

**FACTORS INFLUENCING THE ACCEPTANCE OF MOBILE
MARKETING AMONG GENERATION Z STUDENTS IN
SOUTH AFRICA**



Submitted in fulfilment of the requirement for the degree of

Masters

(Business Management)

In the

Department of Business Management at the

University of the Free State

By

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DECLARATION

I, Sunaida Sumaya Surtie, declare that the dissertation “Factors influencing the acceptance of mobile marketing among Generation Z students in South Africa” is my own work and that all the sources quoted or used have been identified and acknowledge by means of complete references and that this dissertation has not been submitted by me for a degree at any other university.

.....

Sunaida Sumaya Surtie

ETHICAL CLEARANCE LETTER



GENERAL/HUMAN RESEARCH ETHICS COMMITTEE (GHREC)

24-Nov-2020

Dear Mrs Sunaida Surtie

Application Approved

Research Project Title:

Factors influencing the acceptance of mobile marketing among Generation Z students in South Africa

Ethical Clearance number:

UFS-HSD2020/1753/2311

We are pleased to inform you that your application for ethical clearance has been approved. Your ethical clearance is valid for twelve (12) months from the date of issue. We request that any changes that may take place during the course of your study/research project be submitted to the ethics office to ensure ethical transparency. Furthermore, you are requested to submit the final report of your study/research project to the ethics office. Should you require more time to complete this research, please apply for an extension. Thank you for submitting your proposal for ethical clearance; we wish you the best of luck and success with your research.

Yours sincerely

Dr Adri Du Plessis

Chairperson: General/Human Research Ethics Committee

A handwritten signature in black ink, appearing to read 'Adri Du Plessis', is written over the typed name.

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for the degree

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*Factors influencing the acceptance of mobile marketing among Generation Z
students in South Africa*

The responsibility of implementing the recommended language changes rests with the
author of the document.

Yours truly,



Linda Scott

DEDICATION

I dedicate this dissertation to my parents, Shireen Ravat and Ayoob Ravat. Thank you for always believing in me and supporting me. To my siblings Fatima Surtie and Yaseen Surtie, for always being my pillars of strength and encouraging me to be the best version of myself. Lastly, to my son Ahmed - everything I do is to inspire and show you that anything is possible.

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In a year that has been more challenging than most, filled with uncertainties, it would be ungracious of me not to place my greatest acknowledgement towards my Creator who endowed me with the strength, time, perseverance and most importantly health to enable me to complete this work.

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- The Department of Business Management for awarding me the opportunity to study towards my degree.
- And, lastly, I extend my appreciation to those respondents who agreed to participate in the study. Without their time and assistance, this research project would not have been possible.
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ABSTRACT

The objective of this study was to investigate the factors that influence the acceptance of mobile marketing among Generation Z students in South Africa. In South Africa mobile marketing has seen a remarkable change in the last few years. According to Kapil and Roy (2014:13), Generation Z is also known as the “mobile generation” and they are heavy users of mobile marketing. The problem identified here is that they are more likely to avoid online advertisements. Generation Z members see and value their mobile devices as their friend in hand. Therefore, information related advertisements are seen as irritation, intrusion and annoying.

Mobile devices were invented as early as the 1940s and mobile marketing started off as a humble ping of an SMS, in 1992 (Ihrig, 2019). Mobile marketing acceptance has seen its ups and downs through the years. This was due to certain factors that influenced their acceptance thereof. Factors identified were from a study done by Taylor and Todd (1995), namely, social influence, attitude, perceived usefulness, perceived ease of use and perceived control. The researcher added other factors namely, risk, trust and relevance to the existing models and created the conceptual framework for the study.

This study made use of quantitative research method. The numerical data was collected through questionnaires. The targeted individuals were Generation Z students aged 18 to 27 years. This included male and female students from different racial groups. The target population were selected based on the research objectives and cost-effectiveness. A total of 450 students were approached and requested to complete a questionnaire. Of which only 400 questionnaires were used.

Results showed that factors of attitude, trust, perceived usefulness and social influence are the main factors that influence Generation Z members acceptance of mobile marketing. Students have a negative attitude towards mobile marketing messages and are not pleased on receiving mobile marketing messages on their mobile devices. They believe that the messages they receive are not tailored to them and they find them irritating. Additionally, students have a difficult time trusting the mobile marketing messages that they receive. With perceived usefulness, students do not find mobile marketing messages relevant and lastly, students get influenced by mass media.

Lastly, to boost acceptance, marketers should find ways to feed their curiosity. They should create personalised mobile marketing messages and find ways to enhance the connection with Generation Z. This research could provide organisations with an idea of their market and assist them get ahead of the game.

Keywords: *Mobile Marketing, Generation Z, Factors that influencing acceptance of mobile marketing, Mobile marketing in South Africa, Acceptance models*

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LIST OF ACRONYMS

ADS	Advertisements
ANOVA	One-way analysis of variance
AOMM	Acceptance of mobile marketing
CRA	Confirmatory factor analysis
EFA	Exploratory factor analysis
Gen-Z	Generation Z
GHREC	General and Human Research Ethics Committee
IBM	International Business Machines
KMO	Kaiser-Meyer-Olkin
LCD	Liquid crystal display
MMS	Multimedia messaging service
PC	Personal computer
PEOU	Perceived ease of use
PU	Perceived usefulness
QR codes	Quick response codes
SMS	Short message service
StatsSA	Statistics South Africa

CHAPTER 1

INTRODUCTION, PROBLEM STATEMENT AND OBJECTIVES

1.1 INTRODUCTION AND BACKGROUND

South Africa stands out for its remarkable growth in the adoption of mobile marketing over the last few years (BusinessTech, 2018). Mobile devices adoption is viewed as one of the greatest social changes that happened over the past years. This is not surprising because mobile phones are part of our everyday life and communication. According to Barnes and Pressey (2014), mobile devices have been one of the fastest consumers adopted products of all time. The reality of today is that most consumers are occupied with their mobile phones and they carry them everywhere they go. StatsSA (2019) reports that there are about 28.99 million active mobile Internet users in South Africa and they spend approximately three hours and 17 minutes on their mobile devices daily. Moreover, mobile phones are viewed as a convenient means of communication because they are portable multi-devices. South African mobile marketing success has been facilitated by technological advancements and increase penetration rates (BusinessTech, 2018). In line with these developments, consumer trends and increase Internet usage shape the evolution of mobile marketing.

Mobile marketing is known as any marketing activity of connecting with specific consumers via website, email, SMS, apps and social media, on their personal mobile devices (Kaplan, 2012). In other words, mobile marketing is all about connecting, engaging and influencing consumers frequently. The benefits of mobile marketing are its inherent attributes of personalisation, interactivity and localisation. This adds to its differentiating factor from the other communication channels. Mobile marketing is a fairly easy and cheap way to target consumers. However, this does not imply that consumers are willing or happy to receive marketing notifications on their phones.

There has been an ongoing debate concerning whether consumers are willing to receive mobile marketing advertisements. In 2015, Google announced that mobile traffic had surpassed desktop traffic and this will continue to increase (Tomas, 2019). For mobile marketing to continue to succeed, adopting a mobile marketing strategy is vital. Moreover, mobile technology improvements have opened doors for consumers to surf the Internet, find locations with GPS, play games, watch movies, online shopping and so much more. Therefore, consumers' exposure to mobile marketing has increased the acceptance of mobile marketing (Al-Meshal and Almotairi, 2013). Chinomona and Sandada (2013) mention that

consumers are more likely to accept mobile marketing since it is cost-effective, fast and, helps consumers to receive immediate and personalised information from anywhere at any time. Moreover, mobile marketing's unique features such as permission, incentives and location base targeting, influence consumer's acceptance of mobile sources.

In South Africa over the past years, studies on mobile marketing have been conducted. For instance, Beneke, Cumming, Stevens and Versfeld (2010), investigated the influences of attitude toward mobile advertising amongst the South African youth. The findings of that research showed a positive attitude toward mobile marketing amongst South African youth. Another study conducted in South Africa by Donga and Zindiye (2018), found that consumers want to engage in mobile marketing as their perceptions of mobile marketing are more positive than before.

According to the Mobile Marketing Association (2016), mobile phone technologies have a high growth rate of usage among the youth. This implies that youth are more comfortable with technology than grown-ups. For example, Priporas, Stylos and Fotiadis (2017) state that Generation Y are heavily influenced by the digital environment, whereas Generation Z members are even more -embedded- with technology. Thus, the majority of them have used the Internet since a young age and they are much more comfortable with the digital environment, in other words, they feel safe in the digital environment (Dadvari and Do, 2019). Furthermore, Generation Z is characterised by their quick adoptions or switches to other new technologies.

Studies show that 95 percent of Generation Z members have a mobile device and that being continuously connected is their norm (Watson, 2018). Generation Z members prefer mobile devices and spend most of their time using these devices. Generation Z members use their mobile devices for things such as, gaming, social media, texting, watching movies or series and video creating. "Their mobile devices are seen as their friend in hand" (O'Donohoe, 2007, p.242). The following section will discuss the Generations Z cohort and its characteristics.

1.2 GENERATION Z

Generation Z is defined by Priporas, Stylos and Fotiadis (2017) as "young adults who were born in 1995 or later", they are well educated, technologically savvy and innovative. However, there seems to be no consensus among researchers on the exact time frame of when this generation was born. For example, according to the Urban Dictionary (2012), Generation Z is "anyone that was born in 1994 or later" and according to Dimock (2019), Generation Z is "anyone born after 1997". From these different viewpoints, it is evident that Generation Z is

perhaps born anywhere from 1994 to 1997 and members could be 18 to 27 years of age by now.

This generation is also known as the “mobile generation” (Kapil and Roy, 2014). Generation Z is the first generation born into the digital world and this makes their members heavy users of technology, as they see it as a device to connect with the world (Van den Bergh and Behrer, 2016). According to Wood (2013), Generation Z is likely to be characterised by four trends: 1) An interest in innovation; 2) An underlying desire to feel safe; 3) An insistence on ease of use and 4) A desire to temporarily escape the realities of life. Generation Z has higher expectations, no brand loyalty and are more concerned about the experience (Priporas et al, 2017).

Generation Z is different, as they behave differently to earlier generations, which can lead to changes on how they consume products and services. (Schlossberg, 2016). With regards to technology, Generation Y and Generation Z, are heavily connected to the Internet and social media. However, there are some differences between the two generations. For example, one difference is that Generation Y watched the Internet develop, while Generation Z has used it since a young age (Bump, 2019). According to Hubspot (2019), Generation Y spends around seven hours online, while Generation Z spends nearly 10 hours online, also Generation Z primarily uses their mobile devices to surf the Internet.

With regards to the preferred way of communicating, Generation Y prefers SMS, social media, and face-to-face communications when making financial decisions, whereas Generation Z prefers FaceTime, Twitter and Snapchat to face-to-face communication. Also, when making financial decisions, Generation Z members tend to digitally source their solutions, rather than asking others (Linnes and Metcalf, 2017).

The Generation Z cohort members are presently aged between 18 and 27 years and older and a substantial number of them are at university. This makes them the ideal target group for this study. According to Gilsenan (2018), students are generally known to be quite an elusive group to target. They were brought up in a high-tech environment, with loads of information at their fingertips. Students spend almost close to three hours on social media every day and spread their time across several platforms. Moreover, students strongly believe in being up-to-date or well-informed (Gilsenan, 2018). Therefore, this study focused on investigating the factors that influence the acceptance of mobile marketing among Generation Z students in South Africa. The next section will look at mobile marketing, what it is and how it started.

1.3 MOBILE MARKETING

Mobile phones have rapidly become a primary communication, entertainment and shopping device for consumers. Mobile phones are changing the way people engage with brands. People visit websites, open an email and purchase online through their mobile phones. Mobile marketing history links back to 2005 when the first commercial mobile SMS was launched by Nike and Pontiac (Braze, 2019). Both brands realised that mobile marketing is the future because “people are crazy about mobile phones” (Blair, 2019). Today South Africans spend almost three hours and 17 minutes on their devices daily (SatsSA, 2019). This is way far higher than the global average of six hours and 41 minutes. For that reason, marketers should pay undivided attention to mobile marketing.

Although mobile marketing has grown at a rapid rate over the past decades, it is still viewed as a new medium of marketing (Mobile Marketing Association, 2013). To understand what mobile marketing is, researchers have defined it in many ways. For example, Leppaniemi, Sinisalo and Karjaluoto (2016:49) provide the following definition, “*Mobile marketing is the use of a mobile phone as a means of marketing communication*”. Furthermore, the Mobile Marketing Association (2013) defines it as *a set of practices that enables marketing organisations to communicate and engage with their consumers through a mobile phone or network*. When comparing the definitions, it is clear that a mobile phone is a vehicle for various communications to specific people.

Mobile marketing offers a relative advantage in terms of convenience, cost and time savings, flexibility and mobility (Deventer, de Klerk and Bevan-Dye, 2018). Hence, it is anticipated that when consumers perceive any technological innovation (mobile phones) as offering advantage, they would develop a positive attitude towards innovation (Nor and Pearson, 2008). The acceptance of mobile phones is determined by the factors that might influence it. Therefore, this study aims at investigating which factors influence Generation Z acceptance of mobile marketing.

1.4 ACCEPTANCE OF MOBILE MARKETING

As consumers are increasingly exposed to mobile advertising, their acceptance of mobile marketing is also viewed as crucial. Persuad and Azhar (2012:49) define mobile marketing acceptance as “*the power of one’s intention to conduct a specific behaviour*”. Shankar and Malthouse (2006:2) define mobile marketing acceptance as an individual receptiveness or intentions to accept promotional or any marketing related informational offers on their mobile phone.

Mobile phones are personal devices and mobile marketing can often be seen as intrusive to consumers. However, through relevance and added value, consumer acceptance can increase (Patel, 2001). Furthermore, a study conducted by Bauer, Barnes, Reichardt and Neumann (2005) revealed that the strongest drivers of mobile marketing acceptance are, entertainment and value information. Moreover, the movability and convenience of mobile phones have influenced its acceptance by consumers.

According to Flamberg (2021), males and females have different ways in which they use their mobile devices. Females are much more active on their phones than males; also, females are more likely to use mobile marketing than males (TheHiredGuns, 2021). Therefore, a considerable amount of mobile marketing advertisements are tailored to females (Bilodeau, 2014). Knowledge of gender differences can assist in tailoring the right messages to consumers via mobile marketing.

The influencing power of mobile marketing advertisements is strong (Handley, 2017). Huge brands make use of celebrities to promote their products and this could make an impact among Generation Z. Mobile marketing can have a positive or a negative influence and this could impact their acceptance to mobile marketing. The next section will discuss the problem statement for this study.

1.5 PROBLEM STATEMENT

In South Africa, mobile marketing has become a very dominant form of marketing. During rapid mobile marketing growth, only a handful of research has been done on the topic of mobile marketing acceptance (Persuad and Azhar, 2012). The literature to date has focused exclusively on relationships between mobile marketing and consumers. For example, studies that were conducted in South Africa focused on topics such as “Consumer acceptance of mobile marketing”, by Donga (2017), “Factors affecting mobile market lead generation in South Africa”, by Mwaura (2016) and “Towards an understanding of the youth’s perception of, and response to, mobile advertising in an emerging market”, by Jones, Malczyk and Beneke, (2011), just to mention a few.

According to Persuad and Azhar (2012), research aimed at consumer mobile acceptance is still developing and much of the current available studies based on mobile marketing are that of classic old mobile devices, which had very limited ability, compared to current mobile devices. Research on mobile marketing acceptance in South Africa is very important as consumer behaviour is shifting, and market research should evolve to adopt this change. Furthermore, the authors Persuad and Azhar (2012), mention that previous studies on

acceptance of mobile marketing have provided a rather limited understanding particularly, in developing countries such as South Africa. Due to the cultural differences in the adoption of technology, the findings of international studies may not be relevant to South African consumers.

Also, not much research has been done in South Africa on Generation Z, as they are the upcoming new generation. Generation Z population is presently aged between 18 and 27 years and many of them study at university. This research will be done amongst students only, as there is no available literature done on “the acceptance of mobile marketing amongst Generation Z students in South Africa”.

Findings in previous literature on mobile marketing indicate strong negative feelings among young people for marketing communications targeted through their mobile devices, even if permission had been granted at some stage (O’Donohoe, 2007). According to the researcher, young individuals are more interested in social and entertainment related content, while information and commercially orientated were less appealing. In other words, young people find commercially associated information an irritation, intrusion and they mistrust it. The problem here is that marketers find mobile devices as “brand in the hand” of youth, but the youth do not see it like that. They see their devices as “friend in the hand” and marketing information does not lead up to that, therefore, they find it annoying (O’Donohoe, 2007). Thus, it is not clear as to what degree South African Generation Z students are willing to accept or even have their involvement in mobile marketing (Sultan, Rohm and Gao, 2009).

Studies on their acceptance of mobile marketing would bring new knowledge and understanding of new consumer trends. Moreover, the change in consumer trends is real and predicting these changes can be tricky (Mouhanna, 2018). This research could provide organisations with a snapshot of their market and help them get ahead of the game. Furthermore, this study attempts to close the gap in knowledge as to Generation Z acceptance of mobile marketing.

The specific problem that will be addressed in this study involves the lack of knowledge about the variables that influence consumer’s acceptance of mobile advertising. The research will help marketers and organisations to understand what kind of information youth prefer and help marketers find ways to develop content that can create a personal friendship with them. Therefore, the research question that will be explored in the study is:

What factors influence the acceptance of mobile marketing amongst Generation Z students in South Africa?

1.6 THEORETICAL FRAMEWORK

This study is based on the literature on mobile marketing from previous studies and some elements found to be solid pointers of mobile adoption. A variety of frameworks that were used in previous studies present variables that appear to affect consumer mobile marketing acceptance. For the purpose of this study, technological acceptance models were used. The models relevant to this study include the theory of reasoned action (TRA), technology acceptance model (TAM) and the theory of planned behaviour (TPB), all of which are discussed in Chapter two.

1.7 CONCEPTUAL FRAMEWORK

For the purpose of this research, the researcher conducted a literature review on already existing theories on mobile marketing and identified the technology acceptance models needed for this study. Also focusing on technology acceptance and identifying the factors that are more likely to affect the Generation Z acceptance of mobile marketing. The researcher narrowed down the variables with the aid of the TAM and integrated some new variables to the existing model that was used by Taylor and Todd (1995). Recent research by Mwaura (2016), adopted this model and found that attitude and subjective norms were the only determining factors that influenced the acceptance of mobile marketing, while perceived ease of use and perceived usefulness influenced attitude towards mobile marketing.

In line with the afore mentioned, the researcher adopted external variables that are relevant to the study. These variables are factors that influence the dependent variable and can assist the researcher to accurately test the model (Allen, 2017). The conceptual framework is illustrated in Figure 1.

