

Investigating the effect of mobile SMS advertising on customers' purchase intention: Case study of Customers of clothing products in the west of Mazandaran province

Abstract

This study aimed to investigate the effect of mobile SMS advertising on customers' purchase intention: Case study of Customers of clothing products in the west of Mazandaran province. In this descriptive study, the statistical population included clothing products shopping in the west of Mazandaran province. About 430 questionnaires were distributed, of them 399 questionnaires were filled by the samples. The questionnaire was developed based on Kim et al (2014) study. The reliability and validity of the questionnaire were confirmed. Data analysis was performed using Lisrel software version 8.8 through Structural Modeling. Personalization, informing, credibility, entertainment, and perceived motivation have a positive and significant relationship with perceived value and focus on advertising and subsequently buy, and perceived resentment of unwanted advertising has a negative effect on the acceptance of advertising text messages. In addition, according to the results of path analysis, personalization through informing of the perceived value of advertising has the greatest impact on the intention to buy. Therefore, personalization through perceived motivation has a great impact on the intention to buy products advertised through mobile.

Keywords: mobile SMS advertising, customers, purchase intention, clothing products, Mazandaran

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Introduction

Technology has entered the business world extensively, resulting in the emergence of e-commerce. One of the branches of e-commerce is mobile commerce and in more detail, mobile commerce. Social media and mobile apps are changing consumers' shopping habits (Stephen, 2016). Although the study of different aspects of this particular type of business requires a lot of research. However, the efficiency and effectiveness of mobile commerce have been proven (Park, Choi, & Rhee, 2021). It is estimated that the number of connected Internet devices will reach 13.7 billion in 2024 (Camilleri, 2020).

Globally, smartphones are used more often than desktops and tablets to make purchases. Some 78% of Internet users already use their mobile phones to make purchases. This trend will continue to increase as sales made on mobile phones were about 3.56 billion euros worldwide in 2021 (Murillo-Zegarra, Ruiz-Mafe, & Sanz-Blas, 2020). About \$100 billion was invested in mobile advertising in the world market by 2016 (Hongyan & Zhankui, 2017). Consumers daily make purchasing decisions. This consumer decision-making takes place through different stages of social and cognitive processes. One of the roles of advertising is to influence these processes and increase the intention of customers to buy (Burton, Gollins, McNeely, & Walls, 2019).

According to statistics in recent years, the penetration rate of mobile technology use is higher than other technologies, and this has made mobile commerce a global revolution that is almost as fast in developed countries. The reason that mobile phones have gained a special place in marketing and advertising can be that customers have their mobile phones available at any time and place, and As a result, they are always exposed to advertising and through this, goods and services can be introduced to them (Kim & Han, 2014). Smartphones and other mobile devices have achieved a high degree of personalization and have become vital communication tools; most users constantly keep them nearby, even when they sleep (Bacile, Ye, & Swilley, 2014).

This makes a high opportunity to business world. Hence, these devices enable personalized advertising services. Consumer attention is limited. Companies that send a lot of ads to users find that this is not a good marketing method (Stewart & Pavlou, 2002). The issue of how to optimize the sending of mobile ads suitable for target users is worth considering. The result of a study showed show that the maximum number of respondents strongly agree that SMS advertising provides current information to them, the company provides actual information through SMS advertisement, SMS advertisement is funny, exciting, reliable, personalize, entertaining, and trustful but too much advertising is irritating and disturbing. Result also shows that there is a positive significant correlation

between the variables and the highest correlation exists between annoyingness to SMS advertisement and customer purchase intention of value-added services of mobile operators(Uddin, Kalam, Uddin, & Jaman, 2019).

The dependence of customers on mobile phones for information search about products and services and the decision to buy them is growing. However, the facts showed if this type of advertising is done without considering the needs and interests of the target group, it will make the consumer indifferent to this type of advertising. Many times customers block ads via mobile phones and pay to block them. Therefore, it is necessary to examine the relationship between mobile SMS advertising on the intention of customers to buy with emphasis on personalized information.

Many studies have highlighted in overseas the importance of personalization in this type of advertising. However, little research has been done in this field inside the country. SMS personalization means tailoring messages to the gender, age, interests, needs, and demographic characteristics of the target group. Therefore, the present study emphasizes the relationship between personalized advertising text messages

and the intention of customers to buy. Since the perceived value of advertising determines the perceived judgment of customers about advertising, if customers find a good idea about the product and service, the intention to buy them increases(Sharma, Dwivedi, Arya, & Siddiqui, 2021). According to the results of various overseas research, companies should Increase customer focus on promotional SMS and the effectiveness of their promotional message Personalize the content of the messages and tailor it to their customers(Khasawneh & Shuhaiber, 2018; Shadkam, 2017). In this study, this question followed. Is there a relationship between personalized text messages and the intention of customers to buy clothing products in the west of Mazandaran province?

