

## Adoption of Mobile Marketing in the Social Field: A Reading from Influence and Resistance Factors

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### Abstract

*The opportunities offered by the mobile phone in the field of marketing, as well as its increasing use by people all over the world have made it a powerful communication tool. In the Cameroonian context, it is gradually being used by advocates of social issues to create awareness and transmit educational information about various problems. This research aims at highlighting the differences between adopters and non-adopters of mobile marketing in the social field through the typology and so shows the success factors and resistance factors to the adoption of mobile marketing in this specific field. Results based on an analysis of 29 case studies help us identify and conceptualize the adoption of the marketing mobile as a comprehensive appreciation, formed by the six dimensions which are: perceived ease of use, convenience of the mobile channel, improvement of brand image, perceived financial benefits, perceived usefulness by users and facilities offered by the partnership between actors of the value chain. Thus, the lack of regulation in the domain of mobile marketing, the intrusive character of SMS and the lack of knowledge according all the processes of conception and diffusion were identified as resistance factors for this adoption. All these factors help us to categorize advocates of social causes into four groups: the advanced, the followers, the latecomers, and the indifferent.*

**Keywords:** mobile marketing, advocates of social causes, adoption, social messages, adopters, non adopters.

### 1. Introduction

In the space of twenty years, the use of mobile communication services has grown remarkably. The Ericsson report in 2014 indicates that the number of mobile subscriptions worldwide at the end of the First Quarter of 2014 was 6.8 billion, that is, about 93% of the world population. The mobile therefore appears as one of the goods with most resonance, with the underlying trends in society, through access to information in real time regardless of where consumers may be found (Alard and Diringier, 2008). This craze has spawned a new concept: mobile marketing. In the context of currently available technology, mobile marketing refers to the practice of delivering marketing messages to recipient's mobile phone through short messaging service (SMS), MMS, Bluetooth or the internet (WAP). We then consider mobile marketing as the use of the mobile channel as a means of marketing communication (Leppäniemi et al, 2006). For marketing professionals today, it represents an interesting element to be integrated in a communication campaign. In Cameroon, the mobile phone has witnessed a considerable evolution and affects a significant proportion of the population. According to the ITU (International Telecommunication Union), the mobile phone penetration rate increased from 0.68% in 2002 to 32, 6% in 2008. This rate is going to attain 71% according to the director of Telecommunications Regulation Agency the increase in the use of mobile phone by the Cameroonian population demonstrates the importance given to this channel for the transmission of various information.

Therefore it is increasingly being integrated among the communication channels of the advocates of social causes to transmit social messages, and as illustrated by the messages sent as a result of partnerships between some government ministries especially the Ministry of Public Health, NGOs (UNICEF, WWF, KO malaria ...) and the mobile phone companies (MTN, Orange and CAMTEL): "message MTN Foundation: earth hour 2011: we are all concerned: let's protect our environment: let's save energy" sent by MTN Foundation on the 26/03/2011, or "The mosquito that transmits malaria primarily bites at night. Protect you and your family. Use a mosquito net. KO Palu/MTN/Ministry of public health" sent by MTN on the 17/08/2011.

The use of the mobile channel as a communication medium for the transmission of information is a new phenomenon in the Cameroonian context and newer in the transmission of social information. This utilization can therefore be considered as an innovation, since it refers to the process by which an existing innovation becomes part of the culture and behavior of an individual or group that adopts it. In this research we will discuss the adoption of mobile marketing as a concept that encompasses the acceptance and effective use of mobile marketing in the different communication and sensitization campaigns. Indeed, Lapointe (1999) points out that the concept of adoption is very broad because it includes altogether acceptance, testing, utilisation and internalisation of this technology.

There are several studies that highlight the benefits related to the adoption of mobile marketing especially the use of SMS and other mobile marketing tools in the transmission of commercial messages (Bauer and *al.*, 2005; Gauzente, 2008). These benefits are the transmission of messages that are more personalized, more targeted, and adapted to the context of the target populations (consumers). However, few empirical studies have focused on the adoption and implementation of mobile marketing from the perspective of the senders of social messages that is the advocates of social cause. According to Varnali and Toker (2010), the main study in the field of mobile marketing covers: consumer behavior, theory (conceptualizations and explanatory studies), and strategy. The adoption of mobile marketing by companies was more apprehended in the literature through the study of both internal and external factors that influence its functioning.

