

An Empirical Study on Effectiveness of SMS Marketing in Developing Countries with Special Focus on Pakistan

Ahsan Jamal Baig

MS-Management Sciences, Mohammad Ali Jinnah University, Pakistan
House no. S-2/180, Saudabad, Malir Town, Karachi, Pakistan
Email: baig_25@live.com

Faiza

MS-Management Sciences, Visiting Faculty, Mohammad Ali Jinnah University, Pakistan
Email: faiza.abdullah@gmail.com

Abstract

Mobile marketing also known as wireless marketing is a model of advertising that targets users of handheld mobile instruments like cell phones and Personal Digital Assistants (PDAs). Mobile or SMS Marketing allows direct communication with the consumers, targeted audience and potential market of the company with much ease and in less time. [1] (Haghirian, 2001). SMS marketing can be more cost effective than other medium as its main cost is just buying or collecting cell phone numbers. In developed countries it is very common exercise and also considered as highly effective tool but in developing this subject is still in its experimental phase [2] (Dickinger, Haghirian & Murphy, 2004). Keeping in view this status, an empirical study to identify the Effectiveness of SMS marketing in developing countries especially in Pakistan is conducted.

This study identifies pattern of influences on consumer behavior in terms of recall, recognition, reception and expected action towards marketing messages in the most cost effective and time saving manner. In addition, the research also unveils associated challenges in terms of consumer privacy, spam or bulk messages, undesired information, clutter and breach of consumer space and identifies ethical landscape of using this significantly important and prompt marketing tool.

Keywords: Consumer Behavior, Consumer Privacy, Ethical Landscape, Mobile Devices, SMS Marketing.

1. INTRODUCTION

[3] According to the Wikipedia (2014), as a Project Manager in Motorola, Martin Cooper invented the first portable phone in 1973; the origination was based on the preliminary idea posed by Bell Laboratories almost three decades earlier. In early 90's, concept of cell phones emerged widely across the world and it was launched commercially in the industry of communication whereby in the beginning, their usage was particularly limited to dialing and receiving calls.

In 1991, 2G i.e. 2nd generation technology was embarked upon by Finland basically on the standard of GSM and from there on data services also came in preview (Wikipedia, 2014).. This digital technology facilitated the birth of SMS (Short Message Service) along with voice calling. It was a tremendous breakthrough and in December 1994, the first individualized SMS was shared in Finland (Wikipedia, 2014). Interestingly it then took almost six years for the first advertising case to originate via SMS and that happened when free news headlines were generated by a Finnish news provider through SMS (Wikipedia, 2014).

SMS marketing can be more cost effective than other media as its main cost is buying cell phone numbers. SMS marketing is necessary if a company fails to convince customers to "opt-in", or give their permission to receive wireless advertising. According to Forrester Research, the price for 1,000 numbers can be as high as 30\$ in comparison to 1\$ for 1,000 e-mail addresses [4] (Quios & Engage, 2000). According to experts, SMS' effectiveness in reaching target groups helps justify this higher price.

Furthermore, the response rate of consumers to mobile campaigns is higher compared to campaigns via other media (Quios & Engage, 2000). A Windwire report, for example, showed a 31% response rate (2000). The European experts that were interviewed confirmed this observation, adding that customers often respond to messages instantly and even use the complete set of 160 characters [5] (Windwire, 2000).

In developed countries, mobile marketing is highly effective tool of marketing, because today life without mobile is just can not possible. Even in developing countries like Bangladesh, which is amongst the poorest countries in the world, with 50 percent of people living in poverty with gross national income (GNI) per capita of \$470, having difficult business environment, the mobile communications sector is growing rapidly and is cited as the fastest growing industry there. [6] (Scharl, Dickinger, Haghirian & Murphy, 2005).

1.1. Problem Statement

Would SMS marketing be as effective in developing countries, like Pakistan, as it is in developed countries?

1.2. Research Objectives

- To find out the scope & effectiveness of SMS marketing in Pakistan.

- To identify pattern of influences on consumer behavior towards SMS marketing messages.
- To assess associated challenges and ethical landscape of using SMS marketing.

