextualisation, personalisation, time, and location) that constitutes to effective communication.

Advertising response was also selected as a major element for the researcher to understand if consumer's attitudes towards mobile advertising were influenced by the fifth mobile advertising message element (interactivity). This element helps the researcher to understand participants' engagement with mobile advertising.

The two major selected elements from the ARF Model were linked to the ABC model in order to understand participants' affect, behaviour and cognition after experiencing a mobile advertising communication and their response towards that communication.

To analyse participants' responses, The Ducoffe Extended Model was used to analyse and understand if its four elements (informativeness, entertainment, credibility and irritation) had an influence on participants' attitudes, either positive or negative.

2.6 Conclusion

This chapter provided a definition of mobile advertising, and considered the benefits as well as the challenges faced when using this medium. It also discussed the literature and theory pertinent to the study. The review of the literature covered aspects such as mobile advertising message elements (such as content and contextualisation, personalisation of content, location, time and interactivity), that help in identifying consumers' responses towards mobile advertising. Findings from previous studies related to South African youth's attitudes and perceptions towards mobile advertising were also covered, and showed that most South African youth in urban locations have negative attitudes towards mobile advertising. Gaps in the literature (such as the lack of studies in South Africa focusing on forms of mobile advertising beyond SMS and Mxit, as well as a lack of focus on rural youth) were highlighted. In terms of theory, three models were discussed, previous applications of these models in studies of mobile advertising were highlighted, and the relevance of these models to the current study was shown. This study used the ARF Model and the ABC model of attitudes to develop the research instrument, and then used the Ducoffe Extended Model to help analyse the data that was collected. As seen in this chapter, many studies investigating the youth market's attitudes towards mobile advertising have used similar frameworks.

Chapter Three sets out the methodological approach followed in this research study. It discusses the sampling, data collection and analytical strategies used, as well as ethical considerations and limitations relating to the methodological approach.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter sets out the methodological approach adopted in order to gain an understanding of the attitudes and perceptions of rural youth towards mobile advertising. Aspects such as the research design and approach, the target population and sampling, methods of data collection and analysis, as well as quality and ethical considerations, are covered in the following sections.

3.2 Aim of the research

This study aimed to explore the attitudes and perceptions of rural youth towards mobile advertising. Its relevance is supported by the lack of similar studies in South Africa (previous studies of mobile advertising have tended to focus on university students in large urban centres). This research aimed to begin to address this gap in the South African context by considering the perspectives of youth (students and non-students) who are located in more rural settings. The findings may provide insights to advertisers on how to effectively use mobile advertising when targeting the rural youth market.

The study aimed to investigate the following questions:

- *To what extent are rural youth exposed to mobile advertising?*
- *How attentive are they to such advertising?*
- *What is their understanding of mobile advertising messages?*
- *How persuasive do they consider such advertising to be?*
- *How do they respond to such advertising?*

The rest of this chapter explains and justifies the methodological choices that the researcher made in order to address the above questions.

3.3 Research design

This study can be described as both exploratory and descriptive. A descriptive study aims at enlightening people on ongoing issues or problems using a data collection procedure that enables the description of a situation. It identifies, analyses and reports patterns within data (Vaismoradi & Turunen, 2013). This research attempted to identify and describe the attitudes and perceptions of consumers (rural youth) towards mobile advertising. An exploratory study serves as a tool that helps

the researcher to thoroughly understand an issue (Kowalczyk, 2015) about which not much is already known. Since there is a lack of similar research in South Africa, this study could lay the groundwork for future research, and help connect ideas to thoroughly understand the attitudes and perceptions of rural youth towards mobile advertising.

3.4 Research approach

This research adopted a qualitative approach. Qualitative research helps to identify patterns, describe events and move inquiry towards more meaningful explanations (Thomas, 2010). Qualitative research seeks answers to questions that emphasise how social experience is created (Denzin & Lincoln, 1998). This study adopted a qualitative research approach in order to identify the attitudes and perceptions of rural youth towards mobile advertising; this includes their exposure to this form of advertising, as well as their experiences with mobile advertising. Qualitative research is pertinent in helping to identify the rural youth's knowledge, experiences and behaviours towards mobile advertising and what it means to them. Sekaran and Bougie (2009) explain that qualitative research methods involve data gathered in response to open-ended questions, or via observations. These methods agree, disagree or challenge theories that allow people to understand different behaviours that they already know or observe (Conroy, 2010). This definition helps explain that, with the use of focus groups as a tool of qualitative research, the researcher is able to make a conclusion on the attitudes and perceptions of youth in rural communities towards mobile advertising.

The methods used in qualitative research aim to get at the feeling, meaning, and description of the situation. A qualitative study is effective when collecting specific information about the values, opinions, behaviours and social contexts of a specific population (Sekaran & Bougie, 2009). A qualitative study was therefore considered to be relevant to this study, as it allowed a greater potential to gain more understanding based on rural youth's attitudes and perceptions along with their feelings towards mobile advertising.

3.5 Study site

The study was done in the Limpopo province, in two small cities/towns (Thohoyandou and Turfloop). This enabled access to rural youth, both students and non-students. Specifically, the study included students at the University of Venda (UniVen) and the University of Limpopo (UL), as well as non-student youth in the surrounding locations. This was motivated by the idea that other studies of youth and mobile advertising have been based solely on university students (for example, Van der Waldt *et al.*, 2009 and Vigar-Ellis *et al.*, 2007). Although universities provide a concentration of youth, which gives the researcher easy and convenient access to the population of interest, focusing only on university-going youth means that the perspectives of other youth are overlooked. Therefore,

including university-going and other youth in this study allowed for a more diverse range of perspectives to be uncovered.

Thohoyandou is located in the centre of the Thulamela Local municipality. It is situated in the south of Venda, on the main road between Louis Trichardt and the Kruger National Park. UniVen is situated in the center of Thohoyandou (Limpopo Tourism Agency, 2000). Although Thohoyandou is known as one of the small towns in Vhembe, in 2011 the area had a population of 69 453 and comprised 17 354 households, with the majority of the population speaking Tshivenda (Census, 2011). The place is made up of small sections and villages, with people and livestock living in these locations (Louw, Vermeulen & Madevu, 2006). While some sections that surround the city are not as rural (they have tarred roads and access to shops), there are also villages like Maungani, Ngovhela, Dzingahe, Tswinga and many more where people farm and depend on natural resources.

Turfloop is situated in the Polokwane Local Municipality in the Limpopo province. This small town is also referred to by its former official name, Mankweng. The University of Limpopo (UL) is a merger of the University of the North and the Medical University of South Africa (MEDUNSA); the study focused on the Turfloop campus, which is located just 30 kilometres east of Polokwane (Polokwane Local Municipality, 2016). In 2011, Turfloop had a population of 33 738 and comprised 10 303 households; the majority of the population speaks Sepedi (Census, 2011) and the area is referred to as rural (Mathebula, 2016). In 2010, Polokwane Local Municipality reported that Turfloop has the smallest percentage of people earning income compared to locations such as Moletji and Polokwane.

While UniVen is located in a rural town around small villages, UL is situated just outside the capital city of Limpopo; however, its fundamental aim is to be a leading university that addresses the needs of the African rural communities (UL, 2016). The selection of the study sites was based on such considerations.

3.6 Target population

In research, a population refers to an aggregate or totality of all potential participants of a specific study. The population for this study comprised rural youth (students and non-students), born and raised in the selected/surrounding rural communities, and currently residing in Thohoyandou and Turfloop, aged 18-25 years, and owning a mobile phone (whether a feature phone or smartphone). The Nielson Norman Group (Meyer, 2016) suggests that individuals between the ages of 18 and 25 are the millennial generation who were born in the digital era (they grew up with access to digital communication). The Nielson article notes that the 18-25 age groups is an important technology user group and that many of them are studying towards degrees, starting careers, starting families, or buying houses. Specifying this age restriction for the target population aims to supply a more cogent

group, making the comparison between the participants more relevant. This market is starting to earn money and is comfortable spending it online (Meyer, 2016). Rural youth selected for this study are currently full-time students and non-students. While most of them are not yet employed, they may receive a monthly allowance as their monetary income that they use to buy products and services.

3.7 Sampling

A sample is a subset of the population, comprising some members that are selected from it to participate in a study.

3.7.1 Sampling method

The study used a non-probability sampling method, purposive sampling, to select participants. Non-probability sampling helps researchers identify and select the most suitable candidates from a population (Battaglia, 2011), in order to constitute a sample. Sekaran and Bougie (2009) explain purposive sampling as a method used to select participants by grouping them together according to preselected criteria that are relevant to the research. With purposive sampling, selection of participants relies on the researcher's judgment (knowledge of the population and purpose of the study) and provides researchers with strong conceptual reasons for their choices of participants to be included in a sample (Battaglia, 2011). Conroy (2010) describes purposive sampling as a strategic method that encourages an attempt to initiate a good correlation between sampling and research questions. Purposive sampling is used when focusing on participants who are known to have experienced the phenomenon of interest. Individuals' experiences must be explored in-depth and avoid generalisation of the experiences (Rampou, Havenga & Madumo, 2015).

In this study, the researcher made a judgment and selected participants with the main focus being participants' different characteristics that best answered the research question. The participants were selected according to where they were born, raised and reside. All participants were born and raised in the two selected towns or surrounding rural areas, and at the time of the study they all resided in one of the two selected towns. They were also selected according to the kind of phone they use, feature phone or smartphone. Diversity of the sample (in terms of criteria such as age and gender) was also considered when selecting participants. In order to recruit the non-student participants, the researcher asked the student participants for referrals.

3.7.2 Sample

As noted above, the sample included both male and female participants so as to avoid gender imbalance. Every participant was required to have a mobile phone (either a feature phone or smartphone), to reside in the selected towns and, if studying, to be a student at one of the two specified universities and aged between 18 and 25 years. It was confirmed during the introductory

questions of the focus groups that all participants did in fact meet these criteria (that is, they all had a mobile phone, and they were all born, raised and lived in or were from surrounding rural areas and currently residing in the two selected towns).

3.7.3 Sample size

It is important to determine the number of people to be studied when planning any investigation, as this helps when answering the study objectives. The study should not be too large, to avoid wasting resources and to make the study feasible; at the same time, one should ensure that the study is not too small; to avoid failure in detecting important effects (Degu & Yiqzaw, 2006). The nature of this study was a small-scale exploratory qualitative study. The number of participants chosen was dependent on the type of approach used in this study, material, time, resources and the number of researchers involved. Daymon and Holloway (2011) note that most qualitative studies consider a sample of between four and 40 because a qualitative study can consist of a small number of sample units if they are studied in depth, and if saturation is reached. The success or quality of the study does not depend on the sample size (Daymon & Holloway, 2011).

Taking the above into consideration, a sample size of between 30 and 50 was felt to be appropriate. The final number of participants actually taking part in the study was dependent upon the point at which data saturation was reached, that is, the point at which additional participants were not adding any new information or findings. The researcher selected 38 participants to take part in this study, with the intention of selecting further participants later on, if saturation was not reached. It emerged that saturation was reached using the 38 participants, as participants were providing similar input. The researcher felt that new participants would not add new information and, as a result, the sample size was left at 38 participants.

Of the 38 participants, 18 were selected from Thohoyandou and 20 from Turfloop. For each town, participants were divided into three focus groups, of which two comprised university students and one comprised non-students. The logic behind this decision to include non-students as well as students was to provide an opportunity to understand the potentially different attitudes and perceptions of students and non-students towards mobile advertising in depth. However, more students were selected because most research on youth and mobile advertising has focused on students.

Five of the six focus groups comprised six participants and one comprised eight participants. The focus group with eight participants was a group that comprised non-university students in Turfloop.

3.8 Data collection

The data collection method used in this study was focus groups (that is, in-depth group discussion of open-ended questions). The difference between interviews and focus group sessions is that focus groups include a group of people while interviews focus on one individual at a time.

3.8.1 Focus group sessions

Focus group research is a way of qualitatively collecting data, involving a small number of people who engage informally in a group discussion around a particular topic (Onwuegbuzie, Dickinson, Leech & Zoran, 2009). Focus groups allow researchers to simultaneously collect information from multiple individuals, allowing them to discuss their thoughts, ideas, opinions and perceptions (Onwuegbuzie *et al.*, 2009).

Greenbaum (1998) explains that focus group research is done to collect data for market researchers to assess consumers' attitudes and opinions in real space and time, allowing face-to-face interactions or conversational discussions. The use of focus group sessions in this study allowed participants to share information on their attitudes, feelings and perceptions towards mobile advertising. Participants were also asked to share their experiences of mobile advertising in any way they felt served them. Questions were semi-structured, making it easier for the researcher and participants to have a conversation (Esterberg, 2002).

Focus groups were selected as a data collection method for this study because they are considered a fast and efficient mode of collecting data from multiple participants at the same time, and they provide useful and quality output (Krueger, 2000). Another reason for selecting focus groups was the environment, which is socially oriented for participants; this allows for participants' cohesiveness and makes them feel free to share information (Krueger, 2000). Focus groups allow participants to address their personal feelings and also provide possible solutions (Duggleby, 2005).

A limitation to focus groups is that they emphasise data that is collected from participants' viewpoints, and do not analyse interactions among participants and between participants and the moderator (Myers, 2006). Masadeh (2012) discussed that the recruitment and analysis process for focus groups is expensive and time consuming. The author further shared that another limitation is that, due to their small sample sizes, the findings cannot be generalised since such a small number cannot be representative. Other limitations of focus groups include hesitation to express true feeling about a subject if a participant is afraid of opposing the views of another participant. In addition, participants may expect some sort of compensation, which can make focus groups expensive (Writing, 2017).

The focus group sessions were conducted on the premises of the selected universities. The researcher obtained gatekeeper letters from the universities granting permission to communicate with the students on campus and to conduct the research on the premises. In both towns, the researcher spent the first day on site recruiting participants by advising them of the study and collecting their names, contact information and times most suitable for them to attend a focus group discussion throughout the week. During the recruitment process, participants were not advised of any gifts or compensation, to avoid potential bias; however, at the end of every session, participants were offered a notebook, sticky notes and a pen as compensation.

