

Study of Determinants That Influence the Acceptance of Mobile Advertisement

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Abstract: The number of mobile user increased over the year but some factors create a boundary in acceptance of mobile advertisement. A theoretical model developed to observe the factors that influence on the acceptance of mobile advertisement model. This study will remove the hurdles and create a new opportunity for the marketers in e-marketing. Data collected by questionnaire from the 151 respondent of the Bahawalpur, Pakistan. All ensured to be mobile users. The study concludes that permission and attitude have positive influence on acceptance of mobile advertisement. Trust and perceived control directly related to permission. In our results, frequency has no effect on attitude of acceptance but overall motives have strong positive effect on attitude of acceptance. Motives are categorized into entertainment, fashion, escape, affection, low cost and coordination but our findings show entertainment, fashion, and affection have no impact on motives of using sms as well as escape, low cost and coordination have strong positive impact on motives. At last, we see attitude of acceptance have positive significant influence on permission. With respect to limitations, sample size is very short, only regression analysis used in research and only some factors of motives concluded in research. Longitudinal study will conduct to give significant results of attitude of acceptance; this study will conduct in multi culture society.

Keywords: Acceptance of mobile advertisement, Affecting factor of motives, Attitude toward acceptance, E-marketing, Trust influence permission.

I. Introduction

Mobile advertisement is very attractive e marketing in this era. As consumption of mobile phone increased day by day but acceptance of mobile advertisement has not achieved as that required. There has been increased to 3.3 billion mobile user all over the globe since 2008 as mobile communication is a high expenditure and a high profit yielding industry. *Sultan and Rohm, (2005)* states “ beyond being a utility based device mobile phones have become a status icon, a fashion article and a way to express oneself”. An empirical study shows that five developed countries i.e. united state, Japan, Germany, UK, and France, and two rising markets i.e. China and Brazil are where interactive marketing has been successful. Straight response by the 19 percent of the contributor countries given by text massages (*Barwise and Farley, 2005*).

Chaffey, (2003, p. 318.) refers promotion of e-marketing as use of communication technology to achieve marketing objectives. Advertising media is a medium through which provision of a consumer direct response is possible (*Kotler et al., 2002, p. 784*). Wireless marketing is part of e-marketing which customizes information that's encourages goods services and idea thus benefiting all stakeholder (*Dickinger et al., 2005*).

All over the world advertising industry is, practicing imaginative modification infected is an essential element in our contemporary life style (*Munusamy and Wong, 2007*). Enrolment of government in the advertising industry has created fruit full impacts on consumer attitude toward advertisement (*Calfee and Ringold, 1998; Pollay and Mittal, 1993; Rotzoll, Haefner and Sandage, 1986; wills and Ryans, 1982*). It has been forecasted that mobile advertising profit which in 2007 was US \$2,773 million would be doubled to US\$ 5 billion in 2008 and to US\$ 16 billion by 2011 (*e-Marketer, 2007*).

With the passage of time mobile are gradually becoming attractive goods with enhanced features. Because of this mobile phone subscriber globally has increased to 2.5 billion, 95% of which in the European Union (*GSM-Association, 2007*). Apart from the major function of mobile phones to talk to each other mobile services like multimedia messaging, mobile email, video calls, downloadable solution, mobile TV, browsing the web and especially sms (short messaging services) are becoming renown able. Mobile phones are gaining importance in marketing application especially sms is being used as marketing medium in promotion mix. Another advantage of mobile marketing is that at right place and at right time large audiences can be targeted within low costs (e.g. *Anckar and D'Incau, 2002; Facchetti et al., 2005*). Not all the benefits of mobile marketing can achieve by other medium of marketing so that this considered as a basic tool of marketing.

