

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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**PERCEPTION OF CUSTOMERS TOWARDS SMS MODE OF ADVERTISING: A STUDY AT WEST BENGAL**

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**KOLKATA**

**ABSTRACT**

*Technological development in the last decade has given organizations new opportunities to market themselves. Mobile phones and smart phones make it possible for every type of business organization regardless of the size and popularity of business to send SMS mode of advertisement to consumers. The Literature survey indicates that the SMS advertisement helps to update information of the customers, the effectiveness of this in increasing the sales depends on the presence of general positive outlook towards SMS advertisement and behavioral disposition of potential customers, which are segregated by the sex, age, income, socio-cultural environment and an individual's psychological field. For the purpose of study, a tailored made, close ended questionnaire with Likert five point scales was prepared with the information received through literature survey and was used to collect the data on self perception of customer towards SMS Advertising. It was identified that the perception of customers or potential customers could be categorized into two domains - emotional or affective state of mind and rational state of mind. The finding signifies that the emotional state of mind of any person are affected by the SMS mode of advertisement and hence emphasize should be given on the factors that can create a positive impact and can influence significantly the affective state of mind.*

**KEYWORDS**

emotional state of mind, rational state of mind and SMS mode of advertisement.

**1.0 INTRODUCTION**

Technological development in the last decade has given organizations new opportunities to market themselves. Since 2009, mobile marketing through cellular telephone became an effective way to advertise to consumers. (Brandweek; 11/30/2009). Mobile phones and smart phones make it possible for every type of business organization regardless of the size and popularity of business to send advertisement through SMS mode to consumers. Bulk SMS services have become one of the most modern and proven marketing tools for enhancing the brand name. Most of the companies maintain their own database of clients that receive SMS messages. On the basis of customer's profile and the context of the situation, companies can provide the target customers exactly the advertisement information they desire. Advertising through mobile phones helps promoters to identify the various perception of potential customers several benefits, like, precise targeting based on a person's preferences and behavior; time based targeting (i.e. duration of promotion); location based targeting (send promotional offer only to people in and around a major shopping mall that signed up for a promotion) ([www.ipipi.com/corporate/smsadvertising](http://www.ipipi.com/corporate/smsadvertising)). Hence, the effectiveness of SMS advertisement depends on the perception of the consumer or the potential consumer for the same, where the process of perception begins with an object in the real world; that individuals select, organize, and interpret the input from their senses to give meaning and order to the world around them.

**2.0 LITERATURE SURVEY**

Hundal et al, 2012, attempted to make a comprehensive study with the help of Factor analysis and Cluster analysis, about the perception of consumers towards SMS advertisements and effectiveness of the SMS advertisement programmes from the viewpoint of the organized retail sector. It was found that these advertisements are really effective in increasing the sales of the firm and people have positive outlook towards the same. In support of that it is worth to mention the comments of Offtada, Fatma (The Kuwait Times, 2011) that, SMS advertising has attracted many clients to her company, and is now the main source of advertising and better than the placing advertisements in the newspaper. The SMS advertising can target a specific client base (age, area, and nationality of potential clients). Whereas, Fitchard (2007) reports on the short message service (SMS) advertisement in the U.S. and Europe reveals that 75 percent of the Spaniards received text advertisements while Americans received only 17 percent because they reject the notion of marketing via SMS. However, it is believed that SMS will increase due to the search for new distribution medium in the U.S.

Damjanovic et al (2010), investigated with a sample of 350 respondents about the relationship between young consumers' attitudes between the age of 16 to30 toward mobile advertising usage and demographic characteristics. Findings indicated marketers' abilities to reach young population of Serbian mobile consumers through better communication strategy via SMS and MMS advertisement.

Feldman (2008) identified the vital role of short message service (SMS) in advertising. SMS is a mobile communication protocol that offers ultimate direct-response mechanism through uniting the traditional media with digital marketing. According researcher it is a low cost approach that offers solution to companies that are looking toward direct marketing than branding. It offers detailed tracking capabilities to print advertising and other static media advertising. It is also easy to implement and measure.