In order to answer this question, a model was created based on Kim and his colleague's (2014), study(Kim & Han, 2014). The research model emphasizes personalized advertising and is based on the fact that awareness, credibility, motivation, entertainment, resentment, and motivation from advertising affect how to evaluate and focus on advertising and then the intention of customers to purchase a product(figure 1).

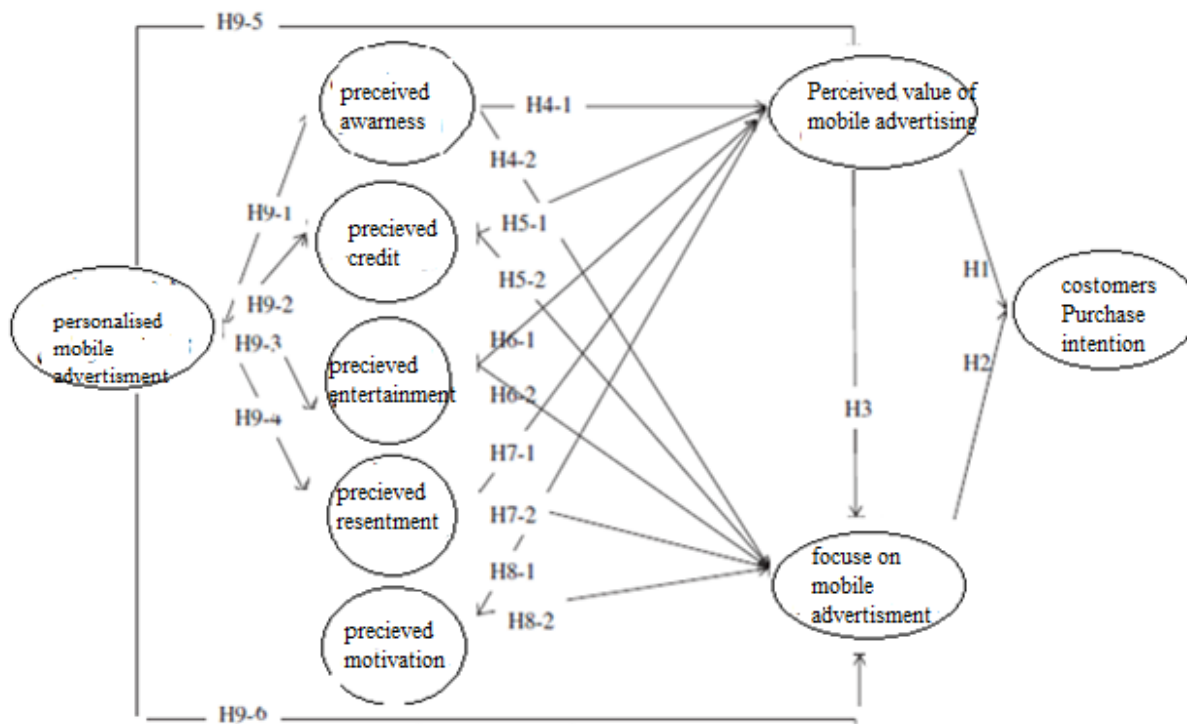


Figure 1 - Conceptual model of research(Kim & Han, 2014)

Method

The present study was conducted through the descriptive method. The statistical population included all populations of western Mazandaran province. Due to the fact that the statistical population of the study was unlimited. The minimum sample size based on Cochran's relationship was 389 cases. Therefore 430 questionnaires were distributed, of them 399 questionnaires were filled by the samples (return rate 92.79%). The sampling method used in this study was non-randomized.

Several clothing stores such as holiday, memories, tunnel, etc. in the cities of Nowshahr, Chalous, Salmanshahr, and Tonekabon located in the west of Mazandaran province were selected through the available method. These stores used mobile advertising to present their products. Since several stores had their customers, 'contact numbers to send news of new products and special discounts. Taking into account ethical considerations the questionnaire was distributed to customers who received mobile advertising.

