

Factors Affecting Consumer Attitudes, Intentions and Behaviors toward SMS Advertising in Palestine

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Abstract

Background/Objectives: This paper attempted to examine factors affecting consumer attitudes, intentions and behaviors toward SMS advertising in Palestine. **Methods/Statistical Analysis:** An empirical study was conducted to collect the primary data using a questionnaire as a tool in order to test the hypotheses. The questionnaire was distributed to (400) respondents who were randomly selected from the population. **Findings:** The findings proved that there is a relationship between independent variables (i.e., entertainment, informativeness, irritation, and credibility) and the dependent variable (i.e., consumer attitudes toward SMS advertising "CATSA") based on several reasons discussed thoroughly in this article. Additionally, there is a statistical relationship between CATSA and intentions; and between intentions and behaviors. **Applications/Improvements:** Although numerous studies have tackled the CATSA, a few of those studies has been carried out in the Arab countries (including Palestine); besides there is a global shortage of studies that investigated SMS advertising intentions and behaviors.

Keywords: Attitudes, Behaviors, Intentions, Palestine, and SMS Advertising

1. Introduction

Recently, advertising is experiencing rapid technological changes that have led to digitalization of media, consequently resulting in the emergence of new media types, such as mobile phones. This has facilitated the easy spread of advertisements among consumers and allowed interaction with them in an easier manner. However, to fully utilize the potential of the mobile phone as an advertising channel, marketers must understand its unique and relevant characteristics and the different approaches that consumers use to interact with this channel.

The rapid increase of mobile phones use has introduced new delivery methods for both marketers and advertisers through SMS in accessing potential customers. Consequently, SMS started drawing much attention of international organization and is now classified as a "powerful means of communication", due to its cost-effectiveness¹.

According to International Telecommunication Union², 6.1 trillion messages have been sent worldwide in 2010, presenting triple the number sent in 2007. In other words 200,000 text messages are sent every second, earning operators \$14,000 USD every second. Additionally, Portio Research³ estimates that SMS is being used by 6.1 billion consumers worldwide and that the annual SMS traffic is expected to exceed 8.3 trillion messages in 2015. Besides, mobile network operators will generate revenues of \$130 billion USD from SMS.

Although the SMS marketing has grown rapidly in many European and Western countries, it is still in its infancy in many Asian and Middle Eastern countries. Furthermore, most of the previous studies have examined SMS marketing in western context, and little attention has been paid to the investigation of such a strategy in the Arab World⁴.

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In the last few decades, although mobile phones have become a global and fundamental part of personal communication, consumer research has devoted little attention to motives underlying the mobile phone buying decision process⁵⁻⁷. This is particularly important in the Palestinian context where the success of a new medium such as SMS advertising relies on the acceptance of the medium by consumers.

Consumers are confronted every day with a large amount of advertisements, which exceeds their information-processing capabilities. Therefore, consumers filter out excess visual and aural marketing stimuli which develops such an uncertainty of marketers who try to draw the consumers' attention⁸. However, research has indicated that creativity can attract the consumers' attention⁹.

The remaining text of this paper is organized as follows: the relevant literature is reviewed, and the methodology used is described; the findings are analyzed and discussed, and, finally, conclusions and recommendations are provided.

2. Subjects and Methods

2.1 Factors affecting CATSA

In marketing literature, there are a number of factors affecting CATSA as follows:

2.1.1 Entertainment

Entertainment as defined by Ducoffe¹⁰ is "the ability to fulfill an audience's needs for escapism, diversion, aesthetic enjoyment, or emotional enjoyment". Recent research has shown that entertainment has a noteworthy positive relationship with attitude and is deemed to be the most significant factor determining CATSA^{11-12,5,13-16}. It has also been argued that SMS messages providing games and prizes yield high participation levels; thus is more successful in attracting and keeping customers. Moreover, entertainment services can increase customer's loyalty and provide extra value for the customer¹⁵.

As people's feeling of enjoyment associated with advertisements is very important in gaining their attention; it is essential that such messages are brief and funny. These attributes can contribute significantly in making consumers more familiar with the advertised product as well as getting them involved in a more profound manner¹⁵.

2.1.2 Informativeness

Informativeness has been defined numerous; A definition provided by Waldt et al.⁵ and Ducoffe¹⁰ states that informativeness is "the ability of advertising to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made", while Oh and Xu¹⁷ has defined it as "the ability to successfully give related information". Both definitions focus on the ability of informing the consumers of the product's relevant qualities. Literature shows that there exists a significant positive relationship between informativeness of the mobile advertising and CATSA^{12,15-16}.

