

The Factors that Affect to the Overall Attitude toward SMS Advertising of Thai Mobile Phone Users

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Abstract : The aim of this study is to: (1) measure the overall attitudes of Thai mobile phone users toward SMS advertisements, and (2) identify demographic factors that affect the overall attitudes toward SMS advertisements of Thai mobile phone users. The sample in this study consists of 100 individuals who possess at least one mobile phone and who either live, work or study in Bangkok. Thirty-three respondents are male, while the other 67 respondents are female. The respondents are aged between 21 years and 45 years old. Convenient sampling technique was used in this study. The results of this study indicate that Thai mobile phone users in general hold negative attitudes toward SMS advertisements, and that negative attitudes prevailed in nearly all different demographic groups. The results also suggest that Thai mobile phone users find SMS advertisements irritating, but are indifferent as to whether SMS ads are informative, credible and entertaining as well.

Keywords : consumer attitudes, credibility, SMS advertising, Thai mobile phone users

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