إقـــــرار

أنا الموقع أدناه مقدم الرسالة التي تحمل العنوان:

العوامل المؤثرة على اتجاهات المستهلكين نحو الاعلان عبر خدمة الرسائل القصيرة

دراسة حالة: طلبة الجامعة الاسلامية

Factors Affecting Consumers' Attiudes towards SMS Advertisng

Case Study: Students of the Islamic University in Gaza

أقر بأن ما اشتملت عليه هذه الرسالة إنما هو نتاج جهدي الخاص، باستثناء ما تمت الإشارة إليه حيثما ورد، وإن هذه الرسالة ككل أو أي جزء منها لم يقدم من قبل لنيل درجة أو لقب علمي أو بحثي لدى أي مؤسسة تعليمية أو بحثية أخرى.

DECLARATION

The work provided in this thesis, unless otherwise referenced, is the researcher's own work, and has not been submitted elsewhere for any other degree or qualification

Student's name:	اسم الطالب:
Abdelrahim M D Qousa	عبد الرحيم محمد ديب قوصة
Signature:	التوقيع:
Date:11.11.2015	التاريخ: 2015/11/11

Islamic University of Gaza

Graduates Studies Deanery

Faculty of Commerce

Business Administration Department

Factors Affecting Consumers' Attitudes towards SMS Advertising

Case study: Students of the Islamic University in Gaza

Master Thesis

Prepared by

Abdelrahim Mohammed Qousa

Std No.   120110253

Supervised by:

Dr. Rushdy Abd El-Latief Wady

Thesis Submitted in Partial Fulfillment of the Requirements for the Master Degree in Business Administration

November, 2015

بسم الله الرحمن الرحيم

الجامعة الإسلامية – غزة
The Islamic University - Gaza

مكتب نائب الرئيس للبحث العلمي والدراسات العليا

هاتف داخلي 1150

الرقم .... ج س غ/35/
Ref ....

التاريخ 2015/09/19
Date 2015/09/19

نتيجة الحكم على أطروحة ماجستير

بناءً على موافقة شئون البحث العلمي والدراسات العليا بالجامعة الإسلامية بغزة على تشكيل لجنة الحكم

على أطروحة الباحث/ عبدالرحيم محمد ديب قوصه لنيل درجة الماجستير في كلية *التجارة*/ قسم

إدارة الأعمال وموضوعها:

العوامل المؤثرة على اتجاهات المستهلكين نحو الاعلان عبر خدمة الرسائل القصيرة

دراسة حالة: طلبة الجامعة الإسلامية

Factors affecting Consumers' attitudes towards SMS Advertising
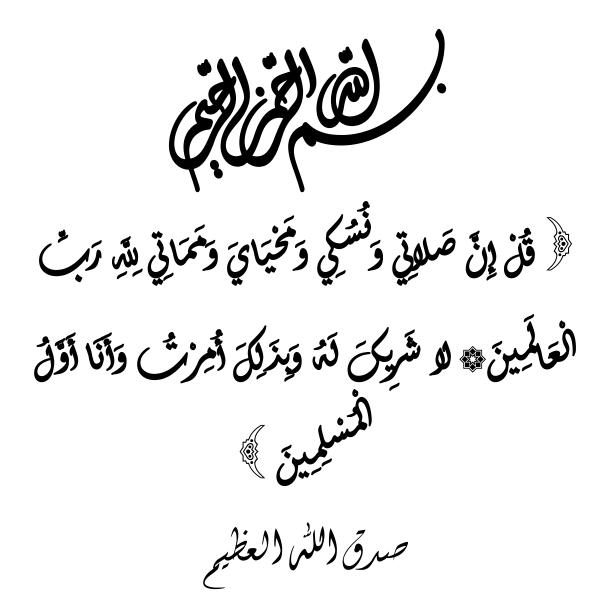# Case Study: Students of the Islamic University in Gaza

وبعد المناقشة العلنية التي تمت، اليوم السبت 05 ذو الحجة 1436هـ، الموافق 2015/09/19م الساعة

الحادية عشرة صباحاً بمبنى القدس، اجتمعت لجنة الحكم على الأطروحة والمكونة من:

د. رشدي عبداللطيف، وادي،	مشرفاً و رئيساً	....
د. أكرم اسماعيل سمور،	مناقشاً داخلياً	....
د. محمد زيدان سالم	مناقشاً خارجياً	....

وبعد المداولة أوصت اللجنة بمنح الباحث درجة الماجستير في كلية *التجارة*/ قسم إدارة الأعمال.

واللجنة إذ تمنحه هذه الدرجة فإنها توصيه بتقوى الله ولزوم طاعته وأن يسخر علمه في خدمة دينه ووطنه.

والله ولي التوفيق ،،،

نائب الرئيس لشئون البحث العلمي والدراسات العليا

أ.د. عبدالرؤوف، علي المناعمة

بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيمِ

﴿ قُلْ إِنَّ صَلَاتِي وَنُسُكِي وَمَحْيَايَ وَمَمَاتِي لِلَّهِ رَبِّ الْعَالَمِينَ ❀ لَا شَرِيكَ لَهُ وَبِذَلِكَ أُمِرْتُ وَأَنَا أَوَّلُ الْمُسْلِمِينَ ﴾

صدق الله العظيم

الأنعام 162-163

DEDICATION

I dedicate my research

To my father Shaikh Mohammed Qousa and my mother Amna, to my brother Abdulhakam – may Allah's mercy be upon them- for which their memories give me the energy to continue.

To my wife, my daughters Rahaf and Mira, and my son Mohammed.

To all my brothers and sisters who encourage me to accomplish my study.

To family members, my friends, and my colleagues.

Finally I dedicate my research to my beloved Palestine and all the martyrs who sacrificed for the sake of independence and freedom.

ACKNOWLEDGEMENTS

Table of Contents

List of Tables

Abstract

New technologies and mobile devices have provided various new methods of advertisements. Mobile phones offer organizations to better reach the consumers with regards to frequency and impact of advertising. Thus, Short Message Services (SMS) offer new successful medium of advertising.

This research, therefore, aims to investigate the factors affecting consumers' attitudes towards SMS Advertising. The research focuses on the students of Islamic University in Gaza – Palestine, since they represent the community of Gaza Strip. Analytical-descriptive method has been used. While, Questionnaire was prepared and distributed randomly to 475 students.

It was found that (1) all factors of SMS advertisements positively correlated to consumers' overall attitudes towards SMS advertisements. Though, (2) entertainment, relevancy, non-irritation and credibility has significant positive effects on consumers' attitudes towards SMS advertisement and informativeness doesn't have. Yet, (3) credibility is the strongest factor affecting the consumer attitudes. Moreover, (4) consumers generally have negative attitudes towards SMS advertisements. Furthermore, (5) Gender affects the consumer attitude towards SMS advertising. Male students are more affected by the SMS advertising.

The research recommends that marketers should be cautious when attempting to gain the consumers' attention. Likewise, they may try to find ways of increasing the level of entertainment and decreasing the level of irritation.

ملخص الدراسة باللغة العربية

تقدم التكنولوجيا الحديثة والاجهزة المحمولة طرق متعددة جديدة للإعلانات. حيث توفر الهواتف المحمولة للمؤسسات وسيلة أفضل في الوصول إلى المستهلكين من حيث الوتيرة وتأثير الاعلانات. وعليه توفر خدمة الرسائل القصيرة (SMS) قناة ناجحة للإعلانات.

لذلك تسعى هذه الدراسة إلى التعرف إلى العوامل المؤثرة على اتجاهات المستهلكين نحو الاعلان عبر الرسائل القصيرة. يركز البحث على طلبة الجامعة الإسلامية بغزة في فلسطين حيث انهم يمثلوا المجتمع في قطاع غزة. وتم استخدام الاسلوب التحليلي الوصفي، اضافة الى تصميم استبانة وزعت عشوائيا إلى 475 طالبا وطالبة.

وخلصت الدراسة إلى أن (1) تصورات المستهلكين حول عوامل كل من الترفيه، المعلومات، الارتباط، وعدم الازعاج والمصداقية في رسائل الاعلانات القصيرة ترتبط بشكل إيجابي مع اتجاهات المستهلكين نحو رسائل الاعلانات القصيرة. غير ان (2) الترفيه والارتباط وعدم الازعاج والمصداقية تُأثر بشكل ايجابي على اتجاهات المستهلكين نحو رسائل الاعلانات القصيرة وأن المعلومات لا تأثر عليها. حيث أن (3) المصداقية هي اقوى العوامل المؤثرة على اتجاهات المستهلكين نحو رسائل الاعلانات القصيرة. علاوة على ذلك، فإن (4) المستهلكين لديهم اتجاهات سلبية نحو التسويق عبر الهاتف المحمول بشكل عام، ووجد أن (5) الجنس يؤثر على اتجاهات المستهلكين نحو رسائل الاعلانات القصيرة. حيث الطلاب أكثر تأثرا بالرسائل الاعلانية القصيرة.

ويوصي البحث المسوقين بالحذر عند محاولة جذب اهتمام المستهلكين، وان يحاولوا ايجاد الطرق المناسبة لزيادة مستويات الترفيه وتقليل مستويات الازعاج.

Chapter I
Research Background

1.1. Introduction

In the age of technology and telecommunication, technological devices are used everywhere and almost for everything. The nourishment of technology leads to the development of mobile services. Together with the internet services drive the escalation of mobile phones world.

Mobile phone becomes a vital devices for everyone. Companies around the world take the chance to improve direct relations and reach each customer by individual. They follow the technologies and modify their advertisements to suite customers' needs and attract their attentions. Therefore, mobile phones turn out to be an important channel for advertising.

The importance of mobile devices to consumers is reflected in the Upstream Emerging Markets Mobile Attitudes report, where mobile is identified as the most used personal device for approximately 47% of consumers. Moreover, mobile use exceeded the time spent on laptops, tablets, or desktop PCs (Upstream, 2013).

The adoption of new technologies is accelerating in recent years, as a result, Mobiles become an important devices connected to human life. With nearly one mobile for every person, there are seven billion mobile devices around the world (Cisco, 2014). The development of smart phones relates the people to their devices since they hold it along the day. Accordingly, Mobile has become an important tool for marketing since marketers can reach the targeted customers any time any place. Short messaging services (SMS), in particular, has been very successful.

Marketing is developing in many deferent ways recently. Rapid technological development and digitalization of media have led to

nourishment of mobile phone. Mobile technologies offer many possibilities to reach customers and to contact them (Friman, 2010). A series of studies conducted by Kearney indicated that the use of mobile information services and SMS has increased dramatically since 2001 (Tsang, et al., 2004). Chowdhury, et al. (2002) added that The high penetration rate of mobile phones has resulted in the increasing use of these devices to deliver adverts for products and services. SMS, in particular, has been very successful method.

Despite rise of WhatsApp, iMessage and other over-the-top messaging applications (OTTs), SMS will still dominate mobile messaging traffic and revenues to 2016 according to Informa Telecoms & Media (2014).

Many companies around Gaza Strip are following the development of technology and using many types of marketing; Most of them using mobile advertising through SMS, voice over internet (VoIP) and WhatsApp. With nearly 1.8 million, Gaza has a large number of customers. Companies try to reach each them directly to gain their attention and loyalty. (Jawwal, 2015)

Marketers try to presume the mobile in the field of advertisement and improve direct relations with customers. The success of these campaigns depends not only on the device or channel but also on the attitudes towards it. Many factors affect the attitudes towards SMS advertising. For example, informativeness, entertainment, credibility, non-irritation and relevancy are the main factors.

This research aims to look deeper into the consumer view of SMS advertising in the context of the Palestinian SMS advertising environment. In specific, the purpose is to understand the factors that affect the consumers' attitudes towards SMS advertising in Palestine.

1.2. Problem Statement:

The importance of SMS advertising in the context of Gaza Strip is escalating that most companies use. The wide use of SMS advertisements increases the irritation as well as it develops negative attitudes towards them. Still, marketers can easily send SMS advertisement without permission to consumers.

The previous discussion suggests that factors of SMS advertising needs further study along with consumers' attitudes towards it. Hence, the extensive purpose of this study is to extend our understanding of the factors affecting consumers' attitudes towards SMS, analytical-descriptive method has been used and questionnaire has been developed for the purpose of the study.

The main research question is:

What are the most important factors that affect the consumers' attitudes toward SMS advertising among the students of Islamic university in Gaza?

1.3. Research Hypotheses

1.3.1. Main Hypothesis

1- There is a significant positive relationship between SMS advertising factors and consumers' attitudes towards SMS advertising

Sub hypotheses

- Relevancy has a significant positive relationship with consumers' attitudes towards SMS advertising.
- Entertainment has a significant positive relationship with consumers' attitudes toward SMS advertising.
- Informativeness has a significant positive relationship with consumer attitudes toward SMS advertising.
- Non-irritation has a significant positive relationship with consumers' attitudes towards SMS advertising
- Credibility has a significant positive relationship with consumers' attitudes towards SMS advertising.

2- There is a significant positive effect of SMS advertising factors on the consumers' attitudes towards SMS advertising.

3- There is no significant differences among IUG students regard the factors affecting their attitudes towards SMS advertising due to their demographic factors (age, gender, education).

1.4. Variables of the Research

Independent Variables		**Dependent variable**
Relevancy		
Entertainment		
Informativeness	>	Attitudes towards SMS advertising
Non-irritation		
Credibility		

Designed by researcher with references to Zabadi (2012), Waldet et al. (2009), and Tsang et al. (2004), Panie et al. (2014) and Kashtagray (2011)

1.5. Objectives of the Research:

- To identify key factors that influence consumer attitude towards SMS advertisement in Gaza Strip.

- To propose useful direction or database for future researches.

- To investigate consumer attitude towards SMS advertising.

- To assist mobile marketers by providing different factors to shape SMS advertisement campaigns effectively.

- To offer suggestions and recommendation to marketers

1.6. Importance

The importance of this research comes from the lack of such research concerning SMS advertising in Palestine, according to the researcher knowledge. So that it's an adding value to researches concerning the subject.

Moreover, it can help the marketers to effectively design the SMS advertising campaigns. The society, universities and association can use the results to develop the relationships with the society and the target groups.

SMS advertising is a new subject appears in recent years. Therefore, this research can add a new route in marketing and administration in general. Also, the results of this research can be used for future studies in the field.

1.7. Definitions of Terms

Attitude toward SMS advertising:

Attitude towards advertising can be viewed as "learned predisposition to respond in a consistently favorable or unfavorable manner to advertising in general" (Lutz, 1985).

Relevancy

Advertising relevancy has been defined as "the degree to which the advertising and its message content are pertinent, applicable, and related to consumers' needs" (Lastovicka, 1983).

Entertainment

Entertainment could be defined as "the ability to fulfill an audience's needs for escapism, diversion, aesthetic enjoyment, or emotional enjoyment." Ducoffe (1996)

Informativeness

Informativeness can be defined as "the ability of advertising to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made" (Ducoffe, 1996).

Non-irritation

Non-Irritation has been defined as employing tactics in the advertising used to prevent annoy, offend, insult, or are overly manipulative (Ducoffe, 1996).

Credibility

Advertising credibility is "consumers' perception of the truthfulness and believability of advertising in general" (Mackenzie and Lutz, 1989).

1.8. Research Design

A research design is a framework for conducting a marketing research project. This part will show further details on the procedures needed to gain information for structure or solving the marketing problem under investigation (Malhotra & Birks, 2007).

Phase One: "The research thesis" in which the researcher identified and defined the problems and established objective of the research and developed the research plan.

Phase Two: includes a summary of the comprehensive literature review. Writings on privilege marketing was reviewed to propose the literature.

Phase Three: The third phase of the research focused on the modification of the questionnaire design, through distributing the questionnaire to pilot study, The purpose of the pilot study was to test and prove that the questionnaire questions are clear to be answered in a way that help to achieve the target of the research.

Phase Four: The fourth phase of the research focused on distributing questionnaire. This questionnaire was used to collect the required data in order to achieve the research objective.

Phase five: The fifth phase of the research was data analysis and discussion. Statistical Package for the Social Sciences, (SPSS) was used to perform the required analysis. The final phase includes the conclusions and recommendations.

1.9. Scope and Limitations

The purpose of this research was to study the factors affecting the attitudes of Palestinian consumers toward SMS advertising. The research focused on the students of the Islamic university of Gaza (IUG) since it is the first university in Gaza strip started in 1978, with more than 16,500 students from all cities of Gaza Strip. Students studies also in eleven faculties with different points of view.

However, the sample was collected from one university. Besides, these students who are (primarily) aged from 18 to 22 who are part of the society. Therefore any generalizations should be made with caution.

Chapter II
Concepts and Basic Theoretical Background

2. Concepts and Basic Theoretical Background

In this chapter, more information on SMS advertising in general, the general attitudes towards SMS advertising and factors affecting these attitudes are provided. Furthermore, an explanation of the model to be used in the research delivered; besides, the previous studies concerning the subject.

