

The Perceptions and Attitudes towards SMS Advertising in Hong Kong

Gavin Cheung Sze Chun & Li Lilly Kar Wan

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1. Introduction

Hong Kong's mobile phone market has been continuing to grow at its pace. The penetration rate was at 170% by mid 2009. Such a level puts Hong Kong in third place, which follows Singapore and Macau in the Asian mobile market. (Paul Budde Comm. Pty Ltd 2009) Short message service (SMS) refers to the origination or termination of messages containing alphanumeric characters, sound, images etc. by the mobile service customers with their handsets, PDA, computers and any other terminals. It is the most basic and common wireless data service. According to the statistics provided by the Office of the telecommunications authority Hong Kong, there were 46 messages sent and 64 messages received per mobile customers among the five mobile operators in Hong Kong, and there were 11 million mobile subscribers in Hong Kong by Dec 2007 (OFTA, 2007). As claimed by the GSM Association, SMS is the most popular data service globally. (Dickinger et al. 2004) Text message services is popular for interpersonal communication, allowing users of all ages to exchange messages with both social and business contacts. (Xu et al., 2003; Dickinger et al., 2004) In this proposal, we are determined to know more and contribute to this field of knowledge by analyzing the factors that affect the acceptance of SMS advertising as we can see such a tactic in Hong Kong is not only full of potentials to generate revenue, but also a vivid new age of advertising since a new trend has established in Hong Kong. (Appendix K)

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2. Literature Review

2.1 Uniqueness of SMS Advertising:

Before analyzing the factors which affect the attitude, the uniqueness of SMS advertising should be discussed as the background in this section. The main uniqueness is: SMS is the most popular means of data service (Dickinger *et al.*, 2004). Many studies empirically verified an increase in advertisement effectiveness through spatial advertising, advertising which is done through telecommunication and virtual way. (Andersson and Nilsson, 2000; Gopal and Tripathi, 2006). Mobile marketing provides new revenue streams and opportunities for subsidized access, along with the potential for customers to experience more convenient and relevant content value, sponsored by advertising. It also allows, through effective targeting and tailoring of messages to customers, enhancement of the customer- business relationship (Barnes & Scornavacca 2004).

Besides, forced exposure is another characteristic of SMS advertising. Users cannot avoid receiving short messages, at least they need to have the first sight of them. Although, forced exposure often interrupts a viewer's normal viewing process (Edwards *et. al.*, 2002), researchers (Hovland *et. al.*, 1953; Zajonc, 1968) found that the exposure to a stimulus can generate measurable effects such as attitude change, which may also affect the acceptance of SMS Advertising.

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2.2 Factors Affecting Attitudes towards the acceptance of SMS Advertising

After the review of previous studies, the authors intend to adapt the research model from 2007, the model has identified and demonstrated a significant impact on mobile advertising acceptance: namely, Permission, Wireless Service Provider (WSP) Control, Content, and Delivery. Further, Acceptance is defined as the favorable general attitude towards SMS Advertising. (Barnes and Scornavacca, 2004; Carroll, Barnes and Scornavacca, 2005). Barnes and Scornavacca (2004) believed that the three most important variables that could influence consumers' acceptance of mobile advertising are: user permission, wireless service provider (WSP) control and brand trust.

Regarding the proposed Wireless Service Provider control (WSP control); it is believed that the independent variable of WSP control is not appropriately applicable to the case of Hong Kong territory. It is due to the respective legislation and legal environment in Hong Kong is of large difference than those countries mentioned in those journals. What is more is about the absence of a well-received definition of the independent variable and the absence of filtering service of spam messages of mobile operators in Hong Kong. Thereby, the WSP control is not considered as one of the independent variables of this proposed model.

