

Abstract. *Short Message Service (SMS) advertising is a growing phenomenon in the Iranian marketing industry. Many Iranian companies are intensively interested in SMS advertising for its low cost and comprehensive coverage. The vital challenge in using SMS as an advertising medium is mobile avoidance. In this research, a conceptual model containing six hypotheses was developed and tested. Using 211 self-reporting questionnaires and structural equation modeling (SEM), this study found that self-esteem and cynicism play a key role in SMS advertising skepticism ($\beta = 0.29$; $p < 0.05$ and $\beta = 0.33$; $p < 0.05$, respectively). Positive subjective norms also impact SMS advertising skepticism negatively ($\beta = -0.13$; $p < 0.1$). SMS advertising skepticism impacts SMS advertising avoidance positively ($\beta = 0.85$; $p < 0.01$). Moreover, the current study demonstrated that cynicism had no significant impact on SMS advertising avoidance. Effects decomposition also revealed that SMS advertising skepticism had the largest effect on the SMS advertising avoidance. As a personal trait, cynicism is a negative attitude toward believability of others' motivations and behaviors while advertising skepticism is a media-specific construct. To decrease the SMS avoidance, marketers need to decrease skepticism about SMS. They may use permission-based advertising and traditional advertising simultaneously.*

Keywords: short message service, avoidance, cynicism, skepticism, self-esteem, subjective norm, mobile marketing.

A MODEL FOR SHORT MESSAGE SERVICE ADVERTISING AVOIDANCE DETERMINANTS – AN IRANIAN EXPERIENCE

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1. Introduction

Among the wide variety of promotional instruments available nowadays, advertising is still the most popular in countries around the globe, and marketing specialists are constantly seeking for the next instrument that will deliver their advertising messages faster and better to customers. One of such new effective, low cost and wide coverage advertising media is the cell phone and its short message service (SMS). In the light of the fast development of wireless networking technology and significant increase of mobile device users, wireless advertising is becoming a hot topic (Yunos et al., 2003). A survey of 50 global brand-name companies commissioned by Airwide Solutions indicated that cell phones are used by over 3.1 billion people globally and 40% of major brands have deployed text messaging (SMS) campaigns (airwidesolutions.com, 2007). This study also revealed that more brands were looking to spend a greater proportion of their marketing budget on mobile campaign in the near future with 71% of brands projecting to spend up to 10% of their budget on mobile marketing within two years. International Telecommunication Union (ITU) reported that at the end of 2012 there were 6.8 billion mobile subscriptions that was equivalent to 96 percent of world population. The global mobile advertising market would be valued at over \$16 billion by 2011 (M:Metrics, 2007). There is a growing orientation toward SMS. For example, StrongMail's 2012 survey revealed that 42.8 percent of the companies surveyed said they would increase their mobile marketing budget for 2013. And even if today's mobile users have at their disposal content-rich data services, they still prefer the short message, with 65 percent of mobile users from Asia Pacific sending SMS everyday (Forbes, 2006).

Although, approximately 90% of current SMS volume is still person-to-person message (Kavassalis et al., 2003), SMS advertising shows a constant growth. Although, there are good reasons for considering mobile and SMS channels as a powerful vehicle for a marketing campaign, consumer acceptance and response still need more investigation (Becker, 2005). Prior studies indicated that SMS advertising was effective both as a brand vehicle and in stimulating consumer response (Rettie et al., 2005).

Table 1

Iranian cell phone statistics (2000-2011)

Year	Mobile-phone holders (cell phone users)	Penetration rate %	Annual growth %
2000	962,595	1.47	----
2001	2,087,353	3.15	116.85%
2002	2,279,143	3.39	9.19%
2003	3,449,876	5.07	51.37%
2004	5,075,678	7.37	47.13%
2005	8,510,513	12.20	67.67%
2006	15,385,289	21.80	80.78%
2007	29,770,000	41.67	93.50%
2008	43,000,000	59.48	44.44%
2009	52,555,000	71.86	22.22%
2010	54,051,764	73.07	2.85%
2011	56,043,006	74.93	3.68%

A model for short message service advertising avoidance determinants

Recently, mobile owner trends in Iran showed a high growth. Now, there are two operators in mobile market in Iran, including Irancell and Hamrah-e-Aval. Short message is a growing advertising media in Iran especially for clothing and ISP companies. According to the last statistics, the number of Iranian mobile users has grown rapidly from almost 1 million to 56 million in 2011. It shows a penetration rate greater than 74% with an average annual growth of nearly 30% (ITU, 2013).

