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RESEARCH TOPIC:

**SMS Advertising: Young Working Consumers' Attitude Towards Receiving
SMS Advertising**

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ABSTRACT

Technological advancements have provided various new mediums for advertising to consumers and have further allowed organizations to better reach consumers with regards to the frequency and impact of advertising. Advertisers have to be more creative in the formulation of advertisements and selection of advertising mediums so as to gain the attention of their target market. The need to create new mediums for advertising has led to the creation of new age media such as inter alia, short message service (SMS) advertising. Before this medium can be effectively used to reach young working consumers in North Kuching specifically surrounds the area of CIMB Bank Berhad, Jalan Khoo Hun Yeang branch, the attitude of consumers towards SMS advertisements need to be determined. This study therefore focuses on investigating the young working consumers' attitude towards SMS advertising and a research framework was constructed to identify relevant factors affecting consumers' attitude towards SMS advertisements and users actual behavior. The analysis was based on young consumer survey represented by young working consumer from North Kuching specifically surrounds the area of CIMB Bank Berhad, Jalan Khoo Hun Yeang branch with a quota sample of 200 respondents. The results of the study revealed that the attitude of the consumers towards SMS advertising are reflected by personalization, non-irritation, credibility, informativeness, entertainment and monetary benefit. The study suggested that in order to increase the acceptance of SMS advertising, marketers should be careful in sending SMS advertising that are considered irritating. Therefore, sending non-irritating SMS advertisement is crucial in SMS advertising so that users would develop positive attitudes towards SMS advertising. Besides that, the marketers should also focus sending messages that concern on the credibility issues. In this study also revealed that credibility also can affect the young working consumers' attitude neither favorable nor unfavorable.

Key words: SMS, mobile phones, young, consumer, attitudes, advertising

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SMS Advertising: Young Working Consumers' Attitude Towards Receiving SMS Advertising

Chapter 1: Introduction

1.0 Introduction

Organizations today operate in an environment that is characterized by constant change and an increase in competition as a result of globalization. As per stated by Zyman and Brott (2002), the major change in the market place is that consumers have a greater selection with regards to products and services and those organizations should become more conscious of their advertising efforts. Organizations now view advertising as an investment and tend to value over-communication with consumers, resulting in greater budgets for advertising departments than in the past (Zyman & Brott, 2002). Technological advancements have provided various new mediums for advertising to consumers and have further allowed for organizations to better reach consumers with regards to the frequency and impact of advertising (Bothma, Plessis, Jordaan, & Herdeen, 2003). This need to create new mediums for advertising has lead to the creation of new age media such as the internet via email and websites, and cellular technology by using short message service (SMS).

According to Bamba and Barnes (2007), mobile phones have become apparently ever-present because they are seen everywhere. Mobile advertising has also become one of the trendiest applications in mobile commerce, predominantly in the form of SMS advertising (Muzaffar & Kamran, 2011). Mobile advertising includes the activities that deliver advertisements to mobile devices using wireless network for creating brand awareness and promoting the products to the prospective customers (Yunos & Gao, 2004). One of those new modes of advertising is via short message service (SMS) to handheld devices, notably mobile phones (Bamba & Barnes, 2006). SMS, known as *Short Message Services*, is a store and forward communication system for the mobile phone (Bamba & Barnes, 2007). SMS is a form of *Instant Messaging system* and allows users to send alphanumeric messages of up to 160 characters to any GSM phone (Leung, 2007). According to the GSM Association, cell phone users send more than 10 billion SMS messages each month, thus making SMS the most popular mobile data service (Bamba & Barnes, 2007).

Chapter 2: Literature Review

2.0 Introduction

A literature review was important in formatting the structure of this study. This chapter reviewed relevant literature that assisted the researcher in identifying the core knowledge of the study that helped in shaping the study's framework and developed survey instrument in this study. This chapter presented the following subtopic:

2.1 SMS Advertising

SMS advertising is a part of mobile marketing that utilizes the SMS technology. It allows marketers to send messages to consumers through the use of a mobile device (Zhang and Mao, 2008) and is considered as a form of one-to-one marketing (Xu & David, 2006). It enables marketers to promote goods, services and ideas through personalized, context driven and relevant messages that are sent directly to individual consumers (Rohm and Sultan, 2005; Grant and O'Donohoe, 2007; Xu, 2006; Muk and Babin, 2006). SMS messaging system has been predominantly used as a communication tool between friends, family, and peers. However, businesses have effectively implemented SMS advertising to update their customers, and track people and parcels (Leung, 2007). Furthermore, SMS advertising has also encouraged marketers to send coupons to consumer's mobile phones (Xu, 2006; Varshney and Vetter, 2002). For example, consumer brands like Adidas, Coke, and Dunkin Donuts have already implemented and developed mobile marketing communication campaigns targeted at the youth market (Grant and O'Donohoe, 2007).

In addition, SMS advertising is also commonly used to reinforce other traditional media such as broadcast and print media (Zhang and Mao, 2008). SMS advertisements have the capability to capture consumers' attention, cause a response action, and help build brand awareness (Muk and Babin, 2006; Yunos et al., 2003). For marketers, SMS advertising offers several advantages such as, usefulness, perceived ease of use, cost effectiveness, ubiquity, immediacy, intrusiveness, and niche targeted (Rettie and Brum, 2001; Zhang and Mao, 2008).