

Advertising through Mobile Phone: Efficiency, Excellence & Potentials in Bangladesh

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Abstract

The study investigates the efficiency level of advertising through mobile phone and also explores the recent status, potentials and practices of advertising through mobile phone in Bangladesh. The paper also measures the extent of advertising through the medium of mobile phone as new communication technology. A mobile phone ad, or mobile advertising, is a type of marketing that uses mobile phones to generate advertisements.1 By sending advertisements to cell phone users, a company can effectively reach billions of people. Advertising through MOBILE PHONE is a rapidly growing sector providing brands, agencies marketers the opportunities to connect with the consumers beyond traditional and digital media and directly on their mobile phone. The explosive growth of wireless as a communication medium offering new advertising opportunities and demanding the wireless become a new channel of the marketing communication mix. Mobile advertising has proven to be more efficient than Internet advertising, though the two are often compared.

Index terms— SMS, MMS, GSM, CDMA, SMSC, WAP, PNG, JPEG, GIF, BMP, PDA, MSC. MNC, NC, NGO.

manipulate an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. This type of work belongs to a category affective labor In Latin, ad vertere means "to turn toward." The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new such as blogs, websites or text messages. Commercial advertisers often seek to generate increased consumption of their products or service through "branding," which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental organization.

Traditional mass media like TV, Radio, Newspaper, Magazines, and Billboards are too much expensive to execute advertising cost. These media also has some drawbacks also. These are mostly one way communication and not able to achieve immediate feedback and response from audience. On the other hand the study reveals that advertising through mobile is cost effective and has two way communication. So it has the ability to achieve target customer response and feedback. For this advertising agencies are continuously looking for innovative media for their advertisements of products, services and corporate brand image. Mobile advertisements and internet based social media are the most mentionable. So Advertising through MOBILE PHONE is a rapidly growing sector, providing brands, agencies & marketers the opportunities to connect with the consumers beyond traditional and digital media and directly on their mobile phone. The explosive growth of wireless as a communication medium offering new advertising opportunities and demanding the wireless Introduction dvertising is a form of communication for marketing and used to encourage, persuade, or A become a new channel of the marketing

45 communication mix. So the study actually reveals the efficiency level and excellence through mobile phone
46 advertising.

47 1 II.

48 2 Research Objectives

49 The study is aimed at gaining an understanding of using mobile phone as communication tool and to measure
50 the efficiency of this devices as the medium of advertisements, whether these devices are able to create positive
51 impact on customers for advertisements in Bangladesh and motivate them to purchase more.. The study also has
52 the objective to find out whether these mobile phones are able to create an authentic platform of communication
53 for advertisement message between companies and customers. In brief the concrete objectives were: 1. To gain
54 an understanding of mobile advertisements.

55 2. The main objective of the study is to measure the efficiency level of mobile advertisements as communication
56 tool. 3. To find the extent, that whether advertisements through mobile phone are able to create an authentic
57 platform of communication for advertisement message between companies and customers.

58 3 III.

59 4 Research Design (Methodology) a) Research Approach

60 ? This is a quantitative research, in some cases qualitative approach has been applied.

61 ? At first phase an exploratory research has been conducted to understand the nature of problem and its
62 subcomponents.

63 ? After analyzing all relevant data by excel and SPSS, a descriptic method has been applied to present the
64 findings.

65 5 b) Sources of Data

66 To meet the research objectives both primary and secondary sources of data have been used. More emphasis is
67 given on primary data to conduct the research program authentically. ii. Secondary Sources (Mean, standard
68 deviation, and frequency distributions.)

69 ? Different Graphs, Tables, Charts and others instruments are used to make presentable the research results
70 (Findings).

71 6 IV. Mobile Advertisements: Emergence and Developments 72 History

73 Mobile advertising is a form of advertising via mobile (wireless) phones or other mobile devices. It is a subset of
74 mobile marketing. 1 It is probable that advertisers and media industry will increasingly take account of a bigger
75 and fast-growing mobile market, though it remains at around 1% of global advertising spent. 3 Mobile media is
76 evolving rapidly and while mobile phone will continue to be the mainstay. So if we want to discuss about the
77 Mobile Advertising we will have to know about the history of mobile phone & history of SMS through mobile
78 phone. On the old days, mobile phones were big and heavy, the size was getting to shrink down in the late of
79 1980s. Afterward, the much smaller mobile phones became popular and common in 1990s. The development
80 happened along with the addition of new features such as note-taking, personal organization, and email 3 .