Focus groups should include enough participants to provide diversity in information, but not so many participants that they feel uncomfortable to share their opinions and experiences with the group (Onwuegbuzie *et al.*, 2009). The focus group sessions in this study were designed to last for 60 minutes or less, and involved 38 participants overall. In both towns, participants were broken down into two student groups and one non-student group, which amounted to a total of six focus groups. Selected participants owned at least one mobile phone. In both towns, the two student groups comprised one group of primarily smartphone users and one group of primarily feature phone users. The non-student group was not prescriptive in terms of phone type; participants could either own a smartphone, feature phone or both. These six focus group sessions were conducted over a period of two weeks. An overview of the participants is provided in Chapter 4, before the presentation and discussion of findings.

For the purposes of this study, the researcher served as the moderator of the focus group sessions and had an assistant moderator, who was responsible for taking notes, overseeing the audio recordings and making sure that the environment was suitable for the focus groups. The moderator plays a role in keeping the discussion focused on the topics and questions raised and in encouraging everyone's participation, while collecting as much data as possible (Vermeire, Van Royen, Griffiths, Coenem, Paeremans & Hendrickx, 2001). The moderator asked everyone to introduce themselves and share some personal information about their background. The moderator did the same about herself, and shared reasons for conducting the study. Participants were assured that, although the session was going to be audio recorded, their personal information would be kept confidential. Participants were also informed that they were most welcome to withdraw during the session if they started feeling uncomfortable with the topic and questions. The idea behind the introduction and sharing other information was to establish the trust and rapport necessary for the conversation, allowing participants to be at ease for an optimal discussion environment.

The fieldwork took place in August 2017 in Thohoyandou (at the University of Venda) and Turfloop (at the University of Limpopo) for approximately 60 minutes per group. The focus groups for non-students were also held at the universities. This was influenced by the availability at the universities of

venues that were perfect for conducting focus group sessions. The venues were selected for the purposes of convenience to the participants and were also located far from noise and disturbances. The reason behind this choice of location was to encourage students to be at ease in environments they are familiar with. Although non-students were not very familiar with the universities, they had been on the premises before and were also comfortable with the location. Seats were set out in a circular arrangement. The reason for this was to allow everyone to be able to see everyone else, and to allow them to listen to each other. All participants were communicated with via e-mails the day before their focus group took place, with information about the research and room location. This was considered especially important in light of disruptions on the University of Limpopo campus on the day the researcher visited the campus. The researcher ended up collecting participants' names, cell phone numbers and e-mail addresses so as to be able to communicate with interested participants the following day.

With participants' approval, the focus group sessions were audio recorded, in order to aid analysis and ensure accurate documentation. The researcher also took down hand written notes to track key points and highlight ideas of particular importance.

3.9 Research instrument

The focus group schedule (see Appendix A) was developed well in advance to help the researcher with the flow of the questioning. The schedule set out the questions to be asked during the sessions, to serve as a guide for the researcher. A schedule offers flexibility and can result in a higher rate of response from participants (Martin, 2016). Open-ended questions and a semi-structured approach were used to obtain attitudes and perceptions of participants towards mobile advertising. A semi-structured approach allows participants to respond in their own terms, providing them with flexibility to elaborate and give as much information as possible (Conroy, 2010). This form of questioning was used throughout the focus group sessions and allowed participants to respond freely. The questions covered awareness of mobile advertising and previous experience with mobile advertising, as well as attitudes towards advertising in general and mobile advertising in particular. Follow-up questions were used to encourage participants to elaborate on or clarify their responses (see Appendix B).

When conducting a focus group, it is important to ask questions carefully and to ensure that everyone understands them, in order to ensure authentic results (Dodge, 2011). The focus group questions were derived from the revised ARF Model and the ABC model of attitudes. The revised ARF Model delineates eight advertising effects: (1) *vehicle distribution*, (2) *vehicle exposure*, (3) *advertising exposure*, (4) *advertising attentiveness*, (5) *advertising communication*, (6) *advertising persuasion*, (7) *advertising response* and (8) *sales response* (ARF Committee, 2001). The ABC model of attitudes splits attitudes into three elements: affect, behaviour, and cognition.

The researcher decided what and how many questions were going to be asked, and how the content was going to flow. The instrument comprised eight main questions in total, representing three types of questions, that is, engagement questions, exploration questions and exit questions.

Engagement questions (Questions 1 and 2)

Engagement questions are used to begin a session, to put participants at ease, make them comfortable and create a friendly environment (Masadeh, 2012). The first two questions were asked to break the ice and get participants familiar with the objectives of the study:

- 1. What kind of cell phone/mobile phone do you use?*
- 2. What do you mostly do on your phone?*

Exploration questions (Questions 3-7)

Exploration questions penetrate or lead to the heart of the discussion (Masadeh, 2012).

Question Three was asked based on the first two levels of the ARF Model (vehicle distribution and vehicle exposure), which specifies the number of external components in which advertising is dispersed and the number and types of people that are exposed to an advertisement vehicle (ARF Committee, 2003). Question Three's sub-questions relate to level three, which focuses on the extent to which consumers are exposed to a particular commercial and not the media as such (Tripathi and Mittal, 2008) and the extent to which consumers exposed to the advertising are paying attention or focusing on the advertising message (ARF Committee, 2001).

- 3. Are you exposed to advertising on your mobile phone?*
 - I. How often are you exposed to mobile advertising?*
 - II. What types of mobile advertising are you exposed to?*

Questions Four and Five were derived from level six of the ARF Model (advertising persuasion), which determines the advertising response constructed by the shift in attitudes and intentions after advertisement exposure (ARF Committee, 2001). This level can help understand if mobile advertising had an influence on buying behavior, or any form of engagement, after advertisement exposure. The question also relates to an element of the ABC model (affect), which is the feeling of the consumer, or an emotional response towards an object (Le & Nguyen, 2014).

- 4. What is your understanding of mobile advertising and mobile advertising messages?*
- 5. Do you pay attention to mobile advertising?*

I. What influences whether or not you pay attention to mobile advertising?

Questions Six and Seven were derived from two ABC model elements (behaviour and cognition). Behaviour is the intention to do something; it involves a person's response regarding something and consists of actions or observable responses resulting from an attitude towards an object (Jain, 2014). Cognition refers to the belief of the consumer about an object (Le & Nguyen, 2014). These three components have a close relationship with each other (Solomon, 2013).

6. Do you think mobile advertising is persuasive? Explain your answer.

7. What is your usual response when you are exposed to mobile advertising?

Exit question (Question 8)

Exit questions check if participants have any additional information or comments, to make sure nothing has been missed in the discussion (Masadeh, 2012).

The last question was asked to conclude the session and to make sure that participants did not leave the venue with questions or any other information they wanted to share with regards to mobile advertising.

8. Is there anything else you would like to say about mobile advertising?

3.10 Data quality control

Guba's criteria for trustworthiness in qualitative research are: (a) truth value, (b) applicability, (c) consistency and (d) neutrality (Guba, 1989). Truth value determines if the researcher has instituted confidence in the true findings. Applicability refers to the extent to which findings can be applied to other contexts. Consistency refers to the degree to which findings would be uniform if the inquiry is repeated in similar context. Neutrality is the degree to which findings do not contain bias (Krefting, 1991).

The research was assessed looking closely at factors such as credibility, transferability, dependability and conformability (Guba, 1989). Credibility refers to setting out methods that will be used in the study and how they will complement each other (Daymon & Holloway, 2011). As discussed in the literature review, this study used two models (ARF Model and ABC model of attitudes) to develop the focus group questions and the Ducoffe Extended Model to analyse the findings. Transferability substitutes the notion of external validity and supports the small sample that is used in a qualitative study. It supports the researcher to help transfer the knowledge gained from the findings to a different setting in which readers are familiar with and able to make their own judgment (Daymon &

Holloway, 2011). The findings of this study were broken down into themes and participants' quotes that are relatable for readers. Transferability can also be ensured by showing how models that emerged from a study are applicable somewhere else by comparing the findings of the study with previous studies (Daymon & Holloway, 2011). In Chapter Four, all themes identified in this study are compared to findings of previous studies. Dependability refers to carrying out a study in a stable, accurate and consistent manner (Daymon & Holloway, 2011). This factor was achieved by ensuring the all focus group sessions were scheduled for 60 minutes, included at least six participants, and that the discussions were guided by the focus group schedule. Conformability refers to the way the findings and conclusions of the study are achieved in relation to the purpose of the study (Daymon & Holloway, 2011). This study's findings cover the aim or purpose of this study, which was to investigate the attitudes and perceptions of rural youth towards mobile advertising. The findings show what rural youth think of mobile advertising as well as how they respond towards this medium.

A number of measures were taken that together contribute to the trustworthiness of this research. During the focus group sessions, the moderator and the assistant moderator took notes and made audio recordings. This was done in order to ensure that data quality was not compromised. Notes served as a backup in case of any problems with the recording technology. Audio files allowed the researcher to repeatedly listen to the sessions, which helped with the interpretations and understanding, and allowed accuracy in quoting participants. The data was uniformly analysed and findings were reported as they are, without any changes or adjustments to the original findings. The availability of audio recordings of the sessions is therefore important, as they can be used as a check for bias and truth value. Participants were also asked different questions with a similar objective, to measure consistency in their responses.

3.11 Data analysis

Data analysis assisted the researcher with understanding participants' perspectives and the ways in which they answered the research questions. To accomplish this, every data or information collected was transcribed, analysed and interpreted.

This study used thematic content analysis. This is because there is no previous study that has been done dealing with the same phenomenon in South Africa; therefore a thematic analysis is appropriate (Vaismoradi, Turunen, & Bondas, 2013). Braun and Clarke (2006:6) describe thematic analysis as "a method for identifying, analyzing and reporting (themes) within data". Braun and Clarke (2006) continued to explain thematic analysis as a method providing fundamental skills to researchers for orchestrating many other different forms of qualitative analysis. Thematic analysis, like content analysis, is suitable for answering questions about people's apprehension about an event, people's reasons for not using or using certain products or services (Ayres, 2007). Thematic analysis has been

suggested to be a flexible useful research tool that provides a rich and comprehensive, yet intricate, amount of data. It provides a detailed nuanced account of data that is purely qualitative (Braun & Clarke, 2006). DeSantis and Ugarriza (2000) describe thematic analysis as a method involving a search for, and recognition of, familiar subjects extending across a full interview or group discussion.

The researcher found that transcribing helped gain more knowledge and understanding of the data, through the process of repeatedly listening to the recordings and reading the transcripts. Once all the data was fully transcribed, keywords (considered an essential part of qualitative research) were applied as part of codes that were used to organise text. The next step was to analyse the data, organise and categorise it into themes that were also assigned specific codes accordingly. The Ducoffe Extended Model was also used when analysing the data to see if participant's attitude towards mobile advertising was positively or negatively influenced by the following elements: informativeness, entertainment, credibility and irritation. It was important to ensure that while interpreting data, recurring themes were identified, and all the similarities and differences were highlighted. Data verification was implied as a final stage, examining the validity of the understanding and re-inspecting the codes and transcripts again to verify the results.

Transcription began after the first focus group discussion was completed, and continued until a few weeks after all six focus group discussions had taken place, to ensure accuracy.

3.12 Ethical considerations

Ethical clearance was granted prior to the commencement of the research (see Appendix C). It is important to be aware of the impact that research will have on participants and society as a whole. It is therefore crucial to make sure the research does not cause harm to anyone or anything. It is unethical to accumulate information without participants' knowledge, expressed willingness and informed consent (Conroy, 2010). In order to recruit the student participants, the researcher addressed students at UL and UniVen after their daily classes, and explained the research and requested volunteers. The focus groups took place the day after volunteers submitted their names and the researcher took responsibility to make sure that everyone was aware that participation was voluntary and every participant was allowed to leave or withdraw from the focus group anytime they wanted to. Informed consent letters (see Appendix F) were handed out to all participants in their preferred language (that is, Tshivenda, Sepedi or English); these letters informed them that they were not obligated to answer any questions that they did not want to, or which made them uncomfortable.

The day before the focus group, participants were communicated with via email, providing them with a broad outline of the study, the subject to be discussed, an indication of the type of information that was required from them, the reason why the study was being done and how the information they

provided was going to be used. Participants were made aware of the anticipated length of the focus group session and advised to ask any questions relating to the research topic before the focus group discussion started.

It is important to assure participants that the information they provided and the group discussion recordings will be safeguarded with confidentiality and anonymity (Powell & Single, 1996). There were two elements to the consent form, one being a signed letter by the researcher guaranteeing confidentiality of the information, which was provided to participants and retained by them. The second element was the consent form that participants signed, verifying that they were willing to participate in the focus group discussion (see Appendix G).

It was important to understand that individuals, especially the youth market, vary in their expectations of how their digital platforms are invaded; therefore, their responses on experiences might be completely conflicting or agreeing. This resulted in particular care or special attention being given to all individuals so they could all express their attitudes and perceptions.

3.13 Conclusion

This chapter discussed the methodological approach undertaken in the study. Research questions were clearly outlined, as were the methods used to constitute the sample, and to collect and analyse data. The chapter also looked at ethical considerations and limitations of the study.

The next chapter presents the findings of the study as well as the themes that were identified.

CHAPTER FOUR

RESEARCH FINDINGS

4.1 Introduction

This chapter analyses and discusses the findings of the study. It begins by providing an overview of the study's participants. Thereafter, for each question addressed during the focus group sessions, findings are presented and discussed, with reference to literature and the theoretical framework where appropriate.

4.2 Overview of participants

Overall, 38 participants took part in the focus group sessions. An overview of all 38 participants is shown in Table 4-1.

Of the 38 participants listed in the table:

- all participants owned a mobile phone;
- 19 (50%) were female and 19 (50%) were male;
- age ranged from 18 to 25, with an average age of 22.1 years;
- 24 (63%) were students and 14 (37%) were non-students
 - with regard to the 24 students, 23 (96%) were undergraduates and 1 (4%) was postgraduate; 12 (50%) were from UniVen and 12 (50%) from UL
 - with regard to the 14 non-students, 10 (71%) were employed and 4 (29%) were unemployed
- 17 (45%) had smartphones, 12 (32%) had feature phones, and nine (24%) had both smartphones and feature phones.

