

SMS ADVERTISING AND ITS IMPACT ON CUSTOMER'S ATTITUDE

By

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10479

A thesis presented to the Department of Management Sciences,
Bahria University Karachi Campus, in partial fulfillment of the
requirements for the MBA Degree



SPRING, 2019

Bahria University Karachi Campus



MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

Supervisor – Student Meeting Record

SR#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	25-5-2019	cube	chapter 2 and 3	
2	10-6-2019	cube	Chapter 4 & 5	
3	20-6-2019	cube	Final Discussion	

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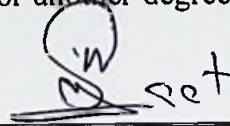
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Declaration of Authentication

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Student's Signature: _____

A handwritten signature in black ink, appearing to be 'W. Set', written over a horizontal line.

Dedication

This study is dedicated to my teacher Naveed M. Siddiqui for his kindness, devotion and support. Further I would like to dedicate to my wife and parents who have been source of inspiration and motivation and always supported me in every phase of life and encouraged me for my action and on my all decision making strategies.

Acknowledgement

I would like to thank Allah Almighty for providing me with the ability of learning and achieving success. He has helped in every phase of life and it is because of Him that I have attained the ability to conduct a research.

I would like to thank my respectable supervisor, (Sir Naveed N. Siddiqui) without whom conducting this research was impossible. It was his support, guidance and supervision that motivated me to complete my research. Throughout the research, his support and guidance provided me with the path to conduct my research successfully.

I am also thankful to “BAHRIA University” for providing me with an opportunity to conduct research. The university did not only provide me with the opportunity, but also provided necessary resources and all the facilities were available to me all the time including LAB(s), research support from different professors and library etc. The access to online university library helped in getting access to useful material that helped in conducting this research. Last but not the least, I would also like to extend my humble gratitude to all of the respondents of questionnaire, who have shown great passion and shared valuable experiences in the completion of this thesis and they filled their questionnaire with valuable feedback and suggestions.

Abstract

Purpose

The purpose of this study is to analyze the impact of SMS advertising on customer attitude. It also studies the factors which affects directly on customer attitude such as entertainment, information and incentive. This study is done for different stack holders such as advertising firms, organizations who wants to advertise their products and for customers who gets information about products by the SMS advertising. Further the addition and new innovation of mobile devices containing various features, promotions, offers and the developments in mobile technology have specially enabled mobile phones and other devices to be improved and differentiated among others. These improved multimedia features, they also the internet facilities are being made applicable. Due to mobile devices are offering opportunities like text, voice communication ,video and consumers and enabling them to be online from all over the world, purchasing decisions of consumers enabled them from fixed devices to mobile devices in terms of communication resources. Mobile advertising sometimes influences the consumers in their purchase decisions and shows attitudes towards buying decision. Since the mobile device usage is high these days, now the mobile advertising can reach more consumers easily and effectively anywhere.

Evaluating consumers' opinions and ideas and feedbacks regarding mobile advertising and knowing their needs and wants also the attitudes are few of the key factors that would make corporations successful in their target market and market positioning with the correct marketing strategies.

Methodology & Design

In order to carry out this study, survey method has been used. Questionnaire has been distributed among various customers though social media. Convenient sampling technique has been used and the sample size is 380. Correlation, regression analysis and reliability analysis has been done on SPSS software for results and findings.

Findings

The results of the study highlight the importance of utilizing customer data in the design of mobile advertising campaigns. When the mobile advertiser has the possibility to target actual needs of customers based on existing customer data, attitudes toward mobile advertisements are likely to be positive. This implies that mobile advertising should be based on service rather than selling.

Limitations

There are few limitations faced while conducting this study. The research was completed in four months due to the shortage of time. The sample size 380 is also small due to shortage of time. The population age of respondents were of different age groups then it's not fairly represent the perfectly represent the participating sample.

Recommendations

Some recommendations are given to the stake holders. True and accurate information delivered to the customers on time is beneficial for the marketing firm and companies. Incentive is directly proportional to the customer attitude. SMS promoting has coming about as more than fair way of exchanging data to client it is more individual interaction together with your customer's and potential clients and socializing will getting to be more dynamic to utilize and upgrade its impact on customer.

Keywords; Mobile Advertising, Consumer attitudes, mobile advertising, mobile marketing, consumer behavior, purchase intentions,

Executive Summary

SMS or advertising through mobile has experienced huge growth and present age. The main aim of my research is to find the consumers attitude, perceptions and interest towards mobile and SMS advertising. Everyone is connected to each other and this is also a medium where the companies and marketers are connecting to their customers and potential customers to create value in the minds of customer that ultimately come into practice in the shape of behavioral change for future purchases as well. Three aspects were chosen from SMS advertising which can be examined to see the impact. I have employed a simulated experiment with 380 respondents to examine how consumers react to SMS advertisements and identify factors that influence their attitude. Promotion, Entertainment and Information were the variables used to understand impact in this research and after running the test Information and Entertainment has shown significant impact on customers' attitude rather than Promotion which was insignificant in creating impact through SMS advertising on customer attitude. You will see in this research different process being followed to cover this study and following with the recommendations. Conclusively, there is a clear link SMS advertising and attitude. Today the leading Aspects of this communication through devices are the mobile devices, Mobile phones, smart phones, and tablets or other devices PDAs (Personal Digital Assistant), notebook and tablet PCs are the mobile devices that hold the importance to reach the customer in the effective way. However the mobile phones are the popular among all these mobile devices.

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