81 Furthermore, the text message service was also becoming available in 2G mobile phone in the early 1990s.
82 Today, mobile phones have become the greatest means of technology to enable the real time communication with
83 the family or friends 4 .

84 7 b) History of SMS through mobile phone

85 The SMS concept was developed in the Franco-German GSM cooperation in 1984 by Friedhelm Hillebr and
86 and Bernard Ghillebaert. The innovation in SMS is Short. The GSM is optimized for telephony, since this
87 was identified as its main application. The key idea for SMS was to use this telephony-optimized system, and
88 to transport messages on the signaling paths needed to control the telephony traffic during time periods when
89 no signaling traffic existed. In this way, unused resources in the system could be used to transport messages
90 at minimal cost. However, it was necessary to limit the length of the messages to 128 bytes (later improved
91 to 140 bytes, or 160 characters) so that the messages could fit into the existing signaling formats. 5 This
92 concept allowed SMS to be implemented in every mobile station by updating its software. This concept was
93 instrumental for the implementation of SMS in every mobile station ever produced and in every network from
94 early days. Hence, a large base of SMS capable terminals and networks existed when the users began to utilize
95 the SMS. A new network element required was a specialized short message service center, and enhancements
96 were required to the radio capacity and network transport infrastructure to accommodate growing SMS traffic.
97 6 3 <http://techicore.com/communications-and-mobile/mobile-phones/8-abrief-history-of-mobile-phones>.

98 The first SMS message was sent over the Vodafone GSM network in the United Kingdom on 3 December 1992,
99 from Neil Pap worth of Sema Group (now Airwide Solutions) using a personal computer to Richard Jarvis of
100 Vodafone using an Orbitel 901 handset. The text of the message was "Merry Christmas". 7 The first commercial
101 deployment of a short message service center (SMSC) was by Aldiscon (now Acision) with Telia (now Telia
102 Sonera) in Sweden in 1993, followed by Fleet Call (now Nextel) in the US, Telenor in Norway and BT Cellnet
103 (now O2 UK) later in 1993. Most early GSM mobile phone handsets did not support the ability to send SMS
104 text messages, and Nokia was the only handset manufacturer whose total GSM phone line in 1993 supported
105 user-sending of SMS text messages. 8

106 8 c) What is Mobile Advertising

107 Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by any
108 identified sponsor. ?? Advertising can be used to build up a long-term image for a product or trigger quick sales.
109 Advertising can efficiently reach geographically dispersed buyers. Just the presence of advertising can have good
110 impact on sales: consumers might believe that heavily advertised product must offer good value. If a business
111 truly wants to succeed in this challenging world of business, it is require that they should always use a series of
112 promoting secrets that most people are not using.

113 A mobile phone ad, or mobile advertising, is a type of marketing that uses mobile phones to generate
114 advertisements. By sending advertisements to cell phone users, marketing companies can effectively reach billions
115 of people. Mobile advertising has proven to be more efficient than Internet advertising, though the two are often
116 compared.

117 This unobtrusive two-way communications caught the attention of media industry and advertisers as well as
118 cell phone makers and telecom operators. Eventually, SMS became a new media -called the seventh mass media
119 channel by several media and mobile experts -and even more, it is a two-way mobile media, as opposed to one-
120 way immobile media like radios, newspapers and TV. Besides, the immediacy of responsiveness in this two-way
121 media is a new territory found for media industry and advertisers, who are eager to measure up market response
122 immediately.

123 Using cell phones to distribute advertisements to users is a crucial part of the marketing industry. With the
124 introduction of the cell phone, marketers found that users could be reached quickly, and that ads were difficult
125 for users to avoid. Many companies rely now on the mobile phone ad to spread the word about a product or
126 service. While this type of marketing has proven extremely effective, there is also one major drawback to the
127 mobile phone ad.

128 9 d) Types of Mobile Advertising

129 In some markets, this type of advertising is most commonly seen as a Mobile Web Banner (top of page) or
130 Mobile Web Poster (bottom of page banner), while in others, it is dominated by SMS advertising (which has
131 been estimated at over 90% of mobile marketing revenue worldwide) ?? . Other forms include MMS advertising.
132 There are hundreds of handsets in the market and they differ by screen size and supported technologies (e.g.
133 MMS, WAP 2.0). For color images, formats such as PNG, JPEG, GIF and BMP are typically supported, along
134 with the monochrome WBMP format.

