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

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ADVERTISINGTHROUGHMOBILEPHONEEFFICIENCYEXCELLENCEPOTENTIALSINBANGLADESH

Strictly as per the compliance and regulations of:

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I. Introduction

Advertising is a form of communication for marketing and used to encourage, persuade, or 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 advertisings opportunities and demanding the wireless become a new channel of the marketing communication mix. So the study actually reveals the efficiency level and excellence through mobile phone advertising.

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II. Research Objectives

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

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

III. Research Design (Methodology)

a) Research Approach

- This is a quantitative research, in some cases qualitative approach has been applied.
- At first phase an exploratory research has been conducted to understand the nature of problem and its subcomponents.
- After analyzing all relevant data by excel and SPSS, a descriptic method has been applied to present the findings.

b) Sources of Data

To meet the research objectives both primary and secondary sources of data have been used. More emphasis is given on primary data to conduct the research program authentically.

i. Primary Source

1. A model questionnaire has been developed to elicit essential data. The Questionnaire is structured in nature and contain 10 questions in which all are close-ended questions.

Population: All MNC, NC and NGO in Bangladesh

Sampling technique: Purposive sampling technique was used to select specific students who use mobile phone to communicate advertisement message.

Sample Size: 30 organizations (10 MNC, 10 NC, and 10 NGO)

Survey area: Dhaka, Bangladesh

2. Informal interviews with mobile advertisements experts

3. Observation of using mobile phone as as medium communication.

ii. Secondary Sources

- Books and articles on talk shows
- Various websites

c) Data Analysis Techniques

- Excel and SPSS software has been used to analyze data
- Various statistical methods and formulae has been used.

(Mean, standard deviation, and frequency distributions.)

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

IV. Mobile Advertisements: Emergence and Developments History

Mobile advertising is a form of advertising via mobile (wireless) phones or other mobile devices. It is a subset of mobile marketing. [1] It is probable that advertisers and media industry will increasingly take account of a bigger and fast-growing mobile market, though it remains at around 1% of global advertising spent. [3] Mobile media is evolving rapidly and while mobile phone will continue to be the mainstay. So if we want to discuss about the Mobile Advertising we will have to know about the history of mobile phone & history of SMS through mobile phone.

a) History of mobile phone

In fact, mobile phones have significant history regarding to its development. At first, the mobile phones technology was used in trains throughout Europe during the 1950s. Then it was getting more common as radio communication in taxicabs and emergency vehicles in US. Most of the mobile phones had great size, weight and these were highly cost. It was started to become popular until FCC approved it in 1982[2].

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[1]Wikipedia, the free encyclopedia (Overview),
[2]http://techicore.com/communications-and-mobile/mobile-phones/8-a-brief-history-of-mobile-phones

On the old days, mobile phones were big and heavy, the size was getting to shrink down in the late of 1980s. Afterward, the much smaller mobile phones became popular and common in 1990s. The development happened along with the addition of new features such as note-taking, personal organization, and email[3].

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

b) History of SMS through mobile phone

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

The first SMS message was sent over the Vodafone GSM network in the United Kingdom on 3 December 1992, from Neil Pap worth of Sema Group (now Airwide Solutions) using a personal computer to Richard Jarvis of Vodafone using an Orbitel 901 handset. The text of the message was "Merry Christmas".[7]

The first commercial deployment of a short message service center (SMSC) was by Aldiscon (now Acision) with Telia (now Telia Sonera) in Sweden in 1993, followed by Fleet Call (now Nextel) in the US, Telenor in Norway and BT Cellnet (now O2 UK) later in 1993. Most early GSM mobile phone handsets did not support the ability to send SMS text messages, and Nokia was the only handset manufacturer whose total GSM phone line in 1993 supported user-sending of SMS text messages.[8]

c) What is Mobile Advertising

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by any identified sponsor.[9] Advertising can be used to build up a long-term image for a product or trigger quick sales. Advertising can efficiently reach geographically dispersed buyers. Just the presence of advertising can have good impact on sales: consumers might believe that heavily advertised product must offer good value. If a business truly wants to succeed in this challenging world of business, it is require that they should always use a series of promoting secrets that most people are not using.

