

## **ABSTRACT**

Short Message Service (SMS) is a popular technology of which global usage has been growing steadily. Apart from its function as a text-based communication channel between mobile phone users, SMS technology is also used for a variety of purposes nowadays. Television reality shows allow viewers to vote for their favorite contestants via SMS. Some countries send text messages to warn their citizens of natural disasters. Some banks allow customers to make transactions via SMS.

One area in which SMS has become increasingly popular is advertising. Despite the limitation in the number of characters an SMS can contain, it is still appealing to advertisers for several reasons. With the increase in the number of mobile phone users, SMS advertisements are likely to reach a larger audience. SMS advertisements can also reach the audience almost anywhere anytime for users normally keep their cell phones close to them. Mobile phone users can also make immediate responses to SMS advertisements simply by replying the messages.

Despite the potential of SMS advertising, the right execution is still needed to make an SMS advertising campaign effective. To achieve that goal, it is necessary to have an insight into consumer attitudes toward SMS advertisements. The aim of this study is to: (1) measure the overall attitudes of Thai mobile phone users toward SMS advertisements, (2) find out how Thai mobile phone users view SMS ads in terms of their informativeness, credibility, entertainment and irritation, and (3) identify demographic factors that affect the overall attitudes toward SMS advertisements of Thai mobile phone users.

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.