The questionnaire consists of two parts of general questions and questions related to the research variable. The questions responded in the Likert 5-choice range (strongly agree, agree, relatively agree, disagree, and strongly disagree). In addition,

Table 1. Contains the content of the questionnaire

Variable(references)	Item.no	Response spectrum	Cronbach alpha
personalization(Ünal, Ercis, & Keser, 2011; Xu, 2006)	1-4	strongly agree- strongly disagree	0.98
Informing(Liu, Sinkovics, Pezderka, & Haghirian, 2012; Y. Wang & Sun, 2010)	5-8	strongly agree- strongly disagree	0.93
Credit(Liu et al., 2012; Yang, Kim, & Yoo, 2013)	9-11	strongly agree- strongly disagree	0.92
Entertainment(Y. Wang & Sun, 2010; Yang et al., 2013)	12-14	strongly agree- strongly disagree	0.89
resentment(Ceppi, 2021; Yang et al., 2013)	15-17	strongly agree- strongly disagree	0.97
motivation(Ünal et al., 2011)	18-20	strongly agree- strongly disagree	0.91
Advertisement value(Ducoffe, 1995; Liu et al., 2012)	12-14	strongly agree- strongly disagree	0.92
Focused on the advertisement(Chang & Wang, 2011; Novak, Hoffman, & Duhachek, 2003)	15-17	strongly agree- strongly disagree	0.93
Purchase intention(Hong & Cho, 2011)	18-20	strongly agree- strongly disagree	0.91

the information required for formulating the theoretical foundations and research background has been prepared through the study of books, dissertations, articles, and theories (library method).

In this study, the content validity method was used to evaluate the validity of the questionnaire. The questionnaire was already used in the research of Kim et al (2014)(Kim & Han, 2014). The questionnaire was reviewed by experts and professors and advisors and their recommendations were applied. Cronbach's alpha coefficient calculated in this study was 0.954 in a pilot study with a distribution of 30 questionnaires. Therefore, the reliability of the questionnaire is evaluated as very desirable.

Method of data analysis and testing of hypotheses

Data analysis was performed using Lisrel software version 8.8 (Lisrel). Lisrel stands for Linear Structural Relationships and is a computer program used in structural equation modeling (SEM). LISREL is a very general and powerful multivariate analysis technique from the multivariate regression family that allows the researcher to test a set of regression equations simultaneously(Vieira, 2011).

Findings

Descriptive statistical indicators are used to describe the characteristics of the respondents. The frequency of respondents was assessed based on gender, age, educational degree, daily viewing, or reading of advertising messages in the clothing industry, duration of Internet use, and daily use of

mobile phones. Of 389 cases 186 (47%) of the respondents were female and the rest male. Among respondents 108 were under the age of 20 years old (25%), 81 (20.3%) were 31 to 40 years old, 68 (15%) were 41 to 50 years old, and the rest have 21 to 30 years old.

fifty-seven cases (14.3%) had a postgraduate degree, 83 cases had a diploma, 81 were postgraduate, 121 had a bachelor's degree, 52 hold master's degree, and 52 had a doctorate. sixty-three respondents (1 message every two weeks), 241 people (1 message every three weeks), and 87 people read 1 message per month. 12 people (6 months - one year), 228 people (1-2 years), 113 people (2-3 years), and 46 people used the Internet and mobile phones for more than three years.

Structural model research is based on the assumption that the data is normal(Kline, 2015), the normality test is performed first. According to the distribution of measurement data, dimensions were normal. Therefore, parametric tests and confirmatory factor analysis can be used .The results of the factor analysis of the research scale are presented in Table (1). To assess the structural model of the research, 9 main factors (hidden variable) and 30 questions (visible variable) were used. Each of these variables is shown in figure (2)

Table 2 - Summary of the results of confirmatory factor analysis of the scale used

	Items	Standard coefficient	t
The perceived value of mobile advertising	Q01	0.60	27.19
	Q02	0.12	6.67
	Q03	0.53	26.89
	Q04	0.53	8.30
buy intention	Q05	0.41	13.76
	Q06	0.42	14.65
	Q07	0.22	18.15
	Q08	0.28	16.50
Focused on advertisement	Q09	0.60	23.65
	Q10	0.65	25.03
	Q11	0.75	22.13
	Q12	0.61	16.92
Perceived awareness of mobile advertising	Q13	0.49	25.86
	Q14	0.46	20.99
	Q15	-0.84	-19.47
Perceived credibility of mobile advertising	Q16	1.04	20.36
	Q17	0.95	25.14
	Q18	-0.74	-17.86
Perceived mobile advertising entertainment	Q19	0.81	22.07
	Q20	0.81	26.83
	Q21	0.59	18.04
Perceived resentment of mobile advertising	Q22	0.46	17.74
	Q23	0.47	15.55
	Q24	0.49	13.26
The perceived motivation of mobile advertising	Q25	0.49	23.78
	Q26	0.51	24.70
	Q27	0.48	22.69
Personalization of mobile advertising	Q28	1.06	25.74
	Q29	0.92	26.96
	Q30	0.82	25.86

Table (2) shows the standard observation coefficient in most cases was greater than 0.3, which indicates that the correlation between the hidden variables (dimensions of each of the main structures) with the observable variables is acceptable. In addition, based on the results of the measurement indicators of each of the scales used at the 5% confidence level, the value of the t-value statistic is greater than 1.96, which shows that the observed correlations are significant.

