

WILLINGNESS TO PARTICIPATE IN “TEXT TO WIN” SMS MOBILE INITIATIVES BY THE TELECOMMUNICATION NETWORKS: A STUDY OF CONSUMERS IN GHANA

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Abstract

The study investigated factors which influence consumers' willingness to participate in SMS text to win call to action initiatives by the telecommunication networks in Cape Coast, Ghana. To achieve the study objectives, a sample of 170 mobile service subscribers were selected using random sampling procedure. The study gathered both primary and secondary data as a source of information. Additionally, six independent variables – interest, message trustworthiness, awareness, cost of entry, perceived utility, and convenience – were considered. Pearson correlation illustrated that all the variables had a positive and significant association with willingness to participate. However, to examine the effect and strength of the variables on consumers' willingness to participate in text to win SMS mobile initiatives, six hypotheses were tested. The multiple regression analysis results suggested that interest is one of the most important precursor amongst all the variables and act as a motivating factor to influence consumers willingness to participate in text to win. It was therefore recommended that marketing practitioners who engage customers in text to win call to actions programmes should design their contents to attract their interest so as to enhance high level of participation.

Keywords: Willingness to participate, Text to Win, SMS, Mobile Initiative, Mobile Telecommunication Networks, Ghana

INTRODUCTION

Mobile marketing has gained a tremendous interest and growth in the recent times, thanks to the accelerated growth of cellular phones in many countries. As a result, more and more businesses are using mobile text campaigns to reach their target market and same time working hard to establish it as an indispensable part of the marketing mix [Cristallo, 2010; MMA, 2007; 2012; Kaplan, 2012]. The mobile marketing presents simplicity and ubiquity to both marketers and consumers giving the fact that receivers have their cell phone almost handy at all times and also its interactive nature allows marketers to contact customers with marketing offers only when it matters [Cristallo, 2010]. Mobile campaigns leveraging with the traditional promotional channels increase brand awareness, generate a customer profile opt-in database, increase attendance of events or visits to a store, improve customer loyalty and increase revenues [MMA, 2007; Barnnes, Scornavacca, & Fletcher, 2007].

The mobile medium is used by marketers as an adjunct channel to current marketing communications strategies. Thus, marketers use mobile medium as a means of marketing communication to distribute any kind of promotional or advertising messages to customer through wireless networks or ubiquitous network to which consumers are constantly connected using personal mobile device. Specifically, it involves the interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas in order to generate value for stakeholders [Kaplan, A. 2012; Karjaluoto, Leppäniemi, 2008]. There are many forms of mobile marketing such as Short Message Service (SMS), Multimedia Message Service (MMS), In-game Mobile Marketing, Mobile Web Marketing, and mobile applications [Tunsakul, K. 2011].

Text to win (T2W) campaigns otherwise called mobile sweepstakes, is one of the mobile marketing tactics/forms which has gained tremendous growth in recent times. For instance, observation indicates that mobile subscribers in Ghana frequently are bombarded with SMS promotions almost everyday by the telecommunication network calling them to a particular action in order to win some promised prizes in the form of monetary incentives or other tangible products. The strategy of monetary incentives allows these originators or service providers to target specific groups of consumers with selective campaigns messages in order to win or influence their purchase decision or establish brand loyalty among them [Rettie et al., 2005; Barwise & Strong, 2002].

In spite of the observed growth of text to win (mobile sweepstakes) campaign in Ghana, it is not very clear whether the mobile subscribers are willing to participate or respond to these types of SMS initiatives. It therefore provides a point to empirically investigate whether these calls to action messages actually produce the desired response and factors that might lead

consumers to willingly participate in these marketing practices. Thus, the study therefore aims at filling this knowledge gap by investigating factors that influence consumers' willingness to participate in the text to win campaigns or initiatives.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Mobile marketing and text to win tactics