2.1. Mobile marketing

In the era of technology and telecommunication, mobile devices are more useable than personal computers. Companies must follow the technology development and start tailoring their advertisements to suite customers' needs, to attract the attention and to reach them wherever they are (Panie et al, 2014; Cisco, 2014; Upstream, 2013).

Mobile marketing is marketing on or with a mobile device, smart phone or non-smart phone. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas (Yamamoto, 2009). It also involves communicating with the consumers via mobile device, either to send a simple marketing message, to introduce them to a new audience participation-based campaign or to allow them to visit a mobile website (Quickbiz, 2014).

According to the Mobile Marketing Association (2010), the worldwide mobile marketing trade association, defined mobile marketing as: "a set of practices that allows organizations to communicate and engage with their audience in an interactive and relevant method through any mobile devices or networks".

2.2. Mobile Advertising

Leppäniemi et al. (2008) defined mobile advertising as "Any paid message communicated by mobile media with the intent to influence the attitudes, intentions and behavior of those addressed by the commercial messages."

Leppäniemi et al. (2008) stated two types of mobile advertising that are push and pull advertising. The "pushed" one that is when the users' devices were generally used in conjunction with mobile advertising. Special promotions delivered by SMS to users within the context of an existing customer relationship. While the pull advertising, on the other hand, is an advertising that is attached to content or services that users request.

2.3. SMS Advertising or Mobile Advertising

According to James (2004) during recent years, the popularity of SMS has grown exponentially, which has led to the rise of the mobile advertising phenomenon (Friman, 2010). In fact, mobile phone is the only advertising medium that consumers carry with them almost anywhere they go. Mobile advertisements can be delivered to consumers without limitations regarding time and space. That's to say, direct interaction with consumers is possible via mobile advertising without time and place boundaries (Friman, 2010; Dickinger et al., 2004).

Mobile advertising is about eleven types from short message service (SMS), multimedia message service (MMS), Application based ads, Pop Up ads while using mobile internet and various gaming mobile adverts are the main ways of mobile advertising (Dawar &Kothari, 2014).

Typically, the term mobile advertising is used interchangeably with SMS or short message advertising, where advertising messages are sent via

mobile phones in text format. This is perhaps because SMS advertising is the most popular form of mobile advertising (Scharl et al, 2005).

2.4. Characteristics of Mobile Marketing

For the reason that mobile marketing is unique against other channels of marketing or advertising; its characteristics should be studied before mentioning factors (Chun &Wan, 2009). Moreover, Dickinger et al, (2004) stated that SMS is the most popular means of data service against other means of mobile marketing. Additionally, Enpocket research indicated that 94% of consumers read the advertising messages, and 23% of them forwarded the advertising messages to friends. Another important point that is average response rate is 15% which is three times higher than regular email campaign 6.1%. (Taniar, 2009)

2.4.1. Personalization and Interactivity

Mobile has the greatest direct response marketing medium ever devised. Moreover, it is the most personal and intimate (Upstream, 2013). Besides, it is a highly interactive marketing channel (Park, 2008; Sultan and Rohm, 2005). The mobile phone therefore appears to be the ideal medium for direct and personalized customer communication. (Bauer et al, 2005)

Mobile marketing provides new revenue streams and opportunities, along with the potential for customers to experience more convenient and relevant content value. Moreover, it enriches customer-business relationships through effective targeting and tailoring (Barnes & Scornavacca, 2004).

2.4.2. Ubiquity and Localization

Mobile marketing allows the marketers to approach the customers in distinctive way (Dawar& Kothari, 2014). The value of the mobile channel

comes from its ability to allow both interactivity and location specific marketing communication (Friman, 2010). Using the mobile medium for communication also enables the advertiser to contact potential customers anytime and anywhere, since users hold their mobile devices all the times leaving it standby for about 15 hours a day (Bauer et al, 2005).

2.4.3. Forced exposure

Mobile marketing is Forced exposure in which users cannot avoid receiving short messages; at least they need to have the first sight of them, though, forced exposure often interrupts a viewer's normal viewing process as Edwards et. al argue (Chun & Wan, 2009).

2.4.4. Viral effect

A viral effect develops if recipients of advertising messages forward these to further recipients who do not belong to the initial target group of the campaign. Through viral effects it is thus not only possible to enlarge the reach of mobile marketing campaigns, but also to enlarge their effectiveness. (Bauer et al, 2005) It has been proven that messages from neutral senders are perceived as more trustworthy than those coming from a self-interested sender (Kroeber-Riel & Weinberg, 2003).

2.5. Model of the Research

Based on the existing literature about attitudes toward SMS advertising, a research framework is constructed to illustrate the factors affecting consumer attitudes toward SMS advertising. These show many factors related to the subject, the researcher decided to investigate five of these factors concerning the message content beside relevancy to the receivers.

Therefore, this research attempts to study the factors affecting attitudes toward SMS advertising among the students of the Islamic University in Gaza.

```
┌─────────────────┐
│    Relevancy    │────┐
├─────────────────┤    │
│  Entertainment  │──┐ │
├─────────────────┤  │ │     ┌──────────────────────┐
│ Informativeness │──┼─┼────►│                      │
├─────────────────┤  │ │     │  Consumer's Attitudes │
│  Non- irritation │──┘ │     │                      │
├─────────────────┤    │     └──────────────────────┘
│   Credibility   │────┘
└─────────────────┘
```

Designed by the researcher with references to Panie et al. (2014), Zabadi (2012), Waldet et al. (2009), and Tsang et al. (2004).

The model is developed by the researcher and with reference to:
Zabadi (2012) who studied the factors of message content (entertainment, informativeness and credibility) on attitudes. Besides irritation that affect the value of advertising. Although Waldet et al. (2009) and Tsang et al. (2004) studied the same factors they added relevancy as an independent factor affects the attitudes towards SMS advertising. In addition, Panie et al. (2014) studied personalization, which included relevancy.

2.6. Factors of SMS Advertising:

By using SMS advertising, companies can run marketing campaigns targeting tens of thousands of people with a fraction of the costs and time compared to other direct marketing mediums (Vatanparast, 2010). Tsang et al. (2004) showed that marketing managers should identify the target customers and examine demographic attributes for the successful development of SMS advertising campaigns.

Factors of SMS advertising should be studied in order to shape the suitable effective campaigns and drag the customers' attentions.

2.6.1. Relevancy

Advertising relevancy has been defined as the degree to which the advertising and its message content are pertinent, applicable, and related to consumers' needs (Lastovicka, 1983).

Friman (2010) demonstrate that research in the domain of advertising as well as SMS advertising has emphasized the role of information and relevancy in attitude formation. It was noted that relevancy is a key concept in understanding the advertisements, because it is a primary component of all aspects of human communication.

Barwise & Strong (2002) assumed that consumers think SMS advertising should be relevant to them since the mobile phones are personal aspect. High relevancy can only be achieved by using reliable information related to the consumers (Khasawnah & Shuhaiber, 2013).

The advertisements which are focusing specifically on the customer relationship are often informative and relevant, therefore, it is natural that people generally like to receive them (Friman, 2010).

Researchers have evaluated relevance content of SMS advertisements from two viewpoints: first, sending SMS advertisements relevant to end users' fields of interest will have a significant influence on perceiving SMS advertising as valuable service (Xu et al., 2008; Merisavo et al., 2007; Vatanparast, 2007; Haghirian et al., 2005). Second, SMS advertisements will provide more value for end users if they are received at the appropriate times and locations (Xu et al., 2008; Merisavo, et al., 2007; Carroll et al., 2007; Vatanparast, 2007).

Merisavo et al. (2007) indicated that marketers should pay particular attention to the relevancy of SMS advertisement. And that SMS advertisements should provide consumers with either useful information or a way to save time or money based on the consumer's situation, location, or personal profile. Rettie et al., (2005) added that prior research has also stated that the perceived relevancy of SMS advertisement is related to changes in purchase intention. Consequently, marketers are assumed to provide context with relevant information or services to consumers, where relevancy depends on consumer's aspects of time, location or field and according to consumer needs (Tripathi &Siddiqi, 2008)

Barwise & Strong (2002) studied SMS as a potential advertising means for young people. They stressed the importance of the relevancy of the SMS contents as prerequisite to motivate young people to take an action. In addition, the authors showed that SMS advertising were more favorable to consumers for location-sensitive and time critical events. They found that 51% were very satisfied with a service that was customized and tailored to only receive messages relevant to interests. 84% stated they would recommend such a service to a friend, and 63% said that they had either replied or taken action as a result of receiving the SMS advertisement.

Mehta & Sivadas (1995) assessed consumers' attitudes toward direct marketing on the internet, it was found that overall favorability towards internet advertisings was perceived negatively because of its irrelevancy and extensiveness. Taylor (2009) demonstrated that advertising agencies which bombard the consumer with extensive and unwanted messages are more likely to influence consumers' attitude negatively.

According to Khasawnah& Shuhaiber (2013), other researchers such as Carroll et al. (2007), and Nasco and Bruner (2008), found that consumers were more likely to accept the messages when the content was relevant to them. In particular, it is suggested that the relevancy of SMS adverts is found to have a significant positive influence on consumers' attitudes towards SMS advertising.

Because campaigns which utilized data from the customer base but required no prior permit generated positive attitudes, it can be said that it is not necessarily the permission that influences attitude but the relevancy and usefulness of the message itself (Choi& Rifon, 2002).

2.6.2. Entertainment

Ducoffe (1996) defined entertainment as "the ability to fulfill an audience's needs for escapism, diversion, aesthetic enjoyment, or emotional enjoyment". Ducoffe in (Saadeghvaziri and Hosseini, 2011) showed that entertainment of the advertising is significantly related to advertising value of traditional advertising. According to Shukla et al. (2011) entertainment refers to the properties of being enjoyable, exciting, imaginative, and flashy.

In the mobile entertainment industry, there are lots of entertainment services like listening music, playing games, gambling, watching

television, video and sport matches etc., which have set a stage for an explosion of mobile entertainment industry according to Katterbach, (Haghirian & Madlberger, 2005).

Additionally, Entertainment services can increase customer loyalty and add value for the customer. As most people have a natural playfulness, providing games and prizes via text messaging (SMS) yields high participation (Haghirian and Dickinger 2004). Delivering games and prizes to the target group's mobile phones is a successful way to attract and keep customers (Haghirian and Dickinger 2004). These features can be used to involve customers more deeply and make them more familiar with the advertised service or product (Taniar, 2009).

Thus, it is considered as a promotional factor to encourage mobile marketing communication (Alhrezat, 2013). Moreover, it has been argued that mobile advertising is based on SMS messages today, while MMS messages would be the right approach to drive mobile campaigns in the future. MMS differs from SMS as it enables to send pictures, videos and sounds in the messages to the consumers through using 2G and 3G phones (Pietz & Storbacka, 2007). Bauer (2005) found that SMS advertising campaigns succeeded if they are designed creatively and are entertaining to consumers.

Robinson suggested that messages should be amusing and brief to capture the respondent favorable attention. Then, since entertainment focuses on entertaining customers with less stress on information, it can be used for almost every product. Richard et al believe that people tend to experience shopping in an amusing and enjoyable way (Haider, 2012)

Entertainment directly attracts young people. Therefore, they positively respond toward the entertainment. The very nature of texting, with its own

particular form of abbreviated language and more casual forms of communication (such as text flirting) was seen as entertainment in its own right (Grant & O'Donohoe, 2007). In addition, the impulsive nature of phone-based entertainment supports this construct (Wilska, 2003), as especially young people use of telephony services for fun and enjoyment (Williams et al., 1998).

Moreover, entertainment seemed to lead to increased trust in advertisers, (McMillan et al, 2003; Khasawnah &Shuhaiber, 2013). Besides, Bauer et al. (2005) added that entertainment utility of mobile advertising influence the whole value of mobile advertising to the customers added to influence on consumer attitudes towards mobile advertising.

Entertainment seems to be a crucial factor for SMS advertising since it is the most significant of the factor affecting respondent´s attitudes toward mobile advertising (e.g. Tsang et al, 2004). The message is expected to be concise and funny, and thus immediately captures consumers' attention. It strongly connected with the attitude towards advertising when done through customary media (Ducoffe, 1996; McMillan et al, 2003, Haghirian et al, 2005). Moreover, People's feeling of enjoyment associated with advertisements play the ultimate role in accounting for their overall attitudes toward these advertisements (Schlosser et al. 1999).

Bauer et al. (2005) developed a hypothetical framework for the pragmatic research of driving acceptance of mobile advertising. It was found out that entertainment value is one of strongest drivers for the approval of mobile phone as an advanced and innovative tool for the advertising message communication. Consumer attitude immensely influences the buying intention towards the product or service. Consumers, who have a positive

attitude towards advertising, will also tend to behave similarly towards SMS advertisements.

2.6.3. Informativeness:

Ducoffe (1996) Defined informativeness as "the ability of advertising to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made". Furthermore, the ability to effectively provide relevant information (Oh & Xu, 2003). According to Shukla et al (2011) informativeness refers to sharpness, being information source and update.

Informativeness is accounted to be the key factor of advertisement that has an impact on consumers which marketers should account its power (Haider, 2014). Likewise, the first aim of advertisement is to generate awareness of products and to let consumer understand how products are different and to inform the audience of new products and new features among old products, besides any changes in price (Kotler and Keller, 2006). Siau & Shen (2003) revealed that information delivered to customers via mobile device needs to show qualitative features like accuracy, timeliness, and usefulness for the consumer.

Content or informativeness is important predictor of the value of advertisement (Ducoffe, 1996). Petrovici & Marinov (2007) found that product information acquisition is the primary personal use of advertising, and suggested marketers should utilize the informative power of advertising. Consequently, advertisers have to transmit information via advertising messages (Gordon & Turner, 1997).

Varshney (2003) assumed that information is considered to be a very valuable incentive in SMS advertising that recipients react positively to it.

Ducoffe (1996) added that advertising information directly related to advertising value. Pasadeos (1990) proved that if consumers received advertisement contains useful information, they would feel less irritation and less avoidance of advertisement occurs (Haider, 2012).

Informativeness of the advertisement is strongly related to the attitude toward the advertising when it is transferred via traditional media (Ducoffe, 1996). However, informativeness can be interrupt as the ability of advertising to deliver information to customers in order to satisfy their needs (Hoffman &Novak, 1996).

Merisavo (2007) proved that consumer develop positive attitude toward mobile advertising if the message creatively provide a high information value. Flores and Salaun found that advertisement which contains superiority information elicit positive response of consumer towards the advertisement; Moreover, informativeness influences general attitudes to advertising (Petrovici & Marinov, 2007), even if it transferred via traditional media (Ducoffe, 1996).

Brackett (2002) in (Haider, 2012) assumed that there is a relationship between consumers' perceptions of the informativeness of internet advertising and consumers' attitudes towards internet advertising. As well, there is a positive correlation between consumers' perceptions of the Informativeness of SMS advertisements and consumers' attitudes towards SMS advertisements (Tsang, 2004; Haider, 2012).

Further studies argue that consumers develop a positive attitude toward mobile advertising. Tsang et al. (2004), perceived informativeness of mobile advertising has a direct positive effect on attitude toward mobile advertising. Haghirian et al. (2005) assumed that the higher the informativeness of mobile advertising messages, the higher the perceived

advertising value of the consumer. Oh and Xo (2003) found that the advertising message is perceived as valuable as long as it provides information and thus creates some benefit for the consumer.

2.6.4. Non-Irritation

SMS advertisements may deliver a range of overlapping information that confuses and distracts the receivers and overwhelms the consumer with information (Xu, 2006; Pietz and Storbacka, 2007).

According to Saadeghvaziri & Hosseini (2010) Bauer and Greyser, in their major survey of American consumers, founded that the main reason for consumers to criticize advertising related to annoyance or irritation it causes.

In the context of advertising, Ducoffe (1996) defined irritation as employing tactics used by marketers in the advertising that annoy, offend, insult, or are overly manipulative or may insult consumer dignity. It also refers to any offending effects that may go against what a user values (Oh & Xu, 2003).

This reckons that irritation caused by an incomprehensive or unwanted mobile advertising messages, reflect negatively on the attitude toward it. Consequently, Consumers may feel annoyed about irritating messages and react negatively (Chowdhury, 2006; Panie, 2014).

The tactics advertisers use when competing for consumers' attention can be annoying to the audiences. Taking this point further, irritation is a phenomenon whereby consumers tend to refuse advertisements if they have the feeling that the advertisement is too intrusive. If an individual feels indignity when being addressed by advertisements, this can mainly have an effect on his attitude toward advertising (Schlosser et al., 1999).

Another point of possible annoyance comes from unwanted messages, commonly known as spam (Scharl et al, 2005). Spam intrudes into consumers' privacy without permissions or acceptance.

According to Haghirian et al. (2005) findings, complex mobile advertising message can cause irritation among consumers, and this disturbance decrease the value of the advertising for consumers and may cause negative reaction toward mobile advertising.

