

## APPENDIX A

### Questionnaire (English Version)

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#### Mobile Users' Attitudes toward Roles of the SMS Advertisement on Consumers' Purchasing Decisions:

#### A Study on Mobile Phone Users, Age between 18-32 Years Old at Siam Square

This questionnaire is a part of a research paper as a partial fulfillment of the requirements for Master Degree of Arts in English for Careers, Language Institute, Thammasat University. This questionnaire is proposed to obtain the information about mobile users' attitudes toward the roles of SMS advertisement on consumers purchasing decisions. Your response will be strictly confidential and will be used for academic purpose only. Your full cooperation in responding to all items in this questionnaire would be very useful and appreciated.

This questionnaire is divided into four main parts as follows:

- Part I Personal Information of the respondent
- Part II General Information about advertisement via SMS
- Part III Mobile User's Attitude, Message Factors, Media Factors, and Message Frequency
- Part IV Success Measurement of SMS Advertising

#### **Part I Personal Information**

Please evaluate the following questions by "X" on the answer which is most applicable to your status.

1. Gender

☐ Male

☐ Female

2. Age

☐ Less than 18

☐ 18-22

☐ 23-27

☐ 28-32

☐ Over 32

3. Education

☐ High school

☐ Bachelor Degree

☐ Master Degree

☐ Doctorate Degree

☐ Others (.....)

4. Occupation

☐ Student

☐ Business owner

☐ Odd job

☐ Government officer

☐ Private company employee

☐ Retired

☐ Housewife

☐ Unemployed

☐ Others (.....)

5. Average Income/month

☐ Less than 10,000 Baht

☐ 10,001-20,000 Baht

☐ 20,001-30,000 Baht

☐ 30,001-40,000 Baht

☐ 40,001-50,000 Baht

☐ More than 50,001 Baht

## **Part II General Information about Advertisement via SMS**

Please evaluate the following questions by “X” on the answer which is most applicable to your choice.

1. Have you ever received advertisement or other sales promotion via SMS?  
(If ‘No’ end of question)  
☐ Yes ☐ No
2. Have you ever registered for receiving any SMS service? (e.g. news, sport report, fortune telling, etc.)  
☐ Yes ☐ No
3. Which types of SMS service that you have ever received?  
(You can choose more than one answer.)  
☐ Brands and products promotion ☐ Activities invitation  
☐ Special promotion and discount ☐ Lucky draw, sweepstakes invitation  
☐ Report (e.g. news, sport, fortune telling, stars gossip, etc.)  
☐ Others (.....)

## **Part III Mobile User’s Attitude, Message Factors, Media factors, Message Frequency**

Please evaluate the following questions by “X” on the answer which is most applicable to your choice.

### **Attitude of mobile user’s attitude towards advertisement via SMS**

Descriptions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. I prefer SMS services that ask for permission before flooding my device.					
2. Registering for SMS service which I am interested in is a sensible practice.					
3. I prefer to choose the types of SMS service that I’m interested in.					
4. Registering for SMS service which I can terminate at anytime is a sensible choice.					
5. Receiving SMS service which I can get discount or special offers is a good alternative.					
6. Receiving advertisements which are related to the topics that I’m interested in (e.g. car insurance advertisement is attached with car advertisement) is a sensible practice.					
7. Receiving advertisements from the previous sponsorship brand that I have joined is a sensible option.					

### Message Factors

Descriptions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
8. The content should be entertaining.					
9. The content should be short and specific to the point with no irrelevant information.					
10. The advertisements should be entertaining besides promoting products.					
11. Discount and sales promotion make the advertisements more attractive.					
12. Invitation to special activities is interesting.					
13. Reliable messages and credibility of the senders make the messages to be more attractive.					
14. Reliable messages can motivate and persuade people to buy the advertised products or services.					

### Media factors

Descriptions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
15. SMS Advertising provides the product's details for the consumers' benefits.					
16. Cheap and frequently purchased product advertisements are more attractive than expensive product advertisements.					
17. SMS Advertisement of newly launched products helps attract consumer's attention.					
18. SMS Advertisement of on sales products helps attract consumer's attention.					
19. The simple function of SMS affects the consumers' decision; SMS to win the game.					
20. The simple function of SMS makes consumers interested to forward the advertisements to family or friends.					

### Message Frequency

Descriptions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
21. The SMS should not be sent too frequently per day.					
22. The amount of SMS that the consumers have received each day is appropriate.					
23. Received SMS Advertising three times per day is appropriate.					
24. More accepted SMS advertising can influence consumers' purchasing decision.					
25. Sending the same message repeatedly to the consumers can cause them to ignore it.					
26. The more timely appropriate an SMS is sent, the more potential of consumers' purchasing decision will be.					

### Part IV Success Measurement of SMS Advertising

27. SMS Advertising can get your attention.

- ☐ Strongly disagree  
☐ Neutral  
☐ Strongly agree

- ☐ Disagree  
☐ Agree

28. Does SMS advertising influence your intention to buy products?

- ☐ Certainly not  
☐ Undecided  
☐ Definitely buy

- ☐ Probably not  
☐ Probably

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

- ☐ Certainly not  
☐ Undecided  
☐ Definitely buy

- ☐ Probably not  
☐ Probably

30. 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?

- ☐ Certainly not  
☐ Undecided  
☐ Certainly

- ☐ Probably not  
☐ Probably

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**“Thank you very much for your cooperation”**