

## CHAPTER FOUR

### RESULTS

This chapter presents data collected from respondents who are mobile users, aged between 18-32 at Siam Square area during the period from December 16 to 31, 2007. Descriptive analysis, and statistical technique were used in this data analysis section is suitable for providing optimal results that can meet the research questions and objectives. And it is used in this chapter to display frequency, percentage distributions, and mean scores as well as descriptive statistics to summarize data for easy understanding. The purpose of this study was to survey the attitudes of mobile users toward roles of SMS advertisements on consumers' purchasing decisions. The results of this study collected from the questionnaires of 200 respondents are presented based on the objectives of the study which were mentioned earlier.

#### 4.1 PERSONAL INFORMATION OF THE RESPONDENTS

*Table 2. Gender of Respondents*

Gender	Frequency	Percent
Male	62	31
Female	138	69
<b>Total</b>	<b>200</b>	<b>100</b>

Table 2 describes the gender of the 200 respondents in this research. The majority of the respondents are female, being 138, and 62 respondents are male, representing 69% and 31% respectively.

*Table 3. Age Ranges of Respondents*

Age	Frequency	Percent
18-22 years old	62	31
23-27 years old	70	35
28-32 years old	44	22
More than 32 years old	24	12
<b>Total</b>	<b>200</b>	<b>100</b>

Table 3 shows the age ranges of the respondents. The respondents are categorized into three age groups. Those who are aged between 23-27 years were the majority of this survey at 35%. Respondents aged between 18-22 which equates to 31%, and respondents aged between 28-32 which equates to 22% are placed second, third respectively. There were no respondents who are aged below 18 years.

***Table 4. Educational Background***

<b>Educational Background</b>	<b>Frequency</b>	<b>Percent</b>
Bachelor Degree	136	68
Master Degree	64	32
<b>Total</b>	<b>200</b>	<b>100</b>

Table 4 presents the educational levels of the respondents. The majority of the respondents' educational level was Bachelor's Degree, amounting to 136 respondents or 68 %. This was followed by Master Degree, 64 respondents or 32 %. There were no respondents with the level of high school, Ph.D., or others available during the distribution of the questionnaire.

***Table 5. Current Occupations***

<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>
Student	72	36
Private Company Employee	96	48
Business Owner	24	12
Others	8	4
<b>Total</b>	<b>200</b>	<b>100</b>

Table 5 shows the occupations of respondents. From the survey, the majority of respondents were private company employees which equals to 48%. Students were at 36%, business owners at 12%, and there were 4% for other occupations.

**Table 6. Income Level**

Income	Frequency	Percent
Below 10,000	53	26.5
10,001-20000	77	38.5
20,001-30,000	41	20.5
30,001-40,000	18	9
40,001-50,000	7	3.5
More than 50,001	4	2
<b>Total</b>	<b>200</b>	<b>100</b>

Table 6 represents the personal income per month of the respondents who completed these research questionnaires. The range of monthly income between 10,001- 20,000 baht was the majority among the respondents amounting to 77 or 38.5%. Monthly income of below 10,000, 20,001–30,000, 30,001-40,000, 40,001-50,000 represented 26.5%, 20.5%, 9%, and 3.5%, respectively. And income levels of more than 50,001 baht per month were calculated at 2%.

**Table 7. Registered for Receiving SMS Service**

	Frequency	Percent
Yes	74	37
No	126	63
<b>Total</b>	<b>200</b>	<b>100</b>

Table 7 represents the number of the respondents who provided their mobile numbers to business enterprises for receiving information from those companies. The majority of respondents had never given their phone numbers at the rate of 126 or 63%. The number of respondents who had given their numbers was 74 or 37%.

**Table 8. Types of SMS Advertising**

Types of Received SMS Advertisement	Frequency
1. Brands and products promotion	88
2. Activities Invitation	27
3. Special Promotion and discount	107
4. Lucky draw, sweepstakes invitation	124
5. Report (e.g. news, sport, fortune telling,....)	93
6. Others	14

From the questionnaire, the respondents were asked to choose all choices that matched their answer. Table 8 represents the result; the most frequent type of SMS advertising that the respondents received was lucky draw, sweepstakes invitation. It shows that 124 of 200 respondents have received this kind of advertisement. The second type was special promotion and discount at 107, and reports (e.g. news, sport, fortune telling, and stars gossip) at 93, respectively. Other choices mentioned by the respondents were ring tone, music, wallpaper download.

