

Advertising avoidance: perbandingan antara sms iklan location-based dan sms iklan unsolicited = Advertising avoidance a comparison between location based sms advertising and unsolicited sms advertising

Margaretha Habeahan, author

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Abstrak

Personalized advertising yang dikirimkan melalui Short Message Service (SMS) kepada konsumen menjadi kesempatan yang baik bagi pemasar. Namun, dalam studi sebelumnya menunjukkan bahwa terdapat empat antecedent yang dapat mengakibatkan advertising avoidance pada personalized advertising, yaitu privacy concerns, perceived personalization, advertising irritation, dan advertising skepticism.

Penelitian ini bertujuan untuk membandingkan advertising avoidance pada dua jenis pengiriman pesan iklan melalui SMS yaitu SMS iklan location-based dan SMS iklan unsolicited. Studi dilaksanakan dengan metode survey dan dianalisa dengan pendekatan multigrup SEM dengan bantuan software LISREL 8.72.

Hasil penelitian menunjukkan bahwa antecedent perceived personalization, advertising irritation, dan advertising skepticism dalam mempengaruhi advertising avoidance adalah berbeda antara SMS iklan location-based dan SMS iklan unsolicited.

.....Personalized advertising sent via Short Message Service (SMS) to the consumers is a good opportunity for marketers. However, the previous study shows that there are four antecedents that caused personalized advertising avoidance, which are privacy concerns, perceived personalization, advertising irritation, dan advertising skepticism.

This study aims to compare personalized advertising avoidance sent via two different methods of SMS: location-based SMS advertising and unsolicited SMS advertising. This study is done using survey method and analyzed using SEM with multi group approach. LISREL 8.72 is used to analyze the data.

The results shows that the effect perceived personalization, advertising irritation, and advertising skepticism on advertising avoidance are different between location-based SMS advertising and unsolicited SMS advertising.