One of the general indicators for calculating free parameters in calculating the fitness indices is the normal chi-square. If this value was between 1 and 5, it is desirable (Schumacker & Lomax, 2004). In this study, the normal chi-square was 1.709.

$$\chi^2/df = \frac{335.11}{196} = 1.709$$

The RMSEA index is used as a major fitness index in most confirmatory factor analyzes and structural equation models. If this index is less than 0.05, it is desirable. In the saturated model of the present study, the RMSEA index was 0.036.

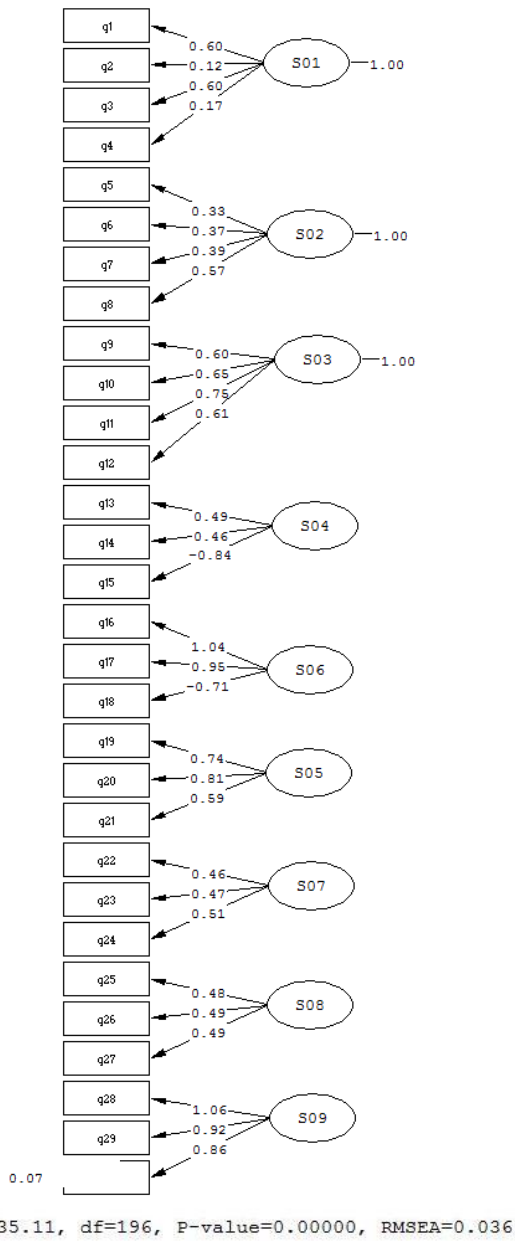
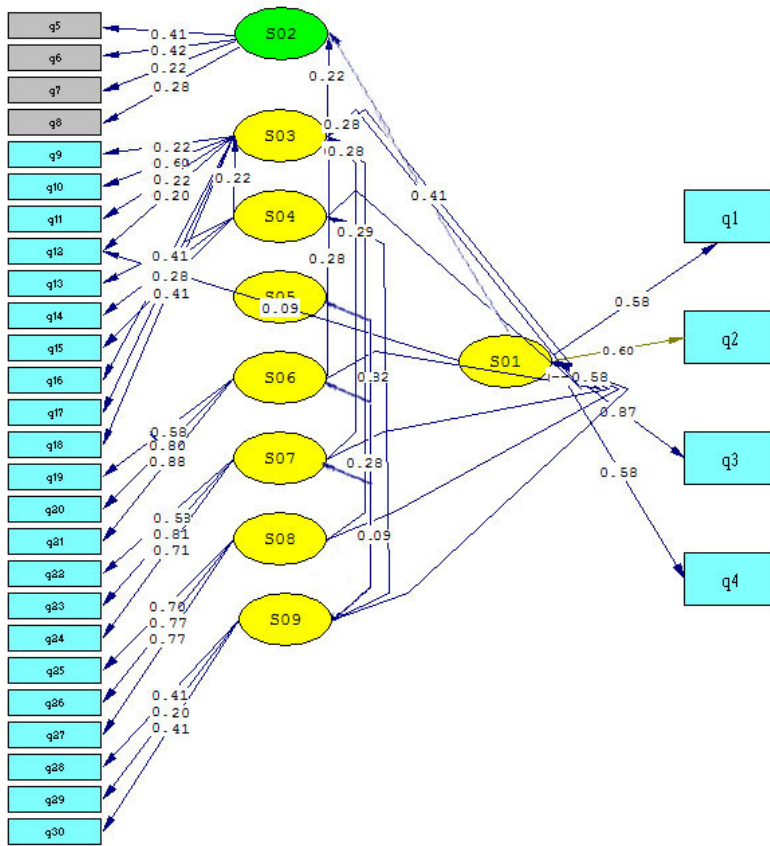


