

A STUDY ON MOBILE SMS ADVERTISING EFFECTIVENESS IN VIJAYAWADA

M. Sandeep Kumar*, D. Prasanna Kumar** and
M. Srinivasa Narayana***

The recent rise in the usage of mobiles by people of all ages resulted in lucrative marketing strategy for Mobile SMS Advertisers which is cost effective and has high reach and more probable success. This trend paved the way for many companies of goods and services in the state to adopt SMS advertising as new marketing platform. The present study investigates young consumers' attitude towards SMS advertising and tries to identify relevant factors affecting consumers' attitude towards SMS advertisement and users actual behavior with a sample size of 110 and deals with all age group & Occupation of customers in the area of Vijayawada. The study suggested that in order to increase the acceptance of SMS advertising, marketers should be careful in sending SMS advertising that are considered irritating. Therefore, sending non-irritating SMS advertisement is crucial in SMS advertising so that users would develop positive attitudes towards SMS advertising.

Key Words: SMS, mobile phones, consumer, attitudes, and advertising

I. INTRODUCTION

This Year last month I received an coupon SMS from METRO Cash and Carry that I will be given a ten kilo of Atta on purchase of Thousand rupees of any merchandise or goods at their store. After the purchase I did some thinking about the advantages of SMS interaction between the Company and customer and the PRO'S and CON'S of SMS based Advertising. Generally companies find it as an attractive proposition to use BULK SMS to their target customer as their effectiveness is high as also it involves very less cost. Recent rise in the mobile subscriptions has made the Mobile Advertising Space attractive to companies by acting as an interactive media to reach the target consumers by sending specific messages to them that will result in a win-win situation both of them. The success rate of Mobile Advertisements is high when compared to TV or print as the message content is reaching the particular targeted consumer who which may not be the case in the latter. Most of the SMS's are read by customer and this results in a cost effective proposition as companies use the BULK SMS option to send their advertisements. Customers regularly complain about SPAM SMS as there is no proper awareness about the use of SMS Ads and feel that they are sent as a tool to

* Research Scholar, K.L. University, Guntur and Assistant Professor, Geethanjali Institute of PG Studies, Nellore

** Associate Professor, K L U Business School, Guntur, Andhra Pradesh, India

*** Professor and Head, Department of Management Studies, Narasaraopet Engineering College, Narasaraopet

exploit their weakness. ASCI, a self-regulatory voluntary organization deals with complaints from consumers against advertisements that were considered false or misleading, contain indecency and are illegal while CCC deals with unsafe practices or unfair to competition.

II. LITERATURE REVIEW

Mobile marketing companies created a bad reputation that they intrude the receiver's privacy and will unnecessarily result in wastage of time due to the SMS being out of context with the consumer and don't care about the consequences of sharing the database without proper permission according to Beerud Sheth, co-founder and the president of Webaroo's GupShup. According to Zaw Thet, CEO, 4INFO marketers need to be more innovative in effectively tapping its potential in delivering the information to consumers, but also in its ability in sparking a conversation with them.

SMS ADVERTISEMENTS should be having the following attributes

NON-IRRITATION

SMS advertising will be useful in providing timely and results in a win-win situation for the customer as well as the SMS Sending and may sometimes confuse as well as distract the prospective customer if they are very frequent at unusual times of the day will irritate the customer after which he may develop a negative opinion about the advertised product due to a feeling that the company wants to tie its inferior quality product to the customer by distracting him. Customers are wary of unwanted messages, commonly known as spam (DICKINGER, 2005).

CREDIBILITY

Credibility of the firm sending the SMS advertisement will have a major impact its effectiveness and success in achieving the goal of making the customer buy its products.

INFORMATIVENESS

It can be defined as the ability of the SMS Advertisement sending firm to create awareness in the consumers about the various possible alternatives available to him and he can obtain the maximum satisfaction after buying any product that suits his need.

ENTERTAINMENT

MOBILES and particularly smart phones have created a separate place for them in most people across the globe and act as an entertainment platform which provides various services like MUSIC DOWNLOADING, GAMES, INTERNET TV, PLAYING VIDEOS, SONGS AND WATCHING SPORT MATCHES. As

customers get accustomed to mobile for these services they will see the mobile based Advertisement and messages as an informative tool that may provide some discounts and incentivize them for reading the SMS.