## 4.2 MOBILE USERS' ATTITUDE TOWARDS SMS ADVERTISEMENT

### ➤ INDEPENDENT VARIABLE

Attitude of mobile users, message factors, media factors, and message frequency are divided into four parts in the questionnaire as shown below:

**Table 9. Descriptive Frequency and Statistics of Mobile Users' Attitude**

(Strongly Agree=5, Agree=4, Neutral=3, Disagree=2 and Strongly Disagree=1)

Mobile Users' Attitude	Mean	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I prefer SMS services that ask for permission before flooding my device.	3.70	48 (24.0%)	61 (30.5%)	78 (39.0%)	9 (4.5%)	4 (2.0%)
Registering for SMS service which I am interested in is a sensible practice.	3.53	31 (15.5%)	70 (35.0%)	79 (39.5%)	14 (7.0%)	6 (3.0%)
I prefer to choose the types of SMS service that I'm interested in.	3.67	35 (17.5%)	87 (43.5%)	60 (30%)	13 (6.5%)	5 (2.5%)
Registering for SMS service which I can terminate at any time is a sensible choice.	3.85	52 (26.0%)	88 (44.0%)	44 (22.0%)	10 (5.0%)	6 (3.0%)
Receiving SMS service which I can get discount or special offers is a good alternative.	3.68	47 (23.5%)	62 (31.0%)	74 (37.0%)	14 (7.0%)	3 (1.5%)
Receiving advertisements which are related to the topics that I'm interested in (e.g. car insurance advertisement is attached with the car advertisement) is a sensible practice.	3.33	16 (8.0%)	69 (34.5%)	88 (44.0%)	19 (9.5%)	8 (4.0%)
Receiving advertisements from the previous sponsorship brand that I have joined is a sensible option.	3.37	12 (6.0%)	75 (37.5%)	94 (47.0%)	12 (6.0%)	7 (3.5%)

Table 9 presents the respondents' attitudes toward roles of the SMS advertisements on consumers' purchasing decision which was classified into 7 items. The highest mean is 3.85, for those who agree to register for SMS service which they can terminate at any time. More than half of the respondents strongly agree or agree with this statement (70% of respondents).

The second highest mean of this table is the statement of "I prefer SMS which ask for permission before flooding my device". The mean of this statement is 3.70. The largest groups of respondents who agree with this statement are around 54.5%.

The third largest mean is 3.68; "Receiving SMS service which I can get discount or special offers is a good alternative". The majority of respondents strongly agree or agree at the rate of 109 or 54.5%, while the rest are neither agree or disagree at 74 or 37.0%, and 17 or 8.5% for disagree or strongly disagree.

**Table 10. Descriptive Frequency and Statistics of Message Factors**

(Strongly Agree=5, Agree=4, Neutral=3, Disagree=2 and Strongly Disagree=1)

Message Factors	Mean	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The content should be entertaining.	3.52	32 (16.0%)	62 (31.0%)	89 (44.5%)	12 (6.0%)	5 (2.5%)
The content should be short and specific to the point with no irrelevant information.	3.79	48 (24.0%)	93 (46.5%)	32 (16.0%)	22 (11.0%)	5 (2.5%)
The advertisements should be entertaining besides promoting products.	3.46	31 (15.5%)	63 (31.5%)	82 (41.0%)	14 (7.0%)	10 (5.0%)
Discount and sales promotion make the advertisements more attractive.	4.24	79 (39.5)	96 (48.0%)	19 (9.5%)	6 (3.0%)	-
Invitation to special activities is interesting.	3.44	21 (10.5%)	70 (35.0%)	91 (45.5%)	12 (6%)	6 (3.0%)
Reliable messages and credibility of the senders make the message to be more attractive.	4.06	67 (33.5%)	88 (44.0%)	34 (17.0%)	11 (5.5%)	-
Reliable messages can motivate and persuade people to buy the advertised products or services.	3.89	49 (24.5%)	86 (43.0%)	58 (29.0%)	7 (3.5%)	-

According to Table 10, the highest mean of this group is discount coupon and sales promotion which make advertising message more interesting at 4.24. The majority of respondents agree which is 48.0%, whereas 79 respondents strongly agree at 39.5%. There are 19 respondents accounting for 9.5% who answered neutral, and the rest of the respondents, or 3.0%, disagree. No respondents strongly disagree with this statement.

