Factors affecting consumer's attitudes toward mobile marketing

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Abstract
This study aims to investigate the "factors affecting Saudi consumer's attitudes toward acceptance of the mobile marketing". The researcher tries to develop and test a model to achieve the dissertation's objectives. The study focuses on four independent variables to achieve the objective of this study which are: Customer satisfaction for the content of the advertising message, Customer trust for the content of the advertising message, the Value and the utility of the offers that are provided by the advertising message, brand of the products that are offered by the advertising message. Data were collected from a convenience sample using a questionnaire. The data are analyzed using several statistical techniques to test the stated hypotheses. Multiple regression analysis is used to find the effect of the independent variables on the dependent variable. The result confirm that all the independent variables had a significant effect on Saudi consumer's attitudes toward acceptance mobile marketing. Recommendations for future research, marketing implications, and limitations of this study are proposed.

Key words: mobile marketing, customer attitudes, SMS.

1. Introduction

Today, recent developments in technology created new media channels for advertising and marketing. This growth in non-store shopping and new trends in technology have facilitated the introduction of electronic marketing and promise to provide new ways of impacting and serving consumers in the future (Reynolds 2000; Sivanad, Gesta and Sulep, 2004). In the future, with the use of WAP (Wireless Application Protocol), advertisements will be based on voice, text, graphics and music, today, mobile advertising is carried out mainly using SMS (Short Message Service) (Andersson and Nilsson, 2000).

The channels of communications used by marketers include SMS, MMS and email, etc. Advertisers can reach to their customers in order to promote their products or services through mobile devices (Robinson, 2010). Many scholars, for instance, suggest that there is a huge market potential for mobile marketing or advertising, supporting their assumptions with predictions of the global penetration rate of mobile devices and high diffusion of Short Message Service (SMS) (Scharl et al, 2005; Barnes and Scornavacca 2004; Bauer et al. 2005; Leppäniemi and karjaluoto, 2005). SMS, is used extensively worldwide (Leung, 2007). SMS allows users to send messages can be caused by letters and numbers (Leung, 2007). According to short life of advertising via SMS the investigations in the field of this technology has not been significant. Most studies have examined the variety of factors influencing the acceptance of mobile phone marketing from both consumer's an organization perspectives (Abadi et al, 2011). One major research stream focuses on consumer acceptance and adoption of mobile services in general, such as multimedia messaging service, online gaming and other wireless services (Foulds and Burton, 2006; Kleijnen et al., 2004). Another more specific field of research focuses on consumer perceptions and attitudes towards the use of the mobile phone for marketing and commercial application (Barnes and Scornavacca, 2004; Barwise and Strong, 2002; Bauer et al., 2005; Carroll et al., 2007). More recently, Merisavo et al (2007) examined the drivers of SMS advertising acceptance among Finnish consumers.

Academic research on mobile marketing has begun to flourish. Mobile marketers need to recognize and understand important variables which influence consumers response to mobile marketing campaigns (Stewart & Pavlou, 2002). The consumer's attitudes toward acceptance mobile marketing can be investigated in four dimensions: Customer satisfaction for the content of the advertising message, Customer trust for the content of the advertising message, the Value and the utility of the offers provided by the advertising message, brand of the products that are offered by the advertising message.

2. Literature Review

2.1 mobile marketing

Recent statistics show that mobile marketing budgets particularly mobile advertisings will exceed 11 billion by 2011 rising from almost 1 billion in 2007(Leek and Christodoulides, 2009). The increased mobile usage of recent years is a clear example of the system's growth, significance and the opportunities it offers as an independent sales channel and it therefore merits special attention from researchers (Bigne, Ruiz and Sanz, 2005). Several consultancy studies,   US consumers seem to be willing to accept m-advertising to subsidies the cost of other mobile services such as e-mail and news services, but a Correspondingly to Forrester Research reveals that US mobile users are not willing to (attitude toward)   accept mobile ads because users tend to see their handsets as communication devices in which mobile ads are not welcome – mostly due to the small screen size (leppaniemi and karjaluoto, 2005).   According to a consumer study conducted jointly by InterQuest and the Mobile Marketing Association, 43% of European consumers regard m-advertising as positive and effective whereas only 7% rate it negative (Nikulainen, 2002). The size of the European mobile marketing market was about €145 million in 2003 (Jupiter Research 2004).

