

PERMISSION BASED MOBILE MARKETING AND SMS AD AVOIDANCE

H. Kemal SUHER^a

N. Bilge İSPİR^b

ABSTRACT

The authors examined the relationship between permission to SMS Advertising and the types of SMS Advertising Avoidance. This research covers the three types of advertising avoidance: cognitive ad avoidance, affective ad avoidance, and behavioral ad avoidance. A survey of 441 respondents chosen with convenience sampling method was conducted. At the end of the Regression and MANOVA analysis on the data resulting from the survey, it is discovered that there is a negative and significant relationship between permission to SMS Advertising and all types of SMS Advertising Avoidance. The affective ad avoidance is found as the highest explained variance with the permission variable.

Keywords: Permission Marketing, Mobile Marketing, Advertising Avoidance

^a Assistant Professor in the Department of Advertising, Bahcesehir University Istanbul, Turkey. hksuher@bahcesehir.edu.tr

^b Assistant Professor in the Department of PR and Advertising, Anadolu University Eskisehir, Turkey. nbispir@anadolu.edu.tr

INTRODUCTION

It's clear that many customers have their cell phones with them all the time, frequently as their primary means of communication with the rest of world. Many people even report that they would feel get lost without their cell phones and find it hard to imagine life without a cell phone (Krum, 2010). So, it is not surprising that mobile marketing develops and is definitely on the rise. Today mobile marketing is a reach concept that covers a wide variety of activities including mobile advertising, SMS (short messaging service), MMS (multimedia messaging services), location based mobile marketing, mobile applications, mobile search marketing, offline marketing on TV, radio and print and online marketing on websites, in searches and via e-mail (Krum, 2010, p.6).

MOBILE MARKETING

Leppaniemi, Sinisalo & Karjalouto (2006) made a detailed study on the mobile marketing research literature and found out 21 distinct definitions or meanings of mobile marketing. According to their analysis, the definitions in the literature represent four major approaches to marketing through mobile channels. They also (2006) found that marketing through mobile channels has implicitly or explicitly been conceptualized as: (1) mobile marketing; (2) mobile advertising; (3) wireless marketing; (4) wireless advertising. Here, it's crucial to distinguish the terminology "wireless" from "mobile". Wireless does not necessarily mean mobile. For example, when a consumer connects to internet via a wireless local area network (WLAN) and communicates with a web site it is qualified as wireless but not as mobile communication. In other words, wireless is the connection technology for the mobile devices. True mobility can, however, only be achieved by an underlying mobile network which implements the mobility across the whole area. According to this distinction, the concept of mobile marketing and its subset mobile advertising are the most appropriate definitions for this evolving phenomenon (Leppaniemi, Sinisalo & Karjalouto, 2006). Another important point to be recognized is that these definitions are technological. Technology has inadequately replaced the concept in this matter. The mobile is primarily a medium for marketing communications. Thus, Leppaniemi, Sinisalo & Karjalouto (2006) separated the concept from its underlying technologies and give a clear conceptualization: Mobile marketing is the use of the mobile medium as a means of marketing communications. In this context, Dickinger et al. (2004, p.2) define mobile marketing as "using interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all stakeholders".

MOBILE ADVERTISING

Mobile advertising refers to transmission of advertising via mobile devices such as mobile phone (Haghirian et al. 2005). Wong & Tang (2008, p.181) define mobile advertising as "advertisements delivered to mobile phone users in the form of a short message system (SMS) or a multimedia message system (MMS)".

This definition is the most appropriate one for this study, because there are different synonyms for mobile advertising, such as wireless advertising or wireless advertising messaging. Simply, mobile advertising messages are transmitted via short message service (SMS) (Haghirian et al. 2005, Cleff, 2007). With this approach in the literature mobile advertising can also be named as SMS advertising (Bamba & Barnes, 2007, Carrol et al. 2007, Scharl et al. 2005). SMS ads are forms of communications which are text-based messages and limited to 160 characters. MMS ads are more creative and effective than SMS and add the support of both graphics and audio clips (Li & Stoller, 2007).