2.2.1 Permission

Permission here is defined as the assess of an agreement of databases of customers who agree to receive marketing messages with low-cost, customized e-mails that attempt to slice through advertising clutter, attract increased customer support, and change behavior. The argument as an independent variable of this model is that permission relationships start with the consumer's explicit and active consent to receive commercial messages and always give consumers the possibility to stop

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receiving messages at any time. PM (Permission Marketing) appeals to advertisers because it enables global diffusion of communication messages, while enabling customization without sacrificing the economies of scale of a one-source message originator. Coined and popularized by Godin (1999), permission marketing is the opposite of traditional interruption marketing. Permission marketing is about building an ongoing relationship of increasing depth with customers by obtaining customer consent to receive information from a company (Carroll 2007).

2.2.2 Context

As it is defined that content is the factual information displayed for consumers' utilization of contextual information (Merisavo et. al 2007) in mobile advertising is positively related to their willingness to accept mobile advertising, as a result the variable 'delivery' as indicated in the other journals could also be collaborated into this variable due to their similar nature and the mobile environment in Hong Kong. Thus, the context as indicated in this independent variable is the result of the content as well as the delivery. As the argument suggests that when using mobile services or receiving mobile advertising messages, consumers perceive value in relation to the utilization of time and place (i.e., contextual information) (Heinonen and Strandvik 2003; Pura 2005). For example, with location-based mobile services, the location of a single consumer at a given time can be identified and mobile advertising made contextually valid (e.g., a dinner offer when passing by a favorite restaurant in the evening), which in turn can provide more value for the consumer. In the literature this is often referred to as "conditional value" that depends on the context and occurs and exists only within a specific situation (Holbrook 1994). As it is defined that content is the consumers' utilization of contextual information in mobile advertising is positively related to their willingness to accept mobile advertising, that is why the delivery as indicated in the other journals could also be

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collaborated into this variable due to their similar nature and the mobile environment in Hong Kong. Thus, the context as indicated in this independent variable is the result of the content as well as the delivery. (Please refer to the appendices one and two for reference)

2.2.3 Credibility

Advertiser credibility can be defined as the extent to which a consumer perceives a company to be a believable source of information, based on sufficient relevant expertise (Varey 2002). It strongly influences attitude toward the advertiser, which in turn is an important predictor of attitude toward the ad (Mackenzie and Lutz 1989). Examples could be like a single individual is believed to accept the form of mobile advertising if he/she is receiving the SMS from a company which he/she have faith and credibility towards the company. It is considered to be one of the independent variables as Mackenzie and Lutz (1989) found that credibility strongly influences attitude toward the advertiser, which in turn is an important predictor of attitude toward the advertising. Advertisers' credibility is defined as "the extent to which consumers believe that a firm can design and deliver products and services that satisfy customer needs and wants" and has been found to have direct positive effects on attitude toward the ad, the brand, and purchase intention (Choi and Rifon 2002).

2.2.4 Incentives

Incentives is defined as consumers' perceptions on the extent of monetary benefit received from direct marketing programs. Incentives such as price discounts are particularly effective in inducing effects, such as purchase acceleration and product trial. (Shi, Cheung, and Prendergast 2005), and users generally expect a reward for receiving SMS Advertisements (Barwise and Strong 2002). Future benefits could involve eventually getting the items that were ordered (Gefen, Karahanna and Straub, 2003) in the SMS advertising context.

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2.2.5 Entertainment

A new category, creativity, or entertainment gained in the SMS advertising was also found to add into the model to enhance the comprehensiveness of the research based on the findings in the focus group, and it is closely related to the findings from other research. The model of consumer attitudes towards SMS advertisements as developed by Brackett and Carr (2001) theoretically depicts the relationship between consumer perceptions of the entertainment value of internet advertising and consumer attitudes towards internet advertising. This model has in various studies been used as the basis for hypothetical testing of the relationship in the SMS advertising or mobile marketing context (Bauer et al., 2005; Haghirian et al., 2005; Tsang et al., 2004). The study found that consumers' perceived entertainment utility of mobile marketing has a positive influence on consumers' perceptions of the overall utility of mobile marketing, which in turn has a positive influence on consumer attitudes towards mobile marketing (Bauer et al., 2005). Such a factor will be added into our model and be tested further in the research.

