

Impact of SMS Advertising on Female Consumer's Buying Behavior in Pakistan

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Abstract

Advertising through Short Messaging Service (SMS) is one of the latest advertising trends in the current digital age. The purpose of the present study is to investigate the effect of SMS advertising on female consumer's buying behavior. The objective of the study was to examine the response of women in terms of purchase towards SMS advertising in the current digital scenario. The study carried out in two steps by means of both the quantitative and the qualitative methods of research. The first step comprised of qualitative data collection through interviews conducted from the customer care heads of five renowned clothing brands (Khaadi, Nishat, Al Karam, Ideas and Sapphire). While the second step employed the quantitative method in which 200 female respondents were selected according to their income level. The data was analyzed with statistical tools. The findings of the study reflect that women from higher economic strata, working class and lower age group tend to be more responsive towards renowned brands in comparison with the rest of the socio economic groups. The study also reveals the ways in which consumers are considered to be an essential part of advertising placing customers' demands in the center of their advertising campaigns.

Keywords: Advertising, SMS advertising, Marketing, Buying Behavior, Clothing brands

Advertisement is a non-personal communication led by the identified sponsors through paid media. There is a range of means for execution of advertising popular among which have been print media, electronic media, and social media. A smart phone is the gadget that provides access to all these advertising platforms. This very (smart) phone also provides access to another service which has recently started being used as an advertising means and that service is none other than Short messages. Due to the access provided by a smart phone to all above mentioned advertising means advertising industry today perceives a smart phone as an influential factor in the process of choice making and decision making by consumer. This makes mobile marketing as an up to-the-minute subject and mobile manufacturing companies a participant in ecologies (Kotler, 1999). Martin Cooper Manager in 'Motorola' was the first to invent the first ever portable phone in 1973. In 90's the idea of cell phones arose across the world. When it was commercially launched only users could dial or receive calls. Then in 1991 2G (second generation) technology emerged with the launch of a 2G cell phone by Finland. With advancement in technology short messaging service (SMS) was introduced which allowed the users to communicate through text messages. (Taylor & Vincent, 2015). In the beginning SMS marketing can be expensive due to high cost of buying mobile phone numbers. The cost for 1000 numbers is estimated as 30\$ whereas the cost for 1,000 e-mail addresses is \$ according to Forrester Research. (Andersson & Nilsson, 2000).

Bulk SMS advertising, as the name suggests, refers to the spread of advertisements through a wider number of SMS messages (short message service) to the users on their mobile phones. SMS has endless benefits for a businesses which involves bulk SMS to approach customers. Marketing through SMS is way cheaper than that through digital or print media. Consumers spend more than five hours a day on their phones claims a research held in USA. Advertising through

digital or social media is also being affected by the fact that over 300 million users of mobile phone are executing the add-blocking technology for the removal of advertisements. So, it is preferable for a marketing agency/marketer to adopt a channel which is completely unharmed by any blocking technologies and SMS advertising fits well into this criterion. Studies claimed that almost 98% of the text messages which are sent are read and even 90% of those SMS are read within 3 minutes of their delivery. This proves that a message inbox is the most effective way of communicating with audience as being the most trusted method for mobile us

1: BRANDED SMS

An advertising SMS bearing the name of a company as the sender confirms the legitimacy of the company and enhances its credibility for customers. People consider a text message sent with the name of a reputed company more reliable and trust worthy as compared to that received from some random source. Branded SMS are more likely to make consumers listen to what an advertisement has to offer and elicit a better response from them towards product (Dickinger & Haghirian, 2004).

2: PROBLEM STATEMENT

Advertising, like all other fields of life, goes through rapid changes on the hand of technology. The problem to be explored in this study was to examine the ways the SMS advertising of clothing brands influence the response of customers in particular women. How SMS advertisements attract women towards clothing by receiving a promotional marketing message. Now a day everyone receives dozens of promotional SMS daily. These messages are based on some promotions, sales and discount and called the receive to buy these products in limited time frame. These promotional messages lead receiver to visit the outlet or online store and buy promotional products.

3: OBJECTIVES OF THE STUDY

1. To investigate the perception of women consumers towards SMS advertising.
2. To find out the extent of use of Short Message Service as an advertising tool in digital age.
3. To investigate the diverse behavior of women towards SMS advertising regarding clothing brands.
4. To find out the effect of demographic factors on their buying behavior of shopping.