III. OBJECTIVES OF THE STUDY

1. To identify general attitude of young consumers' towards SMS advertising.
2. To evaluate attributes affecting the attitude of young consumers' towards SMS advertising.
3. To study how the age of people is their attractiveness towards the mobile SMS.
4. To know about the consumer perception, behavior, lifestyle affects SMS usage.
5. To assess the importance of different factors in SMS Advertising.
6. To understand the problems in SMS Advertising.
7. To study the impact of brand preference on SMS Advertising.

IV. SCOPE OF STUDY

The Inferences from the study are based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight into the attitude of young consumers' towards SMS advertising It may not fully reflect the mindset of the consumers as they may shy from answering all the questions straight forwardly.

V. RESEARCH METHODOLOGY

5.1. Research problem

To know how the consumers reaction when they got the message from the particular company. This study also explain the consumer awareness on the SMS send by that particular company what he interest in it. Now a days, the marketers has the new way to get in the customers mind through the SMS. The companies are being using the technology to be in the customers mind by various types of advertising to know the customer reaction when he gets advertisement message.

5.2. Area of the study

The respondents are randomly selected for this study.

5.3. Research approach

Survey and questionnaires method

Survey method is used for collecting data from customers at various Retail Outlets and Showrooms at various Locations. We requested all respondents to fill in the questionnaire, by self after explaining the various aspects mentioned in it. It

contained both open and closed ended questions in a structured format very easy to understand on the first look.

5.4. Sampling Technique

A convenient sample (non – probability sampling method) of 110 Apparel Buyers was collected for the current study in which respondent of the study was request to complete the questionnaire on voluntary basis.

5.6. Data Usage

For analysis and interpretation, only primary data is used. However for conclusion and recommendations both primary and the secondary data along with the verbal knowledge and information although obtained from respondents, though they are outside the parameters of questionnaire were also included. The data collected from these sources were analyzed using various tools like percentage analysis, chi-square test, cross table analysis method.

5.7. Tools

Frequencies and cross tabulation have been calculated for the responses of the respondents. Chi – Square test analysis was conducted on the data of part II in questionnaire.

VI. ANALYSIS AND INTERPRETATION

6.1. General Profile of the Respondents

GENDER	Male	Female		
	72	38		
AGE	18-25	26-35	36-45	46-65
	35	38	19	18
EDUCATION	DIPLOMA	GRADUATION	PG	
	37	49	24	
PROFESSION	JOB-FRESHER	BUSINESS	IT-EMP	MFCTG-EMP
	31	27	33	19
INCOME	<25,000	25,001-40,000	>40000	
	54	24	32	
HOW MANY SIM CARDS DO YOU HAVE?	ONE	TWO	THREE	
	60	26	24	
WHAT IS THE PRIMARY REASON FOR USING A MOBILE PHONE?	OFFICIAL PURPOSE	SOCIALIZING WITH FRIENDS	KEEP IN TOUCH WITH FAMILY	
	33	22	45	
OUT OF THE FOLLOWING WHAT IS THE PRIMARY FUNCTIONS YOU MAINLY USE YOUR MOBILE PHONE FOR?	PHONE-CALLS	SMS	MMS	
	102	7	1	
OUT OF THE FOLLOWING WHAT IS THE SECONDARY FUNCTIONS YOU MAINLY USE YOUR MOBILE PHONE FOR?	EMAIL	BROWSING	PLAY VIDEOS	INTERNET GAMES
	26	67	8	9

Interpretation

From the above table, we infer that 72 of the total respondents are male and 38 are female. On further classification according to age group, we find that of all the respondents 35 are 18-25 Years old, 38 are of the age group 26-35 Years, 19 of the age group 36-45, 18 are of the age group with 46-65 years. From the responses collected 37 respondents are Diploma holders, 49 are Graduates and 24 are Post-Graduates. On the Monthly Income basis 54 Respondents earn less than 25,000 Rs, 24 of them earn 25,001-40,000 Rs, while the remaining 32 earn more than 40,000 Rs. When asked about how many SIM CARDS are active with them the responses are 60 of them have ONE, 26 have TWO and 24 have THREE. To the query on PRIMARY REASON FOR USING a MOBILE PHONE 102 told it is for PHONE-CALLS, 7 for SMS and 1 for MMS