The second highest mean in Table 10 is the reliability of messages and credibility of the senders makes the messages to be more attractive at 4.06. Most respondents agree or strongly agree with this statement (155 or 77.5%), while the remaining respondents were neutral (34 or 17.0%), or disagreed (11 or 5.5%). No respondents strongly disagree with this statement.

The third highest mean in Table 10 is Reliable messages can motivate and persuade people to buy the advertised products or services (3.89). The majority of respondents scales at neutral and agree (144 or 72.0%), whereas the remaining respondents strongly agree 49 or 24.5%, or disagree 7 or 3.5% and no respondents strongly disagree with this statement.

**Table 11. Descriptive Frequency and Statistics of Media Factors**

(Strongly Agree=5, Agree=4, Neutral=3, Disagree=2 and Strongly Disagree=1)

Media Factors	Mean	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
SMS Advertising provides the product's details for the consumers' benefits.	3.19	18 (9.0%)	59 (29.5%)	78 (39.0%)	33 (16.5%)	12 (6.0%)
Cheap and frequently purchased product advertisements are more attractive than expensive product advertisements.	3.30	16 (8.0%)	68 (34.0%)	85 (42.5%)	22 (11.0%)	9 (4.5%)
SMS Advertisements of newly launched products helps attract consumers' attention.	3.11	21 (10.5%)	46 (23.0%)	77 (38.5%)	45 (22.5%)	11 (5.5%)
SMS Advertisement of on sales products helps attract consumer's attention.	3.53	36 (18.0%)	77 (38.5%)	51 (25.5%)	28 (14.0%)	8 (4.0%)
The simple function of SMS affects the consumers' decision; SMS to win the game.	3.60	33 (16.5%)	82 (41.0%)	62 (31.0%)	17 (8.5%)	6 (3.0%)
The simple functions of SMS makes consumers interested to forward the advertisement to family or friends.	3.31	18 (9.0%)	66 (33.0%)	83 (41.5%)	26 (13.0%)	7 (3.5%)

Among media factors questions, the simple function of SMS affects the consumers' decision to react back to the sender has the highest mean at 3.60. From Table 11, most of the respondents give scales of agree (82 or 41.0%), neutral (62 or 31.0%), strongly agree (33 or 16.5%), disagree (17 or 8.5%), and strongly disagree (6 or 3.0%) respectively.

The second highest mean is SMS advertisement of on sales products helps attract consumer's attention at 3.53. The majority of respondents scale at agree (77 or 38.5%), whereas the remaining respondents are neutral 51 or 25.5% and strongly agree 36 or 18.0%.

The third highest mean in Table 11 is the simple functions of SMS makes consumers interested to forward the advertisement to family of friends at 3.31. The majority of respondents are neutral at 41.5%, whereas 66 respondents agree at 33.0%. There are 26 respondents accounting for 13.0% who answered disagree.

**Table 12. Descriptive Frequency and Statistics of Message Frequency**

(Strongly Agree=5, Agree=4, Neutral=3, Disagree=2 and Strongly Disagree=1)

Message Frequency	Mean	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The SMS should not be sent too frequently per day.	3.80	73 (36.5%)	58 (29%)	35 (17.5%)	23 (11.5%)	11 (5.5%)
The amount of SMS that the consumers have received each day is appropriate.	3.20	17 (8.5%)	59 (29.5%)	82 (41.0%)	30 (15%)	12 (6%)
Received SMS Advertising three times per day is appropriate.	2.50	11 (5.5%)	24 (12.0%)	54 (27%)	77 (38.5%)	34 (17.0%)
More accepted advertising SMS can influence consumers' purchase decision.	3.13	12 (6.0%)	62 (31.0%)	84 (42.0%)	23 (11.5%)	19 (9.5%)
Sending the same message repeatedly to the consumers can cause them to ignore it.	3.30	34 (17.0%)	52 (26.0%)	67 (33.5%)	33 (16.5%)	14 (7.0%)
The more timely appropriate an SMS is sent, the more potential of consumers' purchasing decision will be.	3.24	26 (13.0%)	69 (34.5%)	58 (29.0%)	21 (10.5%)	26 (13.0%)

The last independent variable is about the respondents' attitudes toward message frequency that flood their devices. The SMS should not be sent too frequently per day has the highest mean at 3.80. The majority of respondents strongly agree and agree with the mentioned statement at the rate of 131 or 65.5%, while the remaining respondents neither agree nor disagree at 35 or 17.5%, disagree and strongly disagree at 34 or 17.0%.