Furthermore, as indicated in Chapter Three, all participants were born and raised in Thohoyandou, Turfloop or surrounding rural areas, and all lived in either Thohoyandou or Turfloop at the time that the study was conducted.

Table 4-1: Overview of participants

Participant	Gender	Age	'Occupation'	Institution	Phone type
1	Male	25	UG: LLB	UniVen	Both
2	Male	20	UG: Bachelor of Arts (Development Studies)	UniVen	Smartphone
3	Male	19	UG: Bachelor of Arts (Development Studies)	UniVen	Smartphone
4	Male	21	UG: Bachelor of Arts (Development Studies)	UniVen	Smartphone
5	Female	20	UG: Bachelor of Arts (Development Studies)	UniVen	Both
6	Female	21	UG: BSc in Agriculture (Agriculture and Rural)	UniVen	Smartphone
7	Male	21	UG: BCom (Business Management)	UniVen	Feature phone
8	Male	19	UG: Bachelor of Environmental Sciences	UniVen	Feature phone
9	Male	18	UG: Bachelor of Urban and Regional Planning	UniVen	Feature phone
10	Male	18	UG: Bachelor of Urban and Regional Planning	UniVen	Feature phone
11	Female	19	UG: Bachelor of Psychology	UniVen	Feature phone
12	Female	20	UG: Bachelor of Psychology	UniVen	Feature phone
13	Male	23	Employed	N/A	Smartphone
14	Male	24	Employed	N/A	Smartphone
15	Female	24	Employed	N/A	Smartphone
16	Female	23	Unemployed	N/A	Smartphone
17	Female	22	Employed	N/A	Smartphone
18	Female	23	Employed	Techniven	Smartphone
19	Male	24	UG: BSc Chemistry Industry	UL	Both
20	Male	25	UG: BSc Computer Programmers	UL	Smartphone
21	Female	19	UG: BA Information Studies	UL	Smartphone
22	Female	19	UG: BA Information Studies	UL	Both
23	Female	20	UG: BSc (Dietetics and Food Technology)	UL	Smartphone
24	Female	18	UG: BCom (Business Management and HR)	UL	Both
25	Male	22	UG: BSc Environmental and Resource studies	UL	Feature phone
26	Male	25	UG: LLB	UL	Feature phone
27	Male	25	UG: LLB	UL	Feature phone
28	Female	24	UG: BSc (Dietetics and Food Technology)	UL	Feature phone
29	Female	22	UG: BSc (Dietetics and Food Technology)	UL	Feature phone
30	Female	25	PG: BPharm (Retail Medicine)	UL	Feature phone
31	Male	24	Employed	Capricon	Both
32	Male	25	Unemployed	N/A	Smartphone
33	Male	25	Employed	Capricon	Smartphone
34	Male	23	Employed	N/A	Smartphone
35	Female	24	Employed	N/A	Both
36	Female	24	Unemployed	N/A	Both
37	Female	23	Unemployed	N/A	Both
38	Female	25	Employed	Capricon	Smartphone

Note: UG - Undergraduate; PG - Postgraduate

The 38 participants were divided into six focus groups. Table 4-2 provides an overview of each group.

Table 4-2: Overview of each focus group

	Number of participants	Venue	Description
Group 1	6	UniVen	2 females, 4 males. All students. All had smartphones; some also had feature phones.
Group 2	6	UniVen	2 females, 4 males. All students. All had feature phones.
Group 3	6	UniVen	4 females, 2 males. All non-students. All had smartphones.
Group 4	6	UL	4 females, 2 males. All students. All had smartphones; some also had feature phones.
Group 5	6	UL	3 females, 3 males. All students. All had feature phones.
Group 6	8	UL	4 females, 4 males. All non-students. All had smartphones; some also had feature phones.

Participants in the all focus group sessions were aware of mobile advertising and they understood that advertisers used mobile advertising and mobile advertising messages as a communication and awareness method about the products and services that they offered.

4.3 Findings

This section focuses on the findings related to each question asked during the focus group sessions. In total, eight questions were asked, with follow-up questions supporting some of the main questions (see Appendix B).

Four themes/patterns arising from the data are identified and discussed, with verbatim quotes from participants provided to illustrate and support the themes. An indication of the prevalence of each theme is provided, by identifying how many participants' responses related to various themes.

The findings from all focus groups were consistent, with no discernible difference between student and non-student participants. This could be because of the prevalence of students in the sample, and because the non-student participants were recommended by the students; this may be a limitation of the study. There was very little difference or disagreement within and across the groups; therefore, the findings are presented for the participants as a whole.

4.3.1 Question 1: What kind of cell phone/mobile phone do you use?

The first and most crucial question asked what types of cell phones the participants used. This question and responses set the stage for the conversation that followed, informed the latter questions, and helped the participants to understand the nature of the overall study. Knowing whether the participants used smartphones and/or feature phones allowed identification of the types of mobile advertising to which the participants were likely to be exposed. To help the participants to understand the specific focus of the question, the follow up question below was asked:

I. Is it a feature phone or a smart phone?

This question relates to the first two ARF Model levels (vehicle distribution and vehicle exposure). It was important to understand whether participants had access to the platforms through which different types of mobile advertising are distributed. Figure 4-1 below shows the types of phones that the participants use on a daily basis. The results are unsurprising, given the demographics of the participants. The use of smartphones is likely to be high among youth and university students. As shown in Chapter One, IAB South Africa and Effective Measure (2015) reported that people in the age group of 20-29 years were the largest group using mobile internet. To access mobile internet, users must be on a smart device. In the case of the participants of this study, a large portion use smartphones compared to those using feature phones exclusively.

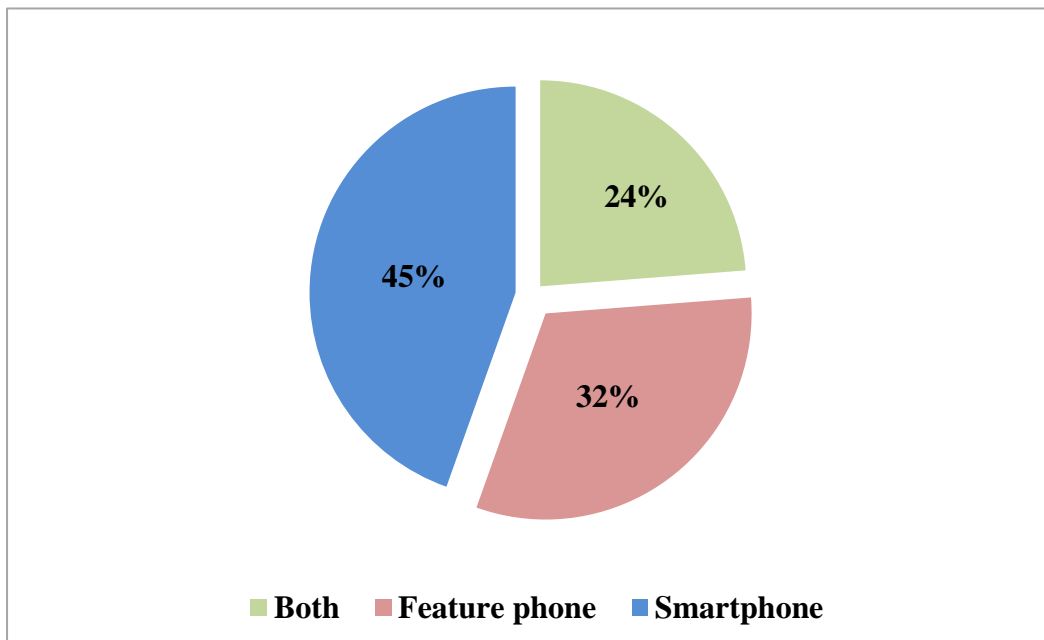


Figure 4-1: Kinds of cell phones used

As can be seen in the figure above, 17 participants (45%) said that they used smartphones only, 12 (32%) said that they used feature phones only, and nine (24%) said that they used both smartphones and feature phones. Although this research was purposively designed to choose participants with either a smartphone or a feature phone, it was by design that there would be fewer participants who use feature phones only. This is because feature phone users are highly exposed to SMS advertising, whereas this study does not focus just on SMS advertising only. IAB South Africa and Effective Measure (2013) reported that 92% of internet users own a smartphone and only 8% own a feature phone.

The interesting portion of the participants is those who use both smartphones and feature phones, at 24% of the total. Comparatively, they are the ones that experience an exponential flow of advertisements on their mobile phones. This is due to the possibility of being sent identical advertisements by the same advertisers. Feature phones are the least exposed to advertisements since they are more analogue than digital. SMS advertising does not reach the same scale of advertising compared to digital advertising that can be achieved via smartphones. It appears that mobile advertising reaches a reasonable balance amongst those who solely use smartphones.

4.3.2 Question 2: What do you mostly do on your phone?

Secondly, participants were asked to give an overview of their daily phone activities, to understand their behaviour on their mobile phones. This references the behaviour element from the ABC model. The activities mentioned vary for the different participants, and provides a clear indication of the time people invest in auxiliary functions on their mobile devices. To help the participants to understand the question, a follow up question/clarification below was asked.

I. Something that you are constantly doing on your phone

Figure 4-2 presents the findings relating to this question. As Bacile, Ye and Swilley (2014) argue, mobile phones are an important personal communication tool, mostly kept within arm's reach. Their argument is evidenced by fact that 100% of the participants in this study use their mobile phones to communicate with their families, friends and fellow students (in the case of university students).

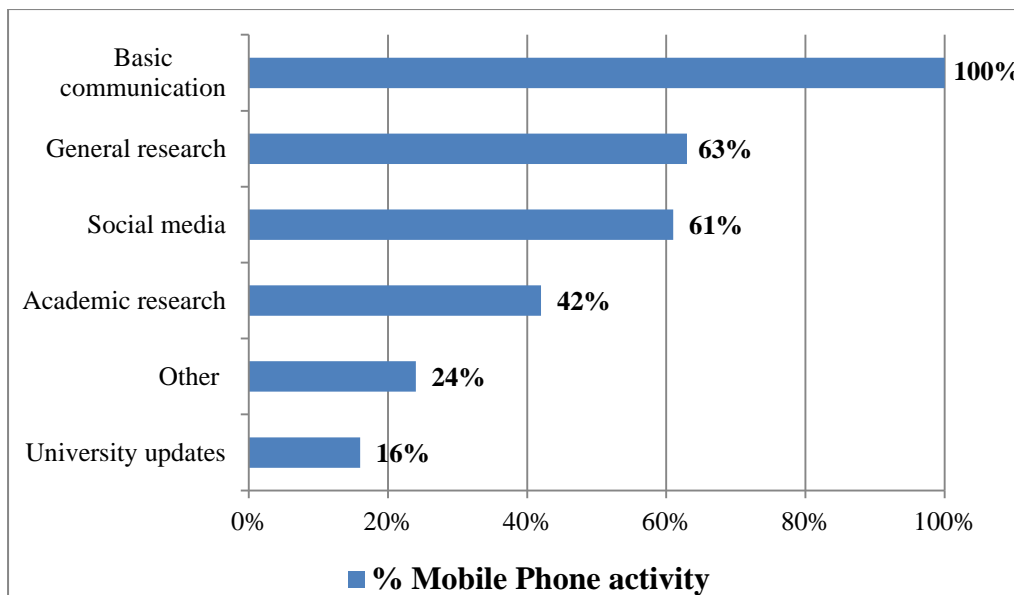


Figure 4-2: Daily phone activities

However, it is clear from the figure that phones are used for much more than basic communication, especially smartphones; 63% of the participants (smartphones users only) said they also used their mobile phones for general research and 61% of the participants said they used their phones to access social media. This is particularly prevalent amongst smartphone users who are often connected with other users via online platforms, many of which are mediums of mobile advertising. General research entails the use of search engines and apps to acquire any type of information desired, whereas social media entails the frequent viewing and communication with other people on media such as Facebook, Twitter, WhatsApp and others (Grewal *et al.*, 2016). It has become easier to search for information on smartphones, given the growth in mobile network infrastructure such as LTE and the continuous decrease in the prices of basic smartphones. More so, general research can be included in some form of social media usage since much of the information online is transmitted via social media. Consequently, mobile advertising has increased with the rapid growth of social media, both locally and internationally (Mitchell, 2014). As the above figure demonstrated, both general research and social media usage are high, supporting Du Plessis (2010), who concluded that South African youth use mobile devices to communicate with their family and friends and repeatedly access digital content and the latest information.

Academic research is at 42% amongst the participants. Academic research was mentioned by university students, who often use their mobile phones to look for information when working on assignments; they also receive updates from their respective institutions on their mobile phones. The figure is high, given that some of the participants are not university students. Though not completely representative, the figure does tentatively give perspective in terms of the increasing use of smartphones for educational purposes. At least 16% of the participants admitted to using their phones

for receiving university updates. Only 24% of participants said that they used their mobile phones to do other activities (such as play games, forex trading, camera use, GPS and exercise guidance).

The findings above reinforce the 2017 Interactive Advertising Bureau report and Effective Measure report that shows that making calls (59%), receiving calls (44%) and accessing the internet (40%) are the top three things that South Africans do on their cell phones, with accessing applications (21%) being number four (IAB & EM, 2017). They also reinforces studies done by De Silva and Yan (2017) and Grewal *et al.* (2016), who state that consumers use mobile devices for activities beyond their basic communications needs and wants.

4.3.3 Question 3: Are you exposed to advertising on your mobile phone?

Question 3 relates to the study's first research objective, that is, to identify rural youths' exposure to mobile advertising. The third question focused on the participants' exposure to mobile advertising on their mobile phones, and the types of mobile advertising they are exposed to. This aided in determining the extent to which different forms of mobile advertising become a feature in the daily usage of mobile advertising among the participants.

The participants' reported exposure to mobile advertising implies that the infrastructure to support mobile advertising is in place in these rural settings; participants are able to effectively connect to the network services offered and have good connectivity. These means that marketers can use this form of advertising to communicate with the youth market in Thohoyandou and Turfloop.

