



## Acceptance of SMS Advertising

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By Muk, Alexander

Condition: New. Publisher/Verlag: VDM Verlag Dr. Müller | A Cross-Cultural Study of Young American and Taiwanese Consumers | As consumers adopt new communication technologies, advertisers rely less on using traditional media as advertising channels. In recent years, the fast adoption of Short Message Service (SMS) by mobile phone users presents a new interactive medium for advertising. SMS allows advertisers to send text ads directly to consumers via their mobile phones. The ubiquity of the mobile phone extends the traditional media model of time-space. However, little advertising research has been conducted to examine consumers' attitudes toward SMS advertising. This book provides insights into factors that may influence consumers' acceptance of SMS advertising in different cultures. The theoretical model, formulated based on a combination of aspects of Ajzen and Fishbein's theory of reasoned action with Rogers' diffusion theory, provides a useful basis for explaining consumer innovation decisions on accepting SMS ads. The analysis helps advertisers understand the usefulness and viability of SMS as an advertising vehicle and how SMS can be included in the promotional mix to achieve more optimal results. | Format: Paperback | Language/Sprache: english | 118 gr | 60 pp.



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