There are two models of mobile advertising: push and pull models (Barnes 2002). In the pull model, the marketer sends out the information related to the campaign that the consumers have already demanded. However, in the push model, the marketing person takes the initiative and texts the campaign messages directly to the consumers. In this latter type of campaigns SMS messages are heavily used. As it is the advertiser who initiates and sends out the ads without any demand, it would be required to get consumer's prior permission to send the advertising text messages in a push model campaign (Bamba & Barnes, 2007). Another similar study was done by Jelassi & Enders (2004) and as a result of their study; they pointed out three types of mobile campaigns: mobile push campaign; mobile pull campaign; mobile dialogue campaign. As mentioned earlier, push advertising is categorized as the messages that are proactively sent out to wireless users. In Mobile Pull Campaigns, advertisers use their traditional marketing media mix such as TV, radio, print or packaging to promote an interactive mobile campaign. Dialogue campaigns differ from the above mentioned campaign types in their duration and the intensity of interaction between advertiser and customer. This type of campaigns aims to establish a long-lasting relationship with consumers as to generate extensive insights into consumer's preferences. Among these, only Mobile Push Campaigns need to ensure that all members of the database have agreed beforehand to receive mobile advertising because of the sensitivity of the use of the mobile phone (Jelassi & Enders, 2004). The necessity of getting prior permission for SMS ads from the consumers in the push model brings us to the concept of permission marketing.

PERMISSION MOBILE MARKETING

Permission marketing is about building an ongoing relationship of increasing depth with customers by obtaining customers consent to receive information from company (Carrol et al. 2007). According to Kavassalis et al. (2003) the concept of permission marketing is the idea that people will give their permission to allow the marketer to inform them on its products. Technically, permission relationships start with the consumer's explicit and active consent to receive commercial messages and always give consumers the possibility to stop receiving messages at any time (Tezinde et al, 2002). In this content, permission marketing offers the consumer an opportunity to volunteer to be marketed to and guarantees that consumers pay more attention to the message (Godin, 1999). In addition to this, permission marketing encourages consumers to participate in long-term, interactive marketing campaign in which they are rewarded in some way for paying attention to increasing relevant message (Godin, 1999:43). According to Godin (1999), permission marketing is anticipated

(people look forward to hearing from you), personal (the messages are directly related to the individual) and relevant (the marketing is about something the prospect is interested in).

On the other hand, Heinonen & Strandvik (2007) argue that permission is not necessarily a guarantee that the consumer pays attention to; it's only a door opener and gives an indication of the consumer's potential interest areas.

From the very personal nature of a mobile device, numerous industry observers refer to permission-based marketing as the appropriate context for mobile marketing (Kavassalis et al., 2003, p.56).

Nowadays, there are several studies explaining the significance of permission in mobile marketing. Barnes and Scornavacca (2004) establish that mobile marketing acceptance depends on users' permission, wireless service provider control and brand trust. Key characteristics for mobile marketing permission are: "time and location"; "information"; "personalization".

Even though "time and location" differ from each other, Barnes & Scornavacca (2004) state that these two concepts are strongly tied. Consumer's attitude towards the ads and her or his acceptance of them are very much related with the variables, such as place and time. In other words, where and on what day of the week or even at what time of the day the consumer receives the ad messages is very important in terms of the consumer's response to those ads. People have certain routines. As a result of this, they can be found at certain times in certain places. Thus, it would be possible to reach these people in those places and times.

Information is the result of data collecting and processing activities which has a certain meaning for the receiver. In this, the quantity of the information does not affect the quality of it. What is important here is that whether or not the information obtained is used in the decision making process. In short, it is very important to identify what basic information consumer needs and send out.

According to Barnes & Scornavacca (2004), wireless users demand not the summary of available mass information but personalized style of it. Moreover, consumer's nature and demographic characteristics, such as age, education and SES would be considerably effective at her or his process of these mobile ad messages. Considering that a mobile phone message inbox is more personal than a mailbox or an electronic mail inbox, any undesired messages can have a significantly negative effect on the consumer. As mobile marketing has a more invasive nature than any other media; a lot of attention must be given to permission issues in order to make the mobile marketing experience pleasant to the users. It must create a win-win situation for both the users and advertiser (Barnes & Scornavacca, 2004).

As a summary, according to Barnes & Scornavacca (2004), permission has a dynamic boundary produced by the combination of one's personal preferences, i.e. personalization, time, location and information. The user should be able to indicate when, where, what information he and she would like to receive or expose to.

Additionally, in their studies, Heinonen & Strandvik (2007) have found out that mobile medium is considered more personalized or individualistic than traditional media (direct mail) and e-mail messages; because the nature of mobile medium is very personalized and individualistic. Consumers hope that the messages they get would be highly tailored and adapted only for their needs. The same way, their disappointment would actually be greater when they get the messages for the products they don't need. It

appears marketing communication via mobile instruments may represent some problems because of its personalized nature because consumers cannot understand whether the message is of their interest until they read it.

Carroll et al. (2007) confirmed the exploratory results of Barnes & Scornavacca (2004) empirically and defined that four factors had a significant impact on mobile advertising acceptance: permission, content, wireless service provider control, and message delivery. Carroll et al (2007) believe user permission is the most important variable, as consumers were seen to be fearful of SMS mobile advertising and high levels of spam, as with e-mail marketing.

