

# A Study of The Mobile Advertising User Acceptance

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## ABSTRACT

Researchers of mobile advertising have often suggested that the effectiveness of advertising service is not expected. However, research which has empirically documented and link between moderator variables (perceived permission and information overload) and mobile advertising is scant. Therefore, the aim of this article attempts to explore how different of moderator variables and user acceptance are related. The re-search involved a survey, 224 users participated in the study. The quantitative analysis of the questionnaires was conducted through descriptive statistics and Partial least squares (PLS) in order to indicate the direction and relationship between the four sets of variables. Results of this study showed advertising value and attitude are positively re-lated to intention explain about 76.2%. To conclude, this study may be of importance in explaining the dynamic relationship between moderator variables (perceived permission and information overload) and mobile advertising, as well as in providing mobile advertising industry with a better understanding of how different of moderator variables re-lated to user acceptance.

Keywords : information overload、 advertising value、 permission marketing

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