

# The Influence of SMS Advertising by Jordanian Commercial Companies on Mobile Phone Users' Consuming Behaviour

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## Abstract

This research aims to study the influence of SMS advertising used by Jordanian commercial companies on the behaviour of a number of mobile phones users. It is an empirical study on a sample of consumers in Jordan. A random sample of 250 Jordanians living in the various provinces was selected and a questionnaire was distributed, while a descriptive analytical approach was used to analyse the data collected from the questionnaires. Results have shown that the majority of participants agreed that SMS ads are important to them and that it influences their purchase behaviour. The results also indicated that there is a significant correlation between the use of SMS advertising and all consumer purchase behaviour variable, though weak. In addition, results have shown that there is a statistically significant correlation between the 'use of SMS ads' variable and consumer purchase motivations. Its interpretation ability was larger than its influence on purchase behaviour variables combined. The research arrived at a set of recommendations.

**Key words:** SMS ads, Jordanian Commercial, mobile phones, Consuming Behaviour.

## 1. Introduction

Jordan is considered one of the leading countries in the field of information technology. The Jordanian market shows a wide and fast spread of mobile phones and their updates. The same applies to the spread of wired and wireless internet networks. This reality encouraged Jordanian commercial companies to take advantage of text messages and use them as a creative advertising method and a new communication channel, making Jordan equal to developed countries in this regard.

Because this field and its applications are new, it constitutes a fertile ground for research. Therefore, this research focuses on the influence of SMS advertising used by Jordanian commercial companies on the behaviour of Jordanian consumers who use mobile phones.

### 1.1 Importance of Research

The importance of the research arises from the following:

- Short ads via mobile phones constitute a source of information about the companies attempting to promote their commodities or services to the target consumers (existing or potential).
- Short ads via mobile phones constitute a new mass communication medium (non-personal), and it is a new technique for companies who use this approach.
- Though researchers studied topics like computer technologies, mobile phones and internet networks, more research is needed especially in Arab countries, where research in this field might be considered rare.
- The results and recommendations concluded in this study will be in the benefit of the companies that use this method of advertising due to the novelty of the topic in hand.

### 1.2 Research Question

Based on the momentum in the field of information technology and information economics, companies seek to achieve a sustainable and competitive advantage, which requires keeping up with everything new in the real and virtual worlds. On the other hand, the wide use of mobile phones brought a different future to Jordanian societal groups and opened a window of opportunity to Jordanian commercial companies allowing them to promote themselves and their commodities and services by sending SMS ads to mobile phone users. Furthermore, a deficiency was found in this medium. This was established by the initial examination of the research question, which was done by interviewing mobile phone users who receive such SMS ads. It was found that they did not rise to a persuasive level sufficient to influence the users' purchase behaviour.

As a result, the research question can be summarised in the following:

- 1- To what extent can the use of SMS ads influence the purchase behaviour of mobile phone users?
- 2- Do SMS ads have an influence over the motivations of mobile phone users?
- 3- Do SMS ads have an influence over the perception of mobile phone users?

- 4- Do SMS ads have an influence over the learning capabilities of mobile phone users?
- 5- Do SMS ads have an influence over the inclinations of mobile phone users?

### Main Hypothesis

"There is no statistically significant correlation between the use of SMS ads and consumer purchase behaviour elements of mobile phone users, which are (motivations, perceptions, learning capabilities and inclinations)."

### 1.3 Research Objectives

The research aims to achieve the following objectives:

- 1- Present subject companies with the opportunity to understand the behaviour and inclinations of consumers.
- 2- Help subject companies learn about information related to how often consumers use mobile phones, how they use them, how many text messages they receive, when they receive them and finally learn about the consumer's wish to delete or keep the commercial text message for later use.
- 3- Measure the influence of using SMS advertising on consumer purchase behaviour elements of mobile users," which is consequently represented by (motivations, perception, learning capabilities and inclinations).

### 1.4 Research Population and Sample

The research population are Jordanians living in the capital Amman, which is considered the largest city in Jordan in terms of population. A random sample of 250 consumers was selected as demonstrated in the table below.

Table 1. Number of distributed and returned questionnaires deemed good for analysis, which represent the research sample

Number of questionnaires distributed		Number of questionnaires returned		Number of questionnaires not good for analysis		Number of questionnaires good for analysis	
No.	%	No.	%	No.	%	No.	%
250	100%	229	91.6	8	3.5	221	88.4

## 2. Previous Works

Alhaj in (Alhaj: 2012) intended to learn about the electronic banking services system (SMS services) by studying the elements of (trust, perceived value, satisfaction and quality of service) and understand its role in winning the loyalty of a sample of Jordanian commercial banks clients. The research population consisted of 344 clients of commercial banks. The study concluded that the perceived value took first place followed by satisfaction and then quality of service. The study also found that there is a correlation between the elements of the SMS electronic banking system and the loyalty of clients. A set of recommendations were presented including the need to create more reliable SMS systems in order to win clients' loyalty; there also was the need to develop their services and keep up with everything new in this field. A study in (Zabadi, Shura, Elsayed: 2012) sought about consumers' attitudes towards mobile phone ads and the factors that influence them. A sample of 130 mobile phone users in Jordan was selected. The study concluded that consumers' perception of entertainment and credibility in SMS ads has a positive relation to their attitudes towards the advertisement. However, consumers' perception of provocation and intrusiveness in SMS ads provokes a negative attitude towards them. The study found that the attitude towards SMS ads is highly dependable on the features of the text message itself and that the value and contents of the advertisement have a big impact on attitudes towards it. The study recommended that SMS ads need to be developed because marketers do not depend only on the fact the ads are sent via SMS, but also that they will be read and automatically remembered. Attitude toward advertising mobile vs. advertising in general study in (Seyedrezeq & Faraz: 2011) investigated and compared attitudes towards SMS ads and regular ads on a sample of 571 mobile phone users in Iran. The study concluded the following: users had a more positive attitude towards classic ads compared to mobile phone ads. It also concluded that perceptions of noise, entertainment and trust are factors that influence the attitudes of mobile phone users and that mobile ads and regular ads did not annoy or anger consumers, but actually found them informative.