2.2.6 The influence of attitudes of acceptance on the purchasing intentions

Most research in the past focus on the attitudes toward SMS Advertising, besides investigating the perceptions and attitudes in the area of Hong Kong, we would also investigate the effects on the behavioral side – the purchasing intentions.

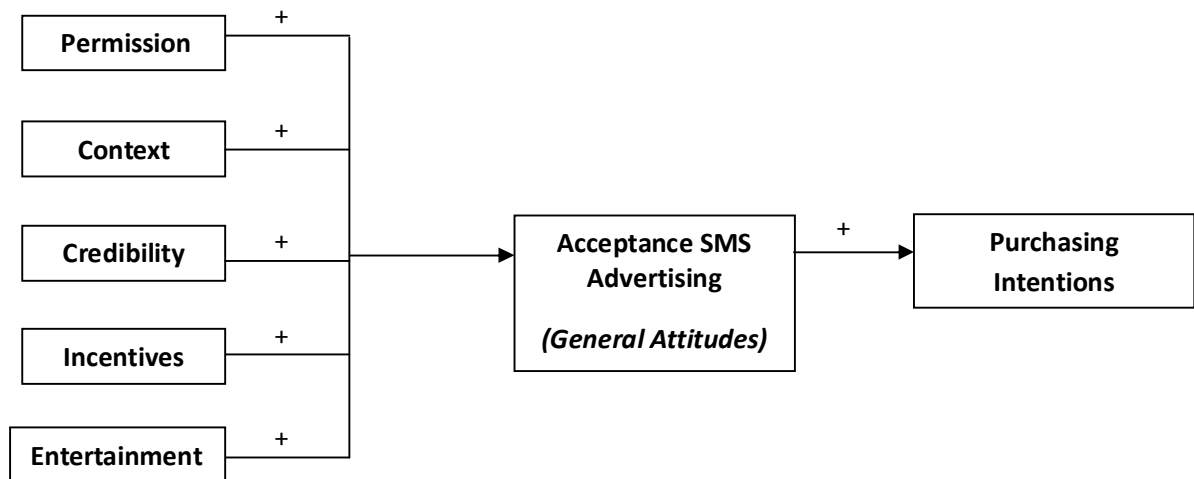
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3. Proposed Research Model & Hypothesis Development

Based on the uniqueness of SMS advertising, a number of factors which studied about the traditional media cannot apply to the mobile platform directly. In our research, the effects of advertisement permission, context, credibility, incentives and one more factor we suspected– entertainment, is incorporated into our proposed research model shown in the following figure:



H1: Permission positively influences the acceptance of SMS Advertising

H2: Context positively influences the acceptance of SMS Advertising

H3: Credibility positively influences the acceptance of SMS Advertising

H4: Incentives positively influences the acceptance of SMS Advertising

H5: Entertainment positively influences the acceptance of SMS Advertising

H6: The acceptance of SMS Advertising positively influences the purchasing intentions of the advertised products or services.

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4. Research Methodologies

4.1 Focus Group:

The samples for the focus group were selected based on convenience sampling, availability and profiling.

The advantages of such a focus group were that a variety of perceptions and ideas were derived and the dynamics of the group gave a rich understanding of the research problem. These focus groups generated new propositions that were tested in the survey questionnaire phase.

Data analysis for the focus group involved initially transcribing interviews and sorting the data into groups of information, after that, they were read over to get ideas, depth and credibility of the information from participants.

Generally, the four factors proposed were positively related to the acceptance of the SMS advertising as described by the participants with relevant real life experience. A new category, creativity, or entertainment gained in the SMS advertising was also found to add into the model to enhance the comprehensiveness of the research based on the findings in the transcript, and it is closely related to the findings from other research. The model of consumer attitudes towards SMS advertisements as developed by Brackett and Carr (2001) theoretically depicts the relationship between consumer perceptions of the entertainment value of internet advertising and consumer attitudes towards internet advertising. This model has in various studies been used as the basis for hypothetical testing of the relationship in the SMS advertising or mobile marketing

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context (Bauer et al., 2005; Haghirian et al., 2005; Tsang et al., 2004). The study found that consumers' perceived entertainment utility of mobile marketing has a positive influence on consumers' perceptions of the overall utility of mobile marketing, which in turn has a positive influence on consumer attitudes towards mobile marketing (Bauer et al., 2005). Such a factor will be added into our model and be tested further in the research.

