

**THE IMPACT OF MOBILE SMS ADVERTISEMENTS ON WORKER'S
ATTITUDES: EMPIRICAL STUDY**

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ABSTRACT: *This study aims to examine the impact of mobile SMS advertisements on working people's attitudes and buying decisions. A number of marketing contributions to marketing management to allocate sales opportunities for business firms products. Mobile SMS advertisements allows business firms to introduce its products directly to their potential customers and their attitudes for adopting their buying decisions toward the offering products. A number of sub variables concerning mobile SMS advertisements namely personal communication, personal privacy, personal social involvement, personal interests, and personal life style. Study sample consist of (500) working women's in both public and privet sectors in Jordan. The study results show that the personal life style, personal social involvement, and personal privacy are the most mobile SMS advertisements variables influencing workers' attitudes.*

KEYWORD: mobile SMS advertisements, customer attitudes, working women's.

INTRODUCTION

Mobile marketing considered nowadays one of the most efficient technological communication tool used by business firms to promote its products features and products services to potential customers. Marketers today keep thinking by way or another of how to communicate with potential customers directly without time and cost, and at the same to allocate sales opportunities all over the target markets with better understanding to customer's desires and privacies. Mobile as a media instrument provide marketers a better understanding of individual perceptions and attitudes (Ducoffe ,1996).

Mobile as technological devices have changed in terms of values and benefits for the purpose of communicating and interacting with potential customers (Dickinger, Haghirian, and Schlegelmilch,2004). Mobile as a technological media considered as a potential instrument used to create new markets for business firms on the bases of social and life changes structures (Stewart, and Pavlou,2002). Mobile as a communication media has a powerful impact on business and marketing performance as far as business

growth, and business local and international sales transactions (Lee, and Benbasat,2003).Mobile marketing have given customers and marketers the opportunity of interact easily from customers location(Robins,2003).Mobile advertising will be an important source of business revenue (DeZoysa,2002).Mobile advertising involving audio, pictures and video clips which can be produced for individual of mobile users with specific needs and interests(Varshney, and Vetter, 2002).

Nowadays mobile SMS as an advertising medium has received widespread attention (Grant,and O'Donohoe,2007).Mobile marketing is define as a using of wireless medium which able to contact target customers directly at any time by delivering a text message concerning such goods, services, and idea's(Sharl,2005).Mobil advertising by sending messages able to pull customers toward advertised products(Barns,2002.;Dix,2017). SMS messages an important mobile communication as less intrusive mobile phone call or e-mail(Leung,2007).Mobile marketing which is a better medium to reach customers target immediately to allocate sales opportunities for marketers and building up product brand building(Okazaki and Taylor,2008).Mobile SMS marketing considered as the most common and widely digit text message which able make customers feels they are special(Telli,2009).Mobile SMS as wireless medium able to achieve success in respect to customers privacy and invasiveness(Siyavooshi,Sanayei,and Fathi,2013). SMS messages efficiency become the most critical issue for marketers and business firms in regarding to the promotion costs and customers acceptances (Akkucuk,and Esmalli,2016).Furthermore, this study have focused on working women's perspectives toward the influence of mobile SMS advertisements on working women's attitudes to be understood.

LITERATURE REVIEW

SMS advertising as "any paid form of non-personal presentation and promotion of idea's, goods or services by an identified sponsor'(Kotler,2003). Mobile advertising refers to the transmission of advertising messages via mobile phones(Petty,2003). Mobile advertising messages are transmitted via short message service (De Reyck, and Degraeve,2003).SMS advertising able to provide a number of advantages to marketers, such as cost reduction, ubiquity, immediacy, and targeted message delivery (Rettie, and Burm,2001). Mobile marketing considered as personal technology attached to a particular person (Green, Harper, Murtagh, and Cooper,2001).

Mobile as personal device it makes possible to target person for sending SMS advertising messages. SMS is highly personalized in mass media advertising (Baek, and Morimoto,2012). Mobile SMS advertisements messages is relevance lower perceived intrusiveness to customers(Varnali,2012).Personalize message may perceived as an invasion of privacy by some customers(Andrew,Goehring, Hui,Pancras, and Thornswood,2016).Mobile phones are a personal devices, it is essential to gain explicit permission of customer before sending SMS messages(Barwise and Strong,2002).Mobile advertising that are perceived as useful medium for customers which has a power of personalization(Shin and Lin,2016).Mobile as a medium for advertising found that messages provided it did not influence customer perception(Kim and Han,2014).

Privacy is a major factor concern customers attitudes while customers using mobile SMS advertising messages(Darabi,Reeves,and Sahadev,2016).SMS advertising

privacy has a positive effect in customer attitudes and behavior(Kumar,2013).Privacy is one of the critical factor which should be taken into consideration to assess and understanding the attitudes and response of the mobile users(Wei,Xiaoming,and Pan,2010).Privacy of customer perception toward mobile advertisements acceptability is a major issue to be taken into consideration by marketers instead of losing potential customers due to unsolicited mobile SMS messages(Caroll, Barnes, Scornavacca, and Fletcher,2007).

