

Attributes and Attitudes as Proxies for Benefits of Social Media Advertisement in the Nigerian Consumer Market

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Abstract

The study identified the attributes and attitudes as proxies for benefits of social media advertisement as perceived by mobile phone users through the use of primary data that was collected in three states of South-western Nigeria from 600 respondents. Data obtained were analysed using descriptive and inferential statistics. The results revealed that 47% of respondents were favourably disposed to receiving social media advertisement. A ranking of the attributes of social media advertisement was carried out on the pooled sample as well as the favorably disposed sample of respondents in order to recommend how marketers can successfully target their customers. Six of the attributes of social media advertisement were identified and ranked, they were; storability, personalisation, timeliness, silence, entertainment, and self-inviting in that order respectively by the pooled sample. Benefits derivable from social media advertisement were classified into two self-induced and corporate-induced depending on the ability to initiate and control the information source.

Keywords: Conveyance, Analogue, Potential, Condense, Pseudo, Vehicular

1.0 Introduction

Advertisement has been defined in various ways, each way and medium can be summarised to pursue the same single objective of making known to current and potential customers the availability of new and existing brands of products awaiting purchase. Each of these advertisement media upon emergence has its attributes that is expected to lead to formation of attitude that ultimately lead to benefits derivable by customers. Attributes are the components that condense into attitude and eventual benefits that lead to acceptance. Benefits derived in any medium connote superiority over the other previously existing media. Up till the invention of mobile phone, all forms and media of advertisement can be classified as conventional/analogue whereas social media advertisement can be concerted as digital in nature. This digitalisation comes by way of its ability to transfer wireless information via electronic devices.

Although advertisement via the use of computer can also share this attribute of wireless transmission but its limitation is embedded in its immovability with the user. This is one area where mobile phone has superseded all previously concerted digital technology. The mobility property of mobile phone has conferred upon it the attribute of vehicular conveyance mechanism of pseudo samples of products into the hands of customers anywhere, and anytime for all dimensions of products assessment before making real purchase. The significance of this hand held device called mobile phone is unquantifiable. It has its original use as a means of sending voice communication, later it progressed into being used for other purposes such as advertisement. Notable area where its use as advertisement medium started was in the area of short message services (SMS) advertisement and voice call advertisement. Its efficacy as an advertisement medium has been enhanced by its all time companionship with man (Agbaje and Osotimehin, 2015).

Various researchers such as Barwise & Strong (2002), Scharl *et al* (2005), and Altuna & Konuk (2009) have worked extensively on mobile phone as advertising tool. Efforts have concentrated as the foundation developments on SMS. Most of these studies have focused on customers' reaction towards this form of messages (unsolicited), and the characteristics of customers that are favourably disposed to this medium.

Results of most of these studies principally revealed the social factors determining acceptance of SMS advertising as well as determining mobile phone penetration rates in places of studies with the issue of permission strongly discussed. Today, these constructs have turned obsolete, mobile phone penetration rates in most countries including Nigeria is almost absolute. Age, in terms of too old or too little for mobile phone operational functions remain the only factor that limits total usage. People now use for mobile phone for everything, mobile phone has become social media and social media have become mobile phone. Previous studies have used attribute and attitude constructs interchangeably whereas this study attempts to draw a line of demarcation. Attributes are the inherent properties of the technology itself such as storability, timeliness and personalisation whereas attitude remains the position or state of mind of the user after being exposed to the technology such as irritation, trust, and familiarity.