Figure 2. Standard coefficient of confirmatory factor analysis of the research scale

Testing research hypotheses

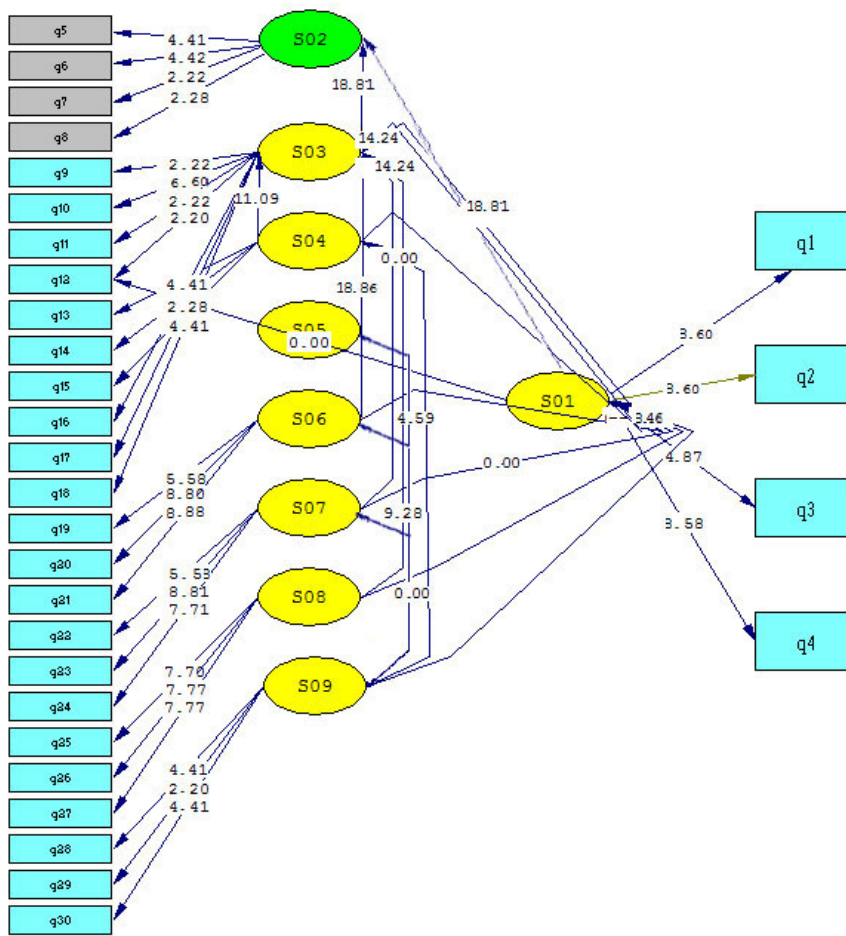
After confirming the factor structure of research structures, structural equation modeling has been used to investigate the relationships between the variables (figure 2



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Chi-Square=3725.43, df=373, P-value=0.00000, RMSEA=0.036

Figure 3. Standard coefficient of test of research hypotheses



Chi-Square=3725.43, df=373, P-value=0.00000, RMSEA=0.036

Figure 4. T-value statistics of research hypotheses

Table 4. Table of standard coefficients, T statistics, and effectiveness of hypotheses

Hypothesis	Hypothesis	Standard coefficient	t	P	result
1	Perceived value and Intention to parches	0.41	18.81	>0.05	accepted
2	Focus on advertising and Intention to buy	0.22	8.81	>0.05	accepted
3	Perceived value and focus on advertising	0.58	3.46	>0.05	accepted
4	perception and perceived value of advertising	0.25	3.46	>0.05	
5	Perceived awareness and focus on advertising	0.25	11.09	>0.05	accepted
6	Perceived credibility and perceived value of advertising	0.58	5.60	>0.05	accepted
7	Perceived credibility and perceived value of advertising	0.28	11.09	>0.05	accepted
8	Perceived entertainment and perceived value of advertising	0.58	3.86	>0.05	accepted
9	Perceived entertainment and focus on advertising	0.28	18.86	>0.05	accepted
10	Perceived resentment and perceived value of advertising	0.52	9.12	>0.05	accepted
11	Perceived resentment and focus on advertising	0.37	5.22	>0.05	accepted
12	Perceived motivation and perceived value of advertising	0.58	3.46	>0.05	accepted
13	Perceived motivation and focus on advertising	0.28	14.24	>0.05	accepted

14	Personalized mobile advertising and perceived awareness	0.87	9.46	>0.05	accepted
15	Personalized mobile advertising and perceived credit	0.32	4.59	>0.05	accepted
16	Personalize mobile advertising and perceived entertainment	0.28	9.28	>0.05	accepted
17	Perceived personalization and resentment	0.29	11.09	>0.05	accepted
18	Personalization and perceived value	0.87	9.46	>0.05	accepted
19	Personalize and focus on advertising	0.28	9.17	>0.05	accepted