One key objective of advertising is creating awareness and illustrating the uniqueness of the advertised product or service provided¹⁸. Higher information quality perception is typically yielded if accuracy, meaningfulness and timeliness of the information provided are ensured; since Informativeness is reliant on the match between content provided by the mobile service and the subscriber's information requirements¹⁶.

In the contemporary technological world, informativeness (content) and entertainment (form) are typically entwined with each and hence could be integrated into a single construct^{19,10}. This correlation is believed to create a positive CATSA, based on consumer's requirements and expectation to how these should be met.

2.1.3 Irritation

Irritation as defined by Ducoffe¹⁰ is "the tactics used by marketers in advertisement that are annoying or against the consumer attitude or may insult consumer dignity and is perceived negatively by customers or irritates consumers". Hence irritation is a phenomenon pretty much similar to reactance, where the consumer is more likely to reject advertisements perceived as intrusive. This ideology has been supported by Tsang et al.¹⁶ and Ducoffe¹⁰, as both has stated that annoying, insulting or overly manipulative tactics used by advertisers are one of the primary sources of irritation.

Perceived irritation has been illustrated to be dependent on numerous factors including number of messages, the frequency of ads, the messages' content and their timing^{12,20-21}. Moreover, overlapping, confusing information provided by SMS advertisements has also been proven to cause consumer annoyance and generate negative impact towards mobile advertisement²². Additionally, privacy defined as "the right of

an individual to control the information held about them by third parties²³. It is an essential factor affecting mobile advertisement acceptance. The personal nature of the mobile can lead to the opposition of SMS advertising since its potentially perceived as threatening their privacy. Burner and Kumar²⁴ has confirmed that personalization can create a situation where a company gathers too much private information (such as the users whereabouts, without getting his/her consent) and uses this knowledge to provide geographic specific advertisement, thereby generating a feeling of intrusion for the consumers.

Based on the previously discussed, irritation has shown to yield considerable negative impacts toward SMS advertising, in contrast with both informativeness and entertainment which generate positive impact²⁵.

Recent research has indicated various ways to reduce irritation caused by SMS advertisement. One of the most straightforward ways to tackle the irritation issue is permission-based SMS advertising²⁶⁻²⁷. In the context of SMS advertising a beforehand notification is sent to the consumer-prior to sending advertisements- to ask for permission to send SMS ads and to convince consumers to “opt-in”; in which case a simple registration ensures sending relevant messages to the interested audience. In other words, consumers require a certain degree of control to achieve favorable acceptance towards such advertisements. This can refer to control over when, where, what and how much advertising to receive through mobile, which in turn generate acceptance towards SMS advertising²⁸. Furthermore, language employed in SMS advertisement should be understood by the target group, since it's a major determinant of the CATSA²⁹. Mobile advertising should as well be concise and straight to the point to yield acceptance³⁰⁻³¹; since reading from mobile devices may take more time due to space limitations. Finally, SMS advertising should also disclose how to stop receiving further messages.

2.1.4 Credibility

Credibility has been defined as the extent to which the consumer perceives claims made about the brand in the ad to be truthful and believable, and perceive the source to have knowledge and skills and to give truthful and unbiased information³²⁻³³.

Preceding research has illustrated a positive correlation between the consumer perception of SMS ads credibility value and their attitudes towards these ads^{34, 12, 35, 5, 15-16}.

Credibility is considered the base of the consumer's trust. The relation between the consumer and the brand is highly influenced by trust and it is a common finding that consumers in general do not trust advertising due to issues of false marketing efforts³⁶. As risk is well associated to trust; hence it should be kept to its minimum, not only by gaining consumer's trust but through sustaining it by means of hard work.

Credibility is believed to be achieved in numerous ways; for instance listing key features and communicating to the consumer in a trustworthiness manner; since consumers will reject receiving ads to their mobile phones, if they cannot trust the advertiser³⁷. Hence, creating a well-established basis of trust for mobile marketing has to be a key objective for all advertising companies. In order to do so ads providers can make advantage of referrals, suggestions and positive associations to gain trust among consumers³⁸. Moreover, credibility can be perceived positively if a spokesperson or organization is employed to sponsor an advertisement, but only if done correctly. A recent study³⁸ has confirmed that the use of celebrities as spokespersons or endorsers can additionally enhance the level of credibility. Thus, making use of referrals or celebrity endorsements it is pretty common by advertisers.