2.0 Hypothesis of the Study

The study proposed two different hypotheses in order to execute this study. The hypotheses are;

Ho₁: The perceptions of the attributes of social media advertisement are not significantly different between those who favoured it and those that do not favour it

Ho₂: The attitudes of respondents who favoured social media advertisement are not significantly different from those who favoured it and those that do not favour it

3.0 Methodology

This study was carried out in some locations within three states of the Southwestern part of Nigeria. These three states were adjudged to effectively represent the Southwestern part of Nigeria. This was achieved by pooling the six states of southwestern Nigeria into three based on their political similarity and commercial orientation into; Lagos/Ogun, Oyo/Osun and Ondo/Ekiti. Primary data was generated from the administration of questionnaire to respondents. The aim of the survey was to collect information from respondents about what attributes of mobile phone they value most and also what attitude they have developed over time towards social media towards advertisement messages being sent to them through their mobile phones. A set of closed-ended questions, and open-ended questions were prepared to depict responses from targeted respondents. The close-ended questions included statements on a five-point Likert scale (Strongly Disagree, Disagree, Undecided, Agree and Strongly Agree); (Yes, No). Targeted respondents comprised of a varied population that ensure representation of the normal distribution. The population for this study consisted all mobile phone users that are resident in Southwestern Nigeria. Convenience sampling technique was used to gather data from respondents. A total of 600 respondents were selected for this study.

3.0 Results and Discussion

This section presents the results of the study in three separate subsections. The first subsection is about the attributes of social media, the second subsection is about attitudes of respondents to the issue of discourse and the third section is about the test of hypotheses of the study

3.1 Attributes of Social Media Advertisements

All forms and media of advertisement have attributes that are unique to others. This section started by bringing out what respondents have identified as the major differences between conventional advertisement media and social media advertisement. It went further to identify the various attributes that are unique to social media advertisement; they are as discussed below.

3.1 Differences between conventional advertisement and social media advertisement

Seven major areas of differences were identified in this study about previous advertisement media (conventional) and social media advertisement. The first difference is about bulky nature of conventional advertisement. This entails space allocation and weight capacity to store such information which will also entail carrying cost. This is not the case with social media advertisement. Next is the irreversibility of most conventional advertisement media. For instance, advertisement on radio and television cannot be recalled at the comfort of the customer but social media advertisement can be revisited as many times as possible at the discretion of mobile phone user. All most all previous advertisement (conventional) entail that the customer must adjust to exact time of delivery to utilise otherwise objective is unachievable. This is not the case with social media advertisement. The next difference is that Privity of consumption of information is not guaranteed.

In a situation where a whole family is collectively watching television, it may be psychologically disturbing that a particular product is being advertised, the reaction of any member of the family is easily noticed by other members of the sitting listening/audience. Social media advertising has out rightly mediated this situation. It was also indicated that conventional advertisement media are all one way in its communication whereas social media advertisement is a two way communication channel. All these differences are summarised in table 1.

3.1.1 Storability and Weightlessness

The ability of mobile phone to store/retain the information sent to it by advertisers for as long as the mobile phone user cares to hold the message was ranked first by 42% of observations in the pooled sample. This attribute of social media advertisement allows customers to revert to the advertisement content at their spare time and wherever they find themselves. In addition to the storability attribute is weightlessness; the property that is insensitive to the volume of information stored compared to what magazines and newspaper would imply. In the conventional advertisement, respondents and their family members have to keep up with the timing and ensure their stationary locations in order to access news on radio and television sets and forgo other vital tasks in order to be updated. This conventional advertisement means have placed restrictions on potential customers about access. One of the limitations is that at any slight interruption of power during the course of positioning oneself for the advertisement messages in those instances, the opportunity is gone and becomes irreversible. This is not the case in social media advertisement through mobile phone. In the event when the phone is off due to low battery capacity or at the discretion of the phone user, or due to network failure, the message is not out rightly gone; it is just a matter of the owner switching the phone on after charging, or moving to region with network and all messages and information that have been previously sent will get deposited into the message inbox for mobile phone user's consumption. This same benefit of social media advertisement (storability and weightlessness) was also ranked first among the favourably disposed respondents. From this category of respondents, the benefit recorded 43.90% as seen in Table 2