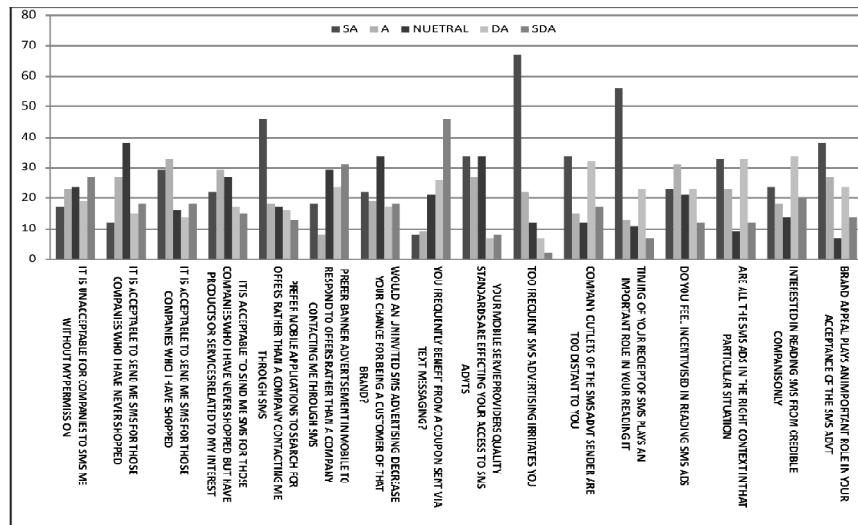
DO YOU CHECK MOBILE PHONE FREQUENTLY?	YES	NO
	72	38
WHEN YOU GIVE YOUR MOBILE NUMBER TO ANY COMPANY, DO YOU AUTOMATICALLY EXPECT IT TO BE USED TO SEND YOU MARKETING MESSAGE?	YES	NO
	88	22
HOW YOU EVER SENT AN SMS MESSAGE IN RESPONSE OF MARKETING CAMPAIGN?	YES	NO
	92	18
WOULD YOU LIKE TO RECEIVE PRODUCT OR SERVICE INFORMATION ON YOUR MOBILE DEVICE VIA SMS MESSAGING?	YES	NO
	59	51
WOULD YOU LIKE TO RECEIVE COUPONS ON YOUR MOBILE DEVICE VIA SMS MESSAGING?	YES	NO
	69	41
DO YOU KNOW ANY ORGANIZATION TO COMPLAIN FOR SPAM MOBILE MARKETING MESSAGES?	YES	NO
	71	39
IS SMS IS AN EFFECTIVE MEDIUM FOR ADVERTISEMENT?	YES	NO
	69	41
MOST OF THE ADVERTISING TEXT MESSAGES ARE SPAM?	YES	NO
	65	45

