

ABSTRACT

Wireless technology such mobile applications molds a new shape of future communication between advertisers and customers. The mobile phone is the first phase of the wireless revolution; businesses have little experience using this new marketing tool. This study discusses Short Message Services (SMS), which is the first and most successful form of mobile data transmissions. This study aims to investigate the effectiveness of SMS advertising by checking the relationship of four SMS advertising success factors—consumer permission, message factors (message characteristics), media factors (fit to low involvement products and the easy function of SMS) and message frequency, and two success measures of SMS advertising—consumer attention and consumer response.

The conceptual framework in this study is based on descriptive quantitative research while the multiple regression analysis has been applied in analyzing the relationship between four success factors and success measures of SMS Advertising from 400 completed questionnaires of mobile phone users aged between 11-45 years old in Bangkok. All research hypotheses are tested at 0.05 level of confidence.

The multiple regression analysis outcomes of this research evidently reflected that three out of four success factors have relationship with success measures of SMS advertising but the overall relationship is considered weak. For consumer attention results, media factors has the strongest positive relationship among the rest factors, 0.217, while consumer permission have 0.214, and message frequency has 0.202, respectively. In addition, media factors also have the strongest positive relationship with consumer response, 0.247. Message frequency and consumer permission are related to consumer response as 0.197 and 0.202 respectively.

For media factors, the result mainly shows that the advertisement via SMS is fit to low involvement products more than high involvement products. The easy function of SMS can encourage the respondents to take action, for example, SMS back senders, joining the campaigns and forwarding interesting messages to their friends and families. It is definitely on consumer permission results that the respondents do not mind joining an opt-in programs as long as they can surely opt-out. The incoming advertising messages seem to be more interesting when consumers can select which advertisement categories to enter their inbox. In

addition, coupon discounts and other kinds of sales promotion are able to encourage consumers to accept advertising messages. In general, the results of message characteristics in terms of entertainment, informativeness about money benefits and credibility of senders are in the satisfactory level. However, message-factor items do not appear to have relationships with success measures of SMS advertising. It is recommended to do future research on this variable in a specific demographic target group. For message frequency, senders should not send advertising messages more than three times per day as most respondents disagree that advertisements via SMS three times a day is perfect for them.

