IMPACT OF SMS ADVERTISING ON CONSUMER BUYING BEHAVIOR

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ABSTRACT

This study aims to measure a wide range of impact of SMS advertising on reaction, preference and action of consumers. Primary Data for this study was gathered from the consumers of the non-governmental national and international companies working in Pakistan In order to collect the data from respondents study has used the convenience sampling method. Sample size consists of 280 consumers of Azad Kashmir. The result of correlation shown independent variable SMS advertising has strong and significant correlation with consumers' buying decisions. The results of regression analysis show that SMS advertising has a positive and significant relationship with consumers' buying decisions having Beta value as .497 with p<.01. This study will provide a clear understanding to the policy makers, researchers and corporations. They can build their confidence and can make more rational decisions towards policy formulation about role of SMS advertising on buying behavior of consumers.

Keywords: SMS advertising, Buyers behavior, Pakistan, Marketing techniques

INTRODUCTION

Adaptations and advancements of innovation and of web empowered different developments to outside. For request of staying aware of such developments, enterprises begun to thoroughly consider case via separating different concerned appliances and exercises which arrive at customers by way of various specialized gadgets. The main parts of these specialized gadgets are the cell phones. In the recent of technology, marketers have many mediums to communicate with their audience. However due to customization and personalization features of SMS advertising, marketers consider it a better way to reach the target audience (Noor et al., 2020). According to Mobile Marketing Association (2019) "mobile marketing is a set of practices that enables organizations to communicate and engage with their audience in

an interactive and relevant manner through and with any mobile device or network".

The use of handheld devices in advertisement for products and services increased because of the increasing use of mobile phones and SMS created a new channel for advertising, called mobile advertising. The social media users in 2019 were almost at 3.5 billion, something which is indicative of their marketing value, among everything else. In 2019, Heineken ranked second in terms of its market share, holding a 90% of worldwide sales, a runner-up right after the Anheuser-Busch InBev beer brand. SMS advertising is the sending and receiving of advertisements by mobile devices (Hashim et al, 2018. Nowadays, cell phones, PDAs (Individual Digital supporters), scratch pad are among the cell phones to facilitate the client in the forthcoming technique (Bozyiğit, S., E. Yaşa& D. Özyörük, 2017).

The companies disconnect themselves to their opponents with transportable promotion by operating mobiles with the intention of becoming an essential section of lives and inclination for countless persons in the region of whole globe. Because a sort of straight and one-on-one promoting, versatile broadcasting creates likelihoods to drive explicit modified promoting mails to citizens, gave to their consent is in use initially (Çakır, F., M. Çakır& T. E. Çiftçi, 2016). At the point at what time it is inspected as that every person nowadays has flexible telephones, resourceful endorsement and

transferable ads with the intention of authorizing admission to customers on command, many organizations decide on this constituent. However ,this global trend is now estimated to reach 62% of the world spending report from marketer predicted that the expenditure on SMS and advertisement would reach 100 billion worldwide by spending report from 2016. Organizations nowadays are able to drive their modified portable commercials at correct place and at appropriate occasion. In this approach, organizations can arrive at buyers, as it were, versatile patrons through mediums of noise, contented and videocassette arranges by employing original controls, i.e., SMS, MMS, Bluetooth or versatile web (Özgüven, 2013).

Customization and personalization features of SMS advertising, marketers consider it a better way to reach the target audience (Ahmed, 2020). Mobile advertising makes consumers to be involved with organization products information and transactional with the brand being promoted to them (Usman and Mohamed, 2019). Hanley, M. & M. Becker, (2017) stated that Web utilization and the quantity of versatile clients increment quickly worldwide, and this positions straightforwardly relative among the improvement level of nations and their residents. These dimensions show with the purpose of within surplus of 50 percent of the network regulars (4.15 billion according to Internet World Stats, 2018) are dynamic clients of Face book. This tremendous client base makes

internet-based life very famous surrounded by regulars and between the association, which use online networking as an advertising communication standard (Yadav and Rahman 2016).