TABLE 6.2: RESPONDENTS VIEWS ABOUT MOBILE SMS ADVERTISMENTS

HOW OFTEN ARE YOU RECEIVING AN ADVERTISEMENT BY SMS?	DAILY	WEEKLY	MONTHLY	QUARTERLY	NEVER	
	24	32	21	14	19	
YOU RECEIVE ADVERTING MESSAGE ON A WEEKLY BASIS FROM?	FROM COMPANY WHICH YOU ARE FAMILIAR WITH	FROM COMPANY WHICH YOU ARE NOT FAMILIAR WITH	TOTALLY UNKNOWN SOURCES	SPAM		
	41	34	24	11		
AFTER RECEIVING SMS FROM MARKETERS WHAT IS YOUR REACTION?	FORWARD SMS	DISCUSS WITH OTHERS, SEARCH INFO ABOUT THE PRODUCT/SERVICE	CONTACT WITH ADVERTISER & REPLY THROUGH SMS/CALL/E-MAIL/TEST	TEST THE PRODUCT/SERVICE	DELETE THE SMS	
	16	25	14	11	43	
INDICATE INTEREST IN RECEIVING PRODUCT OR SERVICE INFORMATION FROM EACH OF THE FOLLOWING:	RESTAURANTS	ENTERTAINMENT	RETAIL STORES	BANKS & FINANCIAL SERVICES	BRAND STORES	AUTO SERVICES
	9	15	21	6	9	6
	TELECOM	REAL ESTATE	EDUCATION	HEALTH SERVICES	TRAVELLING	CHARITIES
	13	8	6	8	7	2
WHICH OF THE FOLLOWING TYPE OF SMS ARE YOU WILLING TO RECEIVE?	COMPETITION ANNOUNCEMENTS	DISCOUNT CODES/COUPONS EITHER IN STORE OR ONLINE	INFORMATION ABOUT PRODUCTS/SERVICES	INVITATION TO A PROMOTIONAL EVENT	PREVIEW CONTENT FOR GAMES, BOOKS,	
	4	20	14	5	9	
	DESIGN IDEAS	CUSTOMER QUESTIONNAIRES	MESSAGE CONTAINING DISCOUNT COUPON	ANNOUNCEMENTS FOR SOCIAL EVENTS (CONCERTS, DANCERS, SPORTS, PARTIES, MHHIL.F. NAAT, POETRY EVENTS)	RIFWS SERVICE (ANY AREA OF INTEREST)	
	3	2	27	23	12	

PARAMETER	SA	A	NUETRAL	DA	SDA
IT IS UNACCEPTABLE FOR COMPANIES TO SMS ME WITHOUT MY PERMISSION	17	23	24	19	27
IT IS ACCEPTABLE TO SEND ME SMS FOR THOSE COMPANIES WHO I HAVE NEVER SHOPPED	12	27	38	15	18
IT IS ACCEPTABLE TO SEND ME SMS FOR THOSE COMPANIES WHO I HAVE SHOPPED	29	33	16	14	18
IT IS ACCEPTABLE TO SEND ME SMS FOR THOSE COMPANIES WHO I HAVE NEVER SHOPPED BUT HAVE PRODUCTS OR SERVICES RELATED TO MY INTEREST	22	29	27	17	15
PREFER MOBILE APPLICATIONS TO SEARCH FOR OFFERS RATHER THAN A COMPANY CONTACTING ME THROUGH SMS	46	18	17	16	13
PREFER BANNER ADVERTISEMENT IN MOBILE TO RESPOND TO OFFERS RATHER THAN A COMPANY CONTACTING ME THROUGH SMS	18	8	49	24	51
WOULD AN UNINVITED SMS ADVERTISING DECREASE YOUR CHANCE FOR BEING A CUSTOMER OF THAT BRAND?	22	19	34	17	18
YOU FREQUENTLY BENEFIT FROM A COUPON SENT VIA TEXT MESSAGING?	8	9	21	26	46
YOUR MOBILE SERVICE PROVIDERS QUALITY STANDARDS ARE EFFECTING YOUR ACCESS TO SMS ADVT	34	27	34	7	8
TOO FREQUENT SMS ADVERTISING IRRITATES YOU	67	22	12	7	2
COMPANY OUTLETS OF THE SMS ADVT SENDER ARE TOO DISTANT TO YOU	34	15	12	32	17
TIMING OF YOUR RECEIPT OF SMS PLAYS AN IMPORTANT ROLE IN YOUR READING IT	56	13	11	23	7
DO YOU FEEL INCENTIVISED IN READING SMS ADS	23	31	21	23	12
ARE ALL THE SMS ADS IN THE RIGHT CONTEXT IN THAT PARTICULAR SITUATION	33	23	9	33	12
INTERESTED IN READING SMS FROM CREDIBLE COMPANIS ONLY	24	18	14	34	20
BRAND APPEAL PLAYS AN IMPORTANT ROLE IN YOUR ACCEPTANCE OF THE SMS ADVT	38	27	7	24	14