4: REVIEW OF LITERATURE

Javed (2015) stated that SMS is the best source for advertising as its being the new trend of the current era which is not only technologically advanced but also speedy and fast in all fields including communication and marketing. Current literature on the subject tends to explore a variety of relevant factors when it comes to the question of how and in what ways SMS advertising may affect the behavior of buyers. These include not only explicit factors like consumers' age, education, and gender; their access to internet; advertisers' goals and resources, but those factors as well which may not seem directly linked to the subject in the first glance but are likely to share an influence in an indirect way examples of which can be ethical values of a buying community. The present study confined itself to the review of the literature which can serve to provide an

insight into how SMS advertising is received by female consumers in terms of their shopping responses and if there are any particular socioeconomic or age groups which are more responsive towards SMS advertising as compared to the rest. While going through the literature on SMS advertising it is pertinent to remember that mobile trade and ongoing development of telecommunication industry in Pakistan is one of the largest economies in the world. Due to its huge increased traffic and being the cheapest way to convey message, SMS is considered to be the best way for approaching consumers'. Hence marketers and businessmen use SMS as their preferred tool for selling and even promoting their brands. In an another study, Bakr et al. (2018) attempted to recognize and discover the background or experiences regarding acceptance and effects of SMS advertising. This study figured the two elements or two types of advertisements like discount and notification advertisements. The results clarified that the elements which could completely change the attitude of customers towards SMS advertising in the negative direction included common assumptions about SMS advertising, lack of trust on the advertisement or the source through which advertising was done. While the main elements which could be beneficial in gaining the trust and attention of the consumers included relevance, better content, brand impartiality and brand discounted offers.

Zhang (2008) stressed the perception of youngsters of China towards SMS advertising and mobile marketing practice. He derived two following elements which can better serve as beneficial for a marketer and comforting for a consumer: usefulness and relevance without being irritating. Further is predicted that an advertising message would be beneficial if it is trustworthy and meets the personal satisfaction or values of the consumer.

Aamir et al. (2015) explored in their research paper that the reception or acceptance of SMS marketing can be better protected by the users' agreement because users or consumers are the main focus of the process and they can play a vital role in the success of SMS marketing. This study was held in Pakistan and was based on qualitative research. Findings suggested that marketers must not send SMS advertisements at a huge amount to the users without their permission. It was also recommended that SMS advertisements must not be frequent and there must be a specific time to send SMS advertisements, marketers must avoid sending SMS randomly to the users and it must be controlled. SMS advertisements should also be checked for spam. In addition to this, Mansour (2012) concluded in his research paper that mobile advertising applications now a days are flourishing in mobile trade, and mainly mobile advertising is nourishing in the form of SMS advertising. The utter most motive of this study was to examine the perception and response of people of Sudan towards SMS marketing. The results were mostly positive as users were comfortable in receiving SMS advertisements on their mobile phones although they were concerned about giving their personal data to advertising companies. Study also showed that people wanted the SMS advertising to be relevant, less frequent and more promotions from the companies to avail by the customers.

Antu (2017) discovered and theorized how Bangladeshi marketers remarkably developed a new trend of advertising through Bulk SMS to promote their products and services. This study reveals how marketers approach their customers through SMS which is a cheap yet so far most effective way of marketing for both small and large size businesses in Bangladesh. The main purpose of this study was to get a better understanding of Bulk SMS marketing done by Robi Axiata Limited and to know about their promotion of services and products through SMS marketing to their users. Three major factors to change the perception of consumers about Bulk SMS marketing recognized

by secondary source were enlarged or amplified regularity of Bulk SMS, customer's perception (dependent factor), the relevance of the message for the individual customer and the age of customer whom SMS is being sent. Results proved that age and amplified regularity of SMS were two leading variables which had deep effect on the perception of the consumers towards SMS marketing of numerous products and services provided by Robi Axiata Limited.

Bamba & J. Barnes (2007) stated that the purpose of their study was to investigate the readiness of consumers of giving permission to receive SMS advertisements. Study had three goals as follows: to provide a better understanding of consumers' readiness of giving permission to receive SMS advertisements, to provide practical data which should help understand this phenomenon, and test as well as develop the basic model of consumers' readiness of giving permission to receive SMS advertisements. Results showed that even the advertisement having significance does not mean that it makes a consumer give the permission unless it is pooled with control and the conditions of reception are determined to assure the consumers' permission.