The relations between SMS marketing and high sales in the field of telecommunication have been studied for many years. It is in acknowledgement of attentiveness in the informative world; continuous SMS marketing is the main basis for broad appearance of compact achievement (Rosenbusch, N., Brinckmann, J. & Bausch, and A. 2016). Investigation the association between SMS advertisement of the association in equally small and large firms is suitable for investigators, as well for the directors, decision makers and tactic makers of large and small corporations. In current standard years, the SMS marketing and their relationship among customer performance goes out to be even more significant below dishonest principle is to give confidence to the corporations bring innovation to guide and improve economic performance (Kemp, R. G., & Folkeringa, M. 2015).

Problem Statement

SMS advertising is most influential marketing tool which attracts not only consumers' attention but also creates awareness among consumers about products or services. With the invention of mobile this mode of advertising has gained popularity globally. Satisfied consumers act as

assets for survival and continuity of any business and have been related to various marketing ways in both developed and developing economies but how it is related SMS advertising has not been yet discussed in developing economies like Pakistan. Buying behavior plays major role in increasing profitability of corporations. Since SMS advertising is major concern of this study. So, how SMS advertising shape purchasing actions of consumers especially is of particular interest as well as major contribution in previous body of literature to fill concerned gap as well as selecting sample size from AJ&K is also new concerned area of this study.

Research Objectives

Following objectives are sets for the present study:

- ➢ To find out the factors that affect SMS advertising via appeal, entertainment irritation and product involvement.
- ➢ To determine impact of taking permission from consumers on their attitude towards SMS advertising.
- ➢ To clarify impact of providing monetary benefits to consumers on their intention to receive SMS advertising.

- ➢ To explain the relationship between SMS advertising and consumer buying behaviour.

- ➢ To explain how SMS advertising affect buying behavior of consumers.

Research Questions

Following questions are used for the present study:

Q1.What is the relationship between SMS advertising and consumer buying behaviour?
Q2. How SMS advertising affect buying behavior of consumers?

Significance of study

The purpose this study was to investigate consumer attitude towards SMS advertising as well as to check the relationship among consumer attitude, intention and their behaviour .It also aimed to investigate the impact of permission on consumer attitude towards SMS advertising and to analyse whether consumers prefer monetary benefits to receive SMS advertising

After the establishment of significance and popularity of SMS advertising, there is need to examine the following.This study is helpful for researchers, marketers and policy makers. This study measures the how SMS advertising affect selling actions of consumers. Researchers will understand how buying behavior of consumers is affected by SMS advertising. They will come to how consumers sector responds to SMS advertising.

Marketers resolve and construct their self-assurance to formulate more precise and balanced decisions towards using of most appropriate methods of advertisement. Its determination helps in thoughtful provoking of

how successfully SMS advertising undeviating customers concerning the option of marketing and advertisement strategies. This investigation has imperative inference for policy makers concerning the association sandwiched between SMS advertising and buying behavior of consumers especially in case of rising markets wherever disasters and further sort of accidents and fluctuations are extremely common. It will be compassionate sufficient in formulating policies about marketing rules and escalation of laws concerning SMS advertising of marketing to build it employment more efficiently.

LITERATURE REVIEW

SMS marketing was established as an exchanging organization. Mobile marketing, mobile advertising and mobile commerce are often used interchangeably (Carter, 2020). On the other hand, mobile advertising is one of the common form of mobile marketing (Hanley and Becker, 2019). Thus, the concept mobile marketing and its subset mobile advertising are controversial concepts in the literature (Leppäniemi et al., 2018). Mobile advertising is used by business as a marketing channel for directly communicating with consumers (Punyatoya and Durgesh, 2017) and influence their awareness, attitudes and buying behaviour (Ayanwale et al, 2017). Throughout the following three decades, the gathering broadened into territories including nourishment handling, materials, protection, protections, and

retail (Valhouli, Christina 2017). SMS marketing entered the gadgets business in the late 1990s and the development and shipbuilding enterprises; these zones would drive its consequent development. Following success in these years, SMS marketing adopted in different businesses throughout the world (Karaca, Y. & P. Tekin, (2016).

