CONSUMER BEHAVIORAL TOWARD MOBILE MARKETING THROUGH LINE APPLICATION: THE EMPIRICAL STUDY OF AIRLINE INDUSTRY IN THAILAND

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ABSTRACT

Due to the increase in smartphone usage also means people have more access to the internet, social network, online chat and video streaming. The people's lifestyle is changing. They are on new media and new communication platforms. More recently these opportunities have expanded with the introduction of mobile marketing enabling marketers to more effectively target ads to specific groups. This research investigates the significance of mobile phone technology as used marketing communication channel in Thailand including analyzes the Thai's consumer's behaviour towards mobile marketing through Line Application of Airline Industry, which gives understanding to the marketers that how they will plan their strategies for mobile marketing in the future. Therefore, the research is also adapting the theory of "Diffusion of Innovation, Technology Acceptance Model (TAM) and Theory of Plan Behaviour (TPB)" which can give the insight information in perceived and accepted behaviour toward Line Marketing.

KEY WORDS: Line Marketing/ Mobile Marketing/ Consumer Behaviour/
Airline Industry/ Line Application

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CHAPTER I
INTRODUCTION

According to statistics released by the National Broadcasting and Telecommunications Commission, the number of mobile subscribers in Thailand this year exceeded the entire population by one of third, as some people subscribe to more than one number. The local mobile market grew approximately by 9% to 95.5 million this year, with 25 million 3G customers using the 2100-megahertz network (NBTC, 2014). As figure 1.1 demonstrates the growth of Mobile connection and Penetration in Thailand.
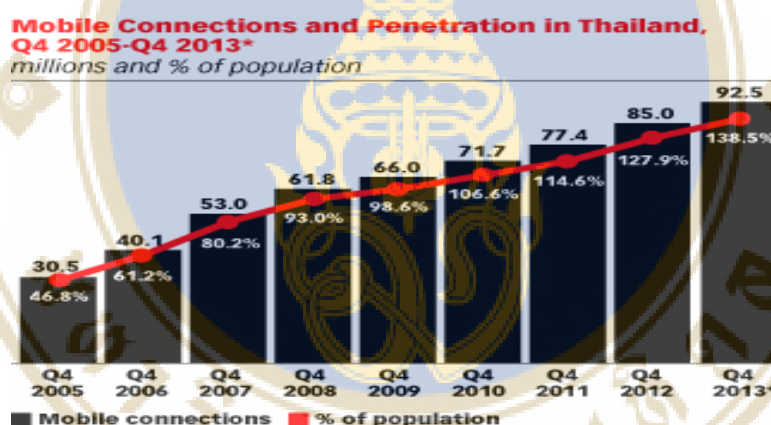
Figure 1.1 Mobile Connection and Penetration in Thailand from 2005- 2013
Source: NBTC, March 3, 2014.

For this reason, mobile devices have already made significant headway into the country's consumer behavior. The increase in smartphone usage also means people have more access to the internet, social network, online chat and video streaming. The people's lifestyle is changing. They are on new media and new communication platforms. More recently these opportunities have expanded with the introduction of mobile marketing enabling marketers to more effectively target ads to specific groups. With the development of technologies of text message (SMS) and

MMS, mobile advertising has become a new area, without limitation of time and place, target audience can meet. As like Coursaris, Sung and Swierenga (2010) defined mobile technologies can be used for tasks, when they want and where they are.

The Mobile Marketing Association (MMA) defined mobile marketing as "the use of wireless media as an integrated content delivery and direct response vehicle within a cross-media or standalone marketing communications program" (MMA, 2006). For these reason the penetration of this new technology has evoked changed in advertising, retailing and shopping in marketing, and also companies are planning business in mobile marketing and should be ready for mobile marketing and mobile commerce (Barutch, 2008).

Line Corporation, developers of popular messing application announced that worldwide user subscribed to the service already exceeded nearly 400 million as can be seen in Figure 1.2. Considering Thailand, there were a total of 28 million Line users in Thailand, making it the messaging's top country of its home nation, Japan. This number brings Line even closer to Facebook's user-based in Thailand, which is at 24 million at the same times (Line, 2014). The "official account" feature, together with "sponsored stickers", is a powerful and effective marketing channel, and also acts as an exquisite entertainment tool for its users. Moreover, Line's sticker can reach people across a range of ages, from teenagers to adults.

Figure 1.2 The number of Worldwide Line users from 2011- 2014
Source: Line Corporation, 2014.

As the business travel trends show increasing mobile reliance, the future of mobile technology in the airline industry is not only in travel apps but in the ability to track luggage, book ancillary services or just check-in. Both the global airline industry and the travel and tourism industry have a unique opportunity to learn from this report and bring the future of travel into the present. Airlines are currently investing in the field of mobile commerce as a way to exploit the opportunities offered by this new wave technology. Mobile marketing is expected to be a key player in airline operations in the next five years. From the previously study, Hossam (2012) analyzed that the spreading use of m-marketing in air travel will vary between markets according to aspects related to consumer behavior and attitude.

However, according to Hossam (2012) indicated that mobile phone services will play an essential part in the evolution of self-service technologies evolving from a passenger communication which focused channel to a more interaction and transaction driven interface to the passenger. The global study identifies traveler attitudes to airline mobile services whilst also highlighting emerging mobile technologies set to transform stage of the travel experience. Due to the always-connected traveler will expect and demand information and services that simplify the planning, booking and overall airport experience (Amadeus, 2014).

This research investigates the significance of mobile phone technology as used marketing communication channel in Thailand including analyzes the Thai's consumer's behavior towards mobile marketing through Line Application of Airline Industry, which gives understanding to the marketers that how they will plan their strategies for mobile marketing in the future.

CHAPTER II
LITERATURE REVIEW

This literature review in this section will be divided into 2 sections as shown as below. The purpose of the review is to prove the development of a model used in this study to understand and explain the behavior of the line's users.

1. Mobile Marketing through Line application
2. Diffusion and adoption of Technology Innovations

Mobile Marketing through Line Application

Mobile phone made a revolutionary contribution of fulfilling the anywhere and anytime connectivity marketer wishes (Barutch, 2008). According to Yuan and Cheng (2004) explains that mobile marketing is attracting and prevailing to marketing for many reasons. As like Scharl, Dickinger and Murphy (2005) defines that, mobile marketing as using a wireless medium to offer consumers with time and location-sensitive, personalized information that promotes products and services including ides.

Mobile advertising can be categorized into two basic types such as pull and push (Deo; Gabriel; Hosea, 2013), the providers can take the form of pull-based (user request information and services based on their locations) or push-based (location-sensitive content is automatically sent to users based on their location) advertising.

Nowadays, Line marketing is becoming a new revolution of mobile marketing and emerging of new advertising platforms. As we known Line application is a powerfully communication channel which can be direct communication. Line (2014) is a cross-platform communication service and app, offered for free by Naver, from NHN Japan. The basic functionality allows users to send text messages and to make free calls with other users who have the app installed on their smartphones. Line

initially started as a text-messaging service allowing users to text-chat with other users and has group-chats with multiple users.

From the previous study, Karnjanaporn (2013) summarized that, Line application also provides the advertising and marketing tools, which can be separate into two tools as following.

- **Official Accounts Services**

These Official Accounts enable business enterprises to reach Line's 40 million users around the world wherever they are. As a smartphone is always connected on the users person, businesses now have a chance of directly reaching their customers in real-time. This contrasts with other services such as Twitter and Facebook where users mainly follow timelines for sent information. Instead, this new service from Line alerts the users instantly through push notifications, meaning that businesses can expect a high number of users viewing their messages.