There has been a dearth of research on text to win as an adjunct promotional tool. However, a handful of varied studies have been done specifically on SMS mobile marketing and advertisement in general [Sultan et al, 2009; MMA, 2007; Kaplan, M.A, 2012; Correia de Lima, M., et al, 2014]. Mobile marketing is the use of mobile medium as a means of marketing communication or distribution of any kind of promotional or advertising messages to customer through wireless networks. The mobile devices consists of mobile phones, smart phones, and tablets [Karjaluo and Leppaniemi, 2005]. However, text to win promotions which are a form of mobile marketing tactic seeks to influence mobile subscribers to a specific action in order to win a prize in any valuable form [MMA, 2007]. Thus, the use of text to win or otherwise 'call to action' messages to deliver promotional activities such as alert, reminders, contests, or product information are very common across the marketing world and therefore are of interest to marketers. Text messaging as a promotional tactic allows for personalized communication, permit customers to access the firm's services from a mobile phone or PDA with internet access anywhere, anytime, resulting in high flexibility. Also, one distinctive feature of text to win/SMS is that, it establishes a direct dialogue with customers, and at the same time, customers are able to take action quickly using such information. With the increase of wireless network security it allows customers' data to be sent over the network with more confidence [Sinisalo et al. 2007; Schultz & Bailey, 2000; Barnes & Scornavacca, 2004].

Nature of text to win as a marketing tool

Text to Win are a type of competition in mobile marketing which has been described by [Involve mobile, 2010; MMA, 2012] as a situation whereby a company's audience participates for a chance to win a prize by sending a text message via their cell phone to a short code. It uses the term such as 'text to win', 'send to win' 'reply now' and 'send now' etc to influence subscribers to the action. There are a range of text competition types which are run, from instant win contests through to random draw contests with multiple prizes. Everyone who enters the contest can be automatically included in the company's database for future campaigns or text message alerts. Text contests are one of the top mobile marketing solutions because of their interactivity and ability to generate maximum entry results. Typically, text to win will result in many more entries

than online, mail or phone. It has benefits such as a way to rapidly build company's database; consumer engagement; and creation of consumer satisfaction (prize), provides a universal access to consumers. It is measurable as access is so easy with high response rate; it is easy to play as they don't need to be provided with any special instructions on how to enter; provides immediate response and are not tied to a specific location so are ideal for event promotions at sports venues, sponsorship events or retail locations. Besides, it provides opportunity to build your database of mobile users for future campaigns by providing an opt-in provision in your text to win contest. This provides the opportunity to engage consumers with future messages, product updates or contests. Finally, it is really quite easy to implement a text contest program using existing platforms. This allows for quicker implementation, no need for any IT infrastructure investment or ability to test as there aren't long term commitments required [MMA, 2012; Tahtinen and Salo, 2003]

Models for Consumers' willingness to participate in Text to Win Initiatives

Various studies have attempted to understand the behaviour and predicted outcome of consumers. The underlying assumption is that a person takes into consideration the implication of his action before he finally decides to engage in or not in certain behaviour [Fishbein and Ajzen, 1975; Bauer, et.al., 2005]. Additionally, [Bauer, et al. 2005; Fishbein and Ajzen's, 1975] on Theory of Reasoned Action, have extensively explained that consumers willingness and acceptance relates to their social influence, their attitude, innovation, information-seeking profiles, and previous knowledge, as well as the utility and risk perceived by the consumer as precursors to the intention to accept a particular SMS initiatives. This argument has also been re-echoed by [Zhang and Mao, 2008] who also observed in their Chinese study that the core factors for accepting SMS messages relate to the subjective norms both preceded and contributed, in a positive way, towards the intention to adopt.