Scornavacca & McKenzie (2006) investigated the critical success factors of SMS based marketing campaigns from managerial perspective and they found that permission is one of the most significant critical success factor. Permission was perceived as being a key factor to avoid "brand damage" or cause irritation to consumer by the managers -who has been deeply involved with their SMS based campaign.

Haghirian et al. (2005) discussed the relevance of mobile advertising and investigate how perceived advertising value of mobile marketing can be increased. In their conceptual model, one of the variables explaining advertising value of mobile marketing is attitudes toward privacy. According to them, increasing trading activities has made customer privacy an important issue. Most of the consumers still consider mobile business skeptical. They believe that consumers regard their mobile phone as a very private item. Mobile technologies are considered personal technologies attached to a particular body or person. This phenomenon sensitizes them very sensitive to get messages from some unknown people or businesses. These stranger bodies to consumers make them very nervous when they single-handedly control the flow of the information on the mobile instruments. Therefore, privacy is a very important issue. Haghirian et al. (2005) say that the implementation of permission marketing is necessary.

Bamba & Barnes (2007) developed a model about SMS ad permission and identified five factors that affect SMS ad permission: mobile technology knowledge, attitude towards SMS ads, relevance of SMS ads, control over opt in conditions, and brand familiarity. The identified factors are classified into two categories: unconscious factors and conscious factors. Unconscious factors include the attitude towards SMS ads and the mobile technology knowledge. The consumer is aware of the effects of these variables on her or his decision on whether to give permission or not. These factors influence the consumer's decision indirectly. Conscious factors involve the relevance of SMS ads, the control over opt in conditions and the brand familiarity. Here, consumers can analyze the subject factors before making their choices. These factors have a direct effect on the consumer's decision making process whether to give permission or not. Over all, Bamba & Barnes (2007) found that consumers' perception of SMS ads is rather negative.

Kautonen et al (2007) developed a conceptual model of different dimensions personal and institutional based trust and their effects on the consumers' willingness to provide personal information and to give the permission to use it. The conceptual model was tested with data from surveys of young consumers in Finland, Germany and the UK. Kautonen et al (2007) found that the main factor affecting consumers' decision on whether to participate in mobile marketing is the company's media presence, which is a significant factor in all three countries.

McManus & Scornavacca (2005) provide a simple framework for understanding both the potential and the effectiveness of the usage of mobile phones as a promotional media. According to them, several factors may contribute to mobile marketing effectiveness. However, it seems that most of these factors are convergent and can be consolidated in four main dimensions: permission, reach, richness, and customization. Reach means the number of individuals that are reached or can be reached through that particular media. Richness is defined as the quality of the message. Customization means personalized and tailored messages towards the receiver's profile and needs. According to McManus & Scornavacca (2005), either for push or pull campaigns permission is pivotal to gain consumers' trust by respecting their choices and privacy. Also, it refers to the degree of control that the individual and wireless service providers have over the decision on allowing messages to get through. The results of their study have demonstrated that, regarding other factors, permission and reach have vital importance.

Wang & Tang (2008) investigated the major factors contributing to consumers' attitudes towards reading mobile advertising, and giving prior permission. Surprisingly they found that prior permission is not significantly related to attitude. Similarly, Tsang et al. (2004) tested consumer attitudes towards mobile advertising. However they found that consumer attitudes towards mobile advertising are generally negative, but consumer attitudes toward mobile advertising are positive if there is a prior permission.

AD AVOIDANCE

Ad avoidance can be explained as the conscious effort of consumers to stay away from the stimulus of ads. In other words, users try to do all the activities to reduce their exposure to ad content (Speck & Elliott, 1997). It appears that consumers avoid advertising for four main reasons. First, consumers do not intend to get any information about cheap and frequently used products so they are not interested in these products' ads. Second, consumers may very much value the media where the ads are issued and may consider the ads disturbing and disengaging. Third, consumers may be loyal to the rival brand of the advertised product and may not want to be subjected to adverse information. Finally, consumers find ads boring, frustrating and irritating (Telis, 2004, p.31).

There are different ad avoidance strategies. Abernethy (1991) provides two major strategies to avoid TV commercials. The first is physical avoidance that is to leave the room when the commercials start. The second is mechanical avoidance that is to change the channel when the commercials start. Speck & Elliott (1997) give us three strategies for the same purpose. These are (1) cognitive avoidance strategy, (2) behavioral avoidance strategy, and (3) mechanical avoidance strategy. When using cognitive avoidance strategies, people attempt to ignore ads. People who use behavioral avoidance strategies found to be easily flip past ads. And finally, mechanical avoidance strategies are observed when people try to eliminate ads.

