Toledo, Spain, 23rd February 2015

Dear Editor:

Manuscript entitled “Consumer sensitivity analysis in mobile commerce advertising” has been reviewed.

We have made a concerted effort to systematically address all of the new comments. As a result, we believe that this revision has led to an even more rigorous, consistent and insightful manuscript.

We have made the revisions on the last submitted version of the manuscript. Here you can see a summary of the changes:

* We have rewritten the Method section and we have split into four subsections: Sample, Questionnaire and measuring scales, Scenario creation, and Data analysis. We have included more information about participants, how they were recruited, the sampling we used, etc. We have described the survey. We have also included more information in the Questionnaire and measuring scales. Finally, we have included a data analysis section.
* We have clarified the study aim. You were right, it was confused.
* We have removed Figure 1, and we have included the information in the text. We have also removed Table 2, and we have summarized the information in the text.
* Thank you very much for the subsidy. Now, we think the paper has the adequate length.

We hope that the revised paper will satisfy you. We appreciate your kind attention and the management of this revision process.

We look forward to hearing from you soon.

Yours sincerely,

The authors.

**CONSUMER SENSITIVITY ANALYSIS IN MOBILE COMMERCE ADVERTISING**

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In the current context of exponential growth of new technologies, although cellular phones have become one of the devices most used and have great commercial potential, consumer sensitivity to an information request becomes an obstacle to agreeing to advertising or making a purchase. The aim of this research is to analyze how consumer sensitivity influences information requests in terms of accepting and recommending the advertising of a banking firm through a cellular phone. To this end, the data - based on the respondents from 395 young adults - fit the model well and provided empirical support for all the hypothesized relationships. The results obtained provide useful information for companies to improve the efficiency of their mobile publicity, together with a possible modification and improvement of their commercial strategies, suggesting that information requests should be carefully chosen to achieve ethical behavior with consumers and preserve the efficiency of mobile publicity.

*Keywords:*consumer sensitivity, interpersonal connectivity, affective commitment, attitudes, information request, m-commerce, advertising.

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