GSM Association, (2006) states all over the world mobile is becoming a basic need. In addition to its mobile market are being recognized in term of text and voice market and are giving rise to business where mobile operator want to grab every opportunity to increase their profit like mobile marketing. In many countries laws states that permission is to be taken from the customer before he is exposed to marketing advertisement (*barwise and strong, 2002; Barnes and Scornavacca, 2004; Leppäniemi and Karjaluoto, 2005*). Some marketers demand persuade data i.e. demographic and location information so that marketing effects a more efficient (*Ho and Kwok, 2003; Yunos et al., 2003*). However, questions arise.

1. What ways organization should seek permission from consumer so that mobile marketing become an essential marketing mean?

2. Which factors manipulate the respondent to permission towards mobile advertisement?

Trust should be required when we use a personal data of respondent. Lack of consumer trust is the main problem in the acceptance of mobile marketing (*Greenville, 2005*). His study shows that since respondent are afraid of email spamming hence are less likely to participate and this is the reason many companies are reluctant to enter mobile marketing. Apart from it, consumers are worried how their personal information would use. The reason figured out by *Hoffman et al., (1999)*, the sixty percent of customer lack their trust on the company.

How the trust does is associated to permission base mobile advertisement?

Law in many countries is designed so to keep phone save from spam. According to *Godin, (1999)* mobile advertising pursues the idea of permission marketing. Since mobile phones are individual property thus consumer has a right to keep a check on mobile advertisement, subjected to him like number massages he receives. Permission play a significant role in consumer's attitude towards acceptance of mobile advertisement (*Leppäniemi and Karjaluoto, 2005; Nysveen, Pedersen, and Thorbjornsen, 2005*).

How perceived control effect on mobile advertisement?

Empirical studies conclude that respondent attitude toward mobile advertising, covers aspect like acceptance (*Carroll et al., 2007; retie and brume, 2001*), use individual behaviors (*Muk, 2007*), demographic effects (*Okazaki, 2007; Barnes, 2002*), authorization (*Bamba and Barnes, 2007*), and other perspectives of mobile advertisement. In order to study the relationship between motives to use sms and technology for advertisement already little study done (*Vrechopoulos et al., 2003; Zhang and Mao, 2008*). Moreover, Australia being an important role in mobile business not considered in studies for marketing was American, European and Asian consumer taken in account (*Muk, 2007; Lunge, 2007; Yan et al., 2006*). Australian youth market reception is still under researched (*Grant and O'Donohoe, 2007*).

Q1: What are the reasons for using sms?

Q2: Does sms motives effects sms usage frequency.

Q3: What are respondent behaviors toward sms advertisement permission?

Q4: Are consumers willing to give permission?

Q5: Are consumers ready to give personal information?

Q6: What major factors affect the consumer permission?

II. Literature review

2.1 Acceptance of mobile advertisement

Textual messaging can exchange of up to 160 characters. American marketers use a short code (5-digit) call in system so to facilitate the consumer to respond to sms ads easily. The acceptance of mobile advertisement (AMA) is a significant factor (*Amberg, Hirschmeier, and Wehrmann, 2004; Heinekens and Strandvik 2003*). Direct researches are very few on AMA but many studies have been carried out in this medium which include theoretical work (e.g. *Balasubramanian, Peterson, and Jarvenpaa, 2002; Barnes, 2002; Kavassalis et al. 2003; Leppäniemi and Karjaluoto 2005*). However, mobile advertising provides beneficial services like discount but it often considered as interruptions to one's personal devise (*Patel, 2001*). Twenty-six deferent mobile advertising campaigns were launches 5401 respondents but only 31% responded positively (*Retie Grandcolas and Deakins, 2005*). Acceptance based on importance of campaign and financial benefits.

Before we conclude our hypotheses, we evaluated important mobile advertising according to marketing journals.