Thus Rogers (1983) noted that managerial, organizational and technological factors had an impact on the adoption of innovations by companies. Similarly, Okazaki (2005) and Okazaki and Taylor (2008) were based on different environmental and managerial factors in explaining the intention to adopt mobile marketing (especially sms advertising) by multinational firms in Europe. Taking into account the scarcity of the studies at an international level and even more in the case of Cameroon (the country where we conducted the exploratory study), we focus the study on identifying factors that affect actual adoption of mobile marketing. The outcome of this paper is a typology of four standard types and a set of success factors and resistance factors in the development of mobile marketing campaign. The subsequent parts of the paper are set out in the following way. The next section discusses the background literature on mobile marketing. This is followed by the description of theoretical framework. Section 4 offers the details of the method used in this paper. In section 5 we present and discuss our results. Finally, we conclude with a consideration of research implications.

## 2. Literature Review

### 2.1. Definition of mobile marketing

Mobile marketing is a new marketing concept which has many definitions. However, even with the existing literature on the domain, a consensus has still not yet been arrived at with regards to the definition as noted by Varnali and Toker, (2010) and Leppäniemi and *al.* (2006).

The Mobile Marketing Association (MMA) (2008) defines mobile marketing as « A set of practices which enable organisations to communicate and collaborate with their public in an interactive and pertinent way through any mobile device or network ». Other research enables us interpret the role of marketing differently. Notably that of Scharl and *al.* (2005) for whom mobile marketing consists in the use of a wireless devices to provide to consumers, at the appropriate places and time, personalised information promoting goods, services and ideas, thereby generating value for all stakeholders. On the other hand, other research considers the transmission of information to consumers via the mobile channel as mobile advertising. In this light, Haghirian and Madlberger (2005) noted that mobile advertising consisted in using interactive wireless media such as mobile telephones, for the transmission of personalised advertising messages to consumers, with the main aim of promoting their goods and services.

However, the use of a mobile telephone for the transmission of information to consumers is not only limited to the terms “mobile marketing” and “mobile advertising”. For other writers, it rather corresponds to wireless advertising or wireless marketing. Since there is no commonly agreed definition of mobile marketing, this study, however, adopts the definition proposed by Leppäniemi and *al.* (2006, p. 38) who reviewed and analyzed existing definitions of mobile marketing before developing the following: “**The use of the mobile medium as a means of marketing communications.**” This definition gives room for the integration of the transmission of both commercial and social information.

This definition also involves communication, which is an important part of any marketing strategy, and mobility, which allows communication to be conducted without the restriction of being at a fixed location at a certain point of time (Leppäniemi and *al.*, 2006).

According to the mobile marketing Association, various mobile tools and options can be used for mobile marketing communication (MMA, 2008): mobile web sites, mobile applications, short message service (SMS), multimedia messaging service (MMS), mobile video and television. Furthermore wireless application protocol (WAP), push messages as well as file transfer (sound, or pictures) by means of Bluetooth can be employed. The most important are the SMS and the MMS. In the field of mobile marketing, the main tool lies on the sending of text messages (Gauzente, 2008). The transmitted messages have a maximum content of 160 characters. Sending messages to consumers via the mobile channel means choosing between two strategies: the push strategy (push marketing) and the pull strategy (pull marketing). In a push campaign, the marketer takes the initiative and sends messages directly to consumer regardless of whether the consumer has agreed to receive the message. Pull strategies involve sending information that is requested by the consumer (Barwise and Strong 2002).

## **2.2. Factors affecting innovation adoption**

Given the relative paucity of mobile marketing literature regarding the transmitter perspective, we follow a discovery-oriented approach, as suggested by Deshpandé (1983), combining insights from in-depth interviews with a comprehensive review of the literature on e-commerce, new technology adoption, as well as insights from existing studies. We conduct a literature review designed to identify factors associated with the mobile marketing adoption in order to transmit messages with social character.