Khakhan & Siddiqui (2015) explored the view point of women towards clothing in Pakistan. They found four major factors that attracted women naming Quality, Values, Traditions and Status. The purpose of the study was to discover how mentioned above elements help them create an emotional affection to the branded clothes and how these elements encourage them to purchase.

Hashim, Normalini, & Sajali (2018) highlighted the place consumers' demands and needs possess in the field of SMS advertising. The credibility of the SMS in the eye of consumer has become necessary to be taken into account by the advertisers. The attitudes of the consumers are linked to the information shared and the label carried by the SMS. Usually, by an anonymous SMS the consumers get annoyed and do not consider it as the representative of a trust worthy brand. If consumers get attracted towards the SMS it changes their buying behavior towards that specific brand. Apart from that, Brosekhan & Velayuthum (2005) narrated that the consumer is the basic necessity in marketing as marketers design their strategies to satisfy and fulfil the demands of the consumer. There are two paradigms important in the field of marketing named as positivist and non-positivist. The former is based on traditional point of view that the consumer adopts from its surroundings. The latter is based on the modern perspective which is although still less dominating. The researcher has highlighted the different perspectives and thought process of consumer so that it can help the marketers to achieve the goals.

5: THEORETICAL FRAMEWORK

The theoretical framework of this study has been taken from the Multi Attribute Attitude model proposed by Fishbein in 1975. This model claims that the attributes of the consumers' attitude reflect their values and norms. Attitude in turn influences behavior of the customers and can change their decisions and perception in either way. The model proposes that the perception and behavior of the consumer can be changed by providing the accurate information about the particular product. The reason for this study to take its framework by this model is the shared belief in consumer's attitude. Both the model and this research align themselves around consumer's attitude.

6: RESEARCH QUESTION

1. Does SMS advertising motivate women to shop more after receiving SMS?
2. What is the perception of women consumers towards SMS advertisement in the digital age?
3. Do women use SMS advertising as a reference for purchase?

4. Can women consider SMS advertising as a trustworthy and authentic tool so that they can trust even new brands?

7: METHOD

This study was carried out in two steps. The first step followed the qualitative method of research and comprised of five interviews from sales and marketing heads of five renowned clothing brands in Pakistan with a view to know about the consumer's response towards SMS advertising. All the five brands had their head offices in Lahore. The second step was designed to examine the attitude of female consumers towards SMS advertising. For this purpose a structured questionnaire was used to find out the comparisons between consumers with respect to different factors. The data was analyzed on SPSS software in order to extract from it the research findings. The statistics tests have been applied on the results to find out the frequencies and percentage of the variables. Apart from demographics questions, the Likert scale (1-strongly disagree to 5-strongly agree) was applied to all the questions. There were two tables in the questionnaire which were used to analyze the behavior of consumers towards SMS advertising and the effects of SMS advertising on women. For the data collection, 200 women in Lahore were chosen above the age of 20. They all were categorized by their marital status, occupation, qualification and monthly income. The women which were selected for the research had enough knowledge about clothing brands and received advertising messages from clothing brands. For the qualitative data collection, the clothing brands selected for the research were Nishat Linen, Sapphire, Khaadi, Ideas, Alkarm and Generation. They all are well known brands of Pakistan and use the SMS marketing as a medium to give information to the consumers.

8: RESULTS

8.1 Step 1

As mentioned in the above discussion about the method of this research, there were two steps. In the first step of the study, five questions were designed to be asked from the Customer Care Heads of the selected brands. The questions were kept open ended so that qualitative data may be extracted from the responses. The answers are recorded in the order they were asked.

Question 1: Does your brand still focus on the SMS advertising in this digital age?

The customer care head of Ideas said that they consider SMS advertising as an effective tool for advertising especially for those who are not addicted to social platforms. He said, "We have to fulfill the needs of the customers in each and every way. The whole staff who is sitting outside my cabin works hard to fulfill the demands of the customers and to resolve their issues and to answer their queries."

Answering the same question, the customer care head of Nishat Linen revealed that their main focus in marketing is the social media platforms because SMS is a one-way communication tool and customers cannot give instant response. But despite that, they still use the SMS advertising medium because if any one does not have internet access then the best mode of communication is through SMS. This is why they still consider SMS advertising as an essential tool if not the preferred one.