Understanding the attitudes of young consumers towards mobile phone marketing is shown in (Patat: 2011) . The study aimed at understanding the attitudes of young consumers towards mobile phone marketing. The research interviewed 100 students and took their opinions in this regard. It concluded that some variables have a positive influence on consumers' attitudes towards SMS ads such as information, entertainment, credibility, usefulness and personalisation. However, some factors have a negative influence on consumers' attitudes such as

annoyance. In addition, the study found that there is no correlation between their perceptions of ease-of-use and their attitudes towards mobile phone marketing. Furthermore, Attitude towards Mobile Advertising of Indian consumer in (Palvinipun & Pattanayak: 2011) aimed to understand the level to which consumers accept SMS ads. It also sought to understand the factors that influence consumers' acceptance of such ads and determine which type of consumers accept them in India. The study found that credibility, content, perceived personalisation and consumers' ability to use mobile phones in a good manner are all considered factors that have a positive influence on consumers' acceptance of SMS ads. However, the opposite is also true. Therefore, companies need to focus on these factors before using mobile phone ads as a way of communication with the consumer. Whereas, British consumers do not accept ads via mobile phones even if it seems entertaining, attractive and readable. In addition, it found that consumers, who accept technology, prefer using internet on their computers and they find mobile phone ads useless because it comes on a small screen and with limited message space (Lafort, Limahelu: 2009) . The study tackled consumers' attitudes and their acceptance levels of mobile phone ads. The study was based on interviews carried out with a number of consumers.

In the study of (Faisal: 2006), opinions were explored on how organisations use mobile phone advertising in business-to-consumer (B2C) marketing. To achieve that, the researcher studied two companies in order to determine the factors that influence their decisions to adopt advertising, the effectiveness of the advertisement campaign and the form of mobile advertising to be implemented. The study arrived at the following results: companies look at mobile phones as an effective way to arouse interest in the trademark. It found that the factors that influence their decision to adopt mobile advertising are trademark strategy, communication infrastructure, location-based services, service tariff and the consumer's perception of mobile ads. (Tsang, Ho, Liang: 2004) Study measured the attitudes of consumers towards mobile advertising and the relation between the attitudes and the behaviour. A measurement tool was developed to measure the attitudes towards mobile advertising. The research found that consumers in general have negative attitudes toward mobile advertising if their permission was not taken beforehand. It also found that there is a direct relation between consumers' attitudes and their behaviour, and that sending mobile ads to potential customers without taking their permission is not a good idea.

### 3. Research Methodology

A descriptive analytical method and a field approach by collecting data from questionnaires and statistically analysing them in order to check the validity of the hypotheses. In addition, interviews were made with a random sample of consumers for the purpose of developing the questionnaire. Furthermore, a review of the literature was conducted including books, scientific journals and internet sites in order to take into consideration previous significant studies, which forms a vital source of knowledge for the research. The variables used in the research to develop the questionnaire are the following:

- 1- Data related to the mobile phones and the use of text messages
- 2- The independent variable is represented by: the use of SMS ads in mobile phones
- 3- The dependent variable is represented by: the consumer's purchase behaviour, which was expressed by the four variables (motivations, perception, learning capabilities and inclinations of mobile phone users). A five-point Likert scale will be used as follows:  
Strongly agree (5), agree (4), neutral (3), disagree (2), strongly disagree (1). The average measurement tool that will be adopted is 3; which means that whenever the arithmetic average of the Answers is equal to or greater than (3) it will indicate agreement, otherwise it will indicate disagreement.

#### 3.1 Validity and Reliability of Research Tool

The questionnaire was presented to a group of referees, who are professors in Jordanian universities specialised in marketing. Their comments were taken into consideration and the wording of some parts of the questionnaire was modified accordingly in a way that creates a balance of the phrases used in the questionnaire. The coefficient of internal consistency (**Cranach's Alpha**) was calculated in its final form, and the same was done for each variable as shown in Table 2 below.

Table 2. Consistency coefficients of research variables

Variable name	Consistency coefficient
Use of SMS ads	81.3
Consumer purchase behaviour:	85.3
1. Motivations	70.9
2. Perception	77.9
3. Learning	71.1
4. Inclinations	72.5

The table above shows that consistency coefficients of all variables are high; the consistency coefficient of all variables was measured to be (85.3), which is a high and acceptable percentage for research.

### 3.2 Statistical Processing

In order to analyse research variables and test the validity of the hypotheses, statistical package (SPSS) was used to calculate the means and the standard deviation of the research variables. In addition, Cranach's Alpha coefficient was used to measure the consistency of the questionnaire and simple regression analysis was performed to measure the influence of the independent variable on dependant variables.

## 4. Conceptual Framework

The wide and fast spread of mobile phone use created a new channel for marketing and advertising. Commercial companies over the world started relying on SMS technology to reach their clients on their mobile phones. Because developed countries have come a long way in this regard, mobile phones became a medium used by many companies wishing to promote their commodities or services widely in the cultural environment it works in.

A. T. Keamey in (A. T. Keamey, 2002) noted in his survey that there is a significant increase since 2001 in the use of mobile phones for SMS advertising to obtain information services. He remarked that more than 100 billion text messages are sent around the world in one year (A. T. Keamey, 2002) This expansion and spread of the use of this marketing method opened a new domain for researches, studies and questions that need answers. Some of these questions are: will it be used for text advertisements? Would it have the same impact as other advertising methods? What do consumers think of what this medium offers, especially the mechanism that will be used to make advertising more effective? Good understanding of these issues is important to enable a more effective use of mobile phones to promote commodities and services.

### 4.1 Concept of Mobile Advertising

Grant mentioned that potential interaction between customers and the target market, and the management of customers' advertising has made mobile phones an important advertising medium for marketers (Grant, 2007:223). Haghirian also confirmed that mobile phones technology has an essential and important influence on businesses of the current age because it opened the way to direct contact with the customer at any time and place (Haghirian, 2005:32).

Leppaaniemi defined mobile advertising as a text message paid by the company concerned and sent to mobile phones. According to Leppaaniemi, it is a method that allows companies to understand the behaviours and trends of consumers, which are difficult to obtain through other advertising methods (Leppaaniemi 2004:93). A study conducted by Matt indicated that by year 2006 at least 65% of mobile phone users will accept receiving promotional offers as text messages (Matt, 2006:17).

Experian remarked that 23% of mobile phone users in the United States use their mobiles to buy commodities and services, and that they show interest in the text messages they receive. He said that 52% of them want to receive SMS ads about commodities and services if they contain valuable information. He also mentioned that mobile advertising is a new way of communication with people who do not accept classic advertising. Leppaaniemi (2005:197) defined mobile advertising as a text message sent to mobiles in order to influence the inclinations, interests and behaviours of those who receive it.

