

Mobile phone advertising: What makes consumers adopt it?



Mobile devices are an integral part of people's lives, this is understandable considering people's busy lives. Mobile phones make it easier and more convenient for people to perform their daily tasks. It may be for this reason why so many people rely heavily on their mobile phone. It is often in their hands or at least a short reachable distance away. For managers to not utilize this platform correctly or not at all, they lose the opportunity to constantly be in contact with their consumer. They will also not be able to reap the many other benefits that this platform has to offer.

A research study was conducted by Deborah Rogers, a [Master's](#) student in the [Department of Marketing Management](#), to investigate the factors that influence a consumer's behavioural intention to adopt mobile phone advertising. The three factors considered were consumer's attitude towards mobile phone advertising, the perceived usefulness of mobile phone advertising, as well as the entertainment factor of mobile phone advertising. This study also examined the relationship that perceived usefulness and entertainment has with consumer attitude.

An online survey was conducted, and 154 respondents were obtained. All respondents were over the age of 18, reside in Gauteng, and have adopted mobile phone advertising within the past six months. The findings from this study revealed that perceived usefulness and entertainment have a positive relationship with a consumer's attitude to adopt mobile phone advertising. The results also indicated that all three factors (consumer's attitude, perceived usefulness and entertainment) have a direct and positive influence on a consumer's behavioural intention to adopt mobile phone advertising. The results also revealed that entertainment was the main factor that predicts behavioural intention to adopt mobile phone advertising.

The findings have provided a variety of implications and recommendations for managers. It is recommended that managers provide consumers with an opt-in or opt-out feature, ensuring that the advertisements will only be directed at consumers who want to adopt and engage with the mobile phone advertisements. It is also recommended that managers personalise messages and only send advertisements that are applicable to certain consumers. All advertisements should include valuable information that will be of importance to the consumer, such as specials and promotions. To grab the consumers attention, it is recommended that managers try and make their advertisements entertaining. The type of entertainment factor is dependent on the businesses target market. However, a few elements that can be entertaining are the use of humour, and including videos, catchy songs or phrases.

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2020 with the [Department of Marketing Management](#) by Deborah Rogers under the supervision of [Dr T Chuchu](#).