Moreover, the customer care head of Alkarm studio also revealed their belief in the necessity of SMS advertising saying, "This is the era of public and competition, today we cannot ignore the

consumer responses while we know that they can simply fulfill their demands and needs from other brands. Now a days, competition between brands become tough because each brand is working hard to satisfy the consumer, it's not about us or brand, it's about consumers and because of that we use SMS platform in the same way as well as use social media platforms.”

Sapphire's motive articulated in the words of the customer head, “Almost 61% of Pakistan's population belongs to rural area, so to hit those areas we use SMS advertising. A huge number of customers are from the rural area which we cannot deny, neither can we ignore the fact that every customer doesn't have access to social media but they are our loyal customers. Therefore, it's our utmost duty to satisfy their needs and to inform them about the updates.

Question 2: What are the strategies you use to send SMS advertisement?

The customer care head of Nishat Linen told that if an advertising SMS become personalized then the customers cannot be annoyed on it even when sent at midnight. The custom-made strategy is the best strategy to communicate with the consumers. They receive messages which start with their name and thus they feel special and consider them the loyal customers of the brand.

The customer care head of Ideas added some points in the strategies of SMS advertising. He was of the view that a personalized SMS enables the brand to create an association with consumer. They send SMS on different occasions like Independence Day, Eid or other national holidays through which they can create a special bond with their customers. The other heads had same response towards this question, almost all famous brands use these kinds of strategies in their SMS to make a better relationship with their customers.

Question 3: What factors you think are important in SMS advertising?

While interacting with the interviewer, the Alkarm customer care head stated that the most essential factor in any SMS advertising is content of that SMS. He said “In the hectic routine of a person, no one has time to read irrelevant SMS and he/she can easily get irritated whether it is an SMS advertisement or an advertising notification from Facebook or Instagram. This is why we have to be much more careful about our advertising content. We make sure that the content is not irrelevant or annoying, we can communicate with our customers in a few but effective words. Another reason which, I think, can easily get the customer irritated is the random SMS advertisements. This has now become the trend that every small business, retail shop or service Centre can easily have access to mobile numbers and this is why mostly people ignore the SMS or delete it without reading. So, it is important to send an appropriate advertisement to consumers.”

The same response came from the Sapphire, its customer care head said, “The trust of consumers is very important for every one whether it is a clothing brand or an automobile company. We spend years to gain the trust of the consumers and thankfully, through our several years' hard work, our customers respond in a positive manner at every platform. She added, “If a brand shares a special bond with its customers then we do not have to face any issues of trust, loyalty etc. I believe that the content in an advertisement is an essential factor and we also create the content on the basis of our customers' feedback. And also if the consumers consider you a trustworthy brand then they cannot be annoyed to your SMS advertisement.” On the other hand, the response from the interviewee from Nishat Linen brought the idea of importance of time in the discussion. She remarked, “In 2004, when the social media was not introduced and SMS advertising was the primary tool of communication, we conducted a survey to find out the appropriate time to send an

SMS advertisement. And from that survey, we concluded that an SMS advertisement sent at a wrong time affects the relationship of the customer and the brand. So, time is as important in advertising as content.”

Question 4: Do you send SMS to your loyal and regular customers or randomly?

Nishat Linen, as its customer care head shared, provides lists of mobile numbers to its marketing teams according to their respective areas. Although they send their SMS advertisements on regular numbers belonging to posh areas but the main target audience consists of the users having golden or silver numbers. This is because their price ranges are higher as compared to other brands and their loyal customers are mostly from the posh areas. They also send SMS to random public but on a minor level. He claimed that their brand is known since 70s for its cloth and is a famous brand in textile industry and this leaves their marketing team with a bigger community of regular customers to satisfy, so they have to often confine their SMS advertising to their regular and loyal customers and they need not extend it to random users.

Ideas, on the contrary to Nishat, has the opposite policy. Its customer care head revealed that they have contracts with the mobile network companies which provide them lists of mobile numbers of different areas of Lahore. Unlike Nishat, they target women of each category by randomly sending SMS advertisements. He added, “Few years back, our brand hesitated to use this strategy of random marketing because then, people can have privacy issues, particularly women. But now as I said before it is the age of social media and mostly public has no issues with brands. Every small company or business uses different types of platforms for marketing so this is no big deal for anyone now to receive marketing messages.”