3.1.2 Personalization

Personalized nature of mobile phone advertisement was ranked the second benefits by respondents. This is because what was communicated to one person was not known to another person. About 34% of observations in the pooled sample indicated this as second benefit as contained in Table 3. Even in instances when the same message could have been imagined to have been sent to many phone users, the psychological reaction that follows the imagination is incomparable to what it could be if all members of the same group were to be listening or viewing a common source of advertisement collectively. Attempt to pick information about some sensitive products like name of a drug or locations to procure is an indicator that one is nursing an ailment in the body. This is not the case in mobile phone advertisement. The type of product that one has responded to becomes private decision making up to the extent of making real purchase of the advertised product if it successfully falls in the category of need of respondent. While this same benefit was also ranked second among the favourably disposed category, it recorded approximately 35% in the importance generated by this category of respondents. This summary is as presented in Table 2

3.1.3 Silence

Audio attribute is well appreciated in some product categories like entertainment and sports industry but these categories cover only a minute fraction of the totality of products and services in human needs. Majority of products and services do not need audio back up in their advertisement frame for consumers digest. This attribute of noiseless communication was the third benefit by ranking according to the respondents (31.17%). Though mobile phone is with a ringing tone, its volume capacity is incomparable to the audio level needed to enjoy radio and television sets. Apart from that, if any mobile phone user so wishes, the volume of the phone can be completely set off and such action would still not erase access to the advertisement content. At least the noise is not needed in reading and digesting the message content. In similar way, a comparison was made to bring out the ranking for this benefit by the favourably disposed category. The result also indicated that it was rated as the third benefit as it was in the pooled sample as presented in Table 2. This third place benefit recorded 28.6% for this category of respondents.

3.1.4 Entertainment

Another benefit was that social media advertisement is a form of entertainment to the recipients. This benefit was rated fourth by respondents in the pooled sample. A high degree of pleasure and involvement during interaction with computer-based media such as social media leads to concurrent subjective perceptions of positive attitude and mood of the consumer. This benefit was highlighted by 22.67% of respondents. People's feeling of enjoyment associated with advertisements play the greatest role in accounting for their overall attitudes towards them. Entertainment denotes its full ability to fulfill consumers' needs for escapism, diversion, aesthetic enjoyment or emotional release. It is essential that the message is concise and funny, and thus immediately captures consumers' attention. On the contrary, this benefit was rated fifth by the favourably disposed category of respondents. It was indicated by 23.3% of respondents in this class. This can be clearly seen in Table 2

3.1.5 Timeliness

Timeliness, which is the ability of the advertisement message to get to the targeted recipients immediately such messages are sent, was another highlighted advantage in this study. This benefit was rated fifth, with 20.33% by respondents in this study for the pooled sample (Table 2). Consider the transit period in the delivery of newspapers (the time it takes to circulate to all regions and locations). It may not be unimagined that some locations get news more than 48 hours after the message had been broadcasted due to delivery delays that may be the consequence of breakdown in transportation vehicles, bad roads, power outage for the electronic means of advertisement such as radio and television. This is not the case with social media advertisement messages. Everyone who owns a phone is connected instantaneously. The favourably disposed respondents had its rating as fourth and by 23.7% of respondents as indicated in Table 2

3.1.6 Self inviting

Self inviting nature of social media advertisement comes in the way of being educated on steps to take to enjoy particular advertisement information. Respondents are being informed of the application to click to enjoy a particular offer or bonanza. Sometimes the information comes by renewing through repeated approval. Both the pooled sample and the favourably disposed respondents have this benefit rated as the sixth with 5.67% and 6.7% of respondents respectively

3.2 Attitudes of respondents to social media advertisement

In addition to other activities, this study attempted to measure respondents' attitudes to some topical issues around social media advertisement. This was undertaken with the use of the five-point likert scale construction. This is because attitudes have been established to affect decision in so many areas especially in adoption studies. Various constructs that were posited to be affecting attitude were analysed. The very high mean score, those approaching '5' were those that loaded more on positive scale towards enhancing favourable attitude, while the low mean score; those close to '1' are those that indicate poor relationship leading to unfavourable attitude. The following acronyms and their meanings were used in this paragraph; SA = strongly agreed, A = agreed, U = undecided, D = disagree, SD = strongly disagree