### **2.2.1. Technological factors**

Technological factors have always been the central point as far as adopting innovation is concerned. Actually, several adoption theories have shown cased technology related advantages as a factor influencing the adoption of an innovation. This is the Innovation Diffusion Theory (IDT), the TAM and the UTAUT. Within the framework of the IDT, Rogers (1995) exposed the elements that favour the adoption of technological innovation, notably the related advantages. The concept of relative advantages goes in line with that easy usage of Venkatesh and Davis (2000); and that of expected performance and prepared effort by Carlsson and *al.* (2006) through UTAUT. Perceived benefits in mobile marketing focus on the gains in terms of time and space. As underscored by Gold and *al.* (2010), SMS enables you to send simultaneously messages to multiple addressees; moreover, they are delivered immediately. Gauzente (2008) noted that the rate of reading SMS varies between 95% and 100%. Actually, everyone instinctively reads a new message when it arrives in his phone. The use of SMS therefore enables organizations to create a special relationship between senders and receivers of messages (Okazaki, 2005). The advantage of SMS is also based on the fact that most mobile phones have the ability to send and receive messages, as pointed Keshtgary and Khajehpour (2011), all mobile phones in the world have the SMS function, it then creates a large market for communication campaigns having it as a communication medium. Going in the same direction, Sinisalo and Karjaluo (2009) concluded that 100% of mobile phones support the playback functionality of SMS. Text messages then appear as the most present of all mobile service. Perceived benefits here also refer to the perception of how easy it is to use the technology.

### **2.2.2. Organisational factors**

Organizational factors that depend on the structure of the organization were analyzed by several authors within the framework of the adoption of e-commerce by organizations (Okazaki, 2005; Okazaki and Taylor, 2008). Organizational factors generally represent the characteristics of an organization and they help explain the adoption of technology. We will limit our work to the analysis of a few relevant features given the specific context of our study notably the business sector.

Business sector determines the adoption of mobile marketing and even more the objectives based on this adoption. As earlier noted, NGOs and government departments with a social mission use mobile marketing to send social messages. Lindon (1985) noted that NGOs are organizations which have a constant selfless social vocation to work for the welfare, safety or the survival of the company as a whole or of certain social categories. To fulfil this mission, they must ensure that they transmit information to the people to educate them on various subjects and especially raise awareness. This awareness has a dual purpose according to Gold and *al.* (2010).

Firstly to communicate new information or specific information; and secondly to remind the people of what they already know, that is, to refresh their memory on supposedly already acquired knowledge. In social marketing, the watch word in many campaigns is education and information rather than sales; and is directed towards attitudes rather than action. Behaviour change is the ultimate goal of social marketing (Barach, 1984). Achieving goals also requires the adoption of an effective communication channel.

### 2.2.3. Environmental factors

Environmental factors are factors that are external to the organization, but that positively or negatively influence their objectives. Environmental factors generally include elements related to culture, technology and institutional rules. As part of our work, these factors relate more to the influence of partners and perceived responsiveness of target populations.

- **The influence of the partner:** several categories of actors are involved in the process of sending text messages to target populations and it is precisely the facilities offered by the mobile companies which make this process easier. Indeed, NGOs and ministries design messages and mobile telephone companies with which they are partners are responsible for sending them. They provide the client files or composed file of subscribers and it becomes easier.
- **The perceived receptiveness of target populations:** Since the success of every marketing action developed by a company depends on the consumer's attitude towards this action, similarly, the attitude of the advocates of social issues in respect to mobile marketing will largely depend on their perception of the acceptability and responsiveness of consumers to the social messages they receive by this means of marketing action. Actually, as pointed out by Vatanparast (2010), in each event if marketers want to effectively use the means of communication offered by the mobile channel, they must necessarily understand how mobile telephone users perceive and evaluate mobile SMS as a source of advertising or transmission of social information. In the same light, Okazaki and Taylor (2008) found that managerial intention of companies to use the mobile channel as a means of communication is connected to the way that SMS advertising is perceived and accepted by consumers.