After reviewing many studies and researches in this field, and due to the novelty of this subject, it appears that there is some confusion in concepts especially in terms of defining the notions of mobile marketing and mobile advertising.

Karajaluoto & Leppaniemi (2005:12) expressed the need for more efforts to clarify the concepts related to mobile advertising. That is because mobile marketing and advertising terms are used as synonyms to refer to the

same phenomenon. For example, Robinson & Kalakota (2002:34) used the term mobile marketing to refer to the SMS ads and promotions, while Pura (2002:45) referred to mobile commerce when expressing the concept of mobile advertising. The study concludes that mobile marketing can be defined as a new way for promotion (MMA Global, 2005a:12), while mobile advertising is any content sent by advertisers or marketers via mobile phones (MMA Global, 2005b:67).

In comparing the two concepts we find that they are linked mainly because there is a current common interest among companies and individuals to use their mobile phones to promote their commodities; and this process is considered advertising. The only difference remains to be the method by which the message is sent. It is also agreed that mobile advertising is a new and flexible way for interaction and it can be sent in a short time. In addition, it is considered an advertising technique different than radio, television, publications, etc. In his study, Tahtinen attempted to point out the need for new concepts for both mobile advertising and mobile marketing (Tahtinen, 2000:152).

#### 4.2 Origin of SMS in Relation to Mobile Phones

The concept of an SMS can be defined as a digital system that allows users to send and receive short texts and numbers via mobile phones. These messages are stored in the SMS service centre and sent to the user when he/she is connected to the mobile network. The user can send a message to another user based on an SMS protocol and according to an agreement between the company and the service provider (Dickinger & Haghirian, 2004:13).

Statistics have shown that there is a major interest among Jordanians to use telecommunication technologies in general. The number of text messages in 2010 reached 1.9 billion. This number decreased in 2011 to become 1.6 billion messages falling by 16% ([www.trc.org.jo](http://www.trc.org.jo)). As for the spread of mobile phones in Jordan, the number of subscribers to this service reached 6.62 million subscribers in 2010. The number of subscribers increased to be 7.48 million subscribers in 2011 with a rise by 11%, and this number constitutes 120% of Jordan's population (<http://ainnews.net/38179.html>).

About the origin of text messages, they came as part of the Global System for Mobile Communications (GSM). The concept of such messages was first designed in the late eighties and developed in the early nineties causing it to spread in the current times because individuals started to appreciate its true potential.

Short Message Service (SMS) is considered the first technology to allow exchanging short messages between mobile phones and it went through important development phases causing its spread among users. Some of these phases are: (Matt 2006:17-24): in 1992, the first SMS was sent from a computer to a mobile phone through Vodafone network in the UK. In 1994, the mission to develop text messages was completed making it possible to send messages over one network, as is customary now.

Over the period from 1998 to 1999 there was a possibility to connect telecommunication networks in the UK. In that period, researches have indicated that 90% of text messages are personal. The first year of the new millennium was the year in which true marketing and advertising campaigns were launched via mobile phones. The first to test its success was the advertising campaign launched to inform vacationers about entertainment shows in Ibiza Island. Many clubs in the island announced their shows through SMSs and sought the assistance of Orange co., the first mobile phone company in the UK, in order to disseminate their SMS ads at the end of the month.

#### 4.3 Advantages of Using SMS in Advertising

Despite the differences in opinions and theories around the reason behind the increasing popularity and the fast spread of short text messages, specialists unanimously agree that credits go to its advantages described below:

- **Cost:** text messages began replacing phone calls and emails all over the world. The main reason is that it is a low-cost alternative compared to other advertising mediums such as printed ads or television ads (Shetty, 2005:15).
- **Convenience:** text messages are easy to write and they can be sent any time and any place. They can also be exchanged among users in public places regardless of any noise there (Cranknell, 2004:8).
- **Speed:** text messages reach recipients in less than a minute, which allows advertisers to use mobile phones to measure the success of their marketing and advertising campaigns in a relatively short time (Awodele, Ajayio, E Adagunodo, 2007:10).
- **Privacy:** text messages enjoy privacy even if they were exchanged in public places because they are sent to the target audience from behind the campaign, which leads to success if the recipient reads the

contents and therefore influence the public (Butcher, 2008:12). This is hard to achieve in other advertising methods such as publications and television.

- **Widespread Use:** there are more than 1000 million mobile phones with the ability to write text messages around the world, which indicates that text messages are at one's fingertips and it is contrary to the web protocol or, at least, it is not on the same level (Ivatury, Mas, 2008:14).

Despite these advantages of text messages, companies still hesitate to use them because they are seen as only simple texts with small monochrome letters and limited space of only 160 letters to use for their advertising. These features, even if seen as flaws by some, are still advantages that make this advertising method stand out. That is because their simple form makes ads look like text messages sent to the recipient by his/her friend. Researchers believe that this narrows the gap between the form of commercial messages and personal messages and makes it more welcomed by the recipient especially if his/her permission was taken beforehand, as many studies suggest.

#### 4.4 Defining Consumer Behaviour

Consumer behaviour is seen as one of the essential variables tackled by researchers in their studies and it is one of the elements that might be influenced by SMS ads sent to consumers on their mobile phones. Therefore, some definitions related to consumer's behaviour will be addressed:

It was defined by researchers Hoyer and MacInnis (2007:p3) as the totality of consumers' decisions with respect to acquisition, consumption and disposition of goods, services, activities and ideas by decision-making units (consumers) over time. Schiffman & Kanuk (2007:4) define it as consumers' acts of searching, purchasing, using, evaluating and becoming convinced with the commodities and services they expect will satisfy their needs. Solomon (2006:p7) defines it as the processes and experiences used by individuals and groups to purchase or use commodities, services or ideas to fulfill their needs and desires. Lastly, William (1990:13) defined consumer behaviour as the activities done by individuals during selection and purchase of commodities or services for the purpose of fulfilling their needs and desires.

These definitions show that they concur in content regarding the definition of consumer behaviour. Consumer behaviour is an outcome of several forces that can be summarised as follow (Kotler, 2012:158):

- Psychological factors include motivations, perception, learning, beliefs and inclinations or attitudes
- Personal factors include reference groups, family and roles.
- Social factors include reference groups, family and roles.
- Cultural factors include total culture, partial culture and social classes.