2.2 Permission impact on acceptance of mobile advertisement

Permission is beginning of two-way mobile communication between the customer and advertiser. It is self-motivated limit produced by the mixture of one's personal preferences (*Barnes and Scornavacca, 2004, p.133*). It is not easy to carry out mobile advertisement without clear permission from the customer (*Kautonen et*

al., 2007). Privacy is the right of person to supervise the information about them held third parties (*Chaffey, 2003, p. 146*). Mobile phones are not able to discriminate between spam and authentic communication thus consumer are less likely to share their personal data on sms (*Dickinger et al, 2005*).

H1: There is positive relationship between permission and acceptance of mobile advertisement.

2.3 Trust

There are two kinds of trust that impact on permission-based advertisement.

Personal trust- It is either combination of personal communication with trustee or data acquired from personal sources. Personal trust is a combination of two factors first is respondent association with the company that use mobile advertising and second related to peer pressure over an individual.

Institutional trust- It is the trust of respondent on institutional environment containing political sectors and civil societal organization.

The literature of (*Marko Merisalo, Sami Kajalo, Heikki Karjaluo, Ville Virtanen, Sami Salmenkivi, Mika Raulas, and Matti Leppäniemi, 2007*) show that there is no impact of trust on permission but in literature of (*Chanaka Jayawardhena, Andreas Kuckertz, Heikki Karjaluo, Teemu Kautonen, 2008*) results show that there is significant impact of trust on permission. So we argue with the literature of (*Chanaka Jayawardhena, Andreas Kuckertz, Heikki Karjaluo, Teemu Kautonen, 2008*)

H2: There is positive relationship between trust and permission towards acceptance of mobile advertisement.

2.4 Perceived control

In the framework of businesses proposal like legal agreement and self-control in surety believes called perceived control (PC) (e.g. *Blomqvist et al., 2005; Dyer, 1997; Nooteboom, 2002*). Perceived control refers to individual awareness about their abilities to execute a known behavior. PC was further to the logical achievement in which people may lack volitional control over the manner of interest. PC plays a vital role as a substitute in business dealing in the form of agreement (e.g. *Blomqvist et al., 2005; Dyer, 1997; Nooteboom, 2002*). Trusted perceives is a basic treat which could be covered by belief. In mobile marketing trust and perceived control have an inverse relationship. However, PC has influence on permission, as permission required the respondent would give permission in context of PC because PC is the name of personal ability to do.

H3: There is positive relationship between perceived control and permission towards acceptance of mobile advertisement.

2.5 Attitude towards acceptance of mobile advertisement

Attitude toward mobile advertising, covers aspects like acceptance (*Carroll et al., 2007; retie and brume, 2001*), use individual behaviors (*Muk, 2007*), demographic effects (*Okazaki, 2007; Barnes, 2002*), authorization (*Bamba and Barnes, 2007*), and other perspectives of mobile advertisement. Empirical studies show that there is a well-built relationship between the attitude and ads. Fishbein describes attitude as a well-read bias of every individual. Moreover, Kotler describes it as personal estimation, feelings and actions of an individual towards others. Consumers mostly have biased attitudes towards mobile advertisements via mobiles except they have granted permission to publicity messages.

H4: There is a positive relationship between attitude of acceptance and acceptance of mobile advertisement.

2.6 Motives of using sms

Motives are the purpose of using SMS like education, affection, entertainment, fashion, escape, low cost and coordination (Lunge, 2007). There would be different motives of using SMS for an individual. Motives will vary from culture to culture or individual to individual. Uses and satisfaction theory can be explaining the motives of an individual. Successful symbol of advertising is attitude it is self-evaluation of an individual towards the particular product. Similarly, attitude toward SMS could be positive because of certain benefits like enjoyment and pleasure. Furthermore, SMS advertising considered for acquiring knowledge and made attractive.

H5: There is a positive relationship between motives for using SMS and attitude towards acceptance of mobile advertisement.