135 10 e) SMS Advertising

136 In this competitive world, where in each step you will find competition. In order to have win win position in
137 this competitive world there should be some strong weapons to be used to have winningedge. One of the strong
138 weapons is advertising through SMS. In the current scenario people are lacking time, there is a very urgent need
139 for quick and effective communication system. Bulk SMS Solutions are considered as the safest and quickest
140 mode of communication. The GSM specification which is part of Short Message Service or SMS is also commonly
141 referred to as text messaging or "texting" as well. SMS can be sent with the help of mobile phone to another
142 mobile phone, a regular land line, a handheld device such as a personal digital assistant (PDA), or a computer
143 connected to the Internet. The marketers have found a new way of advertising to reach the consumers with the
144 growth in the cellular market. Millions of SMS or more are sent in a month. SMS advertising has emerged as
145 the most suitable and effective medium for advertising due addiction towards SMS and its popularity among
146 youths.SMS has brought a new way of doing marketing communication for the advertisers to reach their clients
147 in any part of the world at any time. With the minimum possible costs one can easily use SMS gateways to
148 generate the maximum awareness in client's mind. For brand recalling the SMS gateway can also be used. Today
149 companies are using this method to reach out to their clients' base. The clients' can be inclined to purchase by
150 boosting with the text messages. From mobile phones we can send and receive Short Message Service. Content
151 of Short Message Service is limited to 160 characters. SMS can be sent to mobile phones and pagers with the
152 help of SMS Gateway. Bulk SMS can be sent with the advances in SMS technology, through which it has become
153 easy to send around the world, whether it will be a single message, or a multiple message i.e. the list containing
154 millions of numbers. SMS can be sent via a web based interface or connecting the own application direct to their
155 gateway via the internet depending upon the need, company can select a SMS solution. One can deliver bulk
156 SMS quickly, cheaply and reliably by using bulk SMS.

157 SMS advertising is such type of mobile phone ad that tends to gain favorable results. A SMS advertisement
158 appears on a user's phone as a short message; these messages often look like normal text messages. One advantage
159 of SMS is that while even in conference, users are able to send and receive brief messages unobtrusively, while
160 enjoying privacy. Even in such environments as in a restaurant, café, bank, travel agency office, and so on, the
161 users can enjoy some privacy by sending/receiving brief text messages in an unobtrusive way.

162 11 i. MMS Advertising

163 12 Multimedia

164 Messaging Service (MMS) advertising is another way of reaching consumers. MMS messages pop-up while a user
165 is attempting to play a game, or download Internet content.

166 ii. Mobile web Advertising Mobile Web Banners and Mobile Web Posters are the popular types of mobile
167 advertising. A Mobile Web Banner refers to an advertisement that is placed at the top of a mobile phone screen.
168 A Mobile Web Poster is similar to a Mobile Web Banner, only this banner is placed at the bottom of a phone's
169 screen.

170 13 f) Comparison with the Types

171 A study by Harris Interactive, a research firm, showed that about 7 percent of the American mobile phone users
172 would be interested in receiving SMS ads. ??0 Marketing is important to publicize about the company, its
173 product, brand name and services and every business man wants his business to grow. Today, using Bulk SMS
174 has become a wide choice with the world of business to spread a word about their company globally. And this
175 is happening with the eventual change in the mobile technology. Mobiles have become life of people as wherever
176 they go they carry it, this is because mobiles are cheap and can be used anywhere.

177 To receive MMS advertising it will require to enable MMS option on phone set and for enabling MMS it will
178 required to enable internet on mobile and the mobile hand set must be support the enabling internet option.

179 At Another advantage of SMS is that while even in conference, users are able to send and receive brief messages
180 unobtrusively, while enjoying privacy. Even in such environments as in a restaurant, café, bank, travel agency
181 office, and so on, the users can enjoy some privacy by sending/receiving brief text messages in an unobtrusive
182 way.

183 There is group SMS which is rising in the entrepreneurs as sending SMS to people are quick and easy in it.
184 And SMS can be transmitted to a group of people at once. This is a global service used by many enterprises
185 for different reasons. Anyone can send SMS through it and avail the benefit. g) Comparison with the other
186 advertising media Some of the famous ways of media advertising includes-

187 14 i. Television

188 Television is one of the most powerful sources of media advertising. TV has the maximum capability of reaching
189 almost every home for the whole of 24 hours, but it is one way media and very easy to avoid where sms does not
190 possible to avoid.