Tripathi et al (2008), attempted to critically analyse "person interactive" (goal-oriented) information and "person interactive" (experiential) messaging, targeting both utilitarian and hedonic benefits from the consumers' perspective. It analyses the effectiveness of mobile advertising in its current format (as prevalent in India). 'Effectiveness' for the purpose of this study has been concretized in terms of impact of mobile advertising on the purchase decision of the consumer. However, results of binary logistic regression indicate that mobile advertising in its current format does not have a significant impact on the purchase decision of a consumer, and that there might be other significant factors like a firm's marketing efforts (marketing mix), a consumers' socio-cultural environment (family, informal sources, non-commercial sources, social class, culture and sub-culture), and an individual's psychological field (motivation, perception, learning, personality, and attitudes) that affect his purchase decision. They identified that although mobiles are a powerful mode of marketing communication, the important issues at stake here are--what to say, how to say it, to whom, and how often. Hence the challenge lies in customizing the marketing communication to suit individual needs (Customerization), i.e., reaching the right target market with the right message at the right time.

**2.1 SUMMARY OF LITERATURE SURVEY**

The Literature survey indicates that the SMS advertisement helps to inform customers about their special offers, new arrivals and collections, and other special occasions. At the same time it is the better communication strategy, low cost approach, easy to implement and measure. Where its effectiveness in increasing the sales depends on the presence of general positive outlook towards SMS mode of advertisement and behavioral disposition (combination of motivation, perception, learning, personality, and attitudes) of potential customers, which are segregated by the sex, age, income, socio-cultural environment and an individual's psychological field

**3.0 OBJECTIVE OF THE STUDY**

On the basis of theoretical background, review of literature and the present need of the market the following objectives were considered:

- To identify various relevant perceptual factors for SMS mode of advertisement.
- To study genderwise Perception of customer towards SMS mode of advertisement.
- To study agewise Perception of customer towards SMS mode of advertisement.
- To study educationwise Perception of customer towards SMS mode of advertisement.

- To study income wise Perception of customer towards SMS mode of advertisement

**4.0 RESEARCH METHODOLOGY**

**4.1 NATURE OF THE STUDY**

The present study is exploratory in nature with following independent and dependent variables.

- i) **Independent Variables:** Gender, age, education, Income of the selected sample..
- ii) **Dependent Variable:** Perception of Customer towards SMS advertisement.

**4.2 SAMPLING PLAN**

- i) **Types of Sampling:**
- ii) **Sampling Unit:** All Categories of customers from the city of Kolkata and surroundings
- iii) **Sampling Method:** The sample for the study was selected using Convenience Sampling method (Non Probability Sampling) from different categories (gender, age, education and income).
- iv) **Sample Size:** 200

**4.3 DATA COLLECTION**

- i) **Secondary Data:** For the development of questionnaire for the collection of primary data the literature survey was conducted and probable relevant factors were identified.
- ii) **Instruments for Primary Data Collection:** For the purpose of study, a tailored made, close ended questionnaire with Likert five point scales (annexture I) was prepared with the information received through literature survey and was used to collect the data on self perception of customer towards SMS Advertising and to understand its constituent factors.
- iii) **Procedure for Data Collection:** Face to face interview were conducted with the help of a structured close ended questionnaire to collect the data.

**4.4 DATA ANALYSIS**

- i) To identify various relevant perceptual factors for SMS advertisement Factor Analysis was done and Item wise significant differences were identified.
- ii) To identify the significant differences of the Perception of customer towards SMS Advertising genderwise, agewise, educationwise and incomewise Analysis of Variance were conducted.

**5.0 RESULTS**

**5.1 TO IDENTIFY VARIOUS RELEVANT PERCEPTUAL FACTORS FOR SMS ADVERTISEMENT**

**TABLE I: IDENTIFICATION OF COMPONENTS BY FACTOR ANALYSIS (ROTATED COMPONENT MATRIX)**

Items	Components	
	Emotional	Rational
Q1	-0.25	<b>0.70</b>
Q2	<b>0.83</b>	0.12
Q3	<b>0.57</b>	0.08
Q4	<b>0.51</b>	0.41
Q5	<b>0.72</b>	0.11
Q6	0.46	<b>0.58</b>
Q7	0.24	<b>0.57</b>
Q8	0.01	<b>0.74</b>
Q9	0.20	<b>0.66</b>
Q10	0.16	<b>0.77</b>
Q11	0.38	<b>0.61</b>
Q12	0.48	<b>0.55</b>
Q13	<b>0.58</b>	0.45
Q14	<b>0.69</b>	0.30
Q15	<b>0.77</b>	0.07
Q16	<b>0.57</b>	0.34

a. Rotation converged in 3 iterations. Rotation Method: Varimax with Kaiser Normalization.

**TABLE II: COMPONENT TRANSFORMATION MATRIX**

Components	Emotional	Rational
Emotional	0.73	0.70
Rational	-0.70	0.73

Extraction Method: Principal Component Analysis.

