Consumer’s Attitude Toward Mobile Advertising In Thailand

Xiangqin Fu

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ABSTRACT

There has been a tremendous and rapid growth in the mobile telecommunication industry in the world, especially in Asia. This paved a new platform for many companies to do their sales promotions through short message system (SMS) via mobile device. SMS has been generally used in mobile advertising. This study employed theory of reasoned action (TRA), to investigate consumer behavior in mobile advertising. This study aims to investigate the behavioral intention to receive and read mobile advertisements, with attitude serving as the mediator. We also examine factors including entertainment, informativeness, irritation, credibility, permission, attitude to advertising in general, and personality. Data were collected from 400 mobile phone users in Bangkok, Thailand. Results show that personality of SMS advertisements has the strongest effect on attitude. Attitude is the major mediator between belief dimensions and behavioral intention.