The psychological factors will be addressed only as variables in the research because the target in this study is the consumer.

**Psychological Factors:** they are esoteric factors that influence consumer's behaviour, and they include: motivations, perception, learning, attitudes and inclinations. Each of these notions will be concisely addressed.

**Motivations:** Consumers are influenced by their many motivations and needs. They seek to fulfill these motivations and needs with commodities and services. Psychologists attempt to study and interpret the behaviour of such consumers in order to identify their true motivations. If this can be done, then researches can explain consumers' behaviours and predict their acts in the future, which enable marketers to encourage consumers' motivations towards purchase. Two types of motivations can be identified: primary motivation, secondary motivations. **Primary motivations** are defined as the motivations based on human physiological needs, like the need for food, drink, sleep, etc. **Secondary motivations** are based on mental needs such as success, appearance, friendships, love, affection, etc (Hanna, 1985:12).

The above shows that motivations stir consumers' needs and desires. When these needs and desires are fulfilled, a sense of contentment and pleasure prevail in consumer's life. If they were not fulfilled, individuals tend to feel stressed.

**Perception:** It is known as a mental process that entails receiving and selecting information from certain sensory stimulus and creating a clear image about it in one's mind; this is in addition to arranging and interpreting this information (Kotler, 1994:14). Individuals might not agree on one interpretation for each phenomenon or influence. This is attributed to their different backgrounds, needs and experiences. For example, one individual might give something many meanings to what they see or notice based on their education, personal experience, memories and beliefs.

From a marketing point of view, a consumer is subjected to many stimuli such as adverts and other promotional methods, but they perceive only a limited number of them. In fact during purchase, consumers are influenced by only a limited number of the promotions they perceived. Therefore, a marketing specialist can direct consumers'

interest to what he/she is offering to encourage them to buy the commodity. Some of the methods that can be used in this regard are: repeating the ad or presenting it in a distinctive and attractive way that makes it stand out from other ads.

**Learning:** Learning is known as the change in a person's behaviour due to information, experience or training. It is worth noting that a change in physical behaviour, such as hunger, fatigue and physical growth, does not fall within the scope of learning. Learning is connected with stimulus-response theory. This is why we notice that marketing specialists reiterate advertisements in order to get consumers to respond to the information in the advertising.

Through learning, people acquire knowledge about the types of market's commodities, trademarks or prices. In addition to marketers, there are other sources of information such as family, friends, scientific institutes, community and media. Like other behavioural phenomena, the outcomes of learning cannot be determined and that is mainly because there are other factors that might have an influence on consumers' behaviours such as income, price, etc.

**Inclinations:** Inclinations are known as the behavioural readiness towards something, such as a commodity, an advertisement, a marketer, a company or an idea, and this includes having a certain sentiment towards it (Kotler, 2012:15). A good marketing mix is one that would enhance consumers' positive inclinations towards commodities or services.

An inclination consists of three dimensions: the knowledge dimension: which is the information related to the subject item; the sentiment dimension: how the consumer feels about the item whether positively or negatively; and lastly is the behavioural dimension towards the item.

When consumers create a certain inclination towards a commodity, per say, they first collect information about it. Then they would develop a sentiment, either positive or negative, towards it. Their behaviour towards this commodity depends on their sentiment towards it. If they have a positive sentiment towards it, they might buy it; if negative, they might move away from it and not buy it. Therefore, marketing specialists attempt to attract positive inclinations towards their commodities by presenting positive information about it (through advertising) or by comparing their commodities to those of their competitors and show the advantages and attributes of their commodities during the comparison (Maala, Tawfiq, 2002:65).

## 5. Analysing and Discussing Field Research Results

### a) Percentage of mobile phone usage:

Results shown in Table 3 indicate that most participants in the research sample use their mobile phones from sometimes to frequently. The percentage of each was measured to be (46.2%), which combined makes (92.4%). As for those who use their mobile phones infrequently, they measured a percentage of (7.7%).

**Table 3.** Answers of research sample participants on their frequency of mobile use

Frequently		Sometimes		Infrequently		Phrase
%	No.	%	No.	%	No.	
46.2	102	46.2	102	7.7	17	mobile phone usage

### b) Mode of mobile phone use:

Table 4 results show that most research sample participants use their mobiles for calls and sending and receiving text messages; with percentage of (63.3%). The lowest percentage however (11.8%) represented those who said they use their mobile phones for calls only. This is an indication that sample participants have the ability to use their mobiles for calls and sending and receiving text messages.

**Table 4.** Answers of research sample participants about their mode of mobile phone use

Calls and sending and receiving text messages		Calls and sending text messages		Calls only		Phrase
%	No.	%	No.	%	No.	
36.3	140	24.9	55	11.8	26	Using mobile phones as a device

### c) I receive SMS ads about commodities and services that I interact with/ do not interact with:

Results in Table 5 show that most research sample participants receive SMS ads about commodities and services they interact with; their percentage reached (71.9%). The lowest percentage (28.1%) represented those who receive SMS ads about commodities and services they do not interact with. This is an indication that serves the research and helps achieve better results to answer other phrases and variables in the questionnaire.

**Table 5.** Answers of research sample participants regarding SMS ads about commodities and services they interact or not interact with

Do not interact with		Interact with		Phrase
%	No.	%	No.	
28.1	62	71.9	159	I receive SMS ads about commodities and services

**d) Number of SMS ads I receive about commodities and services per day:**

Results in Table 6 below show that most sample participants receive between 1 to 3 mobile ads per day. Percentage of receiving one SMS ad per day was (38%), and percentage of receiving 2 to 3 ads per day was (40.3%); combined they make (78.3%). This is an indication that most participants receive at least one message per day and 3 messages at most. There are however some participants who receive 4 to 5 ads per day (15%). The lowest percentage represented those who receive more than 6 messages per day (6.8%).

**Table 5.** Answers of research sample participants on number of SMS ads they receive

Greater than 6		5-4		2-3		1		Phrase
%	No.	%	No.	%	No.	%	No.	
6.8	15	14.9	33	40.3	89	38	84	Number of SMS ads I receive about commodities and services per day:

**e) I delete SMS advertising service on my mobile phone:**

Results shown in Table 7 indicate that more than half (55.7%) of research participants prefer deleting the SMS advertising service on their mobile phones. As for those who prefer having this service and do not wish to delete it, they make up (44.3%) of participants. This is a significant percentage which shows that a small percentage of people value these messages. Note that the ability to delete this service is available to consumers, but they suffer from lack of response to their requests by their mobile network companies.