Mobile SMS messages become an integral part of customer life style in particular the young customers (De Jong and Vermeulen,2006). Mobile SMS advertisements more favorable by young customers for life style purposes more than other traditional advertising tools (Heinonen and Strandvik,2006).

Social analysis is a basic step for gathering data for a better understanding about customer's interest and preferences. Social difference due to cultural differences has a significant response of customers toward SMS advertisements and social dimensions as far as life style day by day to capture their interests (Wais and Clemons,2008). Creating SMS advertisements messages by mobile should be related to customers(Almossawi,2014). Across social and cultural factors should be taken into consideration for understanding customer's perceptions, needs, interests to design a proper SMS advertisement messages (Liu,Sinkovics,Pezderka,and Haghirian,2012). Marketers should understand and analyze "4 I's "are: integration, individualization, social involvement, and initiation. Which mainly concerning the social factors of customers and their interests in particular those are using mobile phones through social media(Kalpan,2012).

Mobile today is plying a significant factor on customer's attitudes and purchasing behaviors and decisions toward marketing activities(Eren,2008). SMS advertisements has an direct positive influence on customers attitudes (Bose,alnahid,Islam.and Saha,2010). SMS advertisements able to influence customer's perceptions and overall attitudes (Zabadi and Shura,2011). Personal communication it has a positive impact on customer buying decisions with high frequency of sending messages to target customers (Robayo,Montoya,and Rajas,2017). Customer satisfactions, customers trust, message content values of the product brand are the most factors influencing customer's attitudes toward mobile marketing(Alhrezat,2013).SMS advertising privacy is highly influencing customer's attitudes and buying decisions at the end(Kumar,2013).

Research Objectives

This study aims to achieve the following objectives:

- 1.To investigate and to test the encountered independent and dependent variables of the study were being: Independent variables of Mobile SMS advertisements namely personal communication, personal privacy, personal social involvement, personal interests, and personal life style. Dependent variables Namely working women's attitudes.
- 2.To Know the effect of mobile SMS advertisements on working women's attitudes in Jordan.
- 3.To provide effective recommendations to marketing managers who used mobile marketing as a medium to communicate target customers effectively.

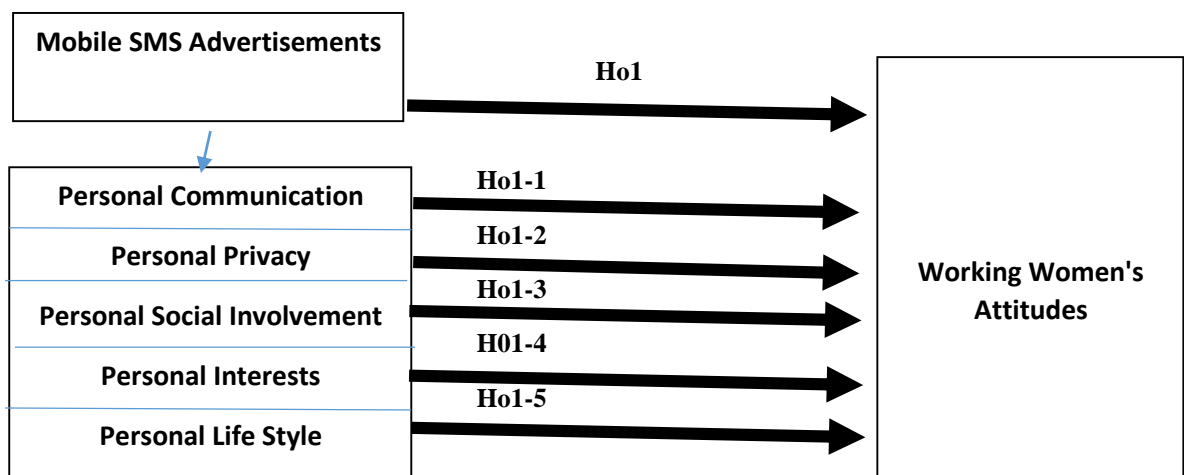
Problem Statement

This study seeks to answer the following questions:

1. Is there any impact of mobile SMS advertisements of the overall dimensions (personal communication, personal privacy, personal social involvement, personal interests, and personal life style) on the attitudes of working women's?
2. Is there any impact of personal communication on the attitudes of working women's?
3. Is there any impact of personal privacy on the attitudes of working women's?
4. Is there any impact of personal social involvement on the attitudes of working women's?
5. Is there any impact of personal interests on the attitudes of working women's?
6. Is there any impact of personal life styles on the attitudes of working women's?

