

Teenagers Reaction towards Mobile Advertising: Role of "Permission Marketing" Concept

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Abstract

The popularity of SMS (Short Messaging Service) among youth, especially adolescents, offers a new opportunity for advertisers, called "Mobile Advertising". However, the success of this type of campaign needs the use of "permission marketing" concept. Given that teenagers are hooked to their phones and use SMS a lot, it is interesting to study the role of this concept on their cognitive, emotional and behavioral reactions. An exploratory qualitative study was conducted on a sample of adolescents. The results of this study show heterogeneity of perceptions, favorable attitudes towards SMS advertising received with consent or without any prior consent and positive behavioral responses to Mobile Advertising using the "Permission Marketing".

Keywords: Permission Marketing, Reactions, Teenagers, Mobile Advertising.

Introduction

The development of the wireless communications worldwide and the quasi-universality of mobile phones in everyday life make the mobile phone the most popular tool in interpersonal communication. This technological innovation aroused the interest of marketers and gave birth to "Mobile Advertising". Without the emotional attachment to the mobile and the popularity of the SMS this takes a bigger important scale in the world of the teenagers (Barwise and Strong, 2002; Gauzente, 2007). And so, they are considered as a privileged target for Mobile Advertising (Jelassi and Enders, 2004; Tsang and al. 2004; Gauzente, 2007).

However, commercials SMS sent on mobile phones can irritate the consumers and be considered as a violation of their private lives. To avoid the problem of the intrusion in the mobile industry, many researchers (Barwise and Strong, 2002; Mort and Drennan, 2002; Barnes and Scornovacca, 2004; Tsang and al., 2004; Bamba and Barnes, 2007; etc.) see the necessity of appealing to the "Permission Marketing" concept. In spite of the importance of a young target in marketing, its growing interest for the SMS and of the potential offered by the mobile campaigns targeting the young people, this subject remains the object of interest of few studies by academics; and the advertisers are still uncertain about the role of "Permission

Marketing" on adolescents reactions towards Mobile Advertising. In fact, the works of existing researchers were interesting to study the role of the "Permission Marketing" concept in advertising (Godin, 1999; Krishnamurthy, 2001), its role on the attitude to Mobile Advertising (Tsang and al ., 2004; Haghirian and Madlberger, 2005; Jung and Leckenby, 2007; Gauzente, 2007; Bamba and Barnes, 2007), and on the intention of purchase (James and al.2003, Standing and al ., 2005) without focusing on precise categories of age.

As, there are neither works carried out on young people's perception of the concept of "permission marketing " in Mobile Advertising, nor the impact on their attitudes and their behavior, it seems interesting to investigate the teenagers sensibility to " Permission Marketing " and to study the role of this concept on their reactions toward Mobile Advertising campaigns. What brings us to answer the following problem: what is the influence of "Permission Marketing" on the cognitive, emotional and behavioral reactions of teenagers towards Mobile Advertising?

The main objectives of this research work consist in investigating the various levels of teenagers' perception towards Mobile Advertising and "Permission Marketing" concepts, to determine their appropriate cognitive, emotional and behavioral answers and to identify the role of "Permission Marketing" on each of these reactions.

Theoretical background

Definition of Mobile Advertising

The emergence of wireless technologies, the sophisticated mobile terminals and the development of the services which are associated to them, such as Mobile commerce, Mobile Advertising, place the post-internet era under the sign of the mobility (Barnes, 2002). To define Mobile Advertising, which is one of the revolutionary concepts of the beginning of this millennium, several synonyms are used in literature: "Wireless advertising", "Mobile Marketing", "Wireless Marketing"

(Haghirian and Madlberger, 2005). Most of the definitions related to this subject refer to the traditional advertising; everything is supposed that the only difference is found in the mobile nature of the support, while recognizing the sending and the reception of messages. Leppäniemi and al. (2004) assert the non-existence of a conventional definition of the " Mobile Advertising " and they consider it " as any paying message communicated via a mobile media with the intention to influence attitudes, intentions and behaviors ".

Teenagers: privileged target of Mobile Advertising

Several studies mention that the growth of mobile phones developed throughout the world and in particular with the teenagers (Barwise and Strong, 2002; Gauzente, 2007; Okazaki and Taylor, 2008). Today, teenagers communicate mostly on the mobile phone that on the computer and uses text messages a lot.