### 2.2.4. Managerial factors

Managerial factors in the mobile marketing literature are related to the financial advantages and the improving of brand image.

**Perceived financial advantages:** The costs resulting from the use of mobile marketing, including the use of SMS is an important factor in the decision to adopt or not this communication channel. To this end, several authors have stressed that in order to effectively use mobile marketing, marketers and advertising agencies need to know how to use this new medium to take advantage of its unique efficiency features, interactivity and customization building (Salo and Tahtinen, 2005). Indeed, given the low cost of sms it is reasonable to think that it is less expensive compared to other channels. Mirbagheri and Hejazinia (2010), and Gauzente (2008) going in the same direction noted that mobile marketing campaigns have a relatively low cost and are profitable.

**Perception of improving brand image:** It was noted that companies typically use social responsibility as a strategic opportunity to obtain medium and long term organizational benefits while pursuing social goals (Graafland and Van Den Fri, 2006). This interest explains why companies invest in activities that have a social purpose even if they do not get any private benefit in the short term (Keim, 1978). So the search and achievement of social objectives are a better sense in the long term (Alcaniz and *al.*, 2010). Okazaki and Taylor (2008) noted that the perception of building the reputation of the company is the most important determinant of the intention to use mobile advertising by these companies. Based on content analysis of 30 mobile marketing campaigns in Europe, Pousttchi and Wiedemann (2006) concluded that mobile marketing has been mostly used for building brand awareness, to change the brand and enhance consumer brand loyalty. The effectiveness of mobile channels in building the brand image is most often addressed in the areas of brand awareness and brand associations (Smutkupt and *al.*, 2010). It appears that mobile marketing creates new opportunities for companies to form consumer attitudes toward a brand (Rohm and Sultan, 2005).

### 3. Methodology

The survey basically aims at revealing the success and resistance factors to the adoption of mobile marketing in the social domain. We opted for an exploratory research since the level of knowledge about our specific problem remains limited for the moment. In terms of academic research, the exploratory study represents a first step in filling the above-mentioned void by focusing exclusively on the use of only one mobile service (SMS) in order to transmit social messages. Case study can be used to accomplish various aims: to provide description, test theory or generate theory. The interest here is the description.

This contribution completes and significantly extends the results of Mbiadjo and Djeumene (2015). For both papers, we rely on the case study approach. We describe case studies analyzed according to the process described by Eisenhardt (1989) in order to derive standard types of mobile marketing adopters.

Qualitative interviews conducted over 29 case studies based on an interview guide, combined with other prior research, are used to identify the primary factors associated with mobile marketing adoption through SMS in order to transmit messages which have a social character. This interview guide focused on five major topics, namely: knowledge of mobile marketing, social message-sending types through the mobile channel, organisation and monitoring of the sending and receiving process of social messages and finally, a study of the impact of social message-sending in relation to the measure of responses following reception of the message by the target population, in terms of behaviour change. Since there are no reliable and exhaustive lists of players in mobile marketing in Cameroon, the cases studied were on one hand, on the basis of messages received and on the other hand, on the list provided by the Ministry of Territorial Administration. Based on these two sources of information, we were able to get the 29 cases, made up of organisations taking part in the process of sending messages to the Cameroonian population and those who are not yet participating. We conducted cross-case search based on the characteristics identified in the literature review and classified within a morphological box as done by Pouttshi and Wiedemann (2007).

By conducting the different interviews and after analysing various comments, we were able to bring out two main features: **overall knowledge of mobile marketing and role in the process of dissemination and designing of messages.**

This led to a further distinction at a lower level and higher level that we term the standard type level. Afterwards, we derived the success factors and resistance factors of mobile marketing adoption and link them to the standard types. Thereafter, we compared the results with adoption of technological innovation literature to get more and deeper insight in our findings and achieve stronger internal validity. Finally, we structured the relationship between the success factors and resistance factors and standard types using a matrix in order to develop a success factor framework and resistance factor framework.