Similarly, [Rettie et al., 2005; Al-alak Basheer, A.M., et al 2003; Barwise and Strong, 2002; Roach, 2009] have emphasised that interest, relevance, monetary incentives are the main reasons why consumers are encouraged to accept a particular text message. Contrarily, negative attitude is formed to a particular SMS promotions when consumers consider the message to be irritating especially where the security of the source is questionable. But when permission is obtained by the service providers before sending messages, positive mood is developed thereby reinforcing their consumers' willingness to participate in the action required [Al-alak Basheer, A.M., et al 2003]. In situations where respondents consider their mobile phones as private and personal item, they tend to be more unwilling to share information with unknown service source. As a result, the perception that consumers hold about the source of

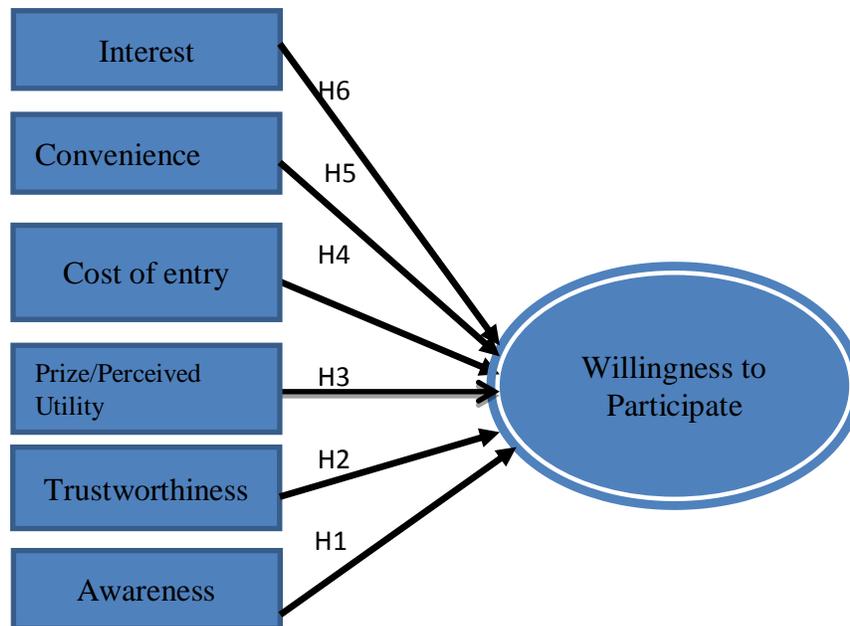
any call to action SMS messages is related to the granted permission to marketers confirming their willingness to respond to that call to action initiative [Barnes & Scornavacca, 2004; Krishnamurthy, 2001]. These notions suggest that consumers awareness/familiarity through granted permission of a particular call to action programme is subject to their willingness to participate or acceptance. Similarly, Silvia, P.J [2001] has also argued that individual decision to engage in certain objects, activities, or ideas for their own sake is subject to their interest. Thus, interest is self-sustaining motives that lead people to engage with certain objects, ideas and activities for their own benefits.

T2W initiatives have not characteristically been used as a promotional tool as relates to the traditionally accepted communication tools like advertising, public relations, sales promotion and personal selling etc. As a result, consumers have the feeling to reject the initiatives where they appear not to be familiar with it. Companies therefore use advertisement and other promotional tools to create awareness of their message (product/service) brands in order to solicit for a desired response. It has been established that consumers' familiarity or awareness of a particular service through consistent promotional advertisements will lead to high propensity to accept a particular SMS initiatives [Bauer, et al., 2005; Fatmah Assagaf, 2013; Correia de Lima, M., et al., 2014]. Creation of T2W brand awareness is essential for the communication's process to occur, thereby luring the consumer to elicit the expected action. Without brand awareness occurring, no other communication effects can occur. The awareness means the ability of the consumer to recognize and recall the brand in different situations [Aaker, 1996; Rossiter and Percy, 1987]. Thus, creation of the awareness will lead to T2W brand recall which means when consumers see the message category, they can recall the source of the T2W message exactly, and recognise or identify the brand through the brand cue. That is, consumers can tell which brand it is, correctly if they have ever seen it or heard about it. Significantly the cost associated with a service has been found to be highly correlated factor in influencing consumer buying decision making. The cost of a service/product is an important factor that cannot be ignored in behavioral marketing. Some products and services are bought according to consumer perception about the price of the product or service [Asamoah, E.S. 2011]. Thus, cost, convenience and perceived utility have all been shown to be significant and positively associated with consumer participation in SMS initiatives [Sata Mesay, 2013; U.K Essays, 2013; Sagala Christiana et al, 2014;]