**Table 7.** Answers of research sample participants on deleting SMS advertising service

No		Yes		Phrase
%	No.	%	No.	
44.3	98	55.7	123	I delete SMS advertising service on my mobile phone:

**f) Advertising companies obtain permission of mobile users prior sending SMS ads:**

Table 8 shows that most research participants (66.1%) answered that advertising companies did not ask for permission before sending them SMS ads. Percentage of those who answered 'yes' to the question, i.e. they were asked for prior permission, is (33.9%). The former percentage gives an indication of companies in Jordan that do not follow international examples used by developed countries in terms of obtaining prior permission before sending ads. However, this does not exclude the fact that there are companies who follow this trend. This is proved by those who answered 'yes' to this question.



**Table 8.** Answers of research sample participants on advertising companies acquiring prior permission before sending SMS ads

No		Yes		Phrase
%	No.	%	No.	
66.1	146	33.9	75	Advertising companies obtain permission of mobile users prior sending SMS ads:

**g) I refuse to give personal information to advertising companies in order to receive SMS ads**

Results in Table 9 indicate that most participants answered that they refuse to give personal information to advertising companies in order to receive SMS ads (60.6%). The percentage of those who agree to give personal information in order to receive ads was (39.4%). This is a natural result because many persons do not favor giving personal information about them to private, non-governmental sides.

**Table 9.** Answers of research sample participants on providing personal information to advertising companies in order to receive SMS ads

No		Yes		Phrase
%	No.	%	No.	
39.4	87	60.6	134	I refuse to give personal information to advertising companies in order to receive SMS ads

**5.1 Analysing Participants' Answers about Use of SMS Ads Variable**

The results of analysing the answers of the research sample (Table 10) indicate that **there is a general agreement between participants on all phrases related to this variable regarding the importance of SMS ads to them.** The general arithmetic mean of their answers was calculated at (3.22), which is higher than the measurement tool (3) by a standard deviation of (0.67). As for each of the variable phrases, we find that there is a variance regarding the inclinations of research participants in some variables, and an agreement in others.

Results show that there is an agreement regarding phrase (1) "SMS ads are important to promote company offers", phrase (2) "SMS ads inform me about deadlines of offers on commodities and services", phrase (4) "SMS ads are important sources of information when they arrive in the right time", phrase (11) "I receive SMS ads on commodities and services in a clear and understandable language", phrase (7) "SMS ads direct me to places where I can find offers on commodities and services" and phrase (8) "Receiving more ads helps me remember commodities and services more" with means higher than the measurement tool (3).

**Table 10.** Answers about Use of SMS Ads Variable

Standard deviation	Arithmetic mean	Phrases	Seq.
1.08	3.97	SMS ads are important to promote company offers	1
1.17	3.76	SMS ads inform me about deadlines of offers on commodities and services	2
1.4	2.67	SMS ads are not annoying	3
1.01	3.74	SMS ads are important sources of information when they arrive in the right time	4
1.21	2.68	I always trust the contents of the SMS ads I receive	5
1.16	2.84	SMS ads provide information on how to use commodities or services	6
1.12	3.31	SMS ads direct me to places where I can find offers on commodities and services	7
1.11	3.28	Receiving more ads helps me remember commodities and services more	8
1.08	2.9	SMS ads help me select a commodity or service	9
1.15	2.69	SMS ads adopt a persuasive language	10
1.05	3.52	I receive SMS ads on commodities and services in a clear and understandable language	11
0.67	3.22	General mean of the variable	

As for the phrases with disagreements, they were:

- Phrase (9) "SMS ads help me select a commodity or service", with an arithmetic mean lower than the average of the measurement tool, which indicates that SMS ads cannot help consumers choose a commodity or service;

- Phrase (6) **"SMS ads provide information on how to use commodities or services"**, with an arithmetic mean lower than the average of the measurement tool, which shows that SMS ads do not provide information regarding the use of commodities and services;
- Phrase (10) **"SMS ads adopt a persuasive language"**, with an arithmetic mean lower than the measurement tool (3), which shows that SMS ads do not use a persuasive language;
- Phrase (5) **"I always trust the contents of the SMS ads I receive"**, with an arithmetic mean lower than the average of the measurement tool (3), which shows that research participants do not trust the information they receive from SMS ads; and
- Phrase (3) **"SMS ads are not annoying"**, where participants agreed that they do not consider SMS ads annoying. The arithmetic mean was calculated to be lower than the average of the measurement tool, which shows that participants do not agree that they are annoying but rather useful.

## 5.2 Analysing Participants' Answers about Consumer Behaviour Phrases

Results shown in Table 11 indicate that **there is a general agreement about all variables related to consumer purchase behaviour elements, which define his/her behaviour when buying a commodity or a service**. The arithmetic mean of the variable in general was (3.7), which is higher than the average of the measurement tool (3) by a standard deviation of (0.57). As for analysis of each variable, the following was concluded:

**Motivations variable:** results shown in Table 11 indicate that there is a **general agreement on the phrases**. The general mean of their answers was (3.39), and it is higher than the average of the measurement tool by a standard deviation of (0.68), which means the **motivations variable is considered a defining variable in consumer behaviour**.

As for their answers on each phrase, an agreement was found on each of phrase (12) **"my need motivates me to purchase a commodity or service"**, phrase (14) **"I purchase a commodity or service based on my recurring need for it"**, phrase (16) **"I purchase a commodity or service according to its priority and importance"** and phrase (13) **"my desire in a certain commodity or service motivates me to buy it always"**. It was noticed that all phrases have an arithmetic mean higher than the average of the measurement tool (3), which indicates an agreement that the motivation variable has an influence on consumers' purchase behaviour when buying commodities or services advertised for via SMS.

The phrase with disagreements was phrase (15) **"I buy commodities or service for unknown reasons"**, and it was lower than the average of the measurement tools (3), **which indicated that research participants do not buy commodities or services for unknown reasons but rather for needs, desires or other reasons that motivate them to purchase**.