### 4. Results and Discussion

#### 4.1. Standard Types of Mobile marketing adoption

As noted above, analysis of the different case studies highlighted two main characteristics: overall knowledge of mobile marketing and role in the process of designing and disseminating messages. The first feature that bears on overall knowledge of mobile marketing can be low or high. Overall knowledge on mobile marketing refers to the mastery of different opportunities and facilities, strategically offered by mobile marketing in communication campaigns. The second feature is the role in the process of designing and disseminating messages. Indeed, the actors in the value chain play a specific role in the process of disseminating messages. Advocates of social causes that initiate awareness campaigns design messages that are transmitted to receivers by mobile phone companies. However, given that many promoters are at the basis of such campaigns, they do not all participate with the same intensity. Together, these two characteristics highlight four quadrants, termed as types of mobile marketing adoption standards and which are shown in Table 1. In the literature, we have no knowledge of existing typology on the adoption of mobile marketing, making it difficult to name the different groups, especially the adopters. Based on their characteristics, we identified the four following groups: the advanced, the followers, the latecomers and the indifferent.

**Table 1: Standard types of mobile marketing adoption**

General knowledge about marketing	Low	Followers	Indifferent
		High	Latecomers
		Active	Passive
	Role in the designing and dissemination process		

**The advanced** are characterized by an active role in the design and dissemination process and, especially by a high knowledge of mobile marketing. The advanced are the first users of the mobile channel in communication and awareness campaigns in our context. They use mobile marketing on a regular basis in their communication campaigns. They use mobile marketing with the aim of achieving the objectives of targeted communication, of wider coverage of the target and of sensitization. For them, these objectives are probably the most important. These adopters perceive well, the technological advantages as well as the financial benefits associated with the use of the mobile phone in communication campaigns. Indeed, they share the view that, the mobile phone favours the transmission of targeted information, the rapid transmission of information. This gives it its practical nature. This low-cost communication channel, according to adopters, provides benefits in terms of target coverage and of targeting it. Moreover, they think that the received messages are considered important and informative for the target population. Therefore, the messages sent are not just read by receivers, but are, at the same time, appreciated and retained by them. For this category, the mobile phone is favourable for an interactive communication with target populations and requires little effort in designing and sending messages. For these adopters, organisations involved in sending messages of a social nature via the mobile channel are best considered by the target populations and therefore more appreciated. Finally, for the advanced, relationships with partners, notably mobile phone companies are likely to facilitate the sending of messages since the latter, not only provide the data bases of subscribers but also engage in the distribution of different messages previously designed via their different foundations.

**Followers:** This group is made up of advocates of social causes who have adopted mobile marketing but still use it only occasionally. They do not yet perceive well, the benefits related to the use of the mobile phone, in their communication campaign. These adopters are old organisations which focus on improving their brand image among target populations. These include mobile phone companies, government departments and NGOs. They have a regional competence and consider the fact that transmitted messages, given their importance, are favourably valued by their receivers. These adopters have a low knowledge about everything around communication via mobile phone, hence their active participation in the design of messages. This category does not yet control the opportunities offered by this channel but are interested and focused on the attitude of the advanced.

**The Indifferent:** This category highlights the non-adopters who have, only very little knowledge about mobile marketing. They are young organisations, mainly associations of national, local and regional competence who receive, neither the technological advantages nor the financial advantages, let alone the opportunities offered by mobile marketing, both in terms of specific objectives that may be pursued and the improvement of their image vis-a-vis the target, as well as on the perception of target populations with respect to messages received. They stress on the weak legislation on mobile marketing and especially, existing vagueness on the rights and obligations of advertisers and receivers, as proof of their lack of interest. The intrusive nature of the sms is also grafted to this first slip. These ones have no information about developments in mobile marketing, despite general progress in ICT and of the world around them. They do not follow the current trend of euphoria for these new communication channels, reason why we qualified indifferent.

**Latecomers:** This group consists of non-adopters. These non-adopters are young organisations consisting mainly of associations and NGOs of local and regional competence. These latecomers, although they have not yet adopted mobile marketing, have a good perception of the benefits associated to it, notably, the objectives that can be achieved by introducing this tool in communication campaigns. This mainly includes the broadest coverage of the target audience and a more targeted communication to induce behavioural change. Similarly, for them, the benefits attached to the constitution of the file and those related to the ease in designing messages are important points. Other equally important points are: the financial advantage linked to the use of the mobile phone (because it is less expensive); and, the fact that it is a fast and convenient way of sending messages to people is interesting.