Study Model

Figure 1: A Model of Mobile SMS Advertisements Affecting Working Women's Attitudes



The study model was designed by researchers.

Research Hypotheses

Based on study objectives and study problems variables, the researchers designs a number of hypotheses to be tested:

Ho1: There is no significant impact of the overall mobile SMS advertisements dimensions: personal communication, personal privacy, personal social involvement, personal interests, and personal life style on working women's attitudes.

Sub-hypothesis:

Ho1-1: There is no significant impact of the personal communication on working women's attitudes.

Ho1-2: There is no significant impact of the personal privacy on working women's attitudes.

Ho1-3: There is no significant impact of the personal social involvement on working women's attitudes.

Ho1-4: There is no significant impact of the personal interests on working women's attitudes.

H01-5: There is no significant impact of the p personal life style on working women's attitudes.

METHODOLOGY

Study Population and Sampling

The population of the study consisted of all permanent with full time working women's in both public and private sector. A random sample of (500) working women's were selected from both sector public and private equally (50/50).

Measuring Instrument

A pre-tested self-administered questionnaire was used. A five-point Likert-type scale, labelled with scored from (1) strongly disagree, (2) disagree, (3) undecided, (4) agree, (5) strongly agree.

Statistical Analysis

Study Variables Reliability

Table (1) Cronbach's alpha values of the study variables

Study Variables	Cronbach's alpha
Personal Communication	0.92
Personal Privacy	0.90
Personal Social Involvement	0.88
Personal Interest	0.87
Personal Life Style	0.85
Overall	0.88
Attitudes	0.89
Buying Decision	0.87
Overall	0.88

Table (1) results showed that all values of Cronbach's alpha test are higher than the acceptable level of internal consistency (0.70).

Demographical Profile

Table 2 shows the descriptive statistics of the respondents. Civil status group for working women's are married accounted for the largest percentages of the respondents. In addition, the largest percentage of the respondents was Bachelor degree and the majority of the respondents were income (400-600 JD).

Table (2) Civil Status

Civil Status	No. of Respondents	%
Married	266	53%
Single	212	43%
Widows	22	4.4%
Overall	500	100%

Table (3) Educational Level

Educational Level	No. of Respondents	%
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High School and Below	22	4.4%
Diploma	67	13.4%
Bachelor	371	74.2%
Master	32	6.4%
Doctorate	8	1.6%
Overall	500	100%

Table (4) Income

Income	No. of Respondents	%
Below 400 JD	36	7.2%
400 - 600 JD	356	71.2%
601 - 800 JD	72	14.4%
801 -1000 JD	34	6.8%
More than 1000 JD	2	0.4%
Overall	500	100%

Hypothesis testing:

The researchers used correlation. Test to investigate the gathered data based on respondents answers toward the study questions whether or not there is a significant impact between working women's attitudes in public and private sector of the overall dimensions of mobile SMS advertisements on their attitudes. Spearman's correlation test was used at level of confidence 95% and the p-value ($p < 0.001$) can be accepted which is less than 0.05%.

H1: There is no Impact of the Overall Mobile Advertisements Dimensions on Working Women's Attitudes:

Table 5: Results of Spearman's Correlation test of the Overall Mobile Advertisements Dimensions on Working Women's Attitudes

F-value	t.value	Sig.t	R	R2
91.2	3.34	0.01	1.96	0.01

P-value ($p < 0.001$)

Table 5: The results of the (1) hypothesis shows that the p-value ($p < 0.001$) is less than 0.05 which mean that there is a significant correlation between working women's in both sectors perceptions toward the values of the overall mobile SMS advertisements dimensions on women's attitudes which means that working women's attitudes are affected by mobile SMS advertisements dimensions. So, the working women believe that their job needs require them to use a helpful new medium of communications with personal privacy to search about their needs products offered by marketers on the bases of personal interests, social involvement, and life style at any time without any paid costs and other personal concerns. Which mean that the hypothesis is accepted.

H1-1: There is no Impact of the Personal Communication on Working Women's Attitudes:

Table 6: Results of Spearman's Correlation test of the Personal Communication on Working Women's Attitudes

F-value	t.value	Sig.t	R	R2
91.2	3.34	0.00	1.96	0.01

P-value ($p < 0.001$)

Table 6: The results of the (1-1) hypothesis shows that the p-value ($p < 0.001$) is less than 0.05 which mean that there is a significant correlation between working women's in both sectors perceptions toward the values of the personal communication on women's attitudes which means that working women's are influenced by mobile phone as a personal device used by working women's for receiving SMS advertisements personally by effective and a helpful medium of communications to search about their needs products offered by marketers at any time without any paid costs.. Which mean that the hypothesis is accepted.