191 ii. Newspaper Newspapers also virtually reaches every home all around the world and is one of the major
192 media components. In our country everyone does not read newspaper but now a day's everyone use mobile phone.

193 iii. Internet Among these, Internet has proved to be the most opted and successful media. Businesses can
194 advertise their product through a website and can thus attract huge traffic to it, but one should connect with
195 internet if he/she wants to view the advertisement otherwise the ad is out of his/her sight for ever. For sms ads
196 only a normal configured handset & tele-connection is enough to receive & view the sms ads.

197 15 iv. Magazines

198 Magazines are also a good medium of media advertising. Magazines are limited to a specific category of people
199 who buy them therefore the advertisements in these magazines are for specific audience only. Before advertising
200 the product through media, a business need to keep in mind certain essential aspects that helps in attracting
201 audiences.

202 Putting a lot of money in advertisement does not guarantee success of the product. Therefore put a substantial
203 amount of money only and give priority to content [14]. Due to the presence various media advertising means,
204 it becomes difficult for a business to choose the right medium. Media advertising sources have changed and
205 developed with time. Previously, TV and newspapers were the most sought out ways of promoting a product.
206 Today Internet, telemarketing, and SMS advertisements have brought a drastic change in media advertisement
207 scenario. In this competitive world one of the strong weapons in advertising through sms because of its quick &
208 effective two way communication system. h) Forms of Mobile advertising through advertising:

209 i. Competitions

210 Competition is the most popular form of mobile advertising. The main advantage of competitions is that the
211 prize provides users with a tangible reason to contact the relevant company. If the prize is interesting competitions
212 will have more chance to be successful.

213 There are several kind of mobile competition like Simple entry, Text 'n win, Quiz, SMS Voting etc.

214 ii. Location base service Location Based Services are services which are enhanced with and depend on
215 information about a mobile station's position. Location based services that connect to a distinct location are
216 highly relevant for local advertising such as a person can receive a message including directions to the nearest
217 restaurant or train station.

218 **16 iii. Coupons**

219 Companies can send coupons to mobile phones through SMS. There are some advantages from mobile coupon:
220 targeting based on customer mobile phone numbers; time sensitivity such as receiving a 20% discount on purchases
221 immediately after entering a shop; and efficient handling by scanning the coupon's bar-code at the cash desk.
222 Expert predicts that consumers will use mobile coupons more often than ordinary paper coupons because the
223 coupons will be stored in the mobile phones memory and therefore difficult to misplace or forget-compared to
224 their paper-based equivalents. Customers keep their mobile phone with them and therefore the coupon with them
225 too. iv. Alerts Alerts fit well with mobile media because they are location or time sensitive. Advertisers can
226 reach users at any time because mobile devices are carried along by people wherever they go. Even though
227 text message alerts are practically push-based services, it can work well with other pull-based forms of mobile
228 advertising. For instance, web portal and search engine companies Lycos offer shopping alerts via SMS, being a
229 push-based service the SMS shopping alerts help as a price comparison tool.

230 Alert can also be used to deliver real time information such as sport results, stock quote and business news all
231 for sale purposes it should be permission-based though. It can also be used to get a chat based -service. (ibid) v.
232 Sponsorships Sponsorships for an already established service is another way advertisers can use to reach mobile
233 users. The sponsorship money can be used to add value to the service or reduce costs for customers. To be successful
234 with sponsorship activities the advertiser should care about the service, it should be relevant to the company or
235 brand and the service should target specific users so that the company knows who subscribes to the service.

236 **17 vi. Analysis and Findings**

237 The study asked ten questions about advertising effectiveness through mobile phone to ten MNC, ten NC and ten
238 NGOs in Bangladesh. The survey was conducted according to the same questionnaire. The answer for each
239 question for 30 organizations are arranged by using column chart and pie chart and also expressed as percentage.
240 These are described as follows: From the table and Pie chart it is shown that 13 organizations strongly believed
241 that advertising cost can be reduced by using mobile phone. Another 12 organizations are agreed with that case
242 statement, two of them neither agreed nor disagreed. However 3 companies believed that it is not so possible.