SMS marketing has progressively globalized its exercises and gadgets; specifically, cell phones and semiconductors have become its mashes years significant wellspring of pay. Starting at 2017, SMS marketing has become the most noteworthy worldwide brand advertisement form this type of marketing is famous not only for manufacturing companies but it also for service-oriented businesses. In Pakistan, it also has gained popularity so, this study target SMS advertisement to analyze purchase intentions of consumers (Khan, I., B.Weishaar, L. Polinsky, S. Taffer & V.Karasyov(2015).

An enormous increment in utilizing either a cell phone or compact gadget has prompted the improvement of looking into how to develop a positive connection among organizations and customers (Javid, Namin, and Noorai, 2012). A complete figure of 3.6 billion interesting versatile endorsers and 7.1 billion SIM associations everywhere throughout the earth were accounted for in 2014 as indicated by GSMA Intelligence 2015. Cambridge, Mass.-based Forrester Research Inc. gauges that U.S.

advertisers will spend more than $103 billion on advanced promoting by 2019, online life and versatile showcasing are relied upon to see the greatest spending builds (Gimbel, 2015). It is said that versatile market development, particularly in creating nations, legitimately influences the nearby and countrywide financial system by donating a mesh advantage during business development prompting expanded work efficiency, the wages, charge income and GDP (GSM World, 2006).

In Pakistan, cell phone manufacturing has pulled out ubiquity as of the majority new pair of years and endorsement takes part in a important aptitude to achieve this unsavory reputation. Therefore, influential promotions and patron buying options are intently recognized with one another. Are individuals settling on their choices of acquiring mobile phone subsequent to watching notices? Truly! Since expanding pattern of staring at the TV promotions bunches of individuals are being pulled in and buy their preferred image. What exactly degree shoppers are influenced by enthusiastic and natural reactions? After watching promotions purchaser mindfulness increments and enthusiastic sentiments like satisfaction, upbeat or bitterness may emerge about a specific brand, pace of data from ecological reactions additionally impact on buy intensions. Versatile telephone division is entirely productive business in everywhere throughout the world. Like every single other

nation, in Pakistan PDA part is likewise developing quickly step by step. There are various brands of PDAs accessible in Pakistan as Nokia. Samsung, China Mobiles, Apple, BlackBerry and so on which directs the markets towards SMS advertisement. (Ayanwale., , A, , T Alimi, and M. A Ayanbimipe2005).

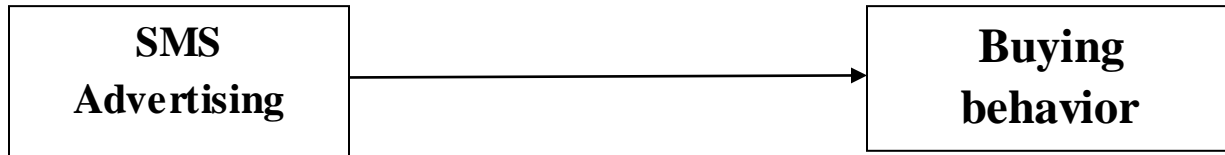## SMS advertisement and Consumer's Buying Behavior

Fehim D& Y. GoncaTelli (2017) conducted a study in Turkey to measure impact of SMS Promotion and its impact on consumers' buying behavior. The study has been conducted in turkey. Primary data has been collected by using five-point Likert scales. The study has been concluded that mobiles fetch fast, wide, and entity association to our lives. Equivalent to telephone development, Marketers started to judge mobiles as a showcasing apparatus to arrive at their buyers. SMS showcasing is the mainly important and commonly employed strategy for portable endorsing seeing as the creation of multipurpose advertising. Next to of that, Smartphone advancement altered the pattern of advertisement through SMS a and client propensities, subsequently as well as promoting specialized strategies changed and stretched out with numerous other options.

