

CHAPTER THREE

METHODOLOGY

3.1 SUBJECTS

The sample in this study consists of 100 individuals who possess at least 1 mobile phone and who either live, work or study in Bangkok. 33 respondents are male while the other 67 respondents are female. The respondents are aged between 21 and 45 years old. The average age of the respondents were 29.8 years old ($SD=5.5$). Convenient sampling technique was used in this study.

3.2 MATERIALS

The instrument used in this study was a self-administered questionnaire that consisted of 2 parts containing a total of 26 questions. The first part of the questionnaire consisted of 6 questions inquiring into each respondent's gender, age, marital status, educational level, occupation and monthly income.

The second part asked the respondent to indicate his or her level of agreement with 20 statements using a 5-point Likert scale. This part was designed to find out the respondent's overall attitude toward SMS advertisements and how he or she viewed SMS advertisements in terms of their informativeness, credibility, entertainment and irritation. 4 statements were provided for each aspect.

3.3 PROCEDURES

A total of 110 questionnaires were first distributed in 5 different locations in Bangkok. 100 questionnaires were filled in and returned in two weeks, but only 93 of them were usable. Another 7 respondents were then asked to complete the questionnaires in order to achieve a sample size of 100 subjects.

Before they were given the questionnaires, all respondents were asked if they owned mobile phones and if they had ever received SMS advertisements. The questionnaires were completed only by those who answered positively to both questions.

3.4 DATA ANALYSIS

The Statistical Package for Social Sciences (SPSS) program version 16.0 was used for data analysis in this study. Demographic data was analyzed using mainly frequency and percentage. The attitude scores on the Likert scale answers were analyzed using frequency, percentage and means.