Figure 6.3



6.4 Chi-Square Test

6.4.1. Is There a Relation between AGE OF RESPONDENT and HIS MOBILE PRIMARY USAGE PURPOSE?

Case Processing Summary					
Cases					
	Valid	Missing	Total		
	N	Percent	Percent	N	Percent
AGE * PRIMARY USAGE PURPOSE OF MOBILE	110	100.0%	.0%	110	100.0%

AGE * PRIMARY USAGE PURPOSE OF MOBILE Crosstabulation					
Count		PRIMARY USAGE PURPOSE OF MOBILE			Total
		OFFICIAL PURPOSE	SOCIALIZING WITH FRIENDS	KEEP IN TOUCH WITH FAMILY	
AGE	18-25	8	14	13	35
	26-35	12	7	19	38
	36-45	6	6	7	19
	46-65	7	5	6	18
Total		33	32	45	110

CHI-SQUARE

AGE	PRIMARY USAGE PURPOSE OF MOBILE		
	Observed N	Expected N	Residual
18-25	35	27.5	7.5
26-35	38	27.5	10.5
36-45	19	27.5	-8.5
46-65	18	27.5	-9.5
Total	110		

PRIMARY USAGE PURPOSE OF MOBILE			
	Observed N	Expected N	Residual
OFFICIAL PURPOSE	33	36.7	-3.7
SOCIALIZING WITH FRIENDS	32	36.7	-4.7
KEEP IN TOUCH WITH FAMILY	45	36.7	8.3
Total	110		

Test Statistics			
	AGE	PRIMARY USAGE PURPOSE OF MOBILE	
Chi-Square	11.964a	2.855b	
df	3	2	
Asymp. Sig.	0.008	0.24	

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the above SPSS calculation we infer that there is a significant relation between AGE OF RESPONDENT and HIS MOBILE PRIMARY USAGE PURPOSE.

6.4.2. Is There a Relation between EDUCATION LEVEL OF THE RESPONDENT and PERCEPTION THAT MOST SMS ADVERTISEMENTS ARE SPAM?

EDUCATION * PERCEPTION THAT MOST SMS ADVERTISEMENTS ARE SPAM Crosstabulation				
Count		PERCEPTION THAT MOST SMS ADVERTISEMENTS ARE SPAM		Total
		YES	NO	
EDUCATION	DIPLOMA	28	9	37
	GRADUATION	29	20	49
	PG	7	17	24
Total		64	46	110

CHI-SQUARE

EDUCATION	Observed N	Expected N	Residual	PERCEPTION THAT MOST SMS ADVERTISEMENTS ARE SPAM			
				Observed N	Expected N	Residual	
DIPLOMA	37	36.7	0.3	YES	64	55	9
GRADUATION	49	36.7	12.3	NO	46	55	9
PG	24	36.7	-12.7	Total	110		
Total	110						

Test Statistics		PERCEPTION THAT MOST SMS ADVERTISEMENTS ARE SPAM	
	EDUCATION		
Chi-Square	8.527a	2.945b	
df	2	1	
Asymp. Sig.	0.014	0.086	

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.0.

From the above SPSS calculation we infer that there is a significant relation between EDUCATION LEVEL OF THE RESPONDENT and PERCEPTION THAT MOST SMS ADVERTISEMENTS ARE SPAM.

6.4.3. Is There a Relation between GENDER OF THE RESPONDENT and THE FREQUENCY OF HIS RECEIVING SMS?

GENDER * FREQUENCY OF RECEIVING SMS Crosstabulation							
Count		FREQUENCY OF RECEIVING SMS					Total
		DAILY	WEEKLY	MONTHLY	QUARTERLY	NEVER	
GENDER	Male	14	24	13	8	13	72
	Female	10	8	8	6	6	38
Total		24	32	21	14	19	110

CHI-SQUARE

GENDER	Observed N	Expected N	Residual	FREQUENCY OF RECEIVING SMS			
				Observed N	Expected N	Residual	
Male	72	55	17	DAILY	24	22	2
				WEEKLY	32	22	10
				MONTHLY	21	22	-1
				QUARTERLY	14	22	-8
				NEVER	19	22	-3
Total	110			Total	110		

Test Statistics		
	GENDER	FREQUENCY OF RECEIVING SMS
Chi-Square	10.509a	8.091b
df	1	4
Asymp. Sig.	0.001	0.088

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.0.
 b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.0.