Table 5 - Path analysis results

Path	Standard coefficient	Total effect
Personalization to perceived value to purchase intention	0.87*0.41	0.3
Personalization to focus on advertisement to purchase intention	0.28*0.22	0.6
Personalization to inform to perceived value to purchase intention	0.25*0.87*0.41	0.8
Personalization to informing to focus on advertisement to purchase intention	0.22*0.25*0.87	0.4
Personalization to entertainment to perceived value to purchase intention	0.41*0.28*0.32	0.6
Personalization to entertainment to focus on advertisement to purchase intention	0.22*0.28*0.28	0.1
Personalization to credit to perceived value to purchase intention	0.41*0.28*0.32	0.3
Personalization to credit to focus on advertisement to purchase intention	0.22*0.58*0.32	0.4
Personalization to resentment to perceived value to purchase intention	0.41*0.52*0.29	0.6
Personalization to resentment to focus on advertisement to purchase intention	0.22*0.37*0.29	0.2
Personalization to motivation to perceived value to purchase intention	0.41*0.58*0.28	0.6
Personalization to motivation to focus on advertisement to purchase intention	0.22*0.28*0.28	0.1

According to the results obtained in the table above, the power of the relationship between the variable of the perceived value of advertising and the variable of purchase intention is equal to 0.41. The test statistic is 13.69, which is greater than the critical

value of t at the 5% error level of 1.96 and shows that the observed correlation is significant. Therefore, the perceived value of advertising has a positive effect on purchase intention.

The strength of the relationship between the variable of focusing on advertising and the variable of intention to buy is 0.22. The test statistic is 18.81 and shows that the observed correlation is significant. Therefore, focusing on advertising has a positive effect on the intention to buy.

The strength of the relationship between the variable of the perceived value of mobile advertising and the variable of focus on advertising is 0.58. The test statistic is 3.46, which shows that the observed correlation is significant. Therefore, the perceived value of mobile advertising has a positive effect on the focus of advertising.

The strength of the relationship between the perceived awareness variable of advertising and the perceived value of advertising variable is 0.22. The test statistic is 3.46, which shows that the observed correlation is significant. Therefore, perceived advertising awareness has a positive effect on the perceived value of advertising.

The strength of the relationship between the perceived mobile advertising awareness variable and the advertising focus variable is 0.22. The test statistic is 11.09, which shows that the observed correlation is significant. Therefore, perceived awareness of mobile advertising has a positive effect on the focus on advertising.

The standard coefficient between the variable of perceived validity of mobile advertisements with the variable of the perceived value of advertisements is equal to 0.58. The test statistic is 5.60, which shows that the observed correlation is significant. Therefore, the perceived credibility of mobile advertising affects the perceived value of advertising.

The standard coefficient between the perceived validity variable of mobile advertising with the variable of focus on advertising is 0.28. The test statistic is 11.09 and shows that the observed correlation is significant. Therefore, the perceived credibility of mobile advertising affects the focus on advertising.

The standard coefficient between the perceived entertainment variable of mobile advertisements with the perceived value variable of advertisements is equal to 0.58. The test statistic is 3.86, which shows that the observed correlation is significant. Therefore, the perceived entertainment of mobile advertising affects the perceived value of advertising.

The standard coefficient between the perceived entertainment variable of mobile advertising with the variable of focus on advertising is 0.28. The test statistic is 18.86, which shows that the observed correlation is significant. Therefore, perceived mobile advertising entertainment has an impact on the focus on advertising.

The standard coefficient between the perceived resentment variable of mobile advertisements with the perceived value variable of advertisements is equal to 0.52. The test statistic is 9.12, which shows that the observed correlation is significant.

Therefore, perceived resentment of mobile advertising affects the perceived value of advertising.

The standard coefficient between the variable of perceived resentment of mobile ads with the variable of focus on ads is 0.37. The test statistic is 5.22, which shows that the observed correlation is significant. Thus, perceived resentment of mobile advertising affects the focus on advertising.

The standard coefficient between the variable of perceived motivation of mobile advertisements with the variable of the perceived value of advertisements is equal to 0.58. The test statistic is 3.46, which shows that the observed correlation is significant. Therefore, the perceived motivation of mobile advertising affects the perceived value of advertising.

The standard coefficient between the perceived variable of mobile advertising motivation with the variable of focus on advertising is 0.28. The test statistic is 14.24, which shows that the observed correlation is significant. Therefore, the perceived motivation of mobile advertising affects the focus on advertising.

