

Effect of SMS Advertising on Attitudes of Nigeria GSM Phone Users

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Abstract

The study examined the effect SMS advertising has on the cognitive, affective and conative attitude components of Nigeria GSM phone users. AIDA and Model Stage and Model Order models anchored on theory of hierarchy of effects of persuasive advertising were applied in the study. Thirty undergraduates were tested in an experiment situation and their responses analysed on mean, standard deviation and ANCOVA. SMS was found to have effect on the cognitive attitude of the consumer (mean = 6.123), affective attitude of the consumer (mean = 5.631) and, Conative attitude (mean = 5.550), but was not significant. The study concluded that though spontaneous exposure of consumer to SMS advertising touches his/her cognition and belief system with supply of information on the advertised product, so also his/her affect and conation, the overall effect of SMS advertising in the three attitude components is not significant enough. Comparably, the effect of SMS ad is higher on the cognitive component of the consumer than on the affect and behavioural components. The SMS advertising is therefore not significant viable persuasive advertising medium. It was recommended that advertisers be cautious about the information content of their ad messages so as to produce ads that contains sufficient, pleasant and valuable information needed to positively engage the cognition of the consumer; advertisers should re-examine the usefulness of SMS advertising as a standalone mode because of the observed inherent limitations with regards to shortage in emotional appeal and information capacity, and possibly switch to a more effective mobile application. Recommended also was further studies on SMS advertising in Nigeria to determine the acceptability of the medium by consumers and so improve the quality of the strategy and not cause irritation.

Keywords: Consumer Attitudes, Advertising, Short Message Service (SMS), Global System for Mobile Communications (GSM), mobile phone users.

INTRODUCTION

The value of information has appreciated tremendously, especially with the emergence of Information Communication Technology (ICT) and its use in the developed and developing countries of the world. Global System for Mobile Communications (GSM) phone is a key element of the ICT and, presently constituting one of the most popular information communication media (Onwumele, 2011). This view supports Bauer et al., (2005), that since the mid-1990s, the penetration of mobile phones in developed economies has been explosive. Increased availability, frequency and speed of communication, these GSM phones and other personal digital assistants offer explain this development (Scharl, Dickinger & Murphy, 2005).

Nigeria joined the league of mobile phone users in 2001 following the introduction of the system locally and ever since then ownership and subscription of GSM has steadily been on the rise. Taiwo (2010) reported 59 million Nigerian subscribers by 2009; 100 million by June, 2012 (Okereocha, 2012 as cited in Ossai-Ugbah, 2012); 117,412,363 million active GSM lines as at June 2013 (Nigerian Communication Commission, 2013); and 187,947,397 connected mobile phones as at January 2015 (Nigerian Communication Commission, 2015). The spread has been so rapid that Team (2013) projected 7.3 billion subscriptions more than the world population in 2014. Ownership of these phones in Nigeria thus has become pre-eminent and predominant communication factor (Elegbeleye, 2005).

The increasing rate of mobile phone usage has presented new delivery platform to both marketers and advertisers. As the popularity of mobile devices increases, Short Messaging Service (SMS) provides marketers the invaluable platform to successfully access potential customers day-to-day, on a one-to-one basis (Suher & Ispir, 2009; Tsang et al. 2004). SMS text-messaging first emerged in Europe in 1992 (Ericsson, 2012; Nweze, 2013), but devolved to Nigeria in 2001 with launch of GSM services by MTN and Econet networks launched (Adediran, 2003; Pyramid Research, 2010).

The SMS is a 160 limit alpha-numeric, symbol/sign text-based message (Suher & Ispir, 2009). Literature (e.g., Drossos, Giaglis & Vlachos, 2009; Suher & Ispir, 2009; Jones, 2001 cited in Dickinger et al., 2004) shows its two-way interactiveness advantage, to both advertisers and consumers, whether as a complement of traditional ad mode or a standalone. Owners usually have the device on standby mode

with them always for a daily average of 14 hours (Bauer et al., 2005). If the device is off, the message arrives when the user turns it on and, all SMS messages are delivered as long as there is sufficient carrying space in the network (Dickinger et al., 2004). The effect of the mode's popularity is the over 14.7 trillion messages sent and received worldwide by 2012, and a projected 28.2 trillion by 2017 (Mobile Marketing Association, 2014).