Table I and II indicate the result of factor analysis of the data collected through questionnaire. It is seen that items are loaded in two significant categories (Q2, Q3, Q4, Q5, Q13, Q14, Q15, Q16 and Q1, Q6, Q7, Q8, Q9, Q10, Q11, Q12). First category specifies the domain of pleasure of 'receiving', 'cooperating', and 'reading'; in general enjoyment; create 'urge' and 'impact' to the purchase product; and a feeling of 'proud'. The second category comprise with the domain of 'informative in terms of quick updating, inquisitiveness', 'time management in terms of consumption, on time', 'convenience' 'necessity'. This subjective correlation of the items with the factor analysis markedly specifies the two components of the potential customer perception viz, **Emotional or affective state of mind** and **Rational or cognitive state of mind** respectively.

To find out the effective factors for development of positive perception, itemwise percentage of positive, indifferent and negative responses were identified and significant differences between major two categories of responses were calculated and shown in Table III.



5.2 TO IDENTIFY SIGNIFICANT POSITIVE RESPONSES TO INDICATE THE MAJOR PERCEPTUAL FACTORS

TABLE III: SIGNIFICANT DIFFERENCES BETWEEN POSITIVE AND NEGATIVE RESPONSES

Item No	Item Description	Frequency of Positive Response	Percentage of Positive Response	Frequency of Negative Response	Percentage of Negative Response	Percentage of Indifferent Response	Significant Differences(sd) between positive and Negative Response
Q1	Use the facility	106	53	40	80	7	1.77
Q2	Pleasure in receiving	98	49	35	70	16	2.09*
Q3	Pleasure to get	98	49	31.5	69	19.5	2.09*
Q4	Like to read	102	51	33	66	16	1.8
Q5	Enjoyment	106	53	29.5	59	18	3.01*
Q6	Informative	95	47.5	40.5	81	12	0.91
Q7	Time consuming	97	48.5	37.5	75	14	1.45
Q8	Physically convenient	95	47.5	39.5	79	13	0.95
Q9	On time	88	44	32	64	24	1.6
Q10	Quickest method of updation	96	48	35.5	71	16.5	1.62
Q11	Necessity	89	44.5	30	60	25.5	1.81
Q12	Increase curiosity	83	41.5	34.5	69	14	0.89
Q13	Creating urge	78	39	37.5	75	13.5	0.19
Q14	Help in purchase	86	43	26	52	31	4.1*
Q15	Creating impact	94	47	30.5	61	22.5	4.18*
Q16	Feeling proud	95	47.5	34.5	69	18	3.2*

\*Significant at .05 level

From Table III it has seen that major responses were either positive or negative, which indicates that the respondents have a consistent and definite mindset (positive or negative) about their nature of selecting the perceptual factors of SMS advertising. It is seen that though the percentage of all the positive responses are higher than the negative responses but significant positive factors are Q2 i.e., Pleasure in receiving (sd=2.09), Q3 i.e., Pleasure to get (sd=2.09), Q5 i.e., Enjoyment (sd=3.01), Q14 i.e., Help in purchase (sd=4.1), Q15 i.e., Creating impact (sd=4.18), Q16 i.e., Feeling proud (sd=3.2). It has also identified that all the significant factors are under the components of Emotional or Affective state of mind. Hence it could be said that the individual perception on SMS advertisements are influenced by the emotional factors of mind.

5.3 TO STUDY GENDERWISE PERCEPTION OF CUSTOMER TOWARDS SMS ADVERTISING

TABLE IV: IDENTIFICATION OF THE GENDERWISE SIGNIFICANT DIFFERENCES OF THE PERCEPTION OF CUSTOMER TOWARDS SMS ADVERTISING

	Gender	Sum of Squares	df	Mean Square	F	Sig.
Emotional	Between Groups	.934	1	.934	1.464	.228
	Within Groups	125.679	197	.638		
	Total	126.613	198			
Rational	Between Groups	.012	1	.012	.019	.891
	Within Groups	121.120	197	.615		
	Total	121.132	198			

Level of significant at 0.05.

Table IV indicate that there is no gender wise significant differences in the customer perception neither for Emotional nor for Rational state of mind of the respondent. So gender difference cannot create any difference of perception for SMS advertisement.