3.2.1 Trust as a predictor of Attitude towards social media advertisements

Three statements about trust were presented and results measured as indicated in Table 3. The first statement with a mean of 3.23 was that the respondents believed that mobile operators use their data for purposes that they have approved. This statement was agreed to by 52% of respondents in the pooled sample. The same proposition recorded 67% of support by the favourably disposed category of respondents. By comparing their extent of disagreement, the pooled sample had 33% disagreement to this statement while the favourably disposed category recorded 23% disagreement. This statement had the mean statistics as 3.58 from the pooled sample. The F-Test indicated a significant difference between the pooled sample and the favourably disposed category at $F=31.59$ and $P=0.000$.

The next statement on trust as predictor of attitude was that respondents believed that mobile advertisers would use data collected only for purposes that have been approved. The statement had 55% supports by the pooled category and a mean of 3.29 while the favourably disposed category had 70% in the agreed category and with a mean of 3.57. The statistical measure between the means indicated that a significance difference existed between the pooled sample and the favourably disposed sample at $F=24.71$ and $P=0.000$.

The third and final proposition on trust as a proxy for attitude formation was about the law that related to data privacy as they protect customers. The mean value was 3.43. This statement recorded about 19% of support for the strongly agreed view. The slightly lower dimension of agreement (agree), accounted for 38.00%. The three other scales as we approach strongly disagreed scale were lower in mean with 17.00%, 15.00%, and 10.50% respectively. For the favourably disposed category, the mean value was 3.86 and at the same time 75% of respondents agreed to the proposition.

3.2.2 Permission as predictor of Attitude towards social media Advertisements

In order to measure how much permission respondents were willing to give to advertisement companies towards being sent advertisement messages as a proxy for the acceptance of mobile phone advertisement messages, some research statements were presented to respondents. These statements were scored on a five point likert scale. The closer any figure is to five, the more the agreement to the statement, and vice-versa. The first of these statements was that respondents were willing to release their mobile contact to a company that practices mobile advertisement. The statement was strongly agreed to by 16% of the respondents; this was closely followed by the category that agreed to the statement but with agreement not as strong as the strongly agreed group. This group accounted for another 37% response. In summary, the two groups of agreement accounted for 53% agreement. Both the disagreed and the strongly disagreed group also totalled about 34%. The mean value of this statement of permission was 3.22 as presented in Table 3.

Simultaneous comparison of this statement with the favourably disposed category indicated that the strongly agreed response was 23%, while agreed category was 44%. The mean value for the favourably disposed category was higher than what it was in the pooled sample, being 3.61. This statement was also adjudged to be significantly different among response classes at $F=58.85$ and $P=0.000$. The second proposition under permission as a predictor of attitude was willingness to participate in mobile phone activities. This was given 14% support by respondents on the strongly agreed scale with another 35% on the agreed scale. Less than 30% respondents were found within the disagreed and strongly disagreed scale as presented in Table 3. For the category of respondents that are favourably disposed to mobile phone advertisement, this same construct recorded 34% and 14% for strongly agreed and agreed scales respectively. The mean value of the pooled sample was 3.21 while similar statistics for the favourably disposed category of respondents was 2.91. The statistical parameters also indicated that there was a significant difference between respondents at $F=41.34$ and $P=0.000$.