2.2 Customer Attitudes

An attitude is an enduring combination of cognitive, emotional, and behavioral processes (Neal, Quester and Hawkins, 2004) or mental states by which consumers structure the way they perceive and respond to market environmental elements (Aaker, Kumar and Day, 1998) such as a retail store, a television program, a product (e.g. a mobile phone), or a concept (e.g. advertising). The behavioral component of an attitude   is "the tendency of the attitude holder to respond in a certain manner toward an object or activity" (Neal et al, 2004). Research (e.g. Scharl, Dickinger and Murphy, 2005; Tsang, Ho and Liang, 2004) drawing on the Theory of Reasoned Action (Ajzen and Fishbein, 1980), found positive relationships between attitudes, intention, and behavior associated with mobile advertising. Tsang and Liang (2004) also found that consumers have generally negative attitudes toward mobile advertising unless they have specifically consented to receive the advertising messages.

  Fishbein's attitude theory proposes that an attitude towards any object is a function of an individuals' beliefs about the object and the evaluative aspects of those beliefs (Fishbein, 1967). Fishbein's theoretical exposition of the causal basis of attitudes, have stimulated much of the attitude research in marketing and is frequently used (MacKenzie, Lutz and Belch, 1986;   Mitchell and Olson, 1981; Ducoffe, 1996).

The salient beliefs mediate the marketing variable's effect on attitude,   attitude in turn mediates the subsequent effects on a specific behavioural intention such as buying a product (Andersson and Nilsson, 2000). Consumer attitudes toward advertising in general have long been found to be negative,   Zanot, for instance, found that attitudes toward advertising became increasingly negative after the 1970s , early surveys of consumer attitudes revealed somewhat positive results (Tsang et al, 2004). Many advertising researchers have proved the positive relation between attitude towards the individual ad and hierarchy of effects (Bruner & Kumar, 2000). Previous research also shows that the attitude towards the ad is partly explained by attitude to the context in which the advertising is processed (Andersson and Nilsson, 2000). An extensive survey of SMS advertising in the UK reveals that SMS advertising is considered as acceptable as TV and radio advertising if it is delivered by a trusted source. Consumers are willing to (attitude toward)   receive several SMS campaigns per week, but they fear that spamming might occur (Enpocket, 2002).

2.3 Customer satisfaction

Customer satisfaction can be defined as overall evaluation based on the total purchase and consumption experience with a good or service over time (Anderson et al., 1994; Fornell, 1992). Philip Kotler (2008), observed that satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. A customer is satisfied when an offering performs better than expected and is dissatisfied when expectations exceed performance (Bolton, 1998). Similarly, customers have expectations with regard to the behavior of service employees, when these are exceeded, the level of customer satisfaction with the service provider is positively influenced (Thurau, 2004).   Service encounter play a prominent role in customer satisfaction (Suprenant and Solomon   1987). Customer satisfaction is influenced by overall quality, price, expectations (Anderson, 1994; Fornell et al., 1996) firm image (Aga, 2007) and persons desires (Spreng, 1996).

2.4 Customer trust

The trust concept has been studied in a number of disciplines, and various definitions have been proposed (Lewicki et al, 1998). Doney and Cannon (1997) defined trust as the perceived credibility and benevolence of a target of trust.

According to Ganesan (1994), trust is the extent to which the customer believes that the vendor has intentions and motives that are beneficial to the customer. Trust is the belief that another can be relied upon with confidence in order to perform role responsibilities in a fiduciary manner and is manifest in a willingness to voluntarily increase one's vulnerability to another (Smith,1997).   A commonly used definition of trust is that of Moorman and Deshpande (1992), who define it as the willingness to depend on an exchange partner in whom one has confidence.Therefore, trust will be defined as the degree of confidence customers have in online exchanges, or in the online exchange channel (Singh and Sirdeshmukh, 2000). In business researches, trust has been found to be important for building and maintaining long-term relationships (Rousseau et al., 1998; Singh and Sirdeshmukh, 2000). The absence of interpersonal interaction also suggests that online trust is mainly cognitive, i.e. based on customers" judgments of the reliability and capabilities of the merchant or the exchange channel, and not affective trust, i.e. founded on a bond among individuals (McAllister, 1995).