According to Vakratsas & Ambler (1999), consumers react to advertising stimulus in three different ways: cognitive, affective, and behavioral. In their model of ad avoidance on the internet, Cho & Cheon (2004) used the same classification. According to Cho & Cheon (2004), cognitive component of ad avoidance consists

of consumers' beliefs about an ad in the specific medium (for example SMS ads). Affective component consist of consumers' feelings or emotional reactions to an advertisement. Behavioral component of ad avoidance is consumer avoidance actions such as deleting SMS ads without reading.

At this point, it should be noted that, in the literature, there is no specific research done on the SMS ad avoidance. Thus, it is only possible to examine theoretically the structural models of existing SMS ads and understand the relation between SMS ad avoidance and permission. Barnes (2002) suggests a simple research model for SMS advertising researches Figure 1 shows the model. This allows an 'at a glance' evaluation to be made of the flow chart. The direction of arrows explains how the aspects such as social norms, user motives, user mode, time, location and personal characteristics influence the consumers' process information via cognitive tools (Figure 1). Such cognitive tools are employed on mobile ad structures, as controlled by the advertiser and varying along a number of dimensions. Finally, this interaction results in one or more outcomes (Barnes, 2002, p.412). Further, Barnes (2002), in his model helps us to makes a connection between permission and ad avoidance. In this model, the push type mobile advertising is one of the variables of mobile ad structure and it is closely related with permission. For the same reason, the outcome option forget/ignore/skip actually shows explicitly ad avoidance behaviors.

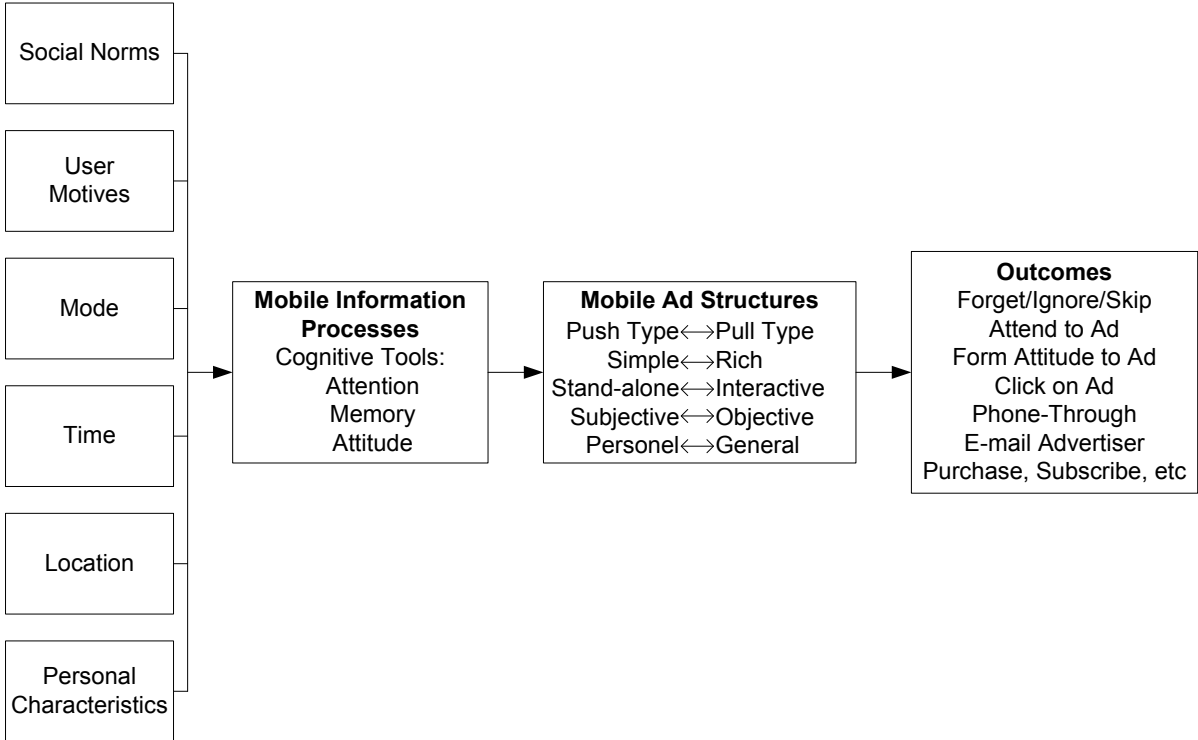


Figure 1 Wireless Interactive Advertising Model (Barnes, 2002: 441)

