



PERCEPTION OF MESSAGE CONTENT, ADVERTISING INTRUSIVENESS, IRRITATION AND ATTITUDES TOWARDS MOBILE PHONE ADVERTISING MESSAGES

ABSTRACT

The purpose of the study was to establish the relationship between perception of the message content, advertising intrusiveness, irritation and attitudes towards mobile phone advertising messages.

The study adopted a cross sectional design. Data was collected using a self administered questionnaire from a sample of 384 university students in the central region of Uganda. Correlational and regression designs were adopted to explain the relationships between the variables of study and the extent to which the independent variables explain the dependent variable.

The findings revealed that there is a positive relationship between perception of the message content and attitudes of mobile phone advertising messages; a negative relationship between perception of the message content and advertising intrusiveness; a negative relationship between advertising intrusiveness and attitudes of mobile phone advertising messages; perception of the

message content has a negative relationship with irritation and there is a negative relationship between irritation and attitudes of mobile phone advertising messages. However results showed that advertising intrusiveness has a positive relationship with irritation.

The study therefore recommends telecommunication companies provide advertising messages that are more entertaining, and persuasive in order to attain positive attitudes from the customers and hence decrease on the complaints from customers. They should also improve attitudes towards the mobile phone advertising messages by reducing on the level of intrusion and irritation of the advertising messages.