The relationship between consumers' perceptions of the irritation and consumers' attitudes towards advertisements is theoretically supported by the attitude model developed by LK. Brackett (2002). Tsang et al. (2004) tested the relationship between these two constructs and found that consumer perceptions of the irritation of SMS advertisements are negatively correlated to consumer attitudes towards SMS advertisements.

Several different ways are available in order to decrease the annoyance of mobile advertising. One way can be the permission-based advertising. It is stated that consumers are needy of some control in order to accept advertising into their mobiles. This refers simply to people control over when, where, what and how much advertisements to receive into their mobiles (Carroll et al., 2007).

The difference between permission-based advertising and traditional irritative advertising is that messages about specific products, services, or content are sent only to individuals who have explicitly indicated their willingness to receive the message (Tsang et al., 2004).

Permission based advertising influences mobile advertising effectiveness in two essential ways. Primarily it allows consumers to have more information control and secondly it significantly reduces advertising clutter and reduces marketing costs (Friman, 2010).

This permission based strategy can overcome irritation and solve privacy issues owing to the control that consumers want. We can differentiate the traditional irritation with the permission based on factor that only send messages to those consumers that are keen to accept information about the product and services of a specific company (Tsang et al., 2004).

Barwise and Strong (2002) stated that there is a high risk of irritation if no explicit permission for mobile advertising has been obtained from consumers. In such a case irritation will eventually influence brand perceptions.

2.6.5. Credibility

Mackenzie & Lutz (1989) defined credibility of advertisement as "the extent to which the consumer perceives claims made about the brand in the advertisement to be truthful and believable". Moreover, Keller (1998) defined advertisers' credibility as "the extent to which consumers believe that a firm can design and deliver products and services that satisfy customer needs and wants".

. Daugherty et al. (2007) viewed advertising credibility as an expression of the consumer's expectations regarding the fairness and factualness of advertising.

Panie (2014) mentioned the view of (Goldsmith et al, 2000) that credibility of an advertisement is influenced by different factors, especially by the corporation own credibility and the bearer of the message.

Consequently, Haider (2012), Yang (2007) stated that credibility also prejudiced by the medium through which the message is sent. For example, the message on the internet does not have much credibility unless the message is communicated by a powerful brand in printed form.

Haghirian & Madlberger (2005) credibility is based on the extent to which consumers believe that the marketer has the expertise and honesty to perform a transaction effectively and reliably. That complies with the dimension concerning perceived risk of Bauer et al (2005).

On the other hand, Jelassi and Enders showed that the declining advertising credibility, leads marketers to continually search for innovative ways to communicate their messages. And that traditional advertising has to cope with challenges like lack of credibility, getting time and attention from consumers, also growing advertising reactance but using mobile viral marketing results in more benefits with less expenditure (Saadeghvaziri and Hosseini, 2010). In Wiedemann and Pousttchi's research (2008) almost 70% of the 44 experts confirmed that consumers getting a mobile advertisement from familiar brands participate more frequently in a campaign as initial contacts (Saadeghvaziri & Hosseini, 2010).

It has been found to have direct positive effects on attitude toward the advertisement, the brand, and purchase intent (Choi and Rifon, 2002). Perceived advertisement credibility was found to be among the first construct that strongly influences attitude toward the advertiser; which in turn is an important predictor of attitude toward the advertising (MacKenzie & Lutz, 1989; Choi & Rifon 2002; Haghirian & Madlberger 2005; Chun& Wan, 2009). It also increases the value of advertising (Haider, 2012).

Moving into the credibility concept within the mobile marketing context. Consumers' attitudes towards SMS advertisements further support the relationship between consumer perceptions of the credibility of advertisement and consumer attitudes towards the advertisement (Brackett, 2002).

Additionally, it was found that consumers' perceptions of the credibility value of SMS advertisements are positively correlated to consumers' overall attitudes towards SMS advertisements (Friman, 2010; Haghirian & Madlberger, 2004; Tsang et al., 2004; Waldt, et al., 2009). By contrast, if consumers do not find the advertisement to be credible, this will negatively affect their attitude towards the ad advertisement (Dahlén & Nordfält, 2004).

2.7. Consumer's attitudes towards SMS Advertising:

Attitude is an important concept in researches of marketing and information systems. Over the past two decades, attitudes toward advertising has been studied more than any other concept in marketing at all (Wang et al., 2002). The 2013 Emerging Markets Mobile Attitudes reports that mobile represents the biggest opportunity in emerging markets (UpstreamSystem, 2013).

2.7.1. Consumer's Attitude:

Generally, Aaker et al. (1996) thought of attitudes as "the mental states used by individuals to structure the way they perceive their environment and guide the way they respond to it". Whereas, Fishbein (1967) defined attitude as "a learned predisposition of human beings". Based on this predisposition, an individual would respond to an object, an idea, or a number of things like opinions. Kotler (2000) stated that "an attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea".

Neal et al (2004) in (Alhrezat, 2013) defined attitude as "an enduring combination of cognitive, emotional, and behavioral processes or mental states by which consumers structure the way they perceive and respond to market environmental elements such as a television program, or a concept as advertising."

Attitudes has an essential role in consumers' decisions. A relationship was found between consumer attitudes and purchasing products or services. Marketers try to develop positive attitudes towards their products or services as it affect the purchasing decision (As'ad et al, 2005).

Obeidat (2004) explained the characteristics of attitudes as:

1- Attitude is learnt through experiences. It could be acquire through personal knowledge and environment.
2- It is not new, formulated though previous time
3- To some extent, it is Stable. However, it could be change through time and effort.
4- Usually, Attitudes concurrent with behaviors.
5- Attitude adapts with circumstances and situations. However it is difficult to change, it can adjust with situations.

As'ad et al. (2005) added that attitudes has direction - negative or positive, and intensity – very strong to very weak.

2.7.2. Attitude toward Advertising in General

Lutz (1985) defined attitude toward advertising as "a learned predisposition to respond in a consistently favorable or unfavorable manner to advertising in general".

Mehta (1995) James and Kover (1992) in (Friman, 2010) they studied how consumer attitudes towards advertising in general influence advertising success. They found that consumers views towards advertising in general influences how to respond towards any given advertisements.

Furthermore, they found that attitude toward advertising directly affects the degree of involvement in specific advertisements. They also recommended that attitude toward advertising in general is channel dependent. The reason for these channel dependent attitudes may be due to varying degrees of control. Therefore, attitude toward advertising in general should be studied channel dependently (Friman, 2010).

According to Kamphuis & Ramnarain (2012)

- In printed advertising, the colors used and the quality of the photography positively influence the consumer's attitude toward the advertisement

- When using online advertising, interactivity tends to positively influence a consumer's attitude toward the advertisement as it promotes the formation of mental imagery.

- Marketers advertising through television mainly have to deal with the problem of consumers paying very little attention to this sort of advertising.

Shavitt et al (1998) found that consumers actually tend to have quite positive attitudes toward advertising. Consumers tend to enjoy advertisements they see, and they tend to find advertising generally informative and useful in guiding their own decision making.

2.7.3. Attitudes towards SMS Advertising:

Attitudes toward advertising via mobile devices pertains to consumers' attitude toward the advertising type in general and not to the exposure to one particular advertisement (Wang et al., 2002). Specifically, consumer's attitude toward advertising has been largely inspected because of its relation to consumer responses towards advertisements and its impact on behavioral intentions (McMillan et al, 2003; Schlosser et al 1999). Friman (2010) believed that attitude toward advertisement can be thought of as an indicator of advertising effectiveness.

According to Fishbein's Attitude Theory, a stimulus, such as an SMS advertisement of a particular brand, has an effect on a consumer's belief system which in turn influences and leads to the consumer developing a specific attitude toward the advertised brand. Which in turn, with regards

to a brand, has an impact on a consumer's intention to purchase the brand offering (Waldt et al, 2009). Furthermore, the attitude toward mobile advertising and advertising value are strongly related to message content as entertainment, informativeness and credibility which positively affect it (Khasawnah& Shuhaiber, 2013).

According to El-adly advertising attitude is an imperative concept due to its link with the general attitude of people and can influence people's constructive feelings towards broad body of advertisement (Haider, 2012). Moreover, a consumer's attitude for an advertisement has an essential control on advertising effectiveness, buying intentions and brand attitudes (MacKenzie & Lutz, 1989).

For companies seeking to optimize their mobile campaigns across markets, recognizing and considering these drivers, including the extent to which the usefulness of mobile content influence attitudes and mobile activity, is an important first step toward campaign effectiveness (Rohm et al, 2012).

2.8. Students of the Islamic University in Gaza

The Islamic University is the first university in Gaza Strip, established in 1978. It is an independent academic institution supervised by the Ministry of Higher Education. Furthermore, it is a member of four associations: Association of Arab Universities, Federation of the Universities of the Islamic World, Community of Mediterranean Universities, and International Association of Universities. IUG provides for its students an academic environment that adheres to Islamic principles as well as Palestinian traditions and customs (Islamic University of Gaza, 2015).

16,595 students registered in the university. Students at university are mature enough to purchase and can show their viewpoints and decisions.

Besides, they are qualified to understand the questionnaire and can treat well the questions applied. Moreover, they have the ability to use the new technologies and most of them already have mobile phones and receive SMS advertisement. In addition, students and youth in general are the most important target group for the marketers. Therefore, the students of IUG match the purpose of the research to get reliable results.

2.9. Previous Studies

SMS marketing is a new field of study. Researchers investigated it in many directions. For example, they study its effect on brand awareness, permission based SMS advertising, and factors of SMS advertising.

After checking the previous studies, no Palestinian studies in the field were found. Therefore, some Arabic and international studies concerning the factors affecting SMS advertising and its relation to consumer attitudes are presented.

2.9.1. Arabic Studies:

1. Alhrezat (2013) "Factors affecting consumer's attitudes toward mobile marketing"

This research aimed to investigate the factors affecting Saudi consumer's attitudes toward acceptance of the mobile marketing.

The researcher tried to develop and test a model to achieve the dissertation's objectives. Data were collected from a convenience sample using a questionnaire. The data was analyzed using several statistical techniques to test the stated hypotheses. Multiple regression analysis was used to find the effect of the independent variables on the dependent variable.

The result confirmed that:

- All the independent variables had a significant effect on Saudi consumer's attitudes toward acceptance mobile marketing.

- Consumers' satisfaction comes as most powerful factor, followed by customer trust, brand and value and utility.

2. Saeed et al (2013): "Consumer Attitude Towards Advertisement via Mobile"

The research was built to find out the effectiveness of the mobile advertisement on the consumer behavior, that is how different people would act or what would be their response upon receiving the mobile advertisement.

Data was collected through questionnaire from 150 person from Pakistan. Convenience sampling technique was used. Correlation and regression analysis were used to analyze and interpret the data.

Results of regression analysis showed that

- The consumers generally have negative attitude toward the mobile advertisement unless the advertisers had specifically taken the permission of the consumer.
- The relation is both positive and negative and could vary according to the conditions.

3. Al Khasawneh & Shuhaiber (2013): "A Comprehensive Model of Factors Influencing Consumer Attitude of SMS Advertising: An Imperial Investigation in Jordan"

The research aimed to empirically investigate the significant factors that influence consumers' attitude towards and acceptance of SMS advertising in Jordan.

A conceptual model and hypotheses were tested with a sample of 220 Jordanian mobile phone users, and analyzed quantitatively.

The findings indicated that:

- SMS informativeness, entertainment, credibility, clarity, incentive, personalization, relevancy, as well as subjective norms have positive significant influence on consumer attitude and acceptance of SMS advertising.
- Message irritation, brand familiarity and consumer control have negative significant influences.

4. Zabadi et al (2012): "Consumer Attitudes toward SMS Advertising among Jordanian Users"

The research paper investigated antecedents of consumer attitudes towards SMS advertising via mobile devices and variables influencing it. The analysis was based on a consumer survey. For this purpose a quota sample of 130 cellular phone users in Jordan had been interviewed.

The research further found that:

- Consumers' perceptions of the entertainment value, Informativeness and credibility of SMS advertisements are positively correlated to consumers' overall attitudes towards SMS advertisements.

- Consumers' perceptions of the irritation aspect of SMS advertisements is negatively correlated with consumers' attitudes towards SMS advertisements.

- Attitude toward advertising via mobile devices strongly depends on message Characteristics.

- Marketers can not only rely on the fact that an advertising message sent via mobile devices will be read and remembered automatically.

- Advertising value and advertising message content have the largest impact on attitude toward advertising via mobile devices.

2.9.2. International Studies

1. Dawar & Kothari (2014) "A Study of Consumer Attitude towards Advertising through Mobile Phones"

The research investigated the attitude of mobile phone consumers towards mobile advertising and the various factors that influence their attitude, and to reveal the consumers' receptiveness through this research.

The research based on exploratory research design. The Primary data was collected through structured questionnaire using survey method for the research a sample size of 100 respondents from Udaipur was taken using convenience sampling.

The results stated that

- Consumers have positive attitude towards mobile advertisements.

- Consumers think mobile advertising is more interactive, positive and advanced than the traditional forms of advertising.

- The consumers want to get the customized message and ads that can be easily exercised.

- They prefer to get reliable information and to know more about mobile coupons through mobile advertisements.

2. Haider (2012) "Prioritization of Factors Affecting Consumer attitude towards Mobile Advertisement: A Study of Pakistani Youth"

The research inspected the attitudes of customers of Sargodha city (Pakistan) towards mobile advertising applications. Moreover, the research examined different factors that affect consumer attitude towards mobile advertising.

The research focused on four factors of message contents, which are entertainment, informativeness, credibility and irritation.

This research was conducted through structured questionnaire. Data were collected from 200 respondents of Sargodha city – Pakistan in a survey.

The results revealed that:

- Message contents of advertisement strongly affect consumer attitude towards mobile advertising.

- The factors have strong significant relationship with each other.

3. Kamphuis & Ramnarain (2012) "Consumer Attitudes Toward Mobile Advertising – A Study of the Dutch Youth"

The research aimed to investigate the Dutch youth's perceptions on and attitudes toward mobile advertising.

The deductive approach had been implemented in order to answer the research questions. Both qualitative and quantitative data had been collected through a questionnaire on 384 respondents of youth and focus group from Netherlands. The data retrieved through the questionnaire has been analyzed using SPSS.

The results of this research showed that:

- The Dutch youth mainly sees the originality, interactivity and entertainment levels of mobile advertising as positive in comparison to traditional forms of advertising.

- Message content was shown to be an important factor in order for the consumer to perceive the advertising as positive.

- The main aggravating attributes that come with mobile advertising are the perceived risks, like receiving too many advertising messages.

- Furthermore it was found that the more positive the attitude toward advertising in general is, and the more the consumer likes searching for product information, the more positive the attitude toward mobile advertising will be.

- The statistical results showed a negative attitude toward mobile advertising. However, the qualitative results showed that when mobile advertising is used in a proper way, consumers' attitudes can be positive.

4. Rohm et al (2012): "Brand in the hand: A cross-market investigation of consumer acceptance of mobile marketing"

The research examined the extent to which the usefulness of mobile information/programs and individual characteristics - namely innovativeness, personal attachment, and risk avoidance - jointly influence attitudes toward mobile marketing, and how the latter influences consumers' mobile marketing activity across three large and influential markets: the United States, China, and Europe.

It was found that:

- Perceived usefulness, consumer innovativeness, and personal attachment to directly influence attitudes toward mobile marketing in all three markets.

- In China and Europe, risk avoidance also negatively influences attitudes toward mobile marketing.

- Marketers seeking to build and maintain customer relationships via mobile platforms should view these individual characteristics as levers brands can push to amplify consumers' acceptance of mobile marketing.

5. Akbar et al (2012) "Advertising value of mobile marketing through acceptance among youth in Karachi"

This paper aimed to investigate the key factors influencing acceptance towards mobile marketing among youth in Karachi in Pakistan. It further analyzed the impact of mobile marketing acceptance on its advertising value.

To achieve the objective of this research a convenient sample of 247 respondents from University students, Government officials and business organizations in Karachi was taken over a two-week period during the spring of 2012.

Simple liner regression was applied to see the impact of mobile marketing acceptance on its advertising value.

The results indicated that:

- Prior Permission, Personalization, Frequency of Exposure and Appropriate Medium are significantly correlated with mobile marketing acceptance.

- Mobile marketing acceptance has positive impact on its advertising value among youth in Karachi.

- The variables of Acceptance and its relation to advertising value will be beneficial for organization to use mobile phone as a means of communicating promotional content.

6. **Abadi et al (2011), "Factors Affecting the Audience's Trust to SMS Advertising in Isfahan city".**

This research aimed to examine factors affecting the audience's trust to SMS advertising in Isfahan city in Iran.

The research based on data that obtained through a survey research.

The findings indicate that:

- Perceived advertiser trustworthiness is the most important factor that affects the audience's trust to SMS advertising.