Advertisers in Nigeria and other countries exploited this situation, especially in targeting consumers who are always on the move and therefore inaccessible with the traditional advertising channels (Heinonen & Strandvik, 2002), thus earning the application great market driver for mobile ad status (Xu, Oh & Teo, 2009).

STATEMENT OF THE PROBLEM

Reports and research literature on SMS advertising emanating from the eastern and western countries of the world ostensibly point that SMS advertising have tremendously advanced in those places with studies revolving around consumer attitudes toward SMS advertising and factors affecting such attitudes (e.g. Tsang et al., 2004; Chowdhury et al., 2006). The few accessible domestic studies have been on ownership, usage, impact of GSM phones and, usage of SMS messaging (e.g. Ossai-Ugbah, 2012; Utulu & Alonge 2012; Ayodokun, 2012; Onwumele, 2011). In all, no study can be traced to the effects of same on consumer attitude components.

With the current trend in low-cost bulk text-messaging and the frequency however, it is still unclear what these ad messages that arrive in users' phones is expected to do on their attitudes that could lead to patronizing the ad object. Hence, this study will be examining the effect of SMS ad on the cognitive, affective and conative attitudes of the consumer. This knowledge is pivotal to designing more effective campaigns that can cause patronage of a firm's product. It is therefore vital to track, investigate and understand these consequences despite theoretical postulations that mobile phone advertising can be entertaining and informative.

REVIEW OF RELATED LITERATURE

Myriad of studies revolving around SMS advertising on attitudes in the recent years appear to point the level of interest of the academia on the subject, especially in the developed countries. In apparent contrast, there is no accessible literature that focuses on the effect of SMS advertising on consumer attitudes in Nigeria. Hence, the empirical evidences reviewed in this study are foreign to the Nigerian environment. It is hoped that the ideas and findings from those works apply.

SMS Advertising

Short Message Service (SMS) in the literature is summed as an alphanumeric (letters and numbers)-based GSM phone enabled communication mode between two or more parties. The technology enables its recent variant Multi Media Service (MMS) that combines texts, voice, images, video, music and, animations (Aregbesola & Olatokun, 2014). Dickinger et al. (2004) see SMS as the most popular mobile data application; the popularity that gave rise to mobile advertising (Tsang, Ho & Liang, 2004), hence SMS advertising.

SMS advertising defined by Kavassalis et al. (2003) is "using short message service (SMS), sent to consumers' cell phones, to provide consumers with time and location sensitive information that promotes goods, services and ideas, thereby generating value for all stakeholders". Literature shows SMS advertising as a component of mobile marketing. (Al-alak & Alnawas, 2010). Mobile marketing according to Dickinger et al. (2004), involves "using a wireless medium to provide consumers with time and location sensitive, personalized information that promotes goods, services and idea, thereby generating value for all stakeholders".

SMS advertising became popular ad medium because of the popularity it enjoys stemming from addiction of the youths to it, cost-effectiveness, brand recall, positive impact on intention to purchase, high retention rate, high reach, high response rate (Bose et al., 2010; Al-alak & Alnawas, 2010; Bouhlef et al., 2009; Pearse, 2005). Contrary to earlier findings that SMS advertising is a success and, acceptable in the UK, Gupta (2013) reported that in the present time, UK consumers no longer want mobile ads because of their considered intrusiveness in their private life; rather, they prefer mobile applications instead.

Consumer Attitudes

Literature depicts attitude as a favourable or unfavourable consistently long-lasting response disposition of a person to a given object or idea such as product, religion, TV program, advertising (ALhrezat, 2013; Kotler, 2004; Aaker, Kumar & Day, 1998; Hawkins et al., 2004). Attitude defines the manner an individual thinks feels and/or acts with respect to some aspects of things around him. The attitude structures show how the consumer perceives the market stimuli (e.g. advertising) and how he reacts to them (Aaker, Kumar & Day, 1998).