Then there would be data analysis by transcribing interviews and sorting the data into groups of information based on various topics, next, they would be read over to look for ideas, depth and credibility of the information from participants; thoughts were noted down in the margins of the transcript (Creswell 2003). A coding process was then carried out where the data were organized into cluster before any meaning was derived from them (Rossman & Rallis 1998). The themes and categories identified from the analysis are the major findings of the qualitative phase, and would be shaped into a general description of the phenomenon.

4.2 Pretest

25 university students were asked to participate in the pretest from 22 to 26 February 2010. It aims to ensure the design of survey is appropriate to determine the inclusion or exclusion of questionnaire items that would better help determine consumer's responses to SMS advertising.

4.3 Questionnaire and the revised model

Then a questionnaire was drafted and it contains two sections. The first section contains questions on the major constructs, including Permission, Entertainment, Context, Incentives,

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Credibility, Acceptance and Purchasing Intentions. Secondly, the respondents' demographic characteristics, such as age, gender, university, concentration, service fee, monthly allowance and the telecommunication operator chosen. All constructs proposed in this study were measured using multiple item scales in terms of Likert-type scale.

Questionnaires are distributed to the target groups – university students after they are set. The Chinese University of Hong Kong, Hong Kong Baptist University and the Shue Yan University are chosen to be the three universities where the questionnaires are distributed. It is done in such an arrangement as in Hong Kong peoples' perceptions and attitudes, universities are generally divided into three big classes in the following: The first class: The University of Hong Kong, Chinese University of Hong Kong and University of Science and Technology; the second class: Hong Kong Polytechnic University, City University of Hong Kong and Hong Kong Baptist University; the third class: Lingnan University, Shue Yan University and Open University of Hong Kong.

So as to be objective and fair, questionnaires are distributed to only a single university, they are instead, distributed to three universities selected in each class, such convenient sampling is then done by the questionnaires from the Chinese University of Hong Kong, Hong Kong Baptist University and lastly the Shue Yan University. Each selected university has the approximate average quantity finished questionnaires and added up the total quantity is 189 and finally they are analyzed by the following suggested methods.

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4.4 Measurements

Survey questionnaires were designed to answer the six research hypotheses stated earlier in this study.

The dependent variable was the acceptance – the general attitudes towards SMS Advertising. To measure the general attitudes, individuals were asked to respond to a 4-item, 7-point semantic differential scale anchored by “negative/positive”, “did not like it at all/liked it very much”, “pleasant/not pleasant” and “bad/good”. ($\alpha = 0.929$) (Spears and Singh, 2004)

The independent variables were perceived Permission, Context, Incentives, Credibility and Entertainment.

To measure the Permission, single item measure was rated on a 7-point likert scale ranging from 1 = “strongly disagree” to 7 = “strongly agree”. The item is whether the SMS advertisers usually have prior permission on sending SMS. (Rettie and Brum, 2001)

To measure Context, respondents rated by 6-item indicating the closeness of the meaning, concerns, needs, nature, location and time of the advertised products or services to them on a 7-point likert scale ranging from 1 = “strongly disagree” to 7 = “strongly agree”. ($\alpha = 0.848$) (Zaichkowsky, 1985)

Credibility was rated, on a 5-item, 7-point semantic differential scale anchored by “insincere/sincere”, “untrustworthy/trustworthy”, “dishonest/ honest”, “not credible/ credible”, “In-dependable/ dependable”. ($\alpha = 0.839$) (Lichtenstein and Bearden, 1989)

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Incentives were rated by 3-item, 7-point Likert scale ranging from 1 = “strongly disagree” to 7 = “strongly agree”. ($\alpha = 0.700$). The items are whether the incentives of SMS Advertisements are attractive, appropriate and sufficient; it is developed in the focus group exercise.

