

A COMPREHENSIVE MODEL OF FACTORS INFLUENCING CONSUMER ATTITUDE TOWARDS AND ACCEPTANCE OF SMS ADVERTISING: AN EMPIRICAL INVESTIGATION IN JORDAN

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ABSTRACT

As one of the mobile marketing instrument, SMS (Short Message Service) advertising is gaining popularity in accessing consumers through their mobile devices. The success of this advertising instrument depends largely on its acceptance by consumers. However, little is known regarding the factors contributing to the success of SMS advertising from customers' perspectives. This research aims to empirically investigate the significant factors that influence consumers attitude towards and acceptance of SMS advertising in Jordan. A conceptual model and hypotheses are tested with a sample of 220 Jordanian mobile phone users, and analysed quantitatively. The findings indicate 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, whereas message irritation, brand familiarity and consumer control have negative significant influences. Based on the results, this paper rounds off with conclusions, recommendations for future marketing research and practice into SMS advertising.

KEYWORDS: Mobile Marketing, SMS, Advertising, Consumer Attitude and Acceptance, Jordan