Willingness to provide background information to a company that practices mobile advertisement activities was another statement that was responded to. Both category of agreement (agreed and strongly agreed) accounted for 33% of observation as indicated in Table 3. The disagreed category (disagrees and strongly disagreed) also accounted for 56%. The average weight of this statement was 2.57. Simultaneous comparison of this statistics with the favourably disposed category indicated that 60% of responses were in the agreement range while less than 20% disagree. The F-Test was put at 71.52 and $P=0.000$ implying a significant difference among respondents. The third statement for this proposition was their response to willingness to provide background information to any company practicing mobile advertisement. This statement had a low response in terms of the category that strongly agreed to this position. It was reported by 6% of the respondents while the agreed category accounted for 26.50%. This statement was high on the disagreement scale with disagree and strong disagree totalling 55%. The mean value of this statement was slightly above the mean with score of 2.57. This summary is as presented in Table 3.

3.2.3 Perceived control as predictor of Attitude towards social media Advertisements

When mobile phone users have control over the phone they use, this invariably influences them to get favoured to the mobile phone advertisement as well. Ability to choose the type of mobile phone advertisement messages (text, video, voice) was a statement analysed about respondents. There was 63% agreement to this statement in the pooled sample with 24% disagreement. The remaining 13% were undecided. On the contrary, higher representation agreed to this statement by the favourably disposed category with results indicating 79% agreement and 16% disagreement. Only 5% respondents were undecided about this statement in the favourably disposed group. A significant difference was the result of statistical test among respondents for this statement as presented in Table 3. Possibly of controlling the number of mobile phone advertisement messages received by respondents was also analysed as a measure of perceived control. The favourably disposed category indicated more control by 59% showing agreement to the proposition compared to 48% in the pooled sample.

The mean estimate for the favourably disposed sample was also higher than what was obtained in the pooled sample being 3.41 and 3.18 respectively. The statistical analysis of difference was that a significant difference existed between respondents in their ability to control mobile phone advertisement messages at $F=19.31$ and $P=0.000$ as shown in Table 3. Ability to cancel previous permission to be sent mobile phone advertisement messages was also analysed. The result was with a significant difference with higher mean value of 3.93 for the favourably disposed category against 3.70 for the pooled sample as presented in Table 3.

3.2.4 Familiarity as a proxy for mobile phone advertisement acceptance

Familiarity by way of knowing how to operate social media applications was analysed in this section. The first proposition here was about how familiar respondent were about social media applications. This statement had 76% agreement in the pooled sample with a mean estimate of 3.90. The same statement from the favourably disposed category had 74% agreement. Analysis for the disagreement was put at 14% in the pooled sample and 17% in the favourably disposed category as indicated in Table 3. The result indicated that there was no significant difference in the extent of familiarity with mobile phone applications by respondents. Usage of most mobile phone types was the next statement under familiarity. This statement had almost equal mean between the pooled sample and the favourably disposed category. The mean for the pooled sample was 3.71 while it was 3.77 for the favourably disposed category. Analysis for the disagreed category about this statement was with low margin. It was 16% in the pooled sample and as well 17% in the favourably disposed sample. The overall statistics for this statement indicated no significant difference between respondents as presented in Table 3. Interaction with mobile phone applications and mobile phone incitements were two other statements under the caption of familiarity. The result showed that the would-be acceptor of mobile phone advertisement must be the type that interacts more frequently and must also be easily incited. This was because the mean for these two statements were higher in the favourably disposed category than in the pooled sample. Likewise, the F-Test as a measure of significance was also higher for the two statements as indicated in Table 3.

4.0 General benefits of social media advertisements

This section brings out the benefits of social media advertisement messages as identified by respondents. These benefits of social media advertisement as measured in this study were categorised into two: self-induced and corporate-induced depending on who has control on the platform of communication.