Entertainment was added from the insights from focus group and were rated by 4-item, 7-point Likert scale ranging from 1 = “strongly disagree” to 7 = “strongly agree”. ($\alpha = 0.859$). The items are whether the SMS Advertisements are exciting, entertaining, attractive and possessing gimmicks.

Purchasing intentions is measured by 3-item, 7-point Likert scale ranging from 1 = “strongly disagree” to 7 = “strongly agree”. ($\alpha = 0.762$). The items are anchored by “it is very likely that I will buy it”, “I will purchase it the next time I need such a product” and “I will definitely try it”. (Putrevu and Lord)

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5. Data Analysis and Findings:

5.1 Demographics and other Related Characteristics of Respondents

(Please refer to the Demographics part of SPSS Output in Appendix)

The statistical package for social science (SPSS) 14.0 for windows was used to analyze the data. The distribution of demographic variables indicated that the respondents were evenly distributed into male and female, most of them are 19 to 20 years old, whose mobile service fee was ranged from \$51 to \$200 with monthly income \$501 to \$1500. About 55% of the respondents were male, 53.4% of them are 19 to 20 years old, most (93.7%) paid their mobile service fee from \$51 to \$200, and 66.1% had monthly income of \$501 to \$1500. Of the respondents, around half of them chose the telecommunication service provider – 3, and 71.6 % of them received a maximum of 4 SMS in the past two weeks.

5.2 Reliability Test of the Instruments

A reliability test will be conducted by using Cronbach's alphas in order to assess the internal consistency of the scales. It was suggested that the value should be greater or equal to 0.7. (Dahlen et.al. 2003). The results of all variables with multiple items are as follows and they all indicated satisfactory internal consistency reliability:

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Variables	Items	Cronbach's Alpha
General Attitudes	GenAtt01, GenAtt02, GenAtt03, GenAtt04	0.929
Context	Cont01, Cont02, Cont03, Cont04, Cont05, Cont06	0.848
Credibility	Cred01, Cred02, Cred03, Cred04, Cred05	0.839
Incentives	Inc01, Inc02, Inc03	0.700
Entertainment	Ent01, Ent02, Ent03, Ent04	0.859
Purchasing Intentions	Pur01, Pur02, Pur03	0.762

5.3 Correlations

It is used to determine the strength and direction of the linear relationship between two variables.

We will test the five independent variables with the dependent variables – general attitudes.

The relationship between permission and general attitudes towards SMS Advertising was investigated using Pearson product moment correlation coefficient. There was a weak and insignificant correlation between the two variables, $r = 0.108$, $n=189$, $p>0.05$.

Secondly, for the relationship between context and general attitudes towards SMS Advertising, there was a strong, positive and insignificant correlation between the two variables, $r = 0.464$, $n=189$, $p<0.05$.

For credibility and general attitudes, there was also a strong, positive and insignificant correlation between the two variables, $r = 0.635$, $n=189$, $p<0.05$.

However, the relationship between incentives and general attitudes is weak and insignificant. $r = 0.051$, $n = 189$, $p>0.05$.

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But Entertainment and general attitudes possess a strong and significant relationship, with $r = 0.528$, $n=189$, $p<0.05$.

Lastly, the relationship between general attitudes and purchasing intentions was also tested, there is a strong and significant relationship with $r = 0.416$, $n=189$, $p<0.05$.

As a whole, Context, Credibility and Entertainment have strong and positive relationship with the general attitudes towards SMS Advertising, and the attitudes also possess strong and positive relationship with the variable of purchasing intentions.

5.4 Hierarchical Regression Analysis

The four sets of control variables – Gender, Age Group, University, Service Fee and the five independent variables – were organized to regress with the dependent variable hierarchically in order to examine which set of variables was the more powerful in explaining the model.

The R square of the model containing only control variables is .0160. This means about 16% of the variation in Acceptance can be explained by these control variables. After Block 2 variables (the five independent variables) have also been included, the model as a whole explains 46.6 percent (0.466×100).