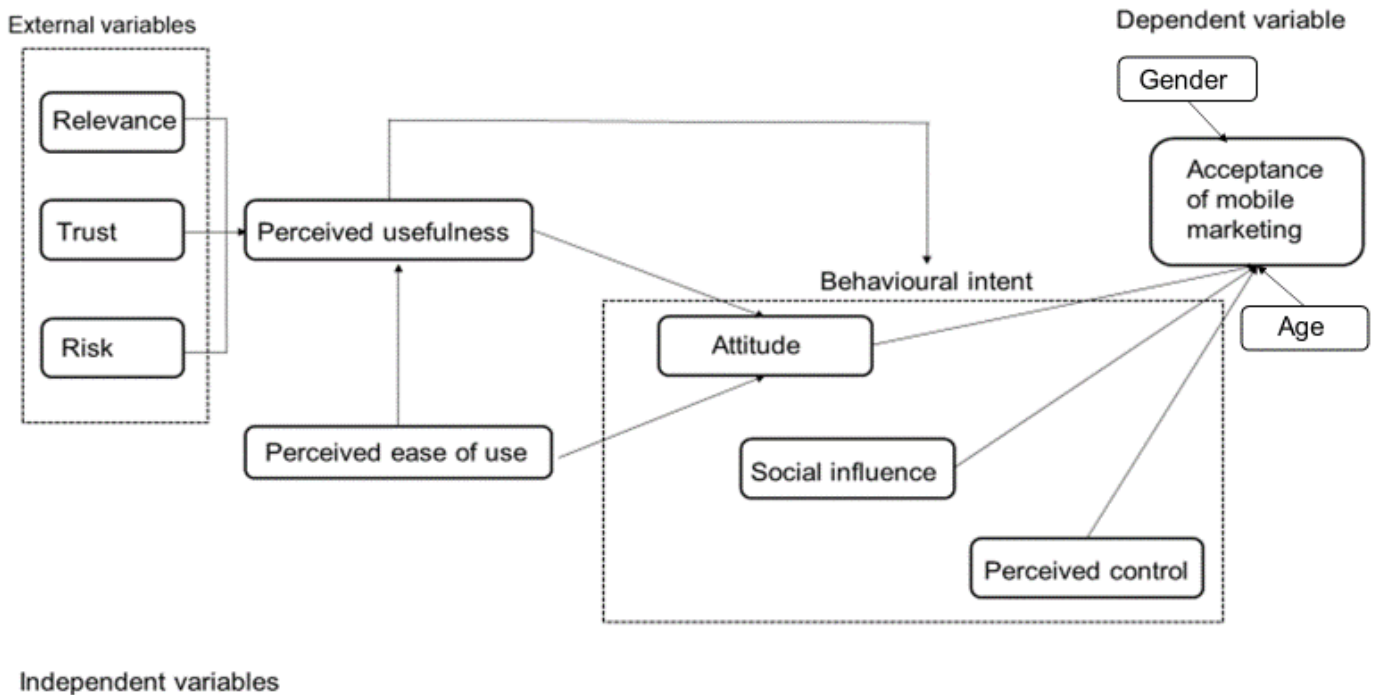


Figure 1: Proposed Model

Source: Researcher

TAM was understood to be the most suitable model for this study. In the proposed conceptual model, the researcher integrated some other new variables into an already existing TAM, this model was used by researchers, Taylor and Todd (1995). This model incorporates constructs such as - attitude, social norm, and behavioural intent, from TPB into TAM to provide a more comprehensive model that could increase predictive power. External factors such as relevance, risk and trust determine perceived usefulness (Donga, 2017). According to Mwaura (2016), within the model perceived ease of use predicts both perceived usefulness and attitude, perceived usefulness and perceived ease of use are determinants of attitude, which together with the subjective norm and perceived behaviour control determine behavioural intent. In this model, behavioural intent is the sole mediating factor for behaviour “actual acceptance of mobile marketing” (Mwaura, 201). Variables such as age and gender are also important for the study on mobile marketing. Age has been studied in the past and found to influence the acceptance of mobile marketing (Cleave, 2020). Furthermore, gender too plays an important role in mobile marketing. According to Tannenbaum, Greaves and Graham (2016), knowledge on how the different genders operate are very important for marketers and cannot be ignored.

1.8 OBJECTIVES OF THE STUDY

Given the research problem stated in the previous section, the following objectives for the study are formulated:

1.8.1 Primary Objective

The primary objective of this study is to investigate the factors that influence the acceptance of mobile marketing among Generation Z students in South Africa.

1.8.2 Theoretical Objectives

To achieve the primary objective stated above, the theoretical objectives are stated as follows:

- To conduct literature review on Generation Z studies and their acceptance of mobile marketing.
- To conduct a literature review on mobile marketing in South Africa.
- To conduct a literature review on the TAM, the theory of planned behaviour (TPB) and the theory of reasoned action (TRA).
- To conduct a literature review on the factors influencing the acceptance of mobile marketing.

1.8.3 Empirical Objectives

The empirical objectives of the study are outlined as follows:

- To investigate whether there are statistically significant differences between male and female students regarding the acceptance of mobile marketing.
- To investigate whether there are statistically significant differences regarding the acceptance of mobile marketing in terms of age.
- To identify the factors that influence the acceptance of mobile marketing among Generation Z in South Africa.
- To test empirically the identified factors influencing the behavioural intention to accept mobile marketing.
- To develop a conceptual model of the factors influencing the acceptance of mobile marketing amongst Generation Z students in South Africa.
- To establish the level of acceptance of mobile marketing among Generation Z students in South Africa.

1.9 RESEARCH METHODOLOGY

The term research methodology is a systematic scientific way of solving a problem. It is also defined as the study on how knowledge is gained, regarding a specific topic (Rajasekar, Philominathan and Chinnathambi, 2013). To achieve the objective of the study stated above, a literature review and empirical study were conducted. Therefore, the study comprises a literature review and empirical study.

1.9.1 Literature Review

For this study, a literature study was conducted to gather information from secondary sources, book publications, academic journals, Internet reports, organisational publications and the Internet. According to Quinlan (2019), these secondary data sources already exist and are not created by the researcher.

1.9.2 Empirical Study

According to Quinlan (2019), an empirical study is a phenomenon that involves how the researcher observes and gathers information. Here the researcher defined the target population, explained how the sampling method was utilised and how the questionnaire was designed. Furthermore, a discussion on data collection and how it was analysed.

1.9.2.1 Target Population

The target population in this study comprised both undergraduate and postgraduate Generation Z students. The targeted individuals were Generation Z students aged 18 to 27. This included male and female students from different racial groups. The target population was selected based on the research objectives and cost-effectiveness. Furthermore, the target population was ideal because the students were easily accessible and many use smartphones. The objective of the study was to identify factors influencing the acceptance of mobile marketing among Generation Z students in South Africa.

1.9.2.2 Sample Frame

A sample frame is defined as a list from which a sample is selected (Bradley, 2013). This is done once the target population has been identified. In this study, the sampling frame consists of Generation Z students at university, therefore, the sample consists of students from three campuses of an institution of higher learning in the Free State province.

1. 9.2.3 Sampling Method

The two methods that can be used in sampling are probability sampling and non-probability sampling. With probability sampling, each individual has an equal opportunity of being selected from the population. The second method called non-probability sampling is utilised when a researcher uses specific individuals that are easily reachable. With this method, there is no equal chance of getting chosen for a sample. The techniques include convenience sampling, snowball sampling and quota sampling (Bryman and Bell, 2011). When there is no chance to produce a complete list of the population, then a sample is selected from the population.

A non-probability convenience sampling method was chosen for this study, as it is the easiest method of sampling since participants are selected based on their availability and willingness to take part. According to Easton and McColl (2002), non-probability sampling methods tend to be much cheaper and more convenient than the other methods. For this study, the researcher contacted lecturers from different fields of study at the three campuses of the Institution in the Free State for permission to survey their students.

1.9.2.4 Sample Size

The sample size is the total number of individuals that are used in the study (Bryman and Bell, 2018). When deciding on a sample size the researcher considered factors such as the nature of the study, previous similar studies, number of variables and the nature of the statistical analysis, as this is a complex process. Researcher Zikmund (2003) recommends that sample sizes of previous studies should be used, as it provides the researcher with a comparison with other studies conclusions.

From a population size of 37 000 students (UFS, 2020), a sample size of 450 Generation Z students was requested to partake in the study. This is in line with previous similar studies; for example, Persuad and Azhar (2012) used 428 undergraduate students and Mwaura (2016) utilised a sample of 384 in their study of factors affecting mobile marketing lead generation in

South Africa. Hence, a sample size of 450 Generation Z students were approached to participate in the study as they were accessible and only 400 were usable for the study.

1.9.2.5 Questionnaire Design

For data gathering, questionnaires were used. The questionnaire consisted of close-ended questions. The questionnaire comprised of three sections. These scale items were adapted from previous literature (please see in chapter three).

Section A comprised of questions about the demographic profile of participants. Students were requested to provide information regarding their gender, age, designated group (race), year of study as well as the field of study. Section B comprised questions regarding six identified statements aimed to assess how the respondents feel and engage with mobile marketing. These were, trust, risk and relevance (5 items), perceived ease of use (4 items), usefulness (3 items), attitude (3 items), social influence (3 items) and perceived control over mobile marketing (3 items). Section C consisted of questions aimed at assessing the respondent's behaviour when receiving mobile marketing messages (10 items).

A six-point Likert scale was opted as it encourages participants to consider each question more carefully and makes a choice lean either negative or positive and avoid neutrality (Thompson, 2018). For each construct, a six-point Likert- scale, which measure the response of the questionnaire was used, where strongly disagree represented by (1), disagree (2), slightly disagree (3), slightly agree (4), agree (5) and strongly agree (6). Section B and C of the questionnaire made use of the Likert scale. This Likert scale is a measurement scale that measures which factors influence the acceptance of mobile marketing by Generation Z.

1.9.2.6 Data Collection Method

The data were collected from respondents through the primary data collection tool, a self-administered questionnaire targeted at Generation Z students. Primary data were used in this study. Primary data are data the researcher gathers and analyses themselves (Quinlan, 2019). The distribution of the questionnaires was done via an online platform, after which permission was obtained from the University of the Free State GHREC (UFS-HSD2020/1753/2311). The online survey refers to a method to gather data from respondents via the Internet (Lavrakas, 2008). The primary reason for using an online method was due to the unforeseen COVID-19 pandemic. Furthermore, the online survey is extremely low cost and conducting an online survey is convenient due to the sheer magnitude of reach.

The survey questionnaires were sent out to the different lecturers to upload the link to the survey on Blackboard (an online student platform) for their students to complete. The students complete the questionnaire on Blackboard, where it will get saved and submitted automatically to the researcher. On the questionnaire, a brief description of the study was provided. The participants were not required to provide their names or anything that could identify them. Furthermore, the questionnaire was accompanied by a consent form.

1.9.2.7 Data Analysis

For this study, quantitative data analysis was employed. Therefore, the researcher made use of different statistical techniques to conduct data analysis. Furthermore, statistical analysis software was used, namely the IBM Statistical Package version 27 (SPSS). SPSS was utilised to analyse the descriptive statistics and frequencies. Cronbach's alpha was used to determine the reliability of the questionnaire. Also, validity and reliability were used to evaluate the quality of the instrument, they indicate how well a method, or a test is measuring something. Validity is about the accuracy of a measure and reliability is about the consistency of the measure (Middleton, 2021). Lastly, content and face validity of the questionnaire were conducted by requesting experienced academics to review the questionnaire. Factor analysis was used to identify the factors. Additionally, independent t-test and ANOVA was used to compare the means between two group. Correlation analysis was used to determine the possible relationship between the variables. Furthermore, regression analysis was used to measure the influence of independent variables on the dependent variables.

1.10 ETHICAL CONSIDERATIONS

With regards to ethical considerations, permission to conduct the study was sought from the University of the Free State Research Ethics Committee. During the data collection, the students were informed by a means of a cover page on the questionnaire that participation in the study was voluntary and that they may withdraw at any time without any questions asked. Also, there were no incentives provided to the participants for completing the questionnaire. Furthermore, the students were guaranteed that they will remain anonymous. The results from the questionnaire were analysed in a collective format, to make it impossible to have any knowledge about the identity of the respondents.

1.11 SIGNIFICANCE OF THE STUDY

This research focused on bringing light to the factors that influence mobile marketing amongst Gen-Z students in South Africa. Mobile marketing is a vital tool or channel that is used to communicate with consumers and it contributes significantly to the South African economic growth. According to the Mobile Marketing Association (2016), mobile marketing is an economic engine that stimulates growth and this will improve the general living standard of people. This also stimulates demand to consumers that were previously unreachable in terms of media coverage.

From a marketers' perspective, this research may contribute to understanding the perceptions of Generation Z towards mobile marketing and the factors that might influence the success of mobile marketing. Furthermore, it will provide an understanding of the distinctive characteristics of mobile marketing and a mobile phone as a medium. This information will benefit marketers by helping them use this marketing communication medium better, without exploiting the prospects in South Africa. More significantly, this research will provide information that can be used to guide decision making aimed at mobile advertisements and marketing planning. Subsequently, mobile marketing is a very important subject matter to managers and marketing researchers. The findings of this study could be analysed and used for future research as well.

1.12 CHAPTER LAYOUT

Chapter 1: Introduction, problem statement and objectives.

This chapter comprises the introduction and an overview of the research topic. It also discusses the objectives, problem statement, research design and research methodology used to conduct the study.

Chapter 2: Literature review and model development

This chapter includes the relevant literature that has been written by various authors about the research topic mobile marketing and on the literature review of factors influencing the acceptance of mobile marketing.

Chapter 3: Research methodology

This chapter consists of the methods used by the researcher to get empirical data. Also, data analysis and statistical techniques used in the study are discussed.

Chapter 4: Analysis and interpretation of findings

In this chapter, the discussion about the empirical results of the study is presented. This was accomplished through analysing, interpreting and evaluating of the findings.

Chapter 5: Recommendations and conclusions

This chapter is the conclusion of all the findings of the study and includes recommendations provided by the researcher.

1.13 CONCLUSION

In this chapter, an introduction and background to the study were presented, the research problem was developed and the significance of the study was discussed. The objectives and research design were highlighted and an outline of chapters in this study was presented. In the next chapter, the literature review and theories will be discussed.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

In the previous chapter, an introduction and background to the study were presented. Followed by the research problem, the significance of the study, objectives and research design. This chapter discusses the literature review in support of the theoretical objectives, a review on the technology acceptance models used in this research and the development of a conceptual model for this study on Generation Z students' acceptance of mobile marketing in South Africa.

In line with the theoretical objectives of this study, a literature review on the acceptance of mobile marketing in South Africa by Generation Z was conducted. Therefore, this chapter will start by discussing mobile devices, technological advancements and adoption. This will be followed by mobile marketing, what it is, its benefits and its acceptance. Lastly, a discussion on Generation Z, who they are and their take on mobile marketing.

In the next section, the review of technology acceptance models (TRA, TAM and TPB) which underpin this research will be discussed, followed by the explanation on the relationship between the factors, perceived ease of use, trust, risk, attitude, perceived usefulness, social influence, relevance and perceived behavioural control. Lastly, a discussion of different models that have been developed to determine the outcomes of the acceptance of mobile marketing.

2.2 MOBILE DEVICES

Mobile devices were invented as early as the 1940s. According to USwitch (2020), mobile phones in the past were two-way radios, which were used by taxi drivers and the emergency services to communicate. In 1992, the company IBM launched the first smartphone which was known as the Simon Personal Communicator (Smith, 2018). The device only had a small monochrome LCD screen and a one-hour battery life. Mobile devices were once large and bulky items that, as time passed, became small, compact devices that have been evolving (Lynn, 2016). The world has now entered an era of mobile device with superior functions.

Technology has a significant impact on marketing strategies, especially on the choice of medium to deliver the marketing message (Van der Valdt, Rebello and Brown, 2009). The continuous advancement in technology has led to the increased possibilities of cost-effective avenues to market products and services. A mobile device is a small gadget with a massive

impact on our day-to-day lives. According to Humbani and Jordaan (2018), mobile devices are fast becoming an important advertising tool for most marketers.

Mobile devices adoption is seen as one of the greatest social changes that took place over the past years. As mentioned earlier, mobile devices are one of the fastest consumers adopted products of all time and they had a profound impact on how we communicate. As stated earlier, there are about 28.99 million active mobile Internet users in South Africa, who spend approximately three hours and 17 minutes on their mobile devices daily (StatsSA, 2019).

Mobile devices enable new ways for businesses to market and transact (Patel, 2016). As the mobile device is always carried and always on, it is always available as a point of creative inspiration. A mobile device is arguably the closest you can get to the consumer. There is no other device that is as personal and pervasive as a mobile device. The mobile device of today features several interesting tools that can be used. The implication for marketers is that these features can be used to encourage interactivity with campaigns created for mobile devices (Goodman, 2011). This presents the mobile device as a useful tool in viral campaigns based on consumer-generated content. Worth mentioning, the limited screen size of the mobile device creates problems in visual presentations (Nutley, 2006).

Perhaps the key features of a mobile device are the built-in payment system. Not only do mobile devices have this built-in payment mechanism, but also paying for content and downloads has been built into the way that consumers use their devices. Numerous services turn the mobile device into a virtual wallet or bank card, and this makes banking and payment services easy for consumers (Momediamentum, 2019). Furthermore, mobile devices can accurately track transactions to any particular phone number or transactions between mobile numbers, which means that sophisticated data mining patterns can be identified. This information represents rich data that can be used by marketers to create market products, content, and services online to suit their consumer's preferences. From an advertising perspective, mobile marketing is an effective and cost-efficient way of marketing, compared to other channels. The following section will discuss the evolution of mobile marketing.

2.3 EVOLUTION OF MOBILE MARKETING

So, the question might be: How Does Mobile Marketing Work? According to Marrs (2020), mobile marketing consists of ads that appear on mobile smartphones, tablets, or other mobile devices. In a simpler explanation, it is a type of marketing that utilises mobile devices to promote products or services, where businesses market themselves via a mobile device. Mobile marketing ads are formatted, customised, and styled in a way that it can vary, as many

social media platforms, websites, and mobile apps offer their own unique and tailored mobile adoptions (Lynn et al, 2016).

When reviewing into the history on mobile marketing, it began with a humble ping of an SMS, in 1992 (Ihrig, 2019). It was only in the 2000's that these messages included advertising and so mobile marketing began. By the year 2002, SMS became the seventh form of mass media channel (Lynn, 2016). Furthermore, in 2007 mobile devices became even smarter, the creation of a product that can help consumers with their day-to-day tasks and provide entertainment (Gimbal, 2016). Now mobile marketing has been developed into numerous different distinctive forms.

There are a wide variety of mobile marketing strategies available. There is mobile advertising involving mobile apps, in-game mobile marketing, QR codes, location-based marketing, mobile search ads, mobile image ads and SMS. So, the second question is, how is it done? Marketer's research emerging trends and specific needs and wants of their prospective target audience. After data collection and interpretation, marketers promote brands with the use of the information gathered. The best marketing method will depend on the industry, target audience and budget. In the next section, the benefits of mobile marketing will be discussed.

2.3.1 Benefits of Mobile Marketing

The inherent attributes of mobile marketing - personalisation, interactivity and localisation differentiate it from other marketing channels and it holds significant potential (Jain et al. 2011). Mobile marketing allows marketers to reach and influence their target market directly. It has provided an innovative way of communication that changed the concept of advertising (Barwise and Farley, 2005). Other benefits identified are that mobile advertising increases the satisfaction rate of the consumers and enhances their brand attitude toward the products (Jain et al. 2011). It is evident that marketers get the opportunity to create content and value-added services. With these above-mentioned benefits, there are numerous opportunities that marketers have to market their products or services. It provides ample opportunity for marketers and organisations to reach more individuals. According to Karjaluo, Lehto, Leppaniemi and Mustonen (2007), mobile marketing provides an exclusive platform for branding opportunities and customisation. Furthermore, Zhang and Mao (2008) mentioned that mobile marketing has removed the clutter of advertising and has created order in advertising.

A mobile device is a very personal device that individuals carry with them wherever they go. Mobile devices can receive input anywhere-anytime, allowing location-specific and consumer

behavioural targeting. It helps in monitoring work and updates can be checked regularly. This makes it easy for marketers or businesses to develop a relationship with consumers through this medium. Its access anywhere makes it the first marketing channel available 24/7 (Patel, 2016).

Mobile marketing can assist in creating a buzz about products or services since specially tailored offers reach consumers frequently while consumers are actively shopping, socialising or even when making buying decisions. For example, SMS messages are usually read within 15 minutes of receipt (Hubspot, 2020). Furthermore, its interactivity creates a two-way channel, the consumer can interact with the brand or the advertiser who is sending the message.

According to Bruemmer (2020), mobile devices web searches exceed searches on PCs. Mobile devices are configured according to the tastes and preferences of the user. Operating a mobile device is much more convenient than traditional marketing methods, therefore the level of interest is much higher than other channels. Furthermore, mobile banking is mostly done through mobile devices; this allows consumers the ability to access banking services from anywhere, since this method of payment is more efficient and less time-consuming (Patel, 2016). According to Peterson (2013), mobile marketing enables quick and easy sharing of information with a mobile device.

2.3.2 Disadvantage of Mobile Marketing

A mobile device is seen as a personal device and there could be general intolerance of advertising messages that are received on the device. According to Abu Mandour (2014), four main areas cause problems that most users have expressed namely lack of standardisation in mobile device technologies, privacy and permission, questionable navigation as the screen and keypads are small and the need for upgrade to a new device.

Gaille (2018) mentions that mobile advertisements are an interruptive form of advertising, as it interrupts consumers. According to Hubspot reports (2020), 70% of people who regularly use a mobile device dislike receiving mobile advertising. As a result, almost 90% of mobile ad-blocking apps have increased in popularity (Hubspot, 2020).

Moreover, with mobile marketing, it costs the consumer time or money to receive advertisements. Not all mobile device uses an unlimited plan, although we live in an era of unlimited data, subscription costs or SMSes. According to Gaille (2018), this is the primary disadvantage of mobile ads. There are standard data, subscription and texting charges that

might apply. And if businesses are sending messages that are charged to the user, then businesses are not going to create a positive relationship with their consumers.

These mobile advertising benefits and disadvantages cannot be ignored by marketers and businesses as more than half of all web traffic comes from mobile devices (Gaille, 2018). People are spending more time on their mobile devices than ever before.

2.4 FACTORS INFLUENCING THE ACCEPTANCE OF MOBILE MARKETING

Factors are forces or circumstances that impact something, in this case mobile marketing. These factors could be, change in consumer behaviour, mass media, mobile device abilities and so much more. These factors have a huge impact on acceptance on mobile marketing. Acceptance of mobile marketing is vital for the success of mobile marketing. This has been described by Persuad and Azhar (2012:418) as “*the power of one's intention to carry out a specified behaviour*”.