From the above SPSS calculation we infer that there is a relation between GENDER OF THE RESPONDENT and THE FREQUENCY OF HIS RECEIVING SMS.

6.4.4. Is There a Relation between RESPONDENTS INCOME AND HIS LIKING TO RECEIVE COUPON SMS?

INCOME * RESPONDENTS LIKING TO RECEIVE COUPON SMS				
Count		RESPONDENTS LIKING TO RECEIVE COUPON SMS		Total
		YES	NO	
INCOME	<25,000	30	24	54
	25,001-40,000	17	7	24
	>40000	22	10	32
Total		69	41	110

CHI-SQUARE

INCOME	Observed N	Expected N	Residual	RESPONDENTS LIKING TO RECEIVE COUPON SMS			
<25,000	54	36.7	17.3				
25,001-40,000	24	36.7	-12.7	YES	69	55	14
>40000	32	36.7	-4.7	NO	41	55	14
Total	110			Total	110		

Test Statistics		
	INCOME	RESPONDENTS LIKING TO RECEIVE COUPON SMS
Chi-Square	13.164a	7.127b
df	2	1
Asymp. Sig.	0.001	0.008

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.
 b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.0.

From the above SPSS calculation we infer that there is no RELATIONSHIP BETWEEN INCOME AND HIS LIKING TO RECEIVE COUPON SMS.

6.4.5. Is There a Relation between NUMBER OF SIM CARDS WITH RESPONDENT and HIS PERCEPTION SMS IS AN EFFECTIVE MEDIA ADVERTISEMENT?

NUMBER OF SIM CARDS WITH RESPONDENT * SMS IS AN EFFECTIVE MEDIA ADVERTISEMENT Crosstabulation				
Count	SMS IS AN EFFECTIVE MEDIA ADVERTISEMENT			
		YES	NO	Total
NUMBER OF SIM CARDS WITH RESPONDENT	ONE	25	35	60
	TWO	9	17	26
	THREE	7	17	24
Total		41	69	110

CHI-SQUARE

NUMBER OF SIM CARDS WITH RESPONDENT				SMS IS AN EFFECTIVE MEDIA ADVERTISEMENT			
	Observed N	Expected N	Residual		Observed N	Expected N	Residual
ONE	60	36.7	23.3	YES	41	55	-14
TWO	26	36.7	-10.7	NO	69	55	14
THREE	24	36.7	-12.7	Total	110		
Total	110						

Test Statistics		SMS IS AN EFFECTIVE MEDIA ADVERTISEMENT	
	NUMBER OF SIM CARDS WITH RESPONDENT		
Chi-Square	22.327a	7.127b	
df	2	1	
Asymp. Sig.	.000	0.008	

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.0.

From the above SPSS calculation we infer that there is no significant relation between NUMBER OF SIM CARDS WITH RESPONDENT and HIS PERCEPTION SMS IS AN EFFECTIVE MEDIA ADVERTISEMENT.

6.4.6. Is There a Relation between PROFESSION and HIS CHECKING SMS FREQUENTLY?

Count		CHECKING SMS FREQUENTLY		Total
		YES	NO	
PROFESSION	JOB-FRESHER	19	12	31
	BUSINESS	19	8	27
	IT-EMP	22	11	33
	MFCTG-EMP	12	7	19
Total		72	38	110

CHI-SQUARE

PROFESSION	Observed N	Expected N	Residual	CHECKING SMS FREQUENTLY			
JOB-FRESHER	31	27.5	3.5				
BUSINESS	27	27.5	-0.5				
IT-EMP	33	27.5	5.5	YES	72	55	17
MFCTG-EMP	19	27.5	-8.5	NO	38	55	-17
Total	110			Total	110		

	PROFESSION	CHECKING SMS FREQUENTLY
Chi-Square	4.182a	10.509b
df	3	1
Asymp. Sig.	0.242	0.001

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.0.