Beneke (2011) and Donga (2017) found that South African youth in urban locations are constantly exposed to mobile advertising. To confirm, all 38 participants in this study indicated being exposed to some form of mobile advertising in their use of mobile phones. As mentioned in Chapter Two, this study focused on exposure to the vehicle (that is, *mobile* advertising in general) and not to a specific brand/product advertisement. This means that there is high exposure to mobile advertising among these South African rural youths. Though this may be, it is essential for this study to discern the types of advertisements to which they are exposed. The categories are: SMS only, email and banner, email and SMS, app advertising, and all of the above. Figure 4.3 below provides details of the prevalence of each category among the responses.

The follow-up question below was asked to understand exactly which forms of mobile advertising participants were mostly exposed to. Different types of mobile advertising were explained to the participants.

I. Out of the mobile advertising discussed above, which ones are you exposed to?

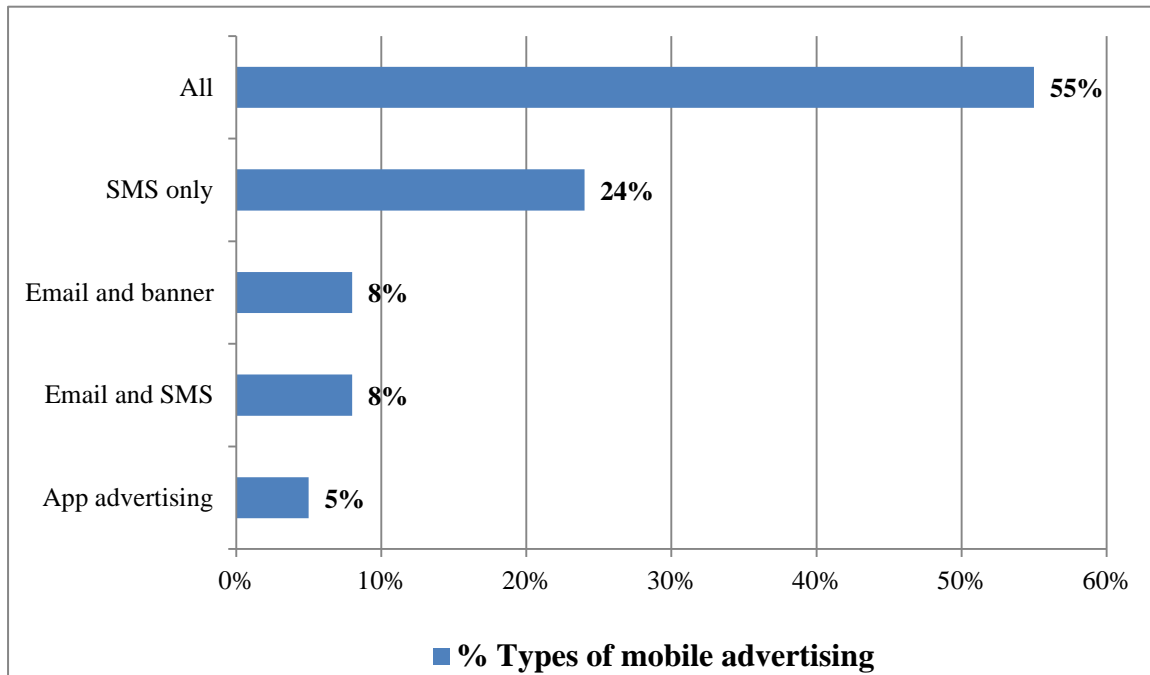


Figure 4-3: Types of mobile advertising exposed to

From the bottom up, the participants appear to be exposed least to app advertising. At only 5%, app advertising has the least impact as a channel of mobile advertising. The combination of email and SMS, and email and banners are equal amongst the participants, at 8%. At 24%, SMS advertising has the highest figure as an individual mode of advertising. Several reasons can be mentioned in this regard. Firstly, SMS advertising is the most cost effective of all of the above. Only the advertiser bears the cost of advertising and the consumer can receive these advertisements free of charge. Secondly, and unlike email, banner and app advertising, SMS advertising does not require a data connection and can be sent across all mobile phones. Though efficient, it lacks the sophistication of the other forms of advertising, which often contain pictures, links and animations. The other forms of advertising use features such as cookies to track the consumer's activity and make recommendations based on similar trends, something that SMS advertising lacks. Thirdly, some of the participants only had a feature phone, while others had both feature phones and smartphones, which means they were mostly exposed to SMS advertising. Perhaps its limitations go hand-in-hand with its cost effectiveness. As reflected in Figure 4-5, 55% of the participants receive all forms of advertising.

Advertising is only efficient if the advertisements make a frequent appearance in the consumer's daily routines. As such, the frequency of exposure to the above-mentioned forms of advertising is essential. The study conducted by Donga (2017), on the consumer acceptance of mobile marketing through mobile phones by South African students, showed that the majority of respondents (57%) received

mobile advertising 2-4 times daily. Another study by Beneke (2011) also showed that South African students were receiving mobile advertisements 2-3 times a day. These are in fact high frequencies.

Using the data collected in this study, Figure 4-4 demonstrates the regularity of mobile advertisements in the lives of the participants. For the purpose of simplicity, the analysis is made looking at the frequency of the ads from a scale of 1 to 10.

- II. How often are you exposed to mobile advertising weekly? On a scale of 1-10 (1=least exposed and 10=most exposed), how do you rate your exposure?

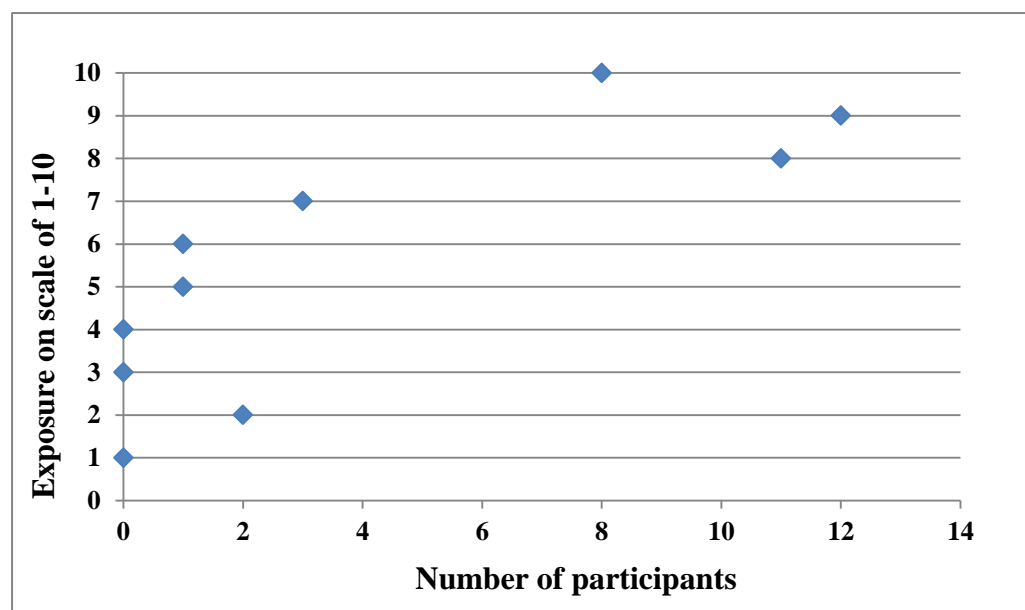


Figure 4-4: Rating of mobile advertising exposure

As can be seen in Figure 4-4, eight participants (21%) rate their exposure to mobile advertising at the maximum level of 10/10, 12 (32%) rate their exposure at 9/10 and 11 (29%) rate their exposure at 8/10. Combining these categories, it is clear that the majority of participants (82%) feel that they are exposed to very high levels of mobile advertising. Participants whose weekly mobile exposure was rated at 7/10 and below were combined and summed up at 18%.

These findings are in line with those of Donga (2017) and Beneke (2011), as outlined on the previous page.

4.3.4 Question 4: What is your understanding of mobile advertising and mobile advertising messages?

Question 4 relates to the study's third research objective, that is, to investigate participants' understanding of mobile advertising messages. Participants were first asked if they have an

understanding of mobile advertising. All participants replied that they had some understanding of mobile advertising.

Participants were then asked to share their understanding of mobile advertising. They indicated that, due to the nature of their relationships with mobile phones, mobile advertising is a faster and more affordable way for marketers to communicate with them at any given time and location, compared to traditional forms of advertising (for example, newspapers, magazines and television). All participants seemed to have a similar conclusion of what they understand mobile advertising to be.

The discussion of mobile advertising led to a discussion of concerns that the participants have towards such advertising. Participants were concerned about their privacy and how advertisers get hold of their personal information. Below are some of the concerns that the participants raised:

- *“It is a way for companies to influence us to make decisions that were not wise or would eventually backfire in future. For example, I constantly received multiple SMSs offering me a loan, even though I am an unemployed student who already had student loan” (Participant 3).*
- *“I am more concerned about where companies obtained our personal information; I want to know where they get my number” (Participant 26).*
- *“These people still call and SMS me even after I tell them I am not interested in whatever they are selling” Participant (23)*
- *“Even though it is annoying, I don’t really care about them knowing my age or gender or email address. I am worried about where they get this information, for example, my ID number or my banking details. And when you ask them where they got this information, they always say it in our database but they do not say where they got it from” Participant (34).*

According to Donga (2017), there is a significant correlation between consumer privacy and mobile advertising acceptance. The same applies to the degree of risks that can be faced when dealing with mobile advertising. Businesses should be cautious and private when using consumer’s personal information. Advertisers should ask for permission from consumers and convince consumers to opt-in before sending any advertisements (Unal *et al.*, 2011). The use of personal information by advertisers is viewed as invasion of privacy if permission is not granted and customers are not given an opt-out option (Bauer *et al.*, 2005). When consumers are asked for their permission to receive information, they take it as a form of respect and are offered an opportunity to build a relationship (Donga, 2017). If consumers are offered an opportunity to opt-in and given an explanation of what it is they are asked to opt-in for, it can make them understand the value of what they are providing permission for (Donga, 2017).

4.3.5 Question 5: Do you pay attention to mobile advertising?

Question 5 relates to the study's second research objective, that is, to determine attentiveness towards mobile advertising. This was derived from the ARF Model's fourth element (advertising attentiveness). This fourth element evaluates if this specific market of consumers are paying any attention or focus to mobile advertising.

Participants were asked to share whether they paid attention when exposed to mobile advertising, and the reasons for their responses. This was essential in understanding the factors that encouraged or discouraged their attentiveness.

I. When you are exposed to this kind of advertising, do you look at it, do you read?

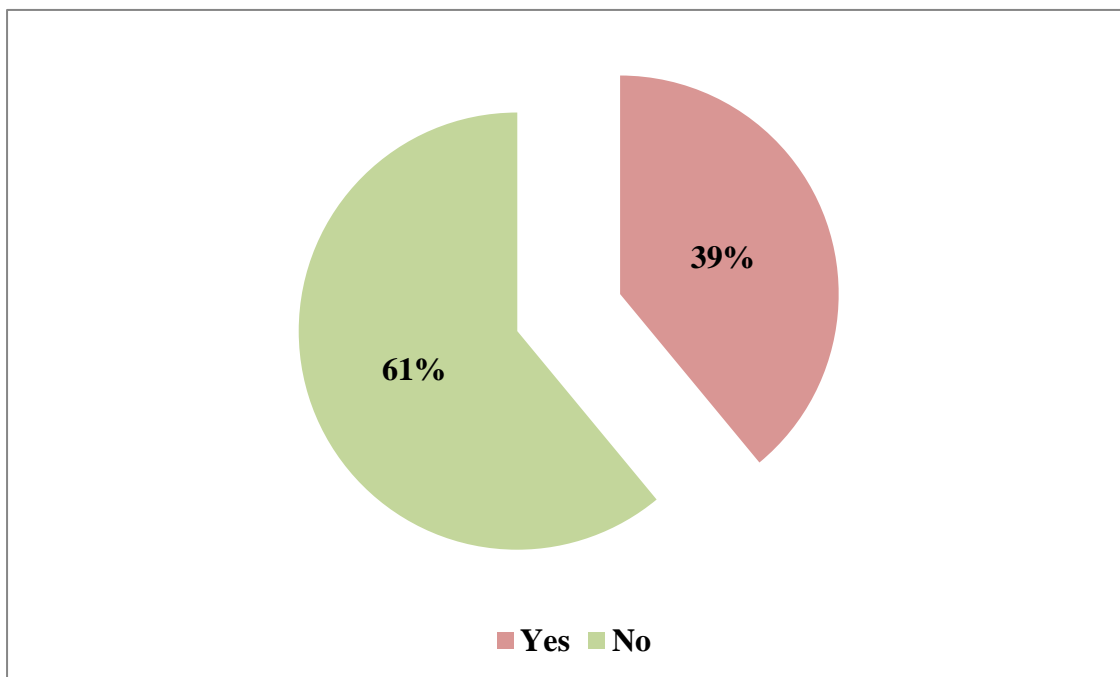


Figure 4-5: Attention to mobile advertising

The majority (61%) of participants said that they did not like mobile advertising and therefore they ignored it or did not pay attention to it. The participants who did not pay attention to mobile advertising were either not attracted by the adverts or found that the content did not interest them.

These participants were not willing to pay any attention to any form of mobile advertising, now or in the future. They expressed that they did not want anything to do with mobile advertising because it was not informative to them, a Ducoffe Extended Model element.

These findings are supported by Tripathi and Siddiqui (2010) who found that the youth in India considered mobile advertising as not informative and therefore it did not meet satisfy their personal

needs. Other studies confirming this response were done by Carroll *et al.* (2007) in New Zealand, which showed that university youth were only willing to accept mobile advertising based on content, permission and frequency of messages.

A study that supports this finding in South Africa is one by Du Plessis (2010). The study states that the key to successful mobile advertisement was to keep South African youth interested in mobile advertising; therefore, advertisers had to communicate relevant information to them.

The remaining 39% of the participants said that they paid attention to mobile advertising upon exposure, as the following quote illustrates:

- “I pay more attention to mobile advertising than any other form of advertising” (Participant 1)

The above discussed responses will be discussed further in the next question.