As consumers are exposed to mobile marketing, their acceptance is regarded as a critical success factor. According to Chinomona and Sandada (2013), several factors demonstrate acceptance of mobile marketing by consumers. In a study that was done by Schierz, Schilke and Wirtz's (2010) factors such as perceived compatibility, consumers' mobile lifestyle and the social environment, were found to be key drivers of mobile payment acceptance. Through relevance and added value, consumer acceptance can increase (Patel, 2001). A study conducted by Bauer (2005) reveals that the strongest drivers of mobile marketing acceptance are, entertainment and value information. Moreover, the movability and convenience of mobile phones have influenced the acceptance by consumers. In a study conducted by Barwise and Strong (2002), mobile advertising works best for marketing simple and inexpensive products and services.

On the other hand, since mobile devices are very personal devices, mobile advertising can often be regarded as intrusive, even if relevance and added value such as discounts or special offers are offered. According to Patel (2001), relevance and added value can still increase consumer acceptance. In the next section, the acceptance models will be discussed.

2.5 ACCEPTANCE MODELS

This study is based on the literature on mobile marketing from previous studies and some elements found to be solid pointers of mobile adoption. A wide variety of frameworks that were used in the previous studies has formed several variables that appear to affect consumer mobile marketing acceptance. Past researchers have developed and proposed models that explain consumer behaviour and assist in predicting their acceptance of the technology. Technology is of little value unless it is accepted and used. Therefore, an understanding of technology acceptance is important. For the purpose of this study, technology acceptance models were used and they formed part of the theoretical framework of this study. The models relevant to this study include TRA, TAM and TPB, all of which will be discussed below.

2.5.1 Theory of reasoned action (TRA)

The theory of reasoned action (TRA) is one of the significant models in studying human behaviour (Alharbi and Drew, 2014). This model was developed by researchers Fishbein and Ajzen 1975 and was used to evaluate a range of behaviours (Ncube, 2018). According to this theory, an individual acceptance or rejection of technology is determined by one's intention to perform the behaviour and this intention is jointly influenced by an individual's attitude and subjective norms (Dillon, Andrew, Morris and Michael, 1996). The TRA model focuses on behavioural attitude, subjective belief norms, intention to use and actual use.

Hussein (2018:36) defines attitude as "*individual characteristics which portrays either positive or negative behaviour or reflection of feeling and knowledge to certain concept or subject*". According to the TRA model, attitude towards the intended behaviour is determined by an individual's belief. However, attitude does not alone determine intention, it is also determined by subjective norms.

Subjective norms are defined as the person's perception that most people who are important to him think he should or should not perform the behaviour in question (Mwaura, 2016). Subjective norm significantly predicts peoples' intention to use a specific system or technology. Subjective norms are determined by an individual's normative belief (what I think others expect me to do) and motivation (how much I care about what others think of me) to comply with perceived norms. According to Ham (2015), subjective norm refers to the belief that an important person or group of individuals would approve and support a specific behaviour. Furthermore, subjective norm focuses on the influence of other people in the surrounding environment on the individual's intention to perform a behaviour. Figure 2.1 illustrates the theory of reasoned action.

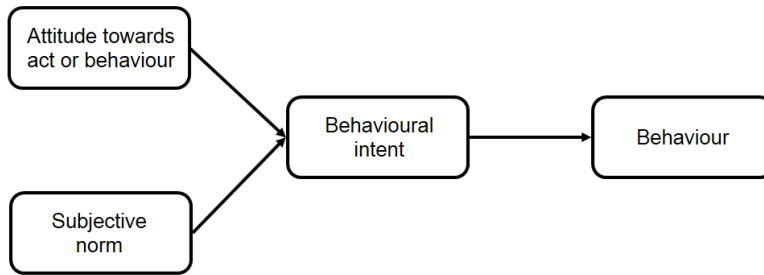


Figure 2.1: Theory of reasoned action

Source: Mei (2013)

Attitude and subjective norm collectively impact behavioural intention, such that when one’s attitude toward the behaviour is more positive and the social norms about performing the behaviour are stronger, the individual forms a stronger behavioural intention to engage in the behaviour (Ajzen and Fishbein, 1977). Moreover, stronger behavioural intention leads to a higher probability of carrying out specific behaviour. The TRA model applies to many areas and there have been many other models derived from this model.

2.5.2 Technology acceptance model (TAM)

The TAM (Davis, 1986) is one of the most important models of technology acceptance. TAM model was developed by Fred Davis (1989), and the model was based on the theory of reasoned action (TRA) model. The TAM was introduced to understand the user’s acceptance and use of technological systems. Hence, it is one of the most frequently used models to study new information technology acceptance.

According to Balabanoff (2014), TAM is known for its ability to predict user adoption of technology, with two primary factors influencing an individual’s intention to use new technology, namely: perceived ease of use and perceived usefulness. According to Taylor and Todd (1995), in TAM, the intention is determined by an attitude towards usage as well as by the direct and indirect effects of perceived ease of use and perceived usefulness. Both factors, perceived ease of use and perceived usefulness are determined by one’s attitude towards intention to use and actual usage. Within the TAM perceived usefulness (PU) is defined as the point at which a user believes that using the system will improve his/her performance. Perceived ease of use (PEOU) is defined as the point at which the user believes that using the system will free the individual from effort (Davis, 1989). The PU and PEOU have a significant impact on an individual’s attitude towards using a system.

According to Taylor and Todd (1995), usage intention is the sole direct determinant of usage, in other words, it's a mediating variable in the model. In the TAM usage behaviour is a direct function of behavioural intent. Moreover, behavioural intent is a weighted function of attitude. Attitude reflects favourable or unfavourable feelings towards technology. The factor perceived usefulness believes that using technology will enhance an individual's performance. Furthermore, attitude is collectively determined by perceived usefulness and perceived ease of use. Lastly, perceived ease of use is a direct determinant of perceived usefulness.

According to the TAM model, the easier it is for an individual to use technological systems, the more he/she would make use of technology. For example, a study was conducted by Al-Meshal and Almotairi (2013) and applied the TAM to examine the factors that influence mobile marketing acceptance among female Saudi consumers. Results of the study indicated that there is a high association between the TAM variables and mobile marketing acceptance. However, Davis (1989) had a different view; individual intentions to use technology might be based on expected job performance concerns and uses technology regardless of the overall attitude, which means the individual might dislike technology but use it because it is perceived to be useful for the job.

There are numerous interesting differences between TAM and TRA. One is that the TAM drops the subjective norm since the subjective norm is context driven. Davis (1989) mentions that subjective norm is found to be an important predictor of intention and because the technology being studied is from a personal and individual nature, so system usage was not driven by social influences. The other difference is the direct path from perceived usefulness to an intention that TAM proposes. Furthermore, as the model is behavioural, it may refer only to questions related directly to the user of the system and their perceptions about the system used. So, when developing the constructs, it should capture personal opinions. This model is shown in Figure 2.2.

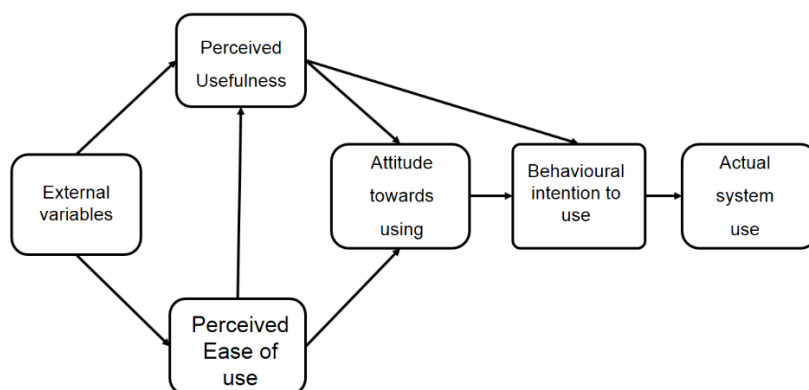


Figure 2.2: Technology Acceptance Model.

Source: Donga (2017).

2.5.3 The Theory of planned behaviour (TPB)

The theory of planned behaviour (TPB) is an extension of TRA, and it introduced a third independent determinant of intention, perceived behavioural control (Ajzen 1985). This theory justifies situations where individuals do not have total control over their behaviour, therefore the third influence, perceived behavioural control was added (Balabanoff, 2014). The model proposes that perceived behavioural control is determined by a person's ability, skill, resources and opportunities, moreover the perceived importance of one to use that skill, resources and opportunities to achieve outcomes (Dillon and Morris, 1996). This model holds that attitudes, subjective norms and perceived behavioural control are the direct causes of intentions, which influences an individual's behaviours (Dillon, Andrew, Michael and Morris, 2020). A study was conducted by Tan and Teo (2000) where the theory of planned behaviour (TPB) was applied to identify factors that would influence the adoption of Internet banking. Results revealed that perceived behavioural control factors play an important role in influencing the intention to adopt Internet banking.

According to LaMorte (2019), this theory was intended to explain all behaviours which individuals have the ability to exercise self-control. The TPB model views that attitudes, subjective norm and perceived behavioural control are direct determinants of intention, which in turn influence behaviour. According to Taylor and Todd (1995), TPB states that behavioural intent and perceived behavioural control are a direct function of behaviour and behavioural intent is formed by one's attitude. Figure 2.3 illustrates the theory of planned behaviour.

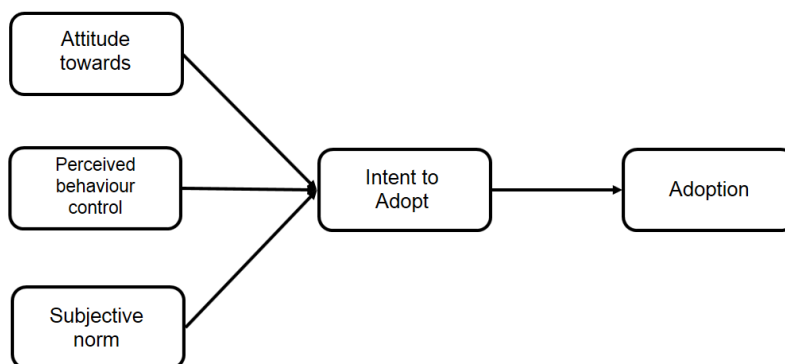


Figure 2.3: Theory of planned behaviour model

Source: Balabanoff (2014)

For the success of technology, acceptance is a critical factor. The models TRA, TAM and TPB are useful in terms of unfolding, the reasons for not accepting a system or technology. These models could also assist in finding ways on how to improve the acceptance. The next section will discuss the proposed research model.

2.6 PROPOSED RESEARCH MODEL

The conceptual model for this study is shown in Figure 2.4. This model is based on the previously mentioned theories on the acceptance of technology. The model drew factors from the TRA, TAM and TPB models, and combined them all into one model. This model was used by Taylor and Todd (1995) and recently by Mwaura (2016). External factors such as relevance, risk and trust determinant PU, within the model PEOU predicts both PU and attitude, PU and PEOU are determinants of attitude, which together with the subjective norm and perceived behaviour control determine acceptance of mobile marketing. These variables influence the dependent variable and can assist the researcher in appropriately testing the dependable variable (Allen, 2017). The model tends to investigate the factors that influence the acceptance of mobile marketing among Generation Z students in South Africa.

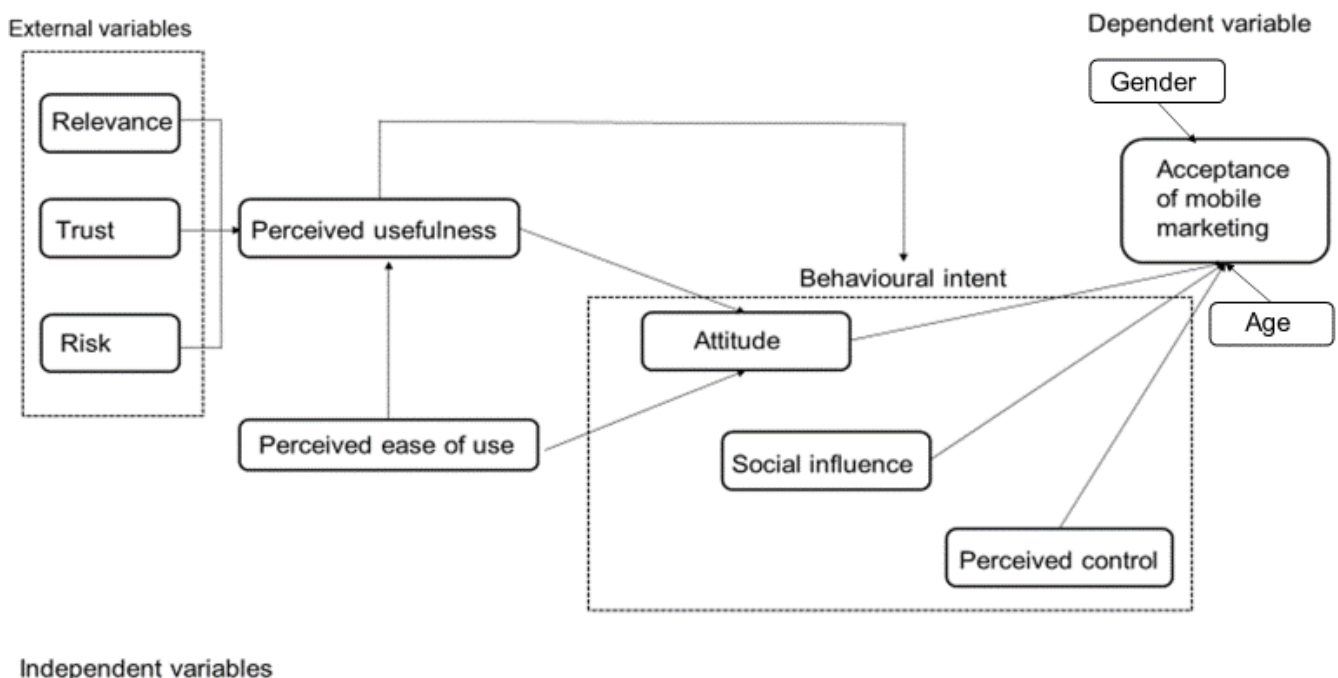


Figure 2.4: Proposed Model

Source: Researcher

The conceptual model has independent and dependent variables. An independent variable is a variable that tests the effects on the dependent variable. A dependent variable is a variable that is being tested and measured in a study (McLeod, 2018). The independent and dependent variables are viewed in terms of cause and effect. In the proposed conceptual model, the researcher integrated some other new variables into an already existing TAM, this model was used by researchers, Taylor and Todd (1995). The independent variables, risk, relevance and trust are determinants of perceived usefulness, within the model. Perceived ease of use predicts both PU and attitude, PU and PEOU are determinants of attitude, which together with the subjective norm and perceived behaviour control determine acceptance of mobile marketing. Variables such as age and gender are also important for the study on mobile marketing. Age has been studied in the past and found to influence the acceptance of mobile marketing (Cleave, 2020). Furthermore, gender too plays an important role in mobile marketing. According to Tannenbaum, Greaves and Graham (2016), knowledge on how the different genders operate are very important for marketers and cannot be ignored.

2.6.1 Independent Variables:

2.6.1.1 *Risk*

Mobile users often worry about risks such as privacy problems, system errors, losing passwords, incompatibility of mobile operating systems and security software. In situations that involve risk, individuals tend to make decisions that are not in line with a sensible way of thinking (Groot, 2018). Therefore, the decisions that involve risk are important to take into consideration, as they might influence the consumer's acceptance of mobile marketing. According to Kim, Ferrin, Donald and Raghav (2008), perceived risks are defined as uncertainties that customers feel if they cannot foresee. The risk reduces the willingness for consumers to participate in mobile marketing. According to Heriyana, Ma'ruf, Honeyta and Chan (2019), risks that are associated with online transaction are far greater than traditional environments, especially when possible losses are expected. Therefore, to increase perceived usefulness, marketers need to reassure consumers that there are no risks involved and that they are protected from known risks that can occur in mobile marketing. Based on this, the current study proposes that the Generation Z students might find mobile marketing to be risky as it involves uncertainties.

2.6.1.2 *Trust*

Trust relates to the consumer's receptiveness and intentions to take on activities such as the response to products or information on their mobile devices. According to Mwaura (2016), when consumers trust the marketing agency, they tend to be more likely to accept mobile marketing and they should have a level of attachment to their mobile phones. Individuals are attached to their mobile devices because their phones possess a wealth of personal, valued information. Moreover, these consumers are found to have a positive attitude towards mobile marketing. On the other hand, when a consumer becomes suspicious about marketing offers, they avoid the offers, while those consumers who trust are more likely to accept the offers (Donga, 2017). Based on this, the current study proposes that the Generation Z students would trust mobile marketing if they knew the marketer.

2.6.1.3 *Relevance*

Lastly, relevance is defined as "the degree at which something is related or useful to someone and is also being talked about" (Cambridge Dictionary, 2020). Relevance is key to consumer acceptance of mobile marketing. This is because consumers expect mobile marketing messages to be personally relevant and because there is the possibility for negative consumer reactions towards marketing that is not relevant (Barwise and Strong, 2008). Relevance relates to the content of the communication, for example, what kind of value the consumer is receiving from marketing communication. The objective of relevance is to obtain consumers' attention. According to Barwise and Strong (2008), for some creating relevant mobile marketing content might be difficult, as relevance is most likely to be consumer specific. In other words, something that is relevant for some consumers is probably less relevant for other consumers.

Consumers could be attracted to interesting marketing content that catches their attention, because of its relevance to their own lives, which they would then want to pass on to other interested individuals (Du Plessis, 2017). A study done by Maneesoonthorn and Fortin (2016) found that mobile marketing messages that are highly targeted, personalised and of value-added content, were seen as relevant and were accepted by consumers. Based on this, the current study suggests that the Generation Z students might find mobile marketing relevant for them.

2.6.2 Perceived Usefulness (PU)

Perceived usefulness is defined as "the degree to which a person believes that using a particular technology will enhance his or her job performance" (Davis, 1986). Perceived usefulness is the subjective possibility that using the technology would improve the way an

individual user could complete a given task (Jahangir and Begum, 2008). According to Tan and Teo (2000), perceived usefulness is an important factor in determining the adoption of technology. Hence, the greater the perceived usefulness of using mobile phones, the more likely that mobile marketing will be adopted. Other aspects to influence perceived usefulness include variables such as relevance, risk and trust (Donga, 2017).

2.6.3 Perceived Ease of Use (PEOU)

PEOU is a direct determinant of perceived usefulness. PEOU is defined as the degree to which a person believes that using a specific technology will be simple and easy. Moreover, it is tied to an individual's effort involved in learning and using technology. It is also described as, a mental effort that an individual put in to learn new technology (Mwaura, 2016). PEOU has been empirically shown to be a critical component of the adoption of the technology process. According to Venkatesh (2000), PEOU has a positive influence on PU, because the easier it is to use a mobile phone the more useful it will be for the user. The more familiar an individual is with his/her mobile phone, the more the individual perceives mobile marketing to be easy and he/she will be more likely to engage in the mobile marketing message. Perceived ease of use is a vital indicator of whether a person is willing to adopt mobile marketing (Shoter, Bataineh and Salhab, 2016).

According to Kulviwat (2007), at times PEOU has been shown to have a direct effect on attitude, whereas in other cases only an indirect effect, which is via PU. A direct effect suggests that PEOU could improve one's attitude, regardless of the technologies' effectiveness. By contrast, the indirect effect suggests that the easier a technology is to use, the more useful it will be perceived and as a result, the more positive one's attitude would be toward using the technology. Adams, Nelson and Todd (1992) mention that both perceived usefulness and perceived ease of use have a direct and indirect positive effect on technology acceptance. Based on this, the current study proposes that the Generation Z students might find a mobile device more useful and will have a positive attitude towards mobile marketing.

2.6.4 Attitude

Attitude is an antecedent of behavioural intent in the suggested model. Attitude is an individual's *"favourable or unfavourableness feeling associated with performing a specific behaviour"* (Ajzen, 1991, 179). Furthermore, attitude is defined as the *"degree to which an individual evaluates the behaviour as positive or negative"* (Mahmoud, 2013:72). Attitude is developed out of behavioural beliefs and subjective outcome evaluations. From these definitions, it is learned that if an individual has a favourable attitude towards a given behaviour, the individual will have a positive attitude towards that behaviour. On the other

hand, if an individual believes that mostly unfavourable or negative outcomes will result from the behaviour, the individual will hold a negative attitude towards mobile marketing.