Conscious of the potential offered by the young people, several researchers give them more and more increasing importance. Jelassi and Enders (2004), Tsang and al. (2004) and Gauzente (2007) consider them as an attractive, powerful and even privileged target for Mobile Advertising. This privilege is explained by: the continuous increase of their number and of their purchasing power (Ratten and Ratten, 2004; Youn, 2005), their technological intuition, their premature adoption of the innovations, their great consumption of mobile services (McClatchey, 2006), their marketing potential (influencers and future consumers) and the difficulty to bring them to other media everywhere and at any time (Barnes, 2002).

Besides, because teenagers' market represents the key for the development of the global market, Wilska (2003), Mort and Drennan (2002) and Gauzente (2007) state that this market offers the marketers true possibilities for prospecting via mobile communications, thanks to the following assets:

- **A high equipment rate**

The broadcasting of mobile phones with the teenagers represents the fastest technology registered in history (Aoki and Downes, 2003). Oksman (2006) asserts that these teenagers are the first ones to adopt and to use mobile phones. They represent, also, the segment of the population that is the most equipped with mobile telephony comparing to the whole population, reaching a maximum equipment rate: in Australia, more than 93 % with 16-24 years; in Finland (Puro, 2002; Aoki and Downes, 2003), 90 % for the under 30-year-old youth; in Japan (Igarashi, 2008), it exceeds 90 % with high school students; in U.S.A. (Peters and al. 2007) this rate is 98% in group of 20- 24 years, and in Tunisia (IT, 2008) it is higher than 80 % at young people.

- **Dependence to the mobile phone**

Nowadays, the young people different from those of formerly from point of view usage of the technology: according to Taylor (2005), they were born with the technology and grew in a rich digital environment (computing, internet, video games, mobile phone). They exceed the adults in their usage of the immediate messaging and quite other electronic communication (Montgomery, 2000). In mobile telephony, Castells and al. (2004), Jelassi and Enders (2004) and Ling and Yttri (2005) show that the widest proportion of the owners of mobile phones is registered recorded with the teenagers. As for James and Drennan (2005) speak about a style of adductive consumption for these young users.

Indeed, the teenagers have a strong emotional attachment for the mobile phone, always keep it with them and consider it even as an extension of themselves. Consequently, they personalize it by means of bells, logos or particular covers. Thanks to this intimate relation with this mobile gadget, the mobile phone represents for them more that a communication tool: it is a vector of contact with the peers (Jelassi and Enders, 2004; klimsa and al. 2006), a platform of games, a means to strengthen their identity to the group (Caroll and al, 2002), to weaken (pay off) the spare time, inquire, to amuse, a

fashion accessory (Dickinger and al ., 2004; Lee and Muhlberger, 2005) ...

So, the mobile phone became essential in the everyday life of the teenagers and in their process of emancipation, micro-coordination, crystallization (Ling, 2000) and formation of their identity (klimsa and al. 2006).

- **Success of the SMS**

The usage of the SMS increased in a spectacular way, since 2001, because :

- the SMS became a means of very fashionable communication among teenagers, thanks to their affordable price, their fast, personal, immediate, viral, playful and entertaining aspect (Tsang and al ., 2004; Jung and Leckenby, 2007).
- the excessive dependence of teenagers to messages texts and their massive use contributes to the growth of the SMS: more than half send at least an SMS per day (James and al. 2003; Aoki and Downes, 2003; Dickinger and al. 2004; Tsang and al ., 2004; Rettie and al. 2005).

Klimsa and al. (2006) and Igarashi (2008) assert that these teenagers who are characterized by their sending of the SMS, are nicknamed "generation SMS", "generation textos ", " generation of the thumb ". According to a study led by Crioc (2009), it is the 14-year-old young people who send most SMS (up to 85 a week). Whereas the statistics of the ITU (2004), Barnes and al. (2004) and Gauzente (2007) specify that the SMS is a service appreciated by the young people aged between 16 and 24 years old.

Indeed, the usage of the SMS is appropriate in groups of young age. It reflects a whole youth culture associated with the pleasure to communicate, to keep in contact with friends and represent even an intrinsic part of their lifestyles (Jelassi and Enders, 2004; Priporas and Mylona, 2008).

Thanks to this success and to this popularity with teenagers (Bamba and Barnes, 2007; Dickinger and al. 2004, Jung

and Leckenby, 2007), the SMS becomes a new interesting platform for advertising, called: Mobile Advertising, to target them.