Attitude combines three components or processes - cognitive, affective, and conative (Hawkins et al., 2004). Cognitive and affective components are unobservable mind order structures (Shiu et al., 2009) while, conative is behavioural. Beliefs, thinking, understanding, evaluating, deciding are cognitive actions (Triandis, 1971; Friman, 2010). Affective is expressed in feelings, moods, emotions and remembered sensations (Arnould, Price & Zinkhan, 2002; Triandis, 1971). Conation on the other hand refers to the intentions and actual behaviour of the consumer, for example, purchase of a product (Triandis, 1971).

Mackenzie & Lutz (1989, cited in Solomon, 2004) see attitude toward advertising “as a predisposition to respond in a favourable or unfavourable manner to a particular advertising stimulus during a particular exposure occasion”. The predisposition is determined by the extent the ad is able to evoke a mood as well as the degree of arousal it is able to cause in the consumer to purchase a product (Solomon, 2004).

Empirical Review

Attitude of consumers towards mobile advertising and, SMS advertising have widely studied (e.g. Suher & Ispir, 2009; Xu, Oh & Teo, 2009; Jung, Sung & Lee, 2013; Punyatoya & Durgesh, 2011; Javid, Namin & Noorai, 2012; Van der Waladt, Rebello & Brown, 2009 etc.). While many have concentrated on establishing relationships between attitude and intention and, behaviour, a greater number have busied at examining the factors that influence the attitudes. Curiously, no researched literature pivotal to the subject matter of this study could be traced. In effect, the study recourse to findings from studies on general and mobile advertising that offer ideas related to the study objectives.

However, the commonness of views expressed in those peripheral works appears to suggest that consumer intention and, purchase of ad product are measures of ad effect on consumers’ attitudes. Dickinger et al. (2004) show that to draw the attention of the consumer to the ad and the ad product, buy the product and, possibly forward the ad to colleagues (post purchase behaviour) are key effects and, thus measure the success of such ads. They argue that what is most important is that the ad gets the attention of the consumer, leading to his purchase of the product.

Chowdhury et al. (2006) studied the attitude of Bangladesh consumers toward mobile advertising and found that a perceived pleasant ad that possesses the right information would not irritate the consumers but rather have huge prospect of being liked by them. The right information and pleasantness of the message have ultimate purchase drive implication for the ad product as shown by Alalak and Alnawas (2010) study that investigated the impact of mobile marketing towards creating purchase intention in the consumer. They discovered that when the consumer perceives SMS ad as useful, he will be persuaded to patronize the ad product.

This theory of perceived usefulness finds collaboration in Ayoola (2014) study which used Relevance theory to discuss how Nigerian GSM networks use subtle SMS messages to manipulate subscribers. He found that when SMS message is viewed as manipulative it is because it affects both belief and emotional systems at the same time and gets the consumer to decide to buy the product advertised.

Drossos et al., (2007) tested the successfulness of SMS advertising on consumer purchase intentions in an experiment using affective product. They found rational appeal among the factors that bring higher positive attitudes and purchase intentions. The findings, against those of earlier studies, support the positivity of cognitive strategy associated with SMS advertising. They argued that although text-based messages may not be able to produce desired emotional appeal, the informational component is complementarily crucial.

Wouters and Wetzels (2006) partial experiment investigated the potency of SMS at producing recall effect and found SMS capable of increasing the recall of an advertisement. The findings is supported by the result of Sung & Cho (2012) that investigated the difference in changes text, motion pictures and slides can effect on consumer’s attitude towards mobile advertisements. They found that while effects on the emotional components of an advert diminishes, the cognitive component takes prominence with the text content of the ad kept in the consumer’s memory to form attitude over time.