H1-2: There is no Impact of the Personal Privacy on Working Women's Attitudes:**Table 7: Results of Spearman's Correlation test of the Personal Privacy on Working Women's Attitudes**

F-value	t.value	Sig.t	R	R2
91.2	3.21	0.01	1.96	0.01

P-value ($p < 0.001$)

Table 7: The results of the (1-2) hypothesis shows that the p-value ($p < 0.001$) is less than 0.05 which mean that there is a significant correlation between working women's in both sectors perceptions toward the values of the personal privacy on women's attitudes which means that working women's attitudes are affected by personal privacy as a result of the affection of their attitudes and behaviors. So, the working women believe that privacy which is a major personal and legal condition to ensure personal protection to their purchasing products. Which mean that the hypothesis is accepted.

H1-3: There is no Impact of the Personal Social Involvement on Working Women's Attitudes:**Table 8: Results of Spearman's Correlation test of the Personal Social Involvement on Working Women's Attitudes**

F-value	t.value	Sig.t	R	R2
91.2	3.31	0.00	1.96	0.01

P-value ($p < 0.001$)

Table 8: The results of the (1-3) hypothesis shows that the p-value ($p < 0.001$) is less than 0.05 which mean that there is a significant correlation between working women's in both sectors perceptions toward the personal social involvement values on working women's attitudes which means that working women's attitudes are affected by social involvements in terms of social customs, religion, and cultural values concerning female in Jordan in general and working women's in particular. So, the working women believe that social involvement considered as a major factor should be taken into considerations by marketers to ensure social values as far as respects, securities protection out of abusing women's in the light of prevailing social values to help them of purchasing their products. Which mean that the hypothesis is accepted.

H1-4: There is no Impact of the Personal Interests on Working Women's Attitudes:

Table 9: Results of Spearman's Correlation test of the Personal Interests on Working Women's Attitudes

F-value	t.value	Sig.t	R	R2
91.2	3.48	0.01	1.96	0.01

P-value ($p < 0.001$)

Table 9: The results of the (1-4) hypothesis shows that the p-value ($p < 0.001$) is less than 0.05 which mean that there is a significant correlation between working women's in both sectors perceptions toward the personal interest's values on working women's attitudes which means that working women's attitudes are affected by women's personal interests in terms of personality style , personal habits, personal preferences, personal attractiveness, enjoyment, personal attention, personal life styles, social changes, job requirements considered as a sub variables based on women's point views toward SMS advertisements as source of personal marketing awareness to help them of purchasing their products. Which mean that the hypothesis is accepted.

H1-5: There is no Impact of the Personal Life Style on Working Women's Attitudes:

Table 10: Results of Spearman's Correlation test of the Personal Life Style on Working Women's Attitudes

F-value	t.value	Sig.t	R	R2
91.2	3.42	0.00	1.96	0.02

P-value ($p < 0.001$)

Table 10: The results of the (1-5) hypothesis shows that the p-value ($p < 0.001$) is less than 0.05 which mean that there is a significant correlation between working women's in both sectors perceptions toward the personal life style values on working women's attitudes which means that working women's attitudes are affected by women's personal life style in terms of self-image or concept, social and economic class, standard of living, way of thinking ,way of living, educational level, job position level are considered as a sub variables based on women's point views toward SMS advertisements for purchasing their products. Which mean that the hypothesis is accepted.

Findings

The results of this research indicates that the Mobile SMS (personal communication, personal privacy, personal social involvement, personal interests, and personal life style) have a significant impact on working women's attitudes these agreed with the results of (Andrew,Goehring, Hui,Pancras, and Thornswood,2016), (Siyavooshi,Sanayei,and Fathi,2013), (Shin and Lin,2016), (Wais and Clemons,2008), (Robayo,Montoya,andRajas,2017),(Kalpan,2012),(Liu,Sinkovics,Pezderka,and Haghirian,2012), (Kumar,2013).

Implication to Research and Practices

Based on the study results, marketing managers require to understand working women's by mobile SMS advertising in terms of personal communication, personal privacy, personal social involvement, personal interests, and personal life style to meet working women's expectations. Furthermore, to send appropriate SMS advertisements related on the bases of working women's needs. From the above findings the researchers recommended that the marketers should take into consideration the mobile SMS

advertisements in terms of personal communication, personal privacy, personal social envelopment, personal interests, and personal life style for purposes of working women's attitudes toward the SMS delivered by mobile SMS advertisements. Marketers should follow up working women's to understand as well the major obstacle's which influence their attitudes toward mobile SMS advertisements, and setting up a number of strategies to deal with working women's as a large segment and targeted by business firms and its products and marketers should design a special advertisements messages on the bases of working women's characteristics to match their interests, life styles, and social involvements toward mobile SMS Advertisement's as a technological medium.

Future Research

Conducting several future studies that will address other dimensions Mobile SMS Advertisements, different environment, population and samples, a comparison between male and female interest.

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