Participants were asked to share reasons why they either pay or do not pay attention towards mobile advertising, and what would influence them to pay attention in future. This follow up question was influenced by the fifth element of the ARF Model (advertising communication), which is dependent on consumers’ understanding of the message being communicated by the marketer and ability to retain that message. The question also had an influence from the ABC model of attitudes elements (affect, behaviour and cognitive).

I. What influences whether or not you pay attention to mobile advertising?

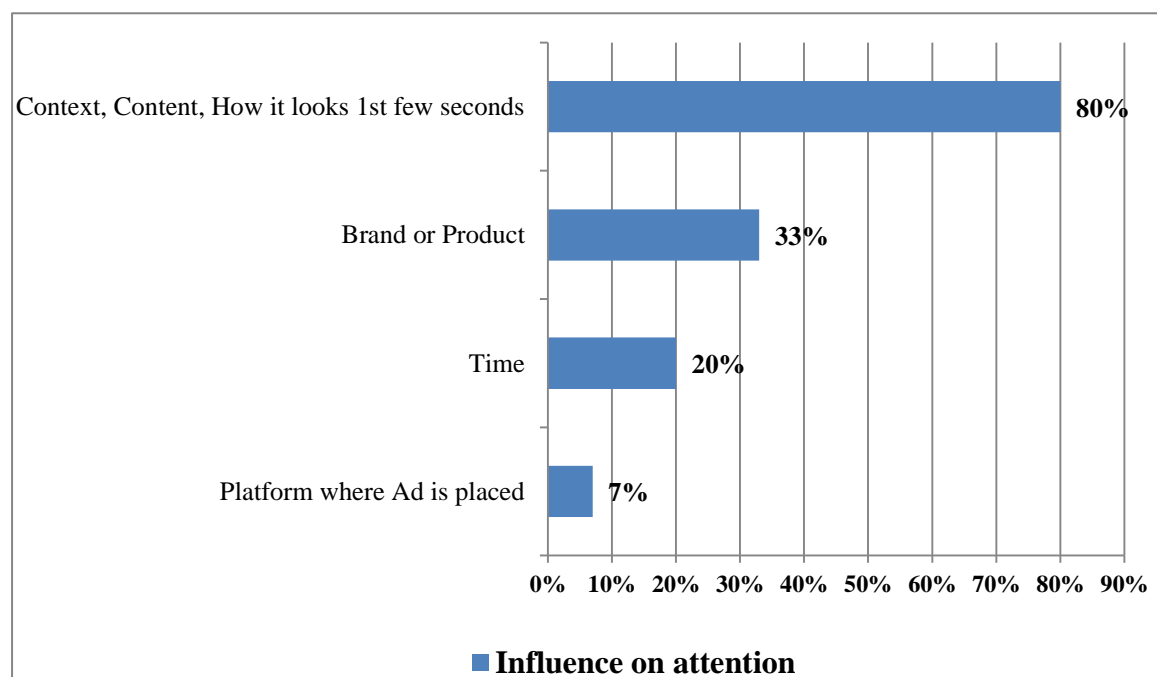


Figure 4-6: Influence on attention Scale

During the discussions, participants mentioned similar reasons for why they paid or did not pay attention to mobile advertising. In terms of factors influencing their attention to mobile advertising, a number of themes arose in participants' responses. Theme One was related to the 'content, context, and captivity of an advert on first glance'. This theme relates to some of the mobile advertising message elements that were discussed in Section 2.3.4 (content and contextualisation, personalisation of content, location and interactivity).

Out of the 15 participants who said they paid attention to mobile advertising, 12 (80%) said they looked at the content, context, and how an advertisement looks in the first few seconds of being exposed to that advert. To meet customer's expectations on content and contextualisation of an advert, marketers have to provide the right message. If the content is good, it attracts and retains customers (Van der Waldt *et al.* 2009). The above mentioned 12 participants indicated that if the advert is eye catching at first glance, they paid attention.

Participants 21 and 22 said that their attention to mobile advertising was dependent on their mood (how they are feeling at that specific time). This response was also influenced by the affect element of the ABC model, which also looks at a consumer's mood towards mobile advertising. The above findings are similar to that of Carroll *et al.* (2007), whose study at the University of New Zealand concluded that the youth accepted mobile advertising, based on factors such as message content, permission, service providers and frequency of sending messages.

Of the 15 participants who paid attention to mobile advertising, 53% stated that most of the advertising they were exposed to lacked relevance. The Ducoffe Extended model helps analyse this theme in terms of its first element (informativeness) and second element (entertainment). If information provided to consumers lacks relevance (from personalisation of content, an element of mobile advertising message elements), is poor in terms of content, context and is not eye-catching, it could mean that the information is not informative and not entertaining.

These findings are supported by Tripathi and Siddiqui (2010) who conducted a study in India and reported that participants felt that mobile advertisements lacked informativeness, did not satisfy their personal needs, they were sent at inappropriate times, were cluttered, caused disturbance, were a waste of time and also invaded their privacy.

Out of the different types of mobile advertising that were discussed, there was particularly agreement on the dislike of SMS advertising. Participants felt that SMS advertising lacked focus, had poor targeting, was repetitive and was constantly invading their privacy. This finding supports that of a study done at the University of KwaZulu-Natal by Vigar-Ellis *et al.* (2007), in which 36.9% of

participants indicated that SMS advertising was invading their privacy. This is interpreted in terms of the Ducoffe Extended Model's fourth element, irritation, which explains that consumers can be offended, annoyed or uncomfortable if they feel that their privacy is being invaded.

Theme Two, 'Timing', was related to the different times that these participants are exposed to mobile advertising. This theme relates to the mobile advertising message's fourth element discussed in Section 2.3.4 (time). Out of the 15 participants who said they paid attention to mobile advertising, three (20%) said that their attention was mostly driven by the time that an advert is exposed to them.

Dislike for SMS advertising was also fueled by the concern around poor timing, which is the fourth element of the mobile advertising message elements. This element discusses that consumers have a preferable time to read, communicate and socialise on the mobile devices, which means that if marketers do not consider an optimal time to communicate with customers, their communication might not be effective.

Some of the participants shared the following information about their feelings and emotions towards SMS advertising:

- *"I do not like the idea of receiving SMS advertising in the middle of the night, it disrupts my sleep" (Participant 10).*
- *"I do not appreciate receiving SMS advertising during the day, it distracts my attention in class" (Participant 25).*
- *"SMS advertising disturbs when I am in class, I feel like it waste my time because you think it is something or someone important and you look, only to find out that it is some insurance company" (Participant 30).*
- *"I don't even open that SMS advertisement, actually I don't even look when SMSs comes to my phone, unless I am expecting a text from someone" (Participant 33).*

This supports the findings by Tripathi and Siddiqui (2010), which showed that Indian youth felt that mobile advertising (SMS) was cluttered and not sent at appropriate times. Van der Waldt *et al.* (2009) concluded that there was a negative attitude towards SMS advertising and that students considered SMS advertising to be irritating. However, Muk (2007) suggested that American university students' had a positive relationship with SMS advertising.

Only one participant (7%) said that their attention was driven by the platform they were exposed to at the moment a mobile advertisement came through.

Theme Three was related to a specific 'product or brand'. Out of the 15 participants who said they paid attention to mobile advertising, five (33%) indicted that the nature of the product and the specific

brand influenced their attention to mobile advertising. Product credibility is supported by how consumers align the nature of the product with its reliability. If a customer finds a product more reliable, they build a relationship with that product or brand because they trust it.

Examples of comments relating to the nature of the product/brand include:

- *“I always pay more attention to advertisements if it is for men’s leather shoes” (Participant 1).*
- *“I pay more attention to anything computer-related, it doesn’t matter what brand it is” (Participant 20).*
- *“I’m always on the lookout for anything that had to do with non-prescription medicine, I even subscribe to many things because I like to stay updated about what is new” (participant 30).*

The next question was a follow up:

I. Do you click on banners and videos or reply to SMSs? Why?

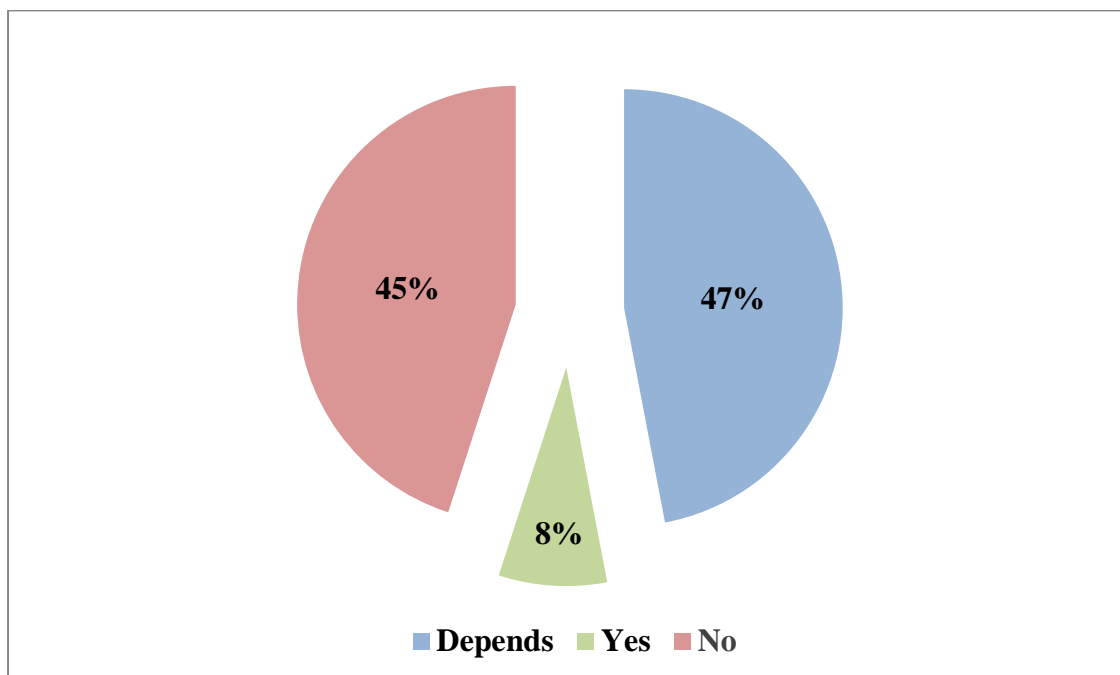


Figure 4-7: Influence on attention

As reflected in the figure, 47% of the participants said they do or would click on mobile advertising, depending on aspects related to Theme One (content, context and captivation), as mentioned above. These participants said they would click on an advert if it is captivating or eye-catching at first glance. This relates to an element of the ABC model, cognition. This element is a mental activity for

processing information and using the same information to make a judgment (Zillig *et al.*, 2002). It can also be analysed in terms of the Ducoffe Extended model element, entertainment. Entertainment can spark consumers' interest in an advertisement and can positively influence their attitudes towards mobile advertising.

Participants said that one of the reasons they did not pay attention to mobile advertising was that their attention was not captured; either the advert looked boring, like the rest, or was just not interesting. They also said they would prefer or would interact with adverts if the brands advertised were closer to them or within their reach. Furthermore, they said that if an advert seems relevant they would interact with that advert, or if the advert showed discounts offered. For example:

- *“If I know I want a pair of shoes and an advert with shoes is served to me, I will open it and see what they are saying about the shoes, especially if it has that big discount sale word” (Participant 24).*

This paragraph supports that mobile advertising has to be accurately informative by providing relevant quality content to be accepted and gain interaction from the youth market. This participant also added the following:

- *“I don't like that, in most mobile adverts, one has to click on an advert to get additional information about a product, it wastes my data” (Participant 24).*

Some of these participants said that, when exposed to video advertising, they would look at it for approximately five seconds and if their interest is not sparked in that time, they skip it.

As Figure 4-7 shows, 45% of the participants said they did not click on banners at all, and have no intention of clicking on mobile banner advertising or replying to SMS advertising. These participants said that mobile advertising was not trustworthy and they always felt that companies were miscommunicating with them or feeding them false information. These findings agree with those of Unal *et al.* (2011), Van der Waldt *et al.* (2009), and Tsang, Ho and Liang (2004), who indicate that lack of credibility and misrepresentation of information has a negative effect on consumers' attitudes towards mobile advertising.

Only 8% of the participants said that they clicked on banners all the time and did not have any problems with interacting with mobile advertisements.

4.3.6 Question 6: Do you think mobile advertising is persuasive? Explain your answer.

Question 6 relates to the study's fourth research objective, that is, to determine how persuasive they consider mobile advertising to be. Participants were asked if they thought mobile advertising was persuasive and to explain why they felt this way. This question was derived from the ARF Model's sixth element, advertising persuasion, which helped the researcher to understand if mobile advertising has any effect or influence on participants after an exposure.

Participants were given the option to say 'yes', 'no' or 'it depends', followed by reasons. To supplement this theme, participants were asked whether or not mobile advertisements urged them to purchase any goods or services after seeing an advertisement, and whether or not they had engaged in online shopping, as many ads would encourage this.