Furthermore, attitude can be found on instrumental beliefs and experiential or effective beliefs of performing the behaviour (Ajzen, 1991). Experiential or effective beliefs are about the behaviour that considers the emotional benefits of performing the behaviour. Instrumental beliefs are about the behaviour that considers the use or cost benefits of performing the behaviour (Ajzen, 1991). That is to say, behaviours can be considered as important because of their perceived usefulness or perhaps their perceived satisfaction value (Ho, 2015). Previous studies found a strong relationship between attitude and intent. According to Sanne and Wiese (2018), it has been proven that the better the attitude towards a certain behaviour, the more likely the individual is to form a BI to perform the behaviour.

Many consumers receive mobile marketing messages daily and their attitude towards mobile marketing messages, in general, is mostly stable and consistent. Consumer's attitude towards advertisements has control over the effectiveness of the advert, brand attitudes and buying intentions. According to Bauer (2005), few consumers are comfortable with mobile marketing and therefore their attitude might not be stable, and it could change easily. Moreover, consumers overall attitude towards mobile marketing is typically negative, these negative views might be because some consumers find mobile marketing annoying, offensive or even excessive, in some instances (O'Donohoe, 2007).

Barwise and Strong (2002) mention that when prior permission is sought from consumers their attitude towards the marketing message might change. Moreover, if prior permission is not sought, consumers might view the mobile message as spam. This could create a feeling of intrusiveness and cause irritation (Mwaura, 2016). Based on this, the current study proposes that Generation Z students may have a negative attitude towards mobile marketing.

2.6.5 Subjective Norm

Subjective norms are defined as a belief that an important person or group of people will approve and support a specific behaviour. Ajzen (1991) defines it as social pressures an individual perceives to perform a certain behaviour. Subjective norms develop out of normative beliefs and the motivation to comply with these expectations from reference groups. Reference groups are known as friends, family or even acquaintances. Individuals might have more than one reference group and this could create opposing opinions on specific matters. Normative beliefs refer to a situation where an individual believes that specific behaviour is accepted by specific people or groups, which dictates whether behaving in a particular behaviour is

appropriate. Motivation, on the other hand, is to comply with these expectations based on the perceived social pressure (expectations) and the individual's willingness to comply (Ajzen, 1991).

Subjective norms are an important determinant of behaviour especially in situations where there are consequences (Hashim, Normalini and Sajali, 2018). Subjective norms are said to impact behavioural intent, but the strength of this impact varies across behaviours. According to Ajzen (1991), personal thoughts in some situations, can outweigh social pressure. Likewise, people may decide not to perform a behaviour, if they find its consequences unfavourable. Based on this, the current study proposes that Generation Z students may be influenced by their peers to accept mobile marketing.

2.6.6 Perceived Behavioural Control (PBC)

PBC is defined as an individual's perceived ability to perform the behaviour, which differs across situations based on factors that either support or obstruct the performing of the behaviour. Moreover, PBC "*refers to the judgement of how hard or easy it is to perform a behaviour of interest*" (Ajzen 1991, 200). Perceived behavioural control is based on individual control beliefs and the perceived power of the influencing factors. Control beliefs are "the beliefs the individual has about the extent of control they have over choosing to perform the behaviour, with regard to resources, abilities and barriers" (Sanne and Wiese, 2018:4). In addition, the perceived power of influencing factors is the individual's perception of how intensely the factor can influence the behaviour of performing it, by either assisting it or obstructing it. The internal component of PBC is self-efficiency and it is also linked to individual self-confidence to carry out a specific behaviour (Taylor and Todd, 1995). The external components of PBC are opportunities and resources, such as money and time, that are also referred to as facilitating conditions, for the reason that they decree behavioural achievement possibility at some point (Ajzen, 1991).

Perceived behavioural control not only influences behavioural intent but also directly influences one's behaviour, as the intention to perform the behaviour may be strong, but a factor outside an individual's control may hinder the actual performing of the behaviour. It can thus be assumed that better PBC of engaging with mobile marketing will lead to a greater possibility of the formation of a behavioural intention to engage.

Furthermore, PBC is an important determinant of usage; for example, technology is perceived as reliant and as an external factor of PBC. In mobile marketing, this might be in the form of smartphones or feature phones, where smartphones can connect to the Internet connection

and feature phones cannot. Thus, an individual may perceive that sending and receiving mobile marketing messages are easy to do and might intend to do so, but without the internet, one can not perform the task. Based on this, the current study proposes that the Generation Z students may find mobile marketing easy to engage in.

2.6.7 Behavioural Intent (BI)

Behavioural intention is considered a direct antecedent to behaviour and is used in the study to predict actual behaviour. Behavioural intent refers to the motivational factors that influence a certain behaviour, where the intention is stronger to perform the behaviour, the more likely the behaviour will be performed. According to Ajzen (1991), behavioural intent refers to an individual's willingness to perform pre-defined behaviour. Venkatesh (2012) defines behavioural intent as "the individual's willingness to use and continue to use technology". Also, Mwaura (2016) define behavioural intention as "the likelihood that a consumer will engage in the desired behaviour, including making future purchases, spreading positive word-of-mouth or expressing favourable opinions". Behavioural intent is influenced by motivational factors that capture the individual's intention to perform a specific activity. This activity has a higher likelihood that it would be successfully executed by the individual (Mwaura, 2016). In certain contexts, personal feelings of moral obligation, social pressure, attitude and perceived behavioural control, all have an impact on behavioural intent. In the context of this study, the behaviour to be measured is Generation Z's engagement with mobile marketing. Based on this, the current study proposes that the Generation Z students may be willing to engage in mobile marketing.

2.7 MOBILE MARKETING IN SOUTH AFRICA

Mobile marketing has become a critical part in modern day life. According to Chivizhe (2019:24), AdMob, the world's leading mobile marketing company, ranked South Africa as the fifth- largest mobile market worldwide by volume of mobile advertisement impression. In South Africa the entire advertising market is estimated to be worth 30.4 billion rand (Statssa, 2019).

South Africa's mature mobile market was introduced to the sector in the 1990s and since then it has seen rapid growth (Lancaster, 2019). Mobile devices are the most universal means of communication in South Africa (Pew Research, 2013). Statistics show that there are 31.18 million internet users in South Africa (Statssa, 2020). Furthermore, 85 percent of South Africans access the Internet through their mobile devices (Chivizhe, 2019). These statistics are fostered by implementation and adoption of mobile marketing in South Africa.

Vodacom, South Africa's prominent mobile marketing unit, is at the forefront of mobile marketing (Cant, 2012), forcing other telecommunications operators to follow this advertising model. According to Lancaster (2019), South Africa also promises to be one of the first countries to launch 5G services. Furthermore, Helios Towers announced that they plan to build 1 000 towers in the country in preparation for 5G. Hence, mobile marketing in South Africa will grow in the years to come. The following section will discuss mobile marketing among the Generation Z cohort.

2.8 MOBILE MARKETING AMONG GENERATION Z COHORT

Generation Z is defined as "young adults who were born in 1995 or later" (Priporas, Stylos and Fotiadis, 2017). According to Wood (2013), most of the Generation Z members are comprised of Generation X children, even though some may be children of later Baby Boomers. Generation Z was born in the decade following the widespread emergence of the World Wide Web. Generation Z is the first generation that is born into the digital world and this makes them heavy users of technology, as they see it as an instrument (Van den Bergh and Behrer, 2016).

This generation is different as they behave differently to earlier generations. Generation Z is characterised by their quick adoptions or switches to other new technologies as they are comfortable with media systems, besides they also feel safe in the digital environment. Moreover, this generation constitutes a significant portion of the population in South Africa, thus, indicating a major share of current and potential customers.

Presently, Generation Z is aged between 18-27 years and older and many are at university. Mobile phones are very popular among university students. Students spend close to three hours on social media every day and spread their time across several sources. Studies show that Generation Z is dependent on mobile phones as a source of continuous entertainment, more than previous generations. According to a study done by Gilsean (2018), South Africa's university students are addicted to their mobile devices, as they strongly believe in being up-to-date or well-informed. Intriguingly, even though they are characterised as highly tech-savvy customers with loads of information at their fingertips, they are also more likely to avoid online advertisements (Hossain, 2018).

There is no doubt that "Generation Z is one of the most powerful consumer forces in the market today" and will soon become the most pivotal generation (Campaign monitor, 2019). The sad reality is that they are one of the hardest groups to market to, as they have shorter attention spans and a higher propensity to avoid ads. According to Handley (2017), Generation Z is

less tolerant than older generations, as they skip ads three seconds earlier than Generation X.

One of the most critical, negative outcomes of online advertising is the growing inclination to avoid ads. In a study done by Smith (2017), it is revealed that the younger generation gets irritated by pop-up ads and thus avoid online advertising altogether, even if permission had been granted at some point. In another study conducted by Grant and O'Donohoe (2007), it is confirmed that Generation Z uses their mobile devices for social and entertainment-related reasons, whereas information and commercially orientated information were less appealing.

Generation Z sees and values their mobile devices as their "friend in hand", therefore, information related ads are seen as an irritation, intrusion and they mistrust them. Marketers on the other hand celebrated mobile devices as a "brand in the hand" of the younger market (Grant and O'Donohoe, 2007). Moreover, there are other stern challenges in mobile marketing, such as spam, privacy concerns, service delivery channels and the expense of mobile data (Campaign monitor, 2019).

2.9 CONCLUSION

This chapter presented a discussion regarding the acceptance of mobile marketing. The chapter highlighted the literature of previous studies on mobile devices and mobile marketing, what it is, what opportunities and challenges it brings. Furthermore, factors influencing the acceptance of mobile marketing were discussed. Additionally, a model, together with the suggested theory, were introduced. The model depicts factors influencing the acceptance of mobile marketing and will help understand what makes Generation Z annoyed with mobile marketing. Also, mobile marketing among Generation Z cohort was discussed, who they are, what their characteristics are and how they react to mobile marketing. In the next chapter, the research methodology will be discussed, providing explanations regarding the techniques used to accomplish the objectives of the study to create new knowledge.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

In the previous chapter, the literature review was discussed. This chapter discusses, in detail the research methodology used in the study to achieve the aim and objectives of the study. This section will include the research design and methodology, the sampling strategy, the target population, sampling frame, sampling methods and sampling size. This chapter will also discuss the collection process, which will include the questionnaire. Furthermore, it will elaborate on the reliability and validity of the questionnaire. Followed by the ethical considerations and conclusions of this chapter.

3.2 RESEARCH DESIGN

The research design is meant to provide an appropriate framework for a study (Sileyew, 2019). Furthermore, a research design is an overall plan and structure that guides the study, it displays how the researcher will carry out the data collection to answer the research questions (Saunders, Lewis and Thornhill, 2016). Schindler and Cooper (2014) mention that research design is also known as a blueprint for answering some questions and accomplishing set out objectives. Additionally, it sets a platform for the foundations of the research project and makes sure that the research is conducted effectively and efficiently (Sileyew, 2019).

Research design is a critical area of research. Once the research topic has been identified and the questions formulated, the researcher has to decide on the appropriate design, which perhaps is the most important decision a researcher has to make. Moreover, a research design assists on whether the research will be descriptive, exploratory or causal (Sileyew, 2019).

An exploratory study is an important way of clarifying and defining the research problem by providing insight and understanding regarding the problem (Dudovskiy, 2018). Also, an exploratory study is an important way of seeking new insights, to ask questions and to assess phenomena in a new light. According to Dudovskiy (2018), exploratory research can also be useful when there is no specific problem to be investigated, as it attempts to provide information where little information is available (Bradley, 2013). Furthermore, this method of research involves collecting information in an unstructured or informal manner. According to Saunders (2016), there are three main ways of conducting the exploratory research, first,

through the search of past literature, secondly, interviewing experts on the subject and thirdly, by conducting group interviews.

In contrast, descriptive research aims to describe the phenomena rather than explaining the causes. According to Bradley (2013), it portrays an accurate profile of the situation or persons. For example, it portrays market situations, consumer beliefs, attitudes and opinions. Furthermore, the descriptive research design is used when statistical data are needed and it answers what, where, when, how and who.

Causal research is conducted to identify the extent and nature of cause-and-effect relationships (Dudovskiy, 2018). A casual research objective is to study a situation or a problem and explain relationships between the variables. For example, casual research can be used to discover whether the changes in consumer behaviour would have a positive or negative effect on marketing. The research questions for casual research approaches usually includes or begins with how or why (Saunders et al., 2016).

For this study, causal and descriptive research were appropriate. These approaches best suited this study because descriptive research allows the researcher to gather large volumes of data that can be analysed for frequencies, averages and patterns. Also, causal research would enable the researcher to address the primary objective of the study, which was to investigate the factors that influence the acceptance of mobile marketing among Generation Z students in South Africa.

3.3 RESEARCH METHODOLOGY

There are three types of research methods that researchers use when conducting a research study. Those methods are the qualitative research method, the quantitative research method and mixed methods (Abutabenjeh, 2018). The quantitative research method is when the researcher uses questionnaires and surveys to collect numerical data. According to Ncube (2018), it is a means of testing objective theories by investigating the relationships among variables. It focuses primarily on objective measurement and numerical analysis of collected data. The aim is to identify the relationships between variables and possibly explain the results (Abutabenjeh, 2018). The common tool used when conducting quantitative research is a survey. On the other hand, qualitative research methods are used when a researcher conducts interviews regarding a specific sample from a population. This is used to ask in-depth questions during the interview to get opinions and motivations. According to Cooper and Schindler (2014), a qualitative research method can be best described as a method of investigating and understanding the meaning of social phenomena. Lastly, the mixed method

is when the researcher uses a combination of qualitative and quantitative methods to gather data (Leedy and Ormrod, 2015).

With regards to selecting the most appropriate method, many factors influence the selection (Malhotra, 2010). For example, the nature of the data that must be collected may dictate the appropriate method. Similarly, the sample size and nature, participants' response rates, data analysis and reporting of the results may influence the selection of an appropriate method. Table 3.1 displays the differences between qualitative and quantitative research methods.

Table 3.1: Differences between qualitative and quantitative research methods

Quantitative method	Qualitative method
Methods used: focus groups, in-depth interviews and reviews of documents	Surveys, structured interviews and observations and reviews of documents
No statistical tests	Statistical tests are used for analysis
Text-based	Number-based
More in-depth information on a few cases	Less in-depth but more range of information across a large number of cases
More subjective: describes a problem from the point of view of those experiencing it	More objective: provides observed effects on a problem, interpreted by the researcher
Options are a semi-structured response	Fixed response options
Objective	Subjective

Source: Malhotra (2010)

This study made use of the quantitative research method. This research method measured the data objectively and analysed the data numerically (Quinlan, 2018). Numerical data was used to collect the information, through methods such as questionnaires and different statistical techniques. Data were gathered regarding factors influencing the acceptance of mobile marketing among Generation Z students in South Africa.

3.4 SAMPLING STRATEGY

Sampling is a process of selecting people from a specific population and by studying the sample the researcher generalises the results to the population from which they were chosen (Webster, 2010). A sample is a smaller and more manageable set of a large population group (Investopedia, 2017). Moreover, it is a subset comprising the characteristics of a larger population. When population sizes are too large for the test to include all possible members, then samples are used in statistical testing. The sample should represent the entire population and not reflect a bias towards a specific characteristic. According to Bradley (2013), the significance of this approach is that it cuts costs and time instead of looking at every member

of the population. There are two methods that the researcher could choose from, namely probability or non-probability sampling. The next section discusses the target population, the sampling frame, sampling size and sampling methods used.

3.4.1 Target Population

Target population refers to the group of individuals from which researchers are interested in generalising the conclusions (Explorable.com, 2020). Quinlan (2018:5) describes the population as “*a study of all individuals, items or units relevant to the study*”. The population comprises individuals, groups, organisations, documents, campaigns and incidents. According to Malhotra (2010), it is important for the researcher to accurately define the target population, there must be a clear understanding of who should and who should not form part of the participants. Furthermore, this simplifies accessibility and ensures that the correct sources of data are collected.

The target population in this study comprised both undergraduate and postgraduate Generation Z students. The targeted individuals were Generation Z students aged 18 to 27 years and older. This included male and female students from different racial groups. The target population was selected based on the research objectives and cost-effectiveness. Furthermore, the target population is ideal because the students are easily accessible and many use smartphones. The objective of the study was to identify factors influencing the acceptance of mobile marketing among Generation Z students in South Africa.

3.4.2 Sampling Frame

A sample frame is any material or device from which a sample is drawn (Särndal, Swensson and Wretman, 2003). It consists of a list of elements from which a sample may be drawn (Zikmund, 2003). This is done once the population has been finalised by the researcher and is also the most important part of sampling. According to Malhotra (2010), the sample must be accurate and suitable to represent the population. For this study, the sampling frame consisted of students at university, therefore, the sample consisted of students from all three campuses of the institution of higher learning in the Free State.

3.4.3 Method of Sampling

According to Malhotra (2010), when a researcher selects a sampling method, he or she should be aware of how the sample represents the population. The researcher can choose between two methods, namely probability sampling and non-probability sampling. According to Bryman and Bell (2011), when a random sample is used, it is called probability sampling and the techniques used are either simple random sampling, systematic sampling, cluster sampling, multistage sampling or stratified sampling.

With probability sampling, each individual has an equal chance of being chosen from the population (Quinlan, 2018). In probability sampling, the researcher picks a sample to represent a selected population. With this method, the researcher wants to claim that the findings of the study are generalised to the whole population. Moreover, when using this sampling technique, the researcher must make sure that each individual has the same opportunity for being selected and this can be achieved if the researcher uses a randomised method of selection.

If a random selection is done accurately, the sample can be representative of the whole population. The advantage of making use of a random sample is the absence of both systematic and sampling bias. Furthermore, selecting an appropriate method depends on the nature of the research, time and cost involved to conduct the research. Table 3.2 illustrates the four probability sampling methods.

Table 3.2: Probability sampling methods

Method	Description
Simple random sampling	The population has an equal chance of being selected
Stratified sampling	The population is divided into subgroups whose members have more or less the same characteristics.
Systematic sampling	The researcher is under the assumption that all elements of the population are in an order form
Cluster sampling	The researcher splits the population into discrete groups based on a particular characteristic

Source: Malhotra (2010)

The second method is called non-probability sampling. This is used when a researcher uses specific individuals that are easily reachable. With this method, there is no equal chance of getting chosen for a sample. The techniques include convenience sampling, purposive sampling, snowball sampling and quota sampling (Bryman and Bell, 2011). When there is no chance to produce a complete list of the population, then a sample is selected from the population. Table 3.3 illustrates the non-probability sampling methods.

Table 3.3: Non-probability sampling methods

Method	Description
Convenience sampling	The researcher selects conveniently located participants
Quota sampling	The researcher identifies groups of people that need to form part of the sample and in small numbers.
Purposive sampling	The researcher chooses the sample based on a specific purpose in mind
Snowball sampling	This method is selected where it is difficult to find the population

Source: Malhotra (2010)

For this research, a non-probability convenience sampling method was utilised, because the researcher could engage and select individuals in a population that is easily accessible (Quinlan, 2018). Furthermore, this was selected based on the fact that it was a cheaper and convenient method. For this study, the researcher contacted lecturers from different fields of study at the three campuses of the institution of higher learning in the Free State province for permission to survey their students.

3.4.4 Sample Size

The sample size is known as the total number of participants to be used in the study (Ncube, 2018). When deciding on a sample size the researcher must consider factors such as the nature of the study, previous similar studies, number of variables and the nature of the statistical analysis, as this is a complex process (Malhotra, 2010). Furthermore, defining the perfect sample size for a study ensures satisfactory results. According to Chalomba (2016), a sample size that is 100 or less is seen as small, between 100 and 200 are medium and more than 200 is larger and that a large sample size helps reduce sampling errors and improve research findings.

Zikmund (2003) recommends that sample sizes of previous studies should be used, as it provides the researcher with a comparison with other studies conclusions. For example, Mwaura (2016) utilised a sample of 384 in a study of factors affecting mobile marketing lead generation in South Africa. Hence, from a population size of 37 000 students (UFS, 2020), a sample size of 450 Generation Z students was requested to partake in the study and out of the 450 questionnaires distributed, only 400 were usable.

3.5 QUESTIONNAIRE DESIGN

A questionnaire is a very important means of gathering data for a quantitative study. It is an instrument comprising of a series of questions to gather information from respondents (McLeod, 2018). Questionnaires are often used for data collection as they are cost-effective, easy to use and can be completed in a short space of time. Another advantage of a questionnaire is that it provides measurable answers for a research topic and these answers are moderately easy to analyse. Questionnaires are an effective manner of measuring the respondent's behaviour, attitudes, preferences, opinions and intentions. This can be done on a fairly large numbers of respondents. Questionnaires can be carried out face to face, by telephone, online or post. A questionnaire has three purposes, first, it encourages respondents to take part in the study. Secondly, it interprets important information into well-defined questions which the respondents must answer. Thirdly, it minimises response errors. Therefore, researchers need to create an accurate questionnaire regarding the aim of the study.