Scharl, et al (2005) made a qualitative research with European experts and combined the results of it with the literature review to suggest a conceptual model of successful SMS advertising. This model consists of three main sections shown in Figure 2. The first section introduces the success factors analyzed in two major categories: message and media. These factors are independent variables and influence consumers' attitude towards mobile services, their perception of these services and eventual behaviors. In the second section Scharl et al (2005, p.166) shows how attitude, perceived usefulness of the mobile services, perceived ease of

use (behavioral control) and peer pressure (subjective norms) influence intention which is the antecedent of behavior on Figure 2. In the third section, with reference to Figure 2, it is clear that the consumer attention, consumer intention and consumer behavior are the measures of SMS marketing success. The most important point here is that attention depends on the content of the message. The messages tailored adequately to the consumer can positively affect consumer's attention and attitudes towards the ad (Scharl, et al 2005, p.166). In this model, consumer control and consumer attention can lead up to build a relationship between permission and ad avoidance. Consumer control actually correspond the concept of permission. Unlike the e-mail programs, cell phones do not have the technology of blocking the unwanted content. As a result of this, those messages cause discomfort or disturbance to cell phone users. Therefore, consumers themselves should control the incoming messages beforehand. This can only be achieved by prior permission. In the consumer attention variable, users may forget, ignore or skip mobile ads. However, gaining attention helps the initiation of consumer behavior (Dickinger et al, 2004, p.8). Again, the concepts of forgetting, ignoring and skipping lead us to the concept of ad avoidance.

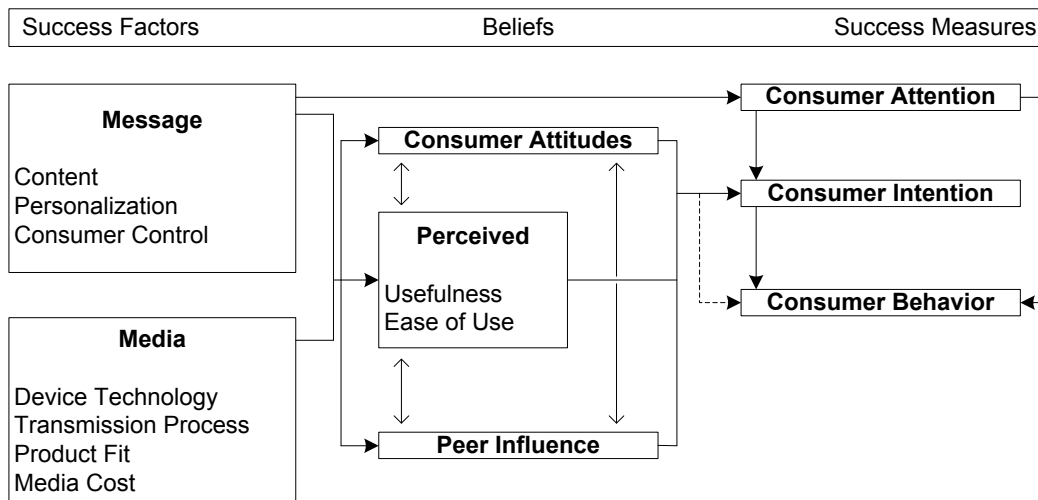


Figure 2 Model of Successful SMS Advertising (Scharl, Dickinger & Murphy, 2005, p.167)

Consequently, it can be said that permission variable is one of the vital players of successful SMS ad campaigns. Especially in the push mobile advertising implementations, the mobile phone users' permission should be obtained. Without prior permission it is inevitable that consumers use ad avoidance techniques. This study, therefore, focuses on the relationship between permission and SMS ad avoidance.

RESEARCH METHODOLOGY

The main aim of this research is to identify relationship between permission and SMS ad avoidance. According to this aim, following main research question was tried to answer.

- How does permission affect SMS ad avoidance?

Relating the research question, a face-to-face survey method was chosen to collect the data. The questionnaire has two parts. The first part contains three items that measure permission. A five-point Likert type scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used.

The second part of the questionnaire has items to measure SMS ad avoidance. According to Cho & Cheon (2004), there are three ad avoidance methods for internet ads: cognitive avoidance, affective avoidance, and behavioral avoidance. In this research, the items used for the measurement of SMS ad avoidance were modified from the study of Cho & Cheon (2004). Two items were developed to measure cognitive ad avoidance, two items for affective ad avoidance and four items for behavioral ad avoidance. All these items were measured on a five-point Likert type scale (1= strongly disagree, 5= strongly agree) using a list of response categories.