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

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

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

d) Types of Mobile Advertising

In some markets, this type of advertising is most commonly seen as a Mobile Web Banner (top of page) or Mobile Web Poster (bottom of page banner), while in others, it is dominated by SMS advertising (which has been estimated at over 90% of mobile marketing revenue worldwide)[9]. Other forms include

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[3]http://techicore.com/communications-and-mobile/mobile-phones/8-a-brief-history-of-mobile-phones.

[4]http://techicore.com/communications-and-mobile/mobile-phones/8-a-brief-history-of-mobile-phones.

[5] http://techicore.com/communications-and-mobile/mobile-phones/8-a-brief-history-of-mobile-phones.

[6] Master's Thesis on Mobile Advertising by *Hoang Ngaluong*, 2007

[7] http://en.wikipedia.org/wiki/Mobile_phone_content_advertising

MMS advertising. There are hundreds of handsets in the market and they differ by screen size and supported technologies (e.g. MMS, WAP 2.0). For color images, formats such as PNG, JPEG, GIF and BMP are typically supported, along with the monochrome WBMP format.

e) SMS Advertising

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

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

i. MMS Advertising

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

ii. Mobile web Advertising

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

f) Comparison with the Types

A study by Harris Interactive, a research firm, showed that about 7 percent of the American mobile phone users would be interested in receiving SMS ads. [10] Marketing is important to publicize about the company, its product, brand name and services and every business men wants his business to grow. Today, using Bulk SMS has become a wide choice with the world of business to spread a word about their company globally. And this is happening with the eventual change in the mobile technology. Mobiles have become life of people as wherever they go they carry it, this is because mobiles are cheap and can be used anywhere.

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

At the same browsing Mobile web advertising it will required internet & high definition hand set.

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

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.

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

There is group SMS which is rising in the entrepreneurs as sending SMS to people are quick and easy in it. And SMS can be transmitted to a group of people at once. This is a global service used by many enterprises for different reasons. Anyone can send SMS through it and avail the benefit.

g) *Comparison with the other advertising media*

Some of the famous ways of media advertising includes-

i. *Television*

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

ii. *Newspaper*

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

iii. *Internet*

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

iv. *Magazines*

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

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

h) *Forms of Mobile advertising through advertising:*

i. *Competitions*

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

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

ii. *Location base service*

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

iii. *Coupons*

Companies can send coupons to mobile phones though SMS. There are some advantages from mobile coupon: targeting based on customer mobile phone numbers; time sensitivity such as receiving a 20%discount on purchases immediately after entering a shop; and efficient handling by scanning the coupon's

bar-code at the cash desk. Expert predicts that consumers will use mobile coupons more often than ordinary paper coupons because the coupons will be stored in the mobile phones memory and therefore difficult to misplace or forget– compared to their paper-based equivalents. Customers keep their mobile phone with them and therefore the coupon with them too.

iv. *Alerts*

Alerts fit well with mobile media because they are location or time sensitive. Advertisers can reach users at any time because mobile devices are carried along by people wherever they go. Even though text message alerts are practically push-based services, it can work well with other pull–based forms of mobile advertising. For instance, web portal and search engine companies Lycos offer shopping alerts via SMS, being a push–based service the SMS shopping alerts help as a price comparison tool.

Alert can also be used to deliver real time information such as sport results, stock quote and business news all for sale purposes it should be permission-based though. It can also be used to get a chat based - service. (ibid)

v. *Sponsorships*

Sponsorships for an already established service is another way advertisers can use to reach mobile users. The sponsorship money can used to add value to the service or reduce costs for customers. To be successful with sponsorship activities the advertiser should care about the service, it should be relevant to the company or brand and the service should target specifics users so that the company know who subscribe to the service.

vi. *Analysis and Findings*

The study asked ten questions about advertising effectiveness through mobile phone to ten MNC, ten NC and ten NGOs in Bangladesh. The survey was conducted according based on same questionnaire. The answer for each question for 30 organizations are arranged by using column chart and pie chart and also expressed as percentage. These are described as followings:
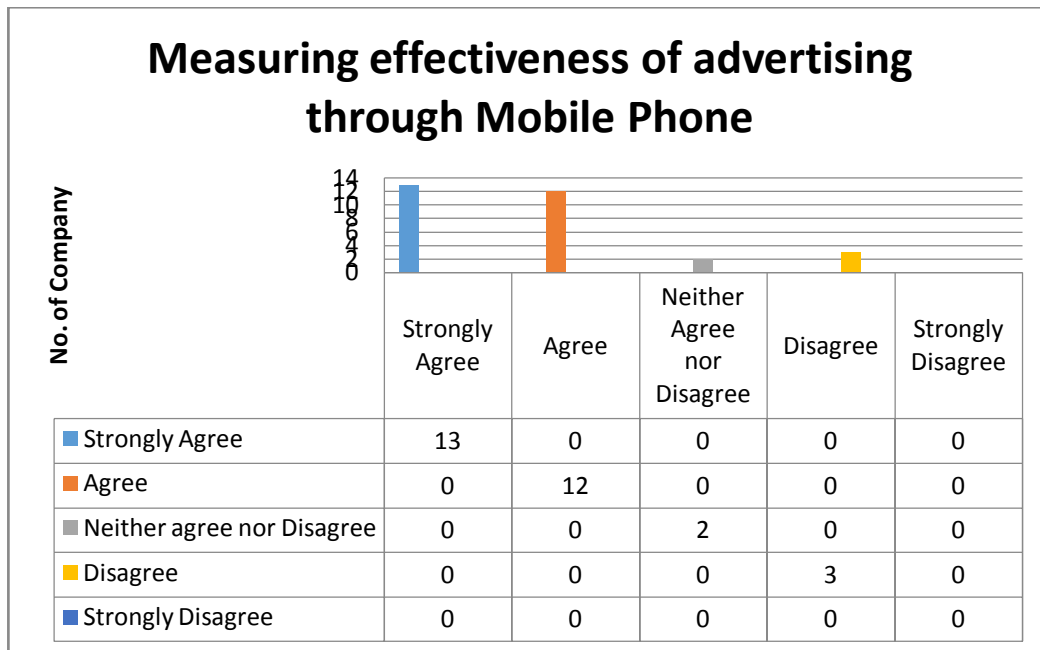
Statement 01:   Cost can be reduced through Mobile advertising.

Measuring effectiveness of advertising through Mobile Phone

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
■ Strongly Agree	13	0	0	0	0
■ Agree	0	12	0	0	0
■ Neither agree nor Disagree	0	0	2	0	0
■ Disagree	0	0	0	3	0
■ Strongly Disagree	0	0	0	0	0

Measuring effectiveness of advertising through Mobile Phone

■ Strongly Agree ■ Agree ■ Neither Agree nor Disagree ■ Disagree ■ Strongly Disagree

0%

10%

7%

43%

40%
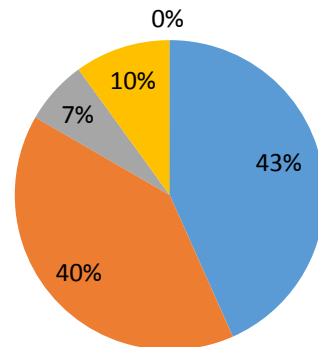
a) Interpretation

From the table and Pie chart it is shown that 13 organizations strongly believed that advertising cost can be reduced by using mobile phone. Another 12 or zations are agreed with that case statement, two of them neither agreed nor disagreed. However 3 companies believed that it is not so possible.

In pie chart we can see that, the percentage of the strongly agreed companies are 23, whereas 4o%

support this statement and 43% strongly agreed on that agreement. Although 10 % disagreed with the statement but interestingly neither of them disagreed strongly.
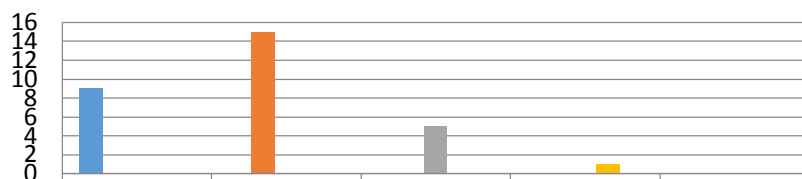
b) Conclusion

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

Statement 02: Personalized SMS on advertisement can be possible through Mobile Phone.

## Measuring effectiveness of advertising through Mobile Phone

No. of Company

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
■ Strongly Agree	9	0	0	0	0
■ Agree	0	15	0	0	0
■ Neither agree nor Disagree	0	0	5	0	0
■ Disagree	0	0	0	1	0
■ Strongly Disagree	0	0	0	0	0

8

Measuring effectiveness of advertising through Mobile Phone

Strongly Agree ● **Agree** ● **Neither Agree nor Disagree** ● **Disagree** ● **Strongly Disagree**

4% 0%

18%

46%

32%
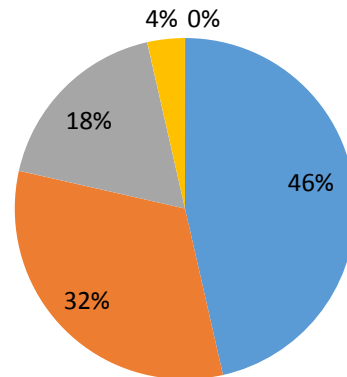
a) Interpretation

From the above table it is shown that 24 organizations assumed that personalized SMS can be possible through mobile advertising whereas 9 of them strongly agreed and 15 of them agreed. However one of them disagreed. Interestingly 5 companies have provided no comments.

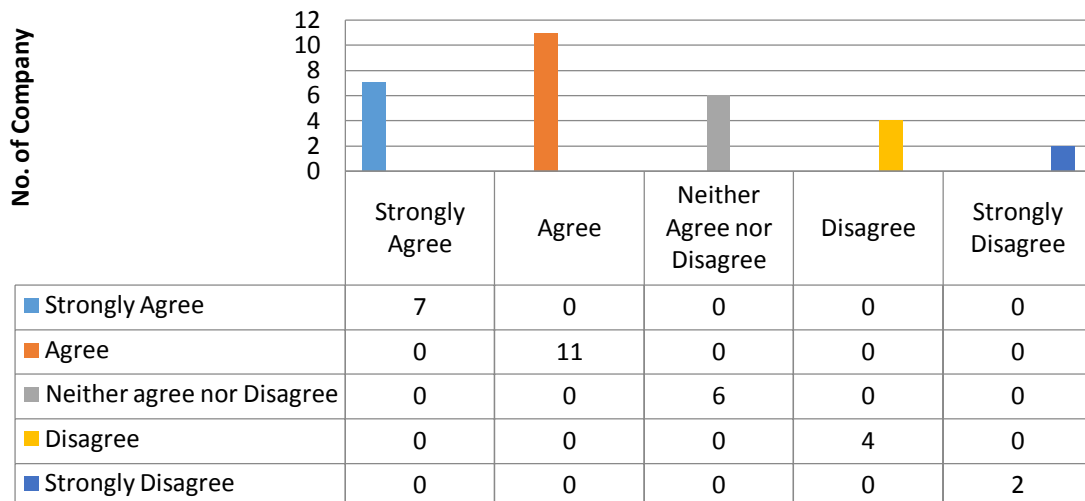So it can be said that 50% of the surveyed organizations are agreed with the statement and 30%

strongly agreed whereas 17% do not have any comments but 3% of them disagreed that it might not possible for personalized SMS through mobile phone.

b) Conclusion

The statistical data shows that maximum number (80%) of the surveyed organizations believed in personalized SMS on advertisement can be possible through Mobile phone.

Statement 03: Much more response can be achieved through mobile advertisement

Measuring effectiveness of advertising through Mobile Phone

No. of Company

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Strongly Agree	7	0	0	0	0
Agree	0	11	0	0	0
Neither agree nor Disagree	0	0	6	0	0
Disagree	0	0	0	4	0
Strongly Disagree	0	0	0	0	2

Measuring effectiveness of advertising through Mobile Phone

- ■ Strongly Agree
- ■ Agree
- ■ Neither Agree nor Disagree
- ■ Disagree
- ■ Strongly Disagree

(Pie chart: 23% Strongly Agree, 37% Agree, 20% Neither Agree nor Disagree, 13% Disagree, 7% Strongly Disagree)
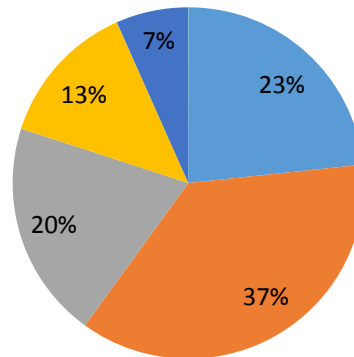
a) Interpretation

From the chart, it is shown that 18 companies answered in affirmative whereas 7 companies strongly accept the statement and the rest 11 companies only agree with the statement. Although 6 companies position is neutral but on the other hand 6companies are disagreed and believed that much more response cannot be achieved.

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 but20% of them disagreed where 7% strongly denied that much more response cannot be achieved.

b) Conclusion

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

Statement 04: Local demand of products can be created.

Measuring effectiveness of advertising through Mobile Phone
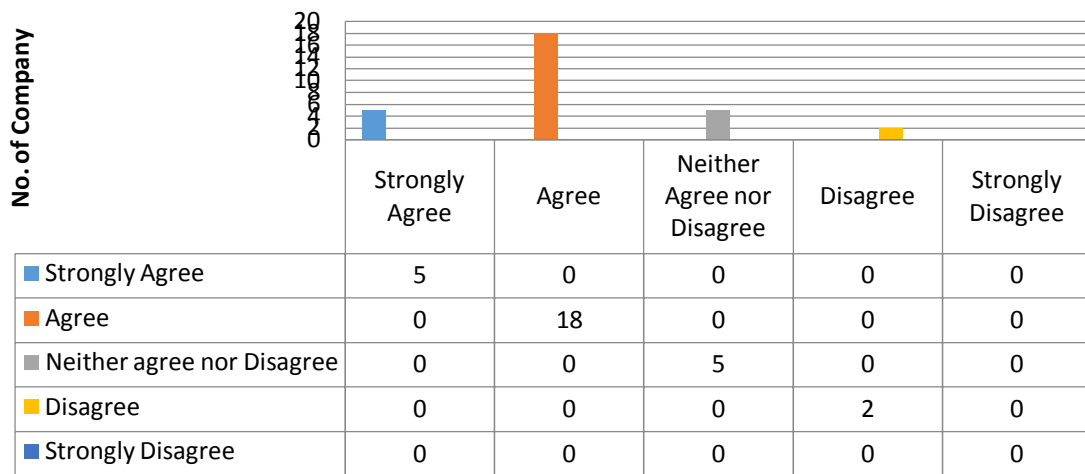
No. of Company	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
■ Strongly Agree	5	0	0	0	0
■ Agree	0	18	0	0	0
■ Neither agree nor Disagree	0	0	5	0	0
■ Disagree	0	0	0	2	0
■ Strongly Disagree	0	0	0	0	0

Measuring effectiveness of advertising through Mobile Phone

- ■ Strongly Agree ■ Agree ■ Neither Agree nor Disagree ■ Disagree ■ Strongly Disagree

0%

16%

60%

17%

7%
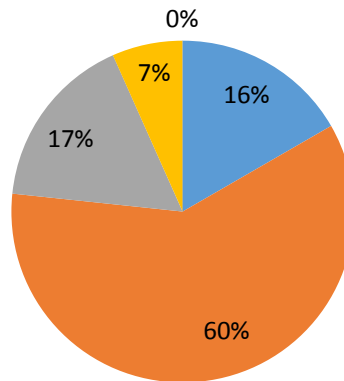
a) Interpretation

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.

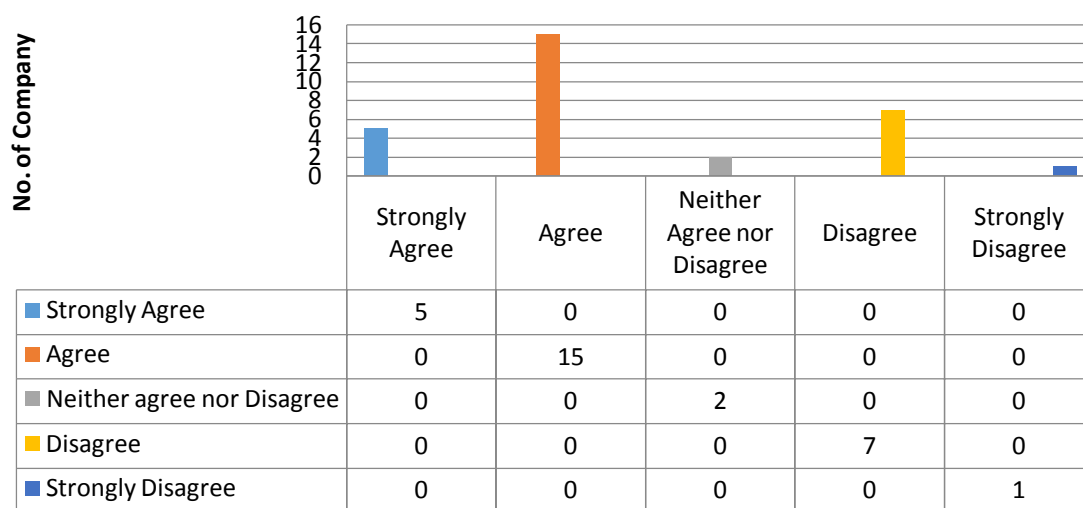In pie chart it is seen that, 60% support this statement and agreed although 7% disagreed with the statement. But both 17% of the companies agreed and at a same time have no comment.

b) Conclusion

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

Statement05: Advertising clutter can be removed through Mobile phone.

Measuring effectiveness of advertising through Mobile Phone

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
■ Strongly Agree	5	0	0	0	0
■ Agree	0	15	0	0	0
■ Neither agree nor Disagree	0	0	2	0	0
■ Disagree	0	0	0	7	0
■ Strongly Disagree	0	0	0	0	1

Measuring effectiveness of advertising through Mobile Phone

■ Strongly Agree ■ Agree ■ Neither Agree nor Disagree ■ Disagree ■ Strongly Disagree
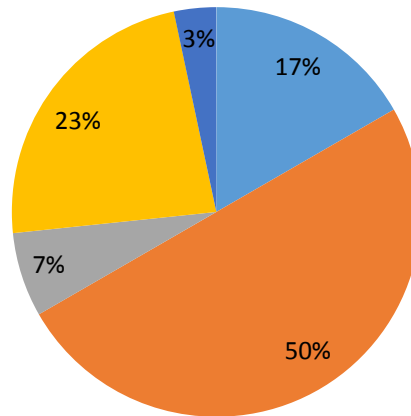
a) Interpretation

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 0ne 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.
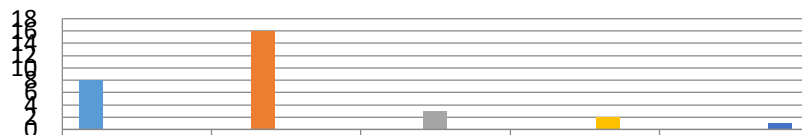
b) Conclusion

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.

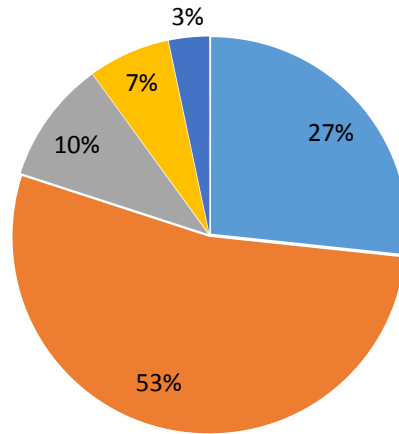## Measuring effectiveness of advertising through Mobile Phone

No. of Company

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
■ Strongly Agree	8	0	0	0	0
■ Agree	0	16	0	0	0
■ Neither agree nor Disagree	0	0	3	0	0
■ Disagree	0	0	0	2	0
■ Strongly Disagree	0	0	0	0	1

Measuring effectiveness of advertising through Mobile Phone

a) Interpretation

From the above table and chart it is shown that24 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
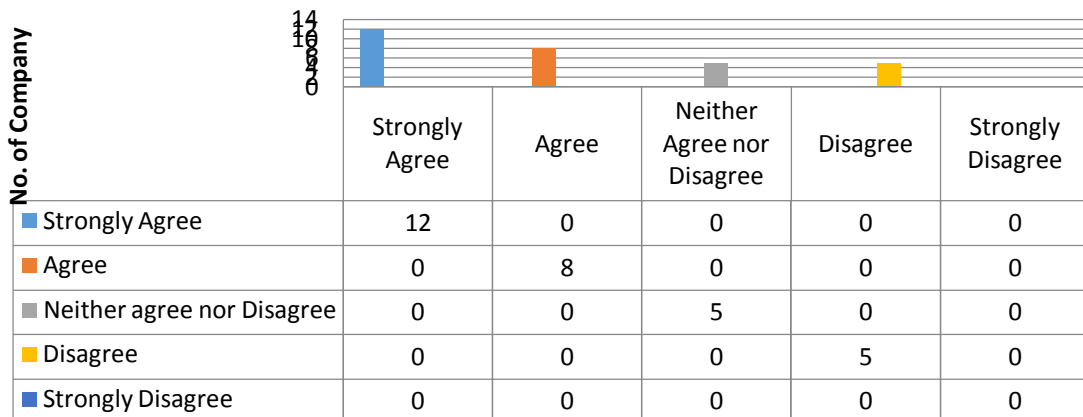
whereas 27% strongly agreed and 53% just agreed with the statement. Neither agreed nor disagreed companies are about 10%. Beside 7% disagreed and 3% strongly disagreed with the statement.

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.

Measuring effectiveness of advertising through Mobile Phone

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Strongly Agree	12	0	0	0	0
Agree	0	8	0	0	0
Neither agree nor Disagree	0	0	5	0	0
Disagree	0	0	0	5	0
Strongly Disagree	0	0	0	0	0

Measuring effectiveness of advertising through Mobile Phone

■ Strongly Agree ■ Agree ■ Neither Agree nor Disagree ■ Disagree ■ Strongly Disagree
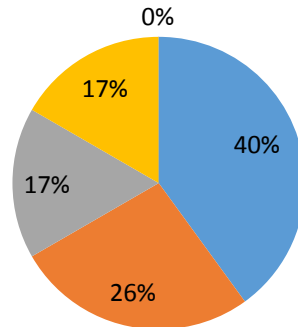
a) Interpretation

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.

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.

Measuring effectiveness of advertising through Mobile Phone