2.7 Frequency of usage SMS

Frequency is all about the practice of using SMS in a given period. Ease of use of this technology will be a measure of receiving messages. Firstly if advertiser understands the usage frequency of SMS of an individual that's would be easier for him to target a significant market. As SMS is simple, efficient and easily useable, the consumption of SMS will confirm (*Peters et al., 2007*). As daily usage of SMS is a frequency of using SMS per

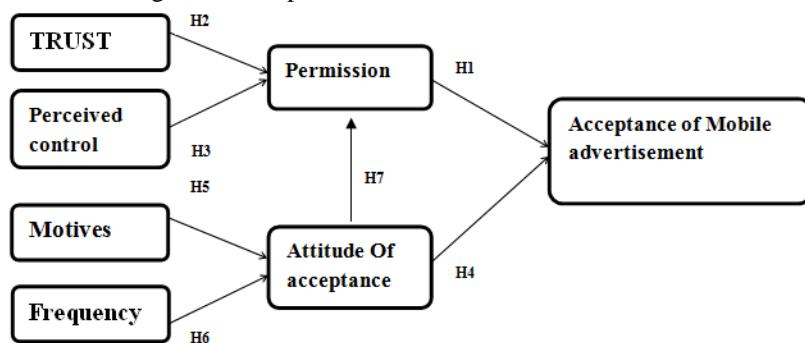
day. *Ian Phau and Min Teah, (Vol. 3 No. 2, 2009)* states frequency have no effect but play important role toward the attitude of acceptance decision so we develop this hypothesis to understand the relation of frequency of using sms on attitude.

H6: There is a positive relationship between frequency of usage sms and attitude towards acceptance of mobile advertisement.

In last, we observe the two interrelated studies. Firstly, *Akaah et al. (1995)* states attitude is a factor that indirectly related with the marketing levels and empirical it is a seen many times. Secondly, *Krishnamurthy, (2001)* states those factors that give motivation of consumer to give permission like massage significance, financial advantage, personal data, massaging cost and privacy issue. So its show the significances of attitude of acceptance toward permission based mobile advertisement.

H7: There is positive relationship between Attitude of acceptance and permission toward mobile advertisement.

Figure 1: Acceptance of mobile advertisement model



III. Research Methodology

The recent study is expressive in its nature because it can be express as describing something, some specific situations. Descriptive studies are those research that merely expressing accessible situation not to make clear something. The major function of descriptive research is to extend hypothesis that imitate the current situation. This kind of researches gives information about existing tenure and emphasizing on previous or current for example customer attitude to the acceptance of mobile advertisement.

3.1 Sample/Data

In rank to assemble the information for understanding the position of acceptance of mobile advertisement, a trial of 151 respondents will pose to contribute in a self-administered survey. The population for the recent research is mobile users.

The recent study utilizes a non-probability case method that is ease of sampling. Convenience sampling is a sampling approach that secure and gather the related information from the sample or the element of the study that convenient accessible (*Zikmund, 1997*). Convenience samplings are being use for accumulating a large number of entire surveys quickly and economic.

This is trusted that the sample member having two main attributes to contribute in the self-administered analysis. First, the sample member should be active to use mobile. Second, they have practice of mobile advertisement because in the case of practice concerning mobile advertisement, it surely impact on the attitude and response of the respondent. We collect these sample members from Bahawalpur. Two main groups will focus to get the sample data like university students and working professionals. The selection of students and working professionals based on previous results of the studies on mobile advertisement.

3.2 Instrument and Measures

This survey tool of the current study approaches two main objectives: Firstly to examine the connection of different variables in the acceptance of mobile advertisement. Secondly, to collect information about the various attributes of the respondents that can help to evaluate the variations in dissimilar categories. The survey instruments consist of two sections. Sector 1 contains various personal and demographic variables. This sector will obtain the respondent's information about gender, age, income, education, status, frequency of mobile usage.

Sector 2 covers the latest variables that are essential in the recent study. These variables includes Permission toward acceptance of mobile advertisement, attitude of acceptance, trust, perceived control, motives

of using SMS and its different items towards acceptance of mobile advertisement. This area of study processed based on the previous literature and before now used questionnaires.