This category of promoters of social cases also appreciates the responsiveness of populations because they think that the target populations read messages on their mobile phone. This positive vision of mobile marketing which the non-adopters have is an important prerequisite that will inevitably lead to its adoption by the latter. They can be considered as potential adopters, but are late with respect to progress made in the field. As obstacles to their effective adoption of mobile marketing, latecomers highlighted the following: insufficient regulation on mobile communications in our country and the intrusiveness that essentially characterises sms.

#### **4.2. Success factors of mobile marketing adoption**

The case study research and literature review indicate the existence of six factors assuring the success of mobile marketing adoption. These factors are: perceived ease of use, the perceived convenience of the mobile channel, perception of improving brand image, perceived financial benefits, the perceived usefulness by receptors and relations with various partners. The above mentioned success factors are not exhaustive. Further marketing researchers should add or modify the ideas developed.

*Perceived ease of use:* This situation is due to the actual use of SMS as the only mobile service in the awareness campaigns. Indeed the sms is a tool used by all mobile phone owners and provides greater opportunities compared with other communication channels. In addition, this ease of use is enhanced by the various partnerships that are forged between mobile phone companies and many NGOs (following the example of Sanofi) in the social field. Thus, all the design and dissemination process is simplified. This feature is highlighting by the advanced and latecomers. The followers have a little perception of this facility.

These results reinforce the theoretical elements developed by Davis (1989) with TAM whereby ease of use is a fundamental determinant of the acceptability of a technology, also the result of Utaut developed by Venkatesh et al (2003) with its concept of effort planned, and the IDT of Rogers (1995) with his concept of relative advantages. The concept of ease of use is influenced for Al Sukkar and Hasan (2005) by the existence of terms facilitators more suited to our context. We can then conclude with Vatanparast (2010) that by utilizing the mobile channel, advocates of social causes can run marketing campaigns targeted to tens of thousands of people with a fraction of the cost and time compared to other direct marketing medium. Perceived ease of use is significant predictor of the adoption of mobile marketing by advocates of social causes because of its ease of use. It therefore appears as the appropriate communication channel for different advertiser

*The perceived convenience of the mobile channel:* is due to its ubiquity. It is the primary advantage of the mobile medium. It refers to the ability of users to receive information and perform transactions wherever they are and whenever they want. Such ability can be realized due to the fact that a mobile device is portable and is switched on most of the time. Today, people do not leave home without their mobile phones, and usually do not leave them unattended. The mobile phone is highly personal, rarely used by anyone except its owner (Bauer and al., 2005). This convenience also comes from the fact that the mobile phone enables the achievement of specific objectives other than mere awareness. This is because it will not only get the messages across, but also its goals reach a larger portion of the target population as pointed out by the advanced and the followers.

Sender-actors agree that the mobile telephone with the many benefits that it carries is the most appropriate tool today for the transmission of information to the people so as to ensure them better coverage. Perceived benefits in mobile marketing focus on gains in terms of time and space as summarized by advanced and latecomers. This joins the idea developed by Gold and al. (2010), who underscored that SMS enables to send simultaneously messages to multiple addressees; moreover, they are delivered immediately. Gauzente (2008) noted that the rate of reading SMS varies between 95% and 100%. Actually, everyone instinctively reads a new message when it arrives in his phone. The use of SMS therefore enables organizations to create a special relationship between senders and receivers of messages (Okazaki, 2005).

*Perception of improving brand image:* using the mobile channel enables the improvement of the image of the latter towards the target population. Indeed, it was noted by the advanced that the use of this new communication channel made it possible to be better appreciated by the target populations. For the followers, on the contrary, the use of the mobile channel is the main objective followed. For them, taking part in the sending of messages of social order to populations allows them to increase their notoriousness and forge a positive image among these populations. This result goes in line with the works of Okazaki and Taylor (2008). They noted that the perception of building the reputation of the company is the most important determinant of the intention to use mobile advertising by these companies.