4.1.1 Self-induced benefit

Self-induced benefits are benefits that depend on user attempt and user control instinct. These include forwarding advertisement messages that was originally sent to one's phone by advertisers to another person through SMS (message transfer), WhatsApp, and Facebook. This has helped to expand the scope of advertisement. This benefit is inestimable because it recorded total response, implying that it is a means of advertisement that everyone has utilized at one time or the other in the past (Table 4). Social media use for entertainment was another benefit derived by respondents. This is by way of connecting to some music and information in the way of ringtones (85.50%). Through this strategy, advertisement of the information or music set as ringtone is extended to the listening attention of one's callers. The ringing tone is a way of bringing to the memory of one's callers those products that they have forgotten but can still be very valuable to them if brought to their attention. Social media advertisement message could include location-based services such as where to get restaurant, and amusement park. About 11% of respondents indicated this as benefit. Interactive communication is another area of self-induced benefit; it comes in terms of connecting to some applications on ones phone to get update on issues like weather forecast, airline schedule, local and international time zone. This benefit recorded the least of all benefits identified in this category (8.83%) as presented in Table 4

4.1.2 Corporate induced benefits

The second category of benefits of social media advertisement messages was termed corporate-induced. This was spelt out as; notification and alert services from banks and variety stores. These messages come as normal routine information indicating execution of transaction. At some other instances they are used to hold customers loyalty through sending happy birthday messages, wedding anniversary messages and other important seasonal and national anniversaries. All respondents indicated this as a benefit of social media advertisement. The strategy here as adopted by the sender in this instance was to let customers know that they are important and recognised. The objective being retention and building long term customer-marketing relationship.

This can be clearly seen on Table 4. Respondents in the proportion of 36.83% also saw the benefit of social media message from the dimension of managing contact, sending correspondence and booking, confirming and rescheduling contacts such as interview, resumption, and change of time. Lastly, the benefit of social media advertisement was highlighted in the area of cargo delivery and tracking security devices. This benefit was highlighted by the least proportion of respondents (5.17%) as shown in Table 4

5.0 Test of Hypothesis

Hypothesis one

It was hypothesized at the beginning of the work that the attributes of social media advertisement are not significantly different between those who favoured it and those who do not favour it. This section however provides empirical evidence to this research statement. Six types of attributes of social media advertisement were identified in this study. Chi square statistics was used to test four out of the six attributes. The result, as presented in Table 6 indicated that timeliness in the delivery of the message was significant ($\chi^2=15.999$; $p=0.007$). What can be deduced from this result is that respondents have different view about the timely delivery of this form of message. Advertisers are expected to target that category of respondents that believe that the message is timely in nature. Silence was also analysed by the use of chi square to put to test the hypothesis. The statistics concerning silence was given as ($\chi^2=17.660$; $p=0.003$). This then means that this attribute has significant difference in the way respondents view it. It therefore suggests that respondents who have interest in this attribute should be considered in message delivery strategy by advertisers. Privacy, which is the ability of social media to be operated without the knowledge of other people was also modelled in this study. The result was also found to significant ($\chi^2=14.915$; $p=0.027$), and storability and weightlessness of social media also indicated significant difference ($\chi^2=35.252$; $p=0.000$). As a whole these results from the four variables indicated that the hypothesis should be rejected in favour of the alternate hypothesis and thereby conclude that attributes of social media advertisement differ significantly between those who favoured social media advertisement and those who do not favour it. It is of prime relevance that marketing institutions and advertisers should strictly study these attributes in relation to those who favoured it in guiding their social media advertisement launch for an effective delivery. The two other attributes were tested using analysis of variance (ANOVA). These two attributes were also significant at the 5% level as indicated in table 6.

Hypothesis two

The attitudes of respondents who favoured social media advertisement are not significantly different from those who favoured it and those that do not favour it. Four other variables were considered on the attitude scale towards social media advertisement; these were, trust, permission, perceived control, and familiarity. The four variables were tested using ANOVA. The result showed that all of the variables were significant at 5%. The implication of this finding was that significant differences exist between those who favoured social media and those who do not favour it. This implies that those who favoured social media advertisement are more familiar, would give easy permission to being sent advertisement on request, have greater control skills in attending to social media advertisement, and lastly they are more familiar with social media advertisement than their counterpart.