According to ITU statistics mobile-phone holders in the world from 738 million in 2000 increased to 6000 millions in 2011 (see Table 2). These figures reveal a 95.4% penetration rate.

Table 2

World cell phone statistics (2000-2011)

Year	Mobile-phone holders (cell phone users)	Penetration rate %	Annual growth %
2000	7,382,27,586	16.11	---
2001	961,079,326	21.33	30.19%
2002	1,164,339,425	25.88	21.15%
2003	1,415,390,555	31.64	21.56%
2004	1,761,381,320	37.97	24.44%
2005	2,205,301,723	45.34	25.20%
2006	2,744,620,565	55.49	24.46%
2007	3,367,864,632	66.01	22.71%
2008	4,029,750,022	75.56	19.65%
2009	4,640,015,453	84.45	15.14%
2010	5,317,047,988	95.09	14.59%
2011	5,957,188,131	95.42	12.04%

Considering the significant increase in deploying SMS as an advertising medium in Iran, the identification of factors affecting SMS advertising avoidance may help marketers to increase the effectiveness of this type of advertising. Because of the important role of personal traits in advertising avoidance literature, the research focuses on two personal traits (self-esteem and cynicism). Social norms also selected, because Iran's national culture is recognized as a high context culture. Hence, research questions are as follows:

R1: How do personal traits include self-esteem and cynicism affect SMS advertising skepticism and avoidance?

R2: How do positive social norms affect SMS advertising skepticism and avoidance?

2. Prior studies on advertising avoidance

Although there are many studies about advertising avoidance in the literature, there are only a few in the field of SMS advertising avoidance. Most of the current advertising avoidance has been studied in the case of TV ads (Mendez and Davies, 2005; Elliott and Speck, 1998; Speck and Elliott, 1997), internet ads (Jin and Villegas,

2007; Edwards et al., 2002; Cho and Cheon, 2004), and radio and newspaper ads (Elliott and Speck, 1998; Speck and Elliott, 1997).

Mendez and Davis (2005) were interested in using the time allocation theory to test TV advertising avoidance patterns in the UK and Chile. They found that past-oriented people were more likely to avoid advertising than present-oriented people, as they regarded it as important, but promoting consumption, while the former saw it as a compliment to their concern for 'carpe diem'. More importantly, future-oriented persons use advertising as a planning mechanism and are the least likely to avoid it. The authors also emphasized that the belief that advertising played a positive role in an individual's life would promote a positive attitude towards advertising, and lead to a decrease in the tendency towards avoidance. In a different study, Elliott and Speck (1998) looked at the factors increasing the ad avoidance in the case of TV, magazine and direct mail advertising in the USA. They concluded that perceived clutter, hindered search and disruption would lead to less favorable attitudes towards the presence of ads and consequently, to more ad avoidance. Edwards et al. (2002) confirmed that ad-intrusiveness was correlated with advertising avoidance and Jin and Villegas tested the characteristics of advertisements and concluded that in low interactivity cases, credibility was negatively correlated with avoidance, whereas an ambivalent attitude and risk taking propensity positively correlated with advertising avoidance. One way to decrease the intention to avoid advertisements is to provide relevance which reduces perceived intrusiveness and increases advertising recall and improves the attitude towards the ad, resulting in significantly higher reactance (Rau et al., 2013). Receiving contexts with high-cognitive workloads leads to significantly shorter advertising reading time and recall, higher perceived intrusiveness, and behavioral avoidance and reactance. In the case of mobile advertising, Azizi and Derakhshan (2009) established that Iranian mobile users were influenced by subjective norms, self-esteem and prior negative experiences in their skepticism toward SMS advertising. Moreover, skepticism toward SMS advertising, prior negative experiences relate positively and advertising credibility relates negatively to SMS advertising avoidance. Tsang et al. (2004) investigated the attitudes toward mobile advertising and the relationship between attitude and behavior among 380 Taiwanese. They found out that consumers had negative attitudes toward mobile advertising unless they had specifically consented to it, and there was a significant direct relationship between consumer attitudes and consumer behavior. They strongly advise marketers to not send SMS advertisements without first receiving the customers' prior permission. Suher and Ispir (2011), based on data gathered from 441 respondents, found out that there was a negative relationship between permission for SMS advertising and three types of SMS advertising avoidance including cognitive, affective, and behavioral advertising avoidance. The affective advertising avoidance is found as the highest explained variance with the permission variable. Cho and Hung (2011) investigated 953 SMS users in Honk Kong and Shanghai using the technology acceptance model. This research revealed that perceived effectiveness of SMS for communications, SMS perceived ease of use and subjective norm have positive relationship with attitude

