

## REFERENCES

- Aaker, D., & Bruzzone, D. (1985). Causes of irritation in advertising. *Journal of Marketing*, 49, 47-57.
- Advance Info Service (n.d.). *Company background*. Retrieved March 12, 2009, from <http://www.ais.co.th/en/CompanyProfile/History.html>
- Bucklin, L. (1965). The informative role of advertising. *Journal of Advertising Research*, 5, 11-15.
- Chadinee Maneesoonthorn, & Fortin, D. (2006). Texting behaviour and attitudes toward permission mobile advertising: An empirical study of mobile phone users' acceptance of SMS for marketing purposes. *International Journal of Mobile Marketing*, 1(1), 66-72.
- Chang, C. (2006). Beating the news blues: Mood repair through exposure to advertising. *Journal of Communication*, 56, 198-217.
- Chowdhury, H., Parvin, N., Weitenberner, C., & Becker, M. (2006). Consumer attitude toward mobile advertising in an emerging market: An empirical study. *International Journal of Mobile Marketing*, 1(2), 33-42.
- Clothier, J. (2005, November 10). Dutch trial SMS disaster alert system. *CNN*. Retrieved from <http://www.cnn.com/2005/TECH/11/09/dutch.disaster.warning>
- Cotte, J., Coulter, R., & Moore, M. (2005). Enhancing or disrupting guilt: The role of ad credibility and perceived manipulative intent. *Journal of Business Research*, 58, 361-368.
- Drossos, D., Giaglis, G., Lekakos, G., Kokkinaki, F., & Stavradi, M. (2007). Determinants of effective SMS advertising: An experimental study. *Journal of interactive advertising*, 7, 30-38.
- Ducoffe, R. (1995). How consumers assess the value of advertising. *Journal of Current Issues and Research in Advertising*, 17(1), 1-18.
- Ducoffe, R. (1996). Advertising value and advertising on the web. *Journal of Advertising Research*, 36(5), 21-35
- Duncan, C., & Nelson, J. (1985). Effects of humor in a radio advertising experiment. *Journal of Advertising*, 14(2), 33-64.

- Freiden, J. (1982). An evaluation of spokesperson and vehicle source effects in advertising. *Current Issues & Research in Advertising*, 5(1), 77-87.
- Goldsmith, R., Lafferty, B., & Newel, S. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. *Journal of Advertising*, 29(3), 43-53.
- GSM Association. (n.d.). GSM coverage maps. Retrieved March 11, 2009, from [http://www.gsmworld.com/roaming/gsminfo/net\\_thta.shtml](http://www.gsmworld.com/roaming/gsminfo/net_thta.shtml)
- Haghirian, P., Madlberger, M., & Inoue, A. (2008). Mobile advertising in different stages of development: A cross-country comparison of consumer Attitudes. *Proceedings of the 41st Hawaii International Conference on System Sciences*.
- Hanley, M., & Becker, M. (2008). Cell phone usage and advertising acceptance among college students: A four-year analysis. *International Journal of Mobile Marketing*, 3(1), 67-80.
- Kamins, M., Brand, M., Hoeke, S., & Moe, J. (1989). Two-sided versus one-sided celebrity endorsements: The impact on advertising effectiveness and credibility. *Journal of Advertising*, 18(2), 4-10.
- Kellaris, J., & Cline, T. (2007). Humor and ad memorability: On the contributions of humor expectancy, relevancy, and need for humor. *Journal of Psychology & Marketing*, 24, 497-509.
- Li, H., Edwards, S., & Lee, J. (2002). Measuring the intrusiveness of advertisements: Scale development and validation. *Journal of Advertising*, 31(2), 37-47.
- Madden, T., & Weinberger, M. (1982). The effect of humor on attention in magazine advertising. *Journal of Advertising*, 11(3), 8-14.
- Morimoto, M., & Chang, S. (2006). Consumers' attitudes toward unsolicited commercial e-mail and postal direct mail marketing methods: Intrusiveness, perceived loss of control, and irritation. *Journal of Interactive Advertising*, 7(1), 8-20.
- Resnik, A., & Stern, L. (1977). An analysis of information content in television advertising. *Journal of Marketing*, 41(1), 50-53.
- Rettie, R., & Brum, M. (2001). M-commerce: The role of SMS text messages. In

- Dholakia, R.R., Kolbe, L., Venkatesh, A. & Kingston, P.Z. (Eds.). *COTIM-2001 Proceedings: From E-Commerce to M-Commerce*. RI: RITIM, University of Rhode Island.
- Santilli, P. (1983). The informative and persuasive functions of advertising: A moral appraisal. *Journal of Business Ethics*, 2, 27-33.
- Shavitt, S., Lowrey, P., & Haefner, J. (1998). Public attitudes towards advertising: More favourable than you might think. *Journal of Advertising Research*, 38(4), 7-22.
- Srisamorn Phoosuphanusorn (2008, October 31). DTAC to focus on broadband. *Bangkok Post*. Retrieved from [http://www.bangkokpost.com/311008\\_Business/31Oct2008\\_biz54.php](http://www.bangkokpost.com/311008_Business/31Oct2008_biz54.php)
- Stross, R. (2008, December 28). Questioning the cost of text messaging. *The International Herald Tribune*. Retrieved from <http://www.iht.com/bin/printfriendly.php?id=18953204>
- Tsang, M., Ho, S., & Liang, P. (2004). Consumer attitudes toward mobile advertising: An empirical study. *International Journal of Electronic Commerce*, 8 (3), 65-78.
- Virki, T. (2007, November 29). Global cell phone use at 50 percent. *Reuters*. Retrieved from <http://www.reuters.com/article/technologyNews/idUSL2917209520071129>
- Wong, M., & Tang, E. (2008). Consumers' attitudes toward mobile advertising: The role of permission. *Review of Business Research*, 8 (3), 181-187.
- Wray, R. (2008, September 26). Half world's population will have mobile phone by end of year. *The Guardian*. Retrieved from <http://www.guardian.co.uk/technology/2008/sep/26/mobilephones.unitednations>
- Zhou, Z., & Bao, Y. (2002). Users' attitude toward web advertising: Effects of internet motivation and internet ability. *Advance in Consumer Research*, 29, 71-78.