5.4 TO STUDY AGEWISE PERCEPTION OF CUSTOMER TOWARDS SMS ADVERTISING

TABLE V: IDENTIFICATION OF THE AGEWISE SIGNIFICANT DIFFERENCES OF THE PERCEPTION OF CUSTOMER TOWARDS SMS ADVERTISING

	Age	Sum of Squares	df	Mean Square	F	Sig.
Emotional	Between Groups	13.400	4	3.350	5.740*	.000
	Within Groups	113.213	194	.584		
	Total	126.613	198			
Rational	Between Groups	4.430	4	1.108	1.841	.123
	Within Groups	116.701	194	.602		
	Total	121.132	198			

\* significant at 0.00.

Table V shows that there exist an agewise significant difference about emotional nature of perception of customer. Hence it can be interpreted that emotional domain of individual perception varies significantly with the variation of age. Therefore age level influences emotional state of mind of the customer perception towards SMS advertisement where rationality of perception remains constant is independent of age.

5.5 TO STUDY EDUCATIONWISE PERCEPTION OF CUSTOMER TOWARDS SMS ADVERTISING

TABLE VI: IDENTIFICATION OF THE EDUCATIONWISE SIGNIFICANT DIFFERENCES OF THE PERCEPTION OF CUSTOMER TOWARDS SMS ADVERTISING

	Education	Sum of Squares	df	Mean Square	F	Sig.
Emotional	Between Groups	16.009	5	3.202	5.587*	.000
	Within Groups	110.604	193	.573		
	Total	126.613	198			
Rational	Between Groups	2.929	5	.586	.957	.446
	Within Groups	118.203	193	.612		
	Total	121.132	198			

\* significant at 0.000.

From Table VI it could be said that there exist an educationwise significant difference about emotional nature of perception of customer. Hence it can be interpreted that emotional domain of individual perception varies significantly with the variation of education. Therefore the education levels of the customer

towards their perception about SMS advertisement significantly influence emotional state of mind where rationality of perception remains unaffected with the variation of education.

**6.0 CONCLUDING REMARKS AND RECOMMENDATION**

The study on perception of SMS Advertisement was conducted at the Kolkata with the help of a structured questionnaire. It was identified (Table I) that the perception of customers or potential customers could be categorized into two domains - emotional state of mind and rational state of mind. Item wise favourableness indicates (Table III) that significant factors for perception on SMS Advertisements were "Pleasure in receiving", "Pleasure to get", "Enjoyment", "Help in purchase", "Creating impact", "Feeling proud". All these factors are under the domain of *Emotional state of mind*. In identifying the existence of any differences in perception according to variation of age or gender or education it has been seen that there exist significant differences of perception of SMS advertisement for the domain emotional state of mind age wise and education wise (Table IV, V and VI). This finding signifies that the emotional or affective state of mind of any person changes and easily adopted with the new environment and new learning. Hence for product promotion through SMS advertisement focus and emphasize should be given on the factors that can create a positive impact and can influence significantly the affective state of mind. It should also keep in mind that SMS should vary according to variation of age and variation of education.

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**ANNEXURE**

**ANNEXURE I: MY PERCEPTION ABOUT SMS ADVERTISEMENT**

Here sixteen items on SMS advertisement are given. Please go through these and respond to the most suitable options, which match with your opinions or actions. There is no right, wrong, or ideal response. But your sincere and open response will help to obtain the correct outcome of this survey.

**PERSONAL INFORMATION:-**

**Gender:** Male Female

**Education:** High School Graduation Post Graduation Other (Please Specify)

**Age (year):** 16-25 26-35 36-45 46-55 56-65 above

**Occupation:** Businessman Employee Professional Student Other

**Income (per annum) :** 4000-14000 15000-25000 26000-35000 36000-50000 51000-80000 Above 80000

**SPECIFIC INFORMATION:-**

1) I use the message facility on my mobile.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
2) I like to receive any number of advertisements through SMS.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
3) I gladly give my mobile number to the shop representative.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
4) I use to read the complete promotional SMS even before deleting it.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
5) I enjoy mobile advertisement.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
6) Information like new offers, discounts etc through SMS delight me.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
7) Going through SMS Advertisement is not time consuming.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
8) It is convenient to receive information through an SMS than personal visit to that place.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
9) I think that SMS advertising provides timely information.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
10) SMS advertising is the quickest way to get updated on latest trends in the market.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
11) To go through SMS advertisement has become necessity in today's busy life.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
12) SMS advertising raises curiosity to try new brands.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
13) The SMS advertising can create an urge to try the product/brand.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
14) SMS advertisements help me to purchase products.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
15) SMS advertising can create a long lasting impact.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
16) I feel proud when I receive constant SMS advertisements as a premium customer.	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree

Thank You for Participation

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