The weighing mechanism of the study developed from the past literature and published studies. The following table show references of all those researches from which we take this questionnaire.

Table 1: Scale of study

No.	Variables	Items	Reference
1	Acceptance of mobile advertisement	1: I feel positively about mobile advertisement. 2: I am willing to receive mobile advertisement message in future. 3: I would read all the mobile advertisement messages, I receive in the future.	Bauer et al., 2005; Nysveen et al., 2005; Tsang, Ho, and Liang, 2004.
2	Permission	1: I am willing to give my mobile phone number to a company that practices mobile marketing. 2: I am willing to provide my background information (e.g. gender, age) to a company practicing mobile marketing. 3: I am willing to participate in mobile marketing activities.	Bauer et al., 2005; Nysveen et al., 2005; Tsang, Ho, and Liang, 2004.
3	Attitude of acceptance:	1: I consider advertising is useful as it promotes the latest products. 2: Through advertising I got to know more innovative ideas. 3: I refer to advertising because it allows me to enjoy the best deal out of the competing products advertised. 4: I support advertising because it is where creativity is highly appreciated. 5: I support advertising because it plays an important part in my buying decision. 6: My general opinion of advertising is favorable.	Covana et al., 2001; Delahaya seharan, 2001
4	Trust:	1: I believe that my mobile operator uses my data only for a purpose that I have approved. 2: I believe that a marketer would use my data only for a purpose that I have approved. 3: I believe that law related to data privacy protects the consumer.	Bauer et al., 2005; Nysveen et al., 2005; Tsang, Ho, and Liang, 2004.
5	Perceived control:	1: I can choose the types of message that I receive (text message, picture message and video message). 2: I can easily control the number of messages that I receive. 3: I can easily cancel the permission that I have given to Company X, to send mobile marketing messages to me.	Kaulonen and Kahtamaki, 2006; Vogt, 1997.
6	Usage Frequency of SMS	How many sms you receive in a week?	
7	Motives	<u>1. For entertainment</u> I use sms because it is entertaining. I use sms because it is fun. I use sms because I enjoy it. <u>2. For affection</u> I use sms to let others know I care about their feelings. I use sms to thank them. I use sms to show others encouragement. I use sms to send goodnight message to love ones. <u>3. For fashion</u> I use sms to look stylish.	Leung, 2007.

	<p>I use sms to look fashionable.</p> <p>4. For escape</p> <p>I use sms to put off something I should be done.</p> <p>I use sms to get away from what I am doing.</p> <p>I use sms because I can play tricks on other.</p> <p>5. For convenience and low cost</p> <p>I use sms because it is quick.</p> <p>I use sms because it is easy to use and convenient.</p> <p>I use sms because it is cheaper and I can control cost.</p> <p>6. For coordination</p> <p>I use sms to arrange a time to phone each other.</p> <p>I use sms to coordinate and clarify how and when to communicate.</p> <p>I use sms to coordinate a time to instant message each other.</p>	
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3.3 Procedure

The questionnaires circulated among 151 respondents in Bahawalpur. These respondents are ideal base on the criteria above mentioned. Before distribution the Questionnaire, the purpose of study and questions explained to the respondents so they can easily fill the questionnaire with related significant responses. Only 151 questionnaires selected for study after collecting the absolute questionnaire, these questionnaires coded and data entered into spss sheet for the regression analysis.

3.4 Reliability analysis

Over all Cronbach's alphas of all variables in our learning more than suitable and suggested value 0.50 by *Nunnally (1970)* and 0.60 by (*Moss et al, 1988*). This shows that all the 36 items were reliable and valid to measure the opinions of respondent towards acceptance of mobile advertisement.

