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# Receptivity to advertising messages and desired shopping values

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### **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 alue dimensions, (i.e.

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segment within specific target markets, they could achieve advertising goals more effectively and efficiently through tailored advertising messages.

Q Keywords: retail advertising shopping value gender age income

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