A model for short message service advertising avoidance determinants

towards sending SMS. Wehmeyer (2007), based on 325 mobile users data, indicated the negative impact of advertising relevance (product involvement) and attitude towards advertising on the SMS advertising intrusiveness. The research conducted by Wang et al. (2009) based on a survey of 103 Chinese mobile consumers, suggests that informativeness of mobile advertising decreases the perceived intrusiveness, that the user privacy concerns affect the intrusiveness positively, and that the perceived intrusiveness impacts ad irritation and ad avoidance behavior positively. In Table 3, advertising avoidance antecedents and the media context have been summarized. This Table shows that SMS advertising and avoidance is a new field of study.

Table 3

Summary of selected studies about mobile ad avoidance antecedents

Study	Ad Avoidance Antecedents
Azizi and Derakhshan, 2009	subjective norm, self-esteem , prior negative experiences, skepticism toward SMS advertising, SMS advertising credibility
Rau et al., 2013	advertising relevance, perceived ad intrusiveness, advertising attitude
Tsang et al., 2004	consumer attitudes, customers prior permission
Suher and Ispir, 2011	permission to SMS advertising
Cho and Hung, 2011	perceived effectiveness of SMS for communications, SMS perceived ease of use, subjective norm
Wehmeyer, 2007	advertising relevance (product involvement), attitude towards advertising
Wang et al., 2009	informativeness of mobile advertising, consumer privacy, perceived intrusiveness, ad irritation, ad avoidance behavior

As reported in previous researches there are little research about mobile users personal attributes such as self-esteem and cynicism. Although subjective norms toward SMS advertising were investigated in many past researches but these researches did not specify the direction of subjective norms. Subjective norms can be positive or negative. Hence, this paper tries to answer two questions: Is there a relationship between personal attributes of mobile users including self-esteem and cynicism and SMS advertising skepticism and avoidance? Is there a relationship between positive subjective norms towards SMS advertising and SMS advertising skepticism and avoidance?

3. Hypothesis development

3.1. Self-esteem and SMS advertising skepticism

Self-esteem is a personal judgment of worthiness that is expressed in attitudes the individual holds (Burns, 1979). As Baumeister (1998, p. 680) said “self-esteem reflects the extent to which a person likes or dislikes the self, or the extent to which a person thinks positively or negatively of the self”. According to Branden (1994), self-esteem is one’s reputation with oneself. People with high self-esteem have been found to savor positive affect (Wood et al., 2003). According to Baumeister et al. (1989)

people with a greater degree of self-esteem feel good about themselves and think they have many positive qualities; those with a lower degree of self-esteem, people have ambivalent feelings toward themselves and are less certain that they have many positive qualities.

Based on a meta-analysis, Rhodes and Wood (1992) found that the carriers of moderate self-esteem proved to be more influenceable than those of low or high esteem, while Cohen (1959) suggests that influence varies with defensive motivation to protect the self against persuasive attack. Using a sample of 140 university faculty, Obermiller and Spangenberg (1998) concluded that there was a positive correlation ($r = 0.25$, $p < 0.01$) between skepticism and self-esteem. Prendergast et al. (2009) discovered that self-esteem positively related to skepticism towards advertising.