2.5 The value   and the utility

The value concept is a basic constituent of relationship marketing, the ability to provide superior value to customers is a prerequisite when trying to establish and maintain long-term customer relationships (Ravald and Grönroos, 1996). A value can be described as an enduring belief that a specific conduct or state is personally-psychologically or socially-culturally preferable to a converse mode of conduct or an opposite end state of existence (Levi, 1990). Value potentially derives from the expectations about an offering itself, from experiences accompanying the exchange, and from the residual of having engaged in behaviors necessary to achieve the exchange. Hence, value can reflect the worth of the element itself as well as the experience associated with the transaction (Houston, 1987). Values are the basis of actions, attitudes, and judgments in advertising as well as in other aspects of social life (Beatty et al, 1985). Customers generally more easily understand and accept those SMS ads, which are relevant to their interests (Nasco and Bruner, 2008). Consumers acceptance of SMS advertisements is dependent upon perceived utility of SMS ads and information contained in them (Bauer et al. 2005). Customers trust in SMS advertising companies will have a positive effect on perceived value of SMS ads and accepting it as a valuable service (Vatanparast, 2007;   Merisavo et al, 2007).

2.6 Brand of the products

The American Marketing Association (1960) proposed the following company-oriented definition of a brand as: A name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers (Bennett, 1988). Brands as an image in the consumers' minds(Keller, 1993), brand personality (Aaker, 1996), brands as value systems (Sheth et al., 1991), and brands as added value (Doyle, 1994). Brand is something bought by consumers while goods are something produces in factory, consumers buy brands not goods (Namin et al, 2012). Competitors can imitate production of certain goods, but brands always remain unique (Kotler, 2002).The process of choosing a particular brand may be influenced by situation and content (Punj, 2001). Brand name conveys information to the consumer, brand name can influence consumers' quality evaluations of a product (Rigaux-Bricmont, 1982). Promoting a new or unfamiliar product can be considered a type of paired associate learning, where the consumer is to learn to associate a particular brand or company name with a product or service (Lutz, 1977). Attitudes can be based on the literal meaning of the name, the way the name sounds, or some associations that the brand name accumulates over time due to company promotion or individual usage (Leone, 1981). SMS marketing facilitates to generate brand awareness, customer loyalty, and in making sales (Bragge et al. 2005, Sutinen & Tirri 2005).

3.Previous studies

Karthikeyan and Balamurugan   (2012), " Mobile Marketing: Examining the impact of Interest, Individual attention, Problem faced and consumer's attitude on intention to purchase".   In this study the researchers wants to gain an insight into the perception of mobile users towards mobile advertising and To find out Mobile advertising influences consumers purchase decision. The research design chosen for the study is descriptive. The primary data was collected through a self administrated questionnaire which was originally developed for this purpose. Fifty questionnaires were distributed for the purpose of pre-testing the questionnaire's contents. A complete questionnaire was developed based on the comments collected during the pre-testing period. Convenient sampling has been employed with the questionnaires being collected from 425 respondents. Questions asked respondents to rate their degree of agreement using a 5- point Likert scale. The study was carried out in Madurai city, Tamilnadu, South India. Primary- stage sampling units were the mobile users. While the secondary stage sampling units were markets,

shopping malls, institutions and localities of Madurai. Using Statistical Package for Social Science the following tests were carried out 1. Factor analysis 2. Multiple Regression and 3. Reliability Test.