The layout of a questionnaire is the most important part, its physical attractiveness and easy to read layout, is vital and the researcher should pay attention to these issues (Malhotra, 2010). According to Neuman (2014), the layout of the questionnaire is important for both the researcher and the respondent and making it clear and easy to read is an essential task of the researcher. For example, clear wording and numbering each section would make coding of responses easier. Therefore, the questionnaire was divided into three sections and each item for each construct was identified by utilising a numbering code. Cronbach's alpha was used to test the reliability of the questionnaire.

Section A comprised of questions about the demographic profile of participants. Students were requested to provide information regarding their gender, age, designated group (race), year of study as well as the field of study. Section B comprised questions regarding six identified statement aimed to assess how the respondents feel and engage with mobile marketing. These were, trust, risk and relevance (5 items), perceive ease of use (4 items), usefulness (3 items), attitude (3 items), social influence (3 items) and perceived control over mobile marketing (3 items). Section C consisted of questions aimed at assessing the respondents' behaviour when receiving mobile marketing messages (10 items).

3.5.1 Construct Development

According to Ncube (2018:64), a construct is “a *hypothetical variable made up of a set of component answers or behaviours that are thought to be related*”. A construct is a proposed attribute of an individual that every so often cannot be measured directly but can be evaluated by making use of indicators or variables. Moreover, it is used to identify and define what is to be measured. With construct development, the study utilises suitable constructs to measure from previous studies. Table 3.4 provides information regarding the design of the questionnaire and depicts the constructs, their definitions and the number of items used.

Table 3.4: Information on the design of the questionnaire

Construct	Section	Number of measurement items	Source	Title of the study
Demographics	A1 – A5	5	Given	
Trust, Risk and Relevance	B2.1– B3.4	17	Tanakinjal and Deans (2010)	Innovation characteristic, perceived risk, permissibility and trustworthiness in adoption of mobile marketing
Perceived ease of use	B4.1– B4.6	6	Karjaluoto, Letho, Leppaniemi and Jayawardhena (2008)	Consumer’s intentions to engage in permission based mobile marketing communications.
Usefulness	B5.1–B5.7	7	Karjaluoto, Letho, Leppaniemi and Jayawardhena (2008)	Consumer’s intentions to engage in permission based mobile marketing communications.
Attitude	B6.1– B6.6	6	Bauer, Barnes, Reichardt and Neumann (2005)	Driving consumer acceptance of mobile marketing: a theoretical framework and empirical study vol. 6, no.3, 2005
Social Influence	B7.1– B7.7	7	Kiat, Samadi and Hakimian (2014)	Consumer Behaviour towards Acceptance of Mobile Marketing.

Construct	Section	Number of measurement items	Source	Title of the study
Perceived control over mobile marketing	B8.1– B8.6	6	Yong (2010)	A comparative study of American and Chinese young consumers acceptance of mobile advertising: A structure equation modelling approach
Acceptance of mobile marketing	C1 – C6	6	Kiat, Samadi and Hakimian (2014)	Consumer Behaviour towards Acceptance of Mobile Marketing

3.5.2 Scale Development

Scaling is the method of measuring and assigning the objects to the numbers according to the specific instructions. Scaling was used to measure the respondents' perceptions about the constructs that make up the research model of this study. Zikmund (2003) mentions that there are four types of scales of measurement based on the mathematical comparison that they allow. These scales are nominal, interval, ordinal and ratio scales. Nominal scales are numbers or letters used for labelling the object or participant for identification. In the case of interval scales, objects or participants are arranged in terms of their magnitude and differentiate them in units of equal intervals (Malhotra, 2010). Ordinal scales, objects or participants are arranged in an orderly manner according to their magnitude. In terms of the ratio scale, the attribute that has to measure is absent and the scale has absolute rather than relative quantities. In this study, nominal scales were utilised to obtain answers regarding the demographic information of students.

Rating scales are useful for measuring respondents' feelings or thoughts about a specific matter. According to Malhotra (2010), rating scales help researchers determine the strength of the feeling or attitude. Scales that are mentioned include simple attitude scales and Likert scales. With regards to the attitude scale, the respondent is required to agree or disagree with a statement. In a Likert scale, respondents are required to point out the degree of agreement or disagreement with the statements.

For each construct, a six-point Likert- scale which measured the response of the respondents, was used in this study, where strongly disagree is represented by (1), disagree by (2), slightly disagree by (3), slightly agree by (4), agree by (5) and strongly agree by (6). For Section B and Section C of the questionnaire, a Likert scale was used. A Likert scale is a measurement scale that would measure which factors influence Generation Z acceptance of mobile market.

According to Ismail (2012), a Likert scale allows the researcher to examine, manage and analyse multiple items easily.

3.5.3 Questionnaire Administration

The distribution of the questionnaire was done via an online platform. Ethical clearance was obtained from the University of the Free State General/Human Research Ethics Committee (GHREC) (UFS-HSD2020/1753/2311). The online survey refers to a method to gather data from respondents via the Internet (Lavrakas, 2008). The primary reason for using this method is due to the risk posed by the COVID-19 pandemic. The online survey is extremely low cost and conducting an online survey is convenient due to the sheer magnitude of reach.

The survey questionnaires were sent out to the different lecturers to upload the link to the survey on Blackboard, an online student platform of the institution where students were recruited to complete. The students complete the questionnaire on Blackboard, where it will get saved and submitted automatically to the researcher. The participants were not required to provide their names or anything that could identify them. Furthermore, participants were informed before starting that completing the questionnaire is voluntary and not compulsory. There was no monetary payment for participating in this research.

3.6 DATA COLLECTION

Data collection is a sequence of interrelated activities used to gather information to answer research questions (Ncube, 2018). Data sources are usually classified into primary and secondary data. Primary data are collected by the researchers themselves during their study using experiments such as, questionnaires, interviews and observations. The secondary data collection method refers to statistical material that is obtained from other researcher's records (Bhat, 2020). Secondary data collection is much more cost-effective than primary data collection method, as it makes use of already existing data. Secondary data are summarised and collated to increase the overall effectiveness of research. For example, sources such as textbook, published articles, Internet searches (online scientific articles) and previous dissertations. Researchers suggest that a comprehensive study should combine primary and secondary data.

There are numerous methods of collecting data, data collection can take place via group administration of questionnaires, telephone survey, face-to-face survey and postal survey (Malhotra, 2010). Group administration of questionnaires is when a group of respondents completes questionnaires while the researcher waits. On the other hand, telephone surveys

are when the researcher calls the respondents and asks questions related to the study. In the case of face-to-face interviews, an interviewer asks the respondents questions and records the answers. Postal survey is when the questionnaire is mailed to the respondent, the respondents read the instructions and complete the questionnaire. In this study, data were collected by utilising a self-administered questionnaire that was distributed via an online platform.

3.6.1 Primary Data Collection Method

Primary data are data that are gathered for research directly from main sources through interviews, surveys, experiments and so on (Quinlan, 2018). Primary data are collected by the researchers themselves during their study, using surveys, questionnaires, interviews and observations. There are also electronic methods such as online surveys that can be utilised to collect data and the self-administered method where a questionnaire is used (Ncube, 2018). For the purpose of this study, a self-administered questionnaire was utilised to gather the primary data. These questionnaires contained a very brief description of the research, with appropriate questions that contributed to this research.

3.6.2 Secondary data collection methods

The secondary data collection method was used to get access to background information. This refers to statistical material that is obtained from other researchers' records (Singh, 2008). Secondary data are data that already exist and are not created by the researcher (Quinlan, 2018). According to Neuman (2014), the researcher needs to review the existing literature. This would ensure that the researcher discovers what other researchers have found on the topic of interest. Secondary sources are textbooks, published articles, Internet searches (online scientific articles), previous dissertations, annual reports and e-newspapers to determine the factors that influence acceptance of mobile marketing among Generation Z students in South Africa. The researcher also made use of Google Scholar and the University of the Free State Library database to gather the literature. The keywords such as mobile marketing, acceptance of mobile marketing, Generation Z and perceived value were used to search for articles and journal information.

3.7 ETHICAL CONSIDERATIONS

The researcher obtained ethical clearance before data collection to ensure that the research was conducted ethically. Ethical considerations were adhered to, the respondents' rights were protected and there was no misrepresentation of the data. Participants were informed that participation is voluntary and they may pull out at any time without any questions. They were also informed that once they completed the questionnaire they cannot withdraw. Furthermore, the participants were assured that they would remain anonymous; therefore, they were not required to provide their names and all the information will be treated with strict confidence.

3.8 DATA PREPARATION

Before conducting data analysis, the data should be prepared. Data preparation is the process of examining the quality of data that was collected. Moreover, it is also a process translating the replies into an electronic format so that the data can be read and operated on by the selected computer software (Ncube, 2018). This process began with evaluating whether the questionnaires were correctly completed and making sure that there were no missing values. Once the questionnaires were checked they were then subjected to editing. All the incompletes were discarded.

3.8.1 Editing

Editing of data is a process whereby the researcher examines the collected raw data to find errors and to correct these where possible. This ensures that all questions are answered, accurately and suitable for processing. The purpose of editing is to control the quality of the data collected and to ensure the usefulness of the data. Data editing can be performed manually, with a computer or a combination of both (Wikipedia, 2018). After the questionnaires were completed and returned online. The researcher then administered the questionnaires and then the next step was the coding of data. The researcher used the same codes on SPSS as the ones on the questionnaire.

3.8.2 Coding

Quantitative coding is the process of categorising and labelling the collected non-numerical data into groups and assigning numerical codes to these groups (Yi, 2018). Coding allows the researcher to reduce larger data into more easily manageable sets, especially by computer programmes. Questionnaire's data are collected and coded accordingly. Numeric coding enables data conversion and measurement comparisons. Moreover, if questionnaires contain too many missing values, data should not be captured (Malhotra, 2010). The specialised analytic software (SPSS) allows the researcher to assign labels directly to the codes. In this study, the statement and items were grouped as illustrated in Table 3.5

Table 3.5: Data coding information

Type of data	Variable	Section number
Demographic data	A1 to A5	Section A
Trust, risk and relevance	B1.1 to B3.4	Section B
Perceived ease of use	B4.1 to B4.6	Section B
Usefulness	B5.1 to B5.7	Section B
Attitude	B6.1 to B6.6	Section B
Social influence	B7.1 to B7.7	Section B
Perceived control over mobile marketing	B8.1 to B8.6	Section B
Acceptance of mobile marketing	C1 to C6	Section C

3.9 DATA ANALYSIS

Data analysis is used to check whether the results are in line with the research theory (Malhotra, 2010). According to Kothari (2004), analysis is a process of computing certain measures along with looking for patterns of relationship that exist between groups of data. Furthermore, it is recommended that researchers should develop a data analysis plan; this will assist in keeping the researcher on track (Berndt and Petzer, 2011). Data were interpreted by descriptive statistical tools such as frequency tables and percentages. Inferential statistics such as cross-tabulation were used in this study. A frequency table provides information on one chosen category. The IBM-SPSS version 27 for Windows was used to analyse the captured data.

3.9.1 Descriptive Statistics

Descriptive statistics were used to analyse data that were collected. Descriptive statistics are used to present quantitative data in a manageable form. Moreover, it helps in simplifying large amounts of data in a workable way. Descriptive statistics displays a summary of a sample and the measures that have been performed. It includes measures of location, measures of variability and measures of shape. Furthermore, descriptive statistics simply describes what the data shows (Trochim, 2020). For this study, frequency distributions were used to describe data with regards to the participants' demographics. Frequencies and percentages were used also to describe the number of responses to different questions.

3.9.2 Inferential Statistics

Inferential analysis is used to explore how a variable relates to another variable and it is used to compare the average performance of two groups on a single measure to see if there is any difference or any relationship between the variables (Trochim, 2020). Inferential statistics include the t-test, analysis of variance (ANOVA), regression and correlation analysis, and many of the multivariate methods like factor analysis and so on. In this study, the inferential analysis is used. The SPSS was used for one-way ANOVA and independent t-tests. The one-way ANOVA is used to determine whether there are any statistically significant differences between the means of three or more independent groups and the independent t-test is used to compare the means between two unrelated groups on the same dependent variable. Furthermore, regression and correlation analysis are statistical techniques that are used extensively to examine causal relationships between variables. Both regression and correlation measure the degree of relationship between two or more variables in two different but related ways. With regression and correlation, the relationship between the factors and acceptance of mobile marketing were assessed.

3.10 FACTOR ANALYSIS

Factor analysis is primarily used to reduce data and summarise a large number of variables into less factors (Malhotra, 2010). This method extracts maximum common variance from all the present variables and puts them into a common score. There are two types of factor analysis, namely exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). Exploratory factor analysis assumes that any variable may be related to any factor. Confirmatory factor analysis assumes that each factor is related to specified subsection variables. The difference between the two methods is that EFA is used at the early stages of research to find information about interrelated variables and CFA is used at later stages to

test hypotheses regarding the structure of the variables (Malhotra, 2010). Moreover, as the items that were used to develop the questionnaire were taken from previous studies, factor analysis was conducted in sections B and C of the questionnaire.

3.11 RELIABILITY

Reliability refers to how consistently a method measure something (Middleton, 2019). If similar results are consistently achieved by using the same method, under the same circumstances, then the measurement is considered reliable. There are many ways of evaluating reliability, three of these include test-retest, equivalent form, split-half and internal reliability (Maree and Pietersen, 2011:216). The explanation of these types of reliability are as follows:

Test-retest reliability is a process used to measure consistency between two measurements of the same construct, this is done by calculating a correlation coefficient at two different points in time (Scribbr, 2020).

Equivalent form reliability is a process where an instrument is administered, then followed by the administration of a comparable instrument to the same subjects, and then the two sets of scores are compared (Maree and Pietersen, 2011:216).

Split-half reliability is done by comparing the results of one half of a test with the results from the other half. The respondents are split in half and then the results of one half are tested with the results from the other half. Then if the two halves of the test results are similar, it would suggest that the test has internal reliability.

Internal reliability: is used to assess the consistency of results across items within a test. Moreover, it assesses the correlation between multiple items in a test that are intended to measure the same construct (Salkind, 2010).

Malhotra (2010) mentions that internal consistency reliability is achieved when an instrument test produces the same results when used on different samples at the same point in time. For this study, internal reliability was used to establish the suitability of the scale measurement. Cronbach's alpha coefficient was used to measure the internal reliability of all the constructs in the questionnaire.

3.12 VALIDITY

Validity tells you how accurately a method measures something (Middleton, 2019). This means the extent to which a measurement tool measures what it is aiming to measure. If a certain method measures what it should measure, and the results closely correspond to real-world values, then it can be considered valid. Furthermore, validity entails that there should be no mistakes regarding the measurement of the research constructs. The forms that needed to be considered when evaluating the quality of research are content and construct validity.

3.12.1 Content Validity

Content validity evaluates whether a test is representative of all aspects of the construct (Scribbr, 2020). To produce effective results, the content of a test must cover all relevant parts of the subject it aims to measure. For example, if some aspects are left out or irrelevant aspects are included from the measurement, the validity is threatened. Content validity could be done by requesting individuals of knowledge to judge and comment on the concept, whether they believe that the concept appears in the measurement. In this study, the items that were used to measure each construct were measured for content validity with the help of experts in the field of marketing.

3.12.2 Construct Validity

Construct validity refers to the degree to which a test or other measure assesses the underlying theoretical construct it is supposed to measure (Middleton, 2019). In other words, to achieve construct validity, the researcher must ensure that the indicators and measurements are carefully developed based on relevant existing knowledge. For example, the questionnaire must include only relevant questions that measure known indicators. There are three types of construct validity, namely convergent validity, discriminant validity and nomological validity. To ensure construct validity, both convergent and discriminant validity is demonstrated.

Convergent validity takes two measures that are supposed to be measuring the same construct and illustrates that they are related. On the other hand, discriminant validity shows that two measures that are not supposed to be related are in fact, unrelated. Both types of validity are a requirement for excellent construct validity (Statistics how to, 2020). To estimate the degree to which any two measures are related to each other correlation coefficient is used. For this, the inter-correlation patterns are searched for among the measures. According to Trochim (2020), correlations between theoretically comparable measures should be “high” while correlations between theoretically unlike measures should be “low”. Convergent and discriminant validity work in combination to create construct validity and without the other,

construct validity cannot be established and for these factor analysis was used. Loadings lower than 0.4 were suppressed.

3.13 CONCLUSION

This chapter presented the research methodology used to collect and analyse data in the study. The chapter provided a stretched discussion on the research design and methods, the sampling strategy, data collection methods and, finally, methods of data analysis used in this study. The next chapter presents the data analysis and findings from the study.

CHAPTER 4

ANALYSIS AND INTERPRETATION OF RESULTS

4.1 INTRODUCTION

In the previous chapter the research methodology used in this study was presented. This chapter provides the data analysis and results obtained from data collected for this study. First, the results of the pilot study are presented, followed by a discussion of the demographic profile of participants. This information is presented in the form of frequencies and percentages. This is followed by a discussion of the reliability, validity of the instrument and on the results of the factor analysis. Lastly, the chapter further discusses the findings of the comparisons of students' acceptance of mobile marketing as well as the relationship among the different variables.

4.2 PILOT TEST RESULTS

A pilot test is a form of a rehearsal of a research study, where the questionnaire is tested among a small number of participants before conducting the main study (Wright, 2020). According to Abu Hassan (2006), a pilot test is one of the important stages in a research study and assists the researcher by identify potential problem areas in the research questionnaire before the main study. The aim of the pilot test was to establish the internal consistency reliability of the items used in the questionnaire. For this pilot test, 30 questionnaires were distributed to establish reliability. It was piloted on a convenience sample of 30 Generation Z students that did not form part of the main study. The results are presented in Table 4.1.

Table 4.1: Pilot test result

Section B & C Items	Number of Variables	N	Cronbach's alpha
B1.1-B1.8	8	30	.814
B2.1-B2.5	5	30	.825
B3.1-B3.4	4	30	.844
B4.1-B4.6	6	30	.934
B5.1-B5.7	7	30	.923
B6.1-B6.6	6	30	.880
B7.1-B7.7	7	30	.898
B8.1-B8.6	6	30	.686
C1-C6	6	30	.949

4.3 DESCRIPTIVE STATISTICS

This section will focus on the set of techniques used for summarising and displaying the data from the sample. Frequencies and percentages were used to describe the sample of the study.

4.3.1 Demographic profile

In this section, the demographic profile of the respondents is discussed. The demographic profile consisted of the following variables: age, gender, ethnicity, level of study and field of study. A total of 450 questionnaires were distributed via an online platform, to undergraduate and post-graduate students at an institution of higher learning in the Free State. Out of the 450 questionnaires, only 400 questionnaires were usable, this is after discarding the questionnaires that were incomplete. The results of their responses from Section A of the questionnaire are displayed in Table 4.2.

Table 4.2: Demographic profile of respondents

		Items	Frequencies	Percentages
A1	Gender	Female Male	218 182	54.5 45.5
A2	Age	18 19 20 21 22 23 24 25 26+	72 66 55 71 57 34 20 10 15	18.0 16.5 13.8 17.8 14.2 8.5 5.0 2.5 3.8
A3	Ethnicity	Black White Indian Coloured Other	346 25 9 18 2	86.5 6.3 2.3 4.5 5
A4	Level of study	Undergraduate Postgraduate	364 36	91.0 9.0
A5	Field of study	Economic and Management Science Humanities Law Education Natural and agricultural Science Health and sciences Theology and religion	57 78 16 38 178 17 16	14.2 19.5 4.0 9.5 44.5 4.3 4.0

4.3.1.1 Gender of the respondents

The study comprised of a total of 400 respondents. Of these, 218 were female respondents and 182 were male respondents. Females accounted for 54.5% of respondents, while males accounted for 45.5%. According to STATSSA (2021), there are more females than males in South Africa. This is a mirror image of the student population at the institution of higher learning in the Free State. This is illustrated in Table 4.2.

4.3.1.2 Age of respondents

The respondents' age in this study ranged between 18 to 26 years and above. The total distribution of age between the respondents was more or less equally distributed. The majority of the respondents were aged 18, 19 and 21 years, making up 52.3% of the sample. Followed by ages 20 and 22 years, making up 28% of the sample. The remaining respondents comprised of 17.3% aged 23, 24, 25, 26 years and above. Table 4.2 shows the age frequencies and percentages of the respondents.

4.3.1.3 Ethnicity of the respondents

With regards to ethnicity of the respondents, 346 (86.5%) were Black/African, 25 (6.3%) were White respondents, 9 (2.3%) were Indians, 18 (4.5%) were Coloured and 2 (5%) fell in the Other category. The majority of the respondents were Black/African. Once again this is a reflection of South African population where the majority of the South African population are Black and the Indian cohort forms part of the smallest groups in South Africa (STATSSA, 2021). This is illustrated in Table 4.2.