Cronbach's Alpha coefficients were computed for the reliability test. According to the Alpha coefficients, reliability is acceptable for Cognitive SMS ad avoidance (.75), affective SMS ad avoidance (.82) and behavioral SMS ad avoidance (.72) with a recommended value of .70. However, the value for permission is not acceptable (.45). Cronbach's Alpha values are, however, quite sensitive to the number of items in the scale. With short scales, it is common to find Cronbach's values that are quite low. In such cases, it is more appropriate to report a mean inter-item correlation. Recommended optimal range for the inter-item correlation is .2 to .4 (Pallant, 2007). The mean inter-item correlations for permission was computed to produce .211, acceptable values

The survey was pre-tested on 50 students and revised using their feedback. A total of 500 questionnaire forms were given to students, academic members and clerical staff at Anadolu University in Eskişehir and Bahcesehir University in İstanbul. A total of 441 surveys were used for the analysis. Respondents were chosen by using the Convenience Sampling method.

FINDINGS

Of the 441 respondents, 55.1% were female and 44.9% were male. The age distribution of the respondents is shown in Table 1. Table 2 demonstrates the descriptive statistics of dependent and independent variables.

Table 1 Age Distribution of Respondents

Age categories	f	%
<= 20	105	23,8
21 - 31	219	49,7
32 - 42	75	17,0
43 - 52	34	7,7
53+	8	1,8
Total	441	100

Table 2 Descriptive Statistics of dependent and independent variables

Variables	Mean	Std. Deviation
Cognitive SMS ad avoidance (Dependent)	3.46	1.06
Affective SMS ad avoidance (Dependent)	3.42	1.09
Behavioral SMS ad avoidance (Dependent)	3.40	0.88
Permission (Independent)	2.42	0.82

1-Strongly Disagree to 5-Strongly Agree

The Pearson correlation coefficients are presented in Table 3 for the relationship of permission and SMS ad avoidance types (cognitive, affective, and behavioral). There is a negative relationship for both permission and all three SMS ad avoidance types. All the relationships are significant at $p < .01$ (see Table 3).

Table 3 Correlation between Variables

Variables	1	2	3	4
1. Cognitive SMS ad avoidance	1			
2. Affective SMS ad avoidance	0,70*	1		
3. Behavioral SMS ad avoidance	0,71*	0,80*	1	
4. Permission	-0,38*	-0,46*	-0,41*	1

* Significant at the 0.01 level

Table 4 shows the effects of permission on ad avoidance. Table 4 reports mean R^2 s, beta weights, and significance levels for permission regressed on three avoidance type. All regressions and betas are significant at $p < .001$. For each dependent variable, separate regression analysis was performed, but results were reported in same table.

Table 4 Regression Results

Dependent variables	R^2	Beta Coefficient
1. Cognitive SMS ad avoidance	.14	-.38*
2. Affective SMS ad avoidance	.21	-.46*
3. Behavioral SMS ad avoidance	.17	-.41*

*Beta significant at $p < .001$

According to the regression results, permission explains 14 to 21 percent of ad avoidance. Affective SMS ad avoidance explains the highest variance (.21) among the other dimensions of dependent variable. Permission negatively related all three SMS ad avoidance types. This indicates that prior permission causes low SMS ad avoidance.

For the data analysis above, separate regression analysis has been done for each dependent variable. However, as a dependent variable, avoidance has three sub categories. In order to understand how the measurements of dependent variables change totally according to independent variable permission,

multivariate analysis of variance (MANOVA) was performed. In other words, a one-way between-groups multivariate analysis of variance (MANOVA) was conducted to investigate permission differences in SMS Advertising Avoidance. Three dependent variables were used: Cognitive Avoidance, Affective Avoidance, and Behavioral Avoidance. The independent variable was Permission with two categories. Permission was re-coded according to its mean value. The average values less than 3 were coded as Not Giving Permission to receive SMS Advertising, and the ones equaling 3 and over 3 were coded as Giving Permission to receive SMS Advertising.

Preliminary assumption testing was conducted to check for normality, linearity, univariate and multivariate outliers, homogeneity of variance-covariance matrices, and multicollinearity, with no serious violations noted. The significance value Box's Test of Equality of Covariance Matrices is 0.026, it is above 0.001. The test results for equality of variance are given in Table 5.

Table 5 Levene's Test of Equality of Error Variances

	F	df1	df2	Sig.
Cognitive Avoidance	2.195	1	439	0.139
Affective Avoidance	0.095	1	439	0.758
Behavioral Avoidance	0.033	1	439	0.857

As shown in Table 6, there was a statistically significant difference between giving permission to receive SMS Advertising and not giving permission to receive to SMS Advertising on the combined dependent variables, $F(3, 437) = 18.85$, $p = 0.000$; Wilks' Lambda = 0.89; partial eta squared = 0.12. (Table 6)

