

**ABSTRACT**

**Research project Title** : **Consumers' attitudes toward mobile advertising in Thailand**

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Mobile marketing offers great opportunities for businesses. Marketing activities supported by mobile devices allow companies to directly communicate with their consumers without time or location barriers. However, some areas of mobile marketing still need further investigation. Especially, the topic of mobile advertising is of major interest. It addresses consumers with individualized advertising message via mobile devices.

The objectives of this study are to identify the factors that influence consumers' attitudes toward mobile advertising. Specifically, the study aims to explore the message contents in terms of their entertainment, informativeness, irritation and credibility and their influences on consumers' attitudes toward mobile advertising. Also to identify the differences or similarities in consumers' attitudes

toward mobile advertising between male and female, and among the difference of age groups, educational levels and the frequency of exposure. Finally the appropriate conclusions after conducting a survey about the consumers' attitudes on mobile advertising among the target groups were made. The underlying research project discusses its relevance and investigates antecedents of consumer attitudes toward mobile advertising. The analysis is based on consumer survey. For this purpose a quota sample of 486 mobile phone users aged between 15 – 45 years old in Bangkok has been investigated by using questionnaires. The descriptive quantitative research has explored while the multiple regression and One Way ANOVA analysis has been applied in analyzing the relationship between five success factors and success measures of consumers' demographics. All research hypotheses are tested at 0.05 level of confidence.

The result indicates that message contents and consumers' demographic have the impact on attitudes toward mobile advertising. For the message contents, Informativeness and entertainment are strongly related to the consumers' attitude toward mobile advertising. However, Irritation and credibility has not much strong influenced to the consumers' attitudes. Since studied on the consumers' demographics, it showed that different level of age and education will have the different attitudes toward mobile advertising. Male and female do not play such a dominant role as it showed there was no difference about attitudes toward mobile advertising among them. Frequency of exposure is also related to consumers' attitudes in term of consumer's level of frequently received message. As a consequence, it shows that not only message contents but also the consumer insights is of greatest relevance for the

attitudes toward mobile advertising, while the frequency of message exposure has also impact on it.