Zabadi et al (2012), " Consumer Attitudes toward SMS Advertising among Jordanian Users". This paper has tried to investigates antecedents of consumer attitudes towards SMS advertising via mobile devices and variables influencing it. The analysis is based on a consumer survey. For this purpose a quota sample of 130 cellular phone users in Jordan has been interviewed. It was found that consumers' perceptions of the entertainment value, Informativeness and credibility of SMS advertisements are positively correlated to consumers' overall attitudes towards SMS advertisements. The study further found consumers' perceptions of the irritation aspect of SMS advertisements is negatively correlated with consumers' attitudes towards SMS advertisements. The results indicate that attitude toward advertising via mobile devices strongly depends on message Characteristics. The message characteristics need to be developed carefully. Marketers can not only rely on the fact that an advertising message sent via mobile devices will be read and remembered automatically Also the results indicate that advertising value and advertising message content have the largest impact on attitude toward advertising via mobile devices.

Abadi et al (2011), " Factors Affecting the Audience's Trust to SMS Advertising in Isfahan city". This study aim to examine factors affecting the audience's trust to SMS advertising in Isfahan city. The research is based on data that obtained through a survey study. It is noteworthy that the analysis of collected data was done by spss17 software. The findings indicate that, perceived advertiser trustworthiness is the most important factor that affects the audience's trust to SMS advertising.

Muzaffar and Kamran, (2011), " SMS Advertising: Youth attitude towards perceived informativeness, irritation and credibility". The purpose of this study was to investigate the youth attitude towards SMS advertising. Data was gathered through a questionnaire from 152 undergraduate students aged 18-23, studying in different universities of twin cities of Rawalpindi and Islamabad, Pakistan. Regression and correlation analysis was used to find out the relationship between the dependent variable of attitude towards SMS advertising and independent variables of perceived ad informativeness, ad irritation and ad credibility. Firstly, study findings revealed that ad informativeness has a positive linkage with youth attitude towards SMS advertising. Secondly, Irritation does not affect the youth attitude towards SMS advertisements significantly. And lastly, results demonstrated that credibility strongly affect youth attitude towards sms advertising. Managerial implications are that the information provided in the advertisements via mobile devices must be authentic, easily understandable and informative for customers. Furthermore, adoption of permission based marketing and use of Urdu language in SMS ads may lead to increased customer acceptance and more positive response towards SMS advertising in Pakistan.

Radder et al (2010), " Antecedents Of South African High School Pupils' Acceptance Of Universities' SMS Advertising". This study explores antecedents to pre-final year high school pupils' acceptance of South African universities' SMS advertising. Results show that social influence is a better predictor of the target market's intentions to adopt SMS advertising than attitudes are. Behavioral intentions are a function of attitudes, social influences, innovation levels, and perceived study utility. No significant relationship exists between perceived risk and SMS advertising acceptance. South African universities could consider using SMS advertising in conjunction with traditional media, but should ensure that SMS content is based on the needs of their target market.

Bigne et al, (2005), " The Impact of Internet User Shopping Patterns and Demographics". This study aims to make an approximation of the M-shopper profile and identify the variables influencing purchase behaviour. The methodology used to achieve these objectives is based on 7 focus groups and the analytical techniques of Chi-Square and logistic regression. Analysis of the results obtained from a representative sample of 2,104 Spanish Internet users shows that the M-commerce decision can be predicted according to consumer age, social class and behavior patterns as user of non-store shopping channels.

Leppaniemi and karjaluoto (2005), " Factors influencing consumers' willingness to accept mobile advertising: a conceptual model". The purpose of this study is to build a conceptual model of consumers' willingness to accept mobile advertising. First, the study investigates factors that influence the acceptance of mobile advertising from both industry's and consumers' point of view. Second, based on a review of previous studies in the field, the authors propose a conceptual model of consumers' willingness to accept mobile advertising. The model, based on four research hypotheses, indicates that consumers' willingness to receive mobile advertisements to handsets is mainly driven by four factors: role of mobile medium in marketing mix, development of technology, one-to-one marketing medium, regulatory. The findings provide several conceptual and managerial insights into the role of mobile advertising today and in the near future.

Tsang et al, (2004), "Consumer Attitudes Toward Mobile Advertising: An Empirical Study". The rapid proliferation of mobile phones and other mobile devices has created a new channel for marketing. The use of Short Messaging Service to access customers through their handheld devices is gaining popularity, making the mobile phone the ultimate medium for one-to-one marketing. The present research investigates   consumer attitudes toward mobile advertising and the relationship between attitude and behavior. An instrument for measuring attitudes toward mobile advertising is developed. The results of a survey indicate that (1) consumers generally have negative attitudes toward mobile advertising unless they have specifically consented to it, and (2) there is a direct relationship between consumer attitudes and consumer behavior. Thus it is not a good idea to send SMS advertisements to potential customers without prior permission.