Similarly, Xu, Oh and Teo (2009) sought to establish possible differences in effects of MMS ad as compared with SMS ad on the perception and behaviour attitudes of the consumer. Baumgartner (2002)

study hopes to see which of two media better influences deliberate purchase (routine, repeatable and predictable) and spontaneous purchase (non-routine, non-repeatable and unpredictable) typologies. The results not only highlight the variability in the effect of multimedia and SMS ads at different product types, but also show that SMS ad vis-à-vis multimedia ad has stronger positive effect on the attitudes of the consumer towards deliberate purchases than spontaneous purchases. This finding found support in Wouters & Wetzels (2006) and Drossos et al. (2007), which seem to suggest that deliberate purchase arises through recall of retained cognitive evaluation of past experience and information offered by SMS ads.

Drossos, Giaglis and Vlachos (2009) study that used hierarchy of effects theory to examine the factors that impact the effectiveness of SMS advertisements on attitudes of consumers toward the advertisement, the product brand and, their intention to purchase the ad product found differently. They found that the narrow information capacity of SMS advertisements does not allow for adequate information required in cognitive products. They suggest that the possible stimulation such limited information could cause is in the likelihood of affective.

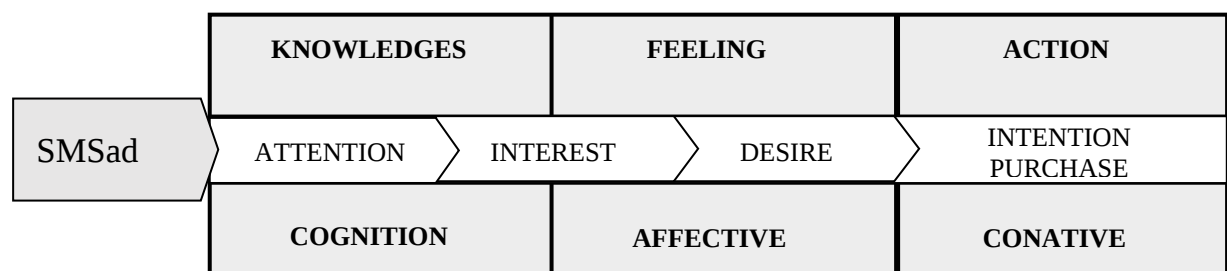
THEORETICAL FRAMEWORK

Many researchers have developed a number of models based on the theory of hierarchy of effects to measure the impact of media advertising on the attitudes of the consumers. The framework, in a typical modern think-feel-do model, hypothesizes audiences' responses to ad messages to be following ordered stages of first, cognition (thinking), second affective (feeling) and third, conation (doing, i.e. behavioural) (Lavidge & Steiner, 1961). According to Egan (2007) and, Barry and Howard (1990), cognition refers to knowledge, beliefs or thoughts of the consumer about the ad and product (that he becomes aware and gathers knowledge about the product); affective refers to the feeling and emotion the consumer develops toward the product (that he likes the product and becomes convinced in it) and; conation refers to intention to buy the product or the buying action itself.

AIDA, a later improvement on the first 1989 AID model developed by E. St. Elmo Lewis (Barry & Howard, 1990) is the foremost and prominent attempt hierarchically modelling advertising effect on the consumer. Originally conceptualized to guide the salesperson to successfully move a prospect, in a process, to buy, it has later found acceptance as a framework that can be used to describe the effect of persuasive advertising on the consumer - attracts the attention of a prospect, hold his interest, arouse his desire, and push him to action, i.e. purchase a product. The model has received several supports, extensions and additions in the recent times, e.g. Model Stage and Model Order (Lavidge & Steiner, 1961), DAGMAR (Colley, 1961) and AISDALSLove (Wijaya, 2012) among others.

Lavidge and Steiner postulate that the effects of persuasive advertising - awareness, knowledge, liking, preference, conviction and, purchase sequentially occur at the cognitive, affective and, conative 'stages' of the consumer's attitude. While awareness and knowledge occur at cognition stage, liking and preference at affective stage and, conviction and purchase occur at conative stage.