The level of credibility could substantially depend upon the ad source, which means that if the source is well known for its experience and proficiency in the subject advertised for; it is most likely to be perceived as trustworthy. Expertise comes from knowledge acquired in the subject, whereas trustworthiness refers to the honesty of the source³⁹. Ohaninan⁴⁰ has further confirmed that the consumers' willingness to accept an ad message can be influenced by the source credibility and hence many advertisers use positive characteristics of the source, such as an expert in the field to achieve consumers' acceptance.

3. Consumer Attitudes, Intentions and Behavior toward SMS Advertising

Attitude is conventionally regarded as an indicator of the effectiveness of advertising⁴¹⁻⁴³. According to Robbins and Judge⁴⁴, attitude, in general, can be defined as an evaluative statement - either favorable or unfavorable - concerning objects, people, or events. In SMS advertisement field, attitude is a consumer's overall enduring evaluations of

an advertising message in the mobile media. Intention, as the second term, can be defined as a course of action that one intends to follow, or an aim that guides action; an objective⁴⁵⁻⁴⁶, as the third term, can be defined as a response of an individual or group to an action, environment, person, or stimulus⁴⁶.

Previous limited research has noted that behavioral outcomes might be negative, such as ignoring or skipping an advertisement and deleting the advertisement either before or after reading it, or positive, such as responding to the message, forwarding it to friends or purchasing/subscribing^{47,16,48}. Accordingly, Barnes⁴⁸ has stated that it is essential for marketers to understand the relationship between attitudes, intention to receive SMS ads and their actual usage behavior.

Based on the review of the literature and theoretical underpinnings, it is expected that there is a direct and positive relationship between CATSA, intention to receive SMS advertising and behavioral response towards SMS advertising.

3.1 Previous Studies

Numerous studies from different perspectives have been carried out to understand the phenomenon of factors affecting consumer attitudes, intentions and behaviors

toward SMS advertising. However, none of the studies examined the factors affecting consumer attitudes, intentions and behaviors toward SMS advertising in Palestine.

Even though the previous studies have been carried out in different regions, there is a semi consensus among researchers about many of the factors affecting the consumer attitudes, intentions and behaviors toward SMS advertising. It is also evident that there is a scarcity of previous studies that concerning intentions to receive SMS advertising and behavior.

Also, after reviewing numerous previous studies and theoretical background, it has become evident, that many researchers have discussed different factors affecting the CATSA; however, it all falls under one of the main four factors. For instance, Kumar⁵² and Ravindra and Rajyalakshmi⁶¹ studies have both emphasized that privacy, irritation, prior permission, time of sending, local language, operating knowledge and consumer preferences are factors affecting the CATSA. Yet, reviewing the theoretical background it is reasonable to say that prior permission, time of sending, local language and privacy can all be fallen under the irritation category.

Additionally, studies carried out by Al Khasawneh and Shuhaiber⁵⁴, Christensen⁵³ and Patat⁵⁹ have all confirmed that personalization is a factor influencing the CATSA; whereas it logically falls under the irritation

The Study	The main findings
Haider's study ⁴⁹	Message contents of advertisement strongly affect the Spanish consumer's attitude towards mobile advertising.
Lin et al.'s study ⁵⁰	The type of mobile advertisement has got an irritated relationship with the consumer's attention, interest, desire and attitude toward the brand and purchase intention.
Noor, et al.'s study ⁵¹	There is a significant relationship between the Malaysian consumer's attitude towards mobile advertising, subjective norms, perceived behavioral control and their intention to purchase advertised products and services.
Kumar's study ⁵²	The attitude of the Indian consumers towards SMS advertising has been reflected in terms of privacy, irritation (anger), prior permission, time of sending, local language, operating knowledge and consumer preferences.
Christensen's study ⁵³	In Denmark, the ranking for antecedents of attitude toward mobile advertising was found be entertainment, informativeness, credibility, irritation and personalization.
Al Khasawneh and Shuhaiber's study ⁵⁴	The Jordanian consumer's attitude and acceptance of SMS advertising is positively influenced by informativeness, entertainment, credibility, clarity, incentive, personalization, relevancy, and subjective norms; Whereas it is negatively influenced by message irritation, brand familiarity and consumer control.
Al hrezat's study ⁵⁵	In Saudi Arabia, the consumer's attitudes toward acceptance mobile marketing is significantly affected by the following independent variables: 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 and the brand of the products that are offered by the advertising message.