Therefore, the study proposed that, there is high propensity of willingness to respond to the action the message expect them to perform. In this study therefore, we proposed that consumers are more willing to participate or otherwise accept text to win SMS initiatives if the message suits their interest; when consumers are aware of a particular T2W initiatives; if the

(prize) perceived utility is desirable to the consumer; cost of entry commensurate the perceived value to be derived; and finally, if the consumer is convenient to the message with respect to his privacy, time and length of the message. The constructs for the model formulation is provided in (Figure 1) and their direct effects on consumers' willingness to participate in text to win initiatives as well as the hypothesis to be tested are all laid presented hereafter:

Figure 1: Conceptual model of the study



The study is conducted through the following hypotheses:

H1: Awareness/familiarity of T2W initiatives has a positive and significant influence on consumers' willingness to participate

H2: T2W message credibility/trustworthiness will have a positive and significant association to consumers' willingness to participate in the T2W initiatives

H3: Interest in T2W message positively and significantly impact on consumers willingness to participate in the T2W initiatives

H4: Cost of entry significantly impacts on consumers willingness to participate in T2W initiatives

H5: Consumers state of convenience significantly affects their willingness to participate in T2W initiatives

H6: The Prize (Perceived Utility) promised has a positive influence on consumers' willingness to participate in the T2W initiatives

METHOD

The objective of this cross sectional study was to understand factors that influence consumers' participation in text to win mobile initiatives in Ghana. It has been observed that consumers have been bombarded with frequent call to action SMS messages promising them with specified prizes. It is intrinsically relevant to find out factors that influence consumers to participate in this call to action text to win initiatives in Ghana.

The Survey Design

A cross sectional survey study was performed between June 2014 and March, 2015 among mobile subscribers in Cape Coast, the Capital City of the Central Region of Ghana. The city of Cape Coast is mainly driven by education and tourism and mostly employees of public and governmental organisations. The population of study constituted mobile devices' owners and users found in the city.

On reaching the respondents, locations such as campuses, shopping malls, and transport stations were visited and respondents were intercepted with the questionnaires with the assistance of five teaching assistants. In all, 200 participants were selected of which 170 was validly retrieved. As a result, the analysis was based on 170 returned valid questionnaires. Both quantitative and qualitative data were used. The secondary data made use of journal articles, publications, internet, and books.

The structured questionnaire was pre-tested on a number of students who were equally consumers of mobile services and have similar characteristics as those sampled for the study with respect to their background to ensure internal consistency and validity as well as clarity. Overall, fifteen individual participants were selected for the pilot study and changes moderated where necessary.

In order to achieve the set objectives, both qualitative and quantitative data analysis were used for the study. This involved the use of both descriptive and inferential statistics in the form of graphs, bar charts and correlation as well as multiple regression to enhance acceptable understanding. The data entry and analysis employed Excel and SPSS version 20.

Reliability of variables

Cronbach's coefficient alpha was employed to estimate the internal consistency of the multi-item of the scales used in the study. The reliability test ensures that each of the scales employed are being assessed to establish the internal consistency of the present study. This system is widely used measure of scale reliability [Peterson, 1994]. It has been argued that for an instrument to be reliable, it must attain between 0.50 and 0.65 [Nunnally, 1967]. Generally, the scale

employed in this study attained the minimum reliability requirement suggested by [Nunnally, 1967; Mohsen Tavakol & Reg Dennick, 2011] for an exploratory study. The present study has an overall alpha value of .721 higher than 0.65, indicating highly reliable measurement scale.

EMPIRICAL RESULTS AND DISCUSSION

The study aims at investigating the fundamental factors that account for consumers' willingness to participate in the T2W SMS initiatives among the telecommunication industry in Ghana. In the course of the study, 200 questionnaires were distributed randomly. The analysis was based on the 170 returned questionnaires. Table 1 shows the demographic profile of the respondents.

Table 1: Demographic profile of respondents

	Item	Frequency	Percent
Gender	Male	95	55.9
	Female	75	44.1
Age Range	15-20	39	22.9
	21-25	118	69.4
	26 and above	13	7.6
Educational level	SHS	51	30
	Diploma/Degree	79	46.5
	Above Degree	40	23.5

According to Table-1 the male respondents consist of 55.9% and the female counterpart were 44.1% of the total sample size. Also, 22.9% falls within the age of 15-20, and most of the respondents fall within 21-25 years, whilst 7.6% consists of 26 and above. Almost half of the sample size (46.5%) have either diploma or degree level as their educational qualification. SHS and above degree are made up of 30% and 23.5% respectively.

Figure 1: Familiarity and Source of T2W Network Mobile Company

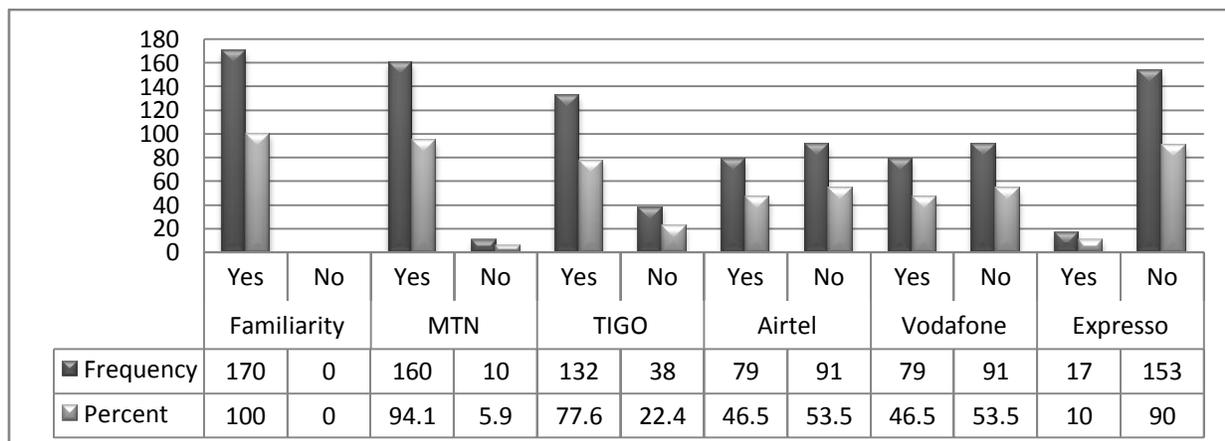


Figure 1 depicts respondents' familiarity with text to win (T2W) call to action messages and the type of mobile network companies engaged in such services. All respondents were familiar with T2W messages. Accordingly, 94.1% receive T2W messages from MTN, the highest among all the networks followed by Tigo with 77.6%. Interestingly, overwhelming 90% of the respondents do not receive T2W SMS messages from Expresso network.

Descriptive Statistics Results of Independent Variables

Table 2 displays the descriptive statistics results of the six independent variables. The mean scores are very much closed to each other. As it were, the major factor with the highest mean value is convenience (Mean=3.4235, SD=.86818), followed by Prize (M=3.3020, SD=1.08740), Awareness (M=3.2612, SD=.90444), Cost of entry (M=3.2373, SD=1.02976), Message trustworthiness (M=3.1635, SD=.97536), and Interest (M=3.0412, SD=1.16618). The results obviously show the average performance of the independent variable in terms of the factors that influence consumers' willingness to participate in the T2W initiatives.

Table 2: Mean and Standard deviation results of independent Variables

Variables	Frequency	Mean	Std. Deviation
Interest	170	3.0412	1.16618
Message Trustworthiness	170	3.1635	.97536
Cost of entry	170	3.2373	1.02976
Awareness	170	3.2612	.90444
Prize (Perceived utility)	170	3.3020	1.08740
Convenience	170	3.4235	.86818

Scale: 1-5 (1=strongly disagree, 2=disagree, 3=indifferent, 4=agree, and 5=strongly agree)

Pearson Correlation Result

A Pearson correlation was run to determine the relationship between factors that account for consumers' willingness to participate in T2W campaigns. The data showed no violation of normality, linearity, or homoscedasticity. There was a strong, positive correlation between the dependent variable [Willingness to participate] and the independent variables [interest, message trustworthiness, message awareness/familiarity, prize (perceived utility), cost of entry] which were statistically significant. Table 3 presents the correlation results between the six independent factors - interest, message trustworthiness, message awareness/familiarity, prize (perceived utility), cost of entry, and convenience with the consumers' willingness to participate in the T2W initiatives.

All the factors indicate positive and significant relationship with willingness to participate but exhibiting varied level of correlation with interest being the highest correlated variable with a value of (.754), Message Trustworthiness (.615), Awareness (.539), Prize/Perceived Utility (.528), Cost of entry (.473), and Convenience (.452).

According to Table 3, interest is the most highly correlated factor that influences consumers' participation in T2W mobile message initiatives. Virtually, interest is very important motivating factor in participating in any activity. Without consumers interest, T2W messages will either be deleted or ignored completely without reading them. It is not coincidence that greater percentage of the respondents specified interest as a major influence in their willingness to participate in the T2W initiatives among the mobile networks. In behavioural marketing, interest plays a major part of individual decision making. It is a self-sustaining motive that leads people to respond and engage with certain objects, activities, or ideas for their own sake as well as primary factor that motivates their encounter with the world [Silvia, P.J. 2001].

Table 3: Pearson Correlation Result of the Variables

Variables	Willingness to Participate	
Interest	Pearson Correlation	.754**
	Sig. (2-tailed)	.000
	N	170
Message Trustworthiness	Pearson Correlation	.615**
	Sig. (2-tailed)	.000
	N	170
Awareness/familiarity	Pearson Correlation	.539**
	Sig. (2-tailed)	.000
	N	170
Prize/Perceived Utility	Pearson Correlation	.528**
	Sig. (2-tailed)	.000
	N	170
Cost of entry	Pearson Correlation	.473**
	Sig. (2-tailed)	.000
	N	170
Convenience	Pearson Correlation	.452**
	Sig. (2-tailed)	.000
	N	170

** . Correlation is significant at the 0.01 level (2-tailed)

Message trustworthiness, better still, the source of the message is the second highest motivating factor that correlates positively and significantly to consumers' willingness to participate in T2W messaging. The finding confirms [Lil et al., 2002; Krishnamurthy, 2001]

assertion that perceptions that consumers hold about the source of the SMS messages is related to the granted permission to marketers thereby reinforces their willingness to respond to a particular call to action campaign. The source indicates credibility and reliability of the service provider and as a result consumers feel safe in responding to messages where the source is perceived to be credible and trustworthy.

The other factors such as awareness, prize /perceived utility, cost of entry and convenience similarly correlate but have a moderate association with willingness to participate in T2W initiatives with Pearson correlation coefficient of 0.539; 0.528 ; 0.473 and 0.452 respectively. All these factors have association with consumer decision in accepting or participating in a given SMS mobile messages confirming [Rettie et al., 2005; Al-alak Basheer, A.M., et al 2003; Black, 2001; Barwise and Strong, 2002; Roach, 2009; UK Essays, 2013] that interest, cost, convenience and monetary incentives etc are the main reasons why consumers are encouraged to accept a particular text message. For instance, [Mercel Correia de Lima et al, 2012] have discovered that perceived utility is one of the most antecedent contributor to the acceptance and attitude toward SMS advertising with a standardized coefficient of 0.78. The promised prize/ perceived utility is directly related to consumers of mobile network subjective evaluations of the utility arising out of the SMS sent by the service provider. As a result if there is a favourable attitude consumers will in turn exhibit a behaviour that will enhance the adoption of the message.