«Permission Marketing ": condition of efficiency of Mobile Advertising

- Definition of the concept of " Permission Marketing "

The concept of permission is a relatively new concept, it originated with the theoretical research of Milne and Gordon (1993). Then, these beginnings followed up in the " marketing of the permission ", studied in the manager literature (Godin, 1999; Krishnamurthy, 2001); to occupy, today, a big importance with the development of the new information technologies such as the Internet, the mobile phone (Rettie and Brum, 2001; Barnes, 2002; Barwise and Strong, 2002; Kavassalis and al ., 2003; Dickinger and al. 2004; Bamba and Barnes, 2007).

According to Milne and Gordon (1993), the permission is a means to create rights protecting the private lives of consumers (privacy): by giving its permission for the sharing of personal information with the marketer, the individual must be protected against the phenomenon of spam. Whereas Godin (1999) sees that the permission goes beyond this definition, to be a means which aims at improving the targeting. Krishnamurthy (2001) considers the marketing of the permission a communication taken on the initiative of the customer.

The permission of the consumer consists, then, in giving its explicit agreement and in revealing information corresponding to its profile and to its centres of interests, allowing him it to be a marketing target and to receive marketing offers (Godin, 1999; Krishnamurthy, 2001; Rettie and Brum, 2001; Bamba and Barnes, 2007).

-Spam problems and " opt - in "

Spam represents a problem for several reasons: private life, consumers' disappointment, the protection of the minors and human dignity, the costs for the announcers is what harms the trust of the

consumer, a prerequisite for the success of e-commerce and e-advertising in the information society. But, as the mobile phone is an extremely personal object, unwanted messages SMS can touch the consumer at any time and in several contexts. For that purpose, the mobile spam is considered as an intervention in the very intimate personal space (Camponovo and Cerutti, 2004). Now, the principle of the legislation on spam, which concerns internet as well as mobile telephony, does not tolerate the sending of adverts without the preliminary consent of the receiver. And given that the mobile phone touches all social classes and all age groups, an invasion of intrusive communication and a nuisance to the brand of the announcer are possible. It is for it that the European directive of 2002 introduced " opt - in " (literally " to opt for ") to fight against this phenomenon (Notebaert, 2007). The advertisers must have, before sending advertisements, the permission of the consumers and use " opt -in " databases to face the problems of spam (Godin, 1999; Krishnamurthy, 2001).

-Importance of "Permission Marketing" concept in advertising

Contrary to traditional advertising which is intrusive and undergone, an advertising based on the permission is a chosen, expected, targeted advertising and minimizes irritation (Tsang and al ., 2004) : So, the message becomes entertaining and relevant thanks to the better understanding of the profile of the contacted persons and a better adequacy between the offer of the marketer and the expectations of the consumer (Dianoux and Held, 2004). In that case, the consumer receives the value in exchange for the successful advertising and the marketer makes its action a success.

Indeed, if the consumers reveal to the marketers information relative to the types of commercials that they want to receive, these use it to personalize advertisements and promotions which are intended by them. Therefore, the concept of «Permission Marketing» reduces the overcrowding and the costs of costumer prospection, improves the targeting and

the rates of answer, assures respect for the private life, develops the long-term relation, increases the trust of the consumer and protects his/her interests. Consequently, it influences positively the consumer attitude to the advertising and acts, in most of the cases, on the behavior.

-Importance of "Permission Marketing" in Mobile Advertising

By Analogy to the unwanted e-mails, the proliferation of mobile spam, sent without the preliminary consent of the consumer, reduces the efficiency of the medium with time (Rettie and al. 2005) and brings unexpected results (Barnes and Scornavacca, 2004).

Standing and al. (2005) associate the success of the Mobile Advertising campaigns to the "Permission Marketing" concept. Gauzente (2007) adds that the permission obtained upstream by the consumer, confers to the Mobile Advertising more efficiency, improves the rate of return from 10 to 20 % (Rettie and Brum, 2001; Kavassalis and al., 2003) and comes along with a viral effect (Rettie and al. 2005). For these researchers, it is important to appeal to the "Permission Marketing" concept before sending advertisements via SMS to the consumers. In fact, this concept of "Permission Marketing" represents a condition for the efficiency of the Mobile Advertising campaigns (Tezinde and al. 2002; Tsang and al., 2004, Haghirian and Madlberger, 2005) and a pivot for their success (Barwise and Strong, 2002; Barnes and Scornavacca, 2004).

Teenagers, Privacy and "Permission Marketing"

The new approaches in marketing, which aims at having personalized relations with the consumers, appeal to information stemming from their private lives. Now, the consumer privacy is a critical subject in marketing and it occupies a big importance with the development of the commercial transactions on Internet. Dussart (2000) distinguishes a variety of reactions. He

distinguishes three types of reactions to the private lives:

- Firm consumers and those who refuse access to their privacy;
- And the others who are open and tolerate access to the personal information for payment (material or financial);
- And the others who do not carry any judgment or have any interest on this subject.

