

CHAPTER FOUR

RESULTS

This chapter presents: 1) demographic data of the respondents, 2) the respondents' attitudes toward SMS advertisements in terms of informativeness, credibility, entertainment and irritation; and 3) the overall attitudes of respondents toward SMS advertisements.

4.1 DEMOGRAPHIC DATA

This part presents general information of the respondents, which are: gender, age, level of education, occupation and monthly income.

Table 1. Gender of the Respondent

Gender	Frequency	Percent
Male	33	33
Female	67	67
Total	100	100

The number of respondents in this study is 100. As shown in Table 1, 33 respondents are male, while the other 67 respondents are female.

Table 2. Age of Respondents

Age	Frequency	Percent
21-25	23	23
26-30	42	42
31-35	20	20
36-40	10	10
41-45	5	5
Total	100	100

As shown in Table 2, most respondents in this study (42%) are aged 26-30. The other 23% are aged 21-25, 20% are aged 31-35, and 10% are aged 36-40. The remaining 5% are aged 41-45. The average age is 29.8 years old (SD=5.5).

Table 3. Marital Status

Status	Frequency	Percent
Single	90	90
Married	10	10
Total	100	100

As shown in Table 3, 90% of the respondents in this study are single. 10% of them are married, while none of them are divorced or separated.

Table 4. Educational Level

Educational Level	Frequency	Percent
Below bachelor degree	8	8
Bachelor degree	67	67
Master degree	25	25
Doctorate degree	0	0
Total	100	100

Table 4 presents the educational levels of the respondents in this study. Most of the respondents (67%) hold a bachelor degree, while the other 25% hold a master degree. 8% of the respondents have educational backgrounds below bachelor degree.

Table 5. Occupation

Occupation	Frequency	Percent
Business owner	2	2
Government Employee	6	6
Corporate Employee	78	78
State Enterprise Employee	2	2
Other	12	12
Total	100	100

As shown in Table 5, most of the respondents (78%) are corporate employees. 6% of the respondents are government employees, while the other 2% are state enterprise employees and another 2% are business owners. The other 12% of the respondents are either students or between jobs.

Table 6. Monthly Income

Monthly Income (Baht)	Frequency	Percent
10,000 or lower	11	11
10,001 - 20,000	41	41
20,001 - 30,000	30	30
30,001 - 40,000	7	7
40,001 – 50,000	5	5
More than 50,000	6	6
Total	100	100

As shown in Table 6, most respondents (41%) earn Baht 10,001-20,000 a month, while the other 30% earn Baht 20,001-30,000 a month. 11% of the respondents earn less than Baht 10,000 a month, while the other 7% earn Baht 30,001-40,000 a month.

4.2 PERCEIVED INFORMATIVENESS OF SMS ADVERTISEMENTS

Table 7. Attitudes toward SMS Advertisements in Terms of Informativeness

Statement	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Mean
SMS ads contain essential details about the advertised products/services.	2	38	33	24	3	3.12
Most SMS ads are usually relevant to me.	1	9	34	43	13	2.42
SMS ads provide me with up-to-date information.	11	47	29	11	2	3.54
SMS ads provide me with information useful in making purchase decisions.	2	16	33	39	10	2.61

Table 7 presents the respondents' attitudes toward SMS advertisements in terms of their informativeness. The results show that the respondents were undecided whether SMS contains essential details about the advertised products/services, as indicated by an average score of 3.12. For the following statements, the highest score was obtained when the respondents were asked if they thought SMS ads contained essential details about the advertised products/services. The average score of 3.54 indicated that the respondents generally agreed with the statement. However, the

respondents were undecided whether SMS ads provided them with information useful in making purchase decisions and generally found SMS ads irrelevant to them.

4.3 PERCEIVED CREDIBILITY OF SMS ADVERTISEMENTS

Table 8. Attitudes toward SMS Advertisements in Terms of Credibility

Statement	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Mean
SMS ads are credible	2	12	38	42	6	2.62
SMS ads contain reliable information	1	11	44	38	6	2.63
SMS ads provide me with truthful information without hiding some facts.	1	4	23	56	16	2.18
Most SMS ads come from credible product/service providers.	1	12	39	40	8	2.58

Table 8 presents the respondents' attitudes toward SMS advertisements in terms of their credibility. The results showed that the respondents were undecided whether SMS ads were credible. For the following statements, the lowest score was obtained when the respondents were asked if they thought SMS ads provided them with truthful information without hiding some facts. The average score of 2.18 indicated that the respondents generally disagreed with the statement. The respondents in general also disagreed that most SMS ads came from credible product/service providers, but were undecided whether SMS ads contained reliable information.

4.4 PERCEIVED ENTERTAINMENT OF SMS ADVERTISEMENTS

Table 9. Attitudes toward SMS Advertisements in Terms of Entertainment

Statement	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Mean
Reading SMS ads is pleasing.	1	19	39	28	13	2.67
SMS ads usually contain humors.	1	18	45	25	11	2.73
SMS ads are fun to read.	0	12	50	27	11	2.63
Reading SMS ads is relaxing.	2	9	39	29	21	2.42

Table 9 presents the respondents' attitudes toward SMS advertisements in terms of their entertainment value. The average score of 2.67 indicated that the respondents were undecided whether reading SMS ads was pleasing. For the following statements, the respondents disagree that reading SMS ads was relaxing as indicated by the average score of 2.42, the lowest score in the section. However, the respondents were undecided whether SMS ads usually contained humor and whether SMS ads were fun to read.