Based on content analysis of 30 mobile marketing campaigns in Europe, Pousttchi and Wiedemann (2006) concluded that mobile marketing has been mostly used for building brand awareness, to change the brand image and enhance consumer brand loyalty, brand image referring to the set of associations linked to the brand that consumers hold in memory (Okazaki and Taylor, 2008). So we can observe that the use of mobile marketing for the transmission of social information is intended to improve not only the image of the organization among target populations, but also to improve the reputation of this one

**The Perceived financial benefits:** The costs resulting from the use of mobile marketing, including the use of SMS is an important factor in the decision to adopt or not this communication channel. To this end, several authors have stressed that in order to effectively use mobile marketing, marketers and advertising agencies need to know how to use this new medium to take advantage of its unique efficiency features, interactivity, and customization building (Salo and Tahtinen, 2005). In fact, we noted that for the advanced, this communication channel is less expensive than the traditional communication channels and confers certain advantages in terms of coverage of the target and of targeting the latter. Indeed, given the low cost of sms (51fcfa and 31 fcfa in Cameroon) it is reasonable to think that it is less expensive compared to other channels. This result is in line with the ideas developed by some authors like Leppäniemi and Karjaluoto (2005) who have shown in their study that SMS is cheaper than other direct means of communication. Generally, we found that the sms enabled to reduce costs related to the launch of any awareness campaign in view of its low cost and partnerships between the various actors according to their respective task.

**The usefulness perceived by receptors:** Perceived usefulness is a fundamental characteristic of the adoption of mobile marketing by advocates of social causes. Indeed, all the design and dissemination process is conceived for the receivers. If they do not like the messages sent, then the various campaigns will have been for nothing. In fact in order to avoid an attitude of rejection by them, advocates of social causes make sure they first send messages which respond to the needs of the target, at appropriate times and at an acceptable frequency (1 to 2 times per day). Thus, for the advanced, messages received are considered important and informative for the target population. Therefore, the messages sent are not just read by receivers, but are also at the same time appreciated and retained by them. Followers on their part, consider that the messages transmitted, given their importance, are favourably valued by their receivers. Latecomers on their part, also appreciate the responsiveness of the people, because they think that target populations read the received messages on their mobile phone. These results also add up to those of Vatanparast (2010). Given the importance of the private aspect in the acceptability and adoption of mobile marketing, it appears that consumer willingness to adopt the social message is an essential choice criterion for companies which enable them to assess whether or not they should use mobile marketing.

**Relations with partners:** In the context of social messages sending, the importance of partnerships with mobile phone companies was put forward by some stakeholders. Indeed, as noted by the advanced, various partnerships between NGOs, ministries and mobile phone companies are likely to enable message sending easier. This would ease the free provision of databases by mobile phone companies via their foundation and dissemination of messages by the latter. This facility is a huge gain in terms of time for other participating organizations.

#### **4.3. Resistance factors to the adoption of mobile marketing by advocates of social causes**

Analysis of the characteristics of latecomers and those who are resistant reveal the following resistance factors: lack of regulation, the intrusive nature of the sms, little knowledge about the designing and disseminating of messages.

**Lack of regulation:** the results of the study indicate that the lack of legal regulation is cited as one of the most serious limitation to the adoption of mobile marketing. The reason for this is that organisations are not aware of the benefits related to the use of the mobile channel and of the facilities developed by mobile phone companies in the field of communication, especially in the social domain. This helps to affirm that the legal and safety conditions are very important as noted by Okazaki and Taylor (2008).

**The intrusiveness of SMS:** in our context, SMS are regularly sent to mobile subscribers by the various operators in order to communicate promotions and other desired information in the commercial field. However, these messages are perceived as intrusive by the receptors. In fact, the SMS are sent several times a day and sometimes get to their destinations at odd hours because of disruptions on the network. This has contributed to an attitude of rejection on the part of the receivers. Thus, several advocates of social causes transpose this rejection on the global level and develop barriers with respect to this communication channel about which they do not have the right information.



