

CONTENTS

	PAGE
ABSTRACT	ii
ACKNOWLEDGEMENTS.....	iii
CONTENTS	iv
CHAPTER	
1. INTRODUCTION.....	1
1.1 Background	1
1.2 Statement of the Problem	1
1.3 Objectives of the Study	2
1.4 Definitions of Terms.....	2
1.5 Scope of the Study	2
1.6 Significance of the Study	3
1.7 Organization of the Study.....	3
2. REVIEW OF LITERATURE	4
2.1 Overview of Short Message Service (SMS).....	4
2.2 Relevant Research.....	5
2.3 Relevant Concepts.....	8
3. METHODOLOGY	9
3.1 Subjects	9
3.2 Materials	9
3.3 Procedures	9
3.4 Data Analysis.....	10
4. RESULTS.....	11
4.1 Demographic Data.....	11
4.2 Perceived Informativeness of SMS Advertisements.....	13
4.3 Perceived Credibility of SMS Advertisements.....	14

4.4 Perceived Entertainment of SMS Advertisements.....	15
4.5 Perceived Irritation of SMS Advertisements.....	15
4.6 Overall Attitudes toward SMS Advertisements.....	16
4.7 Overall attitudes in Different Demographic groups.....	16
5. CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS	19
5.1 Summary of the Study.....	19
5.2 Summary of the Findings.....	20
5.3 Discussion.....	21
5.4 Conclusions.....	23
5.5 Recommendations for Further Research.....	23
REFERENCES	24
APPENDIX	27
Questionnaire.....	27