7. **Muzaffar and Kamran, (2011), "SMS Advertising: Youth attitude towards perceived informativeness, irritation and credibility"**

The purpose of this research was to investigate the youth attitude towards SMS advertising. It investigated the relationship between the dependent variable of attitude towards SMS advertising and independent variables of perceived ad informativeness, ad irritation and ad credibility.

Data was gathered through a questionnaire from 152 undergraduate students aged 18-23, studying in different universities of twin cities of Rawalpindi and Islamabad, Pakistan.

The research findings revealed that

- Ad informativeness has a positive linkage with youth attitude towards SMS advertising.

- Irritation does not affect the youth attitude towards SMS advertisements significantly.

- Credibility strongly affect youth attitude towards SMS advertising.

8. Keshtgary and Khajehpour (2011) "Exploring and Analysis of Factors Affecting Mobile Advertising Adoption - An Empirical Investigation Among Iranian Users"

The paper aimed to investigate the factors influencing consumer attitudes toward mobile advertising and the relationship between their attitudes and behaviors.

An empirical method was used and six hypotheses are tested. A quota sample of 167 cellular phone users in Iran has been assessed.

The results indicated that:

- Entertainment is the most important attribute affecting consumer attitudes toward mobile advertising,

- Consumers don't generally have negative attitudes toward mobile advertising but they prefer prior permission

- Incentives that offer free minutes on the phone lead to more positive influence on consumer intentions to receive and read mobile advertisements.

9. Kumar (2011): "An Empirical Research on Factors Affecting Mobile User's Attitude towards Mobile Marketing in India"

This research studied the factors affecting Mobile user's attitude towards Mobile marketing and the relationship between these factors.

489 mobile users opinion was taken on 12 statements for a period of 5 months. Confirmatory Factor Analysis (CFA) was performed to confirm the findings.

SPSS Statistics 17.0 and SPSS Amos 18.0 was used to fit a model based on Structure Equation Model to analyze the factors affecting Mobile user's attitude and the relationship between these factors.

The present research revealed that:

- The impact of indicators like Mobile Phone user's permission and personalization of Mobile Phone communication on Mobile Marketing are also discussed in this article.

- Mobile Advertisement and Mobile Sales Promotion are having positive effect on Mobile Marketing

- Mobile Shopping and Mobile Phone Usability is having negative effect on Mobile Marketing.

10.Punyatoya & Durgesh (2011) "Attitude towards Mobile Advertising: A Study of Indian Consumers"

The research aimed to understand consumers' acceptance of mobile advertising that was available to consumers owning mobile phones. The research tried to find out the factors that affects consumers' acceptance of mobile advertising and also identifies the type of consumers who accept mobile advertising in Indian context.

To test the hypotheses, a survey was conducted among 124 Indian consumers. The response rate was 86% and the final sample size was 106 consumers. The questionnaire has two sections. The first one collected data about factors affecting consumer acceptance of mobile advertising and the second section has demographic questions.

The findings showed that:

- Message credibility, consumer perception of message customization, message content, and consumer's ability to use mobile phone positively influence their attitude towards acceptance of mobile advertising.

- Consumer inertia negatively influence consumer mobile advertising acceptance.

- Companies need to locate the right consumer who accepts mobile advertisings and who can be pursued for future product purchase.

11. Radder et al (2010), " Antecedents Of South African High School Pupils' Acceptance Of Universities' SMS Advertising"

This research explored antecedents to pre-final year high school pupils' acceptance of South African universities' SMS advertising.

Results showed that:

- Social influence is a better predictor of the target market's intentions to adopt SMS advertising than attitudes are.

- Behavioral intentions are a function of attitudes, social influences, innovation levels, and perceived study utility.

- No significant relationship exists between perceived risk and SMS advertising acceptance.

- South African universities could consider using SMS advertising in conjunction with traditional media, but should ensure that SMS content is based on the needs of their target market.

12. Blanco et al (2010): "Entertainment and Informativeness as Precursory Factors of Successful Mobile Advertising Messages"

The research aimed to investigate how the entertainment and informativeness effects on consumer attitudes, to value the effect of general opinion about advertising on mobile attitudes, and to study the relationship between attitudes and behavioral intentions in mobile environments.

The empirical analysis was based on data collected from 429 users of different countries and the use of structural modeling techniques.

The results suggested that

- Entertainment and informational aspects perceived by consumers in mobile advertising affect their attitudes.

- There is an impact of general opinion about advertising on mobile attitudes.

- There is a positive and direct influence of attitudes on behavioral intentions.

13. Friman (2010):"Consumer Attitudes Toward Mobile Advertising"

This research aimed to study the consumer view of mobile advertising in order to discover how consumers in Finland perceive mobile advertisements.

Research data was collected in co-operation with a Finnish mobile solution provider as a part of mobile advertising campaigns implemented during the fall of 2009.

The results of the research showed that:

- The importance of utilizing customer data in the design of mobile advertising campaigns.

- Attitudes toward mobile advertisements are likely to be positive, when the mobile advertiser has the possibility to target actual needs of customers.

- Mobile advertising should be based on service rather than selling.

14. Saadeghvaziri & Hosseini (2010): "Mobile advertising: An investigation of factors creating positive attitude in Iranian customers"

This research investigated the influencing factors in creating positive attitude toward mobile advertising through a survey among Iranian mobile users.

A conceptual model and hypotheses were tested with a sample of on 652 mobile phone users in Iran

The results showed that:

- Personalization, informativeness, credibility, and entertainment are powerful in developing positive attitude toward mobile advertising.

- Monetary benefits of mobile advertising are influential in developing positive attitude toward mobile advertising.

- The research demonstrates ways of applying features creating positive attitude toward mobile advertising

15. Waldt et al (2009) "Attitudes of young consumers towards SMS advertising"

This research focused on determining the perceptions of the younger consumer segment towards SMS advertisements. It was expected that this segment, due to their changing consumer behavior and media habits, will be the future focus of a great deal of SMS advertising campaigns.

Quota sampling was done in a large university and self-administered questionnaires were completed by 198 respondents from South Africa.

The research found that:

- Consumers' perceptions of the entertainment, informativeness and credibility are positively correlated to consumers' overall attitudes towards SMS advertisements.
- Consumers' perceptions of the irritation aspect is negatively correlated with consumers' attitudes towards SMS advertisements.
- Consumers have generally negative overall attitudes towards SMS advertisements and it must be cautiously used when attempting to gain the attention of a younger segment of consumers.
- Permission based marketing is an important element for the success of SMS advertising.

16. Chowdhury et al (2006) "Consumer Attitude toward Mobile Advertising in an Emerging Market: An Empirical Study"

The research mentioned the importance of mobiles as an advertising stream. The research focused on SMS to be very successful.

The framework was constructed to illustrate the factors affecting consumer attitudes toward SMS-based advertisements in Bangladesh.

A questionnaire was designed to collect data. A sample of 318 university students in Bangladesh, with 309 respondent (258 males, 51 females). Data were analyzed via structural equation models.

The findings showed that:

- If mobile advertisers can present mobile ads pleasingly, with appropriate information, consumers will not be annoyed and there is a fair possibility that they will gradually like the ads.

- Credibility has found to be the most significant of the factors affecting respondents' attitude toward mobile ads.

17. Bauer et al (2005): "Driving Consumers Acceptance of Mobile Marketing: A theoretical Framework and Empirical Study"

The paper investigated the factors that induce consumers to accept the mobile phone as a mean of communicating promotional content.

Underlying the research is a set of hypotheses that have been formulated to include determinants referring to consumer personality as well as determinants referring to the form of advertising.

These hypotheses form the basis for this research and are empirically tested by an online questionnaire on 1,028 persons from Denmark University of Mannheim (608 males, 420 females, average age 30.5) by means of a linear structural equation model.

The empirical results identified that:

- Entertainment value as well as information value is the strongest drivers of the acceptance of the mobile phone as an innovative medium for advertising content communication.

18.Tsang et al (2004) Consumer Attitudes Toward Mobile Advertising: An Empirical Study

The research aimed to investigate consumer attitudes toward mobile advertising and the relationship between attitude and behavior. An instrument for measuring attitudes toward mobile advertising was developed.

The questionnaire was distributed in person at three train stations in Taiwan. A total of 430 questionnaires was distributed, and 380 of them were returned. The respondents included 181 males and 199 females.

The results of a survey indicated that

- Consumers generally have negative attitudes toward mobile advertising unless they have specifically consented to it,

- There is a direct relationship between consumer attitudes and consumer behavior.

- It is not a good idea to send SMS advertisements to potential customers without prior permission.

2.9.3. Comment on Previous Studies

After reviewing the previous studies, points of constancies and differences were clear.

First of all, most of previous researches studied the factors of informativeness, entertainment, credibility and irritation. Others added personalization, permission, and monetary benefits.

Secondly, many studies divided the factors into two fields. One related to the content – informativeness and entertainment credibility, the other

related to the channel – irritation. Others added personality and permission which are concerning the receiver.

Thirdly, questionnaires were developed from similar resources since similar questions were used.

Finally, differences maybe come from the locations or the communities of the researches. This lead to differences in results because different cultures and communities affect the viewpoints of people toward aspects. Some researchers study young people (university students) such as Waldet et al, (2009), Chowdhury (2006). Others concern of location like Blanco (2010). Moreover, Friman (2010), Tsang (2004), etc. concerned of mobile users in general.

This research is different in many ways. First of all, the location is new, that is Gaza Strip in Palestine. According to the researcher's knowledge, there is no other article about the subject in Palestine. Moreover, few has been done in the Arab world.

Secondly, Gaza has only one mobile service provider that is Jawwal that doesn't offer the option to stop SMS advertising but the ones from Jawwal itself.

Finally, the research studies different factors concerning the content of the message itself as well as value of SMS advertisements together. And how SMS advertising factors related to the attitudes towards it.

Chapter III

Research Design &Methodology

3. Methodology

This chapter offers detailed information about the methods and techniques applied while developing this research.

3.1. Research Methods

In this research, analytical-descriptive method has been used. It is suitable for this type of research that it depends not only on studying the reality or the phenomena as it is, but also on analyzing the data collected through questionnaires and other methods of data collection, and justifying the results so as to understand the real situation to improve and develop it (Obaidat et al, 2003).

Qualitative and quantitative methods of data collections used in this research. First of all, qualitative research is unstructured secondary data inspector. It used to collect data and information from previous studies and books in order to provide insight understanding. Secondly, quantitative research involves research techniques that able to quantify data and apply some form of statistical analysis (Malhotra & Birks, 2007).

3.2. Population

Palestine has a young community in general. 73.1% of population are under the age 29 in the Gaza Strip and 67.7% in West Bank. About 30% of Palestinian community are from 15 to 29 years old (PCBS, 2015). Therefore, these people who are mainly targeted by companies, consequently, by marketers.

From the previous points, The Islamic university students are suitable community for this research. Besides, the IUG is at the center of Gaza Strip.

The population is the students of Islamic University in Gaza (IUG), these are 16,596 students. Who are registered in eleven college of Islamic university of Gaza as shown in the table (3.1) below:

Table (3.1): Number of IUG students in each faculty

www.iugaza.edu.ps

Faculty	Male	Female	total	Percentage
Osoul Eddin	213	300	513	3
Art	551	1399	1950	11.7
Education	624	3980	4604	27.8
Commerce	1273	944	2217	13.4
Science	216	288	504	3
Nursing	454	626	1080	6.5
Engineering	1349	809	2158	13
Medicine	190	193	383	2.3
Information Technology	255	199	454	2.7
Health sciences	109	541	650	4
Sharia & Law	1146	937	2083	12.6
Total	**6380 (38.5%)**	**10216 (61.5%)**	**16596**	**100%**

3.3.Sampling Method

Random sampling method was applied. The researcher preferred to collect a sample from IUG student who attend classes during the period of second term 2014 - 2015.

3.3.1. Sample Size Determination:

The sample size is counted according to (Moore et al., 2003). Here are the formulas used to determine the Sample Size:

- **Sample Size**

$$n = \left(\frac{Z}{2m}\right)^2 \dots\dots\dots\dots \text{ (1)}$$

Where:

Z = Z value (e.g. 1.96 for 95% confidence level)
m = confidence interval (margin of error), expressed as decimal (e.g., .05
= ±5)

- **Correction for Finite Population**

$$n_{\text{corrected}} = \frac{nN}{N+n-1} \dots\dots\dots\dots \text{ (2)}$$

Where: N = Population size

Using Equation (1), the sample size is:

$$n = \left(\frac{1.96}{2\times 0.05}\right)^2 \cong 384$$

Suppose that the population size is 16596, the corrected sample size using equation (2) is:

$$n_{\text{corrected}} = \frac{16596\times 120}{16596+384-1} \cong 375$$

Therefore, the minimum sample size required is at least 375. The sample size decides when confidence level is 95%, and confidence interval is 5 while population is 16,596. Five hundred questionnaires were distributed to the research population while four hundred seventy five questionnaires were received.

3.4. Data Collection Methods

Two kinds of data were collected. To begin with, primary data are the data originated by the researcher specifically in order to address the research

problem. The quantitative data was collected through the conduction of a questionnaire. The questionnaire was paper based and it was handed to students form IUG.

Secondary data was collected from Arabic and international references; and from researches published in journals, besides any other resources, textbooks and reports available and related to phenomena under investigation. These mainly used in the background of the research and to help answer the research questions.

3.5. Data Analysis

The data, which were collected through the previously mentioned methods and techniques, were analyzed either by using a statistical analysis program SPSS (Statical Package for Social Science).

At the beginning, the data was arranged before it was analyzed. All the statements in the survey were formed positively. So that, no reversed scoring was needed. Inadequate data has been deleted, using only the useable, reliable and valid information to be processed and analyzed.

Data retrieved via the questionnaires were processed, analyzed, and testified by using the SPSS program and subsequently analyzed with the use of statistical tests. The information left was applied to come up with a solution to the research problem.

3.6. Data Measurement

In order to be able to select the appropriate method of analysis, the level of measurement must be understood. For each type of measurement, there is/are an appropriate method/s that can be applied and not others. In this research, ordinal scales were used. Ordinal scale is a ranking or a rating data that normally uses integers in ascending or descending order. The

numbers assigned to the important (1, 2, 3, 4, 5) do not indicate that the interval between scales are equal, nor do they indicate absolute quantities. They are merely numerical labels. Based on Likert scale we have the following:

Item	Strongly agree	Agree	No Opinion	Disagree	Strongly Disagree
Scale	5	4	3	2	1

3.7. Test of Normality

The One-Sample Kolmogorov-Smirnov Test procedure compares the observed cumulative distribution function for a variable with a specified theoretical distribution, which may be normal, uniform, Poisson, or exponential. The Kolmogorov-Smirnov Z is computed from the largest difference (in absolute value) between the observed and theoretical cumulative distribution functions. This goodness-of-fit test investigates whether the observations could reasonably have come from the specified distribution. Many parametric tests require normally distributed variables. The one-sample Kolmogorov-Smirnov test can be used to test that a variable of interest is normally distributed (Henry & Thode, 2002).

Table (3.2) shows the results for Kolmogorov-Smirnov test of normality. From Table (3.2), the p-value for each variable is greater than 0.05 level of significance, then the distributions for these variables are normally distributed. Consequently, parametric tests should be used to perform the statistical data analysis.

Table (3.2): Kolmogorov-Smirnov test

Field	Kolmogorov-Smirnov	
	Statistic	**P-value**
Relevancy	1.35	0.053
Entertainment	0.67	0.767
Informativeness	1.21	0.106
Irritation	0.85	0.459
Credibility	0.96	0.312
- SMS Advertising Factors	0.48	0.974
Attitudes	1.04	0.227
All paragraphs of the questionnaire	0.50	0.966

3.8.Statistical Analysis Tools

The researcher used data analysis both qualitative and quantitative data analysis methods. The Data analysis made utilizing (SPSS version 22). The researcher utilize the following statistical tools:

1. Kolmogorov-Smirnov test of Normality.
2. Pearson correlation coefficient for Validity.
3. Cronbach's Alpha for Reliability Statistics.
4. Frequency and Descriptive analysis.
5. Stepwise regression.
6. Parametric Tests (One-sample T test, Independent Samples T-test and Analysis of Variance).

T-test is used to determine if the mean of a paragraph is significantly different from a hypothesized value 3 (Middle value of Likert scale). If the P-value (Sig.) is smaller than or equal to the level of significance, $\alpha = 0.05$, then the mean of a paragraph is significantly different from a hypothesized value 3. The sign of the Test value indicates whether the mean is

significantly greater or smaller than hypothesized value 3. On the other hand, if the P-value (Sig.) is greater than the level of significance $\alpha = 0.05$, then the mean a paragraph is insignificantly different from a hypothesized value 3.

The Independent Samples T-test is used to examine if there is a statistical significant difference between two means among the respondents toward the factors affecting consumer's attitudes toward SMS advertising due to (Gender).