The Official Account is a feature which allows businesses to send messages directly to users who have added their account as a friend as well as automatically-programmed BOT accounts that provide useful information and translation services. On this occasion, NHN Japan stated that they were very excited to announce the introduction of 'Line Official Accounts' for business enterprises (NHN Japan, 2014).
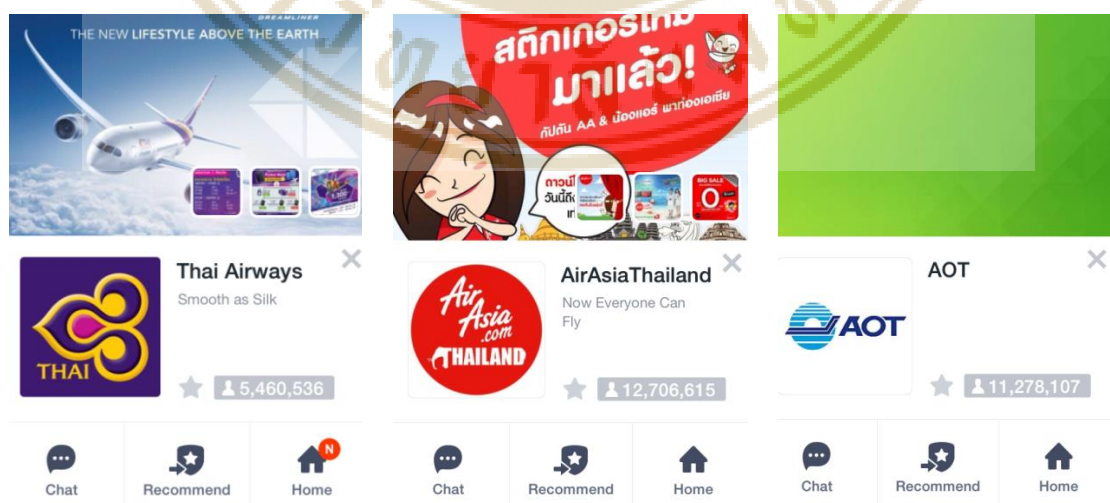

Figure 2.1 Example of Thai Airline's Official accounts

Recently, Line (NHN Japan, 2014) launches the special functions such as *"Event Page"* is a Mini Microsite which organization can posts the information, pictures, sale promotions including hyperlink with can be directly access into company website, and also they can creates the marketing activities to invite customer to participated with this campaigns as well. The second, *"On Air Mode"* is a real-time interactivity which can makes two-ways communications at the same time.

For example, Lawson is a major chain of convenience stores in Japan, which is becoming the most successful business in Japan, which promoting their products through Line Official Account. They proposed to promote their brand on third screen communication such as digital marketing, mobile advertising especially in Line communication channel. The result shown that, the customer are interested and immediately responded. Thus, they have got users and member approximately 1 million people within one month, which people also received and send advertising message, coupon through official account, it can be significant affects with increasing of sale and visitors who come to visit their store are 70% and 300% respectively (NHN Japan, 2014).

- **Line Sponsor Stickers**

In addition to the above, companies can develop the users' attraction and sense of closeness towards their business image by using their original "Business Stickers" featuring their logo and characters whilst communicating to the users. NHN Japan (2014) has stated that while promoting Line as a global communication channel and increasing the number of new users, they will also continue to push forth the development of Line's platform integration, as well as increasing its overall revenue.

Major brand names are participated into this campaign such as Coca-Cola, Nisshin Food and Lawson opening official Line accounts and offering branded stamps that they hope users will share with their friends. Moreover, several celebrities have also opened official Line accounts, from which fans may receive messages.

For example, Lawson has created a cute corporate mascot to help to carry their marketing campaign. The Lawson Crew mascot, Akiko-chan, is a second-year student at college who works part-time at Lawson. In July 2012, Lawson started to offer free Akiko-chan stickers to their 1.5 million LINE contacts. The Nikkei Digital

had a study on social media corporate mascot awareness, and Akiko-chan ranked number one and is considered the most notable company mascot in Japan.

In this research, we focusing in Airline business in Thailand due to the harmful competition and many of number competitors would be increases. Therefore, the airline businesses are looking for the ways to improve their capabilities, hence online communication especially mobile advertising, is becoming the new ways to promote their brands, communication and provide products and services.

According to Karnjanaporn (2013) identify that, they are various types of online strategy in Airline business in Thailand such as Social Network via Facebook and Twitter, Online systems which provides a variety of information including on-line booking, this channel can improve brand images and increase relationship as well. Furthermore, the emerging of Line also provides new technology platforms to gain more opportunities in these areas. Nowadays there are many companies, who participated in Line communication channel as well as Thai Airways, Air Asia Thailand, Nok Air, Bangkok Airways and Aviation of Thailand (AOT). The example of Line stickers in can be describes below.

Figure 2.2 Bangkok Airway's Stickers
Source: Karnjanaporn (2013)

Diffusion and adoption of Technology Innovations

The theoretical constructs pertinent to this study are use intention and acceptance. Three of the classical adoption and intention models which are the models can help develop a solid theoretical foundation for this study

- **The Technology Acceptance Model**

The Technology acceptance model (TAM), adapted from the theory of reasoned action (TRA) and later developed to theory of planed behavior (TPB). Although the technology acceptance model has been widely applied originally to the IT environment, Varnali and Toker (2010) and Shankar and Balasubramanian (2009) consider it adequate to explained the acceptance of technology related to mobile marketing, mobile advertising and SMS advertising. The TAM posits that an individual's intention to adapt and use a new information technology is determined by both perceived usefulness (PU) and perceived ease of use (EOU). As Zhang and Mao (2008) founded that perceived usefulness and perceive each of use, were the determinants of the intention to use SMS advertising messages. The TAM model is provided as shown in figure 2.3.
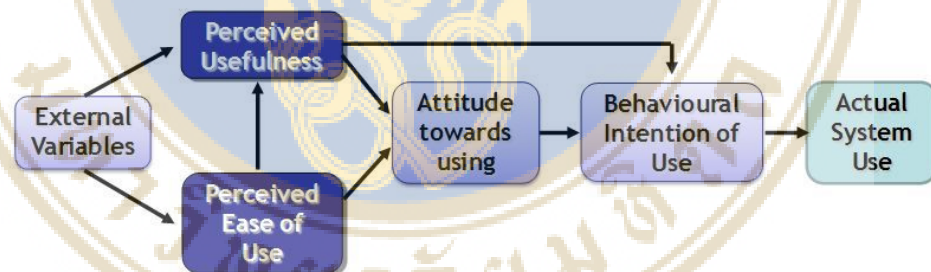
Figure 2.3 Technology Acceptance Model (TAM)
Source: Davis, F.D. (1989)

According to Davis (1989), suggests that *perceived usefulness* refers to the individual's subjective assessment of the utilities offered by the technology. In a study about drivers for consumer acceptance in receiving SMS promotional messages, Merisavo et al. (2007) indicates that information context and message utility are the strongest factors. Moreover, various studies also indicate a positive influence from the entertainment characteristics and information utility of message, with the first

dimension identified as being preponderant (Tsang; Ho; Liang, 2004; Yang, 2007; Zhang; Mao, 2008).

Furthermore, Pietz and Storbacka (2007) explained that incentive-based advertising is an approach that provides specific financial rewards to consumer who agrees to receive ads into their mobile phone. For example, a mobile coupon is an electronic ticket delivered by mobile phone that can be exchanged for a financial discount or rebate when purchasing a product or service. Nevertheless, Zia (2012) also summarized these benefits can be assumed as Monetary Benefits. Based on this study, incentive and monetary benefits refers to a special promotion, discounts including provide some incentive to consumers such as free company's stickers as well.

Drawing upon the Uses and Gratification Theory of communication, the current study treats mobile apps as a medium that fulfills young consumer's communicative as an informational, social and entertainment needs. Blumler and Katz (1974) also identified the use of media and technology is determined by the individual user's need or motivations. Consumer utilitarian motives of using mobile services are very similar to perceived usefulness in the TAM (Leung; Wei, 2000).

Perceived ease of use refers to the cognitive effort that the individual puts forwards in learning the technology. It relates to the intrinsic characteristic of the technology such as ease to use, easy to learn, flexibility; in other words, the degree to which an individual believes that using a particular information system will be free of effort (Davis, 1989). In this study, EOU is defined as the degree to which a consumer believes that forwarding electronics messages and mobile advertisement would be effortless. In this study, EOU reflects the degree to which a consumer believes it easy to learn and use mobile apps through Line and mobile application as well.

Chau (1996) excluded the original construct of perceived ease of use in his modified TAM model, he also mentioned that in the exploratory state of technology use, EOU plays an important role. Even though Vekatesh (2000) believes that for anything IT/IS, perceived ease of use is an important determinant of user's intention of acceptance and usage behavior. Likewise a study by Clarke (2000) on the factors affecting the use of wireless handheld devices in England also supports this point. He found that EOU is one of the top five significant factors determining use of wireless handheld devices.

- **The Diffusion of Innovation Theory**

The scope of the study was based on the Diffusion of Innovation Theory (DOI). According to Rogers (1995) also provided five perceived characteristics of innovation that can be used to form a favorable and unfavorable attitude towards an innovation such as relative advantage, complexity, compatibility, trialability and observability. Moreover, he stated that an innovation's characteristics were found to explain 49 to 87 percent of the variance in the rate of adoption.

As Rogers (1995) suggests, what influences a person's innovativeness depend on how that person perceived the innovation as a beneficial. In this instance the utilitarian value of mobile advertising helps explain the important of *relative advantages* in accepting mobile advertisement via the mobile phone. The utilitarian function of advertising is based upon main beliefs of expected rewards (Johar and Sirgy, 1991). Rewards such as use a new technology is determined by an individual's attitude towards using it as well as beliefs the user holds about its perceived usefulness. Thus, Johar and Sirgy (1991) truly believes that electronics discount coupons, location-based services and loyalty points are considered as components of relative advantage or the benefits of receiving SMS alerts as well as mobile ads.

The previous study founded that social media is an interactive media. Compared to traditional media, social media enables two-way communication rather than one directional transmissions or distributions of information to an audience (Mayfield, 2008). Regarding this interactive nature of new media, Rogers (1995) suggested that interactive innovation or those that offer two-way communication can speed-up the adoption process. Thus, perceived mobility and interactivity also may contribute to an attitude toward innovation and may affect the adoption of social media (Sangwon; Moonhee, 2011). Moreover, Tsang; Chun and Liang (2004) supported that incentives are considered to have an impact on consumer intentions to received mobile advertising under a given attitude. Intention then affects their actual behavior.

Complexity is the degree to which an innovation is perceived as relatively difficulty to understand and use (Rogers, 1995). In this case the knowledge relevant to reducing the perceived complexity of mobile marketing is the knowledge about mobile communication. Some author identify that existing knowledge affects the cognitive

decision-making process for accepting a specific, innovation product or action. Due to it gives an individual the ability to understand the functioning, resources and use of innovation, reducing its perceived complexity (BAUER et al., 2005). Mobile communication technology provides the technological basis for mobile marketing. According to diffusion theory, a negatively relationship can be presumed between the perceived complexity of an innovation and the attitude towards it can be assumed as being negative.

In addition, TAM was adapted from DOI as David mentioned that perceived ease of use in his model parallels to the complexity defined by Rogers as same as perceived usefulness to relative advantage (Davis, 1989). Therefore this research uses the diffusion of innovation theory or Rogers (1995) to incorporate to Davis's technology acceptance model. These two theories have been proven to be highly successful in empirical studies (Tgbaria, et al., 1997; Mooroncle & Benbasat, 1996; Karahanma, et al, 1999). According to, Karahanna (1999) supported that perceived usefulness in TAM is equivalent to Roger's relative advantage, and ease of use is equivalent to complexity. Thus we can define the study hypothesis as;

H_1: Perceived usefulness (relative advantages) has a significant positive relationship between attitudes toward mobile marketing.

H_2: Perceived ease of use (complexity) has a negative relationship between attitudes toward mobile marketing.

Compatibility was defined by Rogers (1995) as a critical determinant of user adoption decision, it also means as the degree to which an innovation is perceived as consistent with the existing values, past experiences, and need of potential adopters. As Dulyalak (2006) explained that compatibility is evaluated relative to the adopter's sociocultural values and benefits, previously introduced ideas and individual need for innovation. Al-Gahtani and King (2001) founded that compatibility to be an important predictor of the usage. Furthermore, Agarwal and Prasad (1999) asserted a positive relationship between an individual's prior compatibility experiences and the new information technology acceptance. In contrast, they also argued that compatibility by itself does not lead to the adoption of the technology usage. Thus the hypothesis can define as;

H$_{3:}$ Compatibility has a positive relationship between attitudes toward mobile marketing.

Rogers (1995) identified that, *trialability,* is the degree to which an innovation may be experimented with on a limited basis. Therefore, the trialability of an innovation as perceived by member of a social system, it is positively related to its rate of adoption advertising via mobile phone. It becomes an important feature for an innovator before committing to its usage will feel more comfortable with the innovation and are more likely to adopt it (Argarwal & Prasad, 1997; Tan & Teo, 2000).

Observability refers to the degree to which the results of an innovation are visible to others (Rogers, 1995). Moore and Benbasat (1991) argued that the original construct of observability was defined in a complex manner by Rogers (1995) in which the results of an innovation are visible and communication to others, and it also included the idea of the innovation being visible. Another argument regarding to observability characteristic was offered by Tornatzky and Klein's (1982), who emphasized that was unclear whether observability refers to cost or compatibility.

However, In mobile services research although the DOI Theory has been discusses in general by previous researchers, perceived characteristics of the innovation are often trimmed down based on Tornatzky and Klein's (1982) meta-analysis research finding (Teo & Pok, 2003; Wu & Wang, 2005) also recommended that relative advantage (perceived usefulness), complexity (perceived ease of use) and compatibility were consistently relate to the rate of innovation adoption. Based on the arguments, the study will not include "*observability* and *trialability*" as one of perceived innovation characteristics because of various interpretations of the characteristics. The study will only maintain the original three out of five perceived innovation characteristics as proposed by Rogers (1995).

- **Theory of Planned Behavior**

The Theory of planned behavior (TPB), develop by Ajzen (1985) is an extension of the TRA. The theory suggest that in addition to the attitudinal and normative influences identified by the TRA, a third element, perceived behavioral control (PBC) such as skill, opportunities and resources needed to use system, also

influence behavior intention and actions. In the other word, it also explains that consumer's intentions to perform different kinds of behavior can be predicted with high accuracy from attitudes toward the behavior (Ajzen, 1991). The TPB model is provided as shown in figure 2.4.
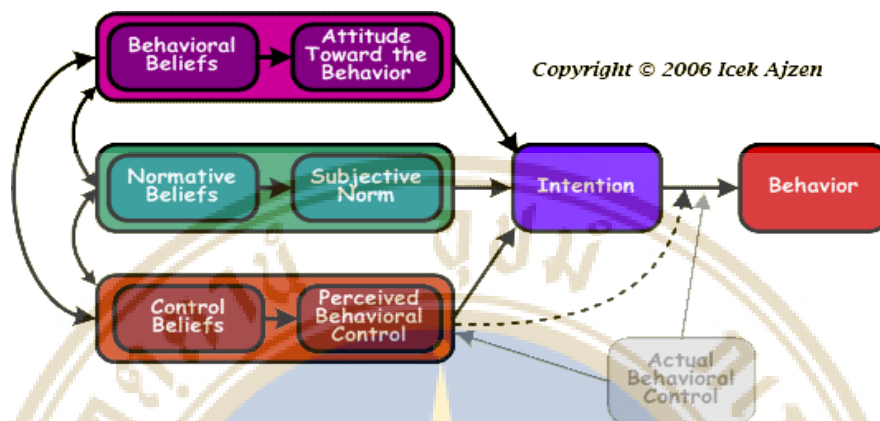

Figure 2.4 Theory of Planned Behavior
Source: Ajzen, I. (1985).

Based on the theory of reasoned action (TRA), Ajzen and Fishbein (1980) examined the meaning of the *subjective norm* as the adoption of such behavior depend on whether or not it will be accepted by important reference peers on personal motivation to comply with those references and also concern more on a personal evaluation of the consequences of the behavior. Luis, Marcel and Jorge (2014) also identified social norms are the results of a person's beliefs associated with a certain behavior. Social learning theory and diffusion theory emphasize the importance of information exchange to behavior change and stress interpersonal links as the main explanation of how individuals change their behavior (Bandura, 1977).

From the previous study, founded that a causal relationship between the subjective perception of social norms and attitude towards a behavior (Shimp; Kavas, 1984). Furthermore, Bauer et al. (2005) indicate that the attitude towards mobile marketing is strongly influenced by social norms. In two studies involving acceptance of mobile advertising by young consumers, in China and Taiwan (Yang, 2007; Zhang; Mao, 2008), social norms show significant influence on their attitude towards and on their intention to accept SMS advertising. Thus, these hypotheses are proposed based on the TPB and previous studies of mobile services as:

H₄: Subjective Norms have a significant positive relationship between behavioral intentions toward mobile marketing.

Perceive behavioral control refers to people's perception of the ease or difficulty of performing the behavior of interest. When judging the level of consumer control, the literature points toward two key consideration: first, whether business are providing customers with fair opportunity to opt out of response lists, and second, whether consumer have control over the use of their personal information (Miline & Rohm, 2000). For this study, perceived behavioral control comes from a consumer's sense of being in control of using, accepting advertising via mobile phone especially Line communication channel. Clear opt in and opt out instructions will not only facilitate consumer control but also provide a means for marketers to better respect end-user privacy as well (Kavassalis, Spyropoulou, Drososs, Mitrokostaas, Gikas & Hatzistamatiou, 2003).

In many countries mobile advertising is permission-based by law in order to keep mobile phones clears of spam. Accordingly, mobile advertising basically follows the ideas of permission marketing (Gordin, 1999). As mobile phones are very personal devices, then consumer perception of controlling that permission are related to the mobile advertising, which are considered important factors that might affect consumer acceptant of mobile advertising (Leppaniemi; Karjaluoto, 2005; Nysveen; Pedersen; Thorbjornsen, 2005).

Furthermore, Bauer et al. (2005) suggest that successful mobile advertising needs to be based on obtaining permission from the recipient to receive ads messages. If permission is not obtained, the advertisement risks being viewed as counterproductive and potentially harmful to customer relationships (Yaniv, 2008), because "permission marketing" represents an explicit consent of the recipient to receive marketing information, it assists in decreasing the fear of spam and such as is critical to overcoming consumer's hesitancy to enter into a mobile advertising campaign (Bauer et al., 2005).

Therefore, permission-based advertising demands that advertiser produce appealing and relevant messages so consumer are willing to opt in (DuFrene et al., 2005). Moreover, Kavassalis et al. (2003) suggest that permission-based marketing be

the foundation of mobile marketing so as to avoid violation of consumers' privacy and attitude being formed toward the advertisement. Thus the hypothesis can define as;

H_5: Perceive behavioral control have a significant positive relationship between behavioral intentions toward mobile marketing.

CHAPTER III
RESEARCH METHODOLOGY

Research Design

To answer the research objective, this research used a qualitative method that collects date by one by one in depth interview or semi-structured interviewing. The constructs have been selected and adopted based on Technology Acceptance model, Theory of Planned Behavior and Diffusion of Innovation theory. Nevertheless, some constructs have been abandoned for simplicity. The result aims to determine the insight reason and influencing factor that affects into consumer's behavioral intention towards mobile marketing especially in Line application.

Conceptual Framework

In order to, clarify the research problem which is analyzing the adoption behaviors among Line's user. Perceived usefulness (relative advantage), perceived ease of use (complexity), compatibility, perceived behavioral control and subjective norms are defined as independent variables whereas behavioral intention to use are considered as the dependent variables, the concept is shown in Figure 3.1
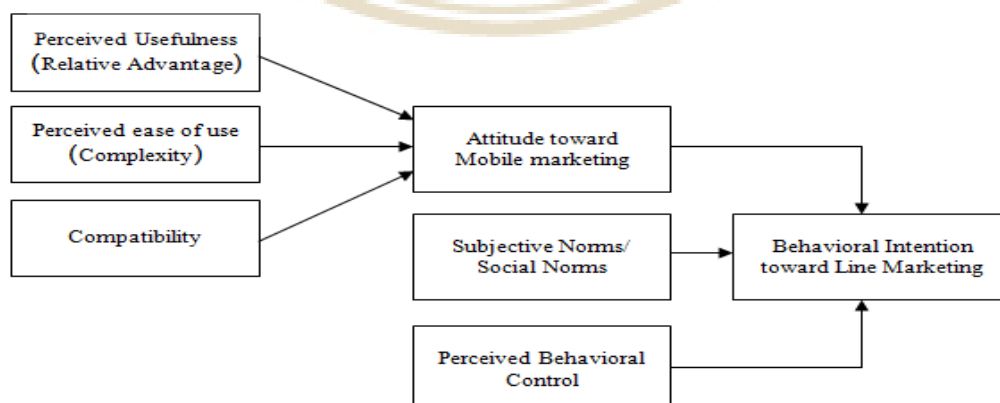

Figure 3.1 Concept Framework

Population and sample

Populations of this study are group of Line's user who accept and receive information, marketing promotions and advertising messages via mobile phones. Moreover, they also are the members of Airline's official accounts in Line application. Survey was conducted mainly in Bangkok. The sample sizes are 20 respondents, who participated in this study. This gave various responses and the opportunity to identify the factor that influence consumer's behavior to adoption mobile advertising through Line channel.

Data collection

List of open-end questions to be used during an interview are as followings;

Personal information

1. How often do you access the LINE application during the month?

2. Which function do you use when you access the application (such as group chatting, timeline, sticker download)?

3. Do you add an official account into your friend list? And what brands? What about Airline's official account?

4. What are the purposes of adding Airline's official account? (For example, seeking information, direct communication, download free sticker and beneficial promotions)?

Social Norms/ Subjective Norms

5. Do you add an official account by yourself or other person recommendation? (if they say another person, who are the influencer?)

6. Do you think the social influencers are directly affects into your behavior to add an official account?

Perceived Usefulness

7. Please give an example of the brand promotion or advertising message.

8. What are purposes of adding an official account? (such as seeking information, monetary benefits e.g. free downloaded stickers, beneficial promotion, mobile coupon discounts, communication)

9. How important of the "sticker" function toward the motivation of adding an official account?

10. Given the rating from 1-10, please give me the importance of "sticker" according to your perception.

11. Does an advertising message motivate you involve with a brand?

Perceived Ease of use

12. What do you think about mobile marketing via Line application? Is it easy to use, easy to access, convenience, timeless, interactivity?

13. When a notification appears, do you access the information immediately or ignore it (for both chatting and advertising message)? Why?

14. What do you think about the activity and promotion?

Compatibility

15. What is your favorite hobby and interested activities?

16. Do your think airline official account are matching with your lifestyle?

Perceived Behavioral Control

17. Have you ever deleted or blocked an official account from your friend list? If yes, please inform the reason.

18. What do you think about permission policy via Line communication channel? Is it affects with your intention behavior towards mobile advertising?

Intention behavioral to adoption mobile advertising

19. Could you please share your expectation toward brand promotion?

20. Have you ever joined any activity or promotion with a brand?

21. Given the rating from 1-10, please give me the satisfaction of "Line Advertising" according to your perception.

22. What about your action in the future? (to continue accept information and tend to accepting official account if they launch in the future)

Each interview took around 20-30 minutes. Furthermore, other opinions and comments from a respondent are free to add during the interview to help obtaining new ideas to analyze the answer.

Data analysis

As per the informal conservation approach of interview with open-ended questions, the data for a qualitative study most often are notes jotted in the field or during an interview. The original comments, observation and feeling have to be reconstructed and then highlighting a significant message relevant to the research topic (Seidel, 1998). After selecting the significant message, the analysis section of this research includes an interpretation in a meaningful way in which drawing connections between different ideas that were mentioned in the interactive interviews.

CHAPTER IV

RESEARCH FINDINGS AND DISCUSSION

This chapter intended to present the result of the data analysis and finding of this study. In this study, the data gathering is focusing on Line application users that have an experience about an official account especially in airline industry. In order to finding the influence factors which can be affects into mobile customer behavior towards Line advertising. The interview includes 20 respondents in Bangkok area with semi-structure of research method.

Respondents' Demographic Profile

- **Gender**

Throughout this paper gathering the information from in-depth interview were 20 people of Line application users in Bangkok, the sampling would be the person who accepted an airline's official accounts as well. The researcher tries to equal profitability sampling in order to determine and comparison among the groups. Therefore, main targeted interviewees consist of 10 females and 10 males which can be account for 50 percent individually. As like Heinonen and Strandvik (2007) founded that gender differences did not influence consumer's experience with mobile media versus other types of media. All of them were demonstrated in the figure below.
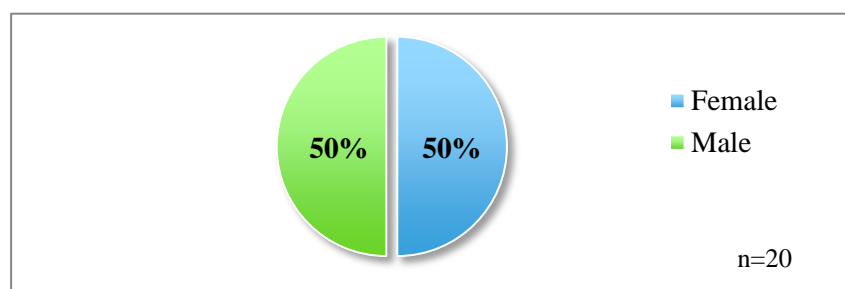

Figure 4.1 Respondent's Profile Classified by Gender

- **Age Range**

According to a research of Electronic Transactions Development Agency (ETDA) mentioned that the highest number of Line application users in Thailand is in the age range between 25-39 years old (ETDA, 2013). Therefore, this study is focusing on this age range as the targeted interviewee population. As can be seen from the figure 4.2 below, it also identifies the specific number of respondents towards this study classified by age range.

The group that had the highest number of respondents fallen into the 25-29 years old group as amount as 15 people, accounted for 75 percent of total population. Following by age range between 30-34 years old group was equal to 3 people, which can be accounted for 15 percent and lastly the age range between 35-39 years old group as amount as 2 people, accounted for 10 percent of total population. It could be shown that majority group of customer currently through Line application were age range around 25-29 years old who accepting and receiving the market advertising via Line channel. Then, they would consider to be a potential customers.

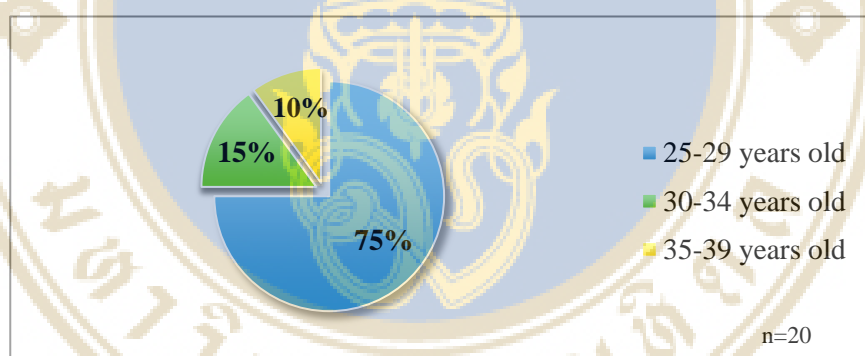**Figure 4.2 Respondent's Profile Classified by Age Range**

- **Educational Background**

Two major interviewee's educational backgrounds are Bachelor's and Master's degree. Respondents who graduated from Bachelor's Degree contain 12 people and 8 people also graduated from Master's Degree, which can be counted for 60 percent and 40 percent accordingly. All of them were demonstrated in the figure below.
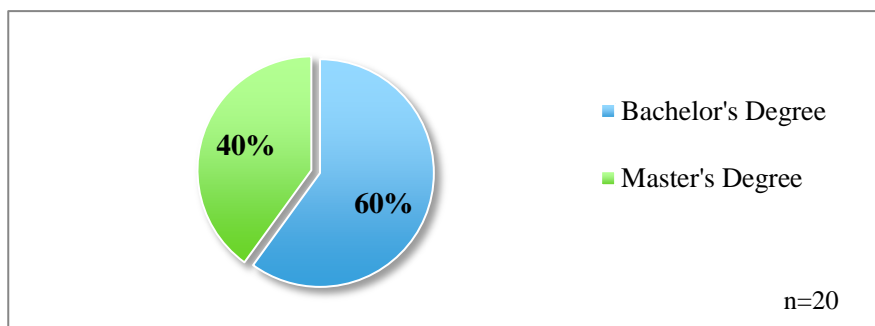
Figure 4.3 Respondent's Profile Classified by Educational Background

- **Lifestyle**

In order to, clarify the research problem which is analyzing the adoption behaviors among Line's user. Based on the new construct, lifestyle can be one way to represents about compatibility factor which can be affects into adoption behavior of sampling. Therefore, the research study also asks respondents about their favorite hobby and lifestyle at the beginning.

The top 5 of lifestyle of the respondents prefer to uses their times on travelling, shopping, going to cinema, social networking and listening to a music respectively. Referring to their behaviors, the study can be assume that people tend to adoption and receiving market advertising that compatible with their lifestyle as well. All of them were demonstrated in the figure below.

Figure 4.4 Respondent's Profile Classified by Lifestyles

Respondent's Line Application Background

We set this question for exploring more understanding of respondents' Line application background. Firstly the researcher asks question as "How often do you access the Line application during 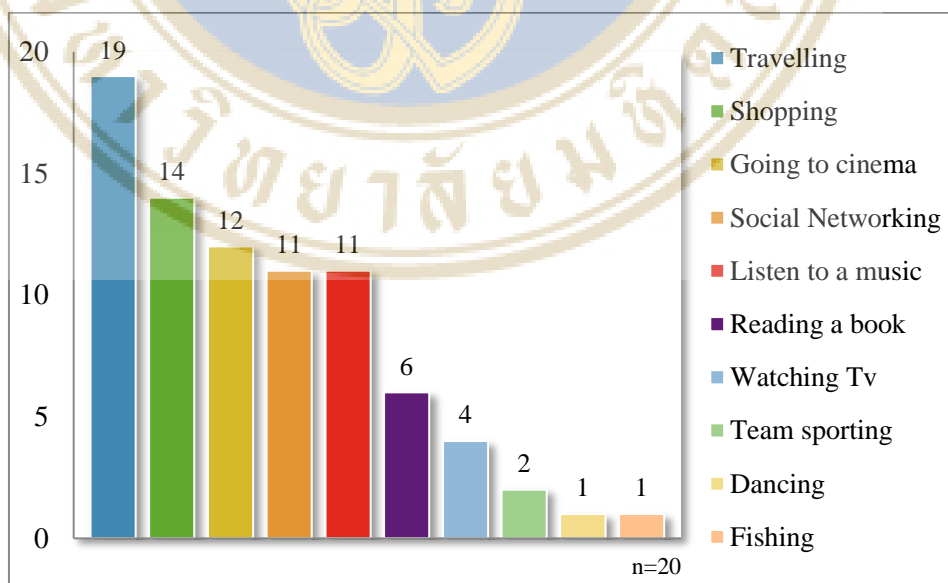this week?" which can be investigated their adoption behavior towards mobile advertising via Line application. Secondly, this study ask respondents about purposing behavior to access application as question as "What is the activity you do, when you access into Line application?" that can helps researcher to clearly understanding about sampling behaviors as well.

- **Frequency times**

The frequency times can be predicting their behavior to preferable to perceive marketing messages via mobile phone. The research study founded that, the majority of respondents usually access into Line application every day during their daily life. As can be seen from the figure below, there are 18 respondents, who accessed into Line application every day, accounted for 90 percent of total of population. Following by 1 respondent each of both of respondents who accessed into the application 4-6 days per week and 1-3 days per week, accounted for 5 percent individually.

Figure 4.5 Respondent's Profile Classified by Frequency times

When it is asked to the participants how often they receive mobile advertising messages, most of them answered that they received mobile advertising messages several times a day, some of them followed the first group and they said that they received mobile advertising messages several times a week.

Furthermore, the researcher also asks to participants when they receive a mobile advertising message, what are they reaction. According to the in-deep interviews, the majority of participants read the advertising message when they have time, 5 participants read the message which interest themselves, and 3 participants each for both of them also delete without reading and read the message immediately.

- **Purpose to access**

According to our result, we founded that the majority of respondents always access into Line application when their need to chatting with another person. As can be seen from the figure 4.6, the graph also describes that all of population using Line application for chatting purpose. Following by 9 respondents who access into application for using video call and free call functions. Moreover, 8 respondents usually access into Line channel to downloading sticker as well. Following by 5 respondents each of both of respondents who accessed into the application for updated their timeline and got the news and information from popular artist and brands individually. Normally, all of respondents usually access into Line application with multiple-purposes at the same times such as chatting, updating timeline and getting the new and information due to Line application also provides multiple functions
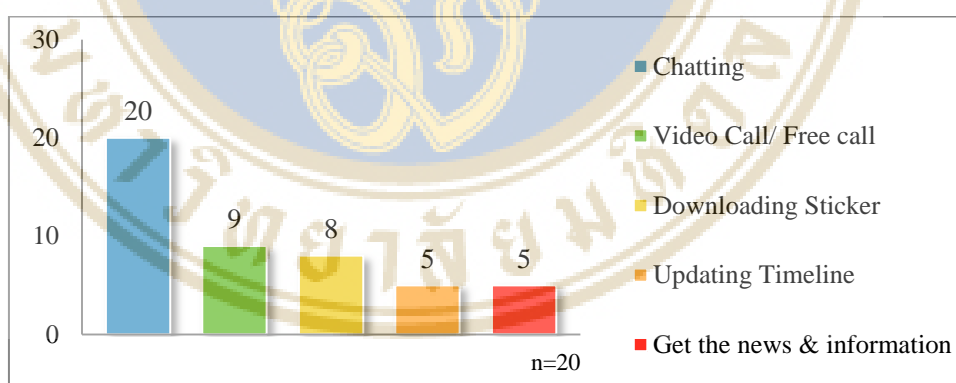
Figure 4.6 Respondent's purpose to access into Line application

Furthermore, the researcher also asks to participants what the purpose of adding an official account is. According to the in-deep interviews, pointed out that 14 participants added an airline's official account for download sticker purpose. Following by 12 respondents who already added an official account for received beneficial promotions, 10 respondents also added these accounts for seeking

information via Line application channel and 5 respondents already added an official account for communication purpose as a direct channel with can help them to communicate with brands. All of them were demonstrated in the figure below.
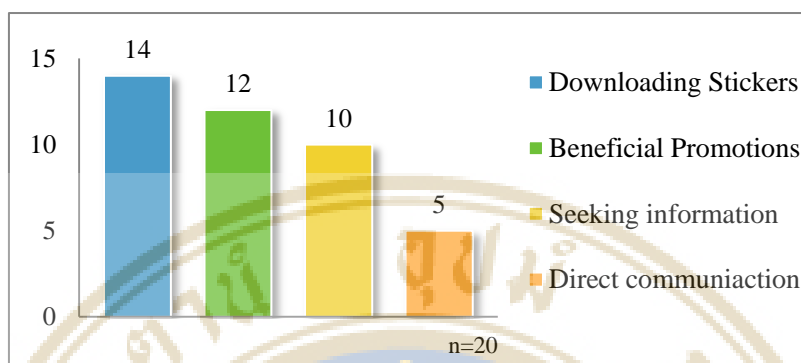
Figure 4.7 Respondent's purpose to adding an official account

- **Airline's Official Account**

From the previous study, Karnjanaporn (2013) identified that there are many companies, who participated in Line communication channel as well as Thai Airways, Air Asia Thailand, Bangkok Airways and the Aviation of Thailand (AOT). According to research result, the most of participants already accepted and received information from AirAsia Thailand account. Following by Thai Airways, Bangkok Airways and Aviation of Thailand (AOT) respectively. Furthermore, the reason why most of respondents received the mobile marketing message from AirAsia company because the interesting of mobile marketing message as well. All of them were demonstrated in the figure below.
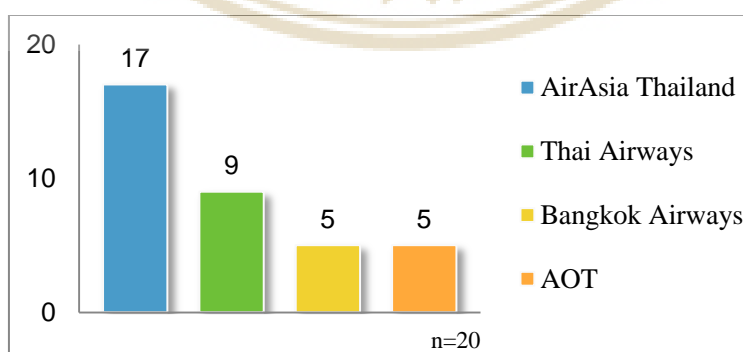
Figure 4.8 An airline's official accounts classify by number of acceptance

Behavioral Analysis towards Mobile advertising

The success of any mobile viral marketing campaign ultimately depends on the message recipient's attitudes, intent and behavior regarding forwarding marketing messages via mobile phones. Thus, it is essential for marketing researchers and practitioners to understand what factors predict consumer's mobile viral attitudes, intents and behaviors. Throughout the interviews, respondents were able to talk and discuss freely toward the mobile advertising through Line application individually. After gathering the information from all interviewees, it found that every respondent answered in the same direction of how they involved and reacted toward mobile advertising.

- **Perceived usefulness (Relative advantages)**

According to Davis (1989), suggests that perceived usefulness refers to the individual's subjective assessment of the utilities offered by the technology. As Rogers (1995) suggests, what influences a person's innovativeness depend on how that person perceived the innovation as a beneficial. During the interviews, almost all respondents also pointed out that they intend to read is only a news, information and promotional message that advantaged and associated to them such as special promotions, mobile coupon, and beneficial information.

Based on the Uses and Gratification Theory of communication, the current study treats mobile apps as a medium that fulfills young consumer's communicative as an informational, social and entertainment need (Katz, 1959). Thus, informational and entertainment needs can be predict adoption behavioral towards mobile marketing as well. For example, many of respondents said that "they always involved with the promotional activities such as lucky draw game which provided a chance to get a reward. The games can makes they feels enjoyable and fun also they would like to accept the information from an official account as well. Some respondent explained that he really loves to joint marketing campaign through Line application due to it can make me feels enjoyable and more challenge. Mobile Marketing is fun to use. Moreover, they feel that receiving mobile advertisements that relate to my interests is enjoyable and entertaining. These features can be uses to involve customers more deeply and make them more familiar with the advertised service or product.

"Line channel can be created a direct communication between user and company accounts" said from many of respondents. According to the research results, identified Line application also provided communication channel to the potential customers as well. The previous study, Mayfield (2008) founded that social media is an interactive media. Compared to traditional media, social media enables two-way communication rather than one directional transmissions or distributions of information to an audience. Today, passengers rely on mobile technology to gather real-time information and to connect to their social network. Airline introduced mobile check -in 2D barcode boarding passes an itinerary management. In Line application, SMS is being used extensively in service disruption cases such as flight delay, cancellation and customer's complaints (Hossam, 2012).

Based on this study, incentive and monetary benefits refers to a special promotion, discounts including provide some incentive to consumers such as free stickers. According to in-depth interviews, the majority of interviewees informed that they would like to add an official account when those official accounts provide free sticker for them to download because the sticker set is a motivation factor of the brand to encourage them to involve with and receive a promotional advertising immediately. In this study, respondents were asked to rank the importance of sticker towards motivation of adding an official account according to their preference. The result revealed that no one specified the variable below 8 out of 10 as well. However, many respondents also mentioned that they only add an official account that contains only a pretty sticker in their perception. For this finding, researcher can be analyzes that sticker is one of the most significantly function to motivate a person to add an official account. This favorable attitude might lead to a behavioral intention to adopt and use mobile media as a way to receive promotional messages and advertisements.

Moreover, almost respondents agreed that they felt annoying with any brands that send too frequently messaging and make them to choose to opt-out from involving with the brands. A high frequency of exposure seems to decrease the value of advertising. The results states that frequency of exposure is negatively associated with perceived advertising value. A high frequency of exposure seems to decrease the value of advertising. This result also supported by scientific literature (Ducoffe, 1995) which assumed that consumers who are confronted with ads repeatedly are less

informed since they are already familiar with the content. During in-depth interviews, the researcher also asked participants about preferable and convenience time to received marketing messages and information, almost respondents mentioned that they would likely to receive information during a lunch time (12.00 pm) or in evening. Moreover they would likely to receive the advertising messages 1-2 messages at maximum level per day.

- **Perceived each of use (Complexity)**

In this study, perceived each of use also reflects the degree to which a consumer believes it easy to learn and use mobile apps through Line and mobile application as well. It relates to the intrinsic characteristic of the technology such as ease to use, easy to learn and flexibility. Rogers (1995) explained that complexity is the degree to which an innovation is perceived as relatively difficulty to understand and use.

During the interviews, the majority of participants pointed out that mobile marketing allows for immediate access to information. They identify that Line marketing was easy to use due to uncomplicated processes. Some participants said "I feel that mobile marketing is a good source for timely information because I don't have a time to access information then Line marketing is a greater choice to access information and promotional messages." Furthermore, many participants suggested that mobile marketing messages was clearly and easily to understand with beautiful and creative design. For this reason, they preferred to accept advertising message via Line application.

From the previous study, some author identify that existing knowledge affects the cognitive decision-making process for accepting a specific, innovation product or action. As like some participants identify that "learning to access mobile advertising would be easy for them as well." Due to it gives an individual the ability to understand the functioning, resources and use of innovation, reducing its perceived complexity (BAUER et al., 2005). In sum, the study also summarized that perceived ease of use is significantly relationship into their attitude towards mobile advertising, in the other word complexity has a negative relationship between attitudes toward mobile marketing.

- **Compatibility**

Refers to the literature review, Dulyalak (2006) also explained that compatibility is evaluated relative to the adopter's sociocultural values and benefits, previously introduced ideas and individual need for innovation. As like Al-Gahtani and King (2001) founded that compatibility to be an important predictor of the usage. According to the result, almost all respondents mentioned that "they would be more likely to read a text and mobile advertisement if it were relevant to their interests."

Furthermore, some respondents also suggested that "If they were in my favorite brand, they would be willing to receive coupons for that brand on their mobile device as well." Consumers value receiving relevant messages (Milne and Gordan, 1993) as they feel that they are involved in a meaningful exchange which will result in mutual benefits. Thus, they also added official accounts, which match with their expectation and lifestyles as well. Therefore, the importance of offering advertisement with relevant information and in an attractive format was also highlighted. From the respondent's demographics information, founded the majority of respondents are more likely to travelling, shopping and social networking as their favorite hobby and lifestyles which airline's official account can be match with their interested.

During the interviews, the majority of participants mentioned that "they only added and accepted information from the account which relevant and match with their style. Many respondents said that Line application can help them to on-line booking because many brand always offering the special promotions that associated with my expectation. Thus, this research study can be summarizes that compatibility factors is significant relationship with customer's attitude towards mobile marketing through Line application which lead to their adoption behavioral as well. The study of Krishnamurthy (2001) also supported that relevancy makes the user experience more positive which garners consumer acceptance of mobile advertising and increases the consumers' involvement in the advertisement.

- **Social norms/ Subjective norms**

According to Luis, Marcel and Jorge (2014) identified that social norms are the results of a person's beliefs associated with a certain behavior. It also refers to the person's perception of the expectations of important others about passing along

electronic messages. Firstly, the researcher also asks the interviewees about the influence person which can be directly affects into their decision to adding and accepting an official account. Based on the result, founded that there are not related between the subjective perception of social norms and mobile intention behavioral towards mobile marketing.

Due to the majority of respondents were accepted an official account by themselves and they also mentioned that "mobile was a personalized and individually place which they can selecting to opt-in and opt-out individually." Some respondents said that "mobile phone was a very personal device that allows an individual to be assessed into mobile advertising depends on their preferences. And they usually accept the information from the official accounts that match with their daily life as well." As like Scharl, Dickinger & Murphy (2005) define that, mobile marketing as using a wireless medium to offer consumers with time and location-sensitive, personalized information that promotes products and services including ides. Finally, this study assumes that social norms are not significantly affect into adoption behavior towards mobile advertising through Line application channel.

- **Perceived behavioral control**

From the previously study, Perceive behavioral control refers to people's perception of the ease or difficulty of performing the behavior of interest. It comes from a consumer's sense of being in control of using, accepting advertising via mobile phone especially Line communication channel. Furthermore, Bauer et al. (2005) suggest that successful mobile advertising needs to be based on obtaining permission from the recipient to receive ads messages. Permission is important for mobile marketing because it reduces customer irritation. Without permission, messages are perceived as spam (Phumisak et al., 2012). According to the in-depth interviews, all of respondents added more than one official account into their friend list, which means that they all gave permission to the brands to push information and promotional messages into their chat function. Moreover, the majority of interviewees also satisfy with permission policy towards Line application, which can be influences people to accept and receive information on this channel. Due to Line application provides an individually permission to customer, which customer can be delete and block the

official account from your friend list as well. The respondent also said that "It was a good policy which makes more confident and comfortable to me especially in term of business transactions." Furthermore, some interviewees mentioned that "I think permission policy was quite useful. This can help me to manage the news and information via Line application including help me to analyze which official account that match with my style." Some respondents pointed out that a brand official account made them have more knowledge about the brand and know the brand more by receiving that information. However, some respondents argued that "The policy was moderately effects into my adoption behaviors due to normally I usually select and accept an official account that match with my interested only."

Consumer's Attitudes, satisfaction and intention behavioral

The effectiveness of mobile phone technology in airline industry will largely depend upon passenger's acceptance of such IT application offered by different airlines. Moreover, the developing positive traveler's perception and perceived value are crucial to their satisfaction. Satisfaction also influences the extent of intention to continue to use mobile technology. According to, the interviews result shown that most of respondents who had a positive attitude toward mobile advertising messages, they tend to be satisfy with marketing promotional. This satisfaction was significant relationship into adoption behavioral to accepting and receiving marketing messages through Line application channel.

Consumer with negative attitudes towards SMS advertisements may choose to ignore, and not to pursue the information of the marketing advertisement as well. In this study, the researcher also asks to participants to rank the satisfaction level towards marketing messages through line application. The result revealed that no one specified the variable below 7 out of 10 as well. Furthermore, the study also asked them about their intention behavioral in the future, most of them tend to continue receiving advertising messages of airline company and they will adding the new official account, if they are launching in the future. Therefore, the study can be summarized that customer's attitude have a significant relationship with intention behavioral to adoption mobile advertising through Line application.

CHAPTER V
CONCLUSION, LIMITATIONS
AND RECOMMENDATIONS FOR FURTHER RESEARCH

This chapter provides the conclusions, limitations and recommendations for further research that can be drawn from the research and discusses its contribution and limitations.

Conclusion

LINE official account marketing is a combination of both mobile marketing and social media which contain the different function from Facebook and other social media form. An official account can deliver a message to end users after receiving permission from them, which improve brand equity and relationship between brands and customers. This study concentrates on the factors that influence mobile customer's behavior towards marketing messages through Line official accounts. The target group is the population who are end users of Line application as the communication channel with the age range of 25-39 years old, which is noticeable as the highest number of LINE application user in Thailand. This study also analyzes the dimensions of acceptance and motivation factors, considering in Perceived usefulness, Perceived ease of use, Compatibility, Social norms, and Perceived behavioral control factors that influence Line users towards mobile advertising. The Results show that, perceived usefulness aspects (relative advantage), specifically perceived utility, entertainment and monetary benefits are emerged as the most important and significant aspect of mobile advertising for consumers. Furthermore, it can be assumes as direct communication channel which these features can be used to involve customers more deeply and make them more familiar with the brands.

Secondly, the compatibility factor is an influential factor that can be predictor the attitude towards mobile advertising. Following by perceived ease of use aspects, in other word complexity factor is an important factor affecting consumer attitudes toward mobile advertising. The more positive of consumer's perceived ease of use toward mobile advertising, the more positive their attitudes toward mobile advertising specifically.

Moreover, perceived behavioral control indirectly influences behavioral intention. Evidently, perceived behavioral control especially permission marketing is indirectly influence behavioral intention to accepting advertising messages via mobile device as well. Due to permission policy is the one way to decrease the irritation and annoyance towards mobile advertisement. Therefore, the less control of consumers have, the more negative their intention behavioral toward mobile advertising. Most surprisingly, social norms do not play such a dominant role regarding advertising value and adoption behaviors towards mobile advertising via Line application. This could be because consumers think the mobile is a personalized and individually place which they can selecting to opt-in and opt-out individually. Customers carry their mobile phone with them everywhere. Thus, mobile advertising utilized by companies is an effective way to reach the consumers. If companies manage mobile advertising campaigns with the right strategy, consumer will develop a positive outlook towards mobile advertising campaigns.

Limitations

Limitations of this study are that it was conducted within a selected group of respondents which is focused only end user's experience with the Line official account therefore might not be able to present in the overall perspectives towards mobile advertising through line application channel. Other information about a brand's official account was obtained from secondary research, such as library database and the brand's website. Lacking of the information through interview process with corporates who implementing the marketing strategy can cause the results were incompletely fulfilled with the actual benefit and efficiency of the marketing strategy. The further study may

investigate and interview directly with corporate in order to get more complete information about the marketing efficiency.

Secondly, the limitation should be concerned about sampling population. The scope of interview population was limited only in Bangkok area and contained small amount of interviewees in which different opinions and important variable towards Line official account marketing strategy can be missed. For a further study, it has to be more widely with number that applies both qualitative and quantitative research methods which can make the study become more obvious. Lastly, a limited time frame is another difficulty as the time conducted the in-depth interviews was a short time periods. Therefore, for a further research study, the researcher can be gathering more information with wide ranges periods of time which can be creates more effectiveness and more reliability of research study as well.

Recommendation

LINE Official Account is suitable for a leading band or corporation that would like to build brand awareness and gain a huge customer's database to follow their activities, events and promotion. At present, as can be seen from brands' official home to push information and promotional messages to users, the total followers of each brand just accounted more than millions of followers. For example, Thai airways had followers via Line account approximately as 5.5 million peoples, AirAsia Thailand had followers through company account more than 12 million peoples and AOT also had follower nearly 11.3 million peoples at the same time (Line, 2014). Therefore, there are an opportunities for brands to attract more customers. The recommendations toward this marketing tool are as followings;

- **Content of mobile advertisement**

In order to attract consumer's intention, an official account should consider pushing messages efficiently and providing value for users. Referring to the results, the majority of respondents prefer to read a promotional message which provides the monetary benefits to them such as marketing promotions, m-coupon and special discounts. Furthermore, the messages should be creative and play with

emotional words and cute emoticons that can influences consumers to familiar with the brands. Moreover, those messages should be able to involve people to participant in marketing activities; in other word the messages can be able to play call-to-action (CTAs) strategy. As like, Pimpisa (2014) identifies that primary purpose of CTA is to get your target consumer to do something including purchasing an items sign up for a service or for request more information. Petersen (2013) also supports that, without CTAs, consumers may become uninterested in messages as well. Moreover, Deo, Gabriel and Hosea (2013) mentions that, the attitudes towards advertising via mobile devices strongly depends on messages characteristics. Therefore messages characteristics need to develop carefully. Message content is critical in implementing a successful mobile advertising campaign. Similar to other media, content is a key factor in attracting and retaining customers (Jin & Villegas, 2008). Thus, a brand should provide promotional messages that can influences people to involve with short messages and creative promotional messages as well.

Normally, the firms should be take many promotion messages for consumer to redeem such as get free items, sign up for a membership to creates a loyalty program and special discounts for Line's user. Humor and surprises have been found to create positive attitudes toward the advertisement, especially among the youth market, and increases the possibility of viral marketing (Barwise & Strong, 2002). Ultimately, Barwise & Strong (2002) suggests that the advertisement should include an attractive idea that adds value to the consumer. It should convey this succinctly, and should do so in language or through an image that is easily understood by the recipient.

Furthermore, the previously study of mobile phone technology of airline services in Egypt, Hossam (2012) also categorizes the most significant airline mobile services according to traveler nature such as real time fight information, itinerary management, loyalty program access, receive airline ads of deals and offers, airport guide, seat upgrade and status, flight disruption notification and destination information. The use of mobile phones in air travel is still information oriented rather than process oriented. Also marketers may use the finding to design mobile advertising that can create positive attitude and avoid possible negative effects.

Airline Company can use alliance strategy by co-operation with each other such as hotel, restaurants, financial industry including other services. Furthermore, Hossam (2012) also explains that a strategic alliance is an agreement between two or more parties to pursue a set of agreed upon objectives needed while remaining independent organizations. This form of cooperation lies between mergers and acquisitions and organic growth. For example, AirAsia Thailand is using alliance strategy to joint venture and co-operation with Grab Taxi application and car renting services to provide special discounts to their AirAsia user through Line application. The example of marketing campaign can be described as figure below.

Figure 5.1 Samples of AirAsia applying Alliance strategy with its services

Another example, Thai airways announces the arrival of its first Airbus A380 across global media with this custom QR that links to the video of the custom spray job. This is a chunky plane. Nicknamed Sri Rattana in honour of a Buddhist temple, Thai Airways is the 9th global A380 operator (Setqr, 2014).

Figure 5.2 Samples of Thai Airway's 2D Barcode Access
Source: http://www.setqr.com/Thaiairways

- **Line Sponsor Stickers**

In addition to the above, companies can develop the users' attraction and sense of closeness towards their business image by using their original 'Business Stickers' featuring their logo and characters whilst communicating to the users. Due to sticker is ranked as the most significant factor for user to add an official account. Normally, users rarely search or look for an official account to get a promotional message whether the sticker set pop-up in the application, it arouses line's user to make a decision very easily to involve with a brand. From the past study clarifies that sticker sets is the most required function to motivate a person to add an official account via Lin application (Karnjanaporn, 2013). Sticker also represents the brand personality such as color of the brand and mascot characteristic. At present, there are high volumes of company which also provide many of sticker sets therefore people tend to choose to keep some sets. However, the sticker mascot should be attractive and lovely enough for user to decide to download in their application.

For example, Lawson has created a cute corporate mascot to help to carry their marketing campaign as namely **"Akiko-chan"**, is a second-year student at college who works part-time at Lawson. From the customer's observation, they ranked Lawson's mascot as number one and is considered the most notable company mascot in Japan (Line, 2014). Furthermore, the result shown that, the customer are interested and immediately responded. Thus, they have got users and member approximately 1 million people within one month, which people also received and send advertising message, coupon through official account, it can be significant affects with increasing of sale and visitors who come to visit their store are 70% and 300% respectively.

- **Direct communication purpose**

Interactivity is one of the most commonly cited benefits of mobile advertising. It is generated through application on the mobile device which facilitates two-way communication between the marketer and the potential customer (Vatanparast & Asll, 2007). As like, Drossos et al. (2007) specifies the interactivity of mobile advertising is a contrast to the one-way communication of traditional advertising. At present, consumer prefers to access information and communicate with another person via mobile device because mobile channel especially Line application

is easy to access and timeless for them. For this reason, the marketers may use the finding to design mobile advertising that create positive attitude towards line communication channel as well. Marketers should provide a convenience approach for user such as put the direct link of airline's company, to making on-line services including on-line booking as well. Furthermore, the company can be set the social network person to take care of customer when they looking for information, marketing promotions including complain and recommendation about company services. Line channel can helps marketer to communicate with customer 24 hours. To let customers redeem promotional and joint events.

- **Frequency of messages**

The number of advertising messages received via mobile devices is an important factor that influences the advertising value for the consumer (Haghirian and Dickinger, 2004). Messaging too frequently would be considers as spam in Thai context and it also runs the risk of being-bearing to customer who could choose to opt-out in higher volume. Although consumers are able to read and respond to text messages at their leisure, marketers must consider the optimal time to send, and the frequency with which they send, mobile advertisements to recipients, so as to reach them effectively and to avoid irritating them (Scharl et al., 2005). Consumers includes in the sample of Bamba and Barnes' (2007) study agrees that advertisements should be sent at specific hours, according to consumers' activities.

A CEO of a major German mobile marketing company emphasizes that messages should only be send between 9:00 a.m. and 19:30 p.m. on weekdays only, and students should be contact after noon (Scharl et al., 2005). Mobile advertising during the day may even be considered disruptive, as it might distract employed individuals from important work-related activities. In addition, Bamba and Barnes (2007) founds that the volume of advertisements should be limits to 2-4 messages per week. Reaching consumers at the right time and place means minimum perceived effort for the consumer to buy the advertised product (Drossos et al., 2007).

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