The standard coefficient between the mobile advertising personalization variable and the perceived mobile advertising awareness variable is equal to 0.87. The test statistic is 9.46, which shows that the observed correlation is significant. Therefore, the personalization of mobile advertising has an impact on perceived awareness of mobile advertising.

The standard coefficient between the mobile advertising personalization variable and the perceived mobile advertising validity variable is 0.32. The test statistic is 4.59, which shows that the observed correlation is significant. Therefore, the personalization of mobile ads affects the perceived validity of mobile ads.

The standard coefficient between the mobile advertising personalization variable and the perceived mobile advertising entertainment variable is equal to 0.28. The test statistic is 9.28, which shows that the observed correlation is significant. Thus, the personalization of mobile advertising affects the perceived entertainment of mobile advertising.

The standard coefficient between the mobile advertising personalization variable and the perceived resentment variable of the ads is 0.29. The test statistic is 11.09, which shows that the observed correlation is significant. Therefore, the personalization of mobile ads affects the perceived annoyance of ads.

The standard coefficient between the mobile ads personalization variable and the perceived value of the ads variable is 0.87. The test statistic is 9.46, which shows that the observed correlation is significant. Therefore, the personalization of mobile advertising affects the perceived value of advertising.

The standard coefficient between the mobile advertising personalization variable and the advertising focus variable is

0.28. The test statistic is 9.17, which shows that the observed correlation is significant. So personalizing mobile advertising has an impact on the focus on advertising.

Table 5 - Goodness indicators Fit the structural model of the main research hypothesis

Fitness index	SRMR	RMSEA	GFI	AGFI	NFI	NNFI	IFI
Acceptable range	<0.05	<0.1	>0.9	>0.9	>0.9	>0.9	0-1
Range in model	0.046	0.036	0.94	0.96	0.96	0.96	0.94

Discussion and Conclusion

The result of structural equations shows the relationship between the perceived value of advertising and the intention to buy is significant. This implies that the strength of the relationship between the variable of the perceived value of advertising and the variable of purchase intention is confirmed. Therefore, the perceived value of advertising has a positive effect on the intention to buy. The reason for this can be for various reasons, including the method of advertising, the type of product, the usefulness of the advertised products, and so on. This result is consistent with the outcomes of the (Kim & Han, 2014; Saadati, Haghghinasab, & Khalili, 2014)research. The relationship between the focus on advertising and the intention to buy was significant. This result is consistent with the results of (Kim & Han, 2014; Liu et al., 2012; Saadati et al., 2014)Therefore, focusing on advertising has a positive effect on the intention to buy. The reason for this can be due to creating a sense of need in the audience via SMS, its compliance with the audience's wishes, and offering the product to others. In the third hypothesis of the research, with the help of structural equations, the relationship between the perceived value of mobile advertising and the focus on advertising is explored. The results of this study showed that the strength of the relationship between the perceived values of the mobile advertising variable with the variable of focus on advertising was confirmed. Therefore, the perceived value of mobile advertising has a positive effect on the focus on advertising. The reason for this can be the focus on the usefulness of the products that are advertised via SMS. This result is consistent with the results of the research of Kim et al. (2014), and Liu et al. (2012).

The results of this study showed that the relationship between the perceived variable of mobile advertising informing and the variable of the perceived value of advertising is significant. Therefore, the perceived information of mobile advertising has a positive effect on the perceived value of advertising. This can be due to the useful information contained in promotional text messages, their simplicity, and clarity. . This result is consistent with the results of the (Kim & Han, 2014) research. In the fifth hypothesis of the research, using structural equations, the relationship between perceived awareness of mobile advertising and focus on advertising is investigated.

The results of this study showed that the strength of the relationship between the perceived variable of mobile advertising awareness and the variable of focus on advertising was confirmed. Therefore, perceived awareness of mobile advertising has a positive effect on the focus on advertising. Paying attention to these text messages can be the ads are in line with the expectations of the recipients of the message. This result is consistent with the results of Kim et al. (2014) and Akbarian et al. (2010).

In the sixth hypothesis of the research, the relationship between the perceived validity of mobile advertisements and the perceived value of advertisements was investigated using structural equations. Therefore, the perceived credibility of mobile advertising has a positive effect on the perceived value of advertising. The reason for this could be sending text messages from a reputable source. This result is consistent with the results of the research of Kim et al. (2014). The results of this study showed that the relationship between the perceived credibility of mobile advertising and the focus on advertisement is significant. Therefore, the perceived credibility of mobile advertising has a positive effect on the focus on advertising. This result is consistent with the results of the (Kim & Han, 2014; Lin, Hsu, & Lin, 2017) research.

