



SMS-marketing: a study of consumer saturation using an extended TAM approach

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| Résumé en anglais | <p>This paper's aim is to explore consumers' attitudes towards SMS marketing messages. An exploratory study has been conducted with 136 phone users. Specifically, the study tries to assess whether a saturation point is reached above which SMS marketing would be non-efficient and even counter-productive. The results indicate that the gender of respondents, the frequency of use and the length of use significantly influence the sender-specific saturation level, creating potential segmentation variables for mobile phone users.</p> |
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