H₁: There is a positive relationship between self-esteem and SMS advertising skepticism.

3.2. Positive subjective norms and SMS advertising skepticism

Subjective norms are a pivotal element of the theory of reasoned action (Ajzen and Fishbein, 1973) and theory of planned behavior (Ajzen, 1991). According to Fishbein and Ajzen (1975), subjective norms refer to “perceived pressures on a person to perform a given behavior and the person's motivation to comply with those pressures” (p. 13). In both of them, subjective norms have an immediate effect on behavioral intention. The effects of social context on behavior or attitude can be found in social learning theory (Bandura, 1977) and innovation diffusion theory. These theories emphasize the importance of information exchange for behavior change and stress interpersonal associations as a source of behavior change. Subjective norms can be positive and negative. Positive subjective norms support a person to do a specific activity or hold positive attitudes toward an object. Negative subjective norms influence a person, hinder doing the activity and make his/her attitudes negative. Such norms can result in people's unwillingness toward the intention to use and make his/her judgment negative and positive. Subjective norms support some attitudes, intention and behavior. Positive subjective norms decrease the uncertainty and increase the tendency to embrace specific behaviors. Therefore, the more positive social climate for SMS advertising usage, the less skepticism toward SMS advertising. Muk and Babin (2006) and Muk (2007) argued that social influence has a positive effect on SMS advertising adoption. Using the theory of reasoned action Bauer et al. (2005) found out that social norms had a positive effect on the attitude towards mobile marketing. Research showed that the frequency of communication with peers is positively related to adolescents' attitudes toward advertising (Moschis, 1978). Boush et al. (1994) found out that adolescents' susceptibility to peer influence was related negatively to skepticism toward advertising.

H₂: There is a negative relationship between positive subjective norms and SMS advertising skepticism.

3.3. Cynicism, SMS advertising and avoidance

Although cynicism and skepticism are two closely related constructs they are two different concepts. Cynicism is a long term social consequence of advertising and personality traits. Skepticism on the other hand is a cognitive response which varies depending on the context and the content of the communication (Mohr et al., 1998). Consumer cynicism is a growing phenomenon (Helm, 2004) which has negative consequences for both firms and consumers (Forehand and Grier, 2003). This complex phenomenon has no global definition in the marketing literature. Cynicism has different types including general and specific. General cynicism is a part of human personality. Specific cynicism can be divided into work (occupational) cynicism, organizational or employee cynicism and organizational change cynicism (Abraham 2000; Dean et al., 1998). As Kanter and Wortzel (1985) defined it, cynicism is “the suspicion of other people's motives, faithfulness, and goodwill” (p. 6). They linked cynicism to the believability of advertising claims directly. Consumer cynicism has negative consequences such as caution, complain, negative word of mouth, exit/switching and retribution (Chu and Chylinski, 2006). As Stanley et al. (Chylinski and Chu, 2010) said, cynicism represents a negative attitude that is defined according to three axes: cognitive, affective and behavioural.

Speck and Elliot (1997) found out that the believability of ad message has negative impact on ad avoidance in both magazine and television. Cynical mobile users have lower ad credibility and perceive claims in the ad to be untruthful and unbelievable. Cynicism should show a positive relation to ad skepticism (Obermiller and Spangenberg, 1998). As Kanter and Wortzel (1985) argued, cynics are generally less likely to believe information from any source and are especially likely to attribute advertising claims to selling motives rather than strict honesty. Based on Obermiller and Spangenberg's conceptual model, Tan and Tan (2007) found that cynicism has a positive effect on skepticism regarding health advertising claims.

H₃: There is a positive relationship between consumer cynicism and SMS advertising skepticism.

H₄: There is a positive relationship between consumer cynicism and SMS advertising avoidance.