From the above SPSS calculation we infer that there is a significant relation between PROFESSION and HIS CHECKING SMS FREQUENTLY

VII. FINDINGS

1. SMS Advertising adaptability is directly proportional to the Network Access and also the quality of the Service Provider.
2. SMS sent by the goods seller of service provides should not create a sense of irritation in the minds of customers as it would negatively affect their opinion about the product itself.
3. Companies should take care about the location of their store and that of the customer as sending a SMS to a distant customer will be menacing to the Customer as well as increase costs to them.

4. Companies should study the Social Analytics data to have a better understanding about the customer's tastes and preferences.
5. The study suggested that in order to increase the acceptance of SMS advertising, marketers should be careful in sending SMS advertising that are considered irritating.
6. Timing of sending the SMS is also important as sending repeated SMS at night may irritate the customer.
7. The customer should feel that there is an incentive for his receiving the SMS Ads.
8. SMS Advertising should be applicable to the context in which they are sent.
9. The study says that the most of the people were more interested to get SMS advertisements.
10. SMS Advertising depends on the Lifestyles of the population in that locality.
11. For its success the SMS Advertisement should be able to reach all customer segments particularly Youth.
12. Credibility of the companies sending the SMS Ad plays an important role in its effectiveness as the customers sometimes are not interesting in reading all SMS from unknown sources.
13. The SMS Ad about a product should be drafted in such a manner that it is able to create a positive appeal towards itself.
14. Ability to create awareness in the customers about the positive outcomes of SMS Advertising will be contributing to its success,
15. Brand Awareness and product recall are also playing an important role in the response of the customer to the company's SMS Advertisement.
16. Most of the people was buying the goods while they are getting the offers through SMS
17. Most of the customers are getting the discounts coupons by SMS and are getting benefited by them
18. Customers Attitude towards SMS Advertising should be studied prior to implementing it in different locales as it varies across regions.
19. Most of the advertising companies are using the BULK SMS route to send their message to the customer.

VIII. SUGGESTIONS

Companies should send SMS advertisement to similar groups of people on the basics of age, gender. There should be clarity in the SMS on offers given by the company. The company people should have a clear understand about the attitudes

and perceptions of the targeted age of customers. The sent SMS should be reaching to those particular groups and not all the population. SMS that were sent should be able to relate with the customers. The advertising agency should be able to classify people on the basis of Demographic attributes into various categories and decide the target segments.

CONCLUSION

The study discussed in this paper investigated young consumer attitudes towards SMS advertising. In summary, the results indicate that consumer attitudes towards SMS advertising are fairly positive and non-irritation was the most important attribute affecting consumer positive attitudes towards SMS advertising. Their attitudes were favorable if advertisement is non-irritating and is permission-based. All attributes; personalization, non-irritation, credibility, informativeness, entertainment and monetary benefit were positively correlated to overall attitude towards SMS advertising. Overall, SMS advertising will continue to be one of the preferred mobile marketing trends by marketers. The present findings have implications for both researchers and practitioners. Nevertheless, this study is limited in its scope. While the students' population was a target population of young consumer, further studies should examine a broader sample of respondents. Additionally, it will be interesting to investigate further what factors that really contribute to negative attitudes towards SMS advertising and how attitudes can be changed.

References

- Bauer, H., Barnes, S., Reinhardt, T., Neumann, M. (2005). Driving Consumer Acceptance of Mobile Marketing: A Theoretical Framework and Empirical Study, *Journal of Electronic Commerce and Research*, Vol. 6 (3), pg.181-192.
- Research Methodology, Methods and Techniques; Second Revised Edition, C. R. Kothari, New Age International Publishers, 2009.
- Telecom subscription Data from Telecom Regulatory Authority of India, New Delhi, June 30, 2011. Released on August, 8, 2011.
- Van den Dam, R., Time to cash in on mobile advertising, The role of permission, *Review of Business research*, Vol. 8, No. 3, 2007.
- Bojin, P. (2006). 'Mobile marketing — The Chinese perspective', *International Journal of Mobile Marketing*.
- Rohm, A.J., Gao, T., Sultan, F. & Pagani, M. (2012). Brand in the Hand: A Cross Market Investigation of Consumer Acceptance of Mobile Marketing. *Business Horizon*, 55 (5), 485-493.
- Scharl, A., Dickinger, A., & Murphy, J. (2005). Diffusion and Success Factors of Mobile Marketing. *Electronic Commerce Research and Applications*, 4, 159-173.
- Shavit, S., Lowrey, P., & Haefner, J. (1998, July-August). Public Attitudes toward Advertising: More Favorable than You Might Think. *Journal of Advertising Research*, 7-22.