**Lack of knowledge about mobile marketing:** non-adopters have no or very little knowledge about the benefits related to the transmission of information via the mobile channel. In order to reduce it, mobile phone companies and Ministers must communicate better about this process and bring out a charter known to all advertisers. Moreover, legally, bringing out clear texts highlighting the rights of consumers and advertisers in this context, as is the case in Europe.

The case study research and literature review revealed six success factors of mobile marketing adoption and three resistance factors to it. We can note that the significance of these factors varies in different standard types.

**Table 2: Success factors and resistance factors framework**

Types	Success factors						Resistance factors		
	Perceived ease of use	Perceived convenience of the mobile channel	Perception of improving brand image	Perceived Financial benefits	The usefulness perceived by receptors	Relations with partners	Lack of regulation	Intrusiveness of sms	Lack of knowledge about mobile marketing
The advanced	X	X	X	X	X	X			
The followers			X		X				X
Latecomers	X	X		X	X		X	X	
The Indifferent							X	X	X

It appears from this table that, the different groups are indifferently affected by several factors, those of success and those of resistance. It clearly appears that, in order to increase the number of adopters of mobile marketing in Cameroon and in the social field especially, we must minimize resistance factors.

### 5. Implications of the research and conclusion

This paper has some relatively important managerial implications. On the theoretical level, this research can serve as a starting point to a major research work and also constitutes an interesting addition to existing knowledge.

At a practical level, a better understanding of factors that contribute directly or indirectly (actively or passively) to the vitality of communication in this area seems essential. These factors were classified and grouped together in order to propose a conceptual framework which will serve as a basis for further research. These same factors allow us to propose a classification based on success and resistance factors, of the various adopters and non-adopters of mobile marketing for the transmission of social messages. These factors can therefore serve as a tool for decision making as concerns the selection of communication channels for awareness campaigns.

The factors identified in this article may be useful, both to commercial advertisers and promoters of social causes, in reaching the intended target in a timely manner. Indeed, an understanding of elements which contribute to add value to campaigns carried out via the mobile channel makes it possible to identify the success factors of the latter in the social field and could coherently and constructively valorise their strategic position as a communication tool in the trans-channel strategy.

Our research is positioned as a tool for raising awareness of various categories of advocates of social causes to mobile marketing practices. We identify that the majority of advocates of social causes are still at the initial stages of the mobile marketing adoption process, reason explaining why the mobile marketing is still at an embryonic level in Cameroonian context. In terms of its contribution to innovation adoption research; the current work supplements previous innovations studies by providing new insights on environmental and organizational factors. This study also provide both academics and marketing practitioners with suggestions as to how to tackle the problem of non-adoption of mobile marketing in Cameroon, and focuses on a relatively unexplored research area in an emerging country and also contributes to the research into factors that affect mobile marketing adoption by the sender perspective.

This research has reported the extent of mobile marketing adoption by advocates of social causes, examines the literature to find out which factors drive mobile marketing adoption in the social domain (field). Overall, the case study approach provides a basis for further research on mobile marketing regarding the social domain.

The research found four standard types and identified six success factors and three resistance factors to the adoption of mobile marketing by the advocates of social causes. Based on clear thinking of their significance in different standard types, we structure the relationship and developed a success factor and resistance factor framework. Adopters are proactive in that they are aware of opportunities afforded by this new channel of communication. Non adopters harbor negative attitudes towards mobile marketing particularly according to the lack of regulation and the intrusive character of sms. Thus, the probability of using mobile marketing increases with the reduction of resistance factors.

To make our findings more objective, we must discuss some few limitations. The first limitation is conceptual and is the fact of having limited the analysis only to the social field. The second limitation is related to the fact that this research is built on perception and therefore in part on the judgment of individual respondents. These limits, far from calling into question the results of this research allow the opportunity of open tracks for future research. First, the results highlighted in the Cameroonian context must be studied in other African contexts in order to highlight an adoption model following the issuing perspective. But even more, they must be expanded to the commercial area in order to make a comparative analysis between commercial and social fields. Finally future studies should look at additional industries; more efforts have to be made to expand the study in other industries.

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