

Factors Influencing the Adoption of Mobile Marketing on Mobile Service Providers in Tanzania; The Effect of Attitude and Subjective Norms

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Abstract

The purpose of the study was to investigate factors influencing adoption of mobile marketing on mobile service providers in Tanzania, by looking on the effects of attitude and subjective norms. The survey research approach was applied by collecting data in Dar es Salaam in five municipalities. The study drew a sample of 100 respondents from the study population and the returned questionnaires from the sample were 90 respondents, making it 90 % of the response rate. Multistage sampling procedures was used. Data were analyzed based on inferential statistical analysis. The results have shown the P value on attitude was 0.001 and subjective norms was 0.004 which is less than 5% significance level, therefore, the results indicated attitude and subjective norms has effect on mobile marketing adoption. This study finding enhances the body of knowledge by validating the importance of attitude and subjective norms in mobile marketing adoption. It is a wake-up call to the service providers in designing appropriate mobile service brands that conform to customers' attitudes and subjective norms.

Keywords: *Adoption of Mobile Marketing, Attitude, Subjective Norms*

1.0 INTRODUCTION

The development of digital technology has altered business practices and the methods used for mobile marketing (Lailat & Chille, 2023). Customers' preferences for marketing are currently shifting from traditional to digital transactions through mobile phones (Dahal et al., 2023).

Mobile marketing refers to the process of using digital platforms for transactions for goods and services from the electronic commerce web to consumers and using wireless transmission (Lailat & Chille, 2023). Distribution channels of goods and services include personal digital assistants, cellphones, iPads, and PCs (Al-shaikh & Shajrawi, 2023).

Among the advantages of mobile marketing is the rise in sales growth for businesses, which decreases the time consumers and marketers need to receive and complete purchases and sales activities and, in turn, lowers transaction costs (Chille et al., 2023).

Various studies have been done to assess the factors influencing the adoption of mobile marketing in both developed and developing countries. Among the studies are the study done by (Chille et al., 2021a; Chille et al., 2021); Erawan, 2016; Hu et al., 2019; Lailat & Chille 2023; Saengchai et al., 2019). Despite the presence of all these studies, little is known about how attitude and subjective norms influence the adoption of mobile marketing in Tanzania. Also, it is theoretically unknown on how these variables from the Theory of Reasoned Action (TRA) influence the adoption of mobile marketing in Tanzania, as most studies have utilized the Technology Acceptance Model (TAM) and thus paucity of study guided by TRA in assessing the attitude and subjective norms on the adoption of mobile marketing on mobile phone service providers, specifically in Tanzania. Therefore, this study assessed the effects of customers' attitude and subjective norms in influencing the adoption of mobile marketing on the mobile service providers of Tanzania.

Several researches have employed the Theory of Reasoned action (TRA) to evaluate the determinants influencing technology adoption (Ambali & Bakar, 2016; Davis, et al., 1989; Liker and Sindi, 1997). There is, however, a dearth of research on the impact of consumer attitudes and subjective norms on technology acceptance in Tanzania, particularly with regard to mobile marketing uptake by Tanzanian mobile service providers.

When someone learns positive behavior when using technology, attitude has the greatest impact on technology adoption (Wells et al., 2012). The attitudes and views of customers affect whether technology is adopted or not (Fishbein & Ajzen, 2010). Theoretically, scholars have inconsistent agreements on whether attitude influences the adoption of mobile marketing. For example, some researchers discovered that attitude has a positive impact on the adoption of mobile marketing (Jackline & Chille, 2022; Ghanem et al., 2017; Hua et al., 2017; Mahattanakhun & Suvittawat, 2023; Vladimirov, 2015; Ziadat, 2015), while other researchers discovered that attitude has negligible effects on the same (Kushwaha and Agrawal, 2016; Mussa et al., 2016). With these disparities the following hypothesis was formed:

H1: Attitude of customers has significant influence on adoption of mobile marketing through Tanzanian mobile service providers.