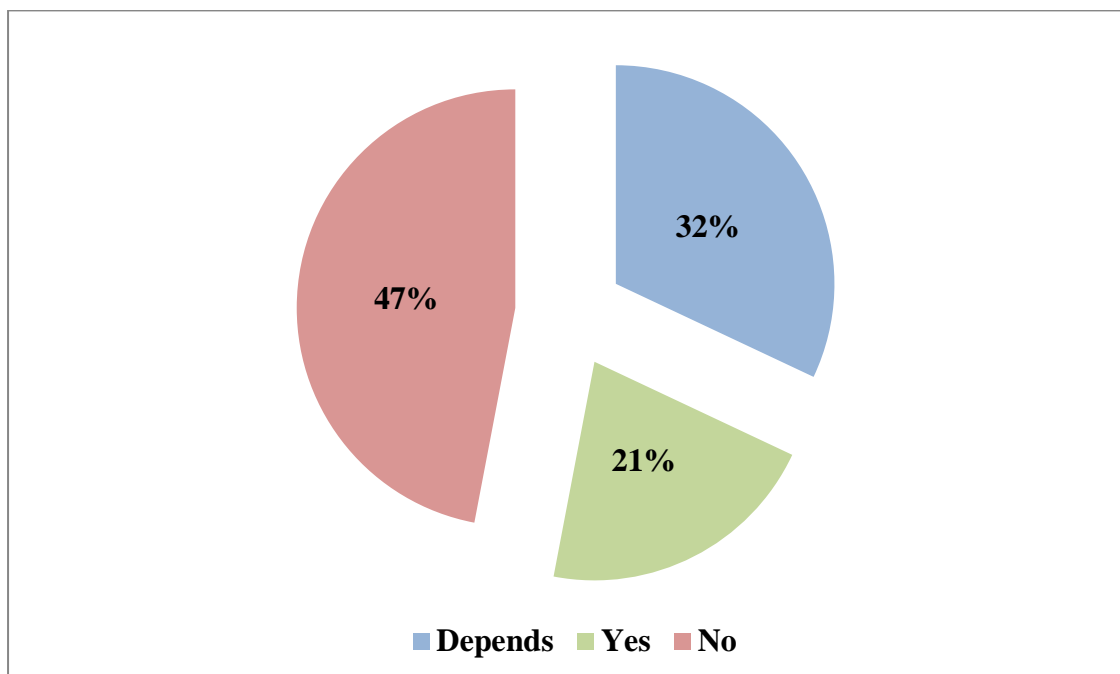


Figure 4-8: Persuasiveness of Mobile advertising

As can be seen in Figure 4-8, 47% of the participants said that mobile advertising was not at all persuasive. They said mobile advertising did not make them want to consider what was being advertised to them. Their behaviour was based on the high risks of miscommunication and marketers failing to at least make an effort to only communicate to them information that is relevant. This links to both informativeness and personalisation of content. The above finding is supported by a study done by Donner *et al.* (2011) that concluded that South African customers are mostly trying to minimise risks instead of maximising utility. Consumers' behaviour can be strongly determined by their subjective risk perception.

Figure 4-8 shows that 32% of the participants said that mobile advertising's persuasiveness was dependent on Theme Three mentioned above ('product or brand'). They also said that persuasiveness was dependent on their needs at the moment of exposure. If the mobile advertising showed them things that they needed at the time, they were most likely to consider it. These findings support those of Mesquita (2010), whose study focused on mobile advertising being an effective tool of communication to the South African youth. The study shows that the degree of relevance plays a positive role in mobile advertising acceptance.

The remaining 21% of the participants said that mobile advertising was persuasive. These participants said that they always felt that mobile advertising encouraged them to browse online, window shop and eventually buy something. The following comment from one of the participants illustrates this:

- *"When I was still a student, I received an SMS advert from TheFix, on a Wednesday and it mentioned that the following day on Thursday, the store was offering a 20% discount to students and also to bring along their student cards as proof. I went to the shop on Thursday just to confirm that the advert and they said it was true" (Participant 29).*

A follow-up question was asked to get participants to explain more why they thought mobile advertising was persuasive or not.

I. Have you ever bought anything because of a mobile advertisement you received?

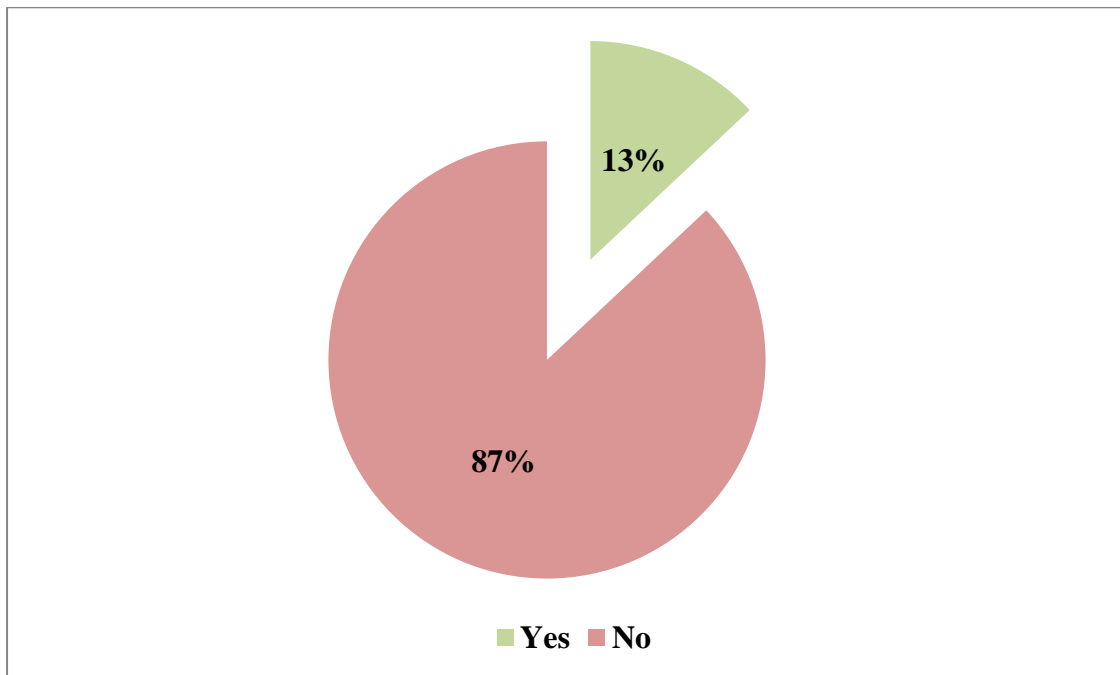


Figure 4-9: Influence of Mobile advertising on purchase

As reflected in Figure 4-9, 87% of the participants said they had never bought anything because they saw it advertised on their mobile phones. Just 13% of the participants said they have either bought something or gone to a shop after seeing a mobile advertisement. Some participants stated the following:

- *“I have never bought anything that I can say I saw an advert on my phone, however, every time I see something that I think my friend will like, I show them, we share information like that” (Participant 21).*
- *“I also prefer just sharing information with my friends, I am studying an undergraduate degree (Bachelor of Information Studies), so as a result, I always make sure to be constantly updated with current affairs and any other news that I feel my peers would be interested in” (Participant 22).*

Another follow-up question was asked to discover if the participants had ever engaged in online shopping, and their reasons why they had or had not done so.

II. Have you ever done online shopping? Why?

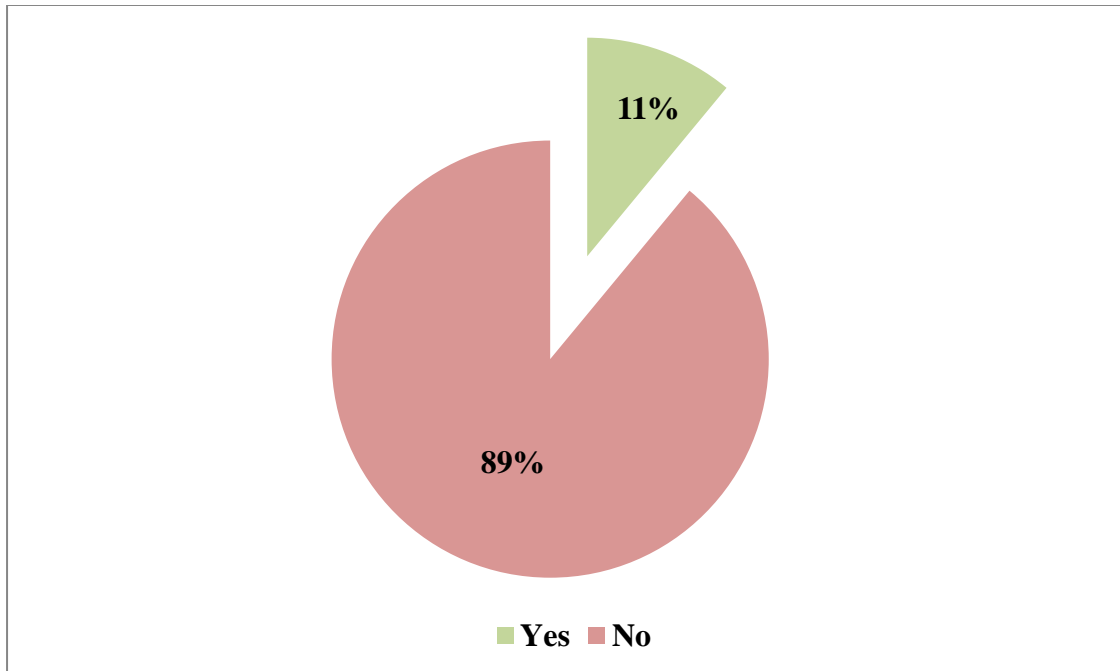


Figure 4-10: Online Shopping

Figure 4-10 shows that 89% of the participants indicated that they had never done online shopping. Another theme was developed from their reasons for choosing not to purchase anything online. The question was asked based on the idea that some shops or brands may not be easily accessible in their physical locations and they would therefore have to travel a long distance to get there, or opt to do online shopping, if they wanted the product. Theme Four (Leeriness) was based on the following reasons: lack of trust, miscommunication, misrepresentation, products mix-ups, and unsolicited information. This theme relates to the Ducoffe Extended Model's third element, credibility. Because credibility builds a foundation for effective advertisements and allows marketers and consumers to build trust and relationships, if consumers lack trusts in a brand or product or mode of advertising, this can result in a negative attitude towards that mode of advertisement, such as mobile advertising.

These participants said they do not trust mobile advertising and therefore they were not comfortable buying anything on the internet. They added that they felt that mobile advertisers constantly and continuously miscommunicated with them, sending them irrelevant or false information. They also shared that, from word of mouth [WOM] from their peers and other people surrounding them, they learned that companies or individuals selling products or services online have a tendency of not delivering, or delivering the wrong product from that which is requested and paid for. Another concern with online shopping raised by participants was that online advertisers were not all located

close to them, where they could visit the shops and verify the information, or return the product if what was delivered to them was not what they requested, or even just change sizes.

Furthermore, they indicated that they did not like how advertisers sent them information that they did not request or subscribe to, as this was privacy intrusion. When it comes to email advertising, participants said they did not have problems with receiving information that they have subscribed to; only the unsolicited email advertisements were considered problematic. Participants said that in future, they will not have problems interacting with adverts if they are relevant, creative and are of benefit to them. They also felt that advertisers should communicate adverts about jobs, for example, graduate openings in their companies or their information about opening new shops around the area.

Another vocal argument was that the internet was full of online scams and participants were not comfortable using or sharing their personal information, such as banking details or identification number, on the internet. As a result, they were not willing to do any online shopping, in order to protect their personal information. This was analysed by the Ducoffe Extended model's third element, credibility. These participants felt that online sellers or shops lacked the credibility for them to build a relationship with. However, these participants said that they would consider online shopping in the future, if they come across positive WOM feedback from their peers and if they are familiar with the brand.

The above findings relate to those of previous studies (Unal *et al.*, 2011; Van der Waldt *et al.*, 2009; Tsang, Ho & Liang, 2004). The above mentioned studies showed that there is a correlation between consumer perceptions of an advertisement's credibility and consumer attitudes towards mobile advertising. The findings of this study show that participants' reluctance to shop online is influenced by the fact that they do not trust mobile advertising; therefore, they end up not interacting with this form of advertising. This shows that there is a negative relationship between non-credible advertisements and consumer attitudes towards mobile advertising.

Only four participants (11%) said that they had done online shopping, had a good experience and would not mind doing it again in future. Some participants shared the following:

- *"My online shopping experience was persuaded by an advertising email from Mr. Price and the email advert had a pair of shoes I had been looking for" (Participant 23).*
- *"My shopping experience was influenced by a specific type of leather shoe that I was looking for and someone suggested that I try a website called Tread+Miller, I checked it out and they had what I was looking for so I bought the shoes online" (Participant 1).*

- “I also buy some technological products on Takealot if I can’t find them at the shops” (Participant 1).
- “ I wanted some container tubes for a private project that I was working on and I couldn’t find them at the shops so I opted to use online shopping and ended up making a purchase [online] for the first time” (Participant 19).

The following question was asked to identify participants’ responses towards mobile advertising, and how they personally felt about this form of advertising

4.3.7 Question 7: What is your usual response when you are exposed to mobile advertising?

Question Seven relates to the study’s fifth research objective, that is, to investigate their response towards mobile advertising. The participants were asked to disclose their reactions to mobile advertising, to confirm participants’ interaction with mobile advertising. This question was derived from the ARF Model’s seventh element, advertising response. This element measures consumer’s response or action when exposed to mobile advertising. It measures their engagement that participants had with mobile advertising. The question is essential to ascertain the consistency of participants’ responses regarding their attention to mobile advertising, as well as to identify what other responses they had that may not exist in current literature.

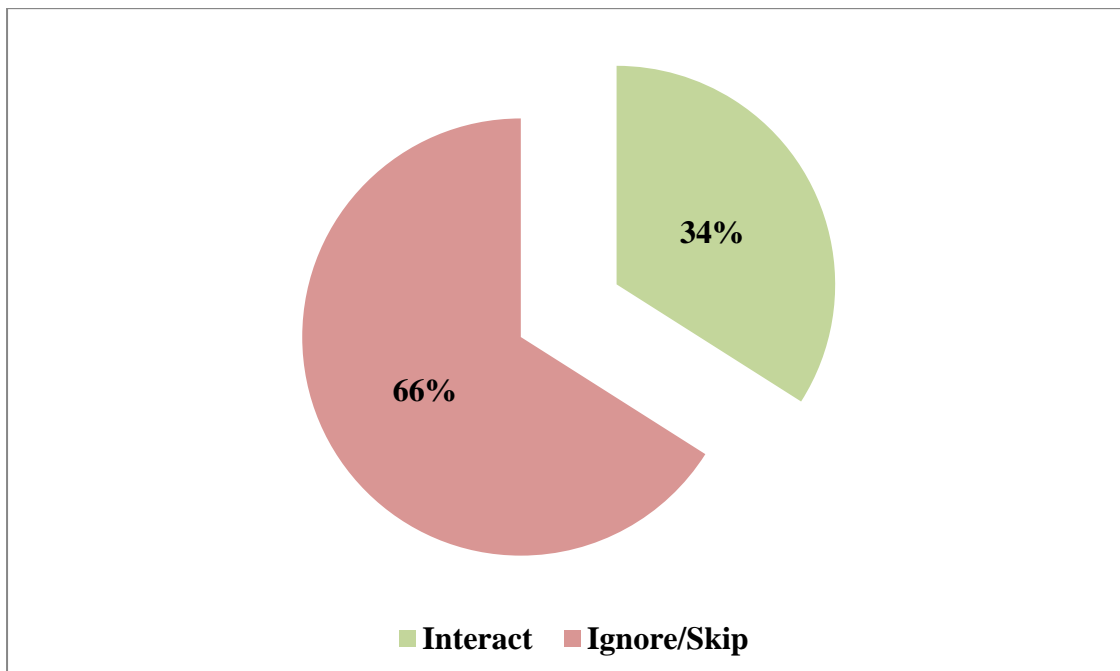


Figure 4-11: Response to mobile advertising

As reflected in Figure 4-11, 66% of the participants said that they never looked at mobile advertising. They said they ignored such advertising and pressed the skip button as soon as it appeared. Some of

these participants mentioned that they unsubscribed from emails and were inconvenienced by the fact that they have to use their airtime to opt out of SMS advertising. These findings support those of Donga (2017), whose study showed that 53.4% of respondents only looked at mobile advertising occasionally, implying that South African university students did not put effort into paying attention to mobile advertising. Another study supporting the above findings is that of Beneke (2011), which showed that the South African youth market ignored mobile advertising messages until their phones were flooded with messages.