Table 6 Multivariate Tests

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Permission (Categorical)	Pillai's Trace	0.115	18,853	3	437	0.000	0.115
	Wilks' Lambda	0.885	18,853	3	437	0.000	0.115
	Hotelling's Trace	0.129	18,853	3	437	0.000	0.115
	Roy's Largest Root	0.129	18,853	3	437	0.000	0.115

When the results for the dependent variables were considered separately, all of them reach statistical significance, using a Bonferroni adjusted alpha level of .017. Cognitive Avoidance $F(1, 439) = 32.00$, $p = 0.000$, partial eta squared = 0.07; Affective Avoidance $F(1, 439) = 55.71$, $p = 0.000$, partial eta squared = 0.11; Behavioral Avoidance $F(1, 439) = 40.62$, $p = 0,000$, partial eta squared = 0.09 (see Table 7). Similar to the results of regression analysis, Affective Avoidance stands out as the highest valued variable.

Table 7 Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	Cognitive Avoidance	4242.459	1	4242.459	3990.812	0.000	0.901
	Affective Avoidance	4047.954	1	4047.954	3776.978	0.000	0.896
	Behavioral Avoidance	4110.980	1	4110.980	5839.194	0.000	0.930
Permission (Categorical)	Cognitive Avoidance	34.023	1	34.023	32.005	0.000	0.068
	Affective Avoidance	59.709	1	59.709	55.712	0.000	0.113
	Behavioral Avoidance	28.598	1	28.598	40.621	0.000	0.085
Error	Cognitive Avoidance	466.682	439	1.063			
	Affective Avoidance	470.496	439	1.072			
	Behavioral Avoidance	309.070	439	0.704			

The mean scores indicated that the respondents who will not give permission to receive SMS Advertising reported slightly higher levels of all three SMS Ad Avoidance types than the respondents who will give permission to receive SMS Advertising (see Table 8).

Table 8 Permission Categorical

Dependent Variable	Permission (Categorical)	Mean	Std. Error
Cognitive Avoidance	Not Giving Permission	3.651	0.059
	Giving Permission	3.051	0.088
Affective Avoidance	Not Giving Permission	3.671	0.059
	Giving Permission	2.876	0.088
Behavioral Avoidance	Not Giving Permission	3.574	0.048
	Giving Permission	3.024	0.072

CONCLUSION

This study, having focused on only one research question, has demonstrated the effects of permission on SMS ad avoidance. According to the result of the analysis, permission variable has been determined as a significant variable of SMS ad avoidance. In accord with the other results in the literature, there is a significant negative relationship between permission and ad avoidance. When consumers give permission to receive SMS ads, they tend not to avoid them. Sending SMS ad messages without any prior permission results in ineffective SMS ad campaigns and it can also causes ad avoidance in consumers, as this study has shown.

The results presenting the low values of variance in the regression analysis offer strong support that the permission variable is not the only significant variable in explaining the behavior of SMS ad avoidance. Variables like general attitude towards ads, very personal nature of cell phones and ad clutter should also be stated in explaining the SMS ad avoidance behavior.

According to the results, all the variance values found in the three ad avoidance variables are equally low. This can have a possible interpretation that although there are different ad avoidance techniques for SMS ads; there may be only one type of avoiding SMS ads. One possibility is that because consumers have to check their cellular phone message box to see the sender and the content of the message for SMS ad messages, it may be sufficient to use only behavioral avoidance, or as Speck & Elliott (1997) points out in their research, it may be best to use mechanical avoidance. Indeed, it may be that SMS ad avoidance behavior presents itself differently from TV or internet ad avoidance behavior. Under the light of these interpretations, we feel the need to determine the concept of ad avoidance for SMS advertisements before thinking about the variables affecting SMS ad messages avoidance.

This research has focused primarily on the variables affecting attitudes towards SMS ads and opts in issues in SMS advertising. As it is such a complicated process, future work should relate an analysis of SMS ad avoidance behaviors. Future work might also address the factors that have a great influence on these ad avoidance behaviors, in order to explain the process more fully. To conduct a successful implementation of SMS ad campaign, it is necessary to explore both the positive and the negative factors either for the consumers or the market itself.

As with most similar research in this field, the use of a convenience sample severely limits our generalization, particularly since the respondents had previous experience in SMS ad avoidance. In addition, measurement instruments were adopted from a previous research. In this regard, despite pre-testing, there may have been some linguistic and cultural influences in the translation from English to Turkish.