1.3. Importance of the Study

By mobile advertising, brands can disperse selective information about product, product development and enhancements, marketing offers to attract customers etc. On the other hand, the request services via wireless channels were extended to customers in form of mobile advertising. It illustrated that many companies were already incorporating this mode of advertising in their respective brand strategies. Examples included inquiries pertaining to usage of product, location of entertainment places etc. [7] (Watson et al. 2002).

SMS (Short Messaging Service), also known as “Text Messaging”, was developed to facilitate people in transferring data frequently, using mobile phones. This electronic messaging infrastructure allowed a user to send and receive a text, maximum of 160 characters via any operator (Watson et al. 2002). The large installed base of SMS phones makes a large available market for Text message based mobile marketing promotions or campaigns. Later MMS was introduced as a value added service that allowed the mobile phone users to exchange (send or receive) multimedia messages like pictures, audio/video etc. (Watson et al. 2002).

SMS and MMS services are collectively named as “Mobile Messaging.” The key differences between these two are that through SMS we can only send text contents, whereas MMS provides rich media content. SMS communication is supported between different networks and between different countries; nonetheless MMS is still facing adaptability issues in many context. However, the tremendous scope of SMS and media capabilities of MMS has helped this mode or channel to attain an extremely rewarding position in context of vast advertising opportunities [8] (Watson et al. 2002).

Mobile advertising is among the most exciting new frontiers in interactive advertising. As the internet is re-invented on mobile devices, smaller, more personal and personalized, forms of interactive advertising will also develop as they migrate from personal computer to mobile devices (Watson et al. 2002).

1.4. Limitations

Following are the limitations that could hinder the research study within its valid scope:

- The scope of this research is mainly focused on the data pertinent to Pakistan
- Time is also a constraint for this research study.
- The knowledge of the researchers is also limited to the objectives of the research only.
- The opinions acquired from respondents are quoted as it is, without doing any grammatical adjustments especially where exact source (reference social media links) is indicated.

2. LITERATURE REVIEW

2.1. Scope of Mobile Marketing

[9] Barnhart and Barnhart (2000) defined Mobile marketing process as “Using interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all stakeholders”. This illustrates provision of value to both the marketing party and also to the consumer (Barnhart and Barnhart, 2000).

Mobile marketing has critically transformed communication industry and in turn significantly rejuvenated marketing world by ensuring prompt interaction between customer and advertiser [10] (Pavlou and Stewart, 2000). Consumers can easily receive information of their interest and that gives power to the advertisers in a cost- effective manner to develop and enhance long-term customer relationship. Keeping this benefit in view, the modern advertisers are adopting this important tool and relying on different modes of interactive technology for the promotion and advertising of their products and services (Pavlou and Stewart, 2000).

[11] According to Faulkner and Culwin (2005), SMS service is very effective for communication between one to one friends. But business organizations also think that it could be an important tool for business tasks and communication with customers. It was estimated by market research group Radicati that in 2004, 55 percent of text messaging was for business use, with much further growth to come [12] (Sakhare, 2011).

With the growing popularity of SMS marketing, many software services are coming in the market. This makes the entire process of sending and receiving messages easier and simpler. As identified in [13] “The Most Affordable and Ideal Umbrella of SMS Advertising and Marketing” (2011), mobile marketing is considered as vast platform offering multiple avenues like bulk SMS service, two-way SMS exchanges and short code SMS services. With the help of bulk SMS service, multiple messages can be sent to thousands of people which exist in the database and that too with a single click of the mouse (The Most Affordable and Ideal Umbrella of SMS Advertising and Marketing, 2011).

SMS gateway server helps marketers in reaching their multiple target audiences in less time even during the heavy traffic in the network. This gateway software can be easily installed at the marketers’ end to ensure

smooth flow of the entire SMS marketing process (The Most Affordable and Ideal Umbrella of SMS Advertising and Marketing, 2011). SMS marketing is a wider term and consists of a variety of applications which can boost the business operations and help earn higher profits with increased sales [14] (Bangladesh Telecommunication Regulatory commission, 2011).