Figure 4-11 shows that 34% of the respondents indicated that they interacted with mobile adverts. They said that even though they did not click on the banners, videos or reply to SMS advertising all the time, they would at least look at the advert and see what was going on.

This is compared with Question Five, where participants were asked if they paid any attention to mobile advertising; in response, 23 participants (61%) said they did not pay attention to mobile advertising and ignored them upon exposure. However, in Question Seven, participants were asked to share their usual responses when exposed to mobile advertising, in part to see if they would all give the same responses as they shared in Question Five. Twenty five participants said that they ignored mobile advertising upon exposure. Therefore, there is a variance of four participants who previously said they paid attention to mobile advertising (in Question Five) but changed their response in Question Seven to say they do not pay attention to mobile advertising upon exposure. The possible reason for this change in the answers can be that through the discussions, participants may have had enough time to actually think about if and how often they paid attention to mobile advertising or it could be that they changed their responses in line with the majority view.

Participants were then asked, in a follow-up question, to share their feelings towards mobile advertising.

I. How do you feel about mobile advertising?

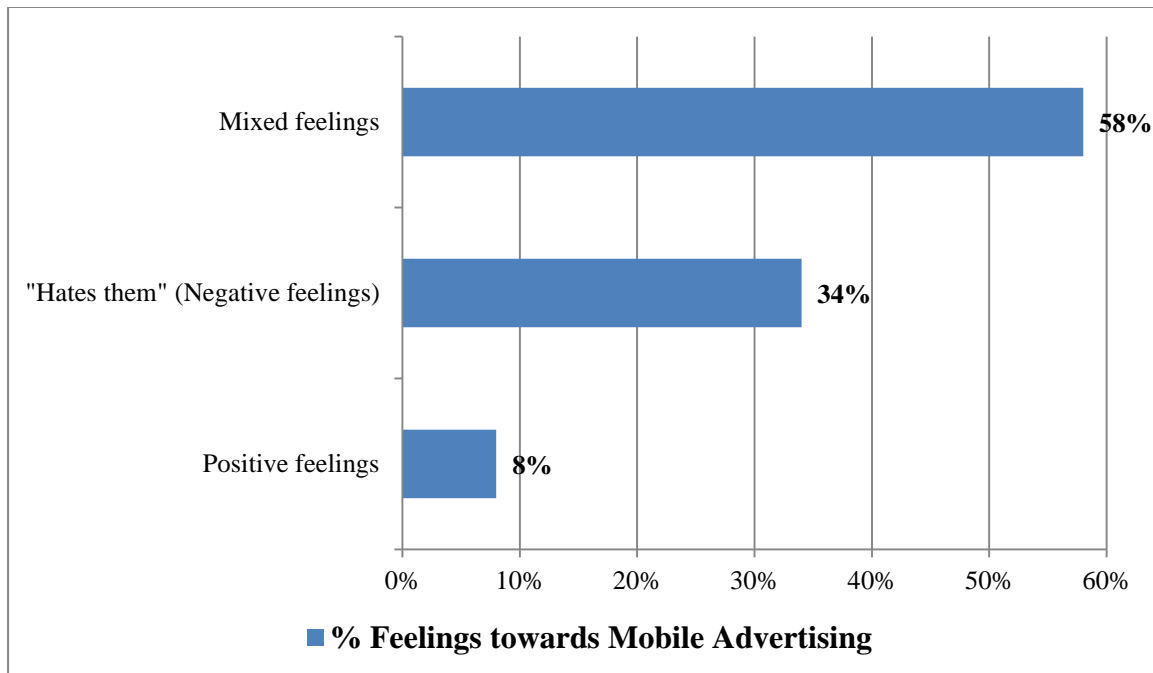


Figure 4-12: Feelings towards mobile advertising

As displayed in Figure 4-12, 58% of the participants said they had mixed feelings towards mobile advertising. They said they felt that most of the mobile advertising that was served to them was irrelevant. This supports the findings of Le and Nguyen (2014), who found that Vietnamese consumers had moderate feelings towards mobile advertising. Theme Five (Reluctance), spoke to participants' unwillingness and disinclination to interact with mobile advertising. This theme relates to the fifth element of mobile advertising messages, interactivity, and the Ducoffe Extended Model's fourth element, irritation.

Participants who had mixed feelings in this study said that if the right information was communicated to them, by brands that they know or are familiar with, they would not have a problem interacting with mobile advertisements. They mentioned a few SMSs about funeral cover, car insurance, life cover and so on, indicating that there had been advertising exposure (the ARF Model's third level). Some said that because they were students and unemployed and did not own cars, they did not want to see adverts about things they do not need. Others added that their family or parents were already on life cover and funeral cover plans; therefore, they did not feel the need to receive that kind of information from advertisers. These participants said they have constantly tried to opt out, but they were still receiving these adverts.

Another 34% of the participants said that they “*hated*” mobile advertising. They said that mobile advertising is not entertaining, they find it overwhelming because they received the same adverts all the time, which is annoying and irritating. This perception is supported by the Ducoffe Extended Model’s fourth element, which shows that consumers can develop a negative attitude towards a brand or product because it is considered irritating. They said they would prefer receiving information that they requested, or at least information of relevance. This reinforces the findings of the study conducted in Turkey by Unal *et al.* (2011), which concluded that the youth market considers mobile advertising to be irritating. Beneke (2011) found that South African youth also considered mobile advertising irritating and, as a result, they did not want to receive mobile advertisements in the future. Beneke (2011) concluded that students had a strong negative attitude towards mobile marketing.

Some consumers feel annoyed by advertisements, resulting in a negative attitude towards mobile advertising and consumers perceiving mobile advertising as unwanted and irritating (Bamoriya & Singh, 2012; Xu, 2007).

Finally, just 8% of the participants said they liked all mobile ads and had no problems with them at all. These participants said they respected that companies have to communicate with their markets, and that mobile advertising was the best platform for reaching the youth market. These participants said they would be happy with receiving mobile advertising in the future.

4.3.8 Question 8: Is there anything else you would like to say about mobile advertising?

To close up the discussion, the participants were asked to provide any additional information that they wished to contribute towards the topic

Table 4-3 provides an overview of the categories of responses that were made.

Table 4-3: Additional Information on Mobile Advertising

Theme	Mentions (% of participants)
1. Relevance	63%
2. Distraction	32%
3. Brand Focus	8%
4. Other	11%

Twenty-four participants (63%) said that they would prefer advertisers to serve relevant adverts that met their needs, rather than advertising products and services that they did not need. This confirms

statements they already raised in Theme One about wanting mobile advertisement with good content and eye catching. Relevance also includes Theme Two that discussed timing. Three (8%) said they would prefer advertisers to be more brand-focused than product-focused. They said that mobile advertisers should make sure that they create brand awareness before they start selling their products. This statement supports Theme Three ('products or brands'), which indicated that participants are most likely to pay attention to mobile advertising if they are familiar with the brand or on a lookout for a specific product. One participant added the following:

- *"Most of the time I am not even aware of the brand that is being advertised to me, so it makes me ignorant because I'm just like, I don't know this people and then not pay attention"* (Participant 34).

Other three participants said that it is easier for them to look at something they know or have seen before, than something they are not even aware of.

Regarding distraction, 32% of the participants added that they use the university Wi-Fi (limited usage) during the day and their own cellular data when they leave campus. They said that they felt irritated or annoyed when they wanted to watch educational YouTube videos and they had to sit through an advert to get the videos they wanted. They said that the video advertising distracted them, consumed their time and wasted their mobile data, which is very expensive.

Finally, 11% of the participants added that they enjoyed inspirational video advertising on YouTube and do not mind watching them, even though they are a distraction.

The above questions address how this youth market feel about mobile advertising and how they would prefer to be communicated with on this platform.

4.4 Conclusion

While Focus Groups Four and Six were more knowledgeable than the other groups in the area of mobile advertising, all of the focus groups were aware of mobile advertising. All groups identified significant factors that had an impact on mobile advertising acceptance. These factors included permission to receive mobile advertising, relevant content, good communication timeliness and frequency of the messages, simplicity and convenience of the messages.

The findings of this study support those from previous research that has done both in South Africa and other countries. Most participants find mobile advertising 'annoying' or 'irritating', mainly because they feel that the content advertised to them is not always relevant. Participants generally appear to have negative overall attitudes towards SMS advertising in particular, again largely due to irrelevant

content. Other participants are happy receiving mobile adverts if the content is relevant, informative, helpful, creative and entertaining.

The next chapter presents conclusions of the study, including limitations and recommendations for future studies.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The preceding four chapters of this study discussed the nature and objectives of this study (Chapter One), the theoretical principles posited to contribute to the attitudes and perceptions of mobile advertising among rural youth, as well as previous empirical work in this regard (Chapter Two), the methodological approach adopted to address the research objectives (Chapter Three) and the findings of the study (Chapter Four). This final chapter provides a conclusive statement about this study, and outlines its recommendations and limitations.

5.2 Aim of the study

The purpose of this study was to explore the attitudes and perceptions of rural youth towards mobile advertising, in the Limpopo province of South Africa. The research targeted university students from two selected universities, as well as non-student participants, aged 18 to 25 years. The research was conducted with the anticipation that the findings may provide marketers with insights to effectively use mobile advertising amongst these youth.

To carry out the research, focus group questions were developed based on the research objectives and six focus group discussions were conducted.

5.3 Overview of the findings in relation to the research objectives

The overall attitudes of youth in Thohoyandou and Turfloop are negative towards mobile advertising. Participants of this study considered mobile advertising to be overwhelming and annoying because it lacks relevance; therefore, companies should invest in personalised and relevant content that can help them advertise their products more effectively to this market.

This study discovered that students are using mobile phones for more than just basic communications. They are constantly looking for information on the internet, playing games and even receiving university updates on their mobile phones.

A significant finding of this study was that there is no observable difference between students and non-students, or based on gender or age, regarding their perceptions or attitudes towards mobile advertising. All participants expressed similar thoughts and feelings. The results of this study are also consistent with the results of previous studies of youth and mobile advertising conducted in South Africa.

The first research objective was to identify rural youths' exposure to mobile advertising. The main finding related to this objective was that there is a high exposure of mobile advertising among rural youth. It is obvious that mobile advertising has reached great heights when it comes to exposure across both urban and rural youth. The majority of the participants indicated that they are exposed to mobile banners, SMS, email and in-app advertising. Donga (2017) noted that mobile advertising is a channel that is still evolving, with a potential that is still far from being appreciated. This study concurs with this statement by providing evidence that the rural youth market under study receives and are aware of mobile advertising. The first objective was therefore achieved.

Research Objective two was to determine participants' attentiveness towards mobile advertising. This objective was achieved. Findings related to this objective shows that there is a small proportion of participants (8%) who like mobile advertising and pay attention to or interact with mobile advertising. A larger proportion of participants (45%) have a negative attitude towards mobile advertising. This was revealed as many participants said they did not want to receive mobile advertising at all as they consider them irritating and annoying. However, the majority of participants (47%) said their attitudes towards mobile advertising were dependent on the advertising elements such as content, context, looks and relevance. Even though only 8% of participants pay attention to mobile advertising, 47% are open to interact and engage with mobile advertising.

With regard to the third objective (to investigate their understanding of mobile advertising messages), it was found that this market has a good understanding of what mobile advertising is. They explained that mobile advertising is a fast and affordable way for advertisers to communicate with them. This objective was therefore achieved. However, there were questions raised by participants concerning how advertisers obtain their personal information and why they constantly receive advertisements from the same advertisers, even after opting out or unsubscribing from their emails.

The fourth research objective was to determine how persuasive they consider mobile advertising to be. The main finding was that mobile advertising is not considered persuasive at all, by most participants. However, 32% of participants said that mobile advertising's persuasiveness was dependent on certain factors such as the product/brand and their needs. A very low number of participants said mobile advertising is persuasive, with only 13% saying they have bought something because they saw the advertisement on their mobile phone. The lack of mobile advertising persuasiveness was influenced by lack of mobile advertisement relevance, security risks that come with the platform, lack of trust and privacy invasion. This objective has been achieved.

With regards to the fifth objective (to investigate their response to mobile advertising), it was found that majority of these consumers prefer to skip/ignore or not interact with mobile advertising. Only 34% of participants interacted with mobile advertising. This objective was achieved. Participants explained that their lack of interaction with mobile advertising was mostly based on factors such as

the quality of the content, relevance, design, product, privacy, risks, trust, location and mood. Lack of interaction was also influenced by the timing that advertisers use to communicate with this market. This goes to show that these factors play an important role in mobile advertising acceptance and influence consumers' behaviour towards mobile advertising.

Another finding was that consumers want to be informed of special discounts or specific products that are relevant to them. Most university students also mentioned that they would prefer if brand would also advertise job opportunities available to them and not just promotions of products and services.