Conclusion

This study has been able to identify the most important attributes of social media advertisement as well as the attitudes of respondents towards social media commercial content. In terms of differences between conventional advertisement and social media advertisement; five major areas of differences were indicated. The study was also able to identify six attributes of social media advertisement. These six differences were ranked based on the information supplied by the pooled data as well as the favourably disposed category. Common to the two groups according to analysis is the fact that they both have rankings equal from first through to third as; storability and weightlessness, personalised, and timeliness in that order respectively. Attitude variables needed in utilising social media advertisement loaded more on the likert scale construct by the favourably disposed category compared to what it was for the pooled sample. The study also revealed that benefits of social media can be put under two main headings as self-induced and corporate-induced depending on who has the power to initiate the communication. The constructs used in estimating attitude of respondents were tested on reliability scale through Cronbach alpha coefficients. The result was appropriate for a reliable model. Lastly, the two hypotheses of the study were rejected because the results indicated that they were significant at 5%. In summary, 47% of the respondents indicated favourably to use of social media advertisement.

Table 1: Differences between Conventional Advertisements and social media Advertisement

<i>Conventional Advertisements</i>	<i>Social Media Advertisement</i>
Contents become bulky	Contents is weightless
May not be reversible for proper digest	Can be reverted to as many times as possible
Warrants exact time presence to consume	Exactness is irrelevant
Does not guarantee absolute Privity	Absolute Privity guaranteed
Mostly one way communication	Two way communication

Source: Field survey, 2016

Table 2: Ranking of Attributes of Social Media Advertisement

Advantages	Percentage response Pooled sample (n = 600) Favourably disposed category in cells (n = 282)					
	Ranking					
	1	2	3	4	5	6
Storability and weightlessness	42.00 (43.90)	16.67 (24.6)	24.67 (17.1)	5.50 (4.80)	4.66 (3.20)	6.50 (6.40)
Personalised	21.00 (24.70)	33.50 (35.10)	21.83 (25.3)	12.50 (8.60)	8.83 (4.30)	2.34 (2.00)
Timeliness	24.00 (21.70)	22.67 (18.40)	20.33 (23.70)	18.17 (23.00)	7.17 (5.90)	7.67 (7.20)
Silence	8.33 (5.40)	17.17 (13.40)	20.17 (25.90)	10.67 (10.70)	12.50 (16.10)	31.17 (28.60)
Entertaining	11.33 (12.90)	13.67 (14.70)	28.50 (20.70)	17.00 (19.00)	22.67 (23.30)	6.83 (9.50)
Self Inviting	22.00 (17.30)	32.17 (27.90)	10.67 (10.60)	5.67 (6.70)	13.17 (17.30)	16.33 (20.20)
Advantages	Percentages according to ranks					
Storability and weightlessness	42.00 (43.90)	First (First)				
Personalised		33.50 (35.10)	Second (Second)			
Silence			31.17 (28.60)	Third (Third)		
Entertaining	Fourth (Fifth)			22.67 (23.30)		
Timeliness	Fifth (Fourth)				20.33 (23.70)	
Self Inviting (Sixth)	Sixth (Sixth)					5.67 (6.70)