Significantly the cost associated with a service has been found to be highly correlated factor in influencing consumer buying decision making. The cost of a service/product is an important factor that cannot be ignored in behavioral marketing. Some products and services are bought according to consumer perception about the price of the product or service [Asamoah, E.S. 2011]. Although, the cost of entry in any T2W initiative is relatively and infinitesimally small, researches have shown a significant and positive association between consumer buying decision [Sata Mesay, 2013; Sagala Christiana et al, 2014] reinforcing the finding of this study.

Multiple Regression Results

It is recommended to test the presence of multicollinearity among the independent variable before analyzing the multiple regression. Pearson correlation coefficients were used to determine multicollinearity in this direction. There were no threat of multicollinearity as none of the correlation coefficient values were more than 0.80 [Table 3]. Lin Lin, [2007] suggested that in determine multicollinearity of independent variables, if the absolute value is greater than 0.8, $[0.7 \pm 0.1)$ collinearity is very likely to exist.

Table 4 embodies the analysis of the multiple regressions of the study. Multiple regression analysis is a method of analysing the collective relationship of two or more independent variables on a dependent variable [Abdel-Salem, 2008]. The purpose of the analysis was to determine the strength of influence of the independent variable - Awareness, trustworthiness, cost of entry, prize (perceived utility), convenience, and interest towards the dependent variable (willingness to participate).

The $R^2 = 0.631$ obtained by the results suggests that the model under discussion influenced up to 63.1% of variation of the consumers' willingness to participate in T2W win initiatives. Moreover, the adjusted $R^2 = 0.617$ suggests that 61.7% of variances in consumer's willingness to participate can be predicted by the six independent variables in the study. As it were, a new other factors that influence willingness to participate in T2W programs constitute the remaining 38.3% but a high percentage of the variance in willingness to participate in T2W can be predicted by the six factors provided in this research.

Table 4: Multiple Regression results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.321	.233		1.379	.170
Awareness	.149	.075	.126	1.993	.048
Message Trustworthiness	.197	.087	.179	2.253	.026
Cost of entry	-.013	.072	-.012	-.173	.863
Prize (Perceived Utility)	.005	.069	.005	.068	.946
Convenience	.077	.080	.062	.955	.341
Interest	.522	.057	.568	9.113	.000

Dependent Variable: Willingness to Participate	ANOVA^a
R Square: .631	Regression (df) 6
Adjusted R Square: .617	Residual (df) 163
	F 46.369
	Sig. .000 ^b

a. Dependent Variable: Willingness to Participate

*Enter Method

b. Predictors: Interest, Convenience, Awareness, Prize, Cost, Trust

Table 5. Summary of Hypotheses testing results

Hypothesis	Results
H1: Awareness/familiarity of T2W initiatives has a positive and significant influence on consumers' willingness to participate	Accepted
H2: T2W message credibility/trustworthiness has a positive and significant association on consumers' willingness to participate in the T2W initiatives	Accepted
H3: Interest in T2W message has a positive and significant association with consumer's willingness to participate in the T2W initiatives	Accepted
H4: Cost of entry has a positive and significant effect on consumers' willingness to participate in T2W initiatives	Rejected
H5: Consumers state of convenience has a positive and significant influence on their willingness to participate in T2W initiatives	Rejected
H6: The Prize (Perceived Utility) promised has a positive association on consumers' willingness to participate in the T2W initiatives	Accepted

CONCLUSIONS

The study objective was to investigate the principal factors that influence consumers' willingness to participate in T2W mobile SMS initiatives among the telecom industry. It was established that a higher percentage of the participants were familiar with the T2W mobile SMS with majority of respondents [94%] mostly receiving the text messages from MTN, and Tigo [77.6%].

According to the Pearson correlation results, interest is the most overriding factor that influences consumers' willingness to participate in T2W SMS initiative. Obviously, without interest, the messages will not be accorded the relevance that it needs. Similarly, trustworthiness of the T2W is the second most important factor that determines consumer's willingness to participate in text to win call to action messages. Besides, awareness (familiarity), and the promised prize (perceived utility) are also highly associated with willingness to participate in T2W campaigns but have relatively moderate correlation as compared to interest and trustworthiness.