4.5 PERCEIVED IRRITATION OF SMS ADVERTISEMENTS

Table 10. Attitudes toward SMS Advertisements in Terms of Irritation

Statement	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Mean
SMS ads are irritating.	29	31	36	2	2	3.88
I am always disturbed by SMS ads.	25	38	31	3	3	3.79
I cannot concentrate on my works because of SMS ads.	27	45	25	1	2	3.94
My privacy is violated by SMS ads.	20	30	43	6	1	3.62

Table 10 presents the respondents' attitudes toward SMS advertisements in terms of their irritative characteristics. The respondents in generally found SMS ads irritating, as indicated by the average score of 3.88. For the following statements, the highest score was obtained when the respondents were asked whether they agreed that SMS ads made them unable to concentrate on their works. The average score of 3.94 indicated that the respondents generally agreed with the statement. The respondents

also agreed that they were always disturbed by SMS ads and that their privacy is violated by SMS ads.

4.6 OVERALL ATTITUDES TOWARD SMS ADVERTISEMENTS

Table 11. Overall Attitudes toward SMS Advertisements

Statement	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Mean
I like SMS advertisements	0	8	37	35	20	2.33
SMS ads are useful.	0	22	34	27	17	2.61
I am pleased to receive SMS ads.	0	11	37	32	20	2.39
I will be willing to receive SMS ads.	0	17	20	35	28	2.26

Table 11 presents the respondents' overall attitudes toward SMS advertisements. The average score of 2.33 indicated that the respondents generally disliked SMS ads. The respondents were undecided whether SMS ads were useful, but the results showed that they were not pleased to receive them and would not be willing to receive SMS ads.

4.7 OVERALL ATTITUDES IN DIFFERENT DEMOGRAPHIC GROUPS

Table 12. Attitudes toward SMS Advertisements by Gender

Gender	Strongly Positive	Positive	Neutral	Negative	Strongly Negative	Mean
Male	0 (0.00%)	2 (6.06%)	14 (42.42%)	12 (36.36%)	5 (15.15%)	2.39
Female	0 (0.00%)	6 (8.96%)	23 (34.33%)	23 (34.33%)	15 (22.38%)	2.30

Table 12 presents attitudes toward SMS ads of male respondents compared with female respondents. The average score for male respondents was 2.39 and that for female respondents was 2.30. The result indicated that both male and female respondents generally held negative attitudes toward SMS advertisements.

Table 13: Attitudes toward SMS Advertisements by Age Group

Age Group	Strongly Positive	Positive	Neutral	Negative	Strongly Negative	Mean
21-30	0 (0.00%)	5 (7.46%)	25 (37.31%)	24 (35.82%)	13 (19.40%)	2.33
31-40	0 (0.00%)	2 (7.14%)	10 (35.71%)	11 (39.29%)	5 (17.86%)	2.32
>40	0 (0.00%)	1 (20.00%)	2 (40.00%)	0 (0%)	2 (40%)	2.40

Table 13 presents attitudes toward SMS ads of respondents in different age groups. The average scores were 2.33 for respondents aged 21-30years old, 2.32 for respondents aged 31-40 years old and 2.40 for respondents aged above 40 years old. The results indicated that the overall attitudes toward SMS advertisements were negative in all age groups.

Table 14. Attitudes toward SMS Advertisements by Income Group

Income (Baht/month)	Strongly Positive	Positive	Neutral	Negative	Strongly Negative	Mean
0-20,000	0 (0.00%)	3 (5.77%)	22 (42.31%)	14 (26.92%)	13 (25.00%)	2.29
20,001-40,000	0 (0.00%)	4 (10.81%)	14 (37.84%)	15 (40.54%)	4 (10.81%)	2.49
>40,000	0 (0.00%)	1 (9.10%)	1 (9.10%)	6 (54.55%)	3 (27.27%)	2.00

Table 14 presents attitude toward SMS ads of respondents in different income groups. The average scores were 2.29 for the respondents earning 0-20,000 baht a month, 2.29 for those earning 20,001-40,000 baht a month and 2.00 for those earnings more than 40,000 baht a month. The results indicated that the respondents in all income groups held negative attitudes toward SMS advertisements.

Table 15. Attitudes toward SMS Advertisements by Educational Level

Educational Level	Strongly Positive	Positive	Neutral	Negative	Strongly Negative	Mean
Below Bachelor's degree	0 (0.00%)	2 (25.00%)	3 (37.50%)	2 (25.00%)	1 (12.50%)	2.75
Bachelor's degree	0 (0.00%)	3 (4.48%)	28 (41.79%)	23 (34.33%)	13 (19.40%)	2.31
Master's degree	0 (0.00%)	3 (12.00%)	6 (24.00%)	10 (40.00%)	6 (24.00%)	2.24

Table 15 presents attitudes toward SMS ads of respondents with different educational levels. The average score of 2.75 indicated that the respondents with educational levels below bachelor's degree held neutral attitudes toward SMS advertisements. However, the results showed that the respondents with bachelor's degrees and those with master's degrees held negative attitudes toward SMS advertisements, as indicated by the average scores of 2.31 and 2.24, respectively.