One of the main concepts of Theory of Reasoned Action (TRA) is subjective norms, which describes how peers affect an individual's decision to adopt technology (Surendram, 2015). The community has a bigger say in how technology is adopted (Kim et al., 2010). Theoretically, there is a lack of consensus on factors influencing adoption of mobile marketing among scholars.

For instance, some scholars found that subjective norms positively influence the adoption of technology (Davoodi et al., 2021; Herero et al., 2017; Ziadat, 2015; while Jackline & Chille (2022) found subjective norms have no influence on adoption of technology. Therefore, the following hypothesis has been suggested for this study:

H2; Subjective norms have a major influence on customers' adoption of mobile marketing through Tanzanian mobile service providers.

2.0 METHODOLOGY

2.1 Research Approach, Philosophy, Measurement, Sample, and Population

In order to investigate the effects of attitude and subjective norms in relation to customers' adoption of mobile marketing in Tanzania, this study employed the deductive approach by using the Theory of Reasoned Action (TRA) and test hypothesis, since arguments founded on theories are regarded as deductive reasoning approaches (Kothari & Garg, 2012). The positivist philosophical assumption was used in this study, because it holds that only science can provide a solid foundation for learning about truth (Fisher, 2010). According to positivism, the researcher's duty is to conduct the research by gathering data and analyzing it objectively; as a result, the research's conclusions should be observable and quantifiable (Fisher, 2010). The study was carried out in Dar es Salaam. Customers of three telecom companies Vodacom, Airtel, and MIC (T) Limited (Tigo) who lived in Dar es Salaam's five municipalities made up the population. Due to the significant contribution of Dar es Salaam city in the economic and commercial activities in Tanzania, it was selected as the best location for the study (URT, 2019). With a combined market share of over 84% of Tanzania's telecommunication industry, these three telecom companies are the country's leading mobile service providers, which is the reason the study concentrated on the three (URT, 2023).

A sample of 100 respondents were drawn in the study, out of which 100 administered questionnaires 90 were returned, making a response rate of 90%. In terms of sample characteristics, the bulk of the sample consisted of customers of the three telecommunication companies (of which 40 employees made up 40%, 38% were business people, and 12% were customers in the informal sector, specifically retailers of consumer and industrial goods. The distribution of sample size across municipalities were 12 (12%) from Kinondoni, 28 (28%) from Kigamboni, 20 (20%) from Ubungu, 10 (10%) from Ilala and 20 (20%) from Temeke.

Of the 100 questionnaires that were sent out, 90 were successfully returned, which implies a 90% response rate of the questionnaires. Mobile device users among the respondents were chosen using a multistage sampling technique. In undertaking the study, multi-stage sampling was used due to the fact that, when in-person communication is required and building the sampling frame over a wide geographic area would be quite costly, multistage sampling is typically used to address the issue of a dispersed population (Saunders et al., 2012). It was not feasible to obtain a sampling frame of all customers at once because the study's population comprised all mobile device-owning customers of the relevant mobile companies who are widely unevenly distributed hence the study used a multi-stage sampling technique in the five municipalities of Dar es Salaam. The study employed a descriptive research design, which predicts relationships between the variables of interest to provide information on the studied phenomenon (Kothari and Garg, 2014). Studies that are descriptive in nature might be cross-sectional or longitudinal. A cross-sectional descriptive study gathers data only once, without altering the situation under examination. However, cross-sectional research design was used, which involved gathering data all at once (Magigi, 2016).

The measuring scale was a five-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree." Adoption of mobile marketing (AD) was examined using seven items adopted from (Davis, 1989) and (Dužević et al., 2016). Attitude (A) was assessed using five items borrowed from Ajzen (1991); Subjective Norms (S) was tested using five questions, adapted from (Ajzen 1991; Venkatesh & Davis 2000).

3.0 RESULTS AND DISCUSSION

3.1 The reliability test findings

Utilizing the Cronbach's alpha coefficient, a reliability test was conducted to gauge internal consistency. The outcomes varied from 0.874 to 0.889 with the lower range considered as 0.7 (Saunders et al., 2012) as stated in Table 1 that demonstrates that the study instruments were dependable in assessing the researched constructs (Saunders et al., 2012). A preliminary analysis was conducted to see whether the questions measured the same constructs; however, a more thorough assessment of the sample adequacy was conducted using Kaiser Mayer Olkin (KMO) and Bartlett's Test for Sphericity (BTS). The findings showed that the BTS was significant with value less than 0.05 of the significant level and the KMO ranges from 0 and 1; where the sample range of 0.714 to 0.767 indicates that the sample is adequate (Basto and Pereira, 2012).