While Notebaert (2007) underlines that resistance differs from one consumer to another, because it can be aware or tacit, individual or collective. As for Hinduja and Patchin (2008), they assert that young people tolerate personal information in cyberspaces. An example within the framework of the social networks and blogs, teenagers show certain personal information to share them with their friends and the public online, such as: first name, surname, date of birth, phone number, mailing address, e-mail address, city, name of the high school or the institute etc...

Whereas the notion of privacy on the mobile, Gauzente (2007), in her study led on 19 to 24 years old French young adults, finds that the feeling of intrusion and irritation can be seen in young people. But, the respect for the notion of privacy stays in its underlying dimension, which isn't explicitly mentioned.

Role of "Permission Marketing" on teenagers reactions

-On the cognitive reactions

Today, in the era of the mobile, multinationals believe in the potential offered by Mobile Advertising and develop positive perceptions to SMS campaigns (Okazaki and Taylor, 2008). While, most of the consumers, not familiar with the concept of Mobile Advertising, are still sceptic towards these means of communication (Krishnamurthy, 2001; Tezinde and al. 2002; Haghirian and Madlberger, 2005). Okazaki and Taylor (2008) finds that consumers develop negative perceptions to mobile messages, because of their intrusion in the private life.

-On the emotional reactions

Unwanted messages, collectively known as spam, irritate the consumer and suffocate him. Dickinger and al. (2004) underline that unsolicited messages influence negatively this type of advertising. Gauzente (2007) adds that the more attitude of young people is favourable, the less perceived intrusion is stronger.

So, an advertising based on the permission gives place to a positive attitude toward advertising via the mobile. But, its absence facilitates the propagation of the unauthorized messages, the appearance of spam problems and generates a negative attitude (Haghirian and Madlberger, 2005; Standing and al., 2005). Therefore, the absence of permission and the broadcasting of spam on a very personal object can have a very negative influence on the consumer attitude to the SMS advertising. So, this absence of permission can generate for certain young people a feeling of intrusion and irritation (Gauzente, 2007).

-On the behavioral reactions

By studying the case of Australia, Standing and al. (2005) discover that the reaction of young students to the authorized Mobile Advertising is much more positive than in the case of an unauthorized Mobile Advertising. Several reactions can accompany their behavior, like clicking on the link, to send an e-mail or an SMS to the company, to call a number, to purchase, etc... (Dickinger and al. 2004; Barnes, 2002). James and al., (2003) add that the behavior of young people is characterized by a very high rate of reading, strong attitudes to the brand and direct behavioral answers.

Whereas Gauzente (2007), during a study led on 19 to 24 years old French young adults, distinguishes three types of reactions: refusal (immediate deletion of the message), the passive avoidance (non-opening and abandonment in the inbox) and the acceptance marked by the reading of the received message.

Given this weak theoretical contribution concerning the reactions of the teenagers to the "Permission Marketing" concept in

Mobile Advertising, we opted for an exploratory study to better study this phenomenon.

Research Methodology

Frame of research

To obtain an answer which will be the most possibly suited for our research questions, we have chosen a qualitative methodology based on semi directive interviews with teenagers, who are mobile users. According to the nature of our research objective (to investigate), this study allows us to discover and to better understand this phenomenon, still little investigated in the Tunisian context. To lead this study, we adopt an inductive approach, which is an approach of discovery and not of check or confirmation (Evrard and al. 2003).

-Choice of the sample

For an exploratory study, it is not the size of the sample that matters, but it is the quality, the wealth, the depth and the variety of the interviews (Evrard and al. 2003). Indeed, it is a question of determining a minimal size, which allows getting a certain trust, while respecting at best the principle of saturation. Although our sample hasn't any purpose of statistical representation, but it is diversified and it answers to the relevance criteria of the studied population. The sample of the questioned teenagers among 44, consists as follows:

- A population of 24 schoolchildren, between 12 and 15 years old,
- A population of 20 high school students, the age of which varies from 16 to 19 years.

All these young interviewees who possess a mobile phone (even two) and present varied enough socio-demographic profiles, point of view: genre, level of study, nature of study, network operator (Tunisia Telecom or / and Tunisiana).

-Method of data collection

Given that the field of study is new, the appeal to interviews with informants is more interesting. Within the framework of this study which tries to understand the relation between teenagers and the "permission marketing" concept, and where there is not research on this subject,

semi-directive interviews were led with 44 interviewees. These conversations are entirely recorded, and their average duration was of 45

minutes. Teenagers asked were invited to answer the questions, listed in the guide of interview (see board).