The One- Way Analysis of Variance (ANOVA) is used to examine if there is a statistical significant difference between several means among the respondents toward the factors affecting consumer's attitudes toward SMS advertising due to location, faculty, degree and level.

3.9. Statistical Validity of the Questionnaire

Validity refers to the degree to which an instrument measures what it is supposed to be measuring. Validity has a number of different aspects and assessment approaches. To insure the validity of the questionnaire, two statistical tests should be applied. Thus, the degree to which they achieve the purpose for which they are being used (Worthen et al, 1993).

Validity has a number of different aspects and assessment approaches. To insure the validity of the questionnaire, two statistical tests should be applied.

3.9.1. Internal Validity

Internal validity of the questionnaire is measured by a pilot sample, which consisted of 50 questionnaires through measuring the correlation coefficients between each paragraph in one field and the whole field.

Tables (3.3) through (3.8) present the correlation coefficient for each paragraph of a field and the total of the corresponding field. The p-values (Sig.) are less than 0.05, so the correlation coefficients of all paragraphs are significant at $\alpha = 0.05$, so it can be said that all paragraphs of each field are consistent and valid to be measure what it was set for.

Table (3.3): Correlation coefficient of each paragraph of "Relevancy" and the total of this field

No.	Paragraph	Pearson Correlation Coefficient	P-Value (Sig.)
1.	I like to receive SMS advertising which is relevant to my needs	.882	0.000*
2.	I like to receive SMS advertising which is relevant to my job and activities	.902	0.000*
3.	I like to receive SMS advertising which is relevant to my location	.782	0.000*

* Correlation is significant at the 0.05 level

Table (3.4): Correlation coefficient of each paragraph of "Entertainment" and the total of this field

No.	Paragraph	Pearson Correlation Coefficient	P-Value (Sig.)
1.	I feel that receiving SMS advertisements is enjoyable and entertaining	.774	0.000*
2.	I find SMS advertising is pleasant	.706	0.000*
3.	I find entertainment services (video, game, images,) positive	.591	0.000*

* Correlation is significant at the 0.05 level

Table (3.5): Correlation coefficient of each paragraph of "Informativeness" and the total of this field

No.	Paragraph	Pearson Correlation Coefficient	P-Value (Sig.)

1.	I feel that receiving SMS advertising is a good source of timely information	.738	0.000*
2.	SMS advertisements provide the information on a product or service that I am looking to use and need	.853	0.000*
3.	Through advertising messages via mobile phone, I receive exclusive information	.721	0.000*

* Correlation is significant at the 0.05 level

Table (3.6): Correlation coefficient of each paragraph of "Non- Irritation" and the total of this field

No.	Paragraph	Pearson Correlation Coefficient	P-Value (Sig.)
1.	I don't feel that SMS advertising is irritating	.751	0.000*
2.	I don't feel that SMS advertisements are everywhere	.686	0.000*
3.	Contents in SMS advertisements aren't annoying.	.780	0.000*
4.	I am comfortable with accepting advertising messages on my mobile phone	.773	0.000*

* Correlation is significant at the 0.05 level

Table (3.7): Correlation coefficient of each paragraph of "Credibility" and the total of this field

No.	Paragraph	Pearson Correlation Coefficient	P-Value (Sig.)
1.	I use SMS advertising as a reference for purchasing	.781	0.000*
2.	I think it is that SMS will become an effective advertising tool in the future	.630	0.000*
3.	I trust SMS advertising	.707	0.000*
4.	I like to receive SMS advertising which has information about new product and service	.774	0.000*
5.	I like to receive SMS advertising which has information about changes in product's prices	.681	0.000*

* Correlation is significant at the 0.05 level

Table (3.8): Correlation coefficient of each paragraph of "Attitude" and the total of this field

No.	Paragraph	Pearson Correlation Coefficient	P-Value (Sig.)
1.	I like to look at SMS advertising.	.690	0.000*
2.	On average, brands that are advertised on mobiles are better in quality.	.702	0.000*
3.	Most of the products perform as well as the mobile ads claim.	.745	0.000*

* Correlation is significant at the 0.05 level

3.9.2. Structure Validity

Structure validity is the second statistical test that used to test the validity of the questionnaire structure by testing the validity of each field and the validity of the whole questionnaire. It measures the correlation coefficient between one field and all the fields of the questionnaire that have the same level of liker scale.

Table (3.9) clarifies the correlation coefficient for each field and the whole questionnaire. The p-values (Sig.) are less than 0.05, so the correlation coefficients of all the fields are significant at $\alpha = 0.05$, so it can be said that the fields are valid to be measured what it was set for to achieve the main aim of the research.

Table (3.9): Correlation coefficient of each field and the whole of questionnaire

No.	Field	Pearson Correlation Coefficient	P-Value (Sig.)
1.	Relevancy	.659	0.000*
2.	Entertainment	.803	0.000*
3.	Informativeness	.786	0.000*

4.	Non- Irritation	.793	0.000*
5.	Credibility	.864	0.000*
6.	SMS Advertising Factors (independent variables)	.994	0.000*
7.	Attitude	.783	0.000*

* Correlation is significant at the 0.05 level

3.10. Reliability of the Research

Reliability considers the extent to which a measurement replicates consistent results whenever the process of measurement were to be repeated (Malhotra & Birks, 2007). A test is considered reliable if one gets the same result repeatedly. The less variation an instrument produces in repeated measurements of an attribute, the higher its reliability. Reliability can be equated with the stability, consistency, or dependability of a measuring tool. The test is repeated to the same sample of people on two occasions and then compares the scores obtained by computing a reliability coefficient (George & Mallery, 2006). To insure the reliability of the questionnaire, Cronbach's Coefficient Alpha should be applied.

Cronbach's Coefficient Alpha

Cronbach's alpha (George D. & Mallery P, 2006) is designed as a measure of internal consistency, that is, do all items within the instrument measure the same thing? The normal range of Cronbach's coefficient alpha value between 0.0 and + 1.0, and the higher values reflects a higher degree of internal consistency. The Cronbach's coefficient alpha was calculated for each field of the questionnaire.

Table (3.10) shows the values of Cronbach's Alpha for each field of the questionnaire and the entire questionnaire. For the fields, values of

Cronbach's Alpha were in the range from 0.438 and 0.898. This range is considered high; the result ensures the reliability of each field of the questionnaire. Cronbach's Alpha equals 0.912 for the entire questionnaire which indicates an excellent reliability of the entire questionnaire.

Table (3.10): Cronbach's Alpha for each field of the questionnaire

No.	Field	Cronbach's Alpha
1.	Relevancy	0.818
2.	Entertainment	0.438
3.	Informativeness	0.663
4.	Irritation	0.722
5.	Credibility	0.752
6.	SMS Advertising Factors (independent variables)	0.898
7.	Attitude	0.507
8.	**All paragraphs of the questionnaire**	**0.912**

Thereby, depending on the previous tests for questionnaire, it can be said that the researcher proved that the questionnaire was valid, reliable, and ready for distribution for the population sample.

Chapter V

Data Analysis &Hypotheses Testing

4. Data Analyses

In chapter four the collected data will be analysed. First the analysis of the data collected through the questionnaire is given, then analysed by SPSS with the help of several tests.

4.1. Quantitative Data

4.1.1. Descriptive Statistics

The questionnaire had a total of 500 respondents of which, after analyzing, 475 were suitable to use for the data analysis. Furthermore, only respondents who filled out the entire questionnaire were used for the data analysis. The respondents were grouped on gender, faculty, degree, level and location.

Personal data

Gender:

The IUG has 16596 students who are registered in university year 2014-2015, 61.5% of those students are female while only 38.5% are male students.

Table (4.1): Gender

Gender	Frequency	Percent
Male	217	45.7
Female	258	54.3
Total	475	100.0

Table No. (4.1) shows that 45.7% of the sample are Males and 54.3% of the sample are Females. The samples here is representative of the population because the researcher used simple random sampling method.

Faculty:

The IUG includes twelve faculties from Medicine to Osoul Eddin to Information Technology and Nursing and many others. The largest according to number of students is Education; It is about 28% followed by Engineering, Commerce and Sharia, Law each and Art about 13%. Others are less the 6.5% each.

Table (4.2): Faculty

Faculty	Frequency	Percent
Medicine	16	3.4
Engineering	43	9.1
Education	138	29.1
Arts	57	12.0
Nursing	22	4.6
Commerce	61	12.8
Health Science	8	1.7
Science	23	4.8
Osoul Eddin	11	2.3
Sharia &Law	56	11.8
Information Technology	40	8.4
Total	475	100.0

Table No. (4.2) shows the number of students from each faculty, this represents the real community.

Educational degree:

The IUG offers three degrees of higher education that are Diploma, Bachelor and Higher studies. Most of students are from the Bachelor and this match the sample.

Table (4.3): Educational Degree

Degree	Frequency	Percent
Bachelor	457	96.2
Higher study	13	2.7
Diploma*	5	1.1
Total	475	100.0

* Diploma in education after bachelor degree

Table No. (4.3) shows the number of students from each degree which is collected in the sample.

Educational Level:

Most of Bachelor degrees come in four levels except for medicine come in seven levels and engineering in five.

Table (4.4): Educational Level

Level	Frequency	Percent
1	171	36.0
2	130	27.4
3	85	17.9
4	80	16.8
5	9	1.9
Total	475	100.0

Table No. (4.4) shows the number of students from each level.

Location

The locations of Gaza Strip are divided into four locations according to. These locations are Gaza, the North, the Middle and the South.

Table (4. 5): Location

Location	Frequency	Percent
Gaza	247	52.0
North	90	18.9
Middle	85	17.9
South	53	11.2
Total	475	100.0

Table No. (4.5) shows the number of students from each place.

In conclusion, Students at university are mature and qualified so that they can read and understand the questionnaire and give dependable answers. Then, they are from different locations around Gaza strip. Moreover, they are from different faculties and levels. In addition, students are from the two genders. Consequently, the population match the purpose of the research to get reliable results.

4.2. Analyses of each field

4.2.1. Relevancy

Table (4.6): Means and Test values for "Relevancy"

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
1.	I like to receive SMS advertising which is relevant to my needs	3.70	1.18	74.01	12.97	0.000*	1
2.	I like to receive SMS advertising which is relevant to my job and activities	3.69	1.10	73.88	13.73	0.000*	2
3.	I like to receive SMS advertising which is relevant to my location	3.22	1.10	64.35	4.30	0.000*	3
	All paragraphs of the field	3.54	0.96	70.75	12.22	0.000*	

* The mean is significantly different from 3

Table (4.6) shows the following results:

The mean of paragraph #1 "I like to receive SMS advertising which is relevant to my needs" equals 3.70 (74.01%), Test-value = 12.97, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this paragraph is significantly greater than the hypothesized value 3. The result shows that the respondents agree to this paragraph. Social and personal needs are very important. For example, students like to know about their universities, marks, dates and any important development concerning school. Moreover, students like to receive SMS advertisement concerning scholarships and discounts for them.

The mean of paragraph #3 "I like to receive SMS advertising which is relevant to my location" equals 3.22 (64.35%), Test-value = 4.30, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this paragraph is significantly greater than the hypothesized value 3. The result shows that the respondents agree to this paragraph. Location is very important for consumer, so that students like to receive advertisement concerning their cities, or region.

The mean of the field "Relevancy" equals 3.54 (70.75%), Test-value = 12.22, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. The result shows that the respondents agree to field of "Relevancy".

In brief, it's clear that most of university students agreed with the first factor which is relevancy. In fact, about 74% of them love to receive SMS advertisements that is relevant to their needs, jobs or activities. Generally, needs and wants are the most important to students. While they like to receive SMS advertisements related to their location - where they live or work.

These findings are consistent with Khasawnah& Shuhaiber (2013), Xu (2006), Bauer et al, (2005), and Scharl et al. (2005). For example, it was found the consumers like messages that is related to their location, preference and with content that is relevant to them (Khasawnah& Shuhaiber, 2013). While others cogitate that SMS advertising should be personalized according to customers' personal profiles (Saadeghvaziri& Hosseini, 2011) that is suitable for interests and matches places or location.

4.2.2. Entertainment

Table (4.7): Means and Test values for "Entertainment"

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
1.	I feel that receiving SMS advertisements is enjoyable and entertaining	2.61	1.13	52.23	-7.39	0.000*	2
2.	I find SMS advertising is pleasant	2.60	1.11	52.05	-7.73	0.000*	3
3.	I find entertainment services (video, game, images,) positive	3.07	1.21	61.36	1.22	0.111	1
	All paragraphs of the field	2.76	0.93	55.25	-5.59	0.000*	

* The mean is significantly different from 3

Table (4.7) shows the following results:

The mean of the field "Entertainment" equals 2.76 (55.25%), Test-value = -5.59, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is negative, so the mean of this field is significantly smaller than the hypothesized value 3. It can be concluded that the respondents disagree to field of "Entertainment".

Students think of SMS advertisement not entertaining or enjoyable because they find no any video or pictures. However, they like to receive entertainments or pictures via mobiles. Marketers just send plain messages with few words.

These findings are in consistence with Haider (2012), Chowdhury (2006), Bauer et al. (2005), and Tsang et al. (2004). For example, Chowdhury

(2006) found that when consumers face a SMS advertisement, they wouldn't enjoy it. However, Delivering games and prizes to the customer's cell phone is a successful way to attract and keep customers. (Zabbadi, 2012). For example, some advertisers offer prizes like music if consumers buy a product and replied with its serial number, or answers for questions delivered.

Barwise and Strong (2002) and Waldt et al. (2009) suggested entertainment in SMS advertisements can help to gain the attention of readers. Furthermore, marketers need to look at ways of increasing the entertainment as well as the level of enjoyment consumers" associate with the receiving of SMS advertisements (Khasawnah& Shuhaiber, 2013).

4.2.3. Informativeness

Table (4.8): Means and Test values for "Informativeness"

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
1.	I feel that receiving SMS advertising is a good source of timely information	3.10	1.07	61.98	1.99	0.023*	1
2.	SMS advertisements provide the information on a product or service that I am looking to use and need	2.86	1.11	57.15	-2.78	0.003*	3
3.	Through advertising messages via mobile phone, I receive exclusive information	2.96	1.14	59.23	-0.73	0.234	2
	All paragraphs of the field	2.98	0.91	59.54	-0.55	0.290	

* The mean is significantly different from 3

Table (4.8) shows the following results:

The mean of the field "Informativeness" equals 2.98 (59.54%), Test-value = - 0.55, and P-value=0.290 which is greater than the level of significance $\alpha = 0.05$. The mean of this field is insignificantly different from the hypothesized value. The results show that the respondents (Do not know, neutral) to field of "Informativeness ".

In general, university students don't have a concrete answer about informativeness. Although they think that information are timely received through this channel. They don't think of this information as important or vital. Furthermore, this information is not exclusive or new. That's to receive information about new products, new brands or any new use before consumers learn about it on other advertising channels.

Nevertheless to forget that SMS message only 142 letter in English and just 74 in Arabic. So that the customers don't expect to receive a lot of information about the products. They expected to learn about the product in general, then he can reach the organization or using websites or phone calls to have greater information about the product or services. That is consistent with Chowdhury (2006), who found that the consumer would feel that they receive some information that help in purchasing decoctions. Tripathi & Siddiqi (2008) added that SMS advertisements are less informative (in the current format). Additionally, Waldet et al. (2009) added that although consumers have neutral perceptions of the informativeness of SMS advertisements, consumers disagreed that SMS advertisements supplied relevant information. Marketers need to further ensure that they send only relevant information to targeted consumers.

4.2.4. Non-Irritation

Table (4.9): Means and Test values for "Non-Irritation"

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
1.	I don't feel that SMS advertising is irritating	2.51	1.25	50.19	-8.47	0.000*	2
2.	I don't feel that SMS advertisements are everywhere	2.66	1.20	53.21	-6.16	0.000*	1
3.	Contents in SMS advertisements are not annoying	2.48	1.04	49.55	-10.93	0.000*	3
4.	I am comfortable with accepting advertising messages on my mobile phone	2.44	1.08	48.88	-11.22	0.000*	4
	All paragraphs of the field	2.53	0.87	50.53	-11.83	0.000*	

* The mean is significantly different from 3

Table (4.9) shows the following results:

The mean of the field "Non-Irritation" equals 2.53 (50.53%), Test-value= -11.83, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is negative, so the mean of this field is significantly smaller than the hypothesized value 3. It can be concluded that the respondents disagree to field of "Non-Irritation".

In fact, Students feel that SMS advertising is irritating and annoying. Furthermore, they don't comforted for receiving SMS advertisement. The enforce nature of SMS advertising works against its acceptance from customers. This is consistent with previous studies as Haghirian & Madlberger, (2005), Tsang et al. (2004), and Waldt et al. (2004). They

found that the main reason people criticize advertising was related to annoyance or irritation caused by unwanted mobile advertising messages

When people feel that advertising is annoying, they will probably express their irritation by developing unfavorable attitudes (Zabadi, 2012). Therefore, Tsang et al. (2004) expressed that relying on the permission of the target audience, permission-based advertising focuses on reducing the irritation. Besides, direct short massages with appreciated information can reduce annoyance, discounts and free offers can work well also.