2.1.1. Trends in SMS Marketing

[15] According to MacKenzie and Lutz (1989), Advertising research has revealed that the effects of advertising activities are affected by the attitude towards an advertising message, the advertising company or even the medium used. It should be observed though that these results are pertinent to traditional advertising via mass media or web-based advertising only [16] (Ducoffe, 1996).

Mobile advertising allows marketers to exploit the medium's unique features in order to customize their messages to consumers' attributes. "Good marketing management emphasizes the building of long-term relationships" [17] (Houston and Gassenheimer, 1987).

Mobile advertising can support these goals in a variety of ways because it allows mutual communication processes between marketer and consumers. Therefore, it is assumed that mobile advertising will be an essential revenue source for mobile operators in the future [18] (DeZoysa, 2002). According to one researcher "2% of emails get read while 95% of the text messages are opened and read within 5 minutes!"

Dickinger (2004) emphasized that the key is to use interactive wireless media to extend customers with time and location-sensitive, personalized information that promotes the marketing offerings (goods, services, ideas) along with generating value for all the stakeholders.

2.2. Conceptual Framework

2.2.1. Effective Mobile Advertising Campaign

[19] According to Jelassi et al., (2004) Mobile advertising can be categorized into three delivery modes i.e. PUSH, PULL and DIALOGUE.

Mobile push campaigns

[20] Peters (2002) elaborated that push advertising messages are those that are delivered proactively to mobile users and, companies use this approach by utilizing database of existing or potential customers. They are considered to be unsolicited messages.

Mobile Pull campaigns

Peters (2002) defined pull advertising messages as those which are delivered when a user requests for particular information from a provider while browsing through WAP or wireless sites, and then an advertiser's message is displayed to the viewer in form of banner advertisements etc. They are considered to be solicited messages.

Mobile Dialogue campaigns

Jelassi et al. (2004) elaborated that this long-term a dialogue campaign creates closeness between customer and advertiser and varies in terms of duration and the intensity of interface in contrast to Push and Pull mode. Plain push and pull campaigns are focused upon themes like game or raffle and expire itself in maximum two to four weeks. This category of solicited messages though span for several months and is built upon back to back interconnected themes. Jelassi et al. (2004) further built up that this campaign aims to have full insight into consumer's preferences and lasts for longer-term duration (Jelassi et al., 2004).

What is the difference between a 'Solicited marketing message' and an 'Unsolicited marketing message'?

Solicited messages are those where recipients are actively engaged and they specifically seeks some information from the provider whereas messages that are not been asked for are termed as unsolicited, even if the customer has '**opted in**' to receive the same from the sender. An **opt-in** means that the customer might not restrict or defies receiving the similar future messages but this does not imply that they are even soliciting these messages [21] (Information commissioner's office, 2013).

Figure 1

	Push Campaigns	Pull Campaigns	Dialogue Campaigns
Set-up	Targeted SMS to user in existing database. > Company-owned database. > Database from external provider.	Advertisements from mobile campaigns through other media types, e.g. > Flyer or "on-pack" ad. > TV ad	Continuous interaction between advertiser and user.
Opt-In	Need to have explicit "opt-in" prior to sending out SMS.	Users "opt-in" by calling the phone number.	Generation of "opt-in" either through pull or push.
Length	Short duration (2-4 weeks).	Short duration (2-4 weeks).	Extended duration (several months).

Source: Adapted from (Jelassi et al., 2004) Leveraging wireless Technology for Mobile advertising.