Ofosu et al.'s study ⁵⁶	In Ghana, the consumers' perception of informativeness of SMS ads are positively correlated to their overall attitudes towards SMS advertisements and purchase behavior, while their purchase behavior is negatively correlated to irritation and trust.
Zabadi et al.'s study ¹²	Consumers' perceptions of the entertainment value, Informativeness and credibility of SMS advertisements are positively correlated to consumers' overall attitudes towards SMS advertisements. In addition, consumers' perceptions of the irritation aspect of SMS advertisements is negatively correlated with consumers' attitudes towards SMS advertisements.
Javadi et al.'s study ⁵⁷	In Iran, the attitude towards advertising has great impact on attitude towards mobile advertising.
Saadeghvaziri and Hosseini's study ⁵⁸	Personalization, informativeness, irritation, credibility, entertainment, and also monetary benefit of mobile advertising are influential in developing positive attitude toward mobile advertising.
Patat's study ⁵⁹	Some variables have positive effect on consumer's attitude towards mobile advertising like; informativeness, entertainment, credibility, perceived usefulness, and personalization, whereas some has negative effect such as irritation.
Keshtgary and Khajehpour's study ⁶⁰	In Iran, entertainment is the most significant factor affecting consumer's attitudes toward mobile advertising, while further analysis showed that Iranian consumers in general have got no negative attitudes towards advertising as long as there is a prior permission. Moreover, consumer's intentions to receive and read mobile advertisements have been noted to be positively influenced when introducing incentives that offer free minutes.
Ravindra and Rajyalakshmi's study ⁶¹	The attitude of the Indian consumers towards SMS advertising are reflected in terms of privacy, irritation (angry), Prior permission, time of sending, local language, operating knowledge and consumer preferences.
Friman's study ³⁵	The attitudes toward mobile advertisements are most likely to be positive, if advertisements targeted actual needs of customers based on existing customer data. Hence, this implies that mobile advertising should be based on service rather than selling.
Blanco et al.'s study ⁶²	Consumer's attitudes are affected by their perception to the entertainment and informational aspects in mobile advertising.
Waldt et al.'s study ⁵	In South Africa, consumers' perceptions of the entertainment value, informativeness and credibility of SMS advertisements are positively correlated to consumers' overall attitudes towards SMS advertisements.
Chaminda's study ⁶³	There is a relationship with the customer's willingness to accept SMS advertisements in Sri Lanka.
Luxton et al.'s study ⁶⁴	The key factors that influence consumer attitudes towards mobile phone advertisement are posited as Perceived entertainment, credibility, reward, technological familiarity, and message frequency.
Phau and Teah's study ⁶⁵	Young consumer's motivation for using SMS in Australia is convenience and economic reasons influence SMS usage frequency. Social involvement influences attitudes towards SMS advertising.
Rittippant et al.'s study ⁶⁶	In Thailand, brand familiarity and attitude toward SMS and MMS have significant effects on the consumers' response to the SMS and MMS ads.
Suher and Ispir's study ⁶⁷	In Turkey, Credibility and Permission did not find support in the findings as indicators of attitude toward SMS advertising, but the Life Partner factor did as a new indicator.
Jayaasingh and Eze's study ⁶⁸	In Malaysia, perceived usefulness, perceived ease of use, perceived credibility, compatibility, and social factor influence the behavior and intention of consumers in using mobile-coupons.
Mirbagheri's study ⁶⁹	This study determined 10 vital elements of SMS advertising value model in Iran including entertainment, informativeness, frequency of exposure, privacy, and irritation.
Nantel and Sekhvat's study ⁷⁰	In Canada, SMS language is not always recommended, while known and credible companies could use an SMS language shortened, original and entertaining, little known ones or ordinary spokespersons should refrain from doing so.
Tripathi and Mittal's study ⁷¹	The perception of Indian consumers towards mobile marketing can be broadly categorized into the following three factors; lack of contextualization and personalization of mobile ads, disruptive nature of mobile and perceived usefulness of mobile ads.
Al-Khatib and Sabbah's study ⁷²	In Jordan, there are a number of technical elements that might be responsible for the wide use of English or switching between English and Arabic "with Arabic Roman scripts" in mobile text messaging.
Karjaluoeto et al.'s study ⁷³	Perceived utility, context, credibility and perceived social utility are the main contributors to Finnish consumers' intentions to participate in mobile-marketing initiatives.