The constructs of AIDA and, Model Stage and Model Order are modelled below:



Hierarchy of Effects Model. Adapted from Egan, J. (2007). *Marketing Communications*. London: Thomson Learning.

The consumer firstly pays attention to the SMS ad, and becomes aware of the ad and product. At Interest stage, the consumer becomes interested in that ad and product and moves to search for more information about them. Consumers see many adverts each day but will only remember those that interest them. The consumer has been convinced and develops emotional feeling/passion towards the brand or product from the additional information he/she has gathered about the product brand or information regarding the ad message. At final stage action, he/she takes an action position on the

product: buy/not buy a brand whenever he wants to (intention) or, purchase the product or not purchase the product (patronage).

Attention, Interest, Desire and Action can therefore, be rightly assumed outcomes of audience cognitive, affective and conative evaluation of some value promises of SMS advertisements. These values, though studied severally as factors, include entertainment, informativeness, irritation (Ducoffe, 1996), Credibility (Xu, Oh and Teo, 2009; Van der Waltd, Rebello & Brown, 2009) and influence of appeal, incentive, product involvement, interactivity and, consumers' general attitude towards SMS advertising (Drossos et al., 2007).

METHODOLOGY

The study was empirical. Procedure of most related studies (e.g. Drossos, Giaglis and Vlachos, 2009; Drossos et al., 2007; Sung & Cho, 2012; Xu, Oh and Teo, 2009) was adapted to the study. One set of test was applied to achieve the three specific objectives. Students have shown serious attraction to SMS application according to Bose et al. (2010) therefore, thirty of them between the ages of 19-28 from a Nigerian university were used. Though students have been agued not fair representative of population, Danaher & Mullarkey (2003), for purposes of predictive validity, have supported such sample as better than a sample of the general population

Participants were volunteers recruited outside lecture halls and given incentive of some amount of airtime and refreshment. These participants were randomly assigned to two groups of approximately equal size and equal gender ratio: 15 for treatment group and, 15 for control group. Only the treatment group participated in the experiment.

Each participant owns a GSM phone, knows how to use SMS and, had received SMS product/services advertisement in the past. No participant had prior knowledge of the advertisement for the experiment. The ad message format was plain-text on a fictitious name of a movie product to eliminate association and possible recall because of similarity in phonetic, as Dahlen (2001) points that such has the potential of confounding experiment result.

The experiment was conducted in an empty lecture hall into which only the treatment group was admitted. Two sets of questionnaires 'A' and 'B' for experimental and control group respectively were used to elicit the responses of the two participating groups. After necessary instructions, the experimental ad was sent to the GSM phones of the experimental subjects who saw it. The relevant questionnaires (see appendix) were issued to the respective groups to complete.

ANALYSES AND RESULTS

The mean, standard deviation and ANCOVA are the statistical tools applied in the study analyses. Tables 1, 2, 3, 4 and 5 show findings of the study.

SN	QUESTION ITEMS	MEAN	STANDARD DEVIATION
1	Cognitive attitude of the consumer	6.123	0.9686
	The ad supplied the relevant information about the product	6.123	0.9686
2	Affective attitude of the consumer	5.631	0.5645
	The ad is entertaining	5.878	1.5434
	The ad is enjoyable	6.546	0.8566
	The ad is fun to use	4.757	2.2551
	The ad is exciting	5.341	1.3524
3	Conative attitude of the consumer	5.550	0.7645
	I will very likely buy the product	6.975	1.2564
	I will definitely buy the product.	5.463	0.8967
	I will buy product when the need arises	4.213	2.1352

Mean benchmark = 4.