4.2.5. Credibility

Table (4.10): Means and Test values for "Credibility"

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
1.	I use SMS advertising as a reference for purchasing	2.41	1.13	48.26	-11.26	0.000*	4
2.	I think it is that SMS will become an effective advertising tool in the future	2.93	1.13	58.68	-1.27	0.102	3
3.	I trust SMS advertising	2.31	1.14	46.29	-12.99	0.000*	5
4.	I like to receive SMS advertising which has information about new product and service	3.03	1.15	60.64	0.60	0.275	2
5.	I like to receive SMS advertising which has information about changes in product's prices	3.23	1.22	64.55	4.07	0.000*	1
	All paragraphs of the field	2.79	0.83	55.74	-5.61	0.000*	

* The mean is significantly different from 3

Table (4.10) shows the following results:

The mean of paragraph #5 "I like to receive SMS advertising which has information about changes in product's prices" equals 3.23 (64.55%), Test-value = 4.07, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this paragraph is significantly greater than the hypothesized value 3. It can be concluded that the respondents agree to this paragraph. The SMS advertisement will be credible if it comes with new information. Customers trust the SMS advertisement when they feel it gives innovative facts about product or services

The mean of paragraph #3 "I trust SMS advertising" equals 2.31 (46.29%), Test-value = -12.99, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is negative, so the mean of this paragraph is significantly smaller than the hypothesized value 3. It can be concluded that the respondents disagree to this paragraph. The result is justified because they have received large number of SMS advertisements which were useless. Most of advertisements were depending on signing in for payable services. So that, customers have preconception of SMS advertisement as a decisive way to take consumers money not to offer services or products.

The mean of the field "Credibility" equals 2.79 (55.74%), Test-value = -5.61, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is negative, so the mean of this field is significantly smaller than the hypothesized value 3. It can be concluded that the respondents disagree to field of "Credibility".

In conclusion, students feel that SMS advertising is not credible or trustful. Indeed, they don't use the SMS advertisement as a reference for purchasing

products or services as it is not reliable, although they like to receive SMS advertising if it offer new information or any changes in prices.

This result is consistent with prior research findings and SMS advertising context (Khasawnah& Shuhaiber, 2013; Friman, 2010; Haghirian & Madlberger, 2004; Tsang et al., 2004; Punyatoya& Durgesh, 2011). The average score showed that message credibility is relatively low so that a number of consumers do not trust the message. For Khasawnah & Shuhaiber (2013), they found that credibility involves the truthful and believable of the advertiser and the medium. This implies that the message content must be carefully designed to support high level of credibility. Chun & Wan (2009) added that Firms that are making use of the mobile channel as part of their promotional strategies should always think of the credibility of itself.

4.2.6. In General "Factors of SMS Advertising":

Table (4.11): Means and Test values for "Factors of SMS Advertising"

Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
Relevancy	3.54	0.96	70.75	12.22	0.000*	1
Entertainment	2.76	0.93	55.25	-5.59	0.000*	4
Informativeness	2.98	0.91	59.54	-0.55	0.290	2
Non-Irritation	2.53	0.87	50.53	-11.83	0.000*	5
Credibility	2.79	0.83	55.74	-5.61	0.000*	3
"Factors of SMS advertising "	**2.88**	**0.74**	**57.63**	**-3.46**	**0.000***	

*The mean is significantly different from 3

Table (4.11) shows the mean of "Factors of SMS advertising" equals 2.88 (57.63%), Test-value = -3.46 and P-value =0.000 which is smaller than the level of significance $\alpha = 0.05$. The mean of all paragraphs is significantly different from the hypothesized value 3. It can be concluded that the respondents disagree to all paragraphs.

Generally, students don't think that SMS advertisements offer important information or entertainment beside its irritation and less credibility. However, they think the most important factor is relevancy. That is to receive related services is essential.

4.2.7. Attitudes towards SMS advertising

Table (4.12): Means and Test values for "Attitudes towards SMS advertising"

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
1.	I like to look at SMS advertising.	2.64	1.22	52.74	-6.48	0.000*	2
2.	On average, brands that are advertised on mobiles are better in quality.	2.76	1.03	55.23	-5.05	0.000*	1
3.	Most of the products perform as well as the mobile ads claim.	2.61	1.04	52.19	-8.16	0.000*	3
	All paragraphs of the field	2.67	0.85	53.40	-8.49	0.000*	

* The mean is significantly different from 3

Table (4.12) shows the following results:

The mean of the field "Attitudes towards SMS advertising" equals 2.67 (53.40%), Test-value = -8.49, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is negative, so the mean of this field is significantly smaller than the hypothesized value 3. Accordingly, it can be concluded that the respondents disagree to field of "Attitudes towards SMS advertising ".

The result indicates that consumers in general don't like to read advertising messages on their mobile. Besides, they don't think the brands are special or quality. They treat these product or service as an ordinary with no any new offers. Consumers also consider what the SMS advertisement is fake or at least is not real.

This is consistent with the findings of Tsang et al. (2004), Waldt et al, (2009) in their studies of consumer attitudes towards SMS advertisements. A major finding is that consumers have fairly negative attitudes towards SMS advertisements. Moreover, Zabadi (2012) added that the negative attitude toward SMS advertising, especially when unfavorable, implies that marketers have a lot of work to do to make SMS advertising more popular and attractive.

However, the result is in controvert with Panie (2014) who found that the respondents' attitudes towards SMS advertising were fairly positive. Additionally, customer attitudes on SMS advertising were favorable especially provided that those advertisements were sent with permission and were easy to understand. (Keshtgary& Khajehpour, 2011; Kumar, 2013; Panie, 2014). Moreover, Consumer who enjoys a specific advertisement is anticipated to keep a positive and favorable attitude for the advertised brand (Sicillia, Ruiz & Reynolds, 2006).

4.3. Research Hypothesis

4.3.1. Hypothesis # 1:

There is a significant positive relationship between SMS advertising factors and consumer attitudes towards SMS advertising

Table (4.13) Correlation coefficient between SMS advertising factors and consumer attitudes towards it

	Pearson Correlation Coefficient	P-Value (Sig.)
Relationship between SMS advertising factors and consumer attitudes	.728	0.000*

* Correlation is statistically significant at 0.05 level

Table (4.13) shows that the correlation coefficient between SMS advertising factors and consumers' attitudes towards SMS advertising equals .728 and the p-value (Sig.) equals 0.000. The p-value (Sig.) is less than 0.05, so the correlation coefficient is statistically significant at $\alpha = 0.05$. The data analysis indicated **the existence of a significant positive relationship between SMS advertising factors and consumers' attitude towards it.**

The research findings prove the relationship, and shows how important the factors to be integrated to affect the attitudes towards SMS advertisement. Marketers should take in consideration while holding SMS advertising campaigns.

This hypothesis can be divided into the following sub-hypotheses:

1- Relevancy has a significant positive relationship with consumers' attitudes towards SMS advertising.

Table (4.14) Correlation coefficient between Relevancy and consumers' attitudes towards SMS advertisement

	Pearson Correlation Coefficient	P-Value (Sig.)
Relationship between Relevancy and consumers' attitudes towards SMS advertisement	.530	0.000*

* Correlation is statistically significant at 0.05 level

Table (4.14) shows that the correlation coefficient between Relevancy and consumers' attitudes towards SMS advertisement equals .530 and the p-value (Sig.) equals 0.000. The p-value (Sig.) is less than 0.05, so the correlation coefficient is statistically significant at α = 0.05. The data analysis indicated **the existence of a significant positive relationship between relevancy and consumers' attitudes towards SMS advertising.**

The research findings demonstrate that relevancy is an important factor related to attitudes. That is to say that SMS advertisement should be related to location – the place of consumers work or live, time – offer new product or services appropriate to situation and period, and preference of consumers – suitable for consumer's interests and needs.

This is consistent with Khasawnah& Shuhaiber, (2013) Xu (2006), Scharl et al. (2005), and Beur et al, (2005). For example, it was found the consumers like messages that is related to their location, preference and with content that is relevant to them (Khasawnah& Shuhaiber, 2013).

2- Entertainment has a significant positive relationship with consumers' attitudes toward SMS advertising.

Table (4.15) Correlation coefficient between Entertainment and consumers' attitudes towards SMS advertising

	Pearson Correlation Coefficient	P-Value (Sig.)
Relationship between Entertainment and consumers' attitudes towards SMS advertisement	.596	0.000*

* Correlation is statistically significant at 0.05 level

Table (4.15) shows that the correlation coefficient between Entertainment and consumers' attitudes towards SMS advertisement equals .596 and the p-value (Sig.) equals 0.000. The p-value (Sig.) is less than 0.05, so the correlation coefficient is statistically significant at α = 0.05. The data analysis indicated **the existence of a significant positive relationship between entertainment and consumers' attitudes towards SMS advertising.**

The research findings demonstrate that entertainment is an important factor related to attitudes. Consumers in general like to have some fun and pleasure. In fact, games, music and challenges are significant drivers of SMS advertisement related to attitudes.

Previous studies supported this finding of the positive relationship between entertainment and the consumers' attitudes toward SMS advertising. Although the result contradict with Chowdhury (2006), many others prove the relationship between entertainment and attitudes towards SMS advertising. Moreover, Haghirian and Madlberger (2005); Waldt et al, (2009) and Zabbadi (2012) who confirmed the results of the finding. They found a positive correlation between consumers' perceptions of the entertainment value of SMS advertisements and consumers' attitudes towards toward SMS advertising.

Taking this finding into consideration, it may proposed that marketers should consider the entertainment aspect of SMS advertisements sent to consumers. Delivering games and music to the customer's mobile phone is an effective way to attract consumers' attention.

3- Informativeness has a significant positive relationship with consumers' attitudes towards SMS advertising.

Table (4.16) Correlation coefficient between Informative SMS advertising and consumer attitude

	Pearson Correlation Coefficient	P-Value (Sig.)
Relationship between Informativeness and consumers' attitudes towards SMS advertisement	.570	0.000*

* Correlation is statistically significant at 0.05 level

Table (4.16) shows that the correlation coefficient between Informativeness and consumers' attitudes towards SMS advertisement equals .570 and the p-value (Sig.) equals 0.000. The p-value (Sig.) is less than 0.05, so the correlation coefficient is statistically significant at α = 0.05. The data analysis indicated **the existence of a significant positive relationship between informativeness and consumers' attitudes towards SMS advertising.**

The research findings demonstrate that informativeness is an important factor related to attitudes. Indeed, new information about product or services play essential role. Moreover, inform the consumers with new brands, new usages, or how to use or buy services are important points affecting attitudes towards SMS advertising.

This finding is consistent with previous studies within the SMS advertising context (Khasawnah &Shuhaiber, 2013; Haider, 2012; and Zabbadi, 2012; Xu et al., 2008; Bauer et al., 2005; Haghirian et al., 2005; Tsang et al., 2004). This finding has previously been confirmed in the traditional media. It was found that informativeness influences attitude toward the advertising (Ducoffe, 1996). Khasawnah &Shuhaiber (2013) added that while SMS advertisement is limited to 142 characters or 72 Arabic characters and without any visualization, the nature of the information provided through SMS advertisements is considered as a valuable motivation that lead them to react positively towards such advertisements.

Based on the research findings, SMS advertisement should be informative about new products. It also must demonstrate qualitative features like accuracy, timeliness and provide consumers with relevant and up-to-date information.

4- Non-irritation has a significant positive relationship with consumers' attitudes towards SMS advertising

Table (4.17) Correlation coefficient between Non-irritation and consumer attitude

	Pearson Correlation Coefficient	**P-Value (Sig.)**
Relationship between Non-irritation and consumers' attitudes towards SMS advertisement	.634	0.000*

* Correlation is statistically significant at 0.05 level

Table (4.17) shows that the correlation coefficient between Non-irritation and consumers' attitudes towards SMS advertisement equals .634 and the p-value (Sig.) equals 0.000. The p-value (Sig.) is less than 0.05, so the correlation coefficient is statistically significant at α = 0.05. The data analysis indicated **the existence of a significant positive relationship**

between non-irritation and consumers' attitudes towards SMS advertising.

This finding was supported in the literature in various contexts and situations. For example, Panie (2014) found that sending non-irritating SMS advertisement is crucial in SMS so that users would develop positive attitudes towards SMS advertising.

This means perceived irritation can be offset by quality of message. These all results indicate that message contents have strong contingent effect on consumer attitude towards MA (Haider, 2012). That's why it is required to apply strategies that reduce the irritation caused by SMS advertisement (Khasawnah &Shuhaiber, 2013).

Therefore, marketer should take in consideration this point to develop SMS advertising with less irritating. Irritation could be reduced through many different ways. For instance, permission based SMS advertising decreasing irritation largely (Tsang et al. 2004). Adding to, relevancy and usefulness of the message (Choi& Rifon, 2002).

5- Credibility has a significant positive relationship with consumers' attitudes towards SMS advertising.

Table (4.18) Correlation coefficient between Credibility of SMS advertisements and consumer attitude

	Pearson Correlation Coefficient	P-Value (Sig.)
Relationship between Credibility and consumers' attitudes towards SMS advertisement	.672	0.000*

* Correlation is statistically significant at 0.05 level

Table (4.18) shows that the correlation coefficient between Credibility and consumers' attitudes towards SMS advertisement .672 and the p-value

(Sig.) equals 0.000. The p-value (Sig.) is less than 0.05, so the correlation coefficient is statistically significant at $\alpha = 0.05$. The data analysis indicated **the existence of a significant positive relationship between Credibility and Consumers' Attitudes towards SMS advertising.**

The result is consistent with prior research findings within the SMS advertising context (MacKenzie & Lutz, 1989; Friman, 2010; Chowdhury, 2006; Tsang et al., 2004; Waldt et al. 2009; Khasawnah & Shuhaiber.2013).

Zabadi (2012) and Waldt et al. (2009) found that a high credibility of the advertising message is positively associated with overall attitude towards SMS advertising. The correlation coefficient shows a strong relationship between the advertising value and perceived credibility.

The credibility includes the truthfulness and believability of the advisers and the medium. Brand names could increase or decrease the trustworthiness of SMS advertising. Good brads are credible, marketer should improve the brand names at first. Additionally, the message content must be carefully designed – with relevant, appreciated offers and real information – to support high level of credibility to increase the consumer attitude toward SMS advertising (Khasawnah &Shuhaiber, 2013).

Conclusion:
Generally, All Factors; relevancy, entertainment, informativeness, non-irritation and credibility were positively correlated to overall attitude towards SMS advertisement.

Despite the fact that, Credibility and non-irritation were the most significant factor correlated to the consumers' positive attitudes towards SMS advertising.

4.3.2. Hypothesis #2:

There is a significant positive effect of SMS advertising factors on consumers' attitudes towards SMS advertising.

Table (4.19): Result of Stepwise regression analysis

Variable	B	T	Sig.	R	R-Square	F	Sig.
(Constant)	0.305	2.748	0.006*				
Credibility	0.354	7.360	0.000*				
Non-Irritation	0.223	4.842	0.000*	0.734	0.538	136.930	0.000**
Relevancy	0.134	3.813	0.000*				
Entertainment	0.123	2.873	0.004*				

* The variable is statistically significant at 0.05 level
** The relationship is statistically significant at 0.05 level

Stepwise regression is used and the following results were obtained:

- Table (**4.19**) shows the Multiple correlation coefficient R = 0.734 and R-Square = 0.538. This means 53.8% of the variation in consumers' attitude is explained by "Credibility, Irritation, Relevancy and Entertainment".

- Table (**4.19**) shows the Analysis of Variance for the regression model. F=136.93, Sig. = 0.000, so there is a significant relationship between the dependent variable consumer attitude and the independent variables "Credibility, Irritation, Relevancy and Entertainment".

- Credibility appears to be the strongest factor among others.

- Based on Stepwise regression method, the variable "Informativeness" have insignificant effect on consumer attitude.

- The estimated regression equation is:

Consumer attitude = 0.305+ 0.354* (Credibility) + 0.223* (non-Irritation) + 0.134* (Relevancy) + 0.123* (Entertainment)

The estimated regression equation is used to predict the value of consumer attitude for any give values (responses) to the independent variables "Credibility, Irritation, Relevancy and Entertainment".

Those results demonstrates **the existence of a significant positive effect of SMS advertising factors "Credibility, Irritation, Relevancy and Entertainment" on consumers' attitudes towards SMS advertising.**

The result is consistent with prior researches findings within the SMS advertising context such as Khasawnah & Shuhaiber (2013), Haider (2012), Friman, (2010), Waldt et al. (2009), Chowdhury (2006), Xu (2006), Bauer et al. (2005), Tsang et al. (2004).