The R Square Change in Model 2 is 0.307. This means that the five independent variables explain an additional 30.7 percent (0.307×100) of the variance in the acceptance of SMS Advertising, after the

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effects of the control variables are statistically controlled for. This is a statistically significant contribution, as indicated by the Sig. F change value ($\Delta F = 20.327$, $P < .05$). The ANOVA table indicates that the model as a whole (which includes both blocks of variables) is significant ($F = 14.050$, $p < 0.05$)

The Coefficients table in the Model 2 row indicates how well each of the variables contributes to the final equation; none of the control variables makes a statistically significant contribution (less than 0.05).

According to Model 2 in the Coefficient Table, multiple regression has been performed with Permission, Context, Credibility, Incentives and Entertainment as independent variables and Acceptance (The General Attitudes towards SMS Advertising) as dependent variable under the presence of the control variables.

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Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.543	.206		22.096	.000		
	unisyu	.277	.187	.124	1.483	.140	.658	1.521
	unihkbu	.013	.183	.006	.069	.945	.667	1.499
	male	-.510	.147	-.240	-3.482	.001	.971	1.029
	AgeM	-.115	.150	-.054	-.768	.443	.926	1.080
	FeeM	-.337	.179	-.146	-1.881	.062	.764	1.309
	FeeL	-.724	.172	-.323	-4.206	.000	.783	1.277
2	(Constant)	.742	.439		1.691	.093		
	unisyu	.134	.155	.060	.866	.388	.625	1.600
	unihkbu	-.041	.149	-.019	-.272	.786	.652	1.534
	male	-.182	.129	-.086	-1.411	.160	.820	1.220
	AgeM	.030	.125	.014	.237	.813	.874	1.144
	FeeM	.043	.151	.019	.286	.775	.701	1.427
	FeeL	-.199	.160	-.089	-1.249	.213	.596	1.677
	Permission	-.090	.065	-.114	-1.371	.172	.434	2.304
	CCont	.091	.102	.081	.887	.376	.357	2.797
	CCred	.527	.097	.456	5.431	.000	.428	2.338
	CIncent	.090	.100	.065	.895	.372	.575	1.740
	CEntert	.205	.089	.184	2.318	.022	.477	2.094

a. Dependent Variable: Combined General Attitudes

First, from the correlations table in the output, it shows that there are at least some relationships with the dependent variable (all above 0.3). In this case, Permission, Context, Credibility, Incentives and Entertainment correlate substantially with the General Attitudes towards SMS Advertising.

Secondly, from the ANOVA(b) table in appendix, the F statistic is significant ($p < .05$), which indicates that the model proposed is significant.

Next, the R Square is equal to 0.466 which indicates in 46.6% of the variation in Acceptance can be explained by the five independent variables, which are Permission, Context, Credibility, Incentives and Entertainment.

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To evaluate the contribution of each of the independent variables, the Beta value under Standardized Coefficients is compared. The largest beta coefficient is 0.527 which is Credibility. This means Credibility makes the strongest unique contribution to explaining the general attitudes towards SMS Advertising, followed by Entertainment, Context, Permission and lastly, the Incentives. However, according to the significant level, only Credibility and Entertainment are making a significant unique contribution since the value is smaller than 0.05.

From the results of model 2 presented in the table labeled Coefficients, the tolerance value has an average of 0.5945, which is not less than 0.10; therefore, it has not violated the multicollinearity assumption. This is also supported by the VIF value with an average of 1.807, which is well below the cut-off of 10. (Pallant, 2007)

5.5 Multiple Regression Analysis

Multiple Regression has also been performed to analyze the relationship between acceptance towards SMS Advertising and the purchasing intentions, the R Square equals to 0.179 which means 17.9% of the variation in purchasing intentions can be explained by the general attitudes. The significant level of the model is smaller than 0.05 which indicates that acceptance is a significant predictor of purchasing intentions.