4.3.1.4 Level of study of the respondents

In terms of the respondents' level of study, 364 (91.0%) of them were undergraduate and 36 (9.0%) were postgraduate students. The undergraduate Gen-Z students constituted the majority of the respondents. Most of the students at UFS are undergraduate students (UFS, 2021). This is illustrated in Table 4.2.

4.3.1.5 Field of study of the respondents

In terms of field of study, the Natural and Agricultural Science students accounted for the highest percentage of participants with 178 (44.5%). Followed by Humanities students with 78 (19.5%), Commerce students with 57 (14.2%), then Education students with 38 (9.5%) and Health Sciences with 17 (4.3%). Lastly, Law and Theology and Religion students with 16 (4.0%). This is illustrated in Table 4.2.

The results and frequencies of Section A have been displayed. Now the results of Section B and C of the questionnaire will be displayed below.

4.3.2 TABULATION

The following tables 4.3 to 4.11 will provide the frequency of responses for each item from Sections B and C of the questionnaire. This method will facilitate comparison, statistical analysis and interpretation of the data. Moreover, it is to provide the researcher on how frequent each response to the different questions occurred.

Section B

Table 4.3: Trust

Scale Item	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5	6
B1.1	25	37	28	79	147	82
B1.2	106	95	59	59	54	26
B1.3	47	69	69	79	99	37
B1.4	36	36	49	115	118	46
B1.5	41	41	61	119	104	34
B1.6	58	54	106	115	49	18
B1.7	36	47	62	112	109	34
B1.8	46	51	70	115	86	32

The frequency of the responses for trust indicates that the majority of students tend to agree with the statement “I would feel more comfortable with mobile marketing if I knew the marketer” (item B1.1.). Furthermore, the statement “I do not have hard time trusting mobile marketers” (item B1.2) had the highest number of responses that strongly disagree with the statement. This may suggest that these students trust mobile marketers. Thus, students do not have a hard time trusting mobile marketing and they would feel more comfortable if they knew the marketer. The results are shown in Table 4.3.

Table 4.4: Risk

Scale Item	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5	6
B2.1	23	16	18	26	99	218
B2.2	10	6	20	20	90	254
B2.3	8	9	26	36	125	196
B2.4	7	11	22	47	130	183
B2.5	47	65	61	77	68	82

The frequency of the responses for risk indicates that the majority of students tend to strongly agree with the statement “I do not want to lose control of where my personal information goes (item B2.2), this suggests that students see the risk in sharing their information with mobile marketers. Furthermore, in (item B2.4) “There is a risk of personal data being misused, this also suggests that they are worried that their formation might be wrongly used. On the other hand, the statement “I generally do not enjoy buying products online” (item B2.5), had the highest number of students that disagree with that, suggesting that they do not really like purchasing products online. Thus, with regards to risk students find sharing their information online as a threat and they fear that their information might be misused, therefore they might not be willing to purchase products online. The results are shown in Table 4.4.

Table 4.5: Relevance

Scale Item	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5	6
B3.1	40	57	61	134	72	36
B3.2	128	95	75	70	22	10
B3.3	56	70	79	112	58	24
B3.4	69	65	55	107	82	22

The frequency of the responses for relevance indicates that the majority of students tend to slightly agree that “mobile marketing is very informative and useful” (item B3.1), this may suggest that students moderately find mobile marketing messages useful and informative. Furthermore, the majority of students tend to strongly disagree to the statement “marketing messages I receive on my phone make me happy” (item B3.2), this suggests that the majority of student are not happy with receiving mobile marketing messages on their phones. So, with regards to relevance, students find mobile marketing messages moderately informative or useful to them but are not happy to receive them on their phones. Moreover, they do not see it as benefit to them. Results are shown in Table 4.5.

Table 4.6: Perceived ease of use

Scale Item	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5	6
B4.1	21	37	63	117	111	51
B4.2	25	32	72	111	125	35
B4.3	20	43	68	119	107	43
B4.4	39	38	44	102	124	53
B4.5	16	22	44	88	158	71
B4.6	33	36	55	100	118	58

The frequency of the responses for perceived ease of use indicates that the majority of students tend to agree with the statement “it is easy for me to use my phone to access mobile marketing messages” (item B4.5), this suggests that students do not have any difficulty in accessing mobile marketing messages on their phone. On the other hand, the statement “I find mobile marketing messages to be clear and easy to understand” (item B4.2), had the highest number of respondents’ who agree with the statement. This suggests that students find mobile marketing messages clear and easy to understand. So, with regards to perceived ease of use students do not have any difficulty in accessing the mobile marketing messages. The results are shown in Table 4.6.

Table 4.7: Perceived usefulness

Scale Item	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5	6
B5.1	31	51	69	123	103	23
B5.2	35	52	54	132	102	24
B5.3	46	59	78	79	95	43
B5.4	47	34	77	141	76	24
B5.5	63	52	69	92	95	29
B5.6	80	68	87	90	57	18
B5.7	78	86	84	87	48	17

The frequency of the responses for perceived usefulness indicates that the majority of students tend to slightly agree with the statement “receiving mobile marketing messages gives me topical information” (item B5.4), this suggests that students to a certain degree find mobile marketing messages useful. On the other hand, with the statement “through mobile marketing, I receive timely and exclusive information” (B5.1), had the lowest number of students that strongly disagree with this statement. This could be interpreted as suggesting that the majority of students find mobile marketing useful. The results are shown in Table 4.7.

Table 4.8: Attitude

Scale Item	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5	6
B6.1	52	53	72	103	94	26
B6.2	80	89	74	96	46	15
B6.3	37	41	51	104	111	56
B6.4	80	72	47	112	67	22
B6.5	58	65	53	89	84	50
B6.6	89	80	81	87	43	19

The frequency of the responses for attitude indicates that the majority of students tend to slightly agree with the statement “mobile marketing is a great platform for receiving information on products and services” (item B6.3), this suggests that mobile marketing is a great platform to send marketing messages. On the other hand, with the statement “I am interested in mobile marketing messages that I receive on my phone” (item B6.2) and statement “I receive mobile marketing messages with pleasure on my phone” (item B6.6). Both these statements had the highest number of who respondents strongly disagree and disagree with those statements, suggesting that students are not interested in receiving mobile marketing messages on their phones, nor are they pleased to receive mobile marketing on their phones. So, with regards to attitude students are not pleased to receive mobile marketing messages but, they feel that mobile marketing is a good platform for mobile marketing. The results thereof are shown in Table 4.8.

Table 4.9: Social influence

Scale Item	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5	6
B7.1	64	76	66	88	75	31
B7.2	39	48	70	104	98	41
B7.3	66	73	85	86	66	24
B7.4	81	74	48	88	81	28
B7.5	52	47	50	97	92	62
B7.6	57	41	56	89	106	51
B7.7	75	69	75	72	80	29

The frequency of the responses for social influence indicates that the majority of students tend to agree with the statement “mass media will influence my decision to look into mobile marketing” (item B7.6), this suggests that mass marketing has an influence on students. So,

from these results one can see that mass media influences students' behaviour to accept mobile marketing. The results are shown in Table 4.9.

Table 4.10: Perceived control on mobile marketing

Scale Item	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5	6
B8.1	24	29	47	72	127	101
B8.2	24	49	50	106	115	56
B8.3	28	60	48	116	102	46
B8.4	23	25	21	64	130	137
B8.5	44	34	34	62	104	122
B8.6	40	22	36	38	104	160

The frequency of the responses for perceived control on mobile marketing indicates that the majority of students tend to strongly agree with the statement "I find it important that I can easily stop receiving mobile marketing messages" (item B8.6), this may suggest that students tend to stop or opt-out on mobile marketing messages that they receive. Furthermore, with statement "I find it important that I can choose the form of messages (e.g., SMS, MMS, email)" (item B8.4), had the highest number of students that agree with the statement. This may be interpreted as suggesting that students prefer to have control on where they want to receive mobile marketing messages. On the other hand, with statement "I have the knowledge and the ability to engage with mobile marketing messages (item B8.3), had the highest disagree response from students. This suggests that mobile marketing messages do not provide accurate methods for students to engage properly. So, from these results one can conclude that students strongly believe that they have control on how they react to mobile marketing, however, they feel that they should be given the option of stopping mobile messages. The results are shown in Table 4.10.

Section C

Table 4.11: Acceptance of mobile marketing

Scale Item	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
	1	2	3	4	5	6
C 1	58	49	34	101	124	34
C 2	53	39	36	116	109	47
C 3	59	51	69	103	85	33
C 4	62	54	66	113	83	22
C 5	66	42	50	103	109	30
C 6	88	56	63	90	67	36

The frequency of the responses for acceptance of mobile marketing indicates that the majority of students tend to agree with the statement “I will try to interact with mobile marketing” (item C1), this suggests that students are willing to accept mobile marketing. On the other hand, with statement “I would read all the marketing messages I receive in the future” (item C6), had the highest number of students strongly disagree with the statement. This suggests that students are not willing to read all the messages that they receive on mobile marketing. From this one can see that students are not open to mobile marketing and if they receive it, they might not read it and just skip or delete it. The results are shown in Table 4.11.

4.4 RELIABILITY

For this section Cronbach alpha was used to assess the reliability or internal consistency of a set of scales. According to Malhotra (2010:319), in order for data to be deemed reliable, the coefficient value should be above 0.7. Sections B and C of the questionnaire were tested for reliability. For this study, the Cronbach alpha coefficients ranged from .781 -.949, thus showing satisfactory reliability. This is shown in Table 4.12.

Table 4.12 Reliability (Section B and C)

Item	N	Cronbach's alpha
Trust	8	.781
Risk	5	.768
Relevance	4	.790
Perceived ease of use (PEOU)	6	.839
Perceived usefulness (PU)	7	.904
Attitude	6	.894
Social Influence (SI)	7	.890
Perceived control over mobile marketing (PCOMM)	6	.790
Acceptance of mobile marketing (AOMM)	6	.949

In order to establish whether the data were suitable for analysis, the Kaiser-Meyer-Olkin (KMO) and the Bartlett's test of sphericity were conducted. The (KMO) measure of sampling adequacy indicates the proportion of variance in the variables that might be caused by underlying factors (IBM, 2021). If values are close to 1.0 (high) that indicates that data may be useful for analysis and values less than 0.50, probably will not be very useful. Furthermore, the Bartlett's test of sphericity should indicate small values less than 0.05, for the data to be useful.

The Kaiser-Meyer-Olkin (KMO) indicated that the data were acceptable for analysis, with the KMO value of .947. Moreover, the Bartlett's test of sphericity was significant at .000. Thus, supporting the factorability of the correlation matrix. The results of the KMO and Bartlett's test are shown in Table 4.13. Hereafter, a factor analysis was conducted on the data.

Table 4.13: KMO and Bartlett's test of sphericity

Kaiser-Meyer-Olkin measure of sampling adequacy		.947
Bartlett's test of Sphericity	Approx. chi-square	14255.364
	Df.	1485
	Sig.	.000

4.5 FACTOR ANALYSIS

Factor analysis was conducted on the data gathered in Sections B and C of the questionnaire. For the factor analysis test to be appropriate for the data reduction procedure, the variables must be correlated. Prior to the extraction of the factors, the KMO and the Bartlett's test of sphericity were used, and the results are displayed in the previous section.

Section B

The factor analysis was applied to the data by using principal component analysis. By means of eigenvalue of one and above eight factors were extracted from Section B. Factors were labelled as attitude, risk, perceived ease of use, consumer ability, trust, perceived usefulness, social influence, and perceived control and explained a total of variance of 61.16%. Items with loadings of 0.5 or less were eliminated in respective factors (Allen, Bennett & Heritage, 2019). For example, only one item loaded on the factor that was initially thought to be relevant. Hence, this factor was eliminated in the analysis (Allen, 2019). These factors are shown in Table 4.14.

Table 4.14: Factors

Factor number	Factor names	Number of variables extracted
1	Attitude	4
2	Risk	4
3	Perceived ease of use	3
4	Consumer ability	3
5	Trust	7
6	Perceived usefulness	6
7	Social influence	6
8	Perceived control	3

Factor 1: Attitude

Attitude is an individual's "favourable or favourable feeling associated with performing a specific behaviour" (Ajzen, 1991). Measured on a six-point Likert scale (1 = strongly disagree and 6 = strongly agree and the mean score (2.89) for the factor indicates that the students have a negative attitude towards mobile marketing messages that they receive on their devices. Therefore, one can say that they have a negative or an unfavourable feeling towards mobile marketing. Moreover, a previous similar study's results show that Generation Z have a negative attitude towards mobile marketing, and this is due to negative experiences (Hossain, 2018).

Table 4.15: Attitude

	Items	Factor Loadings
B6.2	I am interested in mobile marketing messages that I receive on my phone	.599
B6.6	I receive mobile marketing messages with pleasure on my phone	.580
B6.4	In general, I like mobile marketing	.558
B3.2	Marketing messages I receive on my phone make me happy	.526
Eigenvalues		16.325
% of variance		33.316
Cumulative %		33.316
Cronbach alpha		.894
Mean		2.89
Standard deviation		1.45

Factor 2: Risk

Risk are uncertainties that customers feel if they cannot foresee or predict. Risks such as privacy problems, system errors, losing passwords, incompatibility of mobile operating systems and security software, are all things that are at stake when using mobile marketing.

The mean score (5.14) indicates that students agree that there are risks involved when using mobile marketing. The item “There is a risk of receiving unwanted SMS-messages when using mobile marketing” had the highest loading. This could be interpreted as suggesting that students feel that there is a risk in receiving unwanted messages on their mobile phones.

According to Grimes (2019), there is a huge growing security problem with SMS and that it has become the root behind many types of cybercrimes. This cybercrime is called smishing that can infect one’s mobile device and allow thieves to steal personal information. Therefore, students see this as a risk. Table 4.16 present the results for risk.

Table 4.16: Risk

	Items	Factor Loadings
B2.3	There is a risk of receiving unwanted SMS-messages when using mobile marketing	.820
B2.2	I do not want to lose control of where my personal information goes	.806
B2.4	There is risk of personal data being misused when using mobile marketing services	.792
B2.1	With online payment errors, I’m worried I will lose my money and not get my refund	.766
Eigenvalues		3.170
% of variance		6.469
Cumulative %		39.785
Cronbach alpha		.768
Mean		5.14
Standard deviation		1.22

Factor 3: Perceived ease of use

The third factor, perceived ease of use is defined as the degree to which a person believes that using a specific technology will be simple and easy. The mean score (3.98) indicates that students agree that they understand mobile marketing and that it is easy to use. The item “I find mobile marketing messages to be clear and easy to understand” had the highest factor loading. This suggests that mobile marketing messages that students receive are presented to them in a clear and easy way.

The more familiar an individual is with their mobile phone, the more the individual perceives mobile marketing to be easy and they will be more likely to engage in the mobile marketing message (Venkatesh, 2000). Mobile devices today are revolutionising advertisements. Marketers are making mobile marketing advertisements clear and easy for their consumers to understand and engage. This is evident from the results shown in Table 4.17, where students approve this, with most of the items all having high loadings.

Table: 4.17 Perceived ease of use

	Items	Factor Loadings
B4.2	I find mobile marketing messages to be clear and easy to understand	.906
B4.3	Mobile marketing messages are presented in a clear and easy to understand manner	.860
B4.1	Mobile marketing is easy to understand	.829
Eigenvalues		2.592
% of variance		5.291
Cumulative %		45.075
Cronbach alpha		.839
Mean		3.98
Standard deviation		1.32

Factor 4: Perceived ability

The fourth factor was named perceived ability and, on closer inspection of the literature, the items relate mostly to this factor. This factor was introduced by researchers Schmidt, Jeffrey, Spreng and Richard (1996). This is a new factor in addition to the discussed factors. Perceived ability to search is defined as the perceived cognitive ability of an individual to search and process information (Schmidt, Jeffrey, Spreng and Richard, 1996). Perceived ability is the extent to which consumers have the resources (Knowledge) needed to make an outcome happen. In this case, consumers are given the ability or choice to opt out or skip mobile marketing messages that they receive. The mean score (4.50) for the factor indicates that the students agree with the fact that they are given resources to decide, whether or not to receive mobile marketing messages. The item "I find it important that I can easily control the number of messages I receive." had the highest mean score in this factor. This could be interpreted as suggesting that students want to have the ability to easily control the number of messages that they receive.

The negative effect of this option that consumers receive is that 65% of people skip online video advertisement as soon as they get the chance (Handley, 2017). Furthermore, most people do that out of habit and according to Handley (2017), 76% people do so due to ingrained behaviour. This is an ongoing concern for marketers. While they give their consumers choice and freedom to control their messages, this might cause loss of money. But then, consumers want that ability, and they might build a negative mindset towards mobile advertisements if they are not given this ability. The results are shown in Table 4.18.

Table 4.18: Perceived ability

	Items	Factor Loadings
B8.5	I find it important that I can easily control the number of messages I receive.	.850
B8.6	I find it important that I can easily stop receiving messages	.795
B8.4	I find it important that I can choose the form of the message (e.g., SMS, MMS, email)	.529
Eigenvalues		2.240
% of variance		4.572
Cumulative %		49.647
Cronbach alpha		.785
Mean		4.50
Standard deviation		1.59

Factor 5: Trust

In the context of this study, factor five relates to whether consumers trust the marketing messages that they receive on their phone. According to Mwaura (2016), if consumers trust the marketing agency, they tend to be more likely to accept mobile marketing and they should have a level of attachment to their mobile phones. The mean score (3.53) indicates that students somewhat trust mobile marketing messages that they receive on their phones. The item “Mobile marketing services are reliable because messages are up to date” had the highest loading in this factor (.716), which suggests that the mobile marketing messages that students receive on their mobile phones are reliable and up-to-date.

According to Telfer (2017), trust begins by sending messages that are anticipated by consumers and maintain trust by making the messages personal and relevant. Furthermore, the most effective and trustworthy marketing strategies are those that are from a reliable source (agency) and those that are up-to-date. Moreover, if Generation Z consumers trust mobile marketing, they would be more likely to accept offers. Table 4.19 presents these findings.

Table 4.19: Trust

	Items	Factor Loadings
B1.8	Mobile marketing services are reliable because messages are up to date	.716
B1.5	I consider mobile marketing as a reliable way to receive relevant information	.702
B1.6	Mobile marketing services are a trustworthy source of information	.685
B1.3	I support buying advertised products or services, because I feel assured that legal structures protect me from problems	.670
B1.4	If I use mobile marketing, people around me will also regard it as useful and trust it	.561
B1.7	Mobile marketing services are a source of personalised marketing messages	.521
B1.2	I do not have a hard time trusting mobile marketers	.502
Eigenvalues		1.594
% Of variance		3.254
Cumulative %		52.901
Cronbach alpha		.781
Mean		3.53
Standard deviation		1.45

Factor 6: Perceived usefulness

In the context of this study, perceived usefulness is when a person believes that using a particular technology will enhance his or her job performance (Jahangir and Begum, 2008). The greater the perceived usefulness of using mobile phones, the more likely that mobile marketing will be adopted. The mean score of this factor (3.91) suggests that students perceive mobile marketing to be useful for them.

The item “It is easy for me to use my phone to access mobile marketing messages” had the highest loading for this factor. This might suggest that students see using mobile marketing would improve the way in which they could complete a task. Furthermore, mobile devices have made communication easier. According to Jain (2011), mobile marketing is identified as increasing consumer satisfaction rate and it enhances their brand attitude towards mobile advertisement. Thus, Generation Z members might be more open to mobile marketing.

Table 4.20: Perceive usefulness

	Items	Factor Loadings
B4.5	It is easy for me to use my phone to access mobile marketing messages	.782
B4.6	I find it easy to download mobile marketing messages on my phone	.680
B5.1	Through mobile marketing, I receive timely and exclusive information	.595
B4.4	Mobile marketing messages that contain links to other websites are easy for me to access	.577
B5.4	Receiving mobile marketing messages gives me topical information	.527
B5.2	I can benefit from mobile marketing received on my phone	.502
Eigenvalues		1.424
% Of variance		2.907
Cumulative %		55.808
Cronbach alpha		.904
Mean		3.91
Standard deviation		1.40

Factor 7: Social influence

The seventh factor is social influence, this is when an individual belief, attitudes or even behaviour are modified by the action or presence of others (Mcleod, 2021). The mean score for this factor (3.42) suggests that students agree with the fact that they do feel influenced by external factors. Therefore, it can be concluded that students are influenced by social groups to accept mobile marketing. A study done by Rahn (2021) found that, Generation Z believed that social media has an impact on them. Furthermore, family and friends also influence an individual (Levy, 2002). The researcher also mentioned that amount of influence depends on how invested or involved the family or friends are.