243 In pie chart we can see that, the percentage of the strongly agreed companies are 23, whereas 40% support
244 this statement and 43% strongly agreed on that agreement. Although 10% disagreed with the statement but
245 interestingly neither of them disagreed strongly.

246 **18 b) Conclusion**

247 From this analysis it can be clearly said that for a specific purpose cost of mobile advertising is much lower.

248 Statement 02: Personalized SMS on advertisement can be possible through Mobile Phone. From the above
249 table it is shown that 24 organizations assumed that personalized SMS can be possible through mobile advertising
250 whereas 9 of them strongly agreed and 15 of them agreed. However one of them disagreed. Interestingly 5
251 companies have provided no comments.

252 So it can be said that 50% of the surveyed organizations are agreed with the statement and 30% strongly agreed
253 whereas 17% do not have any comments but 3% of them disagreed that it might not be possible for personalized
254 SMS through mobile phone.

255 **19 b) Conclusion**

256 The statistical data shows that maximum number (80%) of the surveyed organizations believed in personalized
257 SMS on advertisement can be possible through Mobile phone. From the chart, it is shown that 18 companies
258 answered in affirmative whereas 7 companies strongly accept the statement and the rest 11 companies only agree
259 with the statement. Although 6 companies position is neutral but on the other hand 6 companies are disagreed
260 and believed that much more response cannot be achieved.

261 **20 b) Conclusion**

262 Although much more response can be received through mobile phone but it may not sometimes be fruitful.

21 No. of Company

22 Measuring effectiveness of advertising through Mobile Phone

The pie chart illustrates that 37% of the surveyed companies are agreed with the statement and therefore 23% strongly agreed whereas 20% have no comments but 20% of them disagreed where 7% strongly denied that much more response cannot be achieved.

23 a) Interpretation

From the above table and chart it is shown that 18 companies of them strongly believed that advertising through mobile phones are able to create local demand. Other 5 companies are agreed with this case statement. But 5 of them neither agreed nor disagreed. However 2 companies believed that it is not so possible.

In pie chart it is seen that, 60% support this statement and agreed although 7% disagreed with the statement. But both 17% of the companies agreed and at a same time have no comment.

24 b) Conclusion

From this analysis, we can say that local demand can be easily created through mobile phone advertisement.

Statement 05: Advertising clutter can be removed through Mobile phone. From the above table and chart it is shown that 5 companies are strongly believed with the statement and 20 companies just agree with the above statement whereas (8 companies) are disagreed and One of them is strongly disagreed. Two of them expressed no comments.

It can be said that 50% of the companies think that advertising clutter can be removed by advertisements through mobile phone whereas approximately half of them disagreed. 17% strongly believed and 7% have no comment.

25 b) Conclusion

Though it is possible to remove advertising clutter through mobile add, it may sometimes make customer more bored.

Statement 06: Instant response can be possible with mobile advertisement than those of other media. From the above table and chart it is shown that 24 companies believed that it is possible to gain instant response through mobile phone whereas 8 companies are strongly agreed to this statement. 3 companies have no comment. However 3 others of them disagreed including one company strongly disagreed.

Instant response from customer can be received is believed by 80% of surveyed companies whereas 27% strongly agreed and 53% just agreed with the statement. Neither agreed nor disagreed companies are about 10%. Beside 7% disagreed and 3% strongly disagreed with the statement.

26 b) Conclusion

According to the maximum companies of the surveyed has found that it is much easier to get instant responses to the mobile add than those of advertising through other media.

Statement 07: Maximum reach can be possible than those of other media. In the figure, it is shown that 20 companies believed that maximum reach can be possible through mobile phone where 12 companies strongly agreed and 8 others just agreed with the statement. However 5 companies disagreed with the statement and 5 others have no comments.

Pie chart analysis shows that about 67% of the surveyed company agreed with the statement in which 40% of the companies are strongly hold their agreement and 27% agreed. There is no company who strongly disagreed but 17% of the companies disagreed and 17% has no comment.

27 b) Conclusion

From the analysis it can be strongly said that for it is easier to reach a maximum coverage than those of other media.

Statement 08: Frequency rate or a customer can read the SMS more than one time. Above chart illustrates that 24 numbers of the companies are agreed with the statement in which 10 companies strongly believed with the statement and other 14 companies hold their support in the case statement. Only 4 companies disagreed and 2 of them has neither agreed nor disagreed.