Table 2: Reliability of measurements instrument

Scales	Items	Cronbach Alpha
Acceptance of mobile advertisement (AMA)	3	0.702
Permission (PM)	3	0.859
Attitude of acceptance (AOA)	6	0.851
Trust (T)	3	0.795
Perceived control (PC)	3	0.686
Motives (Mtv)	18	0.875

IV. Analysis and results

4.1 Profile of the respondents

The private and demographic information such as gender, age, income, education level, status, and frequency of mobile usage of respondent placed in the following table.

Table 3: Profile of the respondent

Variable	Category	Frequency	Percentage
Gender	Male	57	37.7
	Female	94	62.3
Income	Less than 15000	69	45.7
	15000 – 25000	27	17.9
	25000 – 35000	15	9.9
	35000 – 45000	6	4.0
	45000 – 55000	17	11.2
	55000 and above	17	11.3
Education	Matriculation	7	4.6
	Intermediate	32	21.2
	Graduation	40	26.5
	Master	59	39.1
	M.phil & PhD	13	8.6
	Student	105	69.5

Status	Employee Business person Unemployed Housewife	38 1 2 5	25.2 0.7 1.3 3.3
Age	Less than 15	2	1.3
	15 – 25	106	70.2
	25 – 35	18	11.9
	35 – 45	13	8.6
	45 – 55	9	6.0
	55 and above	3	2.0
Usage frequency of SMS	Less than 25	36	23.8
	25 – 35	19	12.6
	35 – 45	14	9.3
	45 – 55	11	7.3
	55 – 65	4	2.6
	65 and above	67	44.4

4.2 Hypothesis Analysis

4.2.1: Permission and acceptance of mobile advertisement

According to the results of the study, Permission has a significant positive relationship with the acceptance of mobile advertisement. PM has a significant positive relationship with ($\beta = 0.277$) and ($p < 0.001$). That means the permission contribute more than 27% to acceptance of AMA. This result accepts the H1.

4.2.2: Attitude of acceptance and acceptance of mobile advertisement

The regression results of the study confirm the significant positive relationship b/w AOA and AMA with ($\beta = 0.358$) and ($p < 0.001$). According to these results, AOA contributes more than 35% toward the acceptance of mobile advertisement. These results of study validate H4.

4.2.3: Trust and permission

Regression analysis of the AMA model shows that there is a significant positive relationship b/w trust and permission with ($\beta = 0.197$) and ($p < 0.05$) the results suggest that trust contribute more than 19% toward the permission. These results of study validate H2.

4.2.4: Perceived control and permission

Regression analysis of the AMA model shows that there is a significant positive relationship b/w PC and PM with ($\beta = 0.294$) and ($p < 0.01$) the results suggest that trust contribute more than 29% toward the permission. These results of study validate H3.

4.2.5: Motives of using SMS and attitude of acceptance

The regression results of the study confirm the significant positive relationship b/w Motives of using SMS and AOA with ($\beta = 0.508$) and ($p < 0.001$). According to these results motives of using sms contributes more than 50% toward the AOA. But in this study we calculate the motives of using sms by these factors Affection, Fashion, Escape, Low cost, entertainment, and Coordination so we find out that entertainment and affection have no significant impact on motives of using sms with ($\beta = 0.015, 0.090$) respectably and ($P > 0.05$). In addition, we conclude that Fashion has no significant impact on motives of using sms with ($\beta = -0.057$) and ($p > 0.05$). But escape, convenient and low cost and coordination have a significant impact on motives of usage of sms with ($\beta = 0.260, 0.168, 0.263$) respectably and ($p < 0.05$) so its means escape contribute the 26% to motives, Low cost contribute the more than 16% to motives and at last Coordination contribute more than 26% to motives. Overall, we validate H5.

Table 4: Shows the results of factors that affect the motives.