3.4. SMS advertising skepticism and SMS advertising avoidance

Skepticism toward advertising is an important barrier for advertising effectiveness. The advertising message as a source of information and motivation needs to be believable and truthful. Some researchers consider advertising skepticism as lack of trust (Okazaki, 2007). As Prendergast et al. (2009) claim "*[m]ore recent research has indicated that more skeptical consumers like advertising less, rely less on it, and attend less to it*" hence, they are more capable of advertising avoidance. Merisavo et al. (2007) realized that trust had a positive effect on acceptance of mobile advertising.

H₅: There is a positive relationship between SMS advertising skepticism and SMS advertising avoidance.

Based on previous research, we built the model for mobile advertising avoidance. Two exogenous variables include positive subjective norms and self-esteem, three endogenous variables include cynicism, SMS advertising skepticism and SMS advertising avoidance. Self-esteem and consumer cynicism affect positively SMS advertising skepticism. Positive subjective norms affect negatively SMS advertising skepticism and consumer cynicism. Consumer cynicism impacts SMS advertising skepticism. Consumer cynicism and SMS advertising skepticism jointly impact SMS advertising avoidance.

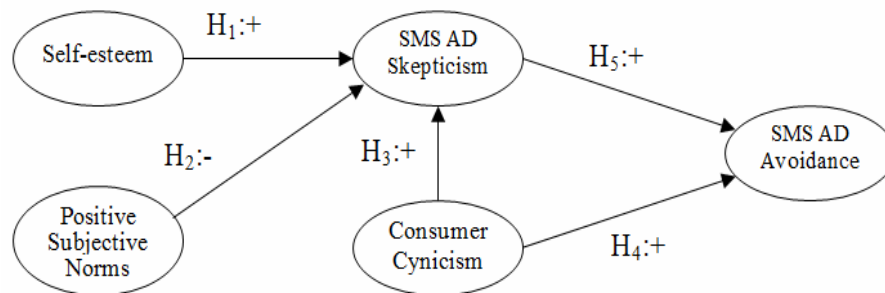


Figure 1. The conceptual model

4. Methodology

To gather the data, 250 questionnaires were distributed among mobile shoppers under 35 years old in the ALA-E-DIN mobile market (the biggest Iranian Mobile market located in the capital). Self-reporting method was used by respondents. 220 questionnaires were returned, showing an 88% response rate. Nine questionnaires had missing data and they were excluded from the analysis. Young mobile shoppers were selected as a sample because young users are particularly known for their intensive use of mobile devices for communication and socialization (Carroll et al., 2002). The respondents ranged in age from 15 to 35 years and approximately 60% were men and 40% women. SMS receiving during a week was ranged from 2 to 20 messages with 5 messages on average.

To test the theoretical model, five latent variables were measured by 33 manifest variables. Skepticism was measured by nine items adopted from Obermiller and Spangenberg's (1998) advertising skepticism scale. Consumer cynicism was assessed by six items adopted from Kanter and Wortzel (1985). To measure advertising avoidance, Cho and Cheon's (2004) five items were modified to fit the reality of SMS. Based on George (2004), three items were produced for measuring positive subjective norms toward SMS advertising. Self-esteem was assessed by 10 items adopted from Rosenberg (1965). All variables were measured via five-point Likert scale. The internal reliability of the scales was assessed using Cronbach's alpha (Cronbach, 1951). Cronach's alpha coefficients indicated that all variables had good reliability (α for advertising skepticism = 0.86; α for consumer cynicism = 0.88; α for self-esteem = 0.80; α for advertising avoidance = 0.80; α for positive subjective norms = 0.86).

5. Results

Descriptive statistics indicated that consumer cynicism had the highest mean (4.94) and negative subjective norms had the lowest mean (2.64). Correlation coefficients show that there are positive relationships between self-esteem ($r = 0.25$, $p < 0.001$), advertising skepticism ($r = 0.65$, $p < 0.001$) and cynicism ($r = 0.16$, $p < 0.001$) with SMS advertising avoidance. Correlation coefficients also indicate that there are positive relationship between self-esteem ($r = 0.25$, $p < 0.001$) and cynicism ($r = 0.22$, $p < 0.001$) with advertising skepticism.