For instance, Khasawnah & Shuhaiber (2013), Xu, (2006) found that relevancy of SMS advertising has a significant positive effect on attitude towards SMS advertising, indicating that the higher the relevancy of SMS advertisements, the most positive the attitude towards SMS advertising.

Moreover, Tsang et al. (2004) found that entertainment is the major factor to influence the overall attitude towards SMS advertising. Besides, Bauer et al. (2005), Haider (2012) confirmed that there is a positive effects of entertainment on the overall attitude toward SMS advertising.

Besides, others found that irritation caused by unwanted SMS advertising messages affect negatively the attitude toward SMS advertising (Waldt et al, 2009; Xu, 2006; Tsang et al., 2004). Moreover, Panie et al. (2014)

indicate that non-irritation was the most important attribute affecting consumer attitudes towards SMS advertising.

Additionally, the perceptions of credibility of SMS advertisement has a direct positive effect on attitude toward SMS advertising. (Chowdhury, 2006; Friman, 2010; Waldt, 2009). It means consumers consider credibility as an influencing factor (Haider, 2012). The credibility involves the truthful and believable of the advertiser and the medium. The high level of credibility increases the consumer attitude toward mobile advertising (Khasawnah & Shuhaiber, 2013).

<u>While, the factor "informativeness" has insignificant effect on consumers' attitudes towards SMS advertising.</u> The result is controverted with most of previous studies within the SMS advertising context such as Khasawnah & Shuhaiber (2013), Haider (2012), Bauer et al. (2005), Haghirian et al. (2005), Tsang et al. (2004), Oh & Xu, (2003).

For instance, Haider (2012) and Tsang et al. (2004) found that perceived informativeness of SMS advertisement has a direct positive influence on attitude toward SMS advertising.

The result could be justified for the reason that they don't expect to receive a lot of information from 160/70-character message limited of visualization. As well as, marketers don't offer much information but references for details.

4.3.3. Hypothesis #3:

There is no significant differences among IUG students regard the factors affecting their attitudes towards SMS advertising due to their demographic factors (age, gender, education).

This hypothesis can be divided into the following sub-hypotheses:

1. **There is no significant differences among students regard factors affecting their attitude due to their gender.**

Table (4.20): Independent Samples T-test test of the fields and their p-values for Gender

No.	Field	Means		Test Value	Sig.
		Male	Female		
1.	Relevancy	3.62	3.47	1.718	0.043*
2.	Entertainment	2.87	2.67	2.351	0.010*
3.	Informativeness	3.02	2.94	0.879	0.190
4.	Irritation	2.60	2.46	1.706	0.044*
5.	Credibility	2.88	2.71	2.275	0.012*
	SMS advertising factors	2.96	2.81	2.187	0.015*
	Attitude	2.74	2.61	1.667	0.048*
	All fields together	2.93	2.78	2.173	0.015*

* The mean difference is significant a 0.05 level

Table (**4.20**) shows that the p-value (Sig.) is greater than the level of significance $\alpha = 0.05$ for the field "Informativeness", then there is insignificant difference among the respondents toward this field due to gender. It can be concluded that the personal characteristics' gender has no effect on this field.

For the other fields, the p-value (Sig.) is smaller than the level of significance $\alpha = 0.05$, then there is significant difference among the

respondents toward these fields due to gender. It can be concluded that **the personal characteristics' gender has an effect on the other fields.**

The mean for "Male" respondents have the higher than "Female" respondents. The result is justified as male like to have things directly, plain information about product or services is enough for them. While female like to visualize the products before purchasing. The needs and wants between men and women are differentiated due to the fact that men and women have different attitudes toward a product. (Kotler and Keller, 2009)

2. There is no significant differences among students regard factors affecting their attitude due to their Educational Degree

Table (4.21): ANOVA test of the fields and their p-values for degree

No.	Field	Means			Test Value	Sig.
		Bachelor	Higher Education	Diploma		
1.	Relevancy	3.52	3.90	4.20	2.195	0.112
2.	Entertainment	2.75	3.23	3.07	2.011	0.135
3.	Informativeness	2.97	3.26	3.20	0.792	0.454
4.	Irritation	2.51	3.00	2.70	2.096	0.124
5.	Credibility	2.77	3.23	3.04	2.196	0.112
	SMS advertising factors	2.87	3.29	3.19	2.515	0.082
	Attitude	2.65	3.15	3.47	4.558	0.011*
	All fields together	2.84	3.27	3.23	2.962	0.053

* The mean difference is significant a 0.05 level

Table (**4.21**) shows that the p-value (Sig.) is smaller than the level of significance $\alpha = 0.05$ for the field "Attitude", then there is significant difference among the respondents toward this field due to degree. It can be

concluded that **the personal characteristics' Educational Degree has an effect on this field.**

The mean for the category "Diploma" respondents have the highest among the other degree categories, then It can be concluded that the category "Diploma" respondents is agreed for the field "Attitude" much more than the other degree categories.

The result is reasonable that as students at diploma have higher education and older with more experience in real life, therefore, they are more accurate and rational than others. They are followed by higher education then bachelor students who still young at lower level of education.

For the other fields, the p-value (Sig.) is greater than the level of significance $\alpha = 0.05$, then there is insignificant difference among the respondents toward these fields due to degree. It can be concluded that **the personal characteristics' degree has no effect on the other fields.**

3. **There is no significant differences among students regard factors affecting their attitude due to their Location**

Table (4.22): ANOVA test of the fields and their p-values for Location

No.	Field	Means				Test Value	Sig.
		Gaza	North	Middle	South		
1.	Relevancy	3.47	3.63	3.67	3.48	1.243	0.293
2.	Entertainment	2.68	2.97	2.77	2.78	2.234	0.084
3.	Informativeness	2.93	3.04	3.11	2.88	1.189	0.313
4.	Irritation	2.49	2.56	2.57	2.58	0.378	0.769
5.	Credibility	2.73	2.85	2.91	2.73	1.252	0.290
	SMS advertising factors	2.82	2.97	2.97	2.85	1.368	0.252
	Attitude	2.57	2.73	2.87	2.70	2.814	0.039*
	All fields together	2.79	2.94	2.96	2.83	1.626	0.183

* The mean difference is significant a 0.05 level

Table (**4.22**) shows that the p-value (Sig.) is smaller than the level of significance $\alpha = 0.05$ for the field "Attitude", then there is significant difference among the respondents toward this field due to location. It can be concluded that **the personal characteristics' location has an effect on this field.**

The mean for the category "middle" respondents have the highest among the other location categories, then it can be concluded that the category "middle" respondents is agreed for the field "Attitude" much more than the other Location categories.

Although, the people in Gaza strip come from same background, the different culture for different location affected the attitudes towards SMS advertising. Beside, different life styles and income influence this differentiation.

For the other fields, the p-value (Sig.) is greater than the level of significance $\alpha = 0.05$, then there is insignificant difference among the respondents toward these fields due to location. It can be concluded that **the personal characteristics "location" has no effect on the other fields.**

Chapter VI

Conclusion & Recommendation

5. Conclusion & Recommendations

5.1. Conclusion

This research aimed to investigate the main factors that have positive relationships and positive effects on the consumers' attitudes towards SMS advertising among the students of Islamic University in Gaza.

For the previous purpose, a study model was developed with factors of relevancy, entertainment, informativeness, non-irritation, credibly and consumers' attitudes. The set of hypotheses were developed on dependence of the relevant literature and were tested quantitatively through using SPSS.

In the light of the total findings, the empirical data shows the following:

- Mobile is a new channel of advertising attracted the attention of marketers due to the unique characteristics of mobile such as personality and force exposure.

All factors

- The factors (relevancy, entertainment, non-irritation and credibility) positively influence the consumers' attitudes towards SMS advertising.

- All Factors; relevancy, entertainment, informativeness, non-irritation and credibility were positively correlated to overall attitude towards SMS advertisement.

- There is appositive relationship between factors of SMS advertising and consumers' attitudes towards it. In fact, the coefficient correlation is high (0.728) so that, the relationship is very strong.

Relevancy

- Relevancy positively affect the consumers' attitudes towards SMS advertising.

- There is a positive relationship (0.530) between Relevancy of SMS advertisement and Consumer Attitude towards SMS advertising.

- 74% of respondents agreed that they like to receive SMS advertisement that is relevant to their needs and jobs.

- 64% agreed to receive SMS advertisement that is relevant to their location.

Entertainment

- Entertainment positively affect the consumers' attitudes towards SMS advertising.

- There is a positive relationship (0.596) between entertainment of SMS advertising and consumer attitudes towards SMS advertising.

- About 62% find the entertainment services like images and picture are positive.

- 55% of respondents do not find the SMS advertising enjoyable or entertaining.

Informativeness

- Informativeness doesn't affect the consumers' attitudes towards SMS advertising.

- There is a fairly positive relationship (0.570) between Informative SMS advertisement and consumer attitude towards SMS advertising

- About 59 % think that information through SMS advertisement are timely received though this channel, while they do not think of this information as important or exclusive.

Non-irritation

- Non-irritation positively affect the consumers' attitudes towards SMS advertising.

- There is a strong positive relationship (0.634) between Non-irritation and Consumer Attitude towards SMS advertising

- About 50% think of SMS advertisement are irritating as they disagree with the field non-irritating in general.

Credibility

- Credibility is the strongest factor that positively affect the consumers' attitudes towards SMS advertising.

- There is a strong positive relationship (0.672) between Credibility of SMS advertisement and Consumer Attitude towards SMS advertising.

- About 55% feel that SMS advertising is not credible or trustful. Indeed, they do not use the SMS advertisement as a reference for purchasing products or services as it is not reliable,

- About 65% like to receive SMS advertisements if they offer new information or any changes in prices.

Attitudes towards SMS advertising

- About 54% of respondents hold negative attitudes towards SMS advertisement in general. Maybe because of irritation the SMS advertisement held.

Demographic characteristics

- The personal characteristics "gender" has an effect on SMS advertising factors and attitudes towards it.

- The "Male" respondents have the higher mean than "Female" respondents. This means that male are more affected by the SMS advertising.

- The personal characteristics "degree", "location" have no effect on SMS advertising.

5.2. Recommendations

Based on the research findings, there are some recommendations can be presented:

- The message characteristics have to be carefully developed. As the results indicate that attitude toward SMS advertising strongly depends on it.

- Practitioners may use the findings to design advertising campaign via mobile that create positive attitudes and avoid possible negative effects.

- Companies should adopt the factors that have great influence on consumers' attitudes toward the SMS advertising.

- Marketer should take in consideration the strong relationship between factors of SMS advertising and consumers attitude so as to improve the factors and increase its power,

- Marketers have a lot of work to do to make SMS advertising more popular and attractive.

- Marketers need to find out ways of increasing the entertainment and the level of enjoyment consumer's associate with the receiving of SMS advertisements.

- Marketers may have to use of the MMS (multimedia message services) instead of SMS so as to overcome the limitations entertainment and visualizations. Due to the ability of MMS to send pictures or voice messages that SMS doesn't.

- Marketers need to find out ways of decreasing the level of irritation. It suggests that marketers need to ensure that SMS are sent to consumers at a reasonable time during the day.

- It is essential, for the success of an SMS advertising campaign, to first gain the permission of customers before sending SMS advertisements to random consumers

5.3. Future studies

Suggestions for future research:

1. The effect of permission based SMS advertisement on the acceptance of SMS advertising.

2. Factors affecting acceptance of SMS advertising

3. The effect of Brand familiarity on consumers attitudes towards SMS marketing

4. The effect of mobile marketing on brand awareness

Appendix 1: List of references

Books:

Aaker, D. (1996). *Building Strong Brand*. New York: Simon& Schuster Inc.

As'ad, T., AlKhateeb, Y., Khuzundar, T. (2005) *Consumer's Behaviors: Medern Concepts and applications*. KSA: Al-Shaqri

Coates, S. L., Butler, L. T., & Berry, D. C. (2006). *Implicit memory and consumer choice: The mediating role of brand familiarity*. Applied Cognitive Psychology.

Daugherty, T., Lagan, K., Chu, S., & Huang, S. (2007). *Understanding consumerperceptions of advertising: a theoretical framework of attitude and confidence*. TheUniversity of Texas at Austin.

George, D., & Mallery, P. (2006). *SPSS for Windows Step by Step. A Simple Guide and Reference.* Boston, MA, USA: Allyn and Bacon.

Henry C. Thode, J. (2002). *Testing for Normality.* New York: Marcel Dekker, Inc.

Keller, K. L. (1998). *Strategic Brand Management.* Upper Saddle River: Prentice Hall.

Kotler, P. (2000). *Marketing Management.* Englewood Cliffs: Prentice.

Kotler, P. (2003). *Marketing Management.* Upper Saddle River, New Jersey: Pearson Education.

Kotler, P., & Keller, K. (2009). *Marketing Management.* Pearson Education International.

Malhotra, N., & Birks, D. (2007). *Marketing Research an Applied Approach* (Vol. 3rd edition). Prentice Hall.

McQuail, D. (2005). *McQuail's Mass Communication Theory.* SAGE Publications.

Moore, D., McCabe, G., Duckworth, W., & Sclove, S. (2003). *The Practice of Business Statistics.*

Obiedat, Z, and others (2003). *Scientific Research: concept, tools, methods.* 1st edition, Saudi Arabia, Riyadh: Dar Osama for Publishing and Distribution

Obiedat, M (2004) *Consumer's Behaviour.* 4th Edition, KSA: Dar Wael

Taniar, D. (2009). *Mobile Computing: Concepts, Methodologies, Tools, and Applications.* London: IGI Global.

Vatanparast, R. (2010). Factors Affecting Mobile Marketing. In K. Pousttchi, & D. Wiedemann, *Handbook of Research on Mobile Marketing Management* (p. 58). New York, USA: IGI Global.

Worthen, B. R., Borg, W. R., & White, K. R. (1993). *Measurement and evaluation in the schools*. New York: Longman

Yamamato, G. (2009). *Mobilized Marketing and the Consumer: Technological Developments and Challenges*. NewYork, USA : IGI Global.

Articles:

Al Khasawneh, M., & Shuhaiber, A. A. (2013). A Comprehensive Model of Factors Influencing Consumer Attitude Towards and acceptance of SMS advertising: An Empirical Investigation in Jordan. *International Journal of Sales & Marketing Management, 3*(2), pp. 1-22.

ALhrezat, R. I. (2013). Factors affecting consumer's attitudes toward mobile marketing. *European Journal of Business & Management,*5(8) pp.125-135

Baker, W., Hutchinson, J., & Moore, D. (1986). Brand Familiarity and Advertising: Effects on the Evoked Set and Brand Freferences. *Advances in Consumer Research* (13) pp. 637-642.

Barnes, S. J., & Scornavacca, E. (2004). Mobile marketing: the role of permission and acceptance. *International Journal of Mobile Communications*, 2 (2), 128-139.

Barwise, P., & Strong, C. (2002). Permission-based mobile advertising. *Journal of Interactive Marketing,* (1) pp. 14 - 24.

Bauer, H. H., Barnes, S. J., Reichardt, T., & Neumann, M. M. (2005). Driving consumer acceptance of mobile marketing: A theoretical framework and empirical study. *Journal of Electronic Commerce Research, 6*(3), pp. 181-192.

Campbell, M. C., & Keller, K. L. (2003). Brand familiarity and advertising repetition effects. *Journal of Consumer Research, 26*(1), pp. 292-304.

Carroll, A., Barnes, J. S., Scornavacca, E., & Fletcher, K. (2007). Consumer Perceptions and Attitudes towards SMS Advertising: Recent Evidence From New Zealand. *International Journal of Advertising, 26*(1), pp. 79-98.

Choi, S. M., & Rifon, N. J. (2002). Antecedents and Consequances of Web Advertising Credibility : A Study of consumer Response to Banner Ads. *Journal of Interactive Advertising, 3*(1), pp. 12-24.

Chowdhury, H., Parvin, N., Weitenberner, C., & Becker, M. (2006). Consumer Attitude Toward Mobile Advertising in an Emerging Market: An Empirical Study. *International Journal of Mobile Marketing, 1*(2), pp. 33-41.

Dahlén, M., & Nordfält, J. (2004). Interference Effects of a Purchase on Subsequent Advertising within the Category. *Journal of Current Issues & Research in Advertising*, 26(1), 1-8.

Dawar, S., & Kothari, A. (n.d.). A study of consumer attitude towards advertising through mobile advertising. *Tirpude's National Journal of Business Research* (TNBJR), 4(2).

Dickinger, A., Haghirian, P., Murphy, J., & Scharl, A. (2004). An Investigation and Conceptual Model of SMS Marketing.

Dickinger, a., Murphy, j., & Scharl, a. (2004). Diffusion and success factors of mobile marketing. *Electronic Commerce Research and Applications,* 4 (2), pp. 159-73.