**Perception variable:** Perception variable results in Table 11 show that there is a general agreement on all phrases since the general arithmetic mean of their answers on this variable was calculated (3.7), which is higher than the average of the measurement tool (3) by a standard deviation of (0.79). **This means that the consumer perception variable is a defining factor in the consumers' behaviour**.

These phrases are: phrase (20) **"I can understand information related to the commodity or service by buying it"**, phrase (19) **"I buy commodities and services after reviewing previous information about them"**, phrase (17) **"I buy a commodity or service according to information available about it"**, phrase (18) **"I buy commodities and services according to information perceived about them"**. It was noticed that the mean of all these answers are higher than the average of measurement tool, which indicated agreement on all phrases.

**Learning variable:** Results in Table 11 show that participants had a general agreement on all phrases of the variable. The general arithmetic mean of their answers was (3.5) by a standard deviation of (0.80), and it is higher than the average of measurement tool.

This means that the **learning variable is a defining variable in consumers' behaviour**. The phrases are:

**Table 11.** Answers of participants regarding consumer purchase behaviour

Standard deviation	Arithmetic mean	Phrases	Seq.	Variable
1.10	3.89	my need motivates me to purchase a commodity or service	12	Motivations
1.14	3.32	my desire in a certain commodity or service motivates me to but it always	13	
1.00	3.87	I purchase a commodity or service based on my recurring need for it	14	
1.15	2.05	I buy commodities or service for unknown reasons	15	
1.12	3.81	I purchase a commodity or service according to its priority and importance	16	
0.68	3.39			Mean
1.04	3.74	I buy a commodity or service according to information available about it	17	
1.06	3.53	I buy commodities and services according to information perceived about them	18	
0.97	3.88	I buy commodities and services after reviewing previous information about them	19	
0.98	3.92	I can understand information related to the commodity or service by buying it	20	
0.79	3.77			Mean
0.99	3.98	accumulating information help me choose commodities and services correctly	21	
1.08	3.95	I buy a commodity or service based on my previous experience	22	
1.27	3.68	I buy the commodities or services I already know	23	
1.02	4.00	I buy commodities and services I tried before	24	
0.80	3.50			Mean
1.00	4.00	I buy the commodity or service I prefer	25	
0.95	4.07	I buy commodities or services that go with my inclinations	26	
1.02	3.81	I buy commodities and services I feel positively about	27	
0.98	3.79	I advice my friends to buy the commodity or service I buy	28	
1.26	3.39	my positions influence my purchase of a commodity or service	29	
0.72	3.81			Mean
0.57	3.7			General mean of consumer behaviour

- Phrase (24) "**I buy commodities and services I tried before**", which indicates that previous experiences in dealing with commodities and services are primary reasons to purchase them again;
- Phrase (21) "**accumulating information help me choose commodities and services correctly**", and this result confirms previous information regarding influencing consumers' purchase behaviour;
- Phrase (22) "**I buy a commodity or service based on my previous experience**", and this also confirms the results of previous phrases regarding the importance of experiences in influencing the purchase behaviour of consumers; and
- Phrase (23) "**I buy the commodities or services I already know**", which confirms results of previous phrases. It was noted that the means of all these phrases are higher than the average of the measurement tool, which confirms agreement.

**Inclinations variable:** Results shown in Table 11 show consumer inclination variable as an integral part of consumer purchase behaviour. We noticed a general agreement on the phrases of the variable. The general mean of answers was calculated at (3.8) by a standard deviation of (0.72), which is higher than the average of measurement tool. This is an indication that **the consumer inclinations variable is a defining factor in consumer behaviour**. The phrases are:

- Phrase (26) "**I buy commodities or services that go with my inclinations**", which points that consumers purchase commodities or services to which they have positive inclinations;
- Phrase (25) "**I buy the commodity or service I prefer**", which confirms the results of the previous phrase;
- Phrase (27) "**I buy commodities and services I feel positively about**", which also confirms previous results;
- Phrase (28) "**I advice my friends to buy the commodity or service I buy**";
- Phrase (29) "**my positions influence my purchase of a commodity or service**".

It was found that each of the phrases had means higher than the average of measurement tool, which means that participants agreed on all phrases.

By comparing means for each variable we find that **the motivations variable held the first place as a defining factor in consumer purchase behaviour with a mean of (3.9). In second place came the inclinations variable with a mean of (3.8) followed by perception (3.7) and finally learning (3.5)**. We believe that the results are reasonable because needs and desires are the first things to motivate consumer purchase. In addition, inclinations, positions and sentiments towards commodities and services have a major influence on consumer behaviour.

**Testing the Hypothesis:** In order to carry out a deeper analysis and know if consumer behaviour and its elements (according to the model prepared by researchers) are influenced by SMS ads, the hypotheses will be tested using simple regression analysis.

**Testing the main hypothesis: "there is no significant correlation of a statistical significance between use of SMS ads on mobile phones and the consumer purchase behaviour of mobile phone users."**

Results of simple regression analysis (illustrated in Tables. 12 and 13) - from which the results of variance analysis were produced to check the validity of the hypothesis test model - and contents of Table 12 confirm the validity of the test model because the level of significance equals (0.00), which is lower than (0.05). The same table also illustrates that the independent variable (use of SMS ads) interpreted (0.13) of the variance in the adopted variable (consumer purchase behaviour). This means that it has an interpretation ability but very weak, which indicates that there is a statistical significance to the influence of using SMS ads on consumer purchase behaviour. This result is confirmed by the weak correlation coefficient between variables (0.36).

From Table 13, we discover that the test value (t) of the independent variable (use of SMS ads) has an influence on consumer purchase behaviour (dependent variable) according to the calculated value of (t), which is equal to (0.005) at a level of significance (0.05).

Consequently, we conclude the following: refuting the null hypothesis at a level of significance (0.05), which says "**there is no statistically significant correlation between the use of SMS ads and consumer purchase behaviour**" and approving the alternative hypothesis which says that **there is a significant correlation between the two variables**.