Table 1: Sample Adequacy and Reliability

Variable	Cronbach's alpha	Items	KMO	BTS (P Value)
Adoption of mobile Marketing (AD)	0.885	4	0.714	(0.000)
Attitude (A)	0.874	5	0.787	(0.000)
Subjective Norms (S)	0.889	5	0.767	(0.000)

Source: Fieldwork, (2023)

3.1.1 Results of the Exploratory Factor Analysis

Adoption of mobile marketing (AD), attitude (A), and subjective norms (S) were the subjects of factor analysis. The latent variables for AD, A, and S are represented by the category in Table 2. This was accomplished by extraction and rotation, and it was discovered that only one component had been turned and none of the component matrix had been rotated. The contribution of observable variables differed for each latent variable. The necessary cut-off point is more than 0.3, and items that met this threshold were kept for component analysis (Basto & Pereira, 2012). The findings showed that every variable was appropriate for the goals of the study.

Table 2: Factor loadings for AD, A and SN

AM variables		A variable	
Extraction Sum of Squared Loadings: Total = 3.732, % of variance = 53.319		Extraction Sum of Squared Loadings: Total = 3.544, % of variance = 50.632	
Variable	Factor loadings	Variable	Factor loadings
AD6	0.636	A4	0.664
AD1	0.763	A3	0.671
AD5	0.651	A2	0.675
AD3	0.723	A1	0.752
AD2	0.727	A5	0.564
AD4	0.725		
AD7	0.614		
S variables			
Extraction Sum of Squared Loadings: Total = 4.308, % of variance = 61.546			
Variable	Factor loadings		
S2	0.725		
S1	0.705		
S6	0.789		
S4	0.680		
S3	0.677		
S7	0.675		
S5	0.612		

Field Work (2023)

Principal Component Analysis is the extraction method used

Rotation Technique: Kaiser Normalization using Varimax

For every construct, a single component was taken out of the associated variables.

There was no rotation of the solution (no rotated component matrix).

3.1.2 Correlation Analysis Outcomes

To determine how strongly the variables are associated, an examination of correlation was conducted. The findings in Table 3 indicate that there is a correlation between independent and dependent variables, with values ranging from $r = 0.640$ to $r = 0.695$ at $p < 0.01$.

Table 3: Correlation Analysis between variables (N=100)

Variable	AM	T	S
AD	1	0.695**	0.640**
A	0.621**	1	0.695
S	0.640	0.695	1
N	100	100	100

**Correlation is significant at the 0.01 level (2-tailed); Source; Fieldwork (2023)

Table 4: Multiple Linear Regression Analysis and Model Summary

Assumptions of linear regression			Model summary statistics				
Variable	Tolerance	VIF	R	0.795			
T	0.457	2.136	R squared	0.699			
S	0.373	3.681	Adjusted R squared	0.696			
			SE	0.55			
			Durbin Watson	1.783			
ANOVA Summary							
	F (p-value)			186.04(<0.001)			
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig (P).	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
T	0.520	0.151	0.376	3.553	0.001	0.230	0.731
SN	0.419	0.120	-0.019	2.157	0.004	0.258	0.820

Source; Fieldwork (2023)

3.1.3 Assumptions and Justification of using the Multiple Linear Regression Analysis Model

There was linear relationship between dependent variable (outcome) and independent variables (predictor variables). There was absence of Multicollinearity, Homoscedasticity of Variances, and this happened when the

plot had a random array of plots (absence of funnel shape); residuals were normally distributed, including residuals being independent.