Table 2: Analysis of Attitude of Consumers with past experience on SMS ad

SN	QUESTION ITEMS	MEAN	STANDARD DEVIATION
1	Cognitive attitude of the consumer	3.694	0.3542
	SMS ad is a good source of product information	4.214	1.3442
	SMS ad supplies relevant product information	3.457	1.9453
	SMS ad good source of up-to-date product information	5.824	0.2456
	SMS ad makes product information immediately accessible	2.134	1.6353
	SMS ad is a convenient source of product information	2.845	1.2451
2	Affective attitude of the consumer	3.552	0.2365
	The ad is entertaining	2.567	0.4674
	The ad is enjoyable	3.823	0.9356
	The ad is fun to use	2.355	1.242
	The ad is exciting	5.463	1.8352
3	Conative attitude of the consumer	3.039	1.2131
	I very likely buy SMS ad products	4.352	1.2453
	I definitely buy SMS ad products	2.342	0.5746
	I buy SMS ad products when the need arises	2.424	0.8241

Mean benchmark = 4.

Table 3: ANCOVA Tests of Between-Subjects Effects result of the influence of SMS ad on the cognitive attitude of the consumer:

Dependent Variable: Cognitive Experimental SMS advertisement					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	12189.013 ^a	112	126.688	5.701	.153
Intercept	28456.126	1	38456.126	212.804	.000
Control	4253.418	35	115.812	.641	.863
Error	2710.667	15	180.711		
Total	84015.000	128			
Corrected Total	16899.680	127			

a. R Squared = .640 (Adjusted R Squared = .358)

Table 4: ANCOVA Tests of Between-Subjects Effects result of the influence of SMS ad on the affective attitude of the consumer:

Dependent Variable: Affective Experimental SMS ad.					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	14189.013 ^a	112	126.688	.701	.853
Intercept	38456.126	1	38456.126	212.804	.000
Control	5382.452	33	163.105	.903	.613
Error	2710.667	15	180.711		
Total	84015.000	128			
Corrected Total	16899.680	127			

Dependent Variable: Conative Experimental SMS advertisement					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	16377.524 ^a	117	139.979	2.255	.152
Intercept	40928.227	1	40928.227	659.247	.000
Control	4532.095	37	122.489	1.973	.201
Error	372.500	6	62.083		
Total	81841.000	124			
Corrected Total	16750.024	123			

a. R Squared = .978 (Adjusted R Squared = .544)

Table 1 shows the mean response on the attitude of experimental group who were administered the SMS ad. The overall mean result for cognitive attitude of the consumer is 6.123 with standard deviation of 0.9686. The overall mean response on Table 2 for the control group is 3.694 with standard deviation of 0.3542. The results indicate higher overall mean when SMS ad is administered. Also, the overall experimental result indicates that SMS ad supplies the relevant information about the product. The result on Table 3 indicates that the model is not statistically significant ($F = 5.701, p > 0.05$). This implies that SMS ad has no significant effect on consumers' cognitive attitude.

The result on affective attitude of the consumer is mean = 5.631, standard deviation = 0.5645 for the experimental group (see Table 1) and mean = 3.552, standard deviation = 0.2365 for the control group (see Table 2). The higher mean and SD of the treatment group vis-a-vis the control group indicates that consumers experience spontaneous change in affective attitude as a result of SMS ad. Furthermore, the overall mean of 5.631 for the experimental group indicate agreement of affect capability of SMS ads. The significance of the result is tested in ANCOVA (in Table 4). The F-value of the model is 0.701 with p.value of 0.853. The result is not statistically significant ($p > 0.05$) implying that SMS ad does not have significant effect on consumer affective attitude.

The result on conative attitude of the treatment group (in Table 1) shows overall mean = 5.550 and, standard deviation = 0.7645. The control group has overall mean = 3.039 and, standard deviation = 1.2131. The result indicates the consumer conative attitude can improve with application of SMS ad. The experimental group result further indicates the consumers can buy products when they are exposed to SMS ad. The result on Table 5 has an F.value = 2.255 and p.value = .152, indicating that SMS ad has no significant effect on conative attitude of consumers.

DISCUSSION

The result on cognitive attitude component indicate higher overall mean when SMS is administered (mean = 6.123, SD = 0.9686) than for customers in the past received SMS ad (mean = 3.694, SD = 0.3542). This indicates that spontaneous SMS ad supplies the relevant information about a product, but the ANCOVA model ($F = 5.701, p > 0.05$) shows the medium has no significant effect on consumers' cognitive attitude; hence it does not improve knowledge about a product. Given this scenario, consumers who seek in-depth knowledge about a product may not be motivated to buy following an SMS ad.