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6. Discussion and Implications:

6.1 Correlation Analysis:

The results are consistent with previous predictions, there are positive relationships between three of the independent variables - Context, Credibility and Entertainment and the General attitudes towards SMS Advertising. Therefore, those who accepted SMS Advertising are more concerned about the closeness of the context of the message, the credibility of the advertisers and the entertainment found in the message. One notice point is that the importance of Credibility of Advertisers shows the strongest positive relationship ($r = .635$) with the acceptance of SMS Advertising. On the other hand, incentives and permission are less important comparatively. The future SMS Advertisers should pay more attention to the credibility, context and entertainment values.

6.2 Multiple Regression Analysis:

The result of regression reveals that the acceptance (the general attitudes) towards SMS Advertising is positively influenced by Credibility of Advertisers (Beta = 0.570, Sig. = 0.000) and Entertainment (Beta = 0.2374, Sig. <0.05). 43.5% of the total variance in the acceptance of SMS Advertising can be explained by these independent variables. Thus, H3 and H5 are supported.

<u>Constructs</u>	<u>Beta</u>	<u>Sig.</u>
Permission	-0.086	0.184
Context	0.120	0.221
Credibility	0.570	0.000
Incentives	0.028	0.766
Entertainment	0.237	0.423
General Att.	0.355	0.006

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Moreover, the purchasing intentions are also positively influenced by the Acceptance (the general attitudes) towards SMS Advertising. (Beta = 0.355, Sig. = 0.006). Thus, H6 is supported.

6.3 Hierarchical Model of Regression Analysis:

The four sets of independent control variables – Gender, Age Group, University, and Service Fee plus the five independent variables proposed in the model explains 46.8 percent of the variances, and the model as a whole is significant.

No control variables make a statistically significant contribution (less than 0.05). The other control variables did not make a unique contribution, which indicates that the acceptance of SMS Advertising is not affected by gender, age, and university or service fee.

Hypothesis	Test Results
<i>Hypothesis 1:</i> Permission positively influences the acceptance of SMS Advertising	Rejected
<i>Hypothesis 2</i> Context positively influences the acceptance of SMS Advertising	Rejected
<i>Hypothesis 3</i> Credibility positively influences the acceptance of SMS Advertising	Supported
<i>Hypothesis 4</i> Incentives positively influences the acceptance of SMS Advertising	Rejected
<i>Hypothesis 5</i> Entertainment positively influences the acceptance of SMS Advertising	Supported
<i>Hypothesis 6</i> The acceptance of SMS Advertising positively influences the purchasing intentions of the advertised products or services.	Supported

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7. Recommendations and Conclusion

Regarding the hypothesis suggested and the test results obtained, it is going to discuss more concerning the implications gained through the research.

In the very first place, talking about the rejection of permission. It is believed that Hong Kong people have been bombarded by loads of information in this information age. Different kinds of information as well as the advertising gained through day and night has made one to be tired in receiving more advertising. Thus, even though people may be interested in receiving information about a certain kind of products or services, too frequent reception of it is still unfavorable, or even lead to unacceptance. Managers are than enlightened by this point; customers nowadays are refusing to receive such promotion, thus, sending SMS should be considered as a careful act so as not to scare target group of customers, at least, and having a neutral image of the company.

Incentives, the next hypothesis which is also rejected by the research, is believed to have no use in driving mobile users to have a positive attitude towards SMS Advertising. It is explained in a sense that incentives are no longer a tactic that leads to favorable attitude of target market. Especially in Hong Kong, where people are exposed to different, various kinds of discounts and price-cut in this fiercely competitive business world, people are thus, immune to incentives, unless, the incentive

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provided is truly unique and worth-using. Business sector who would like to adopt SMS advertising is then advised to shift their effort in other supported hypotheses other than thinking of how much discounts to provide to mobile users so as to attract them.