Variables	Estimated	S.E	C.R	P	Results
Mtv \leftarrow Entertainment	0.015	0.065	0.174	0.862	Rejected
Mtv \leftarrow Affection	0.090	0.086	1.010	0.314	Rejected
Mtv \leftarrow Fashion	-0.057	0.055	-0.659	0.511	Rejected
Mtv \leftarrow Escape	0.260	0.070	2.993	0.003	Accepted
Mtv \leftarrow Low cost	0.162	0.078	2.070	0.040	Accepted
Mtv \leftarrow Coordination	0.263	0.085	2.991	0.003	Accepted

4.2.6: Frequency of using SMS and attitude of acceptance

While considering the significance b/w frequency of using SMS and AOA. The results of the current study shows no significant relationship b/w these two variables with ($\beta = 0.005$) and ($p > 0.05$) base on this result we reject H6 and conclude that the study did not find significant relationship of frequency of using SMS and attitude of acceptance.

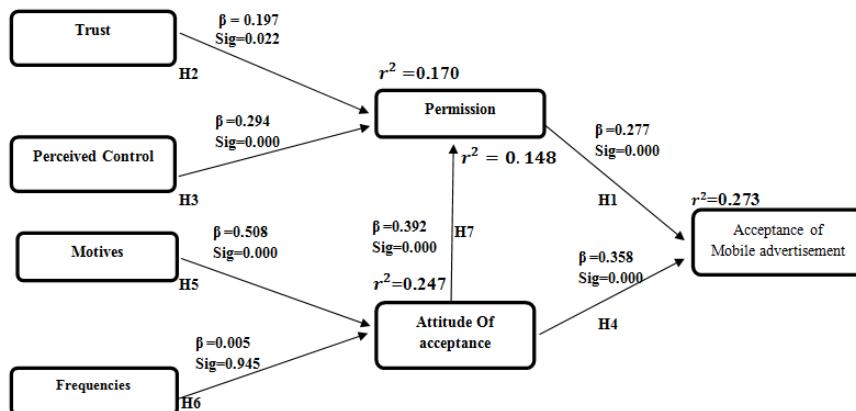
4.2.7: Attitude of acceptance and Permission

According to the outcomes of the study, AOA has a significant positive relationship with the permission. AOA has a significant positive relationship with ($\beta = 0.392$) and ($p < 0.001$). That means the AOA contribute more than 39% to permission. This result accepts the H7.

Table 5: Regression results

Hypothesis	Model variable	Estimated	S.E	C.R	P	Results
H1	AMA ← PM	0.277	0.058	3.658	0.000	Accepted
H2	PM ← T	0.197	0.101	2.319	0.022	Accepted
H3	PM ← PC	0.294	0.106	3.464	0.001	Accepted
H4	AMA ← AOA	0.358	0.084	4.725	0.000	Accepted
H5	AOA ← Mtv	0.508	0.088	7.064	0.000	Accepted
H6	AOA ← Frequency	0.005	0.027	0.069	0.945	Rejected
H7	PM ← AOA	0.392	0.108	5.203	0.000	Accepted

Figure 2: Structural Model Results



V. Discussion

The principal purpose of the reading has been to study the technology acceptance model in the framework of developing country in contrast to the immense research that has conducted in developed countries (park and June 2003). Pakistan has been idyllic country due to high diffusion of mobile, more than adequate mobile users but still mobile marketing is at infant stage. Present reading formulated a comprehensive technology acceptance model to include acceptance of mobile advertisement as a permission and attitude of acceptance. The results obtain from the analysis allowed us to confirm the established hypotheses and to recognize the relationship between different variables of technology acceptance model. Now separately we discuss these result and their implications in the following section.

As in literature (Chanaka Jayawardhena, Andreas Kuckertz, Heikki Karjaluo, Teemu Kautonen, 2008) and (Fatim Bamba, Stuart J. Barnes, Vol. 13 No. 6, 2007) the permission has significant positive impact on acceptance of mobile advertisement. The results of current study is also show the significant positive impact of permission on acceptance of mobile advertisement this shows that before any kind of advertising message the company firstly take permission to the customer.