The results of this study showed that the relationship between the perceived entertainment variable of mobile advertising and the perceived value variable of advertising is significant. Therefore, perceived mobile advertising entertainment has a positive effect on the perceived value of advertising. The reason for this can be due to the creation of a pleasant mental image in the recipient of the message. This result is consistent with the results of the research of Kim et al. (2014). The results of this study showed that the relationship between the perceived mobile advertising entertainment and focus on advertising is significant. Therefore, the perceived entertainment of mobile advertising has a positive effect on the focus on advertising. This result is consistent with the results of the research of Kim et al. (2014).

The results of this study showed that the relationship between perceived resentment of mobile advertising and the perceived value of advertisement is significant. This result is consistent with the results of the (Alwreikat & Rjoub, 2020; Kim & Han, 2014) research. The results of this study showed that there is a significant relationship between the variable of perceived

resentment of mobile advertising and the variable of focus on advertising. This may be due to unsolicited text messages. This result is consistent with the results of Kim et al. (2014) and Haghghi Nasab et al. (2014) and Onal et al. (2011).

The results of this study showed that there is a significant relationship between the perceived motivation of mobile advertising and the perceived value of an advertisement. Therefore, the perceived motivation of mobile advertising has a positive effect on the perceived value of advertising. This result is consistent with the results of the research by (Kim & Han, 2014; Murillo-Zegarra et al., 2020). The results of this study showed that there is a significant relationship between perceived motivation of mobile advertising and focus on advertising. Therefore, the perceived motivation of mobile advertising has a positive effect on the focus on advertising. This result is consistent with the results of the research by (Kim & Han, 2014; Wei, Ko, & Pearce, 2021)

The results of this study showed that there is a significant relationship between the mobile advertising personalization variable and the perceived mobile advertising awareness variable. Therefore, the personalization of mobile advertising has a positive effect on the perceived awareness of mobile information. This result is consistent with the results of the (Kim & Han, 2014; N. Wang, Zhang, Liu, & Jin, 2015) research. The results of this study showed that the relationship between the personalization of mobile ads and the perceived validity of mobile ads is confirmed. This result is consistent with the results of the research by (Chen & Hsieh, 2012)

The results of this study showed that the relationship between personalization of mobile ads and perceived entertainment of advertising is confirmed. Therefore, the personalization of mobile advertising has a positive effect on the perceived entertainment of mobile advertising. This could be due to the variety of these text messages when personalizing ads. This result is consistent with the results of the (Kim & Han, 2014; Xu, 2006) research. The results of this study showed that the relationship between personalization of mobile ads and perceived resentment of unwanted ads is confirmed. This may be due to the high expectations of the buyer from personalizing the ads and sellers. This result is consistent with the results of the (Alwreikat & Rjoub, 2020; Kim & Han, 2014) research.

The results of this study showed that the relationship between the personalization of mobile ads and the perceived value of ads is confirmed. This may be due to the usefulness of the messages tailored to the demographic characteristics of the customers. This result is consistent with the results of the research by (Kim & Han, 2014). The results of this study showed that the relationship between personalization of mobile advertising and focus on advertising is confirmed. This result is consistent with the results of the study by (Kim & Han, 2014).

In general, mobile SMS is one of the marketing tools that can be entrepreneurial through effective implementation and helps the industry to achieve its goals. Personalization, informing, credibility, entertainment, and perceived motivation have a positive and significant relationship with perceived value and focus on advertising and subsequently buy, and perceived resentment of unwanted advertising has a negative effect on the acceptance of advertising text messages. In addition, according to the results of path analysis, personalization through informing of the perceived value of advertising has the greatest impact on the intention to buy. Therefore, personalization through perceived motivation has a great impact on the intention to buy products advertised through mobile. The results of the present study, while confirming the results of the research of Kim et al. (2014) and Unal et al. (2011), indicate that SMS advertising has had a positive effect on increasing the intention of customers to buy. Undoubtedly, every research, in addition to the opportunities and possibilities at its disposal, also faces a series of limitations and shortcomings. Restrictions are sometimes imposed on the researcher and sometimes applied by him to achieve certain results. This research is no exception to this unwritten rule and has had limitations such as collecting information through questionnaires, while this tool has its inherent limitations. It was not possible to study the moral characteristics of individuals and their relationship to the acceptance of promotional text messages. One of the limitations of the research was finding clothing stores that advertised their products via mobile phones.

Therefore, it is suggested that companies that advertise by SMS: consider different and attractive text; provide more useful information about price, quality, etc. to their contacts. Prepare their ads in a way that creates the needs of the audience. N. Advertising should be done extensively, but according to the demographic characteristics, the inclusion of components in advertisements that attract the attention of the audience will cause the initial stimulation in them. Therefore, it is suggested that advertising companies use elements in their advertisements that, in addition to being new, attract the attention and entertainment of the audience.

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Conflict of interest

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Ethics statement

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