The multiple regression analysis model summary provides coefficients for each independent variable, indicating the strength and direction of their relationship with the dependent variable, of which in this study was on how attitude and subjective norms relate with adoption of mobile marketing. This allows for interpretation and explanation of the effects of each independent variable on the dependent variable. There was no indication of multicollinearity as VIF and tolerance level had values less than 5 and above 0.2 on the respective independent variables as indicated in Table 4. It was indicated that, when the number of variables were increased into the model, the adjusted R increased, showing that the independent variable of Attitude and Subjective Norms explained on the dependent variable of Adoption of Mobile Marketing. F- test was also shown to be significant having a value of <0.001 (P- value) = 186.04). However, the model residuals indicated to be independent as the Durbin Watson Statistic indicated to be close to 2, when the model included all the variables under study. The R value of 0.795 is high which shows that there is strong positive and significance relationship between attitude, subjective norms and adoption of mobile marketing. The Squared value was 0.699, showing that 69.9 % of the Adoption of mobile marketing are explained by the independent variables of attitude and subjective norms. Adjusted R squared was 0.696, which indicates that independent variables of attitude and subjective norms are significantly explaining the independent variables of adoption of mobile marketing in the model.

3.1.4 How Attitude (A) Affects Adoption of Mobile Marketing (AD)

The findings in Table 4 demonstrate that, at $P=0.001$, an increase of one unit in attitude (A) is associated with a 0.3553 (95% CI; 0.230, 0.731) rise in adoption of mobile marketing (AD). The adoption of mobile marketing is positively and significantly affected by attitude (A), as seen by the P value being smaller than the 0.005-value, which is often ≤ 0.05 . The null hypothesis is rejected and the alternative hypothesis, which states that attitude has a major effect on the adoption of mobile marketing, is accepted. The results have demonstrated that consumer attitudes have a major effect on the adoption of mobile marketing devices. These findings have shown that mobile marketing gadgets facilitate completion of tasks quickly, increase production, facilitate forecasting of customers on the service providers' daily and weekly activities thus enhance more marketing opportunities for the service provider (Kotler, 2012).

The findings link with the Theory of Reasoned Action (TRA) as presented which elucidates the effect of attitude on the adoption of technology to people and organizations (Fishbern & Ajzen, 2010). Nonetheless, the study has shown that for mobile marketing goods to be widely used, consumers must acquire a better mindset. This could be attained when proper marketing plans are attained by the service providers by understanding the customers' attitudes on regular basis through customers' feedback by engaging more on content marketing.

The study's findings are consistent with the study by Mahattanakhun & Suvittawat (2023) on the effects of attitude on technology adoption and use on agricultural products. This is an indication that positioning factors in the minds of customers relates with the adoption of technology (Lailat & Chille, 2023) The same study lends support to findings of Shanmugam et al., (2014), which analyzed attitude influence on the adoption of technology on financial products of banks in Malaysia. This lends the impression that mobile phone service providers including information technology designers should further engage in marketing positioning of their products and understand more on the perceived attitudes of the consumers on technology preferences. This could be attained by proper use of marketing principles by collecting customers' feedback though marketing intelligence and marketing research on regular basis.

Even though there have been many studies conducted in developed and developing countries showing the relationship between attitude and technology use (Fishbern & Ajzen, 2010), organizations that want to improve the acceptance of new technology by developing better products and systems need to understand attitudes more deeply, as suggested by Venkatesh & Davis (2000).

In the realm of business, attitude encompasses comprehension of market needs and opportunities. Recognition of these opportunities varies among individuals (Chille et al., 2023), and attitudes can lean towards positivity or negativity based on intrinsic and extrinsic factors (Fishbein & Ajzen, 2010). A positive attitude proves effective in capitalizing on market opportunities, ultimately leading to increased consumer demand and the expansion of businesses (Chille et al., 2023). Different market needs, demand patterns, sellers' business experience, and sellers' psychological backgrounds all influence how different people behave when they seize business chances (Chille et al., 2021). Differences in entrepreneurial spirits also contribute to the dynamics of attitude. While some people are very motivated to create new products and find answers to business problems, others could find it difficult to make decisions on the use of technology

One of the most important aspects of developing a successful business attitude is recognizing possibilities. By identifying new demands resulting from client requirements and aspirations, this method helps firms by identifying the capital required for corporate growth. Kotler (2012) states that product demand is the amount of goods or services needed in the intended market at a given time. The market is characterized by a variety of demand patterns, which are driven by the relationship between consumer requirements and the items that firms, big or small, sell. Individuals' construction of attitudes has an impact on this correlation (Fishbein & Ajzen, 2010). Consumer attitudes are greatly influenced by education, which includes knowledge of goods and both internal and external market pressures.