Roozen and Genin's study ⁹	Location and time, incentive, advertising appeal and product involvement have a significant positive influence on the attitude towards the ad, the attitude towards the brand and the consumers' purchase intention for SMS advertising and not for the traditional marketing communications.
Barutzu's study ⁷⁴	In Turkey, mobile phone users have positive attitudes towards mobile advertising.
Bamba and Barnes's study ¹	In the UK, even if the relevance of the advertisement is high it does not on its own make consumers give permission; it need to be combined with the control over opt-in conditions to assure consumers and gain permission. The opt-in conditions valued the most are: the possibility to withdraw at any time, personal data disclosure only with consent, and mobile operators as a primary advertising filter.
Chowdhury et al.'s study ⁷⁵	In Bangladesh, if mobile advertisers can present SMS ads pleasingly, with appropriate information, consumers will not be annoyed and there is a fair possibility that they will gradually like the ads. Furthermore, credibility, a construct of the study, has found to be the most significant of the factors affecting respondents' attitude toward mobile ads.
Peng's study ⁷⁶	In China advertising content, credibility, product profiles, personalization, consumer pattern, previous experience, privacy and permission affect consumer opt-in and purchase intention, responses and behaviors. In addition, advertising content credibility was the most important element.
Haghirian and Madlberger's study ¹⁵	In Austria, advertising value and advertising message content have the largest impact on attitude toward mobile advertising.
Tsang et al.'s study ¹⁶	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 user attitudes and consumer behavior. Thus it is not a good idea to send SMS advertisements to potential customers without prior permission.
Maneesoonthorn and Fortin's study ⁷⁷	In New Zealand, consumers have a fairly lukewarm attitude towards the use of advertising in SMS. However, most users wish to have the ability to control text advertising received and support the concept of permission marketing.
Rettie et al.'s study ⁷⁸	In the UK, SMS advertising is effective, both in stimulating response and as a branding vehicle, as demonstrated by significant improvements in brand attitude and purchase.

category. Furthermore, ALhrezat⁵⁵ and Oforu et al.⁵⁶ have both argued that trust is one of the factors affecting the CATSA, yet in fact it is typically addressed in the credibility category.

Besides, several studies - such as Oforu et al.⁵⁶ - have maintained permission and irritation as two separate factors affecting the CATSA, yet it is clearly illustrated in the theoretical framework that the solution for irritation lies primarily in the presence of permission. Therefore, one should only be used and as a researcher I would prefer drawing on irritation rather than permission for reasons highlighted in the theoretical background.

Moreover, Al Khasawneh and Shuhaiber study⁵⁴ has examined numerous factors affecting the CATSA including: relevancy and informativeness; Nevertheless going over the theoretical background it is observable that relevancy is part of Informativeness.

3.2 Research Framework

The model originally developed by Ducoffe¹⁰ and extended by Brackett and Carr⁷⁹ was found to be useful in constructing this research model. Ducoffe study¹⁰ which

stated that informativeness, entertainment, and irritation are important factors affecting CATSA. Brackett and Carr⁷⁹ has further tested Ducoffe's findings and has come out with additional two variables; credibility and relevant demographic variables. The model is partially normative and partially descriptive as can be seen in Figure 1.

The proposals of Tsang et al¹⁶ are partially evident in the normative part of the model. However, the researcher is solely responsible for the descriptive part - upon which the hypotheses of this study will be based.

4. Methodology and Data Collection

This research followed a descriptive approach, which is the most logical and appropriate approach to describe the current situation and answer pertinent questions on factors affecting the attitudes, intentions and behaviors toward SMS advertising from the Palestinian consumers' point of view. A questionnaire was developed in order to investigate factors affecting attitudes, intentions and

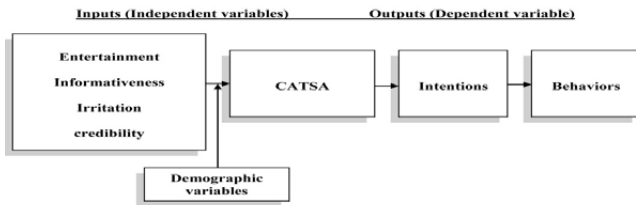


Figure 1. The research framework.

behaviors toward SMS advertising from the consumers’ point of view.

According to the literature, the population is the entire group under study, which is all the consumers in Palestine. The sample is a subset of the population that should represent the entire group. For this research, a simple random sample of 400 consumers was selected from the main mobile provider consumer list. This sample was distributed in person.

The sample size was determined following the method of determining sample size. A sample size of 384 could be used in large populations, which will give the researcher a margin error of only 5%. The sample size required can be calculated according to the following formula⁸⁰⁻⁸¹:

$$N = \frac{NP}{1 + (NP \times e^2)}$$

N: Sample size

NP: population size

e: the errors term = 0.05

The sample size in this research is more than the recommended number, which will increase the level of certainty. Of the 400 consumers who were chosen to participate in this research, 9 refused to participate for various reasons; another 12 had agreed to participate in the research but either did not answer most of the questions or refused to answer the questions when they saw the questionnaire. Despite these difficulties, the researcher redistributed the 21 questionnaires to obtain a total sample size of 400 consumers.