Context is also rejected, meaning even a SMS is using appealing content as well as delivery method, receivers are still not having a favorable attitude towards the regarding SMS. It is explained in the sense that in Chinese culture, people are less willing to disclose their personal information in return of some advertised information. All in all, this hypothesis failed in leading to positive attitude of SMS advertising (Y. Zhang et.al, 2001). Moreover, such tactics are relatively new in Hong Kong market that the advertisers can convey relevant SMS to potential consumers based on their location and personal information, our respondents may have not the experience found in our previous journal reviews in other countries. Managers who would like to adopt such tactic should then reduce effort in building up relevant context in order to appeal mobile receivers; Instead, they should develop with such a new technology in its embryonic stage whilst paying more efforts in the next two elements would be a way to having positive acceptance from mobile users. As technology evolves, factors such as location, time and personalization should take a more significant role in mobile marketing. (Carroll, Barnes and Scornavacca, 2005)

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Our research makes a number of academic and managerial contributions. The results indicate that credibility and the entertainment are the strongest positive drivers of consumer acceptance of mobile advertising. Thus, firms making use of the mobile channel as part of their promotional strategies should always think of the credibility of itself and the entertainment of promotional SMS that the channel brings.

Getting to know that credibility is the major contributor of the acceptance, we would know that, accordingly, all over the globe, successful mobile marketers would be those world-accepted brands like Coca-cola, McDonalds' and Apple.

Thus, regarding this finding, companies who would like to adopt such marketing tactics should in the very first place, strengthen and sharpen its brand image in the target customers' minds. This is considered to be a very first step as well as a consolidated foundation for a mobile advertising program. It makes no sense to skip the strengthening effort of its brand but directly launch a mobile advertising campaign. If all work has been done on building up a well-rounded brand image and brand position, the credibility strengthened and thus the success rate of having customers' acceptance and according the purchase intention of the advertised products could be achieved.

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Entertainment is another contributing factor in which it could enhance the acceptance of the SMS Advertising. Thus, our research assures that the more entertaining a SMS advertising is, the more likely the receiver would accept the SMS advertising.

All above then set the concept for firms who would like to adopt such marketing tactic that, their SMS should be as entertaining as possible. Pictures, use of languages or even auditory images could then be established so as to gain the attractiveness and focus of the target customers. Gimmick could also be produced by using some entertaining and interactive words, pictures and videos.

Entertainment has turned out to increase the acceptance of the SMS promotion in different empirical investigations. It is then believed that respective marketers should plan a truly entertaining SMS before launching. It is a waste of effort without thinking of the entertaining elements of the SMS while launching such tactics. Thus, this consideration should be entertained.

Last but definitely not the least, acceptance is also found to be a driving force of having the purchase intentions. It is believed that once a positive attitude is fostered, then one would be believed to have the intentions to have the purchase of the advertised products or services. This case is especially appealing to Hong Kong people, in a sense that they have already been engaged different kinds of promotion, having

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their acceptance is then be crucial in making a certain product or service to be their consideration set.

Then, there would be possibility for this target group to purchase the advertised product or service.

In a nutshell, the main contribution of this research was to introduce a framework of how the attitudes and perceptions of people towards SMS advertising work. This does not only outline the factors affecting the acceptance towards this way of marketing technique, but the research also demonstrates what the most influencing factors and what are the least influencing. This could then provide insights for the related parties whenever time would like to adopt such tactics to reach the base of target customers. Marketers should take great care when launching such marketing campaign as there are ways to strengthen the acceptance of such advertising, if each contributing factors are taken care of, then it would no wonder boost the acceptance of such marketing technique.

8. Limitation and Future Research

The sampling method was not purely random as the data is selected from three different universities. It would be purely random if one could draw the data from every university and from different faculties. So, right in this data set, the according sampling method would affect the generalisability of results (Prendergast, Ho and Phau 2002). Furthermore, although the sample size could meet the statistical requirement, it did not imply that the sample size was large enough to represent the population.

It is hoped that future research could study more factors in which drive mobile users to accept SMS advertising. Then more contribution could be made for the contemporary marketers for

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more insights in getting the success on SMS advertising. Future researchers could use a bigger sample of respondents and where possible make use of random sampling when selecting respondents to participate in the study. Future research should also attempt to determine how consumers of different ages, class or culture (relevant demographic variables) differ in their attitudes towards SMS advertisements.