Ducoffe, R. H. (1996). Advertising Value and Advertising on the Web. *Journal of Advertising Research, 36*(september/october),

Fishbein, M. (1967). Readings in Attitude Theory and Measurement. New York: Wiley,. *In Tsang et al,(2004) Consumer Attitudes Toward Mobile Advertising: An Empirical Study*.

Goldsmith, R., Lafferty, B., & Newell, S. (2000). he Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands. *Journal of Advertising, 29*(3), pp.43-54.

Gordon, m., & Turner, k. (1997). Consumer attitudes towards internet advertising. *International Marketing Review, 14*(5), pp. 352-375.

Grant, I., & O‟Donohoe, s. (2007). Why young consumers are not open to mobile marketing communication. *International Journal of Advertising, 26*(2), pp. 223-246.

Grant, I., & O'Donohoe, s. (2007). Why young consumers are not open to mobile marketing communications. *International Journal of Advertising, 26*(2).

Haghirian, P., & Madlberger, M. (2005). Consumer Attitude toward Advertising via Mobile Devices – An Empirical Investigation among Austrian Users. *the 13th European Conference on Information Systems (ECIS 2005).* Regensburg, Germany.

Haghirian, P., Madlberger, M., & Tanuskova, A. (2005). Increasing Advertising Value of Mobile Marketing – An Empirical Study of Antecedents. *the 38th Hawaii International Conference on System Sciences.*

Haider, I. (2012). Prioritization of Factors Affecting Consumer attitude towards Mobile Advertisement: A Study of Pakistani Youth. *International Journal of Science and Research (IJSR), 3*(5,May 2014).

Hoffman, DL. and Novak, TP. (1996) 'Marketing in Hypermedia Computer Mediated Envi-ronments: Conceptual Foundations,' *Journal of Marketing*, 60 (3), 50-68.

Keller, K. L. (n.d.). Cue compatibility and framing in advertising. *Journal of MarketingResearch, 28*(1), pp. 42-57.

Kent, R. J., & Allen, C. T. (1994). Competitive interference effects in consumer memory for advertising: the role of brand familiarity. *Journal of Marketing, 3*(2), pp. 1-22.

Keshtgary, M., & Khajehpour, S. (2011). Exploring and Analysis of Factors Affecting Mobile Advertising Adoption - An Empirical Investigation Among Iranian Users. *Canadian Journal on Computing in Mathematics, Natural Sciences, Engineering and Medicine, 2*(6).

Kroeber-Rie, W., & Weinberg, P. (2003). Konsumentenverhalten (8th Ed.). *Leavitt, C. and J. Walton, "Development of a Scale for Innovativeness", Advances in Consumer Research, Vol. 2, No. 1: 545-555, 1975., 8.*

Kumar, S. (2011). An Empirical Research on Factors Affecting Mobile User's Attitude towards Mobile Marketing in India. *Asia-Pacific Journal of Business*.

Lastovicka, J. L. (1983). Convergent and discriminant validity of television commercial rating scales. *Journal of Advertising, 12*(2), pp. 14-23.

Lutz, R. (1985). Affective and cognitive antecedents of attitude towards the ad: A conceptual framework. *Psychological procedure and advertising effects: Theory, Research, and Applications, Linda Allowed and Andrew Mitchell, .*

MacKenzie, S. B., & Lutz, R. J. (1989). An empirical examination of the structural antecedents of attitude toward the ad in an advertising pre-testing context. *Journal of Marketing, 53*(1), pp. 48-65.

McMillan, S. J., Hwang, J.-S., & Lee, G. (2003). Effects of structural and perceptual factors on attitudes toward the website. *Journal of Advertising Research, 43*(3).

Mehta, R. &. (1995). Comparing response rates and response content in mail versus electronic mail surveys. *Journal of Marketing Research Society, 37*(4).

Merisavo, M., Kajalo, S., Karjaluoto, H., Virtanen, V., Salmenkivi, S., Raulas, M., & Leppäniemi, M. (2007). An Empirical Study of the Drivers of Consumer Acceptance of Mobile Advertising" Journal of Interactive Advertising spring. *Journal of Interactive advertising, 7*(2).

Nasco, S., & Bruner, G. (2008). Comparing consumer responses to advertising and non-advertising mobile communications. *Psychology & Marketing,, 25*(8), pp. 822–838.

Ndyali, L. (2014). Consumer Perception and Attitude on Mobile Phone Market inTanzania. *Journal of Marketing and Consumer Research*(3).

Oh, L., & Xu, H. (2003). Effects of Multimedia on Mobile Consumer Behavior: An Empirical Study of Location- Aware Advertising. *In Proceedings of Twenty-Forth International Conference on Information Systems*, (pp. 679-691).

Panie, R., Ahmed, W., & Kasuma, J. (2014). SMS advertising: An Investigation on Factors Creating Positive Attitudes in young consumers. *The 2nd International Conference on Communication, Media & Society 2014 (iCOMES2014).* Anggrek Shopping Hotel, Bandung, Indonesia.

Park, T., Shenoy, R., & Gavriel, S. &. (2008). Effective Advertising on Mobile Phones: a Litterature Review and Presentation of Results From 53 Case Studies. *Behaviour & Information Technology*, pp. 355-373.

Petrovici, D., & Marinov, M. (2007). Determinants and antecedents of general attitudes towards advertising: A study of two EU accession countries. *European Journal of Marketing*, 41(3/4).

Phelps, J., & Thorson, E. (1991). Brand Familiarity and Product Involvement Effects on the Attitude Toward an Ad-Brand Attitude Relationship. *in Advances in Consumer Research, 18, Rebecca Holman and Michael R. Solomon (eds.)*, pp. 202-209.

Pietz, M., Storbacka, R., & Muller. (2007). Driving Advertising into Mobile Medium, Study of Consumer Attitudes towards Mobile

Advertising and Factors Affecting on Them. *Swedish University Essays*, pp. 12-31.

Punyatoya, P., & Durgesh, P. (2011). Attitude towards Mobile Advertising: A Study of Indian Consumers. *International Conference on Management, Economics and Social Sciences*.

Rettie, R., Grandcolas, U., & BethanDeakins. (2005). Text Message Advertising: Response Rates and Branding Effects. *Journal of Targeting, Measurement and Analysis for Marketing, 13*(4), pp. 304-312.

Rohm, A. J., Gao, T. T., Sultan, F., & Pagani, M. (2012). Brand in the hand: A cross-market investigation of consumer acceptance of mobile marketing. Business Horizons. *55*(5), pp. 485-493.

Saadeghvaziri, F., & Seyedjavadain, S. (2011). Attitude Towards Advertising: Mobile Advertising vs. Advertising-in-general. *European Journal of Economics, 28*, pp. 104-114.

Scharl, A., Dickinger, A., & Murphy, J. (2005). Diffusion and success factors of mobile marketing. *Electronic Commerce Research & Applications, 4*(2), pp. 59-173.

Schlosser, A. E., Shavitt, S., & Kanfer, A. (1999). Survey of Internet users" attitudes towards Internet advertising. *Journal of Interactive Marketing, 13*(3), pp. 35-54.

Siau, K.,Shen, Z., (2003). Bulding Consumer Trust in Mobile Commerce, *Communication of the ACM*. 46 (4)

Sicilia, M., Ruiz, S., & Reynolds, N. (2006). Attitude formation online: How the consumer's need for cognition affects the relationship between attitude towards the website and attitude towards the brand. *Faculty of Business-Papers*.

Shukla, a., Sharma, N., & Swami, S. (2011). Website Classification On Information And Entertainment, *Journal of Advances in Management Researches*.

Sultan, F., & Rohm, A. (2005). The Coming Era of "Brand in the Hand Marketing". *MIT Sloan Management Review, 47*(1), pp. 83-90.

Taylor, C. (2009). The Six Priciples of Digital Advertising. *International Journal of Advertisng, 28*(3).

Taylor, C. R., Franke, G. R., & Bang, H. (2006). Use and Effectiveness of billboards Perspectives from Selective-Perception Theory and Retail-Gravity Models. *Journal of Advertising, 35*(4), pp. 21-34.

Tripathi, S., & Siddíqui, M. (2008). Effectiveness of Mobile Advertising:. *VIKALPA, 33*(4).

Tsang, M., Ho, S., & Liang, T. P. (2004). Consumer Attitudes toward Mobile Advertising: An Empirical Study. *International Journalof Electronic Commerce, 8*(3), pp. 65-78.

Varshney, U. (2003). Location Management for Mobile Commerce Applications in Wireless Internet Environment. *ACM Transactions on Internet Technology, 3*(3), p. 236.

Vatanparast, R. (2007). Piercing the Fog of Mobile Advertising. *Proceedings of the Sixth International Conference on the Management of Mobile Business.*

Waldt D. Rebello T. & Brown W (2009). Attitudes of Young Consumers towards SMS Advertising. *African Journal of Business Management.* Vol.3 (9),

Wang, C., Zhang, P., Choi, R., & D‟Eredita, M. (2002). Understanding consumers‟ attitude toward advertising. *Eighth Americas Conference on Information Systems.*

Williams, F., Rice, R., & Rogers, E. (1998). *Research Methods and the New Media.* London: The Free Press.

Wilska, T.-A. (2003). Mobile phone use as part of young people‟s consumption. *Journal of Consumer Policy, 26*, pp. 441–463.

Xu, D. J., Liao, S. S., & Li, Q. (2008). Combining empirical experimentation and modelingtechniques:A design research approach for personalized mobile advertising applications. *Decision Support Systems, 44*, pp. 710–724.

Yang. (2007). Exploring factors affecting consumer intetion to use mobile advertising in Taiwan. *Journal of International Marketing*, 20 (1), 33 - 49.

Zabadi, A. Shura, M., & Elsayed, E. (2012). Consumer Attitudes toward SMS Advertising Among Jordanian Users. *International Journal of Marketing Studies*. 4, (1); 2012

Thesis:

Chun, G., Cheung, S., & Wan, L. (2009). The Perceptions and Attitudes towards SMS Advertising in Hong Kong.

Friman, J. (2010). *Consumer Attitudes toward Mobile Advertising.* Finlad: Aalto University School of Economic.

Kamphuis, K., &Ramnarain, M. (2012) *Consumer Attitudes Toward Mobile Advertisng – Astudy of the Dutch Youth*. Jonkoping international business school. The Netherlands: Jonkoping University.

Leppäniemi, M. (2008). *Mobile marketing communications in consumer market.* Finland: Univrsity of Oulu.

Journals:

Cisco. (2014). *Cisco Visual Networking Index: Global Mobile Data Traffic ForecastUpdate, 2013–2018.* Retrieved NOVEMBER 2014

Informa Telecoms & Media. (2014). SMS resists WhatsApp's success. Retrieved October 1, 2014

Upstream. (2013). *2013 Emerging Markets Mobile Attitude Report. .* London: Upstream.

Internet Citation:

Islamic University of Gaza. (2015, June). *http://www.iugaza.edu.ps/en/About-IUG*. Retrieved from http://www.iugaza.edu.ps.

Jawwal.ps (2015, March).

> *http://www.jawwal.ps/index.php?page=section&pid=278&section_parent=177&catid=2&langid=1*. Retrieved from Jawwal.ps.

Palestinian Central Bureau of Statistics (PCBS) (2015, June).

> *http://www.pcbs.gov.ps/Portals/_Rainbow/StatInd/StatisticalMainIndicators_E.htm*

Islamic University of Gaza
Graduates Studies Deanery
College of Commerce
Business Administration Department

Factors Affecting Consumers' Attitudes towards SMS Advertising

Case study: Students of the Islamic University in Gaza

العوامل المؤثرة على انطباعات المستهلكين نحو الدعاية عبر الهاتف النقال

(دراسة حالة: طلبة الجامعة الاسلامية بغزة)

Please tick ☑ your personal characteristics

Gender : Male ☐ Female ☐

Collage: Medicine ☐ Engineering ☐ Education ☐ Arts ☐

Nursing ☐ Commerce ☐ Health science ☐ Science ☐

Osoul Eddin ☐ Sharia & Law ☐ Information Technology ☐

Educational Degree: Bachelor ☐ Higher Study ☐ Diploma ☐

Educational Level: ………………………..

Location: Gaza☐ North☐ Middle☐ South☐

	Relevancy (Panie et al, 2014)
1	I like to receive SMS advertising which is relevant to my needs
2	I like to receive SMS advertising which is relevant to my job and activities
3	I like to receive SMS advertising which is relevant to my location
	Entertainment (Zabadi, 2012)
4	I feel that receiving mobile advertisements is enjoyable and entertaining
5	I find mobile advertising is pleasant
6	I find entertainment services (video, game, images,) positive
	Informativeness (Zabadi, 2012)
7	I feel that receiving mobile advertising is a good source of timely information
8	Mobile advertisements provide the information on a product or service that I am looking to use and need
9	Through advertising messages via mobile phone, I receive exclusive information
	Non - Irritation (Panie et al, 2014)
10	I feel that mobile advertising is irritating
11	I feel that mobile advertisements are almost everywhere
12	Contents in mobile advertisements are often annoying
13	I am comfortable with accepting advertising messages on my mobile phone
	Credibility (Panie et al, 2014)
14	I use SMS advertising as a reference for purchasing
15	I think it is that SMS will become an effective advertising tool in the future
16	I trust SMS advertising
17	I like to receive SMS advertising which has information about new product and service
18	I like to receive SMS advertising which has information about changes in product's prices
	Attitude (Chowdhury et al.,2006)
19	I like to look at mobile advertising.
20	On average, brands that are advertised on mobiles are better in quality.
21	Most of the products perform as well as the mobile ads claim.

Islamic University of Gaza
Graduates Studies Deanery
College of Commerce
Business Administration Department

Factors Affecting Consumers' Attitudes
towards SMS Advertising

Case study: Students of the Islamic University in Gaza

العوامل المؤثرة على انطباعات المستهلكين نحو الدعاية عبر الهاتف النقال

(دراسة حالة: طلبة الجامعة الاسلامية بغزة)

برجاء وضع اشارة ☑ امام العناصر الشخصية بالنسبة لك

الجنـس: ☐ ذكر ☐ انثى

الكليــة : ☐الطب ☐الهندسة ☐التربية ☐الآداب

☐التمريض ☐التجارة ☐علوم الصحة ☐العلوم

☐صول الدين ☐ الشريعة والقانون ☐

تكنولوجيا المعلومات

الدراسة : ☐بكالوريوس ☐دراسات عليا ☐ دبلوم

المستوى: ....

المنطقـة السكنيــة: ☐ غزة ☐الشمال ☐الوسطى ☐الجنوب

شكرا لك على وقتك لتعبئة هذا الاستبيان

113

الرجاء تحديد موقفك من حيث درجة الموافقة على العبارات التالية

	الارتباط (Panie et al, 2014)
1	أحب استقبال الرسائل الاعلانية التي تتعلق باحتياجاتي
2	أحب استقبال الرسائل الاعلانية التي تتعلق بأنشطتي واهتماماتي
3	أحب استقبال الرسائل الاعلانية التي تتعلق بمدينتي
	الترفيه (Zabadi, 2012)
4	اشعر ان استقبال الرسائل الاعلانية ممتعة ومسلية
5	أعتقد ان الرسائل النصية الاعلانية لطيفة
6	أنا أجد خدمات التسلية (فيديو، العاب، صور) ايجابية
	المعلومات (Zabadi, 2012)
7	اشعر ان استقبال الرسائل الاعلانية مصدر معلومات ملائم
8	الرسائل الاعلانية تقدم معلومات عن منتجات او خدمات انا ارغب في استخدامها واحتاجها
9	اتلقى معلومات جديدة من خلال الرسائل الإعلانية المرسلة عبر الجوال
	عدم الازعاج (Panie et al, 2014)
10	لا تزعجني الرسائل الإعلانية عبر الجوال
11	لا اشعر ان الرسائل الإعلانية عبر الجوال كثيرة
12	محتوى الرسائل الإعلانية دائما ملائم
13	اشعر بارتياح من استقبال الرسائل الإعلانية عبر الجوال
	المصداقية (Panie et al, 2014)
14	استخدم الرسائل الاعلانية كمرجع في عملية الشراء
15	اعتقد ان الرسائل الاعلانية وسيلة دعائية مؤثرة
16	انا اثق بالرسائل الاعلانية المرسلة عبر الجوال
17	أحب استقبال الرسائل الاعلانية التي تحتوي معلومات عن منتجات او خدمات جديدة
18	أحب استقبال الرسائل الاعلانية التي تحتوي معلومات عن التغير في الأسعار
	اتجاه المستهلك (Chowdhury et al.,2006)
19	أنا أحب قراءة الرسائل الاعلانية عبر الجوال
20	في المتوسط، المؤسسات (العلامات التجارية) التي تعلن عبر الجوال هي أفضل من حيث الجودة
21	معظم مواصفات المنتجات المقدمة عبر الرسائل مطابق لما هو معلن

الحمد لله رب العالمين

Praise be to Allah, Lord of the Worlds,