

ABSTRACT

Short messaging service, SMS, has gained extremely higher consumer usage around the world. Many organizations are realizing the benefits of SMS and using it as a new communications tool within their marketing communication strategies. Consequently, this research attempted to study the attitude of mobile users towards the roles of SMS advertisement on consumers' purchasing decisions.

The sample size was 200 mobile users between the ages of 18-32 who visited Siam Square area. They were asked to fill in the questionnaires because they were seen to have high purchasing power and to be heavy SMS users. The simple random sampling method was used to select the samples and the SPSS program was used to analyze the collected data using descriptive statistics which were frequency, percentage, and mean scores.

The results showed that majority of the mobile users were female and most of them were between 23-27 years old with a monthly income level of 10,001-20,000 baht. The findings revealed that mobile users' attitude plays an important role to grasp their attention and response. In terms of message factors, offering discount and sales promotion, which makes the advertisement more attractive, had a vital influence on their attention and response. To consider media factors, simple function of SMS can affect their decision. For message frequency, senders should not send advertising messages too frequently per day because it can provoke ignorance of messages.

Besides, results from this research are hoped to be of primary benefit to marketers, advertisers and content providers who can use the obtained information as a direction for effectively and efficiently improving advertisements in order to meet consumers' needs.