Question 5: What are the drawbacks and limitations of SMS advertising?

The interviewee of Nishat Linen said, “The major drawback of SMS advertising is that it is a one-way communication medium and the consumers cannot give instant response. WhatsApp is the modest form of SMS advertising if we talk about only SMS or mobile advertising. Because it can be also visually effective for the consumers and can also communicate or resolve their issues through videos or images. Another factor which I consider to be important is that it is much cheaper than the SMS advertising. No doubt that SMS advertising is an effective tool for communication and has many positive sides but if the consumers have internet access then they prefer WhatsApp over SMS.” On the contrary, the Sapphire customer care head responded differently, she said that there is no comparison between SMS and WhatsApp. Both have different benefits and drawbacks in their respective zones. Now a day, no brand can take a risk to choose between the advertising platforms. All brands use each platform to build a relationship with the consumers.

The Ideas interviewee said that mostly consumers ignore the SMS advertisements because due to various reasons they consider it annoying and this is the major drawback of SMS advertising. This is why, it is considered to be the least effective tool of marketing. Usually consumers use online shopping method because it gives them a detail information about that particular products.

8.2 Step 2

The step 2 of the research was designed to gather quantitative data, the respondents were categorized on the basis of age, occupation, income, qualification level and marital status. The total number of respondents were 200 which were all females.

Table 1: CORRELATION BETWEEN PRODUCTS AND PROMOTIONAL WORDS

		Words like discounted offers, sales, promotions grab your attention	Buy the products from the store
Words like discounted offers, sales, promotions grab your attention	Pearson Correlation	1	.360*
	Sig. (2-tailed)		.023
	N	200	200
Buy the products from the store	Pearson Correlation	.360*	1
	Sig. (2-tailed)	.023	
	N	200	200

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

The above-mentioned correlation matrix indicates that there is a positive and significant relationship present among the sales, promotion and discounted base words towards the buying trends from physical stores instead of online. This shows when the businesses use various eye capturing words like ‘discount up to x’ or ‘flat discount’, buy one get one free’ etc. Persuade the consumers to purchase their required goods and services from the nearby physical retail outlets instead of only means. This reflects that a direct relation is present among these two variables of research. When the entrepreneur invests more in such eye capturing and attractive words of marketing and promotion, then the buyer’s trend to buy from physical stores goes up automatically.

TABLE 2: CORRELATION BETWEEN STATEMENTS

		Do you receive any kind of SMS regarding clothing brands?	The content of clothing brands SMS is informative	Visit the store	Buy the products from the store
Do you receive any kind of SMS regarding clothing brands?	Pearson Correlation N	1 200			
The content of clothing brands SMS is informative	Pearson Correlation Sig. (2-tailed) N	.444** .621 200	1 200		
Visit the store	Pearson Correlation Sig. (2-tailed) N	.450** .125 200	.650** .000 200	1 200	
Buy the products from the store	Pearson Correlation Sig. (2-tailed) N	.380* .147 200	.550** .000 200	.885** .000 200	1 200

The entire above-mentioned correlation matrix indicates that every variable of research holds a direct and positive relationship with others. This means that any change, either positive or negative, in any of the research variables mentioned above, automatically brings the same change in remaining variables as well. Thus any investment in any of these variables can for sure bring an upward increase towards the entire research variables. This reflects that clothing brands exercise huge SMS based marketing techniques which enable them to be aware of the existing and potential customers of new promotion offers, discount offers and sale offers introduced by the business. This persuades the customers to visit the physical stores of businesses instead of online business and shopping. Thus the number of physical store visitors and inflow of customers goes up automatically.

The behavior of homemakers, working women, and students towards the message of different clothing brands in Pakistan.

Table 3: FREQUENCY BETWEEN OCCUPATIONS OF RESPONDENTS
You shop on receiving SMS advertisement without a single thought

Occupation	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
House wives	18	30	14	15	2	79
Working women	15	26	26	14	0	81
Students	11	10	15	3	1	40
Total	44	66	55	32	3	200

In this question, the respondents were asked about the trend and behavior of impulsive buying stimulated by SMS advertisements. The respondents were asked about how their buying behavior and decision changed immediately whenever they got an SMS regarding advertisement of any product or service. For this, the entire three groups responded in three different directions. For this, 30% of Housewives opted for disagree response, 18% for strongly disagree, 14% & 15% of respondents went for neutral and agree on responses respectively.