3.1.5 Subjective Norms (S) and Their effect on Adoption of Mobile Marketing (AD)

According to data in Table 4.2, there is a 2.157 (95% CI: 0.258, 0.820) rise in the adoption of mobile marketing (AD) for every unit increase in Subjective Norms (S) at $P = 0.004$. Given that the P value is smaller than 0.05, as a result, the adoption of mobile marketing is positively and significantly influenced by subjective norms (S). The alternative hypothesis which says that subjective norms (S) considerably influence the adoption of mobile marketing is accepted while the null hypothesis that subjective norms (S) do not significantly influence the adoption of mobile marketing is rejected. Social norms include the influence of peers, the environmental context, cultural holdings of a particular society, lifestyles and this has an attribute on personal perception of the behavior of an individual in decision of adopting a product or not adopting (Geffen and Straub, 2000).

However, the findings show that subjective norms (SN) significantly and favorably influence mobile marketing adoption by mobile phone service providers. This is consistent with earlier research that found subjective norms to impact technology use (Al-Nawafleh et al., 2018; Bhatti & Akram, 2020; Bhatti et al., 2017; Mutahar et al., 2017; Ngo et al., 2017; Sing & Srivastav, 2018). This implies that influence of friends, and peers in adoption and use of technology is of utmost importance among the customers of the telecoms industry in Tanzania.

4.0 CONCLUSION AND RECOMMENDATION

The study objective was to assess how attitude and subjective norms influence the adoption of mobile marketing on mobile service providers in Tanzania. By highlighting two constructs from the theory of reasoned action (TRA), attitude (T) and subjective norms (S), the study validates the significance of attitude and subjective norms from the TRA in the context of technology use. The results are

consistent with the TRA, demonstrating the influence of attitude and subjective norms on mobile phone service providers' adoption of mobile marketing. As a result, the research supports the importance of attitude and subjective norms from the TRA when it comes to the usage of technology. It is advised that mobile service providers regularly perform market and marketing research in order to understand consumer attitudes and subjective norms. They will be able to create digital goods and services that successfully satisfy the requirements and preferences of their customers thanks to this understanding.

The study's findings contribute theoretically by highlighting the constructs of Attitude and Subjective norms from the theory of reasoned action (TRA), as concise predictors of mobile marketing adoption by mobile phone service providers in Tanzania. This model holds significance for application in other studies examining factors influencing mobile marketing adoption in both African and developed contexts.

The implications of these results suggest that consumers tend to evaluate mobile devices based on their attitudes and adherence to subjective norms. It indicates that consumers will utilize mobile gadgets that enhance their commercial performance, aligning with their attitudes and subjective norms, influenced by beliefs, values, societal norms, and cultural settings. This, in turn, facilitates the adoption of technology in the Tanzanian environment.

In light of these findings, mobile phone service providers should collaborate with the government to continually improve policies. This collaboration ensures that attitude and subjective norms are given due importance in technological adoption, thereby contributing to economic growth in the country over time.

5.0 LIMITATIONS AND AREAS FOR FURTHER STUDIES

This study acknowledges the existence of numerous factors related to technology adoption that haven't been explored within its scope. Consequently, there is a need for further research on the elements impacting the uptake of mobile marketing by mobile phone service providers. The current study focused on a single region, and considering that Tanzania comprises 31 regions, the sample may not accurately represent the entire population concerning these adoption factors.

While this study specifically examines attitude (T) and subjective norms (S), future research could encompass other variables such as perceived satisfaction, perceived usefulness, and behavioral intention. A comprehensive investigation

into the elements impacting the uptake of mobile marketing by mobile phone service providers may shed light on a more nuanced understanding of the subject.

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