Practically, the researcher used a questionnaire designed to study factors affecting consumer attitudes, intentions and behaviors toward SMS advertising in Palestine. The questionnaire was reviewed and evaluated by people who specialized and were interested in the field of marketing, and statistics were calculated to guarantee the questionnaire’s validity and reliability and to clarify any ambiguity in the questions. The researcher has modified, deleted, and added the necessary parts of the questionnaire in response to the group’s suggestions.

After the preliminary design, a pilot study was conducted to evaluate the effectiveness of the survey. The researcher distributed the questionnaire to a sample of 40 consumers’ respondents. (An Arabic version of the questionnaire was tested in order to make sure that the questions were easily understood).

In addition, the researcher used Cronbach’s a coefficient test to measure the questionnaire reliability of each section and the total average of the questionnaire. From the analysis, the Cronbach a coefficients were equal to 0.815 as shown in Table 1, which means that they are significant and highly reliable coefficients.

5. Results and Discussion

5.1 Demographic Profile

As shown in Table 2, the age groups 30 years or less and 31-40 years accounted for the largest percentages of consumer respondents. In addition, a good percentage of female were represented in the research. The largest percentage of consumer respondents worked in the private and public sectors. However, the majority of consumer respondents were bachelor degree holders. Furthermore, the monthly salaries of consumer respondents were between 0 and 1500 new Israeli Shakels.

5.2 Factors Affecting the Acceptance of SMS Advertising

In general and in parallel with literature review, Table 3 demonstrates that entertainment affects positively CATSA from consumers’ point of view, as the total mean

Table 1. Cronbach’s Alpha For Reliability

Cronbach’s Alpha	No. of questions	Contents
0.801	4	Entertainment
0.733	5	Informativeness
0.841	9	Irritation
0.789	5	Credibility
0.737	4	CATSA
0.763	6	Intention toward SMS advertising
0.832	4	Behaviors toward SMS advertising
0.815	37	Total

Table 2. Profile of consumer respondents

Consumers		Interval	Variable
Percentage	Frequency		
47.5	190	30 years or less	Age
33	132	31-40 years	
11.5	46	41-50 years	
5.5	22	51-60 years	
2.5	10	61 years and above	
58	232	Male	Gender
42	168	Female	
30.2	121	Public sector employee	Employment category
34	136	Private sector employee	
4.5	18	Businessman	
4.8	19	Labor	
5.8	23	Unemployed	
17.5	70	Students	
3.2	13	Other	
19	76	High school or lower	Education level
26.7	107	Diploma	
46.7	187	Bachelor	
5.8	23	Master	
1.8	7	Ph.D.	
36	144	Single	Marital status
60.7	243	Married	
0.8	3	Widowed	
2.5	10	Divorced	
49.7	199	0 – 1500 NIS	Monthly salary
24.8	99	1501 – 2500 NIS	
15.7	63	2501 – 3500 NIS	
5.8	23	3501 – 4500 NIS	
1.7	7	4501 – 5500 NIS	
2.3	9	More than 5500 NIS	

values (MVs) were equal to 3.50 and the standard deviation (SD) values were equal to 0.67. Also, informativeness affects CATSA, as the MV was equal to 3.33 and the SD was equal to 0.77. Besides, credibility affects positively CATSA, as the MV was equal to 3.34 and the SD was 0.60. in contrast, Table 3 demonstrates that irritation affects negatively CATSA, as the MV was equal to 3.49 and SD was 0.63.

Table 3. The opinion of consumer respondents toward some statements about factors affecting SMS advertising

SD	MV	Item
Entertainment		
1.26	3.31	I feel that receiving SMS advertisements is enjoyable and entertaining.
1.31	3.38	I feel that receiving SMS advertisements is pleasant.
1.27	3.91	SMS advertising is usually attractive and fun
1.25	3.41	SMS advertising makes me satisfied
0.67	3.50	Total average
Informativeness		
1.15	3.85	I feel that SMS advertising is a good source for timely information
1.22	3.18	SMS advertisements provide the information I need
1.29	3.22	I feel the SMS advertising is helpful
1.09	3.30	Information in SMS advertising is easy to understand
1.19	3.12	SMS advertising always can help me keep up-to date about products
0.77	3.33	Total average
Irritation		
1.35	3.39	I feel that SMS advertising is irritating
1.14	3.48	I feel that SMS advertisements are almost everywhere
1.27	3.41	Contents in SMS advertisements are often annoying.
1.34	3.35	SMS advertising is offended
1.15	3.28	SMS advertising disturbs me when I am using mobile devices
1.15	3.28	SMS advertisements are excessive and out of control
0.97	4.45	I feel that SMS advertisements in foreign language are inconvenient
1.09	3.30	I feel that SMS advertising basically intrudes the privacy of an individual
1.31	3.50	Number of SMS advertisements should be restricted in a day
0.63	3.49	Total average
Credibility		
1.21	3.19	I use SMS advertising as a reference for purchasing
1.23	3.12	I trust SMS advertisements.
1.19	3.10	I am impressed by the SMS advertisements
1.25	3.40	SMS advertising provides appropriate evidence to believe
1.03	3.90	I prefer that the sender of SMS advertising should be known to me
0.60	3.34	Total average