Saunders (2003), "Studies: mobile ad market to grow, amid risks", this study by the Cahners In-Stat Group suggests that immediate and recognizable benefits such as discounts or special offers convince people to consider wireless advertisements. The study also argued that m-advertising should be opt-in. According to a consumer study conducted jointly by InterQuest and the Mobile Marketing Association, 43% of European consumers regard m-advertising as positive and effective whereas only 7% rate it negative. The study was based on m-advertising campaigns of 10,000 to 30,000 test users aged 16–26 ran in the UK, Italy, and Germany in 2002. An interesting discovery was that mobile advertisements were in general remembered well. In an m-advertising campaign, close to 80% of the test users reported remembering the m-advertisement after 15 days. Furthermore, roughly 70% was likely to recommend m-advertising services to other people. The study was based on 705 test users' opinions gathered via an SMS survey.

Enpocket (2002), "Consumer preferences for SMS marketing in the UK".   An extensive survey of SMS advertising in the UK reveals that SMS advertising is considered as acceptable as TV and radio advertising if it is delivered by a trusted source. Consumers are willing to receive several SMS campaigns per week, but they fear that spamming might occur. Thus, they prefer to give their permission only to organizations they trust. The study was conducted in two sequences. The first part included a telephone survey of 1,000 adults with mobile phones before they were exposed to SMS campaigns. The second part comprised of 4,000 interviews with mobile users after they had seen the SMS campaign.

 Nokia (2002), " New Nokia research shows consumers ready for m-marketing via mobile handsets". This study conducted by HPI Research on behalf of Nokia, found that the core mobile phone subscriber market (16–45 year olds) is not only receptive to experiencing mobile advertising, but also actively welcoming m-advertising in the form of electronic coupons for brick-and-mortar stores, especially if the user will be rewarded back. Over 3,300 people were interviewed in 11 key global markets including USA, Europe, Asia, and South America in June 2001. The study found that 88% of the respondents were receptive to m-advertising (in the study defined as electronic coupons for brick-and-mortar stores) and approximately 30% stated that they would welcome m-advertising. The study further identified four key factors contributing to mobile advertising's acceptance. These were: choice (m-advertising should allow users to decide whether or not to receive messages), control (users could bypass sales messages easily), customization (users should be able to filter the messages received), mutual benefit (users want to get something back).

4.**Objectives of the Study**

The researcher tries to achieve the following objectives:

    Investigating the influence of the following factors (Customer satisfaction for the   .1
content of the advertising message, Customer trust for the content of the advertising
message, the Value and the utility of the offers that are provided by the advertising
message,   brand of the products that are offered by the   advertising message)   on
Saudi consumer's attitudes toward acceptance of the mobile marketing.

    To propose useful direction or database for future researches.   .2

5. The Model of the Study

This paper attempts to study the factors affecting Saudi consumer's attitudes toward acceptance of the mobile marketing. According to what mentioned above and based on the previous review of literature and related studies, the researcher suggests the following model.
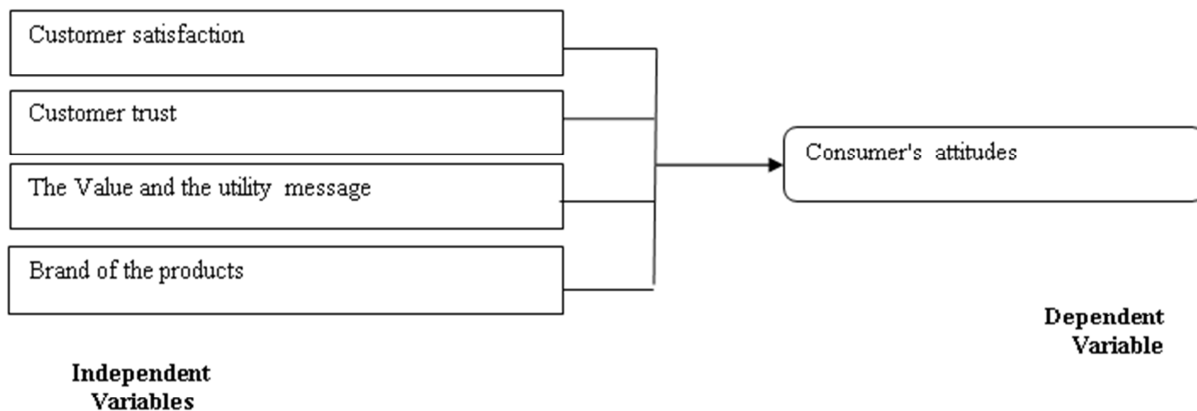
Figure (1)
Model of the study

