

or 6% of respondents), and 6 or 3% of respondents choose the scale of 5.

V. DISCUSSION

Based on the findings, the majority of the respondents are female. This can be explained that women still play a major role in sending and receiving SMS. Most of the respondents were 23-27 years old. This is followed by the age range between 18- 22 years old. Most of them earned a bachelor's degree and work for a private company. In terms of monthly income, most of them earned a salary between 10,001-20,000 baht per month. Not only did the majority of the age group use SMS service but it also showed that SMS was generally used among the other age groups as well [6].

The Attitudes of Mobile Users towards Roles of the SMS Advertising Mobile users prefer that advertisers provide them the flexibility to receive the advertisement. Mobile users prefer that they terminate the service at anytime and also be asked for permission from advertisers before sending them the advertisements. Moreover, consumers prefer to receive the advertisement that offers them discount or special offers, or provides them right to choose to receive any advertisements that fit their interests. At the same time, advertisers could also save their advertising budget because they can get an audience that is interested in their message, as a research by stated that spam is the strongest negative influence on customer attitudes towards SMS advertising while consumer permission helps to decrease the unwanted messages that flood into their device [5].

The consumer permission is related to privacy, and consumers may possibly trade off up to a certain degree of their privacy and get benefits if they perceive these benefits to be sufficient and satisfying. Of the research findings, consumer permission is counted as one of the most important factors towards successful measures of SMS advertising. Most respondents are willing to accept coupon discounts or other interesting sales promotion via SMS as long as it is perceived to be relevant and have value to them. In addition, they are willing to enter to the SMS service as long as they can quit or terminate from the service without any conditions whenever they desire. These results can show that the mobile users' privacy is one of the most important factors; the advertisers should consider this factor to develop advertising via SMS or other future data service applications [6].

VI. RECOMMENDATION AND FUTURE STUDIES

Based on the findings and conclusion of this study, the following recommendations are made for future research As the samples of this research are mobile phone users aged between 18-32 years old, it is recommended that advertisers and marketers should study the specific age range for each product target group because each age range has different outcomes that may affect the product's target groups. Further study may also not focus only on age ranges, but other demographic characteristics should also be included in a further study because they may influence the perception of

SMS advertising A further study may focus on the other advertising tools via mobile phone such as Multi Messaging Service (MMS) as MMS is not just a text, but also has sound, images, video from one mobile to another mobile, including no size limit as well.

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