5.3 CATSA

Overall, Table 4 demonstrates that CATSA were positive, as the MV was equal to (3.30) and the SD was equal to (0.79).

5.4 Intentions toward SMS Advertising

Generally speaking, Table 5 demonstrates that the consumer respondent intention toward SMS advertising were positive, as the MV was equal to (3.23) and the SD was equal to (0.73).

5.5 Behaviors toward SMS Advertising

In total, Table 6 demonstrates that the consumer respondent behaviors toward SMS advertising were positive, as the MV was equal to (3.27) and the SD was equal to (0.67).

Table 4. The opinion of consumer respondents toward some statements about CATSA

SD	MV	Item
1.24	3.27	Overall, I like SMS advertising.
1.20	3.51	I like to look at SMS advertising
1.19	3.15	On average, brands that are advertised on mobiles are better in quality
1.15	3.28	SMS advertising is a good platform to get ideas about products
0.79	3.30	Total average

Table 5. The opinion of consumer respondents toward some statements about intention to receive messages and to visit toward SMS advertising

SD	MV	Item
1.16	3.18	I had an intention to receive SMS advertising
1.13	3.20	The SMS advertising I received affected my intention to visit the sender
1.24	3.26	I will keep SMS advertising for future purchase reference
1.10	3.28	I will encourage others to purchase products
1.32	3.31	I will consider the advertised products as the first choice
1.26	3.15	I will contact the advertiser to obtain more information about products
0.73	3.23	Total average

Table 6. The opinion of consumer respondents toward some statements about behaviors toward SMS advertising

SD	MV	Item
1.08	3.21	I usually make purchase decision based on SMS advertising.
1.07	3.40	SMS advertising has led me to buy a product which I have never tried before.
1.08	3.24	SMS advertising has led me to buy more quantities of the same product
1.26	3.23	SMS advertising has led me to buy another brand which I do not regularly buy.
0.67	3.27	Total average

5.6 Hypotheses testing

The First Four hypotheses: There is a statistical relationship between entertainment, informativeness, irritation, and credibility and CATSA

It was observed that there is a significant correlation between independent variables (entertainment, informativeness, irritation and credibility) and dependent variable (CATSA) as the Single (2-tailed) is less than 5% as shown in Table 7.

Fifth hypothesis: CATSA differ with respect to demographic characteristics

Table 8 indicates that there are no differences in CATSA refer to the age, employment category, education level, marital status and monthly salary, as the calculated (F) is bigger than the tabulated (F), and the Single is larger than (5%).

In addition, it is obvious in Table 9 that there are no differences in CATSA refer to the gender, as the Single (2-tailed) is more than (5%).

Sixth hypothesis: There is a statistical relationship between CATSA and intentions

As shown in Table 10, there is a significant correlation between “CATSA” and “intentions”. This significant correlation is (0.803) at Single (2-tailed) = (0.000). This could be attributed to the importance of CATSA for intentions.

Seventh hypothesis: There is a statistical relationship between intentions to receive SMS advertising and behaviors

By referring to Table 10, a significant correlation exists between “intentions” and “behaviors”. This correlation accounts for (0.447) at single (2-tailed) = (0.000). This refers to the importance of intentions for behaviors toward SMS advertising.