Table 4

Descriptive statistics for the main research variables

Variable	Mean	SD	Self-esteem	PSN	Ad. Skepticism	Cynicism	Ad. Avoidance
Self-esteem	4.68	0.96	1	.15**	.25***	.38***	.25***
Positive Subjective Norms	2.64	0.91	—	1	-.07	.011	.03
Ad. Skepticism	4.16	1.4	—	—	1	.22***	.65***
Cynicism	4.94	1.58	—	—	—	1	.16**
Ad. Avoidance	4.57	1.44	—	—	—	—	1

** $p < 0.05$; *** $p < 0.01$.

To study the discriminant validity, the average variance extracted (AVE) in exploratory factor analysis in pairs of all the constructs should be estimated. Discriminant validity exists when AVE is greater than the squared correlation between pairs of factors (Fornell and Larcker, 1981). Results of the tests of AVE were found satisfactory. The upper diagonal of Table 5 shows the results of the tests and the results of the intercorrelations squared between the constructs are shown in the lower diagonal.

Table 5

Discriminant valid test using AVE and correlation methods

Variable	1	2	3	4	5
1. Cynicism	—	0.14	0.05	0.03	0.001
2. Self-esteem	0.38	—	0.06	0.06	0.02
3. Ad. Skepticism	0.40	0.41	—	0.42	0.005
4. Ad. Avoidance	0.38	0.64	0.64	—	0.001
5. Positive Subjective Norms	0.78	0.77	0.77	0.70	—

Note: Lower diagonal shows average variance extracted results; upper diagonal shows intercorrelations squared results.

The unidimensionality of the research constructs was checked. Unidimensionality means that there is only one construct underlying the data, not more. Assessing unidimensionality is necessary when the manifest variables are connected to

their latent variables in a reflective manner (Tenenhaus et al., 2005). There are three tools available for the unidimensionality check of a construct: principal component analysis of the construct, Cronbach's α , and Dillon-Goldstein's ρ . A construct is essentially unidimensional, if the first eigenvalue of the correlation matrix of the construct manifest variables is larger than 1 and the second one smaller than 1, or at least very far from the first one. A construct is also considered as unidimensional when Cronbach's α and Dillon-Goldstein's ρ values are larger than 0.7 (Tenenhaus et al., 2005). As Table 6 shows the research constructs are unidimensional.

Table 6

Unidimensionality check of the constructs

Variable	items	Cronbach's α	Dillon-Goldstein ρ	First eigenvalue	Second eigenvalue
Cynicism	6	0.88	0.88	3.81	0.64
Self-esteem	10	0.80	0.91	4.14	1.11
Ad. Skepticism	9	0.86	0.85	4.23	0.99
Ad. Avoidance	5	0.80	0.86	3.23	0.59
Positive Subjective Norms	3	0.86	0.89	2.35	0.37

For testing the conceptual model, structural equation modeling has been applied by deploying LISREL8.5 software. The SEM analysis results are shown in Figure 2. Self-esteem has positive effect on SMS advertising Skepticism ($p_{31}=0.29$; $p < 0.05$) hence hypothesis 1 is confirmed. This means that when the mobile users have greater self-esteem they are more skeptical toward SMS advertising. Positive subjective norms on SMS advertising skepticism ($p_{32}= -0.13$; $p<0.1$) indicate that hypothesis 2 is confirmed. Cynicism has a positive effect on SMS advertising skepticism ($p_{34} = 0.33$; $p < 0.05$). Therefore, hypothesis 3 is confirmed. Cynicism has no significant effect on SMS advertising avoidance ($p_{54}= 0.1$), so that hypothesis 4 is rejected. Results reveal that SMS advertising skepticism has significant effect on SMS advertising avoidance ($p_{53}= 0.85$; $p<0.01$) hence hypothesis 5 is confirmed. Fit indices are in the acceptable range; on the other hand, the model fits the data.