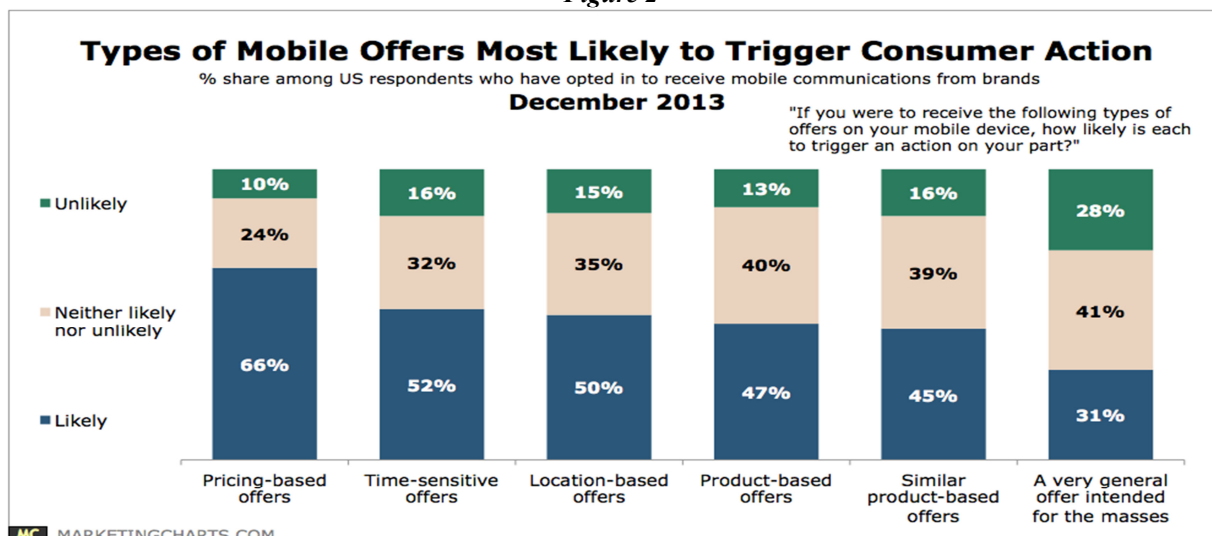
2.2.2 Types of Mobile Offers through SMS Marketing

[22] According to Derek Johnson (2013), SMS marketing can be more effective when we use this tool as consumer-oriented approach i.e. solicited messages, means what consumers want to see on their mobile phones rather to send them all kind of messages (unsolicited). There are 6 variant categories which are as follows:

- 1) **Price-based offers** are those in which a business exclusively gives discount on their prices in order to boost the sales. It can be seen in businesses like, commodity sales and retail stores (Wikipedia, 2014). For example: discounts offers from METRO super store.
- 2) **Time-based offers** are those in which the businesses may vary the prices depending on the time of the offering means when the service is actually provided or the product is delivered (Wikipedia, 2014). For example: Mid-night deals, offers on Pakistan Day or 14th August.
- 3) **Location-based offers are those in which** location of the mobile phone user is a most important piece of information used during mobile commerce or m-commerce transactions. Knowing the location of the user allows for the location-based offers (Wikipedia, 2014). Such as local discount offers, local weather updates, subscription of City news.
- 4) **Product-based offers** are those which are done for a specific brand like, Junaid & Jamshed, Naheed Super store etc.
- 5) **Similar Product-based offers** are those which are done for similar products not for a specific or single brand. For example, discount offers in all super stores which includes Metro, Naheed, Agha's and Imtiaz.
- 6) **General offers** are messages used to cope up with large audiences at a same time, it may have chances of less results but it would be better option for awareness or to create recall of any brand. For example: Fumigation sprays in house.

On the basis of these categorical variations and their respective effects on consumer behavior, Derek Johnson conducted a related survey in USA in December 2013. The results category wise is shown in Figure 2 given below.

Figure 2



Source: Responsys

2.2.3 Research Hypotheses

- H1:** SMS marketing, as an unsolicited message, is an ineffective tool.
- H2:** SMS marketing, as solicited message, is an effective tool.
- H3:** SMS marketing is considered to be a breach, therefore unethical.
- H4:** SMS marketing does influence consumer behavior positively.

3. RESEARCH METHODOLOGY

In order to carry out research on mobile advertising, the exploratory research method is followed. This research is an empirical study, “a way of gaining knowledge by means of direct and indirect observation or experience. Empirical evidence can be analyzed quantitatively or qualitatively” [23] (Goodwin, 2005).