Source: Field survey, 2016

Table 3: Attitudes of Respondents to social media Advertisement

Statements	Level of Agreement (%) (n=600 for pooled sample) Level of Agreement (%) (n = 282 for favourably disposed sample in parentheses)					
	SA	A	U	D	SD	Mean
Permission I am willing to give my mobile phone number to a company that practices social media advertisement	16 (23)	37 (44)	13 (13)	22 (10)	12 (10)	3.22 (3.61)
	F=58.85 (P=0.000)					
I am willing to participate in social media advertisement activities	14 (11)	35 (34)	20 (14)	19 (19)	12 (22)	3.21 (2.91)
	F=41.34 (P=0.000)					
I am willing to provide my background information (e.g. gender, age) to a company practicing social media advertisement	6 (26)	27 (34)	12 (21)	29 (13)	27 (6)	2.57 (3.63)
	F=71.52 (P=0.000)					
Trusts I believe that my mobile operator uses my data only for a purpose that I have approved	19 (23)	33 (44)	14 (10)	17 (11)	16 (12)	3.23 (3.58)
	F= 31.59 (P= 0.000)					
I believe that social media advertisers would use my data only for a purpose that I have approved	16 (16)	39 (54)	15 (11)	17 (11)	12 (9)	3.29 (3.57)
	F = 24.71 (P= 0.000)					
I believe that law related to data privacy protects the consumers	19 (28)	38 (47)	17 (13)	15 (8)	11 (4)	3.43 (3.86)
	F=28.35 (P=0.001)					
Familiarity I am familiar with most mobile phone types	28 (27)	48 (47)	9 (9)	11 (13)	3 (4)	3.90 (3.82)
	F=61.11 (P=0.003)					
I use most social media applications	12 (25)	47 (46)	16 (12)	13 (14)	3 (3)	3.71 (3.77)
	F=29.97 (P=0.000)					
I frequently interact with most social media applications	21 (22)	41 (47)	18 (14)	17 (15)	3 (2)	3.65 (3.74)
	F=19.98 (P=0.007)					
I frequently interact with social media incitements	22 (23)	35 (47)	21 (19)	18 (9)	4 (2)	3.53 (3.79)
	F = 37.25 (P=0.000)					
Perceived Control I can choose the types of mobile phone advertisement message that I receive (text message, picture message and video message)	29 (35)	34 (44)	13 (5)	20 (14)	4 (2)	3.66 (3.97)
	F=25.59 (P=0.000)					
I can control the number of mobile phone advertisement messages that I receive	15 (18)	33 (41)	17 (13)	25 (19)	10 (9)	3.18 (3.41)
	F=19.31 (P=0.000)					
I can easily cancel the permission that I have given to a Company to send mobile phone advertisement messages to me	26 (31)	39 (45)	17 (11)	13 (9)	5 (4)	3.70 (3.93)
	F=51.16 (P=0.000)					

Source: Field Survey, 2016

Table 4: General benefits of social media advertisements

Category	Source of benefits	Frequency*	Percentage
Self-induced benefits	Person-to-person mobile phone advertisement message transfer	600	100.00
	Entertainment services	513	85.50
	Location-based services	63	10.50
	Interactive information	53	8.83
Corporate-induced benefits	Notification and alert services, congratulations and seasonal greetings	600	100.00
	Managing contacts, correspondence and appointments	221	36.83
	Tracking security and cargo delivery	31	5.17

Source: Field Survey, 2016

Table 5: Reliability Estimates of Measured Constructs

Scales	Number of items	Cronbach alpha values	Decision rules
Trust	3	0.875	Good
Familiarity	4	0.859	Good
Permission	3	0.795	Acceptable
Perceived Control	3	0.825	Good

Source: Data Analysis

Table 6: Attributes of Social Media Advertisement are not significantly different between those who favoured it and those that do not favour it

Attribute Variables	Statistical test	Result	P value	Decision
Timeliness	Chi square	15.999	0.007	Hypothesis rejected
Silence	Chi square	17.660	0.003	
Personalisation	Chi square	14.915	0.027	
Storability and weightlessness	Chi square	35.252	0.000	
Entertaining	ANOVA	40.89	0.000	
Self inviting	ANOVA	80.92	0.000	

Source: Data Analysis

Table 7: Attitudes towards Social Media Advertisement are not significantly different between those who favoured it and those that do not favour it

Attitude Variables	Statistical test	P value	Decision
Trust	ANOVA	P < 0.05 for all three statements	Hypothesis rejected
Permission	ANOVA	P < 0.05 for all three statements	
Perceived Control	ANOVA	P < 0.05 for all three statements	
Familiarity	ANOVA	P < 0.05 for two of the four statements	

Source: Data Analysis

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