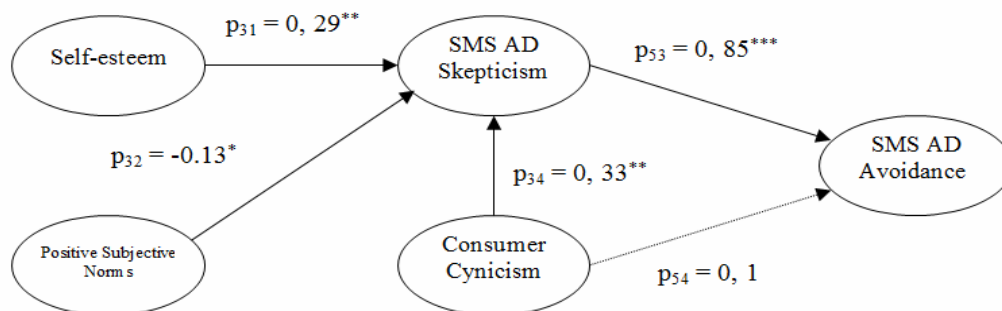


Figure 2. The tested model

A model for short message service advertising avoidance determinants

The results of the effects decomposition are found in Table 7. Results indicate that consumer cynicism has the greatest total effect on SMS advertising skepticism. Self-esteem is in the second order. For SMS advertising avoidance, SMS advertising skepticism has the greatest total effect and consumer cynicism is in the second order. The weakest effect belongs to positive subjective norms.

Table 7

Effects decomposition for tested model

Dependent	Independent	DE	IE	TE
SMS AD Skepticism	Self-esteem	0.29	-	0.29
	Positive Subjective Norms	-,13	0.02	-,11
	Consumer Cynicism	0.33	-	0.33
SMS AD Avoidance	Self-esteem	-	0.24	0.24
	Positive Subjective Norms	-	-0.11	-0.11
	Consumer Cynicism	0.1	0.28	0.38
	SMS AD Skepticism	0.85	-	0.85

DE: direct effect; IE: indirect effect; TE: total effect.

6. Discussion

This study aims to provide an insight into the impact of some personal traits including cynicism, self-esteem and social influence such as negative subjective norms as the antecedents of SMS advertising and SMS advertising avoidance. The results confirm what Obermiller and Spangenberg (1998) and Prendergast et al. (2009) claimed about the positive impact of self-esteem on advertising skepticism. High self-esteem mobile users are more self-confident and have a lower need to rely on others.

The analysis indicated that supportive social context for SMS advertising reading has negative impact on SMS advertising skepticism. Mobile users live in a social context and have connections with peers, family and classmates. These reference groups can persuade or hinder a person by imposing subjective norms about doing an activity. This result confirms Muk and Babin's (2006) and Muk's (2007) findings about positive impact of social influence on SMS advertising adoption.

Positive impact of mobile users' cynicism on SMS advertising skepticism is along with Helm (2004) who contends that cynicism has negative outcomes for firms. This result also confirms Obermiller and Spangenberg's (1998), Kanter and Wortzel's (1985) and Tan and Tan's (2007) findings. Although the literature proposed that when a mobile user was cynical about SMS advertising messages, he/she doubted advertiser claims and could be capable for avoiding but this research failed to confirm this claim. This is because of several reasons. First, the used cynicism scale was not validated yet. Secondly, cynicism is a long term social consequence of advertising and when it occurs it can result in advertising avoidance. But SMS advertising is a new tool in Iran and cynicism has not been created yet. This study concluded that SMS advertising skepticism had a positive impact on SMS advertising avoidance. This verifies Prendergast et al. (2009) claim "More recent research has indicated that more skeptical consumers like advertising less, rely on it less, and attend to it less". This also approves Merisavo et al. (2007) findings.

Further researches are proposed based on this study. In this research, three types of advertising avoidance (cognitive, affective, behavior) were not separated, and then other researchers can examine the effect of antecedents on SMS avoidance separately. Investigating the impact of consumer innovativeness on SMS advertising avoidance and skepticism can be interesting. One of the limitations of this study is its sampling method that was convenience sampling, which limits the generalizability of the findings.

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A model for short message service advertising avoidance determinants

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Management & Marketing

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