The pie chart describes that 47% are agreed with the statement and 33% supports strongly. So approximately 80% believed that customer can read the SMS more than one time. 13% of the companies think that it may bore the customers. And 7% of the company position is neutral.

314 **28 b) Conclusion**

315 We can say that a customer can read the mobile advertisement i.e. SMS more than once if the advertisement
316 is much more interesting and attractive. From the above analysis it can be strongly said that 18 companies
317 among the 30 surveyed companies are strongly hold their position in this statement and another 10 companies
318 also believe this statement. Therefore, two other companies are neutral.

319 The pie chart exhibits the maximum number of companies which strongly believed that customer feels him as
320 an important person which is about 60% and another 33% agree with this statement. Only 7% of the companies
321 did not agree in this statement.

322 **29 b) Conclusion**

323 In fact, a customer considered him as an important one for the company when the company treats the customer
324 as an important which can be easily understand by the mobile advertisement.

325 **30 b) Conclusion**

326 For maximum cases it might be possible to preserve our local culture through mobile advertising as it is not
327 possible to see the western culture through mobile advertisement.

328 V.

329 **31 Recommendations**

330 After analyzing all relevant data and information and from the research results the following recommendations
331 are necessary.

332 1. The companies and government should take initiative to increase Mobile user so that all level and class of
333 customers can be reached.

334 **32 The mobile operator should reduce SMS and MMS**

335 cost so that all organizations can utilize these services for mobile advertisements. These will bring benefit both
336 of them.

337 **33 All types of features and innovative features should**

338 be added in mobile phone so that advertising through can be more effective than those of other media. 4. Network
339 facilities of every mobile company should be strong and enriched so that all mass people in rural areas can be
340 reached.

341 5. The appeal of the mobile device as a business tool is not hard to understand. Most of the working and
342 non-working time we spent together with mobile phone. So we have to get benefit of it. 6. The mobile phone
343 operators should have some easy and cost effective way to use their SMS gateway so that the business groups
344 can easily send SMS to their potential clients.

345 **34 Conclusion**

346 The paper has given an account of the awareness level of the using mobile phone as tool for advertisement of
347 products. It has revealed how much companies and customers are aware, what they know, how they response,
348 and why they involve with this mobile advertisements. The study was an attempt to investigate the actual level of
349 efficiency and awareness level of mobile advertisements and how much these shows act as a common and authentic
350 platform of communication between customers and companies. It also revealed that different advertisement media
351 present a particular characteristics in different ways which lead the customers and companies's towards ambiguity.
352 There is no doubt that it is very much significant for a company to reach his product to the customers. In this
353 case advertising and promotion for the companies or organization's product are very much important. For this
354 reason all organizations always select different media for advertising their product in the industry. In this analysis
355 it is seen that mobile advertising might be a new idea but it seems to be much more efficient and company find
356 interests on this media. Specially some company which sell the daily products and services gain much return and
357 they get huge responses. The also illustrates this matter. For maximum cases it seems to be positive but in some
358 cases it is difficult to advertise. Since this medium is possible to reach at maximum level, so the obstacles of
359 mobile advertising must be solved and take necessary steps so that this can be much more attractive and popular
360 medium for product advertisement and promotion.

361 In the developed countries, research has been conducted on this topic to measure awareness and efficacy level
362 of customers and companies. But there was perhaps no research or any works are done on this topic in the
363 area in Bangladesh. As a primary and early research, it has initiated just to explore the knowledge in this field.
364 Hopefully the research results or outputs would provide a basis for further research on mobile advertisements and
365 encourage future researchers. It would be also helpful for various companies, NGOs, GOs, MNCs and marketing



Figure 1: i. Primary Source 1 .



Figure 2:

| Advertising Type | Hand Set Required | Service Connection Type |
|--------------------------|---|--|
| To receive SMS ads | Normal & minimum specification | Only tele connectivity |
| To receive MMS ads | Normal but minimum MMS enabled | Tele connectivity & internet connection & MMS activation |
| To browse Mobile web ads | High resolution & minimum WAP 2.0 supported | Tele connectivity & internet connection & WAP activation |

Chart-01: Comparison with the mobile phone advertising types.

So we can see there are some high requirements of handset to receive MMS ads & to browse mobile web ads. This type of required handset & connections are not common use in Bangladesh. So in this paper I will focus on SMS advertising because- It does not require any additional functionality from the mobile phone, all devices available today are capable of receiving SMS.