Working women gave an equal response of disagreeing and Neutral by 26% towards this statement, and 15% and 14% of respondents responded in strongly disagree and agree. From a student's perspective, 11%, 10 %, 15%, and 3% of respondents chose strongly disagree, disagree, neutral and agree responses respectively.

Overall, the majority of all respondents held a cumulative disagree response over it. This reflects that one SMS of advertisement never persuades them to buy that specific product and service.

Table 4: Frequency of Statement Regarding Occupation
People opinion is important, more than SMS advertisement

Occupation	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
House wife	5	9	13	41	11	79
Working woman	4	4	18	41	14	81
Student	3	2	13	15	7	40
Total	12	15	44	97	32	200

For this statement, the respondents were asked about the importance and influence of other existing customers' views and responses over their buying decision instead of an SMS advertisement. For Housewife, 41% and 11% of respondents give Agree and strongly agree on response on this statement. For a working woman, 41% and 14% of respondents picked Agree and strongly agree

on responses mainly. As per the student's view, 13% of respondents and 15% of respondents gave Neutral and agree on responses.

Overall, this variation in responses reflects that other people's views and perceptions directly affect female consumer's buying behavior up to a great extent instead of SMS advertisement.

Table 5: Frequency and Cumulative Frequency
Do you think mobile advertising can be used as a reference for buying clothes?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	3	1.5	1.5	1.5
Disagree	7	3.5	3.5	5.0
Neutral	50	25.0	25.0	30.0
Agree	109	54.5	54.5	84.5
Strongly agree	31	15.5	15.5	15.5
Total	200	100.0	100.0	100.0

In this question, the respondents were asked about how the various advertisements received through mobile phone influence the buying decision of cloths among women. In the current high advance world of IT, the use of smartphones is increasing day by day. Along with this, the ubiquity of the internet makes it possible for producer or advertiser to spread awareness about any product and service any time. 54.5% of respondents agreed with the statement and 25% respondent's responded as Neutral. Besides this, 15.5% of respondents gave strongly agree with response. This reflects that mobile advertising techniques and strategies directly influence women's cloth buying decision.

Table 6: Frequency and Cumulative Frequency

SMS advertisements are beneficial to consumers because it gives them information about products or services

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	5	2.5	2.5	2.5
Disagree	7	3.5	3.5	6.0
Neutral	34	17.0	17.0	23.0
Agree	136	68.0	68.0	91.0
Strongly agree	18	9.0	9.0	100.0
Total	200	100.0	100.0	2.5

In this statement, the respondents were asked about the extent of awareness, knowledge, and information spread by SMS advertisements among the customers. Through SMS advertisement,

one can easily know about the features offered by a business in its product portfolio and the extent of diversity present in the product portfolio of a business as well. To this statement, 68% of respondents chose the agree option on response. 17% and 9% of respondents gave neutral and strongly agree on response on this statement, respectively. This reflects that SMS base advertisement brings more information about business products and services to its valued customers.

9. DISCUSSION

In this era of advanced marketing, advertising has become an essential part in every business be it the corporate sector or the small retailers. Public is persuaded by the advertisements through various platforms like social media, electronic media and Text messages etc. As far as the subject of the study in hand, SMS advertising, there is a large public which, with the emergence of social media since not more than a decade before, no more considers SMS advertisement authentic no matter the source it comes from is a famous clothing brand or an anonymous retailer. Yet the existence of a community with no access to social media is still very much there. For this community SMS advertisement holds as much an importance as any other medium used for advertising. Since every argument or claim needs evidence to be treated as a fact, the findings of this research come up with the evidence which brings into light the reasons for SMS advertising to still hold importance as well as relevance in spite of the powerful presence of social media. This study helps reveal the reasons which prevent social media marketing replace SMS advertising altogether. But that's not the limit and the only purpose of the research rather the establishing of the fact that SMS advertising is important serves as a base and a foundation to the actual purpose of the study which was to explore the trends manifested in the purchase behavior of female buyers towards SMS advertising. This discussion, therefore, intends to further itself to interpret the findings that account for how SMS advertising effects purchase behaviors towards clothing brands, of female buyers in particular. In this research, a questionnaire was designed to find out the response of the potential consumers about SMS advertisements regarding clothing brands and interviews from customer care heads of famous clothing brands were conducted in order to know the kind of responses they received from consumers to their SMS or otherwise advertisements. The findings provide evidence that support SMS advertising and help conclude that SMS advertising increases the purchase of a brand and holds an important place in advertising strategies of the business. The findings establish that SMS advertising has not been replaced by social media advertising and it elicits positive purchase response from female buyers.