Andrews M, Goehring J, Hui S, Pancras J, Thornswood L (2016) conducted a study in Nigeria to measure impact of Mobile Phones and SMS promotional techniques on buying behavior of consumers. 5oo consumers of Smart phones have been selected as sample size for collecting data. Convenient sampling has been made. Results measured significant contact of SMS advertising on consumers' buying behavior and concluded that versatile innovation is growing the extent of advancements by expanding access to buyers through SMS advertisement for supply-side partners in the versatile advancement biological system. This has brought about significant suggestions for a few components of advancements from the stock side point of view.

Salo and Tähtinen, (2005) measured role of SMS advertisement in measuring purchasing decisions of consumers. SMS motivates consumers to dissect a variety of mechanisms manipulating on customers conduct such as communal, monetary and cerebral point of view that make a decision the elements of endorsement blend choosing the final brand. In the showcasing movement customer conduct is an essential changeable factor that won't merely explain the distinctive attributes of article or supervision yet furthermore construct a representation as for psychological and communal piece of personality conduct. Customer conduct assessment is used to dissect diverse account procedures just as for the improvement of produced products.

2.2 Research model

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┌─────────────────┐                    ┌─────────────────┐
│      SMS        │                    │     Buying       │
│   Advertising   │ ─────────────────> │    behavior      │
└─────────────────┘                    └─────────────────┘
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Hypothesis Development

Following two hypotheses were formulated for this study:

H0: There is not any important relationship exists between SMS advertising and buying behavior of consumer.

H1: There is significant relationship exists between SMS advertising and buying behavior of consumer.

RESEARCH METHODOLOGY

Research Design

It refers "to the understanding of circumstances for compilation and examination of information in a way that aims to unite significance to study reason with financial system in process" (Siletz et al., 1965). Research design gives a precise shape to the observations and helps to get the results from the data in an efficient structure. Likewise, it gives a different shape to your perception and these perceptions & observation makes your work better from others. It incorporates the system and techniques used to collect the data and get the outcomes from that data. There are different approaches to conduct the research it depends on the nature of the research its purpose and circumstances in which it is being conducted. As coated earlier that this study is a cross sectional study in nature, data for this study is assemble through questionnaires and questionnaires were adjusted from the accessible literature.

Measures of the Study

5-pointLikert range is used as1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree are developed.

SMS 10 items scales is designed for investigation, which is initially developed by Janssen (2000) During last decade, there was connected enlarge to self-sufficient ratings, supervisory ratings (; Zhang & Bartol, 2010,Yuan & Woodman, 2010).Second measurement area of questionnaire is developed for showing importance of SMS for checking innovativeness. 10 items scale of Internal Marketing (IM) was adopted from Saad,

Ahmed, Rafiq (2003). Kaur & Sharma, (2015) and Fernando, (2012 chose the scale of IM.JE 18 objects range was in use from Holtom and Mitchell (2006). Personality traits (PT) 14 items of scale were use in investigation was selected from Nahapiet and Ghosshal, (1998).

According to Cronbach's Alpha can be expressed research instrument appears reliable and valid. In present study, descriptive statistics were applied for describing the main features of collected data and summarize the sample measures like central tendency and measures of variability or dispersion. In inferential part statistical analyze these methods were used: Kolmogorov-Smirnov test to confirm normal distribution of gathered data and Structural equation modeling (SEM) for testing and estimating causal relations of marketing strategies and performance. Moreover, SPSS is used as statistical software.