Board: The interview guide

Interview guide
<ul style="list-style-type: none">- Have you already received the SMS advertising / promotional? What types of SMS did you receive?- What do you think, then, of the Mobile Advertising (SMS advertising)?- Did you authorize the reception of these advertisements on your mobile? Why.- What does it mean for you " Permission Marketing "? What do you think about the permission given before the reception of the advertising SMS?- For which type of SMS, you are sensitive: the not authorized SMS or the authorized SMS? Justify your answer?- Can you indicate for us the feelings which can arouse in you an advertisement via:<ul style="list-style-type: none">✓ a not authorized SMS?✓ an authorized SMS?- Specify the types of behavior which can arouse an advertisement via:<ul style="list-style-type: none">✓ an authorized SMS?✓ a not authorized SMS?

Analysis

For the analysis of qualitative data, the analysis of contents, named also analyze speeches, represents a method of analysis very used in marketing research. This analysis of contents, introduced by Berelson (1952), then reanalyzed by Bardin (1991) who takes into account the latent contents of the speeches, is defined as " a set of techniques of analysis of communications using systematic and objective procedures of the description of messages, trying to obtain indicators allowing the inference of the relative knowledge in the conditions of procedure / reception of these messages ". Among the techniques of the analysis of contents, we chose the thematic analysis.

Results

Uses and fields of Mobile Advertising application in Tunisia

According to the answers of all the referees, it seems that the appeal to the Mobile Advertising in Tunisia, is widely used by mobile phone operators (Tunisia

Telecom and Tunisiana), to inform about a new service, promote the new offers, invite to participate in a game/ tombola or join a service, call back, to congratulate (Eid, New Year, bonuses).

Besides the sector of telecommunications, the use of this newborn in advertising is still very limited to the other sectors. Quite restricted uses are registered in the field of clothing, optics, decoration, private education, associations (sports, cultural, etc...).

This SMS informs the receivers about a promotion or about a new products (or new collection), it makes them sensitive about an event or invite them to participate in a lottery, to win a trip (quiz, games).

As for the subscribers of Tunisia Telecom, they quote another category of SMS, namely the 1212 SMS, emitted by associations and non-profit bodies to sensitize the addressees (national day of road safety, organ donation, world day to

fight against AIDS, against addiction to smoking) or to celebrate an event (small business sector fair (crafts), etc...).

Degree of the use of "Permission Marketing" in Mobile Advertising

During the analysis, we observe that the quasi-totality of the interviewed teenagers gave no agreement beforehand for the reception of SMS advertising. In fact, it seems that they ignore completely this principle and they have never had the possibility of authorizing the reception of the SMS advertising, which are emitted by their operator or by announcers. This is well confirmed in their answers:

"No", "never", " not, I have never authorized such SMS ", " I have never made that ", " I received no request or SMS to give my agreement ", " I did not receive SMS which asks for that ", " Tunisiana sent nothing to me about this authorization ", " if that exists in Tunisia, I believe, that my operator informed me, but that does not exist " ...

Now, we notice that this type of practice isn't in accordance with the law text n°1 of 15/01/2001 of the new code of telecommunications. The article 26 of the new code obliges the operators to:

- Protect the safety and the privacy,
- present, in the national authority of telecommunications, for approval, a model of the service contract which will be concluded with the customers.
- Make a commitment to conform to the conditions of secret of neutrality towards the transported signals.
- Respect the agreements and the international treaties approved by the Tunisian State.

If the Tunisian legal frame insists on the protection of privacy on behalf of the operators, we perceive that these haven't introduced the principle of the preliminary consent of the consumer for any advertising sending yet, and which normally must be clarified well in contracts (clauses of the use of the personal information to send advertisements, inform about the promotions). Also, the announcers, the users of SMS advertising

or promotions, haven't used neither the principle of permission, nor the "opt' in ". Young people insist on the absence of any type of information asking for their authorization.

With the exception of some who assert that they have already given their mobile phone number under request of the company (case of a sports association, opticians, clothing).

Thus, we conclude that the notion of "permission marketing" is not yet incorporated into companies. Also, even requesting the phone number of the interested person doesn't fill the conditions of use of permission. Indeed, the principle of permission and the one of " opt' in " consists in signing a contract between the customer and the company using the SMS, in asking explicitly for the permission, for the favorite timing of sending, the maximum number of sent messages, the centres of interests of the person ...