Table 4.21: Social influence

	Items	Factor Loadings
B7.4	Friends and family have influence on my decision to look into mobile advertisement	.825
B7.7	People whose opinions that I value prefer that I use mobile advertisement	.820
B7.3	Individuals that I look up to will expect me to use mobile marketing	.787
B7.5	Current trends have influence on my decision to look into mobile advertisement	.708
B7.6	Mass media will influence my decision to look into mobile advertisement	.666
B7.1	Individuals that influence my behaviour think I should use mobile marketing and purchase things that are advertised.	.661
Eigenvalues		1.358
% Of variance		2.772
Cumulative %		58.580
Cronbach alpha		.890
Mean		3.42
Standard deviation		1.57

Factor 8: Perceived control on mobile marketing

Perceived control refers to how hard or easy it is to perform a certain task. Perceived control is developed based on an individual control belief (Sanne and Wiese, 2018:4). Beliefs that one has control over choosing to perform the behaviour. The mean score for this factor is (4.08), suggesting that students feel that they have control over the mobile marketing messages that they receive. The item “Responding to mobile marketing messages is entirely within my control” had the highest loading. According to a study done by the Campaign Monitor (2017), consumers are taking back control by ad-skipping or ad-blocking. Furthermore, they mentioned that consumers have always been in control of mobile marketing advertisements. Moreover, there is a distinction between the factors perceived control and consumer ability. The factor consumer ability has to do with the resources or the software that mobile devices provide for consumers to use, for example, ad-blocking opinions. On the other hand, factor perceived control has to do with the individuals will or feeling to want to engage with mobile marketing (Campaign Monitor, 2017).

Table 4.22: Perceived control

	Items	Factor Loadings
B8.1	Responding to mobile marketing messages is entirely within my control	.685
B8.3	I have the knowledge and ability to engage in marketing messages	.624
B8.2	There are guidelines available to me when I want to engage in mobile marketing	.615
Eigenvalues		1.269
% of variance		2.589
Cumulative %		61.169
Cronbach alpha		.790
Mean		4.08
Standard deviation		1.44

Section C

Factor analysis was conducted on the data gathered in Sections C of the questionnaire. The factor analysis was applied to the data by using principal component analysis. By means of eigenvalue one factor were extracted from Section C. The factor was labelled “Acceptance of mobile marketing”. This factor comprised of six items that explained a total variance of 80.02%. The internal reliability of the factor was measured by Cronbach alpha and the reliability of this factor was .949.

Factor 9: Acceptance of mobile marketing

Acceptance of mobile marketing was defined by Shankar and Malhotra (2006) as “an individual openness or intentions to accept any marketing related informational offers on their mobile devices”. The mean score for this factor is (3.55), suggesting that students are somewhat open to mobile marketing. The item “I will continue to interact with mobile marketing in the future” had the highest loading. This may be interpreted as suggesting that students are willing to accept and engage in mobile marketing messages in the future. According to Hanley (2017), students said that they would permit mobile advertisements if they got something free in exchange.

Table 4.23: Acceptance of mobile marketing

	Items	Factor Loadings
C2	I will continue to interact with mobile marketing in the future	.924
C5	I am willing to receive mobile marketing in the future	.918
C3	I plan to continue to interact with mobile marketing frequently	.906
C4	I feel positively about mobile marketing	.904
C1	I will try to interact with mobile marketing	.902
C6	I would read all the marketing messages I receive in the future	.809
Eigenvalues		4.801
% Of variance		80.023
Cumulative %		80.023
Cronbach alpha		.949
Mean		3.55
Standard deviation		1.55

4.6 COMPARISONS BETWEEN STUDENT PERCEPTIONS

For this section of the study, the responses of the participants are compared using the independent t-test, analysis of variance (ANOVA), correlation analysis and regression analysis. The responses were measured using a six-point Likert scale ranging from one (strongly disagree) to six (strongly agree).

4.6.1 Independent t-test

An independent t-test was conducted to investigate whether there are statistically significant differences between males and females regarding the acceptance of mobile marketing. The higher mean score indicates a greater degree of agreement. Table 4.24 reports the results.

Table 4.24: Independent T-test results for gender and acceptance of mobile marketing

Independent T-test					
Acceptance of mobile marketing					
	Sum of squares	df	Mean square	F	Sig
Between groups	.558	1	.558	.558	.456
Within groups	398.442	398	1.001		
Total	399.000	399			

The independent t-test was conducted to test if the mean scores in terms of acceptance of mobile marketing are different or not. The test of homogeneity of variances showed that the variances of the group were homogeneous (Leven statistic= .332, df1= 1, df2= 398, p= 0.565). The independent t-test results indicated that there are no statistically significant differences between the means in gender and acceptance of mobile marketing with $F = (3.86) = 0.558$, $p = 0.456$. Therefore, it can be concluded that gender does not play a role in acceptance of mobile marketing. According to Adglow (2021), both males and females are open to mobile marketing.

4.6.2 ANOVA

ANOVA was conducted to investigate whether there are statistically significant differences regarding the acceptance of mobile marketing in terms of age. Table 4.25 reports the results.

Table 4.25: One-way ANOVA results for age and acceptance of mobile marketing

ANOVA					
Acceptance of mobile marketing					
	Sum of squares	Df	Mean square	F	Sig
Between groups	3.927	8	.491	.486	.866
Within groups	395.073	391	1.010		
Total	399.000	399			

A one-way ANOVA was conducted to test if the mean scores in terms of age on the acceptance of mobile marketing are different or not. The one-way ANOVA results indicated that there are no statistically significant differences between the means in age and acceptance of mobile marketing with $F = (1.96) = 0.486$, $p = 0.866$. Therefore, it can be concluded that age does not play a role in the acceptance of mobile marketing. According to Andone (2016), all ages are relatively active on their mobile device, the difference is in the time spent on it and the type of application used. Results are depicted in Table 4.25.

4.6.3 Correlation

A Spearman correlation is known as a non-parametric test that is used to determine that strength and the direction of the association between variables. If a correlation coefficient indicates a positive correlation then there is a positive relationship between the two variables, whereas a negative correlation coefficient indicates a negative relationship. If the correlation coefficient indicates a zero it indicates that there is no relationship between the variables

(Malhotra, 2010). A Spearman's rank-order correlation coefficient was computed to assess the association between all variables namely, attitude, risk, perceived ease of use, perceived ability, trust, perceived usefulness, social influence, perceived control and acceptance of mobile marketing. Spearman correlation is a non-parametric technique and does not make assumptions about the population (Malhotra, 2010). According to Aldrich and Cunningham (2016), Spearman correlation can also be used as a non-parametric alternative to Pearson's correlation coefficient if scale data are not normally distributed. Table 4.26 provides the correlation matrix.

Table 4.26: Correlation matrix

		A	R	PEOU	PA	T	PU	SI	PC	AOMM
A	Correlation coefficient	1								
	Sig. (2-tiled)									
R	Correlation coefficient	-.137**	1							
	Sig. (2-tiled)	.007								
PEOU	Correlation coefficient	-.205**	.135**	1						
	Sig. (2-tiled)	.000	.008							
PA	Correlation coefficient	-.091	.109	.171**	1					
	Sig. (2-tiled)	.073	.031	.001						
T	Correlation coefficient	.390**	-.211**	-.233**	-.108*	1				
	Sig. (2-tiled)	.000	.000	.000	.033					
PU	Correlation coefficient	-.350**	.110*	.333**	.136**	-.332**	1			
	Sig. (2-tiled)	.000	.030	.000	.007	.000				
SI	Correlation coefficient	-.404**	.097	.174**	.202**	-.383**	.412**	1		
	Sig. (2-tiled)	.000	.057	.001	.000	.000	.000			
PC	Correlation coefficient	-.127*	.000	.188**	.147**	-.114*	.300**	.221**	1	
	Sig. (2-tiled)	.012	.992	.000	.004	.024	.000	.000		
AOMM	Correlation coefficient	.605**	-.247**	-.283**	-.209**	.550**	-.515**	-.580**	-.283**	1
	Sig. (2-tiled)	.000	.000	.000	.000	.000	.000	.000	.000	

*A=Attitude, R=risk, PEOU=Perceived ease of use, PA= Perceived ability, T=Trust, PU=Perceived usefulness, SI=Social influence, PC=Perceived control, AOMM=Acceptance of mobile marketing.

The Spearman's rank correlation test results indicate that the strength of the relationship ranges from weak to strong. According to Pallant (2013), the relationship is weak when it is

between 0.10 to 0.29, moderate between 0.30 to 0.49 and strong between 0.50 and 1.0. First, between the variable risk and attitude there is a statistically significant weak relationship ($r = .137, p < 0.05$). Secondly, between perceived ease of use and attitude there is a weak statistically significant relationship ($r = .205, p < 0.05$) and between perceived ease of use and risk there is a weak statistically significant relationship ($r = .135, p < 0.05$).

In regard to perceived ability, there is no statistically significant relationship between it and attitude ($r = -.091, p > 0.05$). Also, there is a weak statistically significant relationship between consumer ability and risk ($r = .109, p < 0.05$). Lastly, there is a statistically significant weak relationship with perceived ability and perceived ease of use ($r = .171, p < 0.05$).

The variable trust has a moderate statistically significant relationship between attitude ($r = .390, p < 0.05$). Also, trust has a weak statistically significant relationship with the variables risk ($r = .211, p < 0.05$), perceived ease of use ($r = .233, p < 0.05$) and consumer ability ($r = .108, p < 0.05$).

Perceived usefulness has a statistically significant weak relationship with risk ($r = .110, p < 0.05$) and perceived ability ($r = .136, p < 0.05$). Moreover, perceived usefulness has a moderate statistically significant relationship with attitude ($r = .350, p < 0.05$), perceived ease of use ($r = .333, p < 0.05$) and trust ($r = .332, p < 0.05$).

With regards to social influence, there is a moderate statistically significant relationship between social influence and attitude ($r = .404, p < 0.05$). There is a relationship between social influence and risk, but it is not statistically significant ($r = .097, p > 0.05$). Also, there is a weak statistically significant relationship between social influence and perceived ease of use ($r = .174, p < 0.05$). The relationship between social influence and consumer ability is statistically significantly weak ($r = .202, p < 0.05$). Furthermore, between social influence and trust there is a moderate statistically significant relationship ($r = .383, p < 0.05$). Lastly, between social influence and perceived usefulness, there is a moderate statistically significant relationship ($r = .412, p < 0.05$).

The relationship between perceived control and attitude is statistically significantly weak ($r = .127, p < 0.05$). There is no relationship between perceived control and risk ($r = .000, p < 0.05$). There is a weak statistically significant relationship between perceived control, perceived ease of use ($r = .188, p < 0.05$), perceived ability ($r = .147, p < 0.05$) and trust ($r = .114, p < 0.05$). Furthermore, there is a moderate statistically significant relationship between perceived control and perceived usefulness ($r = .300, p < 0.05$). Finally, the relationship between perceived control and social influence is statistically significantly weak ($r = .221, p < 0.05$).

Lastly, the relationships between acceptance of mobile marketing and the other variables range between weak and strong. The relationship between AOMM and attitude are statistically significantly strong ($r = .605$, $p < 0.05$). There is a weak statistically significant relationship between AOMM and risk ($r = .247$, $p < 0.05$), perceived ease of use ($r = .283$, $p < 0.05$) and perceived ability ($r = .209$, $p < 0.05$). Furthermore, the relationship between AOMM and trust is statistically significantly strong ($r = .550$, $p < 0.05$). Additionally, the relationship between AOMM and perceived usefulness is statistically significantly strong ($r = .515$, $p < 0.05$) and social influence ($r = .580$, $p < 0.05$). Lastly, the relationship between AOMM and perceived control is statistically significantly weak ($r = .283$, $p < 0.05$).

To conclude, the strongest statistically significant relationships from the correlation results are between acceptance of mobile marketing, attitude, trust, perceived usefulness and social influence.

4.6.4 Regression analysis

A regression analysis was used to identify which variables have an impact on Generation Z students' acceptance of mobile marketing.

Table 4.27: Regression analysis (mobile marketing)

Variable	β	Sig
Trust	.263	.000
Risk	-.106	.023
Perceived ability	-.019	.773
Perceived ease of use	-.030	.576
Perceived usefulness	.139	.039
Attitude	.467	.000
Social influence	.176	.001
Perceived control	-.121	.017

a. Dependent variable: Acceptance of mobile marketing

The results show that the independent variables, attitude, risk, trust, perceived usefulness, social influence, and perceived control, explain 62.9% of the dependent variable (acceptance of mobile marketing).

With regard to the coefficient results in Table 4.27, the β depicts the change in the dependent variable with respect to the independent variable. The majority of the relationships have a statistically significant impact on the dependent variable, except for the relationship between perceived ability and perceived ease of use, which had a negative and non-significant impact on acceptance of mobile marketing variable ($\beta = -.019, -.030$, $p > 0.05$).

The independent variables risk and perceived control both have a negative and significant relationship with acceptance of mobile marketing. Furthermore, there is a statistically significant positive relationship with trust ($\beta = .263$), perceived usefulness ($\beta = .139$), attitude ($\beta = .467$) and social influence ($\beta = .176$, $p < 0.05$). The findings from the study done by Mwaura (2016), show similar results as social influence also influences acceptance of mobile marketing. Furthermore, the findings from the study done by Hossain (2018), confirm that factors such as attitude influence the acceptance of mobile marketing. The variable attitude's influence is greater than the rest of the variables. Therefore, attitude has the highest impact of acceptance on mobile marketing. In a study done by Grant (2007), the findings indicate that Gen-Z have a strong negative feeling towards mobile marketing. Moreover, the previous results also show that students are not pleased to receive mobile marketing messages. The results are shown in Table 4.27.

From these results one can suggest that Generation Z do not like receiving mobile marketing on their mobile devices. They do not see any personal use in mobile marketing, as most of the advertisements that they receive are not tailored to them. They spend most of their time on their devices so they might be feeling mobile ad-exhaustion, by seeing the same advertisements over-and-over. This could also be the reason why they do not like mobile advisements and why they feel that businesses are intruding on their personal spaces.

For Generation Z members, trust is important, as they trust mobile marketing advertisements that they receive. Trust is belief in someone or something and Generation Z truly trust product or service information from influencers. To them influencers are their mirror-images, as they feel like the influencers have experienced the product and have a good knowledge of it. Furthermore, Generation Z members trust is a reciprocal behaviour to that they receive. Trust comes when digital marketers understand their consumers' needs, respect them and offer them relevant information.

Generation Z members are a social generation that are, influenced by social media. This suggests that they get most of their entertainment from their mobile device and that they look at social media for all the latest trends, music and much more. All of this influences their decisions, and this makes them more comfortable with mobile marketing. Furthermore, their social media platforms should be enhanced in such a way that they can engage with brands in a fun interactive way and also find the need to purchase the product or service being marketed on their mobile devices.

From the Figure 4.1 below one can see that factors trust, perceived usefulness, attitude and social influence are the main factors that influence Generation Z acceptance of mobile marketing. Furthermore, the new factor perceived ability has been added to the model.

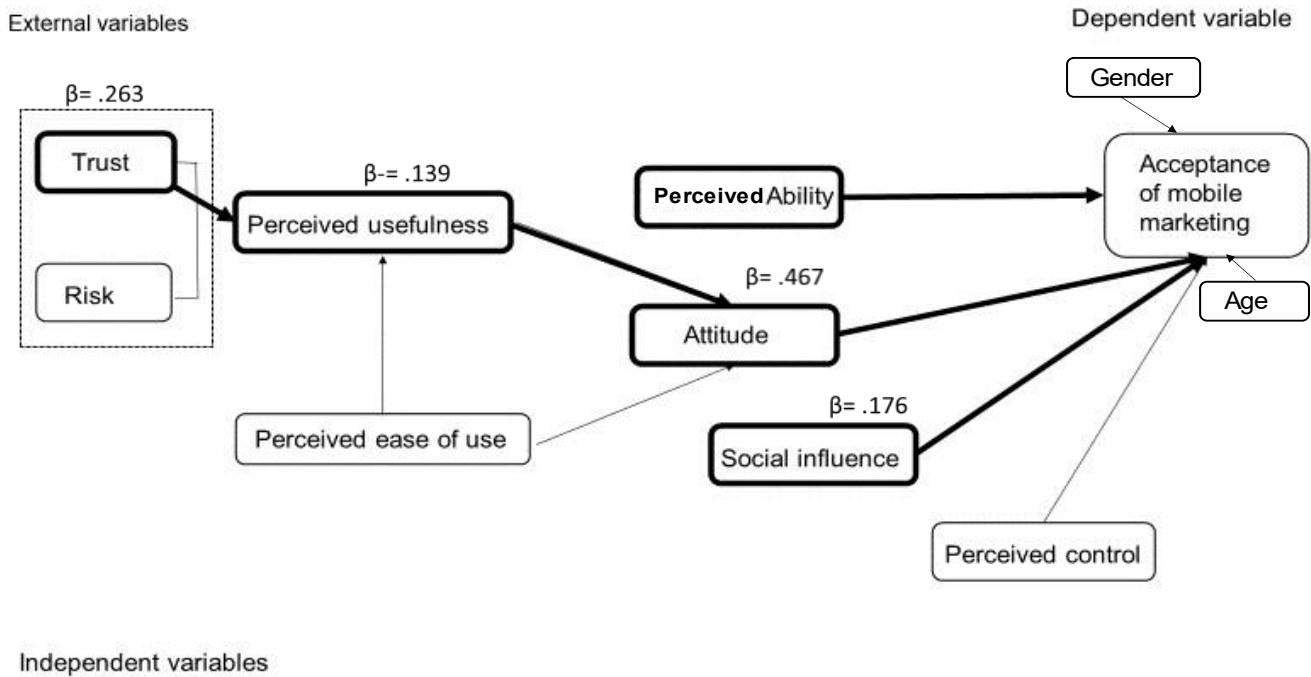


Figure 4.1: Acceptance of mobile marketing among Generation Z students

*The thick solid paths represent significance level at $p < 0.05$. The thin paths represent insignificance level $p > 0.05$.

4.7 CONCLUSION

This chapter presented the detailed empirical findings of the study. In order to achieve the objectives of the study different statistical techniques were applied to analyse the data. The TAM used was found to be reliable and valid within the context of the study.

A pilot test was conducted to identify any potential problem areas in the questionnaire, and the results were displayed in Table 4.1, followed by the descriptive statistics, where the demographics of the respondents were discussed and displayed in Table 4.2. Next, a series of tables from 4.3 to 4.11 provided the frequency of the responses for each item from Sections B and C of the questionnaire, followed by the reliability test and factor analysis.

Lastly, the responses of the participants were compared using the independent t-test, analysis of variance (ANOVA), correlation analysis and regression analysis.

CHAPTER 5

CONTRIBUTION, RECOMMENDATIONS AND FUTURE RESEARCH

5.1 INTRODUCTION

This chapter presents conclusions and offers recommendations based on the findings of the study as presented in Chapter 4. This chapter begins by providing an overview of the study through discussing chapters in the study. The chapter then proceeds with a discussion of the conclusion of the study. Followed by a discussion on the recommendations for marketers and businesses based on the findings from the study. Furthermore, it discusses the theoretical and practical implications of the study and the limitations of the study. The chapter concludes with a discussion on areas of recommendations for future research.

5.2 OVERVIEW OF THE STUDY

The primary objective of this study was to investigate the factors that influence the acceptance of mobile marketing among Generation Z students in South Africa

Chapter 1 provided the background of the study, a discussion on mobile marketing in South Africa, an introduction to who Generation Z is and what their stand is on mobile marketing. This was followed by the problem statement, the research question was formulated, and the research primary, theoretical and empirical objectives were discussed. Further, a summary of the research design was presented and the remainder of the chapter provided a discussion on ethical considerations followed by the significance of the study. The chapter concluded with the layout of the chapters.

Chapter 2 provided a literature review in support of the theoretical objectives. The chapter began with a discussion on mobile devices, technological advancements and adoption. This was followed by mobile marketing, what it is, its benefits and its acceptance. Lastly, a discussion on Generation Z members, who they are and what their thoughts is on mobile marketing. Furthermore, an overview of the technology acceptance models used in the study (TRA, TAM and TPB), which underpin this research were discussed. This was followed by the development of a conceptual model for the study and the relationship between these factors. The chapter concluded with a discussion on the different models that have been developed to determine the outcomes of the acceptance of mobile marketing.

Chapter 3 provided a detailed discussion of the methodology adopted to achieve the objectives of the study. The chapter elaborated on the research design, research approach,

sampling strategy, population, target population, sampling frame, sampling method, sample size, questionnaire design and questionnaire administration. Also, data collection methods, ethical considerations and data analysis were discussed.

Chapter 4 presented the results and a detailed interpretation of the results obtained from the data collected for the study. The results of the pilot study and the descriptive statistics were presented.