Sample size

Categorize large population, we represent a slighter subset of people provide generalizable findings. Designed for this purpose banking sector employees of Pakistan and AJK is chosen. We will conduct the purpose study over 300 employees from which 19 employees had not provided their complete information and that questionnaires are not become part of our research**.**

Table 1
Scale Reliabilities

Population and Sampling

The population of this study incorporates consumers living in Rawalakot and Bagh.It was difficult to contact with all the consumers. This study non- randomly selected about 300 teachers, students and shopkeepers from selected districts of Azad Jammu Kashmir. However, 290 respondents fill and return the questionnaire, among these 10 questionnaires were found incomplete, so finally study used 280 questionnaires.

Sample Selection

Sample size consists of 280 consumers. However, at the district and area level it is difficult to approach them because of their scattered operations, and these were selected on non-random basis.

Reliability of Questionnaire

The reliability of scales used for measurement of variables is given in following table:

Scale	Cronbach's alpha	No. of items
SMS advertising	.648	5-items
Consumers' buying decisions	.650	3-items

The Cronbach's alpha coefficient of SMS advertising is .648 and consumer's buying decisions is .650 indicating that data is reliable.

Data Analysis

The gathered data processed using the frequency distribution in SPSS program. The correlation analysis is used to measure the relationship between the variables of proposed model. The multiple regressions has been used to find out how dependent variable (consumers' buying decisions) is influenced by independent variables (SMS advertising).

RESULTS AND FINDINGS

Sample Characteristics

This part includes frequency distribution characteristics of respondents. The demographics used in this study are age, gender and educational background.

Table 2

Respondent's demographic characteristics

	Frequencies	Percent	Cumulative Percent
Gender			
Male	154	55.0%	45.0%
Female	126	45.0%	100.0
Age			
20-25	87	31.1%	31.1%
25- 30	132	47.1%	78.2%
30-35	42	15.0%	93.2%
35-40	14	5.0%	98.2%
40-45	5	1.8%	100.0%

Qualification			
Intermediate	19	6.8%	6.8%
Graduate	33	11.8%	18.6%
Masters	180	64.3%	82.9%
MS/M.Phil	48	17.1%	100.5%

The above table shows the frequencies of three demographic variables age, gender and qualification. The population sample for the research composed of 55.0% males and 45.0% female consumers. Age was divided into five groups. The participants' age ranged from 20 to above 45 years. Majority of the respondents' age lies between 25 to 30 years as they were 47.0% of the total population. The age group in between 20 to 25 is 31.1%, 30 to 35 were 15.0%, 35 to 40 were 5.0%. 40 to 45% were 1.8% total sample size.

Qualification included Intermediate, Graduate, Masters, MS/M.Phil and PhD. Majority of the respondents were holding Masters Degree as they were the 64.3% of whole sample. 6.8% were with intermediate degree, 11.8% were with

Graduate degree, 17.1% were the MS/M. Phil degree holders.

Descriptive Statistics

Descriptive statistics provide summaries about the size of the sample and the observation about the data. It tells us the basic details of the data which has been collected such as sample size, minimum value, maximum value, mean value and standard deviation of the data. Descriptive statistics also present large sum of data into arranged and summarized form. The detail description of the data collected under this research investigation is presented in the table

Table 3

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	280	1.00	5.00	1.5500	.49838
Gender	280	1.00	2.00	1.9929	.90792
Education	280	1.00	4.00	2.9179	.74562
SMS	280	1.20	3.00	5.6786	2.64872
Consumers 'buying decisions	280	1.4	2.00	1.2471	2.30363
Valid N (listwise)	280				

This table gives the descriptive statistics of the variables under study. The table shows the data related to minimum, maximum and average values for each variable and also shows the mean and standard deviation. The first column contains the details of all variables, the second column tells about the sample size of the study, third and fourth column shows the minimum and maximum mean values for the data collected.

The maximum value for gender is 1 as the gender has been measured on two factor categories as 1 is for male and 2 is for female. The mean value for SMS advertising is 5.670 with standard deviation 2.64. The mean value

for consumers' buying decisions is 1.24 with standard deviation 2.303.