Teenagers Perception of the Mobile Advertising

According to the analysis of the results, we identified 4 teenagers' segments:

- " The amazed ones" (50 %)

These are teenagers who appreciate this technology a lot and do not care if they looked or not at their agreement. They are very admiring of the Mobile Advertising, aware of the utility of this new support and attracted by the originality of the sending, the friendly and modern aspect of the SMS ... This appreciation of the Mobile Advertising is well expressed in their comments:

" It is a good thing, it is un up to date thing ", " it is interesting ", " it is nice ", " it is pleasant ", " that pleases me ", " these SMS are great, they forward me information without any effort ", " It is useful for me, that allows me to follow the news ", " as long as it is about a written message, that disturbs in no way ", " for me, to receive SMS, that disturbs me in no way ", " it is brilliant, because there is information which I ignore ", " it is seen well that the successful information helps me to jump at

the opportunity: promotion, the deadline of the offer".

-"The reserved amateurs" (27.3 %)

More than $\frac{1}{4}$ teenagers are content with these services and estimate appreciating them a lot, except that sometimes they express a certain embarrassment. In spite of their attraction to these services, these teenagers exteriorize their disturbances and felt unease, during a repeated sending, during an inappropriate timing or during an uninteresting offer ...

"Sometimes, they disturb me. It happens that I received a SMS at 3 am or 4 am in the morning ", " sometimes, that irritates me because they occupy all the space of my messaging", "sometimes as I am concentrated on something, my mobile beeps to receive commercial message! ", " sometimes, when I am waiting for a message or for an important communication, my mobile rings to receive SMS, at this moment I get excited. That is not the moment ", " too many SMSs, I am embarrassed, and that becomes worrying "...

-"The hesitating teenagers" (18.2 %)

They are indecisive teenagers, because they find themselves in an embarrassment of choices. They are torn between two points of view: on one hand they appreciate the received SMS and on the other hand, they judge them bad. This position is dependent on circumstances (nature of promotions, adequacy with the needs of the referee).

" It is at the same time, a good thing and a bad thing... that depends on the promotion ", "sometimes, I appreciate them if they correspond to my needs, but if I had no need, I don't appreciate them.... everything depends on circumstances if I am in a good mood or not, on the nature of the contents "; " more or less, everything depends on the contents and on my needs "; " it is a good thing when there is information which I ignore and of which I am not informed, and a bad thing when this SMS doesn't interest me ".

-"Anti-SMS" (4.5 %)

Two referees totally refuse this technique: they consider it as a source of disturbance, of embarrassment, an operation which isn't

targeted and whose information isn't updated. This is well clarified in their comments:

"These messages are not targeted "; "this SMS irritates me because there is no respect, they touch my privacy, if I shall find a means to not receive them any more that will be better ".

Teenagers Perception of "Permission Marketing"

Almost in all registered answers by the interviewees, we notice that the concept of "Permission Marketing" is widely ignored by the schoolchildren and the high school students, in spite of their occasional expression of their being disturbed by it. However, this concept became important with the oldest teenagers (Baccalaureate pupils), who expressed an embarrassment and showed to be a little informed about this concept.

Having defined this concept, all the referees express their appreciation and feel a great interest in this kind of practice before any reception of advertising SMS. It is for that, they judge it as being "a good idea ", " a new idea ", " interesting thing", " original technique ", " that it is very important", " I am for the consent of my permission... I appreciate it a lot ".

Teenagers Sensibility to the types of SMS advertising

After having investigated the perceptions of the teenagers to the permission, it is necessary to determine their sensitivity towards the various types of the SMS advertising (authorized and not authorized). Three categories of answers are identified:

- Teenagers' segment (22.7 %), among which most are girls, wishes to receive only authorized advertisements. These young people do not hide their sensibility for this type of advertising because they find them much more interesting, more expected and value-added.

- Another segment (36.3 %) asserts its attraction to the authorized SMS and some not authorized SMS provided that they are

SMS which correspond to their centres of interests (games, promotions, bonus,...).

- Others (40.1 %), especially high school students, underline their indifference and their tolerance to the received SMS. They declare that they are content with any type of SMS, because they find them at the same time informative, developing and entertaining.

Permission Marketing and emotional Reactions of the teenagers towards Mobile Advertising

During this study, we noticed that a wide majority of the teenagers show a raised interest for advertisements on mobiles. While a minority of adolescent girls do not linger on expressing their weakness for this type of advertising. The results of this study come to confirm the works of McClatchey (2006) and Standing and al ., (2005), who find that young people develop a positive attitude and express an attraction to the Mobile Advertising.