Table 7. Pearson correlation among the factors affecting CATSA

Attitude	Credibility	Irritation	Informativeness	Entertainment	
0.239	0.140	0.266	0.492		Entertainment
0.000	0.005	0.000	0.000		Single (2-tailed)
0.613	0.499	0.076		0.492	Informativeness
0.000	0.000	0.129		0.000	Single (2-tailed)
0.115	0.042		0.076	0.266	Irritation
0.021	0.406		0.129	0.000	Single (2-tailed)
0.392		0.042	0.499	0.140	Credibility
0.000		0.406	0.000	0.005	Single (2-tailed)
	0.392	0.115	0.613	0.239	Attitude
	0.000	0.021	0.000	0.000	Single (2-tailed)

Table 8. The results of the fifth hypothesis test

Ho result	Sig.	Tabulated F	Calculated F	The variable
Refusal	0.495	1.97	0.848	Age
Refusal	0.515	1.97	0.873	Employment category
Refusal	0.103	1.97	1.938	Education level
Refusal	0.663	1.97	0.529	Marital status
Refusal	0.885	1.97	0.345	Monthly salary

Table 9. Independent Sample T test concerning gender

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Single	t	Df	Single (2-tailed)
avtotal	Equal variances assumed	0.968	0.326	1.060	398	0.290
	Equal variances not assume			1.043	337.752	0.298

Table 10. Pearson correlation among attitudes, intentions and behaviors

Behaviors	Intentions	
	0.803	Attitudes
	0.000	Single (2-tailed)
0.447		Intentions
0.000		Single (2-tailed)

6. Conclusions

After careful, thorough, and statistical analysis of the data collected, the following are the most important conclusions drawn from the study:

- Entertainment affects positively CATSA by having the SMS advertisements enjoyable, entertaining, pleasant, usually attractive and fun. This will not only lead to consumer satisfaction, but consumer loyalty also.
- Informativeness affects positively CATSA, as SMS advertising is a good source for timely information, provide the information that the consumer need. In addition, it can help consumers keep up-to date about products.
- Irritation affects negatively CATSA through SMS advertising is irritating, are almost everywhere, are often annoying, is offended, are excessive and out of control, and intrudes the privacy of an individual. In addition, SMS advertisements in foreign language are inconvenient. In order to prevent or at least decrease irritation in SMS advertising, SMS should be precise and short, and the consumer's permission should be granted in advance. Otherwise, consumer must be able to stop receiving further messages, because simply SMS advertising works only if it is permission based.
- Credibility affects positively CATSA through consumers use SMS advertising as a reference for purchasing, and are impressed by the SMS advertisements. Besides, identifying the sender of SMS advertising affects CATSA.
- Concerning intentions toward SMS advertising, respondents, were found to have an intention to

receive SMS advertising, and keeping SMS advertising for future purchase reference. In addition, others could be encouraged to purchase products by those consumers.

- In line with organizational behavior literature, the individual behavior is normally consistent with his/her attitudes. Accordingly, the results showed that respondents usually make purchase decision based on this type of advertising. Besides, it has led respondents to buy: (a) a product which they have never tried before, (b) more quantities of the same product, and (c) another brand which they do not regularly buy.
- The research found that no previous publications have investigated the previously discussed phenomenon in Palestine and a few has been conducted in the Arab countries.
- Even though “factors affecting CATSA” has been thoroughly examined in literature as well as many previous studies; it has become evident that there is a general lack in studies investigating the intention and the actual behavioral outcomes of SMS advertising.
- While the acceptance of SMS advertising is growing, it is still essential to have a clear understanding of factors affecting the consumers’ attitude towards accepting or rejecting such ads. As for marketers and advertising professionals in the field that will yield them more power in terms of generating positive and effective advertising campaigns.

7. Recommendations

First, in the field of studies

- Conducting further studies on consumer intentions and behaviors toward SMS advertising due to a global shortage of this topic.
- Conducting further research about “SMS advertising” in specific sectors such as banking sector, health sector and insurance sector.
- It would be interesting to conduct further research in order to know what factors really contribute to negative attitudes toward SMS advertising and how attitudes can be changed.
- Future research should explore how the use of social media and other mobile marketing strategies like MMS and location-based SMS advertising influence consumer attitudes, intentions and behaviors.

Second, for advertising agencies

- Advertising agencies are well advised to carefully design their SMS advertising messages and also plan their SMS advertising campaigns and target groups thoroughly.
- Advertising companies should embrace strategies which employ factors affecting CATSA in a positive manner. Accordingly, its competitive advantage will increase as well as its market share.

Third, for policy makers in Palestine

- Policy makers should be integrated in the process of developing market norms and regulations regarding SMS advertisements and SMS messages, specifically those not covered by the Palestinian laws such as permission-based SMS advertising.

Fourth, for companies that use SMS advertising

- Companies in coordination with advertising agencies should be able to determine the target markets for potential SMS advertising campaigns.
- Companies in cooperation with related stakeholders should ensure sending only relevant information to targeted consumers.
- Companies in cooperation with related stakeholders should employ permission-based SMS advertising as part of its strategies to generate higher acceptance rates. It is also recommended to introduce incentives for consumers forwarding the messages to others.

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