The study applied multiple regression analysis to test the effects of the independent variables (Interest, Trustworthiness, convenience, prize, cost of entry, and awareness) on the dependent variable (willingness to participate in the T2W messages). Interest, Message Trustworthiness and awareness have positive and significant influence on consumers' willingness to participate in T2W initiatives. However, cost of entry, convenience, and the promised prize [perceived utility] have no significant association with willingness to participate as shown in Table 4. Although, cost of entry assumed a negative sign, it indicates it is the least significant, with the value of $[t=-.173, \text{ and } p=.706]$. Interest was the leading positive and significant factor followed by message trustworthiness and awareness. Overall, four of the

assumptions- Interest [t= 9.113, p=.000], trustworthiness [t=2.253, p=0.026], awareness[t=1.993, p=0.048] and prize [t=0.068, 0.946] were accepted as they satisfied the assumption [Tables-4; 5] while two of them [cost of entry [t=-.173, p= 0.863] and convenience [t=0.955, p=0.341] could not meet the assumption and as a result they were rejected.

MANAGERIAL IMPLICATIONS

The findings and the relationship revealed in this study show significant additions to theories related to text to win or call to actions SMS mobile campaigns. Accordingly, the results reinforced several constructs in understanding consumers attitude towards mobile marketing initiatives and willingness to participate in these initiatives [Aaker, 1996; Rossiter and Percy, 1987; Rettie et al., 2005; Al-alak Basheer, A.M., et al 2003; Black, 2001; Barwise and Strong, 2002; Roach, 2009].

Marketers who design content for call to action T2W campaigns would benefit from the findings, since the study provided important motivating factors for consumers willingness to participate in such initiatives. Since the most overriding factor to willingness to participate in T2W is interest, it is recommended that the message designed centers on factors that will arouse their interest. Lima et al [2012] have advised against among others text messages that lack visual and auditory impact. Besides, since the message trustworthiness contributes significantly in willingness to participate, companies who are into T2W campaign must create more awareness to enhance their identity. Awareness or familiarity contributes positively, if consumers will have the courage to accept any SMS services. Creation of T2W brand awareness is essential for the communications process to occur luring the consumer to elicit the expected action. Without awareness occurring, no other communication effects can occur. The awareness means the ability of the consumer to recognize and recall the brand in different situations [Aaker, 1996; Rossiter and Percy, 1987]. Baker and Brown [1984] concept of awareness also concludes that, the knowledge part of awareness which allows consumers to know what is involved in a given situation, provides them the understanding towards a particular course of action which consequently influences their action. Thus, creation of the awareness will lead to T2W brand recall which means when consumers see the message category, they can recall the source of the T2W message exactly, and recognise or identify the brand through the brand cue. That is, consumers can tell which brand it is correctly if they have ever seen it or heard about it.

It is therefore a necessity for mobile marketers to frequently conduct thorough market research to examine what constitute consumers motivation of participating or accept sms in any programs before embarking on such initiative.

Admittedly, the study provided valuable contribution to mobile marketing, it was discovered during the data collection that consumers lacked basic understanding of what constitutes T2W messages. During data collection researchers had to explain the concept of T2W to several respondents before fully grasped clarity despite their frequent participation in the practice. This might in a way affect the quality of information collected. As a result, it would be quite appreciable in future if other moderating variable such as educational background, gender, age, and time constraints, are employed to ascertain their effects on the relationship observed in the model.

The study, collected data through mall intercept through administration of questionnaire. This method may have resulted in non-probability and non-representative sampling raising a question of external validity of the results. Besides, all the data collected was done at Cape Coast, in the Central Region of Ghana and hence may restrict the generalisability of results to other part of the country because of differences in demographic phase of the context. Consequently, further study can be done using similar approach to ascertain how the variables investigated affect other consumers in the subregions of Ghana of their willingness to participate in the T2W programme. Besides, in future consumers' motivation to participate in call to actions messages in general can be investigated in Ghana as the programme is gaining momentum in the telecom industry.

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