For teenagers who appreciate the Mobile Advertising, the concept of permission marketing is only reinforcing their attraction for this type of advertising. Also, for teenagers whose attitude is unfavourable, this concept improves and acts positively on their attitude.

In the **case of an authorized Mobile Advertising**, we notice that a great number of the interviewees express an intense enjoyment by receiving these SMS, a pleasure and a love for this new advertising. Others, also, admit the sensation of a feeling of consideration and value. And a minority, feel certain entertainment and relaxation during the reception of these SMS.

While in **the case of a not authorized Mobile Advertising**, we perceive that even if certain teenagers are content with any type of SMS which rings on their mobile, this does not exclude the existence of the other people who develop an unfavourable attitude. These teenagers do not hide their indifference for advertisements considered not interesting for them, like 1212 SMS, or the advertisements about an unknown

brand. Also, they express a certain embarrassment, nervousness, being disturbed, an anxiety especially about the source of obtaining of the phone number, further to the uninteresting contents, the inappropriate timing, the preoccupation of the person, the fulfilment of an activity. As result, the teenagers perceive negatively this type of advertisements, this is going to generate unfavourable attitudes to the SMS and the brands.

We conclude that, thanks to this permission, the perception of the teenagers can be only positive to the advertising via the SMS and the attitude can be only favorable. These observations relative to an emerging country, confirm the results of Standing and al . (2005), relative to the Australian context. So, the results of this study join, also, the conclusions of Tsang and al., (2004) and those of Haghirian and Madlberger (2005) who insist on the importance of the permission on the consumer attitude towards Mobile Advertising, whatever the age. In sum, the role of the permission in Mobile Advertising remains important independently of the age and/or of the context.

" Permission Marketing" and behavioral Reactions of the teenagers towards Mobile Advertising

Having estimated the role of the permission on the cognitive and emotional component of the reaction of the teenagers to the Mobile advertising, we only have the option of investigating its impact on the behavioral component (cognitive component). Two scenarios are studied:

1st case: case of a not authorized advertising

A variety of reactions characterizes the behavior of teenagers, ranging from a reading of the contents of the message to its deletion (45.5 %), a fast scrolling of the message followed by a deletion (34 %), a message kept in the inbox to be read during free time, to a direct deletion of the message without having read it or opened it (20.5 %): "I read then I delete", " I open, I quickly skim through it then I eliminate ", " I

delete straight away if the SMS is sent the 2nd time ", " I eliminate without having read it " ...

These reactions sometimes translate a rather considerable interest concretized by the reading of the received SMS (even if this reading are floating and fast), and sometimes no interest during the direct deletions.

2nd case: case of an authorized advertising

The importance of the Mobile advertising for the teenagers is confirmed by their behavior. Several reactions accompany these positive attitudes developed for these campaigns, like immediate reading (79.5 %), meticulous reading (40.9 %), repeated reading or repeatedly, backs up of the message (20.5 %), the fact of speaking about it to friends (41 %), call of a toll-free number, sending of an SMS, visit of a Website, visit of the selling point (52.2 %), purchase (43 %): " I read for the moment ", " read the message several times ", " I read the message, I keep it and I remember ", " I speak about it to my friends, to the family ", " I apply what I find: I call a toll-free number, I visit the indicated Website ", " I keep it to the end of the promotion ", " If the offer is interesting, I visit the selling point and I buy ".

So, we see that for the authorized campaigns, the role of permission marketing on the behavioral reactions is very visible. It attracts, teenagers' attention (attentive reading), arouses their curiosity (call of the toll-free number), and comes along with a viral effect. Such reactions are absent, in case of not authorized campaigns.

Discussions and conclusion

Given that the mobile phone is a personal object, the appeal to the concept of "permission marketing" seems to be an indisputable priority especially with the oldest teenagers (from 15 to 19 years). Despite the concept of "permission" is under used in the advertising environment, and despite the teenagers non sensitivity to the notion of respect for private life as adults, this study nevertheless reveals to us

a real appreciation and a surprising surprise investigated with the teenagers to this idea.

According to the answers of the interviewees, we can say that the reception of an authorized SMS comes along with favorable attitudes, which lead on their turns to positive behavioral reactions. This is explained by the fact, that teenagers like receiving advertisements corresponding to their expectations, useful and not annoying. Now, the satisfaction of their expectations will be possible only thanks to the permission. So, to make a success of an advertising campaign via SMS targeted to the teenagers, it is recommended to use the " permission marketing" concept, because this kind of practice incites the preparation in the long term and to build good relations with these young people, considered at once as an interesting current marketing target and future consumers.

