

content design of the of SMS advertising is of interest to users

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Due to the expansion of SMS services in advertising, many service providers prefer to use this method to communicate with their audiences, but what matters is the content provided to customers is subject to advertising and appropriate content. And audience engagement, thereby helping the provider profitably use this approach. In this research, the design of the content of SMS advertising has been considered by the first mobile users in Gilan province. This research is based on the type of applied target. The data gathering method was fieldwork. A questionnaire was used to collect information. The statistical population of this research is mobile phone users in Guilan province. In the sampling method, available non-inferential method was used and the sample size was 325 the Cochran formula according to the unrestricted statistical society. To test the reliability of the questionnaire, Cronbach's alpha was used which was more than 0.7 for all variables. SPSS and SMART PLS2 software were used to analyze the data. Of the 14 hypotheses presented in this study, 11 hypotheses were approved and 3 hypotheses were not approved. Confirmed hypotheses include impacts (personalization on the expectation of customers' response to content-based text messages, pleasurable incentives for exposing customers to content-oriented text messages, expectations of customers to expose customers to content-oriented text messages, Self-concept on the trust of content-based advertising SMS, the expectation of customers trying to expose customers to content-generated content text messages, trusting SMS messages on exposing customers to content-oriented text messages, and facilitating conditions. Customers' efforts for content-based text messages, social impact on customer confidence in content promotional text messages, facilitating the exposure of customers to content-based text messages, self-concept expectations, customer expectations for content-generated content text messages Personalization is the exposure of customers to content-based text messages. However, the impact hypothesis (the habit of exposing customers to content-based text ads, the social impact of exposing customers to

content-based text ads and the self-concept of exposing customers to content-oriented text messages) is not significant. **KEYWORDS:** Using technology for user behavior, exposure to advertising, integrated technology acceptance model

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