As it can be seen that, this marketing tool is getting success, is highly effective in developed countries and is growing so researchers studied the future of this tool in Pakistan. For primary data, Survey technique is used on random sampling basis where every person from the population has as an equal chance of being selected. For secondary data, research journals, books, articles are used.

In survey method, both questionnaires and semi-structured interviews were used in the research. The questionnaires contained both closed and open questions. It was floated via emails, distributed in hand and was posted on social media. The target population for the research was all mobile users of Pakistan who are above 18 years and the sample size for this research paper was 250 individuals throughout Pakistan.

4. RESEARCH ANALYSIS/ EMPIRICAL RESULTS

- a) The research resultants were analyzed qualitatively. Both open and closed ended questions were separately coded and interpreted, later hypothesis were qualified accordingly.
- b) Also as per conceptual framework adapted from Derek Johnson (2013), the responses were classified and identified as to which category of SMS messages influenced consumer behavior effectively.

H1: SMS marketing, as an unsolicited message, is an ineffective tool.

As per survey results, 84% of the total i.e. 210 respondents were exposed to unsolicited messages and their responses reflect that SMS marketing as an unsolicited messages are ineffective tool of marketing.

One of the respondents commented on social media, “Cyeda KanWal RiXvi No dear, it has lost its charm, nowadays it has become viral, so nobody even bother to read full, rather they delete”.

Source: https://www.facebook.com/permalink.php?story_fbid=1488709478017499&id=1487475501474230

Ms. Sobia Saleem, Lecturer in Bahria University stated in interview that, “It could be effective, if we classify customers according to their demographics and do selective advertising. Case in point: I keep getting advertising SMS of men’s salon deals and packages. What do i do with that? I would be more than happy if I get relevant ads. The mobile network operators can help the companies in streamlining their ads for different group of customers.”

According to Pakistan Telecommunication Authority (PTA), a restriction is imposed on SMS marketing on 5th March, 2014, because companies and individuals misuse this tool and send bulk quantities of SMS in every 5 minutes.

Source: m.twitter.com/cityNews021

Therefore, as per results H1 is accepted i.e. SMS marketing, as an unsolicited message, is an ineffective tool.

H2: SMS marketing, as solicited message, is an effective tool.

As per survey results, 68% of the total i.e. 170 respondents were exposed to solicited messages who agreed that SMS marketing as solicited messages are effective tool of marketing.

One of the respondents commented on social media, "*Maliha Ahmed I think it can become effective only by gaining trust of the clients... It's like deplix (beauty salon) send u a sms of their deals u ll definetly go for it coz u trust deplix.*"

Source: https://www.facebook.com/permalink.php?story_fbid=1488709478017499&id=1487475501474230

In semi-structured interviews, most of the respondents shown preference for solicited messages via SMS marketing.

Mr. Ali Khan, Brand manager of FMCG said, "I am normally very busy in meetings and travelling so I have activated news updates, it helps me to remain updated about the things happening out there in Karachi."

Mr. Arif Shaikh, I.T Director at Karachi Chamber of Commerce & Industry (KCCI) said, "We have bought a separate domain for SMS marketing for KCCI and it is very helpful for our respected clients. Whenever they receive any message from KCCI, it shows the title / subject line as KCCI therefore it is not considered as spam"

Therefore, on an average, it is safe to assume that **H2 is accepted i.e. SMS marketing, as solicited message, is an effective tool.**

H3: SMS marketing is considered to be a breach, therefore unethical.

As per survey results, 38% of the total i.e. 95 respondents considered SMS marketing as unethical and gave negative comments about this tool.

In response to research question posted online, Is SMS marketing ethical? One of the respondents commented:

"Sobia Muhammad Saleem replied, I think its not because in that case companies are forcefully advertising the product by bombarding the audience with the ads of the products they might not be interested in."

Source: https://www.facebook.com/permalink.php?story_fbid=1490872507801196&id=1487475501474230

According to the survey results, 32% of the total i.e. 80 respondents believed that SMS marketing is not unethical; rather found it as an information-adding tool.

