

CHAPTER THREE

METHODOLOGY

This chapter describes: (1) the subjects, (2) the materials, (3) the procedures used in the collection and analysis of the data, and (4) the data analysis.

3.1 SUBJECTS

As the list of mobile phone users in Bangkok whose ages are between 18-32 is unavailable, together with the fact that each mobile operator was unwilling to reveal their list of mobile phone users because it is confidential information, the researcher used the quota sampling method, selected the target group and researcher was guided by some visible characteristics. Whenever a person with these visible relevant characteristics was seen, that person was asked to participate in this study. Additional reasons were a minimum to costs and time.

Due to limited time and budget, the study chose the target group of mobile phone users between 18-32 years old at Siam Square area, who had ever received SMS advertising. The researcher approached potential consumers by asking some conditions; age and asked whether they had ever received any advertising via SMS or not. If the participants met all conditional requirements, the questionnaire was finally given. The survey was started after the target group finished studying or working as the primary market of SMS advertising were teenagers and adults who are new technology savvy. Data were collected from 200 respondents by asking them to complete the questionnaires.

3.2 MATERIALS

The research instruments in this study were questionnaire; it was used as a tool to gather information from the respondents. The questionnaire was divided into four parts, and all questions respond to the statement of the problems.

Part 1 Personal Information of the Respondents

The first part of the questionnaire was designed to ask the mobile users' personal information which included gender, age, educational background, occupation and monthly income, all of which used closed-ended questions for respondents to answer.

Part 2 General Information about Advertisement via SMS

In this part, respondents were asked about the general questions regarding receiving SMS advertisements. Closed-ended questions were used for respondents to answer.

Part 3 Mobile Users' Attitude toward receiving SMS, Message Factors, Media Factors and Message Frequency

There are 26 questions based on Likert Scale format, which were deployed to find out the degree of mobile users' attitude towards roles of SMS advertisements on their purchasing decision. The respondents were asked to indicate their degree of agreement or disagreement on a five point scale (Strongly agree, Agree, Neutral, Disagree, Strongly disagree). These can be divided into four main sections: Attitude of mobile users towards advertisement via SMS, Message Factors, Media Factors, and Message Frequency that have an effect on their purchasing decision.

The criteria and meaning of the rating scale are clearly presented as per the following table:

Rating Score	Interpretation of the score
5	Strongly agree
4	Agree
3	Moderate
2	Disagree
1	Strongly disagree

Part 4 Success Measurement of SMS Advertising

The last section consists of four SMS advertising success measurement questions, which were about consumer attention and consumer response in terms of intention to buy, actual purchase, and repurchase intention. Respondents were asked

by using closed-ended questions to choose the answer that matched to their opinions, similar to multiple choice questions.

3.3 PROCEDURES

3.3.1 Research Design

The research method applied with this research was the “Cross Sectional Design”. This research was designed to describe characteristics of a population or a phenomenon as its major objective. Normally it answers “who, what, when, where, and how” questions. At the same time, it is also useful for segment and target market because it seeks to determine the characteristics of a certain group such as intentions, preferences, and purchasing behaviors as well as estimating the proportion of people in an unspecified population. It allows the collection of a significant amount of data in an economical and efficient manner.

Survey is the most common method of generating primary data as it results from interaction between interviewers and participants in order to obtain facts, opinions, and attitudes (Hair, Bush, & Ortinau, 2000). It is a research technique which gathers information from participants by using questionnaires as an instrument. Writing a list of questionnaires by using related and essential questions is a prime aspect of the successful survey and the development of a survey research design.

In addition, one of the major advantages of the survey is the ability to collect large and effective sample within a budget. Survey is also easy to collect the data as there is no need to use complicated devices to record respondent actions and reactions. Another advantage is that the survey method can tap into factors or concepts that are not directly obvious such as attitudes toward each question and subject (Hair, Bush, & Ortinau, 2000).

Accordingly, the cross sectional design using survey method was applied to the study in order to gather primary data and investigate the roles of SMS advertising on consumers’ purchasing decision and the measurement of consumers’ attention and consumers’ response in terms of intention to buy, actual purchase, and repurchase intention.

This research only asked 200 respondents for data by asking them to complete the questionnaires because of time and budget limitations. In order to obtain data from the target group, the researcher looked for the most effective participants for this research. The location was Siam Square area due to it being crowded with members of the target group. The survey took place in many locations such as mobile phone counter services, coffee shops, and shops around the area.

3.3.2 Pilot Study

Pilot Study is an established practice for discovering errors in questions, question sequencing, instructions, skip directions (Cooper & Schindler, 2001). The objective of this test is to observe errors in questionnaire instructions or design. The researcher looked for evidence of ambiguous questions and respondent misunderstanding in a pilot study, whether each question means the same to all respondents, the point at which respondent fatigue sets in, places in the questionnaire where a respondent is likely to terminate and other considerations. The researcher conducted the pilot study by distributing 10 copies of questionnaires to 10 people who visited the Siam Square area. All respondents who agreed to fill in the questionnaire said that they understood well the questionnaire and had no difficulty in responding to each item of the questionnaire.

3.3.3 Data Collection

This research mainly focuses only on the primary data that could be collected through 200 copies of questionnaires to mobile users whose ages are between 18-32 at Siam Square area. The most appropriate time for collecting data was December 16-31, 2007, and would be after working and studying hours. The researcher informed the respondents briefly about how to answer the questions, and gave suggestions to respondents while they were filling the questionnaires in order to prevent possible mistakes such as unclear question, or miscommunication. The duration of time for completing the questionnaires would be flexible depending on their time and convenience.

3.4 DATA ANALYSIS

The findings were analyzed by the Statistical Package for Social Sciences (SPSS) Program (SPSS) version 12. The descriptive statistics were used to analyze frequency, mean scores, and percentages. Part 1, 2 and 4 were analyzed by using frequency and percentages. And part 3 was analyzed by using frequency, mean scores, and percentages.

In summary, this chapter has shown the methodology of this research concerning subjects, materials, procedures, and data analysis. In the next chapter, the research results are presented.