- Sicilia, M., Ruiz, S. & Reynolds, N. (2006). Attitude Formulation Online: How the Consumer's Need for Cognition Affects the Relationship Between Attitude towards the Web Site and Attitude toward the Brand. *International Journal of Marketing Research* , 48, 139-154.
- Tsang, M., Ho, S., & Liang, T. (2005). Consumer Attitudes toward Mobile Advertising: An Empirical Study. *International Journal of Electronic Commerce* , 8 (3), 65-78.
- Yunos, H., & Gao, J. (2005). Wireless Advertising, Unpublished Dissertation. San Jose State University, Department of Computer Engineering, San Jose.
- Zabadi , Shura & Elsayed, E. A. (2012). Consumer Attitudes toward SMS Advertising among Jordanian Users. *International Journal of Marketing Studies* , 4 (1), 77-94.
- O'Imaie, A. (2007). Introducing Conceptual Model of Portable Banking regarding Bank, Users, and Client's Needs. The First International Electronic Conference.
- Frolick, M.N., & Chen, L.-D. (2004). Assessing m-commerce opportunities. *Information Systems Management*, 21(2), 53-61.
- Dickinger, A., Haghirian, P., Murphy, J., & Scharl, A. (2004). An investigation and conceptual model of SMS marketing. *System Sciences*, 2004. Proceedings of the 37th Annual Hawaii International Conference on, (pp. 10—pp).
- Okazaki, S., & Taylor, C. R. (2008). What is SMS advertising and why do multinationals adopt it? Answers from an empirical study in European markets. *Journal of Business Research*, 61(1), 4-12.
- Annica Andersson, J. N. (2000). Wireless Advertising Effectiveness Evaluation of an SMS Advertising Trial. Master's thesis, Stockholm School of Economics.
- Fishbein, M. (1967). *Readings in attitude theory and measurement*. Wiley New York.
- Kotler, P. (2009). *Marketing management*. Pearson Education India.
- Haghirian, P., & Inoue, A. (2007). An advanced model of consumer attitudes toward advertising on the mobile internet. *International Journal of Mobile Communications*, 5(1), 48-67.
- Brackett, L. K., & Carr, B. N. (2001). Cyberspace advertising vs. other media: Consumer vs. mature student attitudes. *Journal of Advertising Research*, 41(5), 23-32.
- Ducoffe, R. H. (1996). Advertising value and advertising on the web. *Journal of Advertising research*, 36, 21-36.
- MacKenzie, S. B., & Lutz, R. J. (1989). An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context. *The Journal of Marketing*, 48-65.
- Stewart, D. W., & Pavlou, P. A. (2002). From consumer response to active consumer: measuring the effectiveness of interactive media. *Journal of the Academy of Marketing Science*, 30(4), 376-396.
- Bauer, H. H., Barnes, S. J., Reichardt, T., & Neumann, M. M. (2005). Driving consumer acceptance of mobile marketing: a theoretical framework and empirical study. *Journal of electronic commerce research*, 6(3), 181-192.
- Siau, K., & Shen, Z. (2003). Building customer trust in mobile commerce. *Communications of the ACM*, 46(4), 91-94.
- Kaasinen, E. (2003). User needs for location-aware mobile services. *Personal and ubiquitous computing*, 7(1), 70-79.
- Blanco, C. F., Blasco, M. G., & Azor, I. I. (2010). Entertainment and informativeness as precursory factors of successful mobile advertising messages. *Communications of the IBIMA*, 1-10.