In semi-structured interviews, respondents though gave varying opinions.

Mr. Izhar Jafferi, a bankersaid, "It depends upon the content of the message, I would not consider it as unethical because sometimes I found some relevant things as well through SMS marketing."

On the other hand, one of the respondents gave his opinion on social media stating:

"Sarfaraz Liaquat, I think it is okay....it's good for those small businesses that have not sufficient budget for other way of marketing."

Source: https://www.facebook.com/permalink.php?story_fbid=1490872507801196&id=1487475501474230

According to the survey results, 30% of the total i.e. 75 respondents believed that SMS marketing is not unethical; but it may affect on privacy therefore may cause irritation.

One of the respondents gave following opinion on SMS marketing page on social media:

"Danish Khan DK said, I think it is ethical but sometimes it irritates me when comes in very late hours. It violates someone's privacy as well."

Source:

https://www.facebook.com/permalink.php?story_fbid=1490872507801196&id=1487475501474230&comment_id=361012&offset=0&total_comments=7¬if_t=feed_comment

Therefore, on an average, it is safe to assume that **H3 is rejected i.e. SMS marketing is considered to be a breach, therefore unethical and alternate hypothesis is approved that SMS marketing may be a breach but does not considered unethical.**

H4: SMS marketing does influence consumer behavior positively.

Ms. Ibtisam ,C.O.O of Together Consultants Strategic Development, stated in an interview, "SMS marketing as a tool is highly effective in developed countries but in Pakistan, it only helps to recall of the brand and useful for awareness not very effective for generating sales".

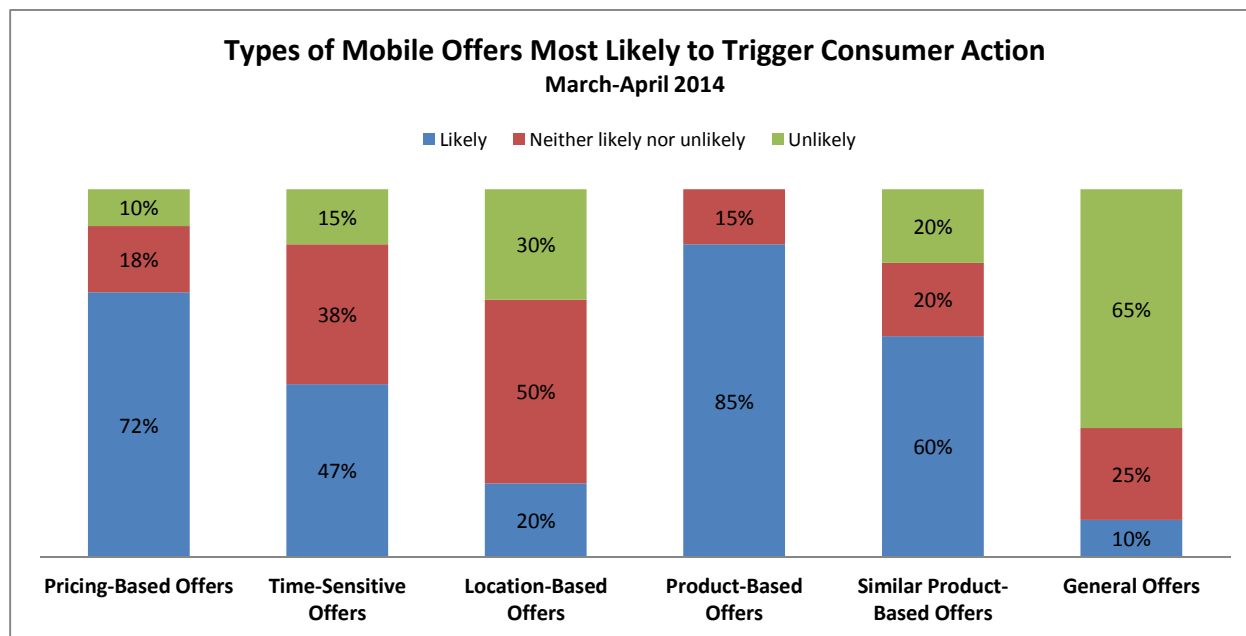
One of the respondents gave following opinion on SMS marketing page on social media:

"Syed Shah Salman said, I think SMS marketing is growing very rapidly and it is making a positive impact on a consumers buying behavior. It helps consumers in brand recall and product selection."