Correlation Analysis

The coefficients of correlation usually lie between +1.00 and -1.00. The +1.00 value shows the strongly positive correlation between the variables while -1.00 shows the strong negative correlation between the variables. The zero (0) value shows no relationship between variables.

Table 4

Correlation Analysis

Variables	Age	gender	Ed	SMS	CD
Age	1				
Gender	-.197**	1			
Education	-.100	.094	1		
SMS advertising	.018	.130*	.060	1	
Consumers' decisions	-.062	-.041	.071	.481**	1

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

The table also shows the results with reference to the demographic variables such as consumers' buying decision show different significance level towards different demographic variables such as age (r= -.062) has weak and insignificant correlation with consumers' buying decisions while age also (r=.153) show weak and insignificant correlation and education (r=.071)

has insignificant correlation with consumers' buying decisions. While independent variable SMS advertising has strong and significant correlation with consumers' buying decisions.

Regression Analysis

The regression analysis is used to identify how the value of dependent variable changes when

one of the independent variables is varied and all other independent variables are held constant. The parameter B is called the coefficient of regression. The R^2 is called the coefficient of determination in regression analysis. The basic information which R^2 represents in regression analysis is the goodness of data or how well the data fit in the regression model.

Table 5

Regression analysis

Variables	Beta coefficient	Probability values
SMS advertising	.497	.000
R squared	.653	
Adjusted R squared	.542	

The results of regression analysis show that SMS advertising has a positive and significant relationship with consumers' buying decisions having Beta value as .497 with p<.01. Hence the results supported the hypothesis that SMS advertising is positively and significantly related to the consumers' buying decisions. Thus, the alternative hypothesis is accepted and null hypothesis is rejected.

DISCUSSIONS

Based on the sample of 280 consumers, this study aims to measure impact of SMS advertising on consumers' buying decisions. The results of regression analysis show that SMS advertising has a positive and significant relationship with consumers' buying decisions having Beta value as .497 with p<.01. Hence the results supported the hypothesis that SMS advertising is positively and significantly related to the consumers' buying decisions. Thus, the alternative hypothesis is accepted and null hypothesis is rejected. Significant relationship between SMS advertising and consumers' buying decisions are in consistent with the past studies of Fehim D & Y. GoncaTelli (2017) and Andrews M, Goehring J, Hui S, Pancras J, Thornswood L (2016) who found that SMS advertisement significantly and positively affect consumers' buying decisions.

CONCLUSION

SMS advertisement can be calculated by helpful attitude towards products, by the satisfaction with the brand, by trust in them, and by the maintenance of the brand purchase in spite of the modification in its price which is only possible through proper marketing. SMS advertisement is one the most innovative way of promoting products in this modern era.

Brand loyalty will continue unmoved if that brand is advertised properly to the consumer. However, other companies bother to attract and retain loyal customers with their products by offering them a similar product, with similar characteristics, at a lower price but because of using old methods of advertising. At this point, consumer's loyalty is revealed. Consumers would have strong aspirations towards the brand only in the case when they have access to gain information about it, he will continue to buy that brand in spite of all, and if there is not such a well-built want, they will buy other products and the loyalty of a particular brand will be weaker with these consumers. Organizations and trader should be examining the factor that manipulate the formation of actually loyal customers who buy a specific brand in spite of all

opposite attacks and why some consumers do not buy other products, even though they are presented at inferior prices.

Limitations of study

This study focuses only on one factor due to limited time to study behavior of consumers. Many other factors like advertisement through different websites or innovation should also be discussed. Primary data has been collected through convenience sampling in Kashmir and sample size is small. Further studies should collect data on large basis.

Beside this present study only discussing the one medium of advertisement i.e. SMS advertisement, future study should discuss more medium of advertisement and should make comparison among these medium based on cost and targeted audience.

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