



Journal of Marketing Communications >

Volume 14, 2008 - Issue 5

331 | 11 | 3
Views | CrossRef citations to date | Altmetric

Articles

Receptivity to advertising messages and desired shopping values

Hye-Young Kim & Youn-Kyung Kim

Pages 367-385 | Published online: 31 Oct 2008

Cite this article <https://doi.org/10.1080/13527260701782168>

Sample our
Economics, Finance,
Business & Industry Journals
**>> Sign in here to start your access
to the latest two volumes for 14 days**

Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

Read this article

Share

Abstract

Advertising designed around the 'value' notion represents a way to deal with widespread retail competition and knowledgeable, empowered consumers. This study empirically examines the influence of receptivity to advertising messages (RTAM) on desired shopping values and assesses whether this relationship is moderated by gender, age, and income. The structural model indicates that, compared to low-RTAM shoppers, high-RTAM shoppers tend to perceive each of the six value dimensions, (i.e. monetary cost saving, time cost saving, energy cost saving, post-sale customer support, engaging store environment, and personal leisure experience) as more important in making a retail patronage decision. Further analysis shows that the links from RTAM to monetary cost saving and to post-sale customer support are stronger for younger male shoppers. Another interesting finding is that the link from RTAM to monetary cost saving is stronger for high-income shoppers whereas the link from RTAM

to engaging store environment is stronger for low- and middle-income shoppers. If retail advertisers are aware of the value dimensions that are crucial to the high-RTAM segment within specific target markets, they could achieve advertising goals more effectively and efficiently through tailored advertising messages.

Keywords:

retail advertising shopping value gender age income

Related Research Data

[Aims, Concepts, and Methods for the Representation of Individual Differences in Esthetic Responses to Design Features](#)

Source: Journal of Consumer Research

[Shopping, Pleasure and the Sex War](#)

Source: Unknown Repository

[Consumer Perceptions of Interpersonal Equity and Satisfaction in Transactions: A Field Survey Approach](#)

Source: Journal of Marketing

[Reassessing the pleasures of store shopping](#)

Source: Journal of Business Research

[Corporate Identity](#)

Source: International Studies of Management and Organization

[No effect of the Penalty Point System on road traffic accident mortality among men with a high socioeconomic status in Spain](#)

Source: Accident Analysis & Prevention

Related research

People also read

Recommended articles

Cited by
11

Information for

Authors

R&D professionals

Editors

Librarians

Societies

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources
by email

 Sign me up

  

  

Copyright © 2026 Informa UK Limited Privacy policy Cookies Terms & conditions

Accessibility



Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG