

**CUSTOMER SATISFACTION TOWARD MOBILE
ADVERTISING**



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entitled
**CUSTOMER SATISFACTION TOWARD MOBILE
ADVERTISING**

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.....
Miss Nachita Panimit
Candidate

.....
Dr. Kiattichai Kalasin,
Ph.D.
Advisor

.....
Asst. Prof. Parisa Rungruang,
Ph.D.
Chairperson

.....
Assoc. Prof. Annop Tanlamai,
Ph.D.
Dean
College of Management
Mahidol University

.....
Assoc. Prof. Gerard Tocquer,
Ph.D.
Committee member

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Nachita Panimit

CUSTOMER SATISFACTION TOWARD MOBILE ADVERTISING

NACHITA PANIMIT 5549106

M.M. (MARKETING MANAGEMENT)

THEMATIC ADVISORY COMMITTEE: DR. KIATTICHAH KALASIN, Ph.D.,
ASSOC. PROF. GERARD TOCQUER, Ph.D., ASST. PROF. PARISA
RUNGRUANG, Ph.D.

ABSTRACT

Mobile device is now used for many business activities both B2B and B2C due to mobile device have two main characteristics with outstanding performance, which are personalization and interactivity. Marketer is able to communicate effectively with the right target customer at anytime and anywhere. Mobile device exceed itself from limitation of traditional media such as Television, billboard and vice versa. Review of exiting research was tested five years ago. Thus, in this research, we had tested the traditional advertising tools such as SMS and new advertising tools such as display advertising banner. Moreover, we would like to find factors that affect with customer satisfaction since customer satisfaction is one of the elements that help sustain competitive advantage for the business. Our findings reveal a number of significant relationships, which it have, correlate with hypothesis. Implications of these findings for practice and future research are discussed.

KEY WORDS: SMS / Mobile Devices / Consumer satisfaction /
Display Banner Advertising / Google Adword

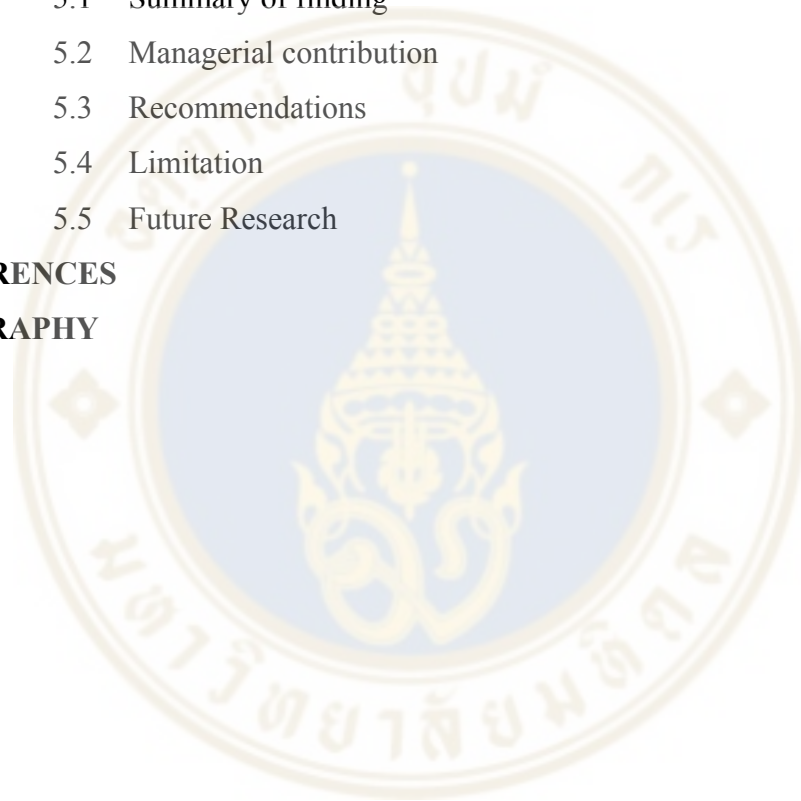
31 pages

CONTENTS

	Page
ACKNOWLEDGEMENT	ii
ABSTRACT	iii
CONTENTS	iv
LIST OF TABLE	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Problem statement	4
1.3 Research questions	4
1.4 Research objective	5
1.5 Research scope	5
1.6 Expected benefit	5
CHAPTER II LITERATURE REVIEW	6
2.1 Theoretical Foundation	6
2.1.1 Customer Satisfaction	6
2.2 Proposed Framework	8
2.2.1 Entertainment Customization	9
2.2.2 Informative Customization	9
2.2.3 Frequency	10
2.2.4 Credibility	10
CHAPTER III METHODOLOGY	12
3.1 Research Methodology	12
3.2.1 Research Approach	12
3.2 Data Collection	12
3.2.1 Research Questions	12
3.2.2 The Sample Definition	13

CONTENTS (cont.)

	Page
CHAPTER IV RESULTS	14
4.1 Results	14
CHAPTER V DISCUSSION AND CONCLUSION	22
5.1 Summary of finding	22
5.2 Managerial contribution	24
5.3 Recommendations	25
5.4 Limitation	26
5.5 Future Research	27
REFERENCES	28
BIOGRAPHY	31



LIST OF TABLE

Table	Page
3.1 Sample Qualification	13



LIST OF FIGURES

Figure	Page
1.1 Thailand Mobile Demographic (Worldbank / Gin / NBTC, Q2/2013)	5
1.2 Internet User and Statistics in Thailand (NECTEC, 2013)	5
1.3 Thailand Mobile Demographic (Operators, NBTC, August 25, 2013)	5
2.1 Customer satisfactions (William & Al, 2003)	7
2.2 Factor influencing customer satisfactions (William & Al, 2003)	7
2.3 Framework of consumer satisfaction toward mobile advertising in Thailand	9
4.1 Type of Entertainments on mobile application (SMS & Display)	14
4.2 SMS from unknown sender and from well-known sender	15
4.3 Components of context for customer satisfaction hypothesis	17
4.4 Type of informative SMS advertising and informative application display on mobile application	17
4.5 Components of context for customer satisfaction for hypothesis 2	18
4.6 Frequency of receive SMS per week from ten respondents	19
4.7 Components of context for customer satisfaction for hypothesis 4	21
5.1 Factors that affect with customer satisfaction toward mobile advertising	22

CHAPTER I

INTRODUCTION

In this new generation, business are becoming more globalization than before, everyone can easily connect to the other side of the world via using the technology that's call "Internet". It is becoming a foundation of communications that helps boosting the success of many businesses. Moreover, with internet, marketer can communicate directly with target market easier than before. However, despite all the benefit for Internet, it can damage the business too. When everyone can easily connect to other people around the world, it is also mean that he or she can receive and send news and information about goods and service easily too. Thus, it is important for business to ensure that they can sustain customer satisfaction for their business because when customer does not satisfy with the good or service, he or she may post it online via Facebook, blog, twitter, or worst if he or she is a popular person with many followers, this could ruin the company reputation which result as a drop of sales and profit. Additionally, with the help of Internet, competition is more aggressive so, customers will not hesitate to stop purchasing or using the business and find a new one. Therefore, it is important for the business to never stop studying about their customer and find a way to improve their customer satisfaction. Furthermore, customer satisfaction is one of the elements that can help sustain competitive advantage over the competitors too because after all any business cannot survive without its customers.

1.1 Background

Mobile devices are now used for many business activities for both B2B and B2C. For the reason that many business starting to use mobile devices as a tool is they want to be able to keep in touch with what happening around in the world (Krishnamurthy, 2003). According to Varshney, 2003, several applications of m-

commerce can be found in marketing, for example, mobile financial applications, mobile inventory management, product location, shopping, proactive services management, mobile auction, entertainment and so on. Besides, m- advertising is one of the most important applications that considered very useful for m- commerce at present.

There are two main characteristics of mobile advertising, which are;

1. Personalization: As mobile device held users identity so, it provides possibility for personalization, which the marketer can use, the feedback for customizing the message and collects the information about the customer preferences (Stewart et al, 2002) (Lee and Benbasat, 2003)

2. Interactivity: It is a two ways communication between marketer and customer. However, it is more useful for marketer because they can get the direct feedback from the consumer via using their personal assistant device, so it increases the possibility of interaction. (Haghirian et al, 2005).

There are many type of mobile advertising, however, the two major mobile advertising are;

SMS

Short Message Service (SMS) is a communications service that allows the exchange of short text messages, between mobile phones. SMS messages can be sent and received between all operator networks. Most mobile phone supports SMS, which make it possible to market SMS-based advertising campaigns, which SMS base is not necessary to connect with data bandwidths (internet). (Mobile Marketing Association, 2011)

Mobile Web Banner

Mobile Web Banner Ad is a universal color graphics ad unit displayed on a mobile web site via using mobile phone, network technologies and data bandwidths. All mobile web banner ads must be clickable by the end user and may be placed in any location on a mobile web site. (Mobile Marketing Association, 2011)

Thailand Demographic



Figure 1.1 Thailand Mobile Demographic (Worldbank / Gin / NBTC, Q2/2013)

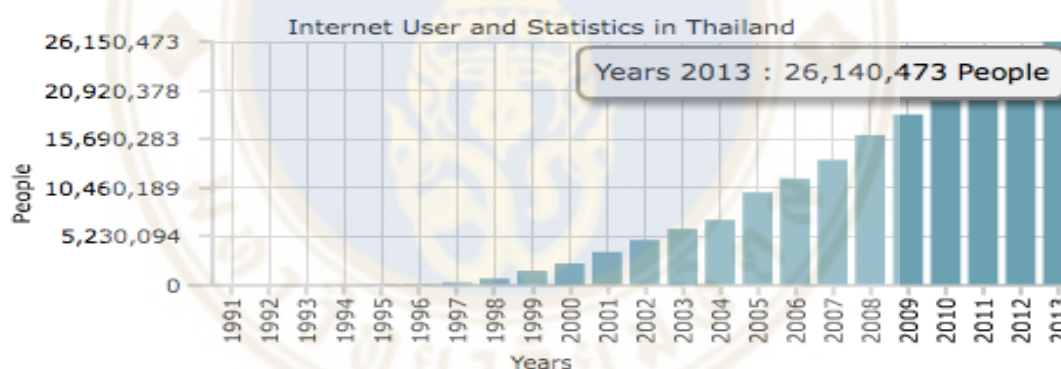


Figure 1.2 Internet User and Statistics in Thailand (NECTEC, 2013)

Thailand's Mobile Subscriber Growth: 2008 – 2Q 2013

Year	Total		Post-Paid		Pre-Paid	
	Subscribers	Growth rate	Subscribers	Growth rate	Subscribers	Growth rate
2008	61,837,164	3.45%	6,481,372	6.02%	55,355,792	3.15%
2009	65,952,313	1.98%	7,050,943	1.24%	58,901,370	2.07%
2010	71,726,300	2.92%	7,256,473	2.01%	64,469,827	3.03%
2011	77,449,466	1.65%	7,938,934	3.70%	69,510,532	1.42%
2012	84,001,947	3.47%	9,782,683	6.60%	75,229,728	3.07%
2Q 2013	89,984,861	3.12%	10,740,629	5.38%	79,244,232	2.83%

Figure 1.3 Thailand Mobile Demographic (Operators, NBTC, August 25, 2013)

From figure 1.1; there were about 67.37 Million people in Thailand and from figure 1.2; there were about 89.9 Million subscribers of operator telecommunication. Also, there were 60 percent of Thai Internet users who used a mobile device to access internet, only 6 million of the 22 million Thai households own computers (National Statistical office of Thailand). Time spent on the Internet via mobile phones accounted for 49 percent of all media use, edging out time spent watching TV at 36 percent. Thus, for all the information provided above, it is obvious that mobile device and internet has become a part of people live, so for any business to become successful, they should considering mobile advertising as a new and effective way to reach its customer.

1.2 Problem Statement

Nowadays mobile advertising become a part of many online website and mobile device, but many people feel that some of the advertising are starting to be become too irritate. For example, short message service (SMS), banner ads, pop up advertising or video advertising that just appear whenever you try to log in to some website that provide free movie or play free games from mobile applications. From that problem, many consumers starting to build dissatisfaction toward mobile advertising, thus, we want to know what kind of mobile advertising that consumer willing to receive. However, in order for us to identify that we need to understand factors that affect customer satisfaction toward mobile advertising.

1.3 Research Questions

From the above problem statement, customer satisfaction is playing an important role for the business to survive, thus we want to find out what factors that can increase customer satisfaction and what factor that can decrease customer satisfaction. Therefore, our research question is “What are the success factors that have a positive effect on customer satisfaction toward mobile advertising”

1.4 Research objective

There are many forms of mobile advertising, for example, Short Message Service (SMS), Multimedia Messaging Service (MMS), WAP (Banner display Ads), Location Based Service (LBS) and QR Code, etc. Though, this study will focus more on the area of SMS and mobile display advertising, however, to gain better understanding from the problem statement above, this study will explore more about three things as the following:

- To investigate factors influencing of mobile advertising in Thailand.
- To identify success factor to reach customer effectively
- To improve context of advertisement that customer willing to receive

1.5 Research Scope

In this research, we will use qualitative methodology to collect all data by in-depth interviewing approximately ten respondents in business areas in Bangkok province, which are Silom, Siam and Ratchada Pisek road. The target group will age between 25 – 35 years old who have experience with mobile advertising and has reading skill and own at least one mobile device.

1.6 Expected Benefit

1. To learn what kind of factors that has a massive effect on customer satisfaction regarding mobile advertising.
2. To understand the important of customer satisfaction in mobile advertising business.
3. To use this knowledge and apply with my work as a marketer in mobile advertising business.
4. To use this knowledge to improve context of advertisement to communicate to customer more effectively and efficiency.

CHAPTER II

LITERATURE REVIEWS

It is important for business to study customer satisfaction and find out the key factors that help increase customer satisfaction for any company. Especially with a more globalization business world, any company needs to be more careful with customer and need to improve the company product and service to meet with customer expectation. Especially, nowadays Internet has become a part of people everyday live, so it is easier for the company to reach to its target customer suing mobile advertising.

However, as mention in problem statement that many customers are starting to be dissatisfy with mobile advertising, therefore, company should be more aware and pay more attention to customer wants and need and also quickly find out what factors of mobile advertising that can help increase customer satisfaction to maintain company reputation and possibly increasing profits.

2.1 Theoretical Foundation

2.1.1 Customer Satisfaction

It is essential for business to know what kind of mobile advertising that customer really wants and needs which basically is to find out their expectation toward advertising when they receive or see one. When customer receives advertising that he or she is interested or expected, he or she would want to continue to receive it more in the future which means that customer is satisfied with the service that the company provides. Therefore, there are four factors that we hypothesis that these factors would help company to create customize mobile advertising that correspond to customer expectation and create a positive perception toward mobile advertising or another word to increase customer satisfaction.

There are several past studies that conclude the meaning of customer satisfaction; they were all made up from the concept of customer expectation and

perception (William & Al, 2003). Thus customer satisfaction is occur when they judgment of the service they have received equal or exceed what they expected. (William & Al, 2003). Therefore, this can be expressed as:



Figure 2.1 Customer satisfactions (William & Al, 2003)

These can summaries that a customer might experience various level of satisfaction. If the performance of a product is below expectation, the customer will likely to be dissatisfied.

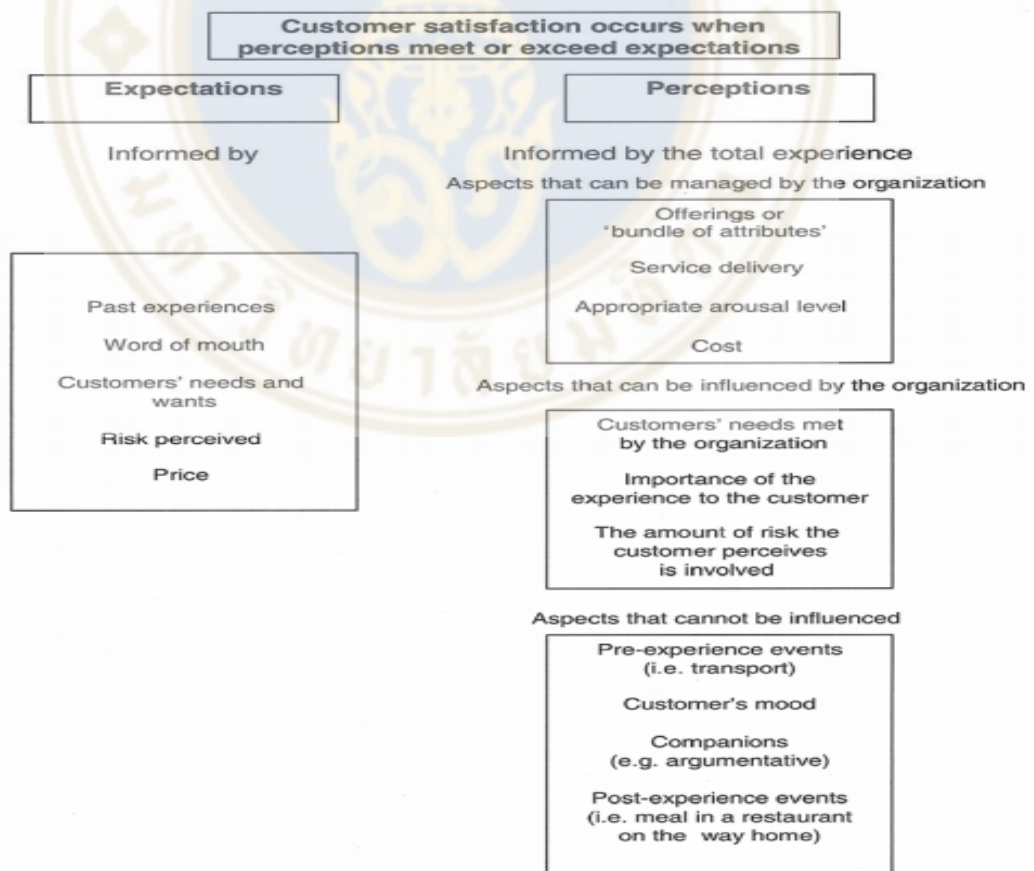


Figure 2.2 Factor influencing customer satisfactions (William & Al, 2003)

The above figure shows factors that influence customer satisfaction, which are expectation and perception. According to Zeithaml et al and Willaims et al, the above factors, for example, word of mouth, customer needs, past experience customer needs and want, have an influence on customer prior expectation before purchase product. This factor is formed by each customer for what he or she expects of a service in order to be satisfied. (Zeithaml et al, 2009) (Willaims et al, 2003). In another word, we hypothesize four factors to find out what customer expects of mobile advertising in order to be satisfied.

For perception, it is the second part of the customer satisfaction figure above; it is the opinion of the service a customer receives according to customer's perception. Perception basically is a comparison of quality in service by the customer. This opinion of service is applied not only during the service but also after service too. (Zeithaml et al, 2009) Thus, it is important for company to create positive perception of mobile advertising to customer because nowadays many customers are starting to feel irritate when receive sms or see pop-up advertising on their mobile when they are going online. Therefore, the four factors below in the proposed framework are the factors that we hypothesis that we will use to find out the kind of mobile advertising that will increase customer satisfaction.

2.2 Proposed Framework

According to the literatures mentioning below, we hypothesized that the following factors may have an impact on customer satisfaction toward Mobile advertig. Thus, there are four factors in the framework that we will describe individually as regards to the relationship of each of the factor that has an effect on customer satisfaction toward mobile advertising.

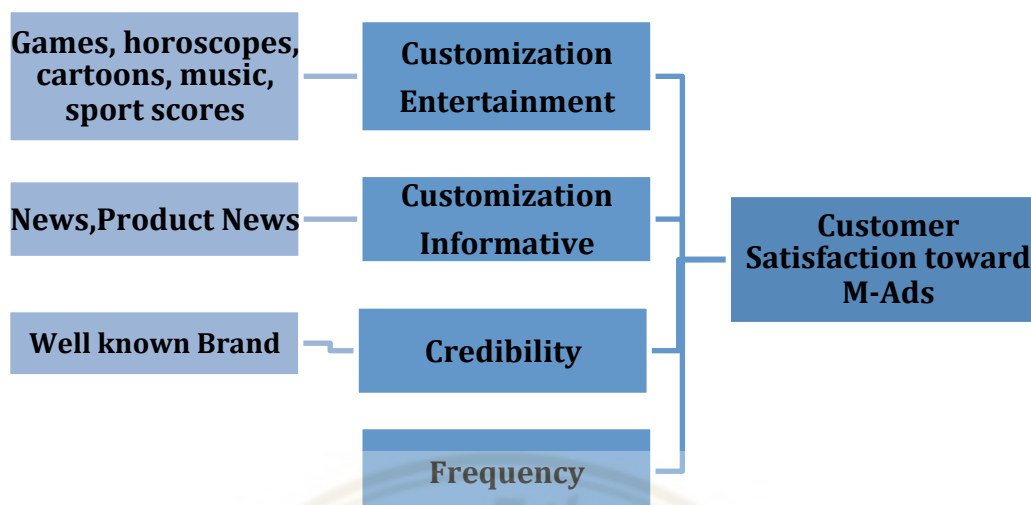


Figure 2.3 Framework of consumer satisfaction toward mobile advertising in Thailand

2.2.1 Entertainment Customization

According to Ahonen, there are various ways that mobile device can be used to entertain the owner, example of entertainment services are puzzles, games, cartoons, horoscopes and music. (Ahonen, 2002) Moreover, marketer is trying to improve their service for customer to use almost at any place at any time, for example, at the bus stop, waiting for a friend, standing in the line, or in the public transportation. Thus, entertainment is one of the factors that could affect customer satisfaction toward mobile advertising.

H1: Entertainment Customization of mobile advertising affects the customer satisfaction toward mobile advertising.

2.2.2 Informative Customization

Based on Kotler and Keller, informative is an ability of gathering data effectively. (Kotler et al, 2008) However, there are several previous studies that mention about the relationship between informative and customer satisfaction. For example, according to Blanco et al, from their finding, they had concluded that informative of mobile advertising has an impact on consumer's satisfaction toward mobile advertising. (Blanco et al., 2010) Also, according to Okazaki, informative in e-commerce is the extent of practical and useful information offered by web providers,

which is an attribute, related to consumers' satisfaction toward web advertising. (Okazaki, 2005) Additionally, the quality of information in advertisement can have an affects on consumers' perceptions of companies and their products (Haghirian et al, 2005). Thus, from the above literature reviews, informative could be one of the factors that affect customer satisfaction toward mobile advertising.

H2: Informative customization of mobile advertising affects the customer satisfaction toward mobile advertising.

2.2.3 Frequency

There are several literatures that define the meaning of irritation, for example, irritation in advertising is occurred when advertiser use tactics that annoy, offend, insult, or are overly manipulative to customer. (Ducoffe, 1996) Also, for Aaker irritation in advertising basically is an advertisement that caused annoyance and discontent. (Aaker et al, 1985). Therefore, irritation results in negative satisfactions toward advertising (Pelsmacker et al, 1998) and brands (Chakrabarty et al, 2005), and the level of negative satisfactions are vary by brand. Finally, Tsang and et al. have defined irritation of mobile advertising as one of factors that has an impact on consumers' satisfaction toward mobile advertising. Therefore, from the above literature reviews, irritation could be measured by frequency of receiving SMS. It is the one of the factors that affects customer satisfaction toward mobile advertising.

H3: Frequency toward mobile advertising affects the customer satisfaction toward mobile advertising.

2.2.4 Credibility

The meaning of credibility is vary depending on the subject, however, for advertising, credibility has been defined by Mackenzie and Lutz as the extent to which the consumer perceives the statement about the brand in the advertisement to be truthful and believable (MacKenzi et al, 1989). Credibility can also be defined as consumers' confidence in the honesty and truthfulness of the advertisement (Chowdhury et al, 2006). Furthermore, credibility also has an important role in mobile advertising, according to Haghirian et al, there is a positive relationship between credibility and consumers' perceived value of mobile advertising.(Haghirian et al,

2005) Therefore, from the above literature reviews, credibility could be one of the factors that affect customer satisfaction toward mobile advertising.

H4: Credibility of mobile advertising affects the customer satisfaction toward mobile advertising.



CHAPTER III

MATERIALS AND METHODS

3.1 Research methodology

This chapter will discuss about method of research that will be used in this paper. Therefore, the sample will be describe, the area that used to conduct this research will be described as well as the average qualification of respondents will also be described. This research will base on qualitative research methodology. In-depth interview will also be used to collect data.

3.1.1 Research approach

Research approach basically can divide into two types, which are qualitative research and quantitative research. However, in this paper, qualitative method will be used. Qualitative research is better used to understand the behavior and perception of respondent. Also, it is used to understand social life which the answer can be describe in words instead of number as quantitative method. (Brikci et al, 2007).

3.2 Data collection

In-depth interview will be used to collect data; it is less structured and covers only a few issues. This type will be used because we want to explore in detail about the attitude of respondent for each factors that we hypothesis that they are affect with customer satisfaction toward mobile advertising. (Brikci et al, 2007). Also, we want to gain in- depth understanding about the topic.

3.2.1 Research questions

The main purpose of this research is to find out factors that affect with customer satisfaction toward mobile advertising. Therefore the questions that will be used to ask respondent will be built base upon this main topic. There will be no

specific lists of questions but the scope for the question will be “To find out the success factors of mobile advertising.”

3.2.2 The Sample Definition

Table 3.1 Sample Qualifications

Qualification of sampling	Sampling Place	Sampling Size	Period of data collection
<ul style="list-style-type: none"> • Age 25 – 35 in Bangkok area • Experience with mobile advertising • With reading skill • Own mobile device 	<ul style="list-style-type: none"> • Silom • Siam • Ratchada 	<ul style="list-style-type: none"> • 10 respondents 	<ul style="list-style-type: none"> • March 2014

Our sampling qualifications are people age between 25 to 35 years old in Bangkok area. We would like to emphasize this age range because we believe that they are in the generation that can accept new way of receiving information and should already exposed to several kind of mobile advertising (both traditional and modern), for example, SMS, advertising in mobile application (Game or TV online, etc.) or via mobile site for free movie. Also, this age range already have power of purchase which mean that they mostly already work, so they would likely to be prospect customer than those who is younger that still studying in university or school. Also, it is important that our respondents have received mobile advertising before because we want to really want answer from experienced respondents who can read Thai and English and own at least one mobile device in order to acquire effective data.

For the place that we are going to collect data, we choose business area with lots of office building, which are Siam, Silom and Ratchada because we want to interview respondent who is currently working. Also, we will interview about ten respondents with in-depth interview method to get useful answer.

The period of collecting data is during March of 2014, which is the most convenience time for making this thematic paper.

CHAPTER IV

RESULTS

This chapter will emphasize on the analysis of data which was from conducting in-depth interview with ten respondents which were consisted of five males and five females. For in-depth interview, we also used Socratic technique, which was a technique used for developing respondent's critical thinking by asking questions that help respondents stimulate critical thinking and generate ideas. (Bill, Newby & Yang, 2005) The result will be based on four hypotheses from the framework and will discuss how each factor has either positive or negative relationship with customer satisfaction.

4.1 Results

Entertainment Customization

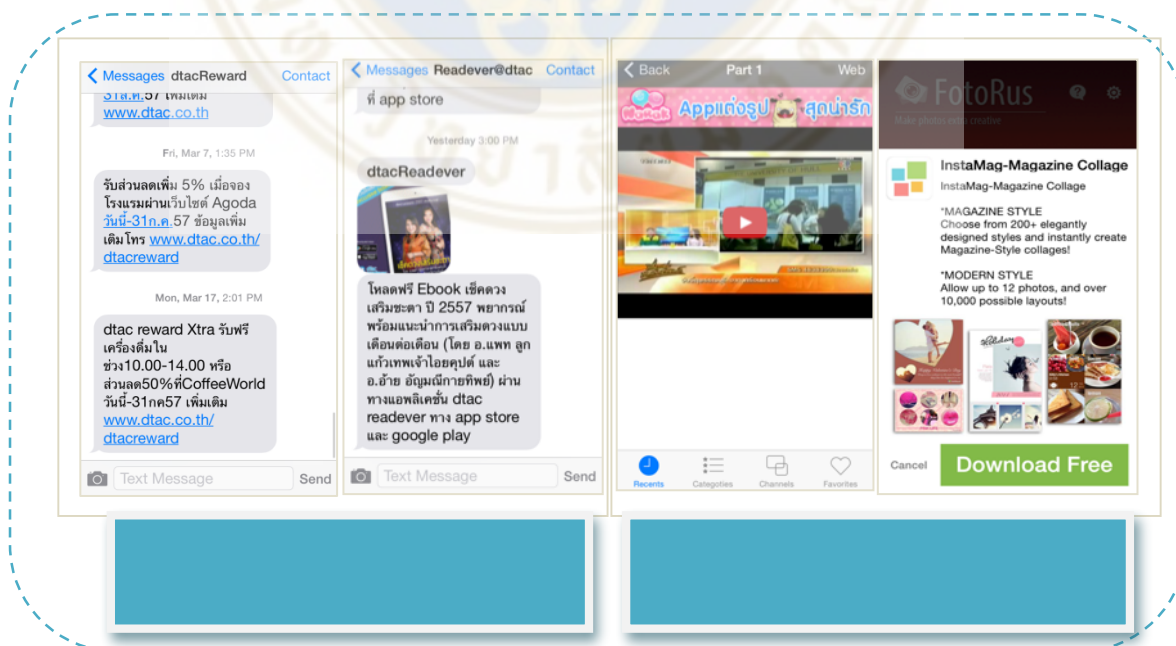


Figure 4.1 Type of Entertainments on mobile application (SMS & Display)

From hypothesis 1, this research expected to gain some understanding about wants and need of respondents, which would be used to discover a suitable kind of entertainment, content that would make them satisfy. We would use the result to improve and develop the structure and context of mobile advertising that would fit with customer expectation and perception to help increase customer satisfaction.

The results from ten respondents showed that they liked entertainment. However, their main concern was subscription cost, so if it was free then they would prefer to receive it according to their choice of entertainment, especially, free game and service provider application. However, if they had to pay for subscription service (SMS) or one-time pay (application), they preferred to pay only the advertising that they were interested and really useful. Three females out of five female respondents revealed that in addition to games, movies, cartoons, music and horoscope, other kind of entertainment that would affect with their customer satisfaction were new promotion, special price or new fashion collections. Mostly, it would relate with shopping and fashion and it should be the brands that respondent like or usually buy.

All of the respondents denied receiving entertainment advertising from unknown brands or no sender name because respondents felt insecurity and deceit. For example, SMS that has only number “02-664-8304” as a sender and message as “the message-persuasion to win the lucky draw by sending some code back to them.” Respondents would feel that it was useless because it came from unknown sender and they would never believe it.

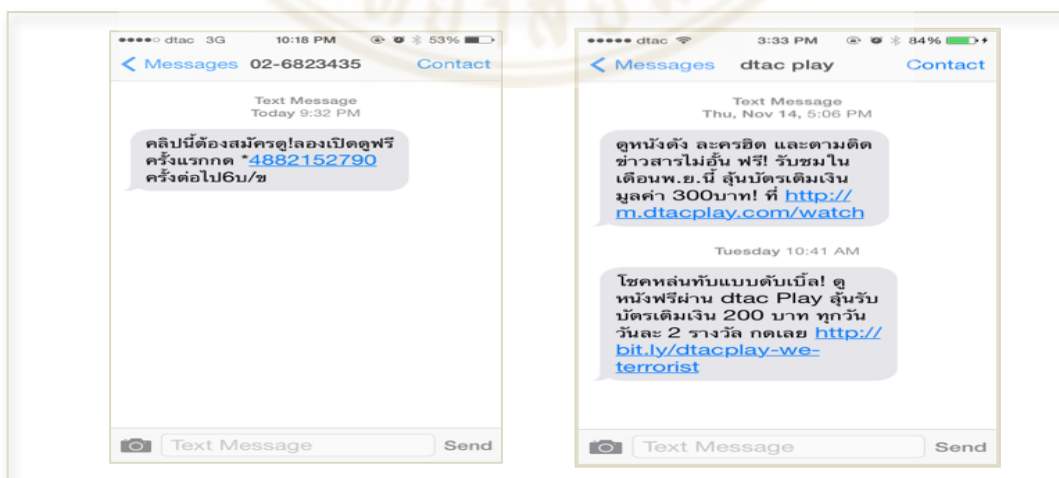


Figure 4.2 SMS from unknown sender and from well-known sender

Eight respondents felt satisfied when their service provider sent them about entertainment information or special deal because it made them feel that they received special attention from the service provider. For example: “DTAC Play” sent SMS to their customer for a chance to win free movie tickets via “Dtac Watchever” application as an example from picture above on the right hand side.

Besides that respondents preferred to receive entertainment service as long as they were free of charge and they were useful for them, they also preferred to receive during the time that they were convenient, for example, during their break or after work. We found out that these examples had an effect with customer satisfaction.

However, for display advertising in application, respondents felt more satisfied than SMS because customer can open the application when they during their convenient time and normally they would expect to see advertising display with free application, so they would not feel as much irritated.

For customer satisfaction, it usually occurred when those services had been customized or selected according to their interests. For example, technology called “Location Base Service”, this technology will automatically send SMS to customer as soon as customers walk in the place that embeds this service, for example, at Queen Sirikit National Convention Center. They organized the Commart Event, as soon as customer came in to this place, they would receive the promotion, which occurred in this particular event via SMS.

In addition, there were six respondents from ten respondents that had mentioned about LINE application that it was one of the channels that they used for entertainment services.

Therefore, we can conclude there is a positive relationship between **Entertainment Customization** and customer satisfaction toward mobile advertising.

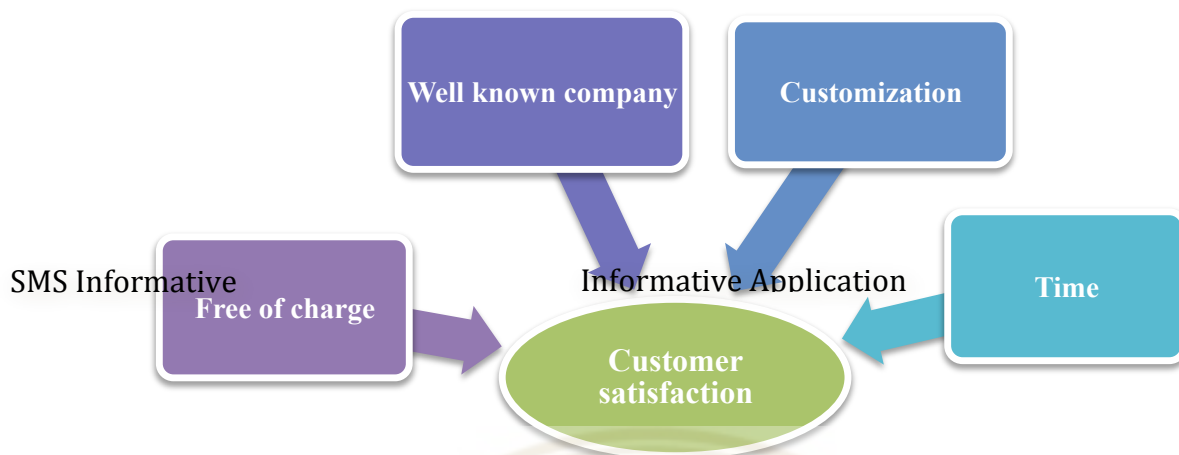


Figure 4.3 Components of context for customer satisfaction hypothesis 1

Informative customization

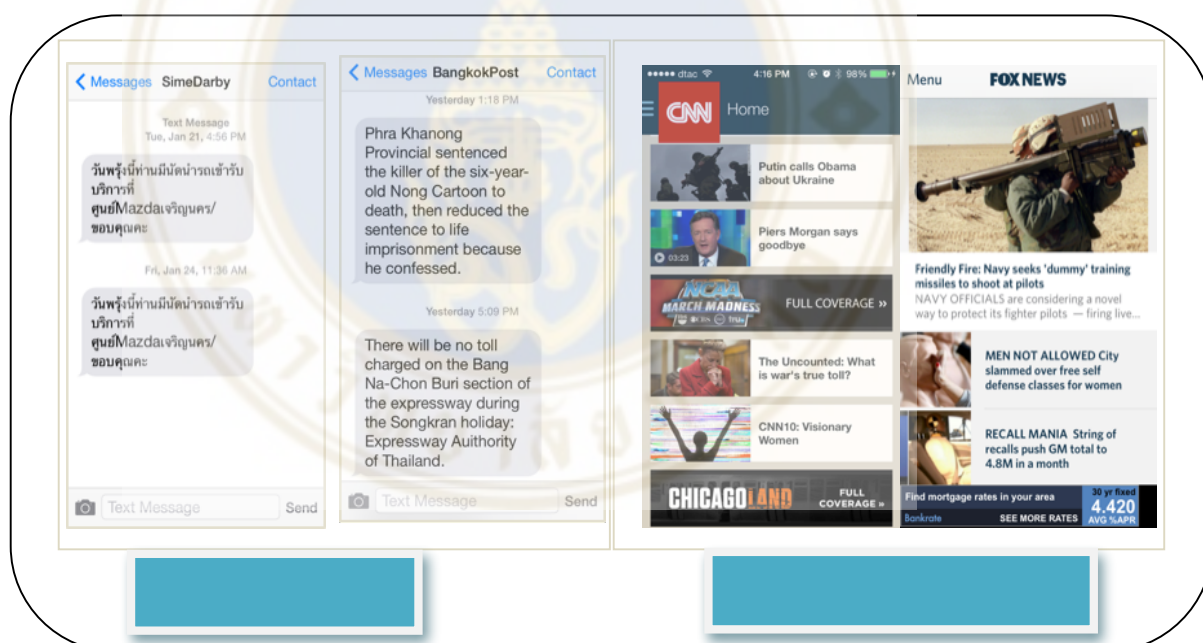


Figure 4.4 Type of informative SMS advertising and informative application display on mobile application

From hypothesis 2, this research expected to gain some understanding about want or need from respondents to find out what kind of information that would make them satisfy and dissatisfy. We can apply the result to improve and develop the

structure and context of mobile advertising that would fit with customer expectation and perception to help increase customer satisfaction.

In the context of this research, informative can be defined as the ability of advertising to inform consumers of product or news which is alternative to customer and the greatest possible satisfaction can be made. From in-depth- interview, we found that ten respondents satisfied and felt that it was useful to receive the information from company that they were a member or subscribed. For Example, SMS from bank that customer were the member, so when bank officer sent customer balance in the account to the customer, they felt satisfy to receive it. Even though those service collect fee, but many respondents still preferred to receive because it was considering as value information to them. In terms of the news, seven from ten respondents satisfied receiving news via SMS such as news from service provider and news from newspaper that the respondents were subscribed by paying the fees.

However, three out of ten respondents were saying that they preferred to surf Internet when they needed to know any information. Sometime respondents felt dissatisfy, when they received SMS during working hours. Thus, time of the day was relevant for receiving SMS. Therefore, we can conclude that customer is likely to satisfy if information is useful and interesting to them and SMS should be sent at a time that is convenient to customer.

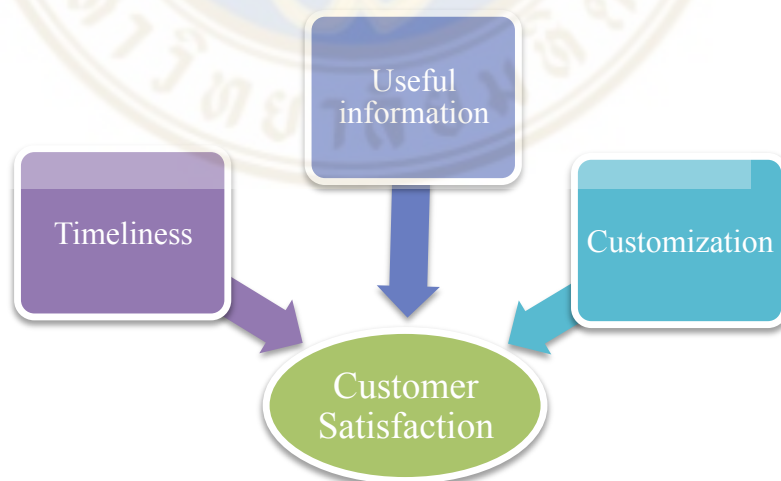


Figure 4.5 Components of context for customer satisfaction for hypothesis 2

Frequency

From hypothesis 3, this research predicts that frequency of mobile advertising affects the customer satisfaction toward mobile advertising

In the context of this research, frequency can be defined as the ability of advertising to send the message to consumers per day and frequency of seeing the advertising of product per times.

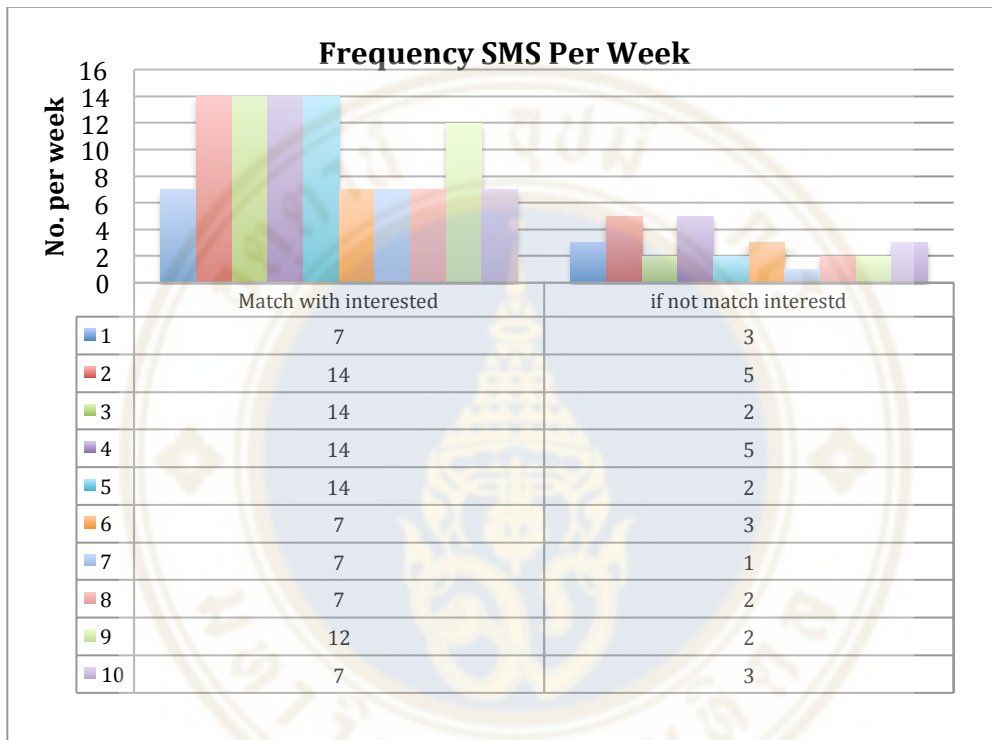


Figure 4.6 Frequency of receive SMS per week from ten respondents

According to *the first* interview, respondent was saying that if the message matched with her interest, expectation of receiving message per week would be around 7 SMS, average 1 SMS per day and if not matched with her interest, she preferred to receive only 3 SMS per week.

Second respondent satisfied to receive 14 SMS per week, average 2 SMS per day for relating with interest. However, if the content was not interested, she satisfied to receive only 5 SMS per week.

Third respondent satisfied to receive 14 SMS per week for content that match with her interest, but if not interested, she satisfied to receive only 2 SMS per week.

Fourth respondent satisfied to receive 14 SMS per week for content that match with her interest, but if not interested, she satisfied to receive only 5 SMS per week.

Fifth respondent satisfied to receive 14 SMS per week for content that match with her interest, but if not interested, she satisfied to receive only 2 SMS per week.

Sixth respondent satisfied to receive 7 SMS per week for content that match with his interest, but if not interested, he satisfied to receive only 3 SMS per week.

Seventh respondent satisfied to receive 7 SMS per week for content that match with his interest, but if not interested, he satisfied to receive only 2 SMS per week.

Eighth respondent satisfied to receive 7 SMS per week for content that match with his interested, but if not interested, he satisfied to receive only 2 SMS per week.

Ninth respondent satisfied to receive 12 SMS per week for content that match with his interest, but if not interested, he satisfied to receive only 2 SMS per week.

Tenth respondent satisfied to receive 7 SMS per week for content that match with his interest, but if not interested, he satisfied to receive only 3 SMS per week.

Regarding to display advertising, the respondents were saying that one banner per time was already enough. For example, if they watched free VDO clip online, advertising should display only one advertising per online page and should provide close button on the advertising. However, if the banner was small enough that it was not disturb or blocking the screen, even though, it did not have the close button then they did not feel irritate much and also understood that free application usually would have advertising banner.

Therefore, we can conclude that there is a positive relationship between consumer satisfaction and frequency toward mobile advertising. So, this conclusion supports the hypothesis 3 that frequency of advertising has affected with customer satisfaction. Additionally, from the interview, we calculated that the average of receiving SMS would be around 4 SMS per week.

Credibility

According to hypothesis 4, this research predicts that credibility of mobile advertising affects the customer satisfaction toward mobile advertising.

In the context of this research, credibility can be defined, as the truthfulness of advertising that send the message or display advertising to consumers on mobile advertising will increase the customer satisfaction. According to the research, we found out that most of the respondents were discussed that credibility affect with them in terms of well-know brand because it represented reliability and truthfulness, even though some content respondents never subscribe to receive it, however, when they received it, they still perceived with positive attitude. In contrast, for unknown brand, respondent's perception would perceive with negative attitude toward the brand when received or saw advertising.

We can conclude that there is a positive relationship between consumer satisfaction and credibility toward mobile advertising. So, this conclusion supports the hypothesis 4 that credibility of the brand of advertising has affected with customer satisfaction.

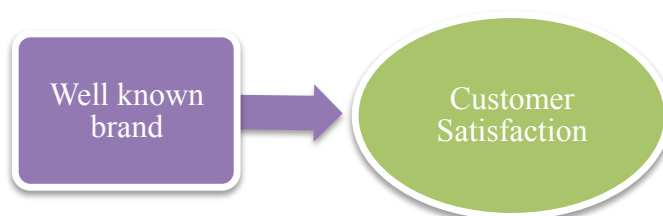


Figure 4.7 Components of context for customer satisfaction for hypothesis 4

CHAPTER V

DISCUSSION AND CONCLUSION

Business is becoming more globalization, which means that businesses are more competitive, the competition is becoming more aggressive than before and there are more competitors in the same market. Therefore, to be able to survive, it is important for the business to do more research on their product, customer and market. However, for this paper, we will emphasize on customer.

As mention earlier that customer satisfaction is one of the elements to maintain and increase competitive advantage, thus, in order for the business to do that, they need to study and understand more about their customer. Therefore, we will study each factors of mobile advertising to find out the affect of it on customer satisfaction.

5.1 Summary of finding

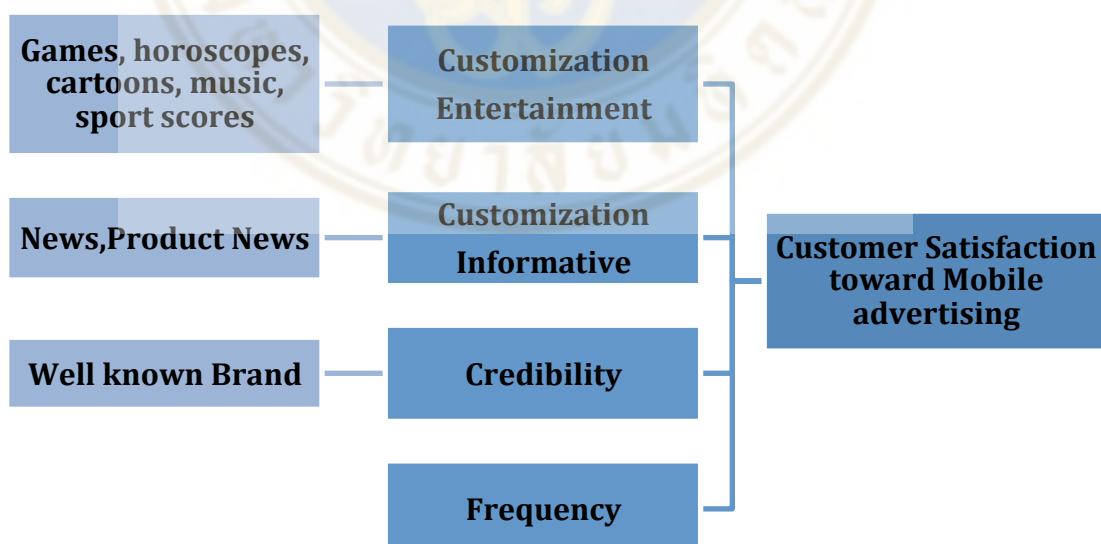


Figure 5.1 Factors that affect with customer satisfaction toward mobile advertising

From in-depth interview, we found out that all four hypothesizes which were entertainment customization, informative customization, frequency and credibility was affect customer satisfaction.

For **entertainment customization**, according to the interview, most of the respondents mentioned that entertainment service should be free of charge because this service was not really important. Also, respondents can find some other kind of free entertainment from Internet when surfing online or read free magazine. However, if it for free they were prefer to receive it but according to their preference. For example, three female respondents out of ten respondents preferred to receive fashion promotion or fashion collection.

Also, nowadays, there are several new ways to receive entertainment service, for example, LINE application and Facebook, which many respondents also mentioned during the interview. They preferred to receive via LINE or Facebook because they were able to block or chose to accept it on their own. Also, for SMS and display advertising, it would be better if it could be customize according to customer choice. Thus, for this reason, SMS and display advertising are not having a significant affect toward customer satisfaction for mobile advertising.

For **informative customization**, most of respondents felt that this kind of SMS was benefit and useful to them to receive. Many company try to send advertising mix with useful news to make customer feel more acceptable to continually to receive it and do not cancel this SMS service. For example, Dtac usually sent SMS about mobile billing balance to customer at the end of every period, however, once in a while, they also sent SMS about their new product and promotion too.

Example of informative are news from mobile service provider, updates news from stock market, promotion for real estate, announcement from university, or even SMS reminder for hospital appointment, report of bank balance, or report of credit card usage. Moreover, we also found out from the interview that a subscription fee was not an issue to respondents like entertainment, if that SMS was important and useful to them.

Informative in terms of banner advertising is emphasizing more on increasing brand awareness then customize information like SMS. However, this banner can help increase customer satisfaction by using technology like Google

AdWords to help the company to show banner to the right target, for example, banner advertising for heart disease (informative) show in free medication application rather than free game application which has nothing to do with heart disease. Moreover, with the help with Google AdWords, sometime banner advertising in mobile website or free application is more customize to customer preference than SMS because they collect the data from key words that customer type in Google and then use that keywords to choose advertising relate or similar to that keywords whereas, SMS cannot collect such data.

For **frequency**, from our interview, we conclude that the average that customer prefer was about four times per week, so company should not send SMS to customer more than that because it could lower customer satisfaction. For banner, frequency also applied to the number of banners in one website or one application page. So, they preferred to see only one advertising banner per website or application page and it had to be small and not blocking the view unless there was a close button provided.

For **credibility**, from the interview, we found out that credibility affect positively with them if it was from well-known brand because it represented reliability and truthfulness. Even though some content respondents never subscribe to receive the information, however, when they received it from well-known brand, they still perceived with positive attitude. In contrast, for unknown brand, respondent's perception would perceive with negative attitude toward the brand when received or saw advertising even though that content maybe useful.

5.2 Managerial contribution

The outcomes of this research can also result in practical implications for managers. This study contributes to following area;

- It provides benefit for advertising company to know and understand how to customize their advertisement to match with customer preference.
- In the previous studies, it showed that entertainment, informative, credibility and frequency had an impact on customer satisfaction

toward mobile advertising.

- However, the previous research was tested five years ago. Thus, in this research, we had tested the traditional advertising tools such as SMS and new advertising tools such as display advertising banner. Also, we would like to find other advertising tool that is suitable to use for customer in this new technology era.
- In the research, we also found the new tools that could help the advertiser send the message to the right target and make them satisfaction by using new media such as Google Adword, LINE and Facebook that customer's perception are really good which these medias can suggest the advertising that match with customer's interests by providing the effective targeting.

5.3 Recommendations

From the result that we found, most respondent did not want to pay for entertainment advertising, thus, we could recommend those companies to mix entertainment advertising with useful information because respondents were willing to pay more for useful information. Also, the company should focus more on providing news and information. Moreover, SMS is considering as traditional advertisement so, to be up to the new trend which there are more mobile user in the market than before, company may considering online advertising, for example, LINE application or FACEBOOK which are purposely for two way communications rather than one way communication like SMS.

Moreover, SMS used to be too aggressive toward customer by being hard sale and sending SMS to customer too often, so customer felt dissatisfy and annoy, though with this new generation with more trendy and busy lifestyle, company should adapt the technique and content of SMS to be more suitable and less aggressive. Also, company should use SMS as an additional service tool which would make customer feel more convenient, reliable and make them feel more special. For example, when the bank received your down payment, they will SMS you to confirm of your payment.

Also, behavior of consumer using mobile is changing; they want something fast, ease of use and easy to understand. Thus, company should update their advertising style to be more interesting and content of the advertising has to be easy to understand and clear. Effective banner advertising should consist of three steps which are first, clarify the objective of the advertising, for example, sell movie tickets or advertising for charity. Second, provide only necessary information, which should be short and clear. Third, arouse customer for an action, which could be purchasing ticket or transfer money for charity.

5.4 Limitation

There are several limitations we found. Firstly, some of the respondents already felt negative and suddenly rejected to receive SMS without listening or realize that they currently received SMS from their mobile service provider. After they realized, they tend to change their negative attitude to positive attitude and were starting to cooperate with the rest of the interview.

Secondly, it was better to schedule one interviewee at the time to avoid any influencing from another interviewee which some impact was, for example, changing the answer after listening to another interviewee comment or provide the same answer with other because did not want to feel different which this could result in inaccurate results. The first interview, we invited two female who was a friend of each other to interview at the same place and we were planning to interview one at the time, however, it turned out that when they were together the second interviewee did not wait for her turn which would be after we finish with the first one. She was listening and also comment on the first person answer then she started to brought in her opinion then we realized that we should have schedule them separately in order to be more focus and less bias to the answer.

Thirdly, the sample size we did was ten respondents with different gender; age, at different sampling place. Moreover, we used in-depth interview to get more useful answer from each interview, however, the result we had were still not generalization due to a small sample size.

Fourthly, all of the respondents were Thai, thus the result could be useful to only in Thailand or some country that had similar culture and lifestyle as Thailand and it would not be useful to other country with different culture and lifestyle, for example, England or United States of America.

5.5 Future Research

Advertisement medium: we would suggest performing future research to find out the relationship between generation and a kind of advertisement medium that most suitable for them because for old generation SMS would be acceptable to receive but banner on website would not be effective to them because they do not really go online but for teenager, display banner on website or application may be more suitable. So, it would be better to find out what kind of advertisement media most suitable for each generation and also find out the kind of advertising content that each generation prefers.

Customer group: as we mentioned earlier that the company should do some more research to find out in more detail about each factor and its effect toward customer satisfaction, additionally, the company should also study and do research more about its customer to recognize customer need and want and create mobile advertising that customize to match with customer preference to help increase customer satisfaction. After that they should group their customer according to their preference and study each group more in detail and also perform some observation and experiment to study their perception and attitude of each group then select the best advertisement according to their preference.

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