The study reveals that advertising in this century has turned into a two-way communication, between the producer and the consumer, with the progress in communication technologies including SMS and the rest. This not only facilitates the producer's understanding of the needs and demands of the potential customer rather also makes him realize that this very understanding is the key to a successful advertising with the consumer at its center.

Every brand makes use of SMS advertising as they consider it the basic and powerful tool for changing the shopping behavior of the consumers. Owners are never satisfied with the idea of their brand confined to some particular areas and they always strive find ways to extend their sale even in the rural areas or areas with less or with no internet access hence, the relevant most channel of marketing in those areas is none other than SMS advertising. The brands believe that if the SMS is personalized it could grab more attention of the customers. For instance, if the name of the consumer is mentioned in the SMS by the known brand consumer will definitely be attracted

emotionally towards that brand which could help the brands to change the shopping behavior of consumer.

On the other hand, it is also very important that message must be relevant and must not be sent so frequently that consumer get irritated. If consumer gets irritated by the SMS advertising it would definitely put in danger the image of even very well-known brand. However, despite all its benefits, SMS advertising, like every other technique, does not come without its limitations. To begin with, one among them is its being one-way communication failing to get a response back, good or bad. Another limitation of SMS advertising, which is of very basic nature, lies in its inability to send visuals while such media exists as capable to attract the attention of the consumers through sharing visuals in order to attract the consumer's attraction, this limitation can bring SMS advertising down in the priority list of consumer.

While considering the attitudes of consumers, it was explored in this research that positive and negative feelings about an advertisement come from whether they take it authentic and informative or perceive as annoying and untruthful. Another main point discovered is that the consumers prefer the SMS from known and famous brands as compared to unknown retailers and less popular brands.

This study also attempted to compare the level of interest in SMS advertisement of working women and house wives and found that working women have more interest in SMS advertisement as compared to house wives and students. But it is interesting that at the same time it is the housewives who are much manipulated by SMS advertisements and the catchy vocabulary as compared to working women who, as per the findings, are less manipulated by SMS advertisement and its manipulative vocabulary. Apart from that, consumers believe that SMS advertisements can be used as a reference for shopping, they can be trusted equally as any other medium of advertisement. It is suggested that the companies should focused on the delivery time of their SMS and privacy of the consumers. It was pointed out in the results that many consumers are concerned about the wrong timing of the SMS delivery which annoys them.

Both the steps have shown the positive as well as negative sides of the SMS advertising regarding clothing brands. No doubt, SMS advertising is an effective tool since it introduced but with the advent of digital medium, it becomes less popular and effective. Another reason due to which SMS advertising of clothing brands has become less effective is the increasing numbers of anonymous SMS advertisements. Now a day, even small businesses and retailers have access to mobile numbers and they also adopt this medium for marketing. This is why mostly people get annoyed from SMS advertising and they regularly receive SMS in a large figure on daily basis.

10. CONCLUSION

After the discussion already made above on the findings of the study it seems quite satisfying to present a conclusion as precise as possible. Hence it is concluded hereby in the form of the following points which are meant to serve objectivity, clarity and precision to the maximum possible extent:

1. SMS advertising in the current times is consumer centered shaping itself on the needs and demands of consumers.
2. Means of successful SMS advertising are precision, relevance and culturally appropriate timing of SMS delivery.

3. SMS advertising is neither the most relevant nor the left out form of advertising rather one of the relevant and the prevailing forms of advertising.
4. Working class among female consumers is more inclined towards yet less manipulated by SMS advertisements.
5. House wives are less inclined towards but much manipulated by SMS advertisements.
6. The factors hampering the effectiveness of SMS advertisements include its inability to send visuals and attain feedback.
7. In the end, it is pertinent to suggest the need of formulation of a policy of SMS advertising which may pay sufficient attention towards precision and relevance in the text of the advertisement, appropriate timing of its delivery, cautiousness about consumer's privacy and check on the frequency and number of texts messages delivered to consumers.

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