The literature of (Marko Merisalo, Sami Kajalo, Heikki Karjaluo, Ville Virtanen, Sami Salmenkivi, Mika Raulas, and Matti Leppäniemi, 2007) show that there is no impact of trust on permission but in literature of (Chanaka Jayawardhena, Andreas Kuckertz, Heikki Karjaluo, Teemu Kautonen, 2008) results show that there is positive significant impact of trust on permission. So the results of our research verify the positive

impact of trust on permission. There are two types of trust personal trust that inner believe of the person and the industrial trust the trust to give permission to company to send advertising message. Overall trust has positive impact on permission.

In general, perceived control refers to people's perceptions of their ability to perform a given behavior. Perceived control adds to the reasoned action in an attempt to deal with situations in which "people lack complete volitional control over the behavior of interest" (Ajzen, 2002, p. 2). The literatures of (*Fatim Bamba and Stuart J. Barnes Vol. 13 No. 6, 2007*) mention us perceived control have positive relationships with permission as well as (*Chanaka Jayawardhena, Andreas Kuckertz, Heikki Karjaluo, Teemu Kautonen, 2008*) also show the positive significant impact of perceived control on permission. Our study gives the result that shows that perceived control is positively impact on permission. So as the perceived control of the person increase the want to give permission for mobile advertisement.

Attitude has a significant result on advertisement (*Batra and Ray 1986; Homer 1990*) and studies shows a positive relationship between the advertisement and attitude. (*Fishbein, 1967, p.53*) states learned tendency of humanity called their attitude. As we take a data from the mobile users, who already receive the advertising messages that experience will ensure impact on their attitude. Our results describe that as the attitude of acceptance increase the acceptance of mobile advertisement increases so results shows that attitude of acceptance have positive significant impact on acceptance of mobile advertisement.

There should be a lot of motive of an individual to use SMS so we studied in our research there may be six kind of motives to use SMS entertainment, affection, fashion, escape, convenient & low cost and coordination. We take the scale of (*lung, 2007*) as per in our literature it is used by (*Ian Phau and Min Teah, Vol. 3 No. 2, 2009*) and the literature results show that there is positive impact of motives of usage on acceptance of mobile advertisement. Although our results also proved that, there is positive significant impact of motives of using SMS on acceptance of mobile advertisement but our study also gives the answer of this question which factor more affected on motives? Therefore, we conclude that entertainment, affection and fashion have no significant impact on motives on the other hand for escape, convenient & low cost and coordination to each other people use SMS more so these three factors have positive significant impact on motives.

Now marketers use the prior dissemination rates and their focus on frequency of using SMS (*Grant and O'Donohoe, 2007*). Empirical studies show that if the frequency of using SMS is high there will be high bonding between acceptance and new technology. However, the study of (*Ian Phau and Min Teah, Vol. 3 No. 2, 2009*) says SMS usage frequency has no significant impact on attitude or acceptance. Our result also in favor of Ian Phau's study so there is no significant impact of SMS usage frequency on attitude of acceptance.

Finally, our study gives the result about the relationship of attitude and permission. (*Fatim Bamba, Stuart J. Barnes Vol. 13 No. 6, 2007*) literature tell us there is positive relationship between attitude and permission as the attitude is favorable toward acceptance the permission will be granted toward acceptance of mobile advertisement. Our results also describe that attitude have positive significant impact on permission.

- This study has a limit boundary we only take data from the Bahawalpur so the results are not universe globally.
- Diffusion rate of advertisement in Bahawalpur is low but we it's a small data we conduct is at least in Asian word
- We use only regression analyses.
- We only six variables of motivation there may be any other motives of individual.
- Very short sample

There are some recommendations suggested after a study, this study can be conducted all over the world for frequent answer. Cross-section study may not give a frequent result we should conduct the longitudinal study for significant answers of attitude because it is psychosomatic decision that's change time to time (*Easterby-Smith et al., 2003*). Australian is as a miscellaneous cultural society that will give significant answer so this study will conduct there. We will test this study under other types of analysis.

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