Source: https://www.facebook.com/permalink.php?story_fbid=1491851667703280&id=1487475501474230

This hypothesis would further be analyzed using two further parameters.

- A- *Analyzed keeping in view model identified by Derek Johnson (2013) which he also utilized as part of his survey in the market of USA. The question posed was, if you were to receive the following offer on your mobile devices, how likely is each to trigger an action on your part?*



i. Pricing-Based Offers

As per results, 72% of the total likes to respond on pricing-based offers via SMS marketing. One of the respondents gave following opinion on SMS marketing page on social media:

“Syed Shah Salman said, I would go for Price based offers”.

And most of the respondents during short interviews said that, *“We generally get affected through price-based offers, be it through any medium. Therefore there is highly likely chance that we would respond if such messages arrive via mobile messages also.”*

ii. Time-Sensitive Offers

As per results, 47% of the total likes to respond on time-sensitive offers via SMS marketing and most of the respondents during short interviews gave average response toward these kinds of offers through SMS marketing. They also said that, most of the time, *these kinds of offers are related to food deals like Pizza Hut’s offering of mid-night deals or event based like Wi-Tribe offering reduced rates on Pakistan Day.*

iii. Location-Based Offers

As per results, only 20% of the total likes to respond on location-based offers via SMS marketing. They are generally considered as awareness or news based items. One of the respondents gave following opinion during interview:

Agha Adnan, Regional Head in TSDC said, “These kinds of SMS are irritating and it will not help to increase sales at any cost but it may be helpful for service sector like, subscription of city news updates in Karachi”.

iv. Product-Based Offers

According to the results from analysis, this category of offers was most likely **opt-in** for the consumer and consumers are greatly influenced from them. Results indicated that up to 85% of the total i.e. 212 respondents feel that they get influenced when receive messages under this category.

These kinds of offers are also considered as both solicited messages that are **opted-in**, which means consumers are willing to receive related updates and also tend to receive it in future as well. One respondent quoted that, *“I bought Mausummary lawn through exhibition and filled in their comment card and gave my mobile number for future updates. Last time, when I did not receive updates about their exhibition, I went to information desk and complained and ensured that my mobile number is entered in their database for future intimations”.*

v. Similar Product-Based Offers

These kinds of offers are similar as product-based offers but relates with product based offers rather than one particular brand in that category. 60% of the total respondents were influenced by these kinds of offerings because these offers are also considered as solicited messages and are relevant to target audience.

vi. General Offers

According to the results, responses towards these kinds of offers were very discouraging where only 10% were given as likely response. Mostly, these offers are related to fumigation of house, pesticides killers and sometimes very unethical / socially unacceptable messages that are against the norms, about which people even do not want to discuss. These offers are send in form of bulk messages to mass audiences and create immense clutter, privacy breach and are disliked.

While in discussion with one of the faculty at university, he stated that *“I get offended and irritated also when*

receive such messages, as if I am free to delete the list of messages received under this category after every hour”.

This category is also easy way for individuals who through an easily available online software, flood messages to their friends, relatives and even those who are not interested. General examples are jokes, quotes and forceful messages with respect to religion where recipient is asked to forward those else face consequences on the Judgment Day.

B- This hypothesis as mentioned above will also assess response towards Push, Pull & Dialogue campaigns.

i. Push Campaign

According to the results, more than 90% respondents were exposed to push campaign messages but more than 65% people do not like this and considered that as spam. These kinds of messages are unsolicited in nature and mostly companies use them to create awareness of their product or for enhancing recall of their products in consumer’s mind.

For example: General offers and Location based offers fall under the said category.

ii. Pull Campaign

According to the results, more than 70% respondents were exposed to pull campaign messages and most of them actually liked them because these messages are solicited in nature and mostly companies used them to generate leads and sales for their product. This technique is two-way, consumers also have a chance to interact and respond accordingly but for short term duration.