**Table 12.** Simple regression analysis results of the correlation between use of SMS ads and all consumer purchase behaviour elements (to check the validity of the testing model)

Mean	Coefficient of correlation R	Coefficient of determination R <sup>2</sup>	Change in R <sup>2</sup>	Level of significance (sig)	Value (F)	Mean square	Degrees of freedom	Sum of squares	Model
3.7				0.000	33.78	9.645	1	9.465	Regression
	0.36	0.134	0.130			0.285	219	62.571	Residuals
							220	72.163	Total

**Table 13.** Simple regression analysis results of the correlation between using SMS ads and its influence on consumer purchase behaviour elements

Level of significance (sig)	Calculated value of (t)	Beta	Standard error	Vale of (B)	Independent variable
0.000	15.486		0.175	2.712	Use of SMS ads
0.000	5.813	0.366	0.053	0.309	

**Dependent Variable: Consumer Purchase Behaviour**

**Testing sub-hypothesis 1: "there is no statistically significant correlation between using SMS ads on mobile phones and purchase motivations of mobile phone users."** By testing the effect of the independent variable on all dependent variables that make up consumer purchase behaviour, simple regression analysis results (illustrated in Tables 14 and 15) and contents of Table 14 confirm the validity of the hypothesis test model because the level of significance is (0.00), which is lower than (0.05).

In the same table we can see that the independent variable "using SMS ads on mobile phones" has interpreted in the model (0.74) of the variance in consumer purchase motivations (the adopted variable). This means that it has a good interpretation ability, which indicates that **there is a statistically significant correlation between use of SMS ads variable and consumer purchase motivations** by a percentage of (74%). This is a high percentage and it points out that the independent variable (use of SMS ads) has a greater influence on consumer purchase motivations than on purchase behaviour variables combined.

This result is confirmed by the correlation coefficient between the two variables, which is equal to (0.417). Statistical results shown in Table 15 and test value (t) indicate that the independent variable "use of SMS ads" has also an influence on consumer purchase motivations based on the calculated value (t), which was equal to (0.000) at a level of significance (0.05).

Consequently, we refute the null hypothesis at level (0.05), which says **"there is no statistically significant correlation between the two variables"** and approve the alternative hypothesis which says **"there is a significant correlation between the two variables"**.

**Table 14.** Simple regression analysis results of the significant correlation between using SMS ads and its influence on consumer purchase motivations (to check the validity of the testing model)

Mean	Coefficient of correlation R	Coefficient of determination on R2	Change in R2	Level of significance (sig)	Value (F)	Mean square	Degrees of freedom	Sum of squares	Model
3.39	0.417	0.74	0.17	0.000	45.995	17.833	1	17.83	Regression
						0.388	219	84.912	Residuals
							220	102.745	Total

**Table 15.** Simple regression analysis results of the correlation between using SMS ads and its influence on consumer purchase motivations

Level of significance (sig)	Calculated value of (t)	Beta	Standard error	Vale of (B)	Independent variable
0.000	9.980		0.204	2.037	Use of SMS ads
0.000	6.782	0.417	0.062	0.420	

**Dependent Variable: Consumer Purchase Motivations**

**Testing sub-hypothesis 2: "there is no statistically significant correlation between using SMS ads and perceptions of mobile phone users."** Results related to simple regression analysis test (illustrated in Tables 16 and 17) - from which the results of variance analysis were produced to check the validity of the test model for sub-hypothesis 2 - and contents of table (17) confirm the validity of the test model because the level of significance equals (0.000), which is lower than (0.05). The same table also illustrates that the independent variable (use of SMS ads) interpreted (0.083) of the variance in the consumer perception variable (adopted variable). This means that it has interpretation ability but a weak one, which indicates that there is a statistical significant correlation of using SMS ads on consumer perception; however it is weak. This result is confirmed by the weak correlation coefficient between variables (0.288). Statistic results in Table 17 and test value (t) show that the independent variable (use of SMS ads) has an influence on consumer perception according to the calculated value of (t) (0.000) at a level of significance (0.05).

Consequently, we conclude the following: refuting the null hypothesis which says "**there is no significant correlation between the two variables**" and approving the alternative hypothesis which says that "**there is a significant correlation between the two variables; however, it is weak**".

**Table 16.** Simple regression analysis results of the significant correlation between using SMS ads consumer perception variable

Mean	Coefficient of correlation R	Coefficient of determination on R2	Change in R2	Level of significance (sig)	Value (F)	Mean square	Degrees of freedom	Sum of squares	Model
3.77	0.288	0.083	0.079	0.000	19.874	11.445	1	11.445	Regression
						0.576	219	126.118	Residuals
							220	137.563	Total

**Table 17.** Simple regression analysis results of the correlation between using SMS ads and perception

Level of significance (sig)	Calculated value of (t)	Beta	Standard error	Vale of (B)	Independent variable
0.000	15.807		0.249	2.688	Use of SMS ads
0.000	4.458	0.288	0.075	0.336	

**Dependent Variable: Consumer Perception**

**Testing sub-hypothesis 3: "there is no statistically significant correlation between using SMS ads and learning capabilities of mobile phone users."** Results related to simple regression analysis test (illustrated in Tables 18 and 19) - from which the results of variance analysis were produced to check the validity of the test model for sub-hypothesis 3 - and contents of Table 18 confirm the validity of the test model because the level of significance equals (0.002), which is lower than (0.05). The same table also illustrates that the independent variable (use of SMS ads) interpreted (0.041) of the variance in the consumer learning capabilities. This means that it has interpretation ability but a weak one.

This result is confirmed by the correlation coefficient (0.203), which indicates that there is a statistically significant correlation of using SMS ads on consumer learning capabilities but in a percentage of (0.041).

Statistic results in Table 19 and test value (t) show that the independent variable (use of SMS ads) has an influence on consumer learning capabilities based on the calculated value of (t) (0.002) at a level of significance (0.05). Consequently, we conclude: refuting the null hypothesis which says "there is no correlation between the two variables" and approving the alternative hypothesis which says "there is a correlation between the two variables; however, it is very weak".

**This means that the influence of SMS ads on consumers learning capabilities (subject sample participants) is very weak.** This may be attributed to the nature of SMS ads and the way they are drafted and presented, which – as suggested by many previous studies - might not be in the form that could influence the learning capabilities of consumers.