In summary, this research focused on the responses of the selected market towards mobile advertising, so as to fully identify and understand their attitudes and perceptions. The study shows that mobile advertising is a platform that is being used to communicate with all youth in South Africa. There are factors that marketers need to pay more attention to when using this form of advertising. This is because the identified factors play an important role in the acceptance of mobile advertising and building a positive relationship between advertisers and consumers. The following section provides recommendations that can potentially influence consumers' positive attitudes and perceptions towards mobile advertising.

Based on the findings of this study, the attitudes and perceptions of rural youth in Limpopo towards mobile advertising is similar to those of youth in urban locations, as reported in previous studies, despite the different living standards.

5.4 Recommendations for marketers and future researchers

Based on this research and other studies that have been done in South Africa focusing on mobile advertising, it is evident that positive attitude towards mobile advertising is important. Although there are many benefits that are associated with using mobile advertising to reach the youth market, there are some negative factors that can make this form of advertising ineffective.

5.4.1 Recommendations for Marketers

Based on the findings of this study, mobile advertisers should consider the following recommendations when implementing campaigns:

Informativeness, content and contextualisation

In Chapter Four, content and context were identified as some of the factors that influenced participants' attention towards mobile advertising. These two were grouped with other elements and formed a theme that was labeled Theme One, 'content, context and captivity of an advert on first glance'. This study recommends that if advertisers gets the content and contextualisation right, and

effectively communicate this content to consumers, it will boost the attitudes of the consumers towards a specific mode of advertising as well as a specific product or brand being advertised. The content also needs to be informative to keep consumers interested and avoid them opting out. Effective content inspires participation.

Time

Timing was another factor rose by participants in this study, and was also used to develop Theme Two, 'Timing'. Participants said that they do not appreciate messages that come during the night or early times of the day as they can be distraction. Advertisers must be aware of and pay attention to the best time frame for conveniently communicating with a specific target market. For example, if marketers are targeting students or employed people, it would be to their advantage to get hold of those people during the late afternoon when they are no longer attending their classes or not in their work place anymore. This study confirms that time is another important factor for advertisers to consider when running mobile advertising campaigns.

Entertainment and relevance

According to the findings of this study, participants are reluctant to interact with or pay attention to mobile advertising because it is perceived to be mostly irrelevant to them and not captivating. Consumers are most likely to interact with an advert if it is eye-catching or sparks interest at first glance. With the use of social media and memes, mobile marketing has the potential to go viral if it is entertaining. Marketers should consider this when developing mobile advertising content.

Privacy and protection of consumer information

This study found that consumers are very much concerned about how advertisers obtain their personal information. Consumers are have low concerns with information such as age, gender, email address, and cell phone numbers, however, they are highly concerned with protecting their names, identification numbers and banking details. Participants of this study were worried about how and where marketers obtain their personal information. It is important for advertisers to realise that obtaining consumers' personal information without their permission can build a negative relationship between a consumer and an advertiser. Advertisers should be able to provide consumers with convincing responses when they are asked about where they obtained their personal information.

Marketers should remember that consumers have a strong dislike of spam; therefore, it is important for them to communicate efficiently.

5.4.2 Recommendations to future researchers

It is advised that future researchers may find out more about why participants use a specific type of phone - if it was by choice, affordability or a specific mentality towards different types of phones. Future researchers also are advised to use a bigger sample when conducting a similar study of rural youth; they could also perhaps avoid university students and focus only on non-students to see if they also share the same attitudes towards mobile advertising which are prevalent among students. The results may have been different if more non-student participants were involved.

5.5 Limitations of the study

The study was only conducted in some rural parts of Limpopo, due to time and budget constraints.

This study focused on attitudes and perceptions towards mobile advertising in general. It did not include consideration of specific products or advertisers, which may affect the attitudes and perceptions of consumers. For example, most participants were very specific about funeral cover SMSs that are constantly sent to them.

The study also used non-probability sampling, which means that results from this study cannot be generalised to the entire South African population as it is restricted to the participating rural youth in Limpopo province. Understanding and insight, rather than generalisability, is the aim of small-scale exploratory qualitative studies such as this one. However, it may be beneficial in future to carry out further research on a larger scale.

One of the major restrictions of the study is the sample size (38 participants); therefore, it would be important to reinforce the study with a bigger sample. Although the study did not focus on students only, the majority of the sample was made up of students. Of the 38 participants, 24 were students and 14 were non-students. Future studies must incorporate a larger sample of non-student youth.

While the study included both students and non-students as participants, there was a preponderance of students; in addition, the non-students who participated were referred to the researcher by the student participants (their friends). This could have resulted in the responses being biased or similar, because they may share the same views on things. Future studies could perhaps focus exclusively on non-student rural youth.

The selected timeframe of 60 minutes was limiting; participants had more to say about specific brands or advertisers that advertise to them via their cell phones. However, the focus group sessions proved to be a productive way of obtaining information from participants and allowing the researcher to gain indispensable intuition from participants' overall experiences.

5.6 Contributions of the study

This study contributes to the understanding of factors that influence attitudes and perceptions of mobile advertising. There is limited similar research in South Africa that is conducted in rural locations or focusing on rural youth. This study begins to address this gap, to inform advertisers of this market's perceptions. No significant differences were found in terms of the attitudes, perceptions, responses and behaviours of rural youth, compared to those of other youth in previous studies. This could be a result of the fact that most of the participants in this study are university students, as noted above.

5.7 Conclusion

This chapter concludes the study that was undertaken to explore the attitudes and perceptions of mobile advertising amongst rural youth in the Limpopo province. The extent to which the objectives of the study were met was outlined. The main findings included that factors such as content, context, relevance, captivity and time play a significant role in influencing these rural youths' attitudes and perceptions towards mobile advertising. Recommendations to marketers and future researchers were made, and the study's contributions and limitations were highlighted. This study represents a start in terms of addressing a gap in existing knowledge, with regards to the perceptions of rural youth in South Africa towards mobile advertising. On the whole, the findings show that even though rural youth have different lifestyles and living standards to their urban counterparts, their attitudes towards mobile advertising are largely similar. As such, the study confirms the findings of previous studies that have been done in South Africa, in the field of youth and mobile advertising.

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Appendix A – Focus Group Schedule and Script

Sample Focus Group Schedule and Script

Everyone was provided with the information letter before the group begins.

Moderator Introduction and Purpose of Group

Hello. My name is [Madzanga Nebaimoro]. I'd like to start off by thanking each of you for taking time to participate today. We'll be here for about 60 minutes, preferably less.

The reason we're here today is to gather your attitudes and perceptions of mobile advertising. I'm going to lead our discussion today. I will be asking you questions and then encouraging and moderating our discussion.

I also would like you to know this focus group will be tape recorded. The identities of all participants will remain confidential. The recording allows us to revisit our discussion for the purposes of developing research papers and presentations.

Ground rules

To allow our conversation to flow more freely, I'd like to go over some ground rules.

1. Only one person speaks at a time. This is doubly important as our goal is to make a written transcript of our conversation today. It is difficult to capture everyone's experience and perspective on our audio recording if there are multiple voices at once
2. Please avoid side conversations.
3. Everyone doesn't have to answer every single question, but I'd like to hear from each of you today as the discussion progresses.
4. This is a confidential discussion in that I will not report your names or who said what to anyone. Names of participants will not even be included in the final report about this meeting. It also means, except for the report that will be written, what is said in this room stays in this room.
5. We stress confidentiality because we want an open discussion. We want all of you to feel free to comment on each other's remarks without fear your comments will be repeated later and possibly taken out of context.

6. There are no “wrong answers,” just different opinions. Say what is true for you, even if you’re the only one who feels that way. Don’t let the group sway you. But if you do change your mind, let me know.
7. Let me know if you need a break. The bathrooms are just outside the room and feel free to get drink the water provided for you.
8. Are there any questions?

Introduction of participants

Before we start, I’d like to know a little about each of you. Please tell me:

University Students

1. Your name
2. What you are currently studying
3. The level you are studying

Non-University Students

1. Your name
2. What you currently do

Focus Group Questions (45 minutes)

The moderator started asking the focus group questions that were prepared.

Closing (2 minutes)

Thanks for coming today and talking about these issues. Your comments have given us lots of different ways to see this issue. I thank you for your time.

Each participant was handed a Notebook, pen and stickers notes as thank you gift upon leaving the room.

Appendix B – Focus Group questions and follow-up questions

Focus group Questions (with follow up questions)

Please feel free to ask any questions you have with regard to the study before we start.

Engagement questions:

1. What kind of cellphone/mobile phone do you use?
 - I. Is it a feature phone or smart phone?
2. What do you mostly do on your phone?
 - I. Something that you are constantly doing on your phone

Exploration Questions:

3. Are you exposed to advertising on your mobile phone? *(This being either of the following: SMS, Emails, video advertising, app advertising or mobile web banners).*
 - I. Out of the mobile advertising we discussed above, which ones are you exposed to?
 - II. How often are you exposed to mobile advertising? *(On a scale of 1-10(1=least exposed and 10=most exposed), how much can you rate your exposure?).*
4. What is your understanding of mobile advertising and mobile advertising messages? *(After our discussion, can you say you have a better understanding of what mobile advertising is?).*
5. Do you pay attention to mobile advertising?
 - I. When you are exposed to this kind of advertising, do you look at it or read?
 - II. What influences whether or not you pay attention to mobile advertising?
 - III. Do you click on banners and videos? reply to SMSs? If yes/no, why?
6. Do you think mobile advertising is persuasive? Explain your answer.
 - I. Have you ever bought anything because of a mobile advertisement you received?
 - II. Have you ever done online shopping?
7. What is your usual response when you are exposed to mobile advertising?
 - I. How do you feel? And what do you do after that?

Exit question:

8. Is there anything else you would like to say about mobile advertising? *(Any additional information you would like to add or questions after our discussion?).*

Appendix C – Informed consent Letter

UNIVERSITY OF KWAZULU-NATAL School of Management, IT and Governance

Good day,

Research Project

Researcher: Ms Madzanga Nebaimoro (Telephone number: 0728121684; Email: 209524417@stu.ukzn.ac.za)

Supervisor: Dr Aradhna Arbee (Telephone number: 0312603159; Email: Arbee@ukzn.ac.za)

Research Office: Humanities & Social Sciences Research Ethics Administration, Govan Mbeki Building, Westville Campus, Tel: + 27 (0)31 260 8350, Email: hssreclms@ukzn.ac.za

I, Madzanga Nebaimoro, am a Master of Commerce (Marketing Management) student in the School of Management, Information Technology and Governance, at the University of KwaZulu-Natal. You are invited to participate in a research project entitled: Attitudes and perceptions of mobile advertising among rural youth in the Limpopo province. The aim of this study is to explore how rural youth in Thohoyandou and Polokwane feel about advertising via cellphones. In order to achieve this, I would like to conduct focus group discussions with 30-50 youth, and invite you to be one of the participants.

Your participation in this project is voluntary. You may refuse to participate or withdraw from the project at any time with no negative consequence. There will be no monetary gain from participating in this research project. Confidentiality and anonymity of records will be maintained by the researcher and the School of Management, Information Technology and Governance, at the University of KwaZulu-Natal, UKZN. All collected data will be used solely for research purposes and will be destroyed after five years.

This study has been ethically reviewed and approved by the UKZN Humanities and Social Sciences Research Ethics Committee (protocol reference number: HSS/0356/017M).

If you agree to participate in this study, you will take part in a focus group discussion, which should take about sixty minutes to complete. If you have any questions about this study, you may contact me, my supervisor, or UKZN's Research Office (contact details at the top of this page). Thank you for your time.

Sincerely

Researcher's signature  Date 05 July 2017

[Madzanga Nebaimoro]

Appendix D – Consent Forms

UNIVERSITY OF KWAZULU-NATAL
School of Management, IT and Governance

Research Project

Researcher: Ms Madzanga Nebaimoro (Telephone number: 0728121684; Email: 209524417@stu.ukzn.ac.za)

Supervisor: Dr Aradhna Arbee (Telephone number: 0312603159; Email: Arbee@ukzn.ac.za)

Research Office: Humanities & Social Sciences Research Ethics Administration, Govan Mbeki Building, Westville Campus, Tel: 27 31 2604557, Email: HSSREC@ukzn.ac.za

CONSENT

I _____ (full names of participant) hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in the research project. I understand that I am at liberty to withdraw from the project at any time, should I so desire.

I hereby provide consent to:

Audio-record my interview / focus group discussion	YES / NO
Video-record my interview / focus group discussion	YES / NO
Use of my photographs for research purposes	YES / NO

Signature of Participant

Date

Appendix E – Turnitin Report Summary

Final Draft

by Madzanga Nebaimoro

Submission date: 27-Nov-2017 01:52PM (UTC+0200)

Submission ID: 838872406

File name: 2017-11-27_Full_Research_Document.docx (538.75K)

Word count: 22934

Character count: 128280

Final Draft

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113, Issue 5 (2013-05-27)

Publication

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Appendix F – Ethical Clearance



24 August 2017

Ms Madzanga Nebaimoro (209524417)
School of Management, IT & Governance
Westville Campus

Dear Ms Nebaimoro,

Protocol reference number: HSS/0356/017M

Project title: Attitudes and perceptions of mobile advertising among rural youth in the Limpopo Province

Approval Notification – Expedited Application

With regards to your response received on 14 August 2017 to our letter of 24 April 2017, the Humanities & Social Sciences Research Ethics Committee has considered the abovementioned application and the protocol has been granted **FULL APPROVAL**.

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach and Methods must be reviewed and approved through the amendment/modification prior to its implementation. In case you have further queries, please quote the above reference number.

PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.

The ethical clearance certificate is only valid for a period of 3 years from the date of issue. Thereafter Recertification must be applied for on an annual basis.

I take this opportunity of wishing you everything of the best with your study.

Yours faithfully

Dr Shamila Naidoo (Deputy Chair)

/ms

cc Supervisor: Dr Aradhna Arbee
cc Academic Leader Research: Professor Brian McArthur
cc School Administrator: Ms Angela Pearce

Humanities & Social Sciences Research Ethics Committee

Dr Shenuka Singh (Chair)

Westville Campus, Govan Mbeki Building

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FACULTY LEADERSHIP: Edgewood Howard College Medical School Pietermaritzburg Westville