6. Research hypotheses

According what mentioned above and the suggested model of the study and the purpose of the study, the following hypothesis was developed:

H01: There is no significant statistical effect of " Customer satisfaction for the content of the advertising message" on Saudi Consumer's   attitudes toward acceptance of the mobile marketing.

H02: There is no significant statistical effect of " Customer trust for the content of the advertising message" on Saudi Consumer's   attitudes toward   acceptance of the mobile marketing.

H03: There is no significant statistical effect of " The Value   and the utility of the offers that are provided by advertising message" on Saudi Consumer's   attitudes toward acceptance of the   mobile marketing.

H04: There is no significant statistical effect of " Brand of the products that   are offered by advertising message" on Saudi   Consumer's   attitudes toward acceptance of the mobile marketing.

7. Research methodology

7.1 Data Collection methods

According to purpose of this study, where data were collected from two sources.   Primary data were collected by using a questionnaire, while secondary data were obtained from previous researches and literature. The questionnaires were distributed directly to the participants selected as a study sample. The distribution and collection process took about 6- weeks period. The questionnaire was prepared in English, and then translated into Arabic language by using the back translation method; it is composed of 25 items measuring the independent variables and dependent variable of the study. The respondents indicated the frequency of encountering the situation described by each item using   a five-point likert scale which ranges from strongly disagree (1) to strongly agree (5). (300) total of questionnaire were distributed, but (265) were retuned, with a response rate up to 88%.

7.2 Population and Sample

Sekaran, 2004, Population can be defined as the entire group of people, event, or things that the researcher desire to investigate. According to Sekaran's definition, the population of this study consists of Saudi consumers. A convenience sample of Saudi consumers was selected from Saudi consumers in many different locations to generate a high level of representation to the study population.

7.3Test of Reliability

Cronbach's alpha test was used to calculate reliability coefficients. Cronbach's alpha measures the average of measurable items and their correlations, and if the result is generally above 0.60, it is considered to be reliable (Bagozzi and Yi, 1988). Cronbach's alpha values varied from 0.61 to 0.74, and 0.86 for total values, which means that the reliability results of the current study are acceptable.

8. Data Analysis Technique

The researcher used SPSS software to test the study's hypotheses by using different statistical techniques, these techniques are: The researcher used SPSS software to test the study's hypotheses by using different statistical techniques, these techniques are:

1. Cronbach's alpha: used to test the reliability of the scale.
2. Means and standard deviations for the independent variables, to explore the existence and importance of every variable according to the sample of the study. If the mean value of the statement is more than or equal to 3.5, then the level of agreement with the statement measuring a certain variable is high, if the mean value ranges between (2.5 – 3.49), then the level of agreement is medium and when the mean value of the statement is equal to or less than (2.49), then the level of agreement with the statement is low. Table (1), shows the means and standard deviations for independent variables.
3. Variance inflation factor (VIF) and the Tolerance to make sure there is no Multicollinarity among the independent variables. Multicollinearity can be controlled by two ways: tolerance values and values of variance inflation factor (VIF). Multicollinearity high degrees could result in both regression coefficients being inaccurately estimated, and difficulties in separating the impact of the independent variables on the dependent variable. Any variable with a tolerance value below (0.10) or with a value above (10.0) of (VIF) would have a correlation of more than 0.90 with other variables, indicative of the multicollinearity problem (Hair et al, 1998). From the table (1), we can see the tolerance values for all independent variables is more than (0.10) and VIP for independent variables is less than the limited valued (10.0), so the conclusion will be as there is no multicollinearity between the independent variables.
4. Skewness Test to measure the normality of the data. Multivariate normality is the assumption that all variables and all combinations of the variables are normally distributed. When the assumption is met, the residuals are normally distributed and independent, the differences between predicated and obtained scores (errors) are symmetrically distributed around a mean of zero and there is no pattern to the errors. From the table (1), we can see that the variables are normally distributed, having Skewness value between (-1 to 1). From the table we can see the all of these variables have skewness ranged from (-0.242) to (-0.743), which means that the variable are normal distribution.
5. Multiple regression analysis: used to find the effect of the independent variables on the dependent variable.
6. Data were entered into SPSS according to the Likert scal. The instrument of the study was scaled as follows: Strongly disagree   Disagree   Undecided   Agree   Strongly agree
                                    1   2   3   4   5

9. Hypotheses Testing

 According to the decision rule: accept null hypothesis (H0) if the significance level (α) of the variable is greater than (0.05) significance level, and reject (H0) if the significance (α) level equal or less than (0.05) (Sekaran, 2004). According to the previous decision rule, Results showed that there is a statistically significant impact for all independent variables (Customer satisfaction, Customer trust, Value and utility, Brand of products) on the dependent variable (Saudi Consumer's attitudes toward acceptance of the mobile marketing). Table (1), shows significance (α) for all variables.

10. Discussion of the Findings

Based on hypotheses testing: 1. it was found that there is a significant statistical effect of " Customer satisfaction for the content of the advertising message" on Saudi consumer's attitudes toward acceptance of the mobile marketing, it was found that there is a significant statistical effect of " Customer trust for the content of the advertising message" on Saudi consumer's attitudes toward acceptance of the mobile marketing, it was found that there is a significant statistical effect of " the Value and the utility of the offers that are provided by the advertising message" on Saudi consumer's attitudes toward acceptance of the mobile marketing, it was found that there is a significant statistical effect of "brand of the products that are offered by the advertising message" on Saudi consumer's attitudes toward acceptance of the mobile marketing. 2. According to Beta values we can say that (customer satisfaction) comes first on the most powerful variable in explaining the variance in dependent variable (Saudi Consumer's attitudes toward acceptance of the mobile marketing), then it followed by Customer trust, Brand of products, and Value and utility. Table (1) shows Beta values.

11. Recommendations

Based on the study findings, there is some recommendations can be presented: Companies should adopt the factors that have great influence on consumer's attitudes toward acceptance of the mobile marketing. This will lead to

enhance the competitive advantage for the company and increase its market share. This study highlights how mobile marketing   affects consumer's attitudes. This research has contributed to fill some research gaps in mobile marketing field, which are recommended to make more researches.

12. Limitation & Future Research

- The market of Telecommunication is too vast and it is not possible to cover each and every dealer, manufacturer and seller in the available short span of time.
- Generally the respondents were busy in their work and were not interested in responding rightly.
- A convenience sample of this study was selected from Saudi consumers in different locations. Future research could include other locations, and can be distributed on another type of sample. Future studies could focus on other factors that may affect consumers' attitudes toward acceptance of the mobile marketing.

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Table (1)
Tolerance, Variance Inflation Factor (VIF), Skewness, Mean, SD, ACronbach's Alpha, Beta and Sig

Independent Variables	Tolerance	VIF	Skewness	Mean	Standard deviations	ACronbach's Alpha	Beta	Sig
Customer satisfaction	0.821	1.129	-0.620	3.66	.66	0.610	.255	.000
Customer trust	0.848	1.165	-0.242	3.85	.53	0.719	.197	.000
Value and utility	0.886	1.254	-0.377	3.50	.57	0.706	.181	.000
Brand of products	0.854	1.132	-0.743	4.43	.76	0.625	.191	.000
Consumer's attitudes	-	-	-	-	-	0.744		-
ACronbach's Alpha all	-	-	-	-	-	0.867		-

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