**Table 18.** Simple regression analysis results of the significant correlation between using SMS ads and consumer learning capabilities

Mean	Coefficient of correlation R	Coefficient of determination R2	Change in R2	Level of significance (sig)	Value (F)	Mean square	Degrees of freedom	Sum of squares	Model
3.5	0.203	0.041	0.037	0.002	9.389	5.873	1	5.873	Regression
						0.626	219	136.991	Residuals
							220	142.864	Total

**Table 19.** Simple regression analysis results of the correlation between using SMS ads and its influence on consumer learning capabilities

Level of significance (sig)	Calculated value of (t)	Beta	Standard error	Vale of (B)	Independent variable
0.000	12.067		2.259	3.129	Use of SMS ads
0.002	3.064	0.203	0.079		

**Dependent Variable: Consumer Perception**

**Testing sub-hypothesis 4: "there is no statistically significant correlation between using SMS ads and the inclinations of mobile phone users."** Results related to simple regression analysis test (illustrated in Tables 20 and 21), from which the results of variance analysis were produced to check the validity of the test model for sub-hypothesis 4, and contents of Table 20 confirm the validity of the test model because the level of significance of (F) equals (0.001), which is lower than (0.05). The same table also illustrates that the independent variable in this model (use of SMS ads) interpreted (0.46) of the variance in the consumer inclinations towards

commodities and services. This means that it has good interpretation ability better than perception and learning variables.

This result is confirmed by the correlation coefficient (0.42). Statistic results in Table 21 and test value (t) show that the independent variable (use of SMS ads) has an influence on consumer inclinations based on the calculated value of (t) (0.00) at a level of significance (0.05).

Consequently, we conclude: refuting the null hypothesis "**there is no correlation between the two variables**" and approving the alternative hypothesis "**there is a correlation between the two variables but of medium intensity (i.e. good)**".

This result verifies that consumer inclinations towards commodities and services are influenced by the style of SMS ads if they were well drafted and presented.

**Table 20.** Simple regression analysis results of the significant correlation between using SMS ads and its influence on consumer inclinations

Mean	Coefficient of correlation R	Coefficient of determination R <sup>2</sup>	Change in R <sup>2</sup>	Level of significance (sig)	Value (F)	Mean square	Degrees of freedom	Sum of squares	Model
3.81	0.42	0.46	0.042	0.001	10.554	5.347	1	5.347	Regression
						0.507	219	110.960	Residuals
							220	116.308	Total

**Table 21.** Simple regression analysis results of the correlation between using SMS ads and its influence on consumer inclinations

Level of significance (sig)	Calculated value of (t)	Beta	Standard error	Vale of (B)	Independent variable
0.000	13.175		0.233	3.073	Use of SMS ads
0.001	3.249	0.214	0.071	0.230	

From all the above, we conclude that **the variable most influenced by consumer behaviour variables of using SMS ads is the motivations variable followed by the inclinations variable. The variables less influenced are the perception and learning variables; this applies to Jordanian consumers in the research sample. These results confirm the initial descriptive analysis of the means of each variable.**

## 6. Conclusions and Recommendations

### 6.1 Conclusions

After analysing the data related to research variables and testing the hypotheses, we can conclude the following:

- 1) Regarding the SMS ads, results have shown that consumers request deleting the service of mobile ads and that their permission is not taken before sending them these ads.
- 2) The arithmetic means of participants' answers on 'use of SMS ads' variable have shown that most research participants **agreed that SMS ads are important to them** and that it is a very important method to influence their purchase behaviour.
- 3) Despite their agreement on the importance of SMS ads, results have shown negative indications on the following:
  - a. Consumers lack of trust in the information carried by SMS ads
  - b. SMS ads do not provide enough information about the method of selecting or using commodities or services
  - c. SMS ads do not adopt a persuasive language
- 4) Regarding the purchase behaviour variable, we find a general agreement on all variables related to consumer purchase behaviour (motivations, perception, learning, inclinations), which define consumers purchase behaviour. The arithmetic mean of the variable in general was (3.7), which is higher than the average of the measurement tool (3) by a standard deviation of (0.57). When comparing means of each variable we find that motivations ranked first in terms of influencing consumer behaviour. The second variable was inclinations followed by perception and finally learning. The result is reasonable because



motivations and inclinations come first in controlling consumer behaviour. Positions and sentiments towards commodities and services are also of major influence on consumer behaviour.

- 5) Results related to testing the main hypothesis show that there is a statistically significant correlation between using SMS ads and all variables of consumer purchase behaviour; however, it is weak.
- 6) Result also indicated that the consumer behaviour variable most influenced by use SMS ads is the motivations variable followed by the inclinations variable. The variables less influenced are the perception and learning variables; this applies to Jordanian consumers who participated in the research sample. These results confirm the initial descriptive analysis of the means of each variable.

## 6.2 Recommendations

Based on the research results, the following recommendations can be suggested:

- 1) Subject commercial companies need to encourage consumers to receive SMS ads. They also need to identify the reasons that make consumers request deleting SMS ads services and attempt to address them by providing consumers with promotional offers. In addition, they need to use the civilised way of obtaining consumers' permissions beforehand, as is the case in developed countries.
- 2) In order to address the negative indications mentioned by research participants (as illustrated in results above), researchers recommend that companies work on drafting SMS ads in the manner that helps consumers select commodities and services and inform them about how to use them. They are also advised to focus on using a persuasive language in presenting their ads and enhance consumers trust in the information they disseminate. This can be done through adopting transparency and truth and avoiding exaggeration and dishonesty.
- 3) Companies need to conduct consumer purchase behaviour research, which allows them to learn about the factors that influence consumer's behaviour. It also allows them to predict the behaviour of current and potential consumers and therefore send SMS ads that achieve their objectives.
- 4) Depending on the significance of the correlation between using SMS ads and the consumer purchase motivations, it is necessary to focus on the influence of SMS ads on consumer motivations towards advertised commodities and services. The same applies to consumer perceptions because its influence was measure to be weak. Therefore, subject companies are advised to focus on ads that attract consumers' interest and attention. This can be done through developing creative ideas that would improve consumers' perception of the information provided. In addition, companies are advised to focus on the learning aspect, because it was also found to be weak. Considering that learning is the process of change due to acquiring information or experience, the research recommends that text messages need to contain clarifications to inform consumers about the nature of the advertised commodity or service. The consumer also needs to be informed about trademarks, their prices and the way to use them. This would make consumers give more attention to the advertised commodities and form a clear perception that may contribute to his/her decision to buy it.
- 5) It is necessary to enhance consumers' inclinations by the nature and transparency of information in SMS ads. This should be tackled in a manner that encourages consumers to form positive inclinations, which pushes them into a purchase behaviour that benefits the advertising companies. This is recommended because results have shown that there is a significant correlation between SMS ads and inclinations.

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