The result on affective attitude component of the consumer shows SMS ads has higher influence (mean = 5.63, SD = 0.5645) on the study group than the control group (mean = 3.552, SD = 0.2365). This indicates that consumers experience spontaneous change in emotion as a result of exposure to SMS ad first time. Result further indicates (mean of 5.631) that SMS ad has affect capability, but not statistically significant ($F = 0.701, p > 0.05$). This shows that SMS ad does not have significant in effect on the consumer's affective attitude.

On conative attitude component, result shows spontaneous SMS ads (mean = 5.550, SD = 0.7645) induce the target more to buy the products than on consumers who were exposed to it long in the past (mean = 3.039, SD = 1.2131), as consumers exposed to spontaneous SMS ad agrees that they can buy the ad object (Mean = 5.550). The result indicates the consumer conative attitude can improve with application of SMS ad. The ANCOVA model however, was not statistically significant ($F = 2.255, p > 0.05$) indicating that SMS ad has no significant effect on conative attitude of consumers.

Given the overall no significant effect of SMS advertising on the overall attitudes of Nigerian consumers, suggests poor perception of the ads by these audiences due to their overly nuisance, spam and exploitative strategy design reported by PUNCH (2013). This is supported by the position of Gupta (2013) that SMS ad has lost popularity ground to aps because of its intrusiveness in the consumers' private lives.

CONCLUSION AND RECOMMENDATIONS

On the bases of findings, the study concludes that though spontaneous exposure of consumer to SMS advertising touches his/her cognitive/belief system with supply of information on the advertised product, so also his/her affect and conation, the overall effect of SMS advertising in the three attitude components is not significant enough. Comparably the effect of SMS ad is higher on the cognitive component of the consumer than on the affect and behavioural components. SMS advertising is therefore not significant viable persuasive advertising medium.

Advertisers should be cautious about the information content of their advertising message. This recommendation is aimed at producing advertising message that contains sufficient, pleasant and valuable information needed to positively engage the cognition of the consumer. Secondly, advertisers should re-examine the usefulness of SMS advertising as a standalone mode because of the observed inherent limitations with regards to emotional appeal and shortage in information capacity, and possibly switch to a more effective mobile application. Gupta (2013) has already noted the present preference for aps to SMS among consumers. Nigerian audience has shown to be no exception. Finally, further studies on SMS advertising in Nigeria are worthwhile to determine its acceptability by consumers and so improve the quality of the strategy and, not cause irritation.

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MEASURING CONSTRUCT AND SCALE

Two sets of questionnaire with measuring construct measured on 7-point Likert-type rating scale as used in the study:

Measuring Scale: 1= Strongly Disagree; 2= Disagree; 3= Somewhat Disagree; 4= Neither Agree nor Disagree; 5= Somewhat Agree; 6= Agree and; 7= Strongly Agree.

Study Construct:

1. Cognitive attitude of the consumer		
For experimental Group	For Control Group	
• The ad supplied the relevant information about the product	• SMS ad is a good source of product information • SMS ad supplies relevant product information • good source of up-to-date product information • SMS ad makes product information immediately accessible • SMS ad is a convenient source of product information	<i>Adapted from</i> Oh, L-B. & Xu, H. (2003) Ducoffe, R.H. (1996)
2. Affective attitude of the consumer		
• How emotive the advert was: - Entertaining - Enjoyable - fun to use - exciting	• How emotive SMS advert could be: - Entertaining - Enjoyable - fun to use - exciting	
3. Conative attitude of the consumer		
• How interested they were to buy the ad product: - very likely will buy - will definitely buy - will buy product when the need arises	• How interested would they be to buy SMS advertised product: - very likely will buy - will definitely buy - will buy SMS ad product when the need arises	