Figure 3:

Measuring effectiveness of advertising

| | Strongly Agree | Agree | Neither Agree nor Disagree | Disagree | Strongly Disagree |
|----------------------------|----------------|-------|----------------------------|----------|-------------------|
| through Mobile Phone | 0% | 7% | 33% | 0% | 0% |
| Agree | 0 | 5 | 0 | 0 | 0 |
| Neither agree nor Disagree | 0 | 0 | 0 | 0 | 0 |
| Disagree | 0 | 0 | 0 | 0 | 0 |
| Strongly Disagree | 0 | 0 | 0 | 0 | 0 |

Strongly Agree From the above chart and table it is shown that 0 2 4 6 8 10 12 14 16 18 (16+5) or 21 comp

Figure 4: of Company Measuring effectiveness of advertising through Mobile Phone

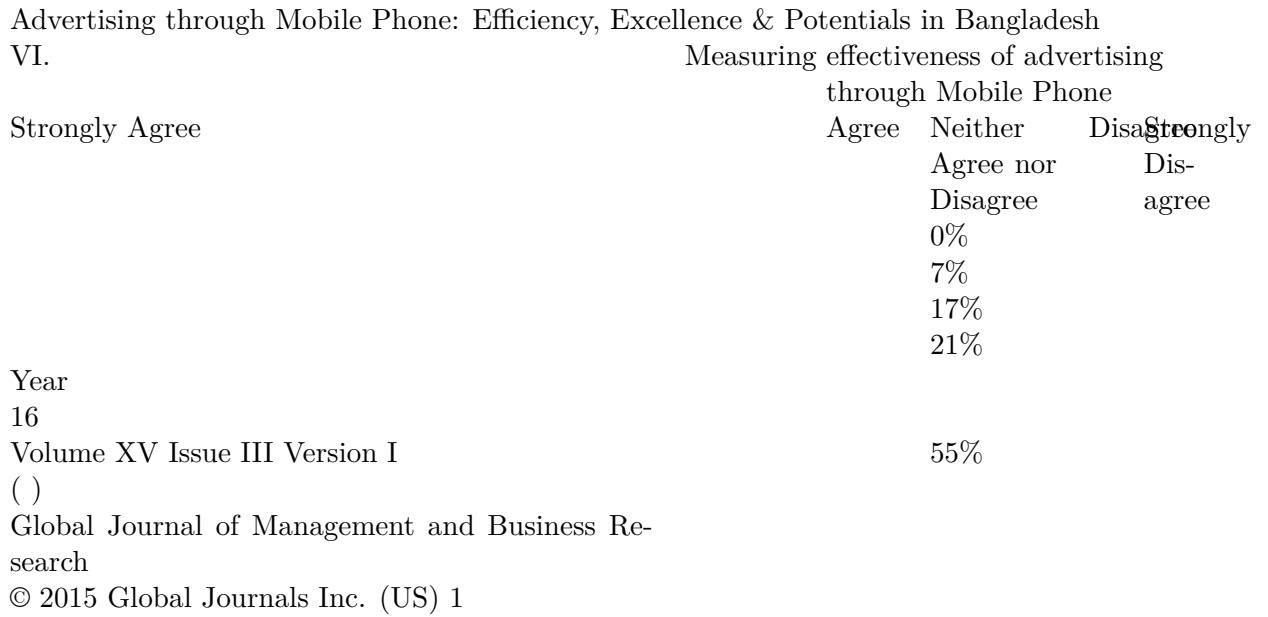


Figure 5:

366 specialists and consultants and other stakeholders in their profession, since the paper gives some insights into the
 367 investigation and circumstances of mobile advertisements. ^{1 2 3 4}

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<http://techicore.com/communications-and-mobile/mobile-phones/8a-brief-history-of-mobile-phones.6> Master's Thesis on Mobile Advertising by Hoang Ngaluong, 2007 Advertising through Mobile Phone: Efficiency, Excellence & Potentials in Bangladesh © 2015 Global Journals Inc. (US)

²http://en.wikipedia.org/wiki/Mobile_phone_content_advertising

³Journal of Theoretical and Applied Information Technology [www.jatit.org]

⁴© 2015 Global Journals Inc. (US)

368 (e) Strongly disagree.

369 .1 Signature of the Position holder

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