For example: Reality shows let voters vote for their favorites. Upon every vote they thank the sender and induce in them or motivate them to re-vote so that their favorite contestant can win. This is limited till the extent of contestant’s survival in the program or till program’s overall tenure.

iii. Dialogue Campaign

Dialogue campaign is still very new thing for people of Pakistan, its still in introductory stage. According to the results, only 30% respondents were exposed to dialogue campaign messages and those who were exposed, really liked this technique because it builds relationship between the sender and the receiver. It helps to influence consumers towards company’s objective i.e. sales, brand building and relationship management. These messages are solicited in nature, opted-in and are also two-way.

For example: Mobilink game show in Pakistan, where they asked one question and sender responds later they receive update on their score. Keeping that in view they are asked if they want to play further or quit. This continues till recipient responds and is for longer duration.

This example is also very base level example and real form of dialogue campaigns is still an untapped notion. It requires huge investment, infrastructure and consumers’ readiness.

Therefore, as per results H4 is accepted i.e. SMS marketing does influence consumer behavior positively but it greatly depends upon the category of offers. Offers like pricing-based, time-based, product and similar product-based do influence consumer behavior positively. And on the other hand, pull and dialogue campaigns influence consumer behavior positively and are sought for.

5. CONCLUSION & RECOMMENDATIONS

After analyzing and interpreting the data, following is concluded pertinent to future of SMS marketing in Pakistan.

A- Continued growth of SMS Marketing:

There is no reservation that advertising is here to grow. As per [24] Janet Jaiswal (2010) the quantum of ads delivered to the mobile devices might be small today but it is projected to increase by large percentage, so many companies are speeding up to take advantage of the opportunity. In addition, giants such as Yahoo and Microsoft are keenly building up their offerings to provide mobile advertising platforms (Wikipedia, 2014).

As per results, mobile marketing is an effective tool especially when they are solicited in nature. Respondents were approved of this concept on an average and intend to see more positive and technical side of this tool. It is also very helpful from company’s perspective because it is very cost-effective tool of marketing especially in case of reaching mass audience. The research fairly concludes that this tool is here to stay and will grow significantly in upcoming years in Pakistan.

B- How big SMS marketing is going to be?

Gartner predicted that \$7.5 billion will be spent yearly on advertising via mobile devices by 2012 and mobile applications will be the crucial vehicle that will drive an extensive portion of that market. In addition, the Mobile Marketing Association did a research finding that almost half of those using mobile phones have taken action on mobile advertisements (Wikipedia, 2014).

Buzz City’s Global Mobile Advertising Index for 2010 showed that the worldwide growth in advertising via mobile devices is 17 percent wherein the United States is experiencing a notable 30 percent growth with nearly 980 million mobile advertisement banners (Wikipedia, 2014).

It is still very new tool of marketing in developing countries like Pakistan, but companies are eager to explore all kind of tools for satisfying and reaching their customer base and that is why the trend of SMS marketing will surely increase gradually.

All telecom operators are offering person-to-person SMS. Since 2011, SMS advertising is growing steadily in Pakistan owing to low cost [25] (SMS use in Pakistan, 2013).

C- How is marketing done anyway through this tool?

There are many ways of delivering advertising messages ranging from text ads to interactive multimedia channels. Though, in-app ads which present links, click-able banners or logos within mobile applications have attained fundamental focus in the advertising space. Moreover, Advertisers will play a vital role in bridging the gap between consumers, who are often reluctant to spend much for mobile data and publishers who are experimenting to uncover the finest way to monetize their applications (Wikipedia, 2014).

According to the results, industry needs to work hard on this segment i.e. delivery of messages, because a lot of people still consider it as spam, breach due to flood of unsought messages therefore unethical . It is important to capitalize on this tool professionally and systematically as example of Karachi Chamber of Commerce & Industry illustrates i.e. by buying a separate domain for their marketing with proper branding and right messages for relevant target audiences.

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