The second highest mean of this table is the statement of "Sending the same message repeatedly to the consumers can cause them to ignore it". The mean of this statement is 3.30. The largest groups of respondents who agree with this statement is around 43%.

The third highest mean is 3.24; "The more timely appropriate an SMS is sent, the more potential of consumers' purchasing decision will be". The number of respondents who strongly agree or agree is 95 or 47.5%, while the remaining respondents neither agree or disagree at 58 or 29.0%, and 47 or 23.5% disagree or strongly disagree.

### ➤ DEPENDENT VARIABLE

**Table 13. Consumer Attention**

SMS Advertising can get your intention.

	Frequency	Percent
Strongly Disagree	19	9.5
Disagree	43	21.5
Neutral	77	38.5
Agree	46	23
Strongly Agree	15	7.5
<b>Total</b>	<b>200</b>	<b>100</b>

The answers were transferred from strongly disagree, disagree, neutral, agree and strongly agree to 1, 2, 3, 4, 5, respectively. Table 13, shows the majority (77 or 38.5% of respondents) give a neutral rating of 3. The other respondents give a scale of 2 or disagree (43 or 21.5% of respondents), 1 or strongly disagree (19 of 9.5% of respondents), 4 or agree (46, or 23%) and lastly rate 5 or strongly agree at 15, or 7.5% of respondents.



**Table 14. Consumer Response in terms of Intention to Buy**

Does SMS Advertising influence your intention to buy products?

	Frequency	Percent
Certainly not	27	13.5
Probably not	58	29
Undecided	92	46
Probably	19	9.5
Definitely buy	4	2
<b>Total</b>	<b>200</b>	<b>100</b>

Scales from 1, 2, 3, 4, and 5 are applied as certainly not buy, probably not buy, undecided to buy, probably buy and definitely buy in order to let respondents choose whether the SMS Advertising has an influence on their intention to buy products. Table 14, shows that the majority (92 of 46.0%) of respondents gives a rating of 3 and probably not buy with 58 or 29.0% of respondents respectively. The other respondents give the certainly not scale of 1 (27 or 13.5% of respondents), or scales of 4 (19 or 9.5% of respondents), and 4 or 2% of respondents for scales of 5 or definitely buy.

**Table 15. Consumer Response in terms of Actual purchase**

Will you buy the products or use the services after receiving advertisements?

	Frequency	Percent
Certainly not	12	6
Probably not	57	28.5
Undecided	87	43.5
Probably	38	19
Definitely buy	6	3
<b>Total</b>	<b>200</b>	<b>100</b>

From Table 15 shows whether respondents will buy the products or use the services after receiving the advertisements. It can be concluded that the majority of respondents is undecided as to whether or not to buy in the scale of 3 (87 of 43.5% of respondents) and probably not buy or scale of 2 (57 or 28.5% of respondents). The other respondents give the strongly disagree scale of 1 (12 or 6% of respondents), and 6 or 3% of respondents choose the scale of 5.

**Table 16. Consumer Response in terms of Repurchase Intention**

If you had a chance to buy or use services of the product, would you buy or use services again from the next advertisement via SMS?

	Frequency	Percent
Certainly not	11	5.5
Probably not	33	16.5
Undecided	95	47.5
Probably	58	29
Definitely repurchase	3	1.5
<b>Total</b>	<b>200</b>	<b>100</b>

Table 16, shows if the respondent had a chance to buy or use services of the product, would they buy or use services again from the next advertisement via SMS. Scales from 1, 2, 3, 4, and 5 are applied as certainly not repurchase, probably not repurchase, undecided to repurchase, probably repurchase and definitely repurchase in order to let respondents choose according to their opinions. The majority of respondents have not decided yet in the scale of 3 (95 or 47.5%). Other respondents rate scales of 2, probably not repurchase the product, as 33 or 16.5% of respondents, scale of 1 (11 or 5.5 % of respondents), while the rest of the respondents choose scales of 4, probably repurchase at 58 or 29% of respondents and 5, definitely repurchase at 3 or 1.5%, respectively.

In summary, this chapter has presented the results of the study of mobile users' attitudes towards roles of the SMS advertisement on consumers' purchasing decision. Results are shown in the form of figures together with a detailed explanation. The findings of the study will be summarized and discussed in the next chapter.