Implications for the research

In this research, the interest was concerned with the teenagers, a segment of the population representing a very important target in Mobile Advertising, because they are " technophiles ", "permeable" to the new technologies, very dependent in their mobiles, big users of mobile services in particular SMS people (Wilska, 2003; Youn, 2005; Klimsa and al. 2006; McClatchey, 2006).

The Mobile Advertising, which is widely used in developed countries (in Asia, in Europe and in America), is starting to grow in Tunisia. But, its use is still at its embryonic stage: it is limited to some sectors and some activities (mobile phone operators, selling point of clothing, decorations, optics, associations) and hasn't yet introduced the notion of "permission marketing".

To make a successful campaign of Mobile Advertising and develop positive reactions, several researchers require the use of "permission marketing" concept (Godin, 1999; Krishnamurthy, 2001; Leppäniemi and al., 2004; Bamba and Barnes, 2007). During this study and while investigating

the teenagers perceptions, we record, in most of the cases, positive perceptions towards mobile advertising especially with schoolchildren. But, we distinguish neutral perceptions to "permission marketing" concept. So, we observe that the teenager population presents variable degrees of sensitivity: the youngest accept advertisements received on their mobile without any consent beforehand, because they are more tolerant to any type of SMS, in the personal information and in their private lives than the oldest teenagers. While the 15-year-old young people more admit their sensitivity to the Mobile Advertising with "permission marketing" because they like receiving value-added messages and which correspond to their centres of interests.

If the adults require the use of permission and react more positively in case of given permission (Tsang and al. 2004; Haghirian and Madlberger, 2005), the oldest teenagers, also, appreciate the authorized Mobile Advertising and develop favorable attitudes to these sendings. Indeed, during the evaluation of the impact of the permission on the various components of teenagers reaction, we note positive feelings which accompany the feelings of these young people (enjoyment, pleasure, entertainment, sensation of self worth/value) during the reception of the authorized SMS and the unwished feelings (anxiety, disturbance, anger) in the case of reception of not authorized SMS. Beside behavioral reactions, we recognize positive reactions (attentive reading, call, visits) in case of given permission and negative reactions, in the opposite case, (forgetting, deletion...). These found results relative the behavior confirm those found by Barwise and Strong (2002) and Rettie and al. (2005).

In summary, we can say that the importance of this permission is not identical with all teenagers: it takes on an importance with age and the level of education. The older and the higher the level of studies, the more teenagers become sensitive to this concept, to their private life and to the personal information. For that purpose, the "permission marketing"

concept is important with the oldest teenagers (than 15 years). Even if this importance is not indicated at the level of their cognitive reactions because of their ignorance of the concept, it is clarified at the level of their emotional and especially behavioral reactions.

Thus, the need for a personalized, well targeted and not intrusive advertising also exists with the teenager's and it becomes more marked with age. So, the "permission marketing" concept represents an important concept with this segment of the population; further to its triple action on the reactions of these teenagers (on the three components of the reaction). As, it represents a key factor, seen that he can contribute to the success or to the failure of the Mobile Advertising campaigns- results already confirmed by several researchers (Tsang and al ., 2004, Barnes and Scornavacca, 2004; Haghirian and Madlberger, 2005; Standing and al.2005).. In conclusion, this concept has to accompany the development of the Mobile Advertising and has to get into the marketing strategy, independently of the aimed target.

Implications for practice

The marketer, worried about communicating more effectively with a young target who is very sensitive to telephones and to mobile communications, is called upon to understand their perceptions, their attitudes and their behaviors to the Mobile Advertising. Also, he has to incite the announcers and the advertisers to adopt the "permission marketing" concept in the short term or in the long term to make a successful campaigns and improve their targeting.

This study sensitizes the mobile phone operators to build "opt' in " mobile databases of their subscribers. So, these operators will have interest from the signature of the contract with these young subscribers to ask them for their permission for the reception of SMS advertising, while caring about their centres of interests and about their concerns...

Directions for future research

It would be interesting to :

- Lead a quantitative study to understand the heterogeneousness of the Tunisian target;
- Study the influence of the other factors on the teenagers reaction (influence of group of peers, the conception of the message), to determine the degree of importance of each of these factors;
- Lead a comparative study on teenagers stemming from various contexts (developed countries and emerging countries) to reveal the various levels of perceptions, attitudes and behaviors relatives to every context and the explanatory motives for difference or for resemblance between these teenagers.

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