REFERENCES

- Abernethy, A. M. (1990). Television exposure: Programs vs. advertising. *Current Issues and Research in Advertising*, 13(1), 61-67.
- Bamba, F. & Barnes, S. J. (2007). SMS advertising, permission and the consumers: A study. *Business Process Management Journal*, 13(6), 815-829.
- Barnes, S. J. (2002). Wireless digital advertising: Nature and implications, *International Journal of Advertising*, 21(3), 339-420.
- Barnes, S. J. & Scornavacca, E. (2004). Mobile marketing: The role of permission and acceptance. *International Journal of Mobile Communication*, 2(2), 128-139.
- Carrol, A., Barnes, S. J., Scornavacca, E. & Fletcher, K. (2007). Consumers perceptions and attitudes toward SMS advertising: Recent evidence from New Zealand. *International Journal of Advertising*, 26(1), 79-98.
- Cho, C. & Cheon, H. J. (2004). Why do people avoid advertising on the internet? *Journal of Advertising*, 33(4), 89-97.
- Cleff, E. B. (2007). Privacy issues in mobile advertising. *International Review of Law Computers and Technology*, 21(3), 225-236.
- Dickinger, A., Haghirian, P., Murphy J., & Scharl, A. (2004). *An investigation and conceptual model of SMS marketing*. Proceedings of the 37th Hawaii international Conference on System Science. Retrieved August 12, 2010 from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.96.7280&rep=rep1&type=pdf>.
- Godin, S. (1999). *Permission Marketing*. New York: Simon&Schuster.
- Haghirian, P., Madlberger, M. & Tanuskova, A. (2005). *Increasing advertising value of mobile marketing – An empirical study of antecedents*. Proceedings of the 38th Hawaii international Conference on System Science. Retrieved August 12, 2010 from <http://www.computer.org/portal/web/csdl/proceedings/h#4>
- Heinonen, K. & Strandvik, T. (2007). Consumer responsiveness to mobile marketing, *International Journal of Mobile Communications*, 5(6), 603-617.
- Kautonen, T., Karjaluoto, H., Jayawardhena, C., & Kuckertz, A. (2007). Permission based mobile marketing and sources of trust in selected European markets. *Journal of Systems and Information Technology*, 9(2), 104-123.
- Kavassalis, P., Spyropoulou, N., Drossos, D., Evangelos, M., Gikas, G., & Hatzistammiou, A. (2003). Mobile permission marketing: Framing the market inquiry, *International Journal of Electronic Commerce*, 8(1), 55-79.
- Krum, C. (2010), *Mobile marketing: Finding your customers no matter where they are*. Indianapolis: Que.
- Jelassi, T., & Enders, A. (2004). *Leveraging wireless technology for mobile advertising*. Paper presented at European Conference on Information Systems, Turku, Finland 2004. Retrieved October 1, 2010 from <http://is2.lse.ac.uk/asp/aspecis/20040075.pdf>

- Leppaniemi, M., Sinisalo, J., & Karjalouto, H. (2006). A review of mobile marketing research. *International Journal of Mobile Marketing*, 1(1), 30-40.
- Li, H. & Stoller, B. (2007). Parameters of mobile advertising: A field experiment. *International Journal of Mobile Marketing*, 2(1), 4-11.
- McManus, P. & Scornavacca, E. (2005). *Mobile marketing: Killer application or new hype?* Paper presented at ICMB'05. Retrieved October 1, 2010 from http://ieeexplore.ieee.org/xpls/abs_all.jsp?arnumber=1493623
- Pallant, J. (2007). *SPSS Survival Manual*. (3rd ed.) New York: McGraw Hill.
- Scharl, A., Dickinger, A., & Murphy J. (2005). Diffusion and success factors of mobile marketing. *Electronic Commerce Research and Applications* 4, 159-173.
- Scornavacca, E. & McKenzie, J. (2006). *Perceived critical success factors of SMS based campaigns: A managerial perspective*, Paper presented at European Conference on Information Systems, Gothenburg, Sweden, 2006. Retrieved October 1, 2010 from <http://is2.lse.ac.uk/asp/aspecis/20060183.pdf>
- Speck, P. G. & Elliott, M. T. (1997). Predictors of advertising avoidance in print and broadcast media. *Journal of Advertising*. 16(3), 61-76.
- Telis, G. J. (2004). *Effective Advertising*. Thousand Oaks: SAGE.
- Tezinde, T., Smith, B., & Murphy, J. (2002). Getting permission: Exploring factors affecting permission marketing. *Journal of Interactive Marketing*, 16(4), 28-36.
- Tsang, M. M., Ho, S. & Liang, T. (2004). Consumer attitudes toward mobile advertising: An empirical study. *International Journal of Electronic Commerce*, 8(3), 65-78.
- Vakratsas, D. & Ambler, T. (1999). How advertising works: What do we really know? *Journal of Marketing*, 63(1), 26-43.
- Wong, M. M. T. & Tang, E. P. Y. (2008). Consumers' attitudes towards mobile advertising: The role of permission. *Review of Business Research*, 8(3), 181-187.