Chapter 5 presented the contributions and recommendations of the study. A detailed explanation finding of the study. The limitations and future research concepts were presented.

5.3 FINDINGS OF THE STUDY

Theoretical objective one was to review studies on Generation Z and mobile marketing on the acceptance of mobile marketing. This was achieved in Chapter 1, under Sections 1.2 and 1.4, as well as, in Chapter 2 under Section 2.3.

Theoretical objective two was to conduct a literature review on mobile marketing in South Africa. This was achieved in Chapter 2 under the Section 2.7.

Theoretical objective three was to conduct a literature review on the technology acceptance models, TAM, TPB and TRA. This was achieved in Chapter 2 under the Section 2.5.

Theoretical objective four was to conduct a literature review on the factors influencing the acceptance of mobile marketing. This was achieved in Chapter 2 under Sections 2.4 and 2.6.

Empirical objective one was to investigate whether there are statistically significant differences between males and females regarding the acceptance of mobile marketing. This was achieved in Chapter 4 under Section 4.6.

Empirical objective two was to investigate whether there are statistically significant differences regarding the acceptance of mobile marketing in terms of age. This was achieved in Chapter 4 under Section 4.6.

Empirical objective three was to identify the factors that influence the acceptance of mobile marketing among Generation Z in South Africa. This was achieved in Chapter 4 under Section 4.5.

Empirical objective four was to test empirically the identified factors influencing the behavioural intention to accept mobile marketing. This was achieved in Chapter 4 under Section 4.6.2.

Empirical objective five was to develop, through a literature review, a conceptual model of the factors influencing the acceptance of mobile marketing amongst Generation Z students in South Africa. This was achieved in Chapter 2 under Section 2.6.

Empirical objective six was to establish the level of acceptance of mobile marketing among Generation Z students in South Africa. This was achieved in Chapter 4; the mean scores indicate this in Section 4.5.

5.4 CONCLUSIONS

The adoption of mobile marketing in South Africa, has seen remarkable growth over the past few years. This does not come as a surprise; Generation Z is more comfortable with technology than the previous generations.

Although they are comfortable with mobile marketing, the study indicates that students do not have a positive attitude towards mobile marketing. Since, mobile devices are very personal devices, mobile advertising can often be regarded as intrusive. To them, a mobile device is represented as a friend in hand and by receiving commercial messages it creates a strong negative feeling. According to Hossain (2018), Generation Z have a negative attitude towards mobile marketing, and this is due to privacy concerns and negative experiences. According to Hubspot reports (2020), 70% of people who regularly use a mobile device dislike receiving mobile advertising. Almost 90% of mobile ad-blocking apps have increased in popularity. This is due to their negative feeling towards mobile marketing, which has an influence on their acceptance of mobile marketing.

From the study results, perceived usefulness also influences the acceptance of mobile marketing. The results show that Generation Z members do not find mobile marketing messages relatable and this causes feelings of annoyance. According to Goergiev (2021), 55% Generation Z members skip advertisements, saying it is because there are too many advertisements on the Internet. They do not find mobile marketing messages relevant to them, while mobile marketing would improve the way in which they could complete a task. Furthermore, Generation Z members spend longer hours on their mobile devices and, as a result, they may experience advertisement exhaustion (Patel, 2021). The other aspect to influence perceived usefulness is trust (Donga, 2017), and surprisingly trust is also one of the factors that plays a role on Generation Z members' acceptance of mobile marketing.

Trust is also a factor that influences their acceptance of mobile marketing. According to the results of the study, students trust mobile marketing messages. They believe that the messages are reliable and up to date. According to Kantar (2019), Generation Z is more likely

to trust TV programmes, sponsorships, cinema advertisements, influencer content and events sponsored by brands. Therefore, digital marketers should focus on trust as this factor influences Generation Z acceptance of mobile marketing.

Lastly, social influence impacts students' acceptance of mobile marketing. This does not come as a surprise, as Generation Z is a social generation. According to the study done by Mwaura (2016), similar results were found where social influence has a link with the acceptance of mobile marketing, where the respondents believe that media has an influence on their behaviour. From the results of this study, the students' responded that social influence has an impact on their acceptance of mobile marketing, especially mass media. According to Rahn (2021), 61% of Generation Z said that social media has an impact on them. The impact of social media may either be positive or negative. Negative impacts might hinder their acceptance of mobile marketing.

5.5 RECOMMENDATIONS

According to the results, Generation Z has a negative attitude towards mobile marketing. To change Generation Z's attitude towards mobile marketing, digital marketers should find ways to feed their curiosity. Curiosity can be encouraged by adding a few elements to advertisement, such as headlines. Headlines are irresistible, and they need to be specific enough to entice the reader or the target audience. Furthermore, marketers should create custom content that speaks to their target audiences' unique needs.

Also, on changing their attitude, digital marketers can engage Generation Z by bringing them into the brand, through free samples, loyalty programmes and rewards. Anything that can get them to start will get them coming back. Furthermore, marketers should enhance their favourite spaces, for example, social media challenges, which can engage Generation Z members.

Because attitude is linked to emotions, marketers can opt for emotional advertising. This can be done by creating brands that drive the human's emotions like, surprise or happiness, as people rely on emotions more than information when it comes to decision making (Oetting, 2021). Furthermore, emotional responses to advertisements are more influential when a person intends to engage with a brand. Generation Z members are easy to target, and they are already online, so marketers should make sure not to waste their time. Digital marketers should create advertisements that are preferably less than 10 seconds.

For the Generation Z to realise the usefulness in mobile marketing, digital marketers will have to take time to understand Generation Z members well and then tailor the messages to them.

One of the most important strategies of mobile marketing is to tailor and personalise the advertisements to the target audience. Personalised mobile advertisements are something the Generation Z need and can boost mobile marketing engagement. According to Kirkpatrick (2016), personalisation of advertisements can assist in reducing irrelevant advertisements by 46%. Moreover, consumers will be more likely to click through unknown brands if the advertisements were tailored to their preference. Furthermore, consumers are prepared to give their personalised information to receive personalised mobile advertisements.

Digital marketers should share their marketing content on all platforms. This step is sometimes missed by businesses, as they forget to optimise their websites to mobile platforms. This would also ensure that the mobile marketing advertisements are effective. Furthermore, digital marketers should also focus on designing their advertisements in a manner that does not take up the whole screen. This can annoy the users, as it gets intrusive and gets in the way of whatever the consumer is doing. According to Griffin (2016), improving designs will create good will for a brand and attract more engagement.

Lastly, find ways to make it easy for the consumers to take action. Mobile marketing is all about ease of access or action, so digital marketers should not disappoint. Generation Z reflexively expect that when they click or tap on their mobile devices, they get immediate action. Navigation should be intuitive and have the best calls to action. Create a quick and effective way for the consumers to get the work done all on one page. Finally, make sure that mobile marketing advertisements are simple and can get the job done with minimal fuss.

Results from this study show that trust influence Generation Z members' acceptance of mobile marketing. Generation Z members trust peers more and tend to look at recommendations, reviews and experiences of fellow shoppers. Today the web is a vehicle of verification and a way to establish trust in the brand. Trust is a very challenging matter and consumers must be aware of false reviews and recommendations they see online. In these challenging times, building trust with consumers is key and to achieve consumers trust, digital marketers should remember that trust begins with making a good impression (Cilea, 2020). First, digital marketers should ensure that the website looks appealing across all the devices. Navigation should be simple, with easy-to-absorb content and it must be fast. Next, the website must showcase the products or services in an informative way. Since Generation Z members tends to rely on engaging visuals to drive their purchases, no matter what business it is, great appealing photos help build trust and credibility.

Secure checkout is also a very critical feature. According to Success (2021), consumers that thoroughly do not trust a business and site are more likely to abandon their cart if the checkout does not measure up to their standards. Businesses should assure consumers, by making

use of a reliable third-party vendor, with up-to-date latest security, adding a brief text or icon to inform them that checkout is starting and that all transactions are secured. Lastly, offer multiple payment options, information on shipping costs and estimated delivery dates. Building trust with consumers is an important step for mobile marketing. Engaging with consumers will also get consumers to know who the marketer is and that will assist in building trust. If marketers can get this right and earn consumer trust, it can give conversions a powerful boost.

With regard to social influence, it really should not be a surprise that Generation Z members are influenced by social media. Social media has such an enormous influence on them, according to Yes Lifecycle Marketing (2021), almost 80% of Generation Z members revealed that they get influenced by social media. From this, one can see that social networks are popular among Generation Z members, so creating a link between brands and influencers is a key to improve sales and brand awareness. Furthermore, marketers should find ways to sell experience, show Generation Z members what experience the product could bring them. Marketers can put a face on their brands by working with a Generation Z influencer on social media, since Generation Z members are the major influence.

Likewise, best way to social influence Generation Z members is to make use of video content. Whether using Facebook, YouTube or Instagram, marketers should once again create content that speaks to their aspirations and to do this across most of the platforms that suit the brand and message. Remember, using all platforms might make them feel they are seeing too much of the same ad and this also will influence their feeling towards that ad. Having accounts on multiple platforms provides benefits such as, brand visualisation and recognition, traffic to website increase, network conversations about products or services are generated and can amplify positive messages of the brand.

Finally, Generation Z needs ads that are easy less complicated, so that they can accept mobile marketing. Digital marketers must move away from seeing mobile devices as a brand in the hands of Generation Z, and see it from the Generation Z perspective, as a friend in hand. In addition, digital marketers should befriend Generation Z and find ways to facilitate real friendship rather than interrupting them.

5.6 RESEARCH CONTRIBUTIONS AND IMPLICATIONS

The study provides theoretical contributions with regards to factors influencing the acceptance of mobile marketing among Generation Z students in South Africa. The study made use of factors from different models, these factors were used in previous studies and appears to have

an effect on Generation Z acceptance of mobile marketing. The models used were TRA, TAM and TPB.

The first contribution to the study was that of the conceptual framework. The model used by Mwaura (2016) was adopted for this study and the researcher used external variables that are relevant to the study. The variables were trust and risk. These external variables are factors that influence the dependent variable and can assist the researcher to test the model accurately. Furthermore, the contribution of trust was accurate as, according to the results the factor trust was found to have a significant influence on Generation Zs acceptance on mobile marketing. Moreover, the factor risk was a valuable contribution, as respondents mentioned that they note that there are risks involved when using mobile marketing. Thus, students find sharing their information online as a threat and they fear that their information might be misused.

The second contribution was the perceptions of Generation Z towards mobile marketing. The study provides a simple description of the distinctive characteristics of Generation Z, how they use their mobile devices and what they like and dislike about mobile marketing. Furthermore, this gives the digital marketers an understanding about Generation Z and their view on mobile marketing. This will assist digital marketers to tailor strategies that are most appropriate to the Generation Z consumers. Moreover, this information will benefit marketers by helping them use this marketing communication medium better, without exploiting the prospects in South Africa.

The third contribution of the study was the new factor perceived ability. This new factor emerged from the factor analysis test. Perceived ability is when consumers are provided with the necessary resources to engage in mobile marketing. Through the years mobile devices have well advanced and provide consumers with different options when receiving mobile marketing messages, options like, the ability to skip or to-opt.

The study fills the existing research gaps with regards to mobile marketing in South Africa and deepens the understanding of the factors influencing the acceptance of mobile marketing among Generation Z students in South Africa; hence, contributing to the body of knowledge, by adding new theoretical contributions to mobile marketing in South Africa.

To sum up, this study will bring about new knowledge and understanding of these new consumer trends on mobile marketing in South Africa. This research could provide organisations with a snapshot of their market and help them get ahead of the game.

5.7 LIMITATIONS

The results from this study cannot be generalised, as research findings were taken from respondents from three campuses of one institution in the Free State. Therefore, it may be inappropriate to assume that these findings apply to all Generation Z students in South Africa. Moreover, these findings may not apply to other consumers in other geographical areas. Hence, the results of this study should be interpreted and acknowledged with caution. Secondly, the limited number of factors that were considered; there could be other factors that may play a role. Lastly, the research method used, other methods such as qualitative research could yield different findings and could provide more insights.

5.8 FUTURE RESEARCH

As mentioned previously, this study only surveyed Generation Z students from three campuses of the University of the Free State. Future research can address this limitation by including a larger population.

This study investigated which factors influenced Generation Z acceptance of mobile marketing and the results show that Generation Z members have a negative attitude towards mobile marketing. Future research may investigate the main triggers of negative feelings or attitude towards mobile marketing.

Furthermore, a study on what would Generation Z prefer to see in advertisements and on which platforms they would like to engage on with mobile marketing. In addition, the type of advertisements that appeals to Generation Z members could be investigated.

Due to their short attention span, creating curiosity could be a good option. Future research could investigate how to bridge the curiosity gap among Generation Z consumers. Also, how COVID-19 has changed their behaviour towards mobile marketing.

5.9 CONCLUSION

This chapter is the conclusion of the study, which was conducted to determine the factors influencing the acceptance of mobile marketing among Generation Z students in South Africa. Generation Z group are known as the “mobile generation” as they were the first generation born into the digital world and this makes their members heavy users of technology.

The primary objective of this study is to investigate the factors that influence the acceptance of mobile marketing among Generation Z students in South Africa. The objective of the study was achieved and it was concluded that the factors attitude, trust, perceived usefulness and social influence play a significant role in influencing the Generation Zs members acceptance of mobile marketing.

From a marketers’ perspective, this research may contribute to understanding the perceptions of Generation Z towards mobile marketing and the factors that might influence the success of mobile marketing. Furthermore, it will provide an understanding of the distinctive characteristics of Generation Z groups towards mobile marketing. The researcher recommends that future research be conducted on what would Generation Z prefer to see in advertisements and on which platforms they would like to engage on with mobile marketing. In addition, the type of advertisements that appeals to Generation Z members could be investigated.

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APPENDIX A

QUESTIONNAIRE



FACTORS INFLUENCING THE ACCEPTANCE OF MOBILE MARKETING AMONG GENERATION Z STUDENTS IN SOUTH AFRICA

Dear Respondent

My name is Sunaida Sumaya Surtie, a Master of Commerce (Business Management) student at the University of the Free State, Bloemfontein campus. I am conducting research in the digital marketing field. The aim of my study is to identify factors influencing the acceptance of mobile marketing among Generation Z students in South Africa. I therefore request your assistance in providing the data for my study. In achieving this, I would appreciate it if you could kindly complete this questionnaire as truthfully and accurately as possible.

This research is conducted strictly for academic purposes and therefore your participation in the study is strictly confidential, anonymity is guaranteed as you do not have to provide your name. All data provided will be treated in the strictest confidence.

Thank you

Sunaida Sumaya Surtie

sumayasurtie@gmail.com

Section A: Demographics

Please answer the following questions by marking the appropriate option:

A1	Gender	Female				1	Male		2	Other	3
A2	Age	18	19	20	21	22	23	24	25	26+	
A3	Ethnicity	Black	1	White	2	Indian	3	coloured	4	Other	5
A4	Level of study	Undergraduate				1	Postgraduate				2
A5	Field of Study	Economic and Management Science				1	Humanities				2
		Law				3	Education				4
		Natural and agricultural Science				5	Health and sciences				6
		Theology and religion				7					

Section B:

Please indicate the degree to which you agree or disagree with the following statements by circling/ticking the appropriate number:

B1	Trust	Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
B1.1	I will feel more comfortable with mobile marketing if I knew the marketer.	1	2	3	4	5	6
B1.2	I do not have a hard time trusting mobile marketers.	1	2	3	4	5	6
B1.3	I support buying advertised products or services, because I feel assured that legal structures protect me from problems.	1	2	3	4	5	6
B1.4	If I use mobile marketing, people around me will also regard it as useful and trust it.	1	2	3	4	5	6
B1.5	I consider mobile marketing as a reliable way to receive relevant information.	1	2	3	4	5	6
B1.6	Mobile marketing services are a trustworthy source of information.	1	2	3	4	5	6
B1.7	Mobile marketing services are a source of personalised marketing messages.	1	2	3	4	5	6
B1.8	Mobile marketing services are reliable because messages are up to date.	1	2	3	4	5	6

B2	Risk	Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
B2.1	With online payment errors, I'm worried I will lose my money and not get my refund	1	2	3	4	5	6
B2.2	I do not want to lose control of where my personal information goes	1	2	3	4	5	6
B2.3	There is a risk of receiving unwanted SMS-messages when using mobile marketing	1	2	3	4	5	6
B2.4	There is risk of personal data being misused when using mobile marketing services.	1	2	3	4	4	6
B2.5	I generally do not enjoy buying products online.	1	2	3	4	5	6
B3	Relevance	Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
B3.1	Mobile marketing is very informative and useful to me	1	2	3	4	5	6
B3.2	Marketing messages I receive on my phone make me happy.	1	2	3	4	5	6
B3.3	The mobile marketing messages I receive are familiar to me.	1	2	3	4	5	6
B3.4	I benefit from mobile marketing information via the mobile phone.	1	2	3	4	5	6
B4	Perceived ease of use	Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
B4.1	Mobile marketing is easy to understand.	1	2	3	4	5	6
B4.2	I find mobile marketing messages to be clear and easy to understand.	1	2	3	4	5	6
B4.3	Mobile marketing messages are presented in a clear and easy to understand manner.	1	2	3	4	5	6
B4.4	Mobile marketing messages that contain links to other websites are easy for me to access.	1	2	3	4	5	6
B4.5	It is easy for me to use my phone to access mobile marketing messages.	1	2	3	4	5	6
B4.6	I find it easy to download mobile marketing messages on my phone.	1	2	3	4	5	6
B5	Perceived Usefulness	Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
B5.1	Through mobile marketing, I receive timely and exclusive information.	1	2	3	4	5	6
B5.2	I can benefit from mobile marketing received on my phone.	1	2	3	4	5	6
B5.3	Using mobile marketing enables me to accomplish tasks more quickly.	1	2	3	4	5	6

B5.4	Receiving mobile marketing messages gives me topical information.	1	2	3	4	5	6
B5.5	Receiving mobile marketing messages saves me time.	1	2	3	4	5	6
B5.6	Receiving mobile marketing messages gives me monetary benefits.	1	2	3	4	5	6
B5.7	Receiving mobile marketing messages gives me personal information.	1	2	3	4	5	6
B6	Attitude	Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
B6.1	Mobile marketing is convenient for me.	1	2	3	4	5	6
B6.2	I am interested in mobile marketing messages that I receive on my phone	1	2	3	4	5	6
B6.3	Mobile marketing is a great platform for receiving information on products and services	1	2	3	4	5	6
B6.4	In general, I like mobile marketing.	1	2	3	4	5	6
B6.5	In general, mobile marketing affects my buying behaviour.	1	2	3	4	5	6
B6.6	I receive mobile marketing messages with pleasure on my phone.	1	2	3	4	5	6
B7	Social Influence	Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
B7.1	Individuals that influence my behaviour think I should use mobile marketing and purchase things that are advertised.	1	2	3	4	5	6
B7.2	If I use mobile marketing services, most people who are important to me will regard it as valuable and useful.	1	2	3	4	5	6
B7.3	Individuals that I look up to will expect me to use mobile marketing.	1	2	3	4	5	6
B7.4	Friends and family have influence on my decision to look into mobile advertisement.	1	2	3	4	5	6
B7.5	Current trends have influence on my decision to look into mobile advertisement.	1	2	3	4	5	6
B7.6	Mass media will influence my decision to look into mobile advertisement.	1	2	3	4	5	6
B7.7	People whose opinions that I value prefer that I use mobile advertisement.	1	2	3	4	5	6
B8	Perceived control over mobile marketing	Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
B8.1	Responding to mobile marketing messages is entirely within my control	1	2	3	4	5	6
B8.2	There are guidelines available to me when I want to engage in mobile marketing	1	2	3	4	5	6
B8.3	I have the knowledge and ability to engage in marketing messages	1	2	3	4	5	6
B8.4	I find it important that I can choose the form of the message (e.g., SMS, MMS, email)	1	2	3	4	5	6
B8.5	I find it important that I can easily control the number of messages I receive.	1	2	3	4	5	6
B8.6	I find it important that I can easily stop receiving messages.	1	2	3	4	5	6

Section C

Please indicate the degree to which you agree or disagree with the following statements by circling/ticking the appropriate number:

	Acceptance of mobile marketing	Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree
C1.	I will try to interact with mobile marketing.	1	2	3	4	5	6
C2.	I will continue to interact with mobile marketing in the future.	1	2	3	4	5	6
C3.	I plan to continue to interact with mobile marketing frequently.	1	2	3	4	5	6
C4.	I feel positively about mobile marketing.	1	2	3	4	5	6
C5.	I am willing to receive mobile marketing in the future.	1	2	3	4	5	6
C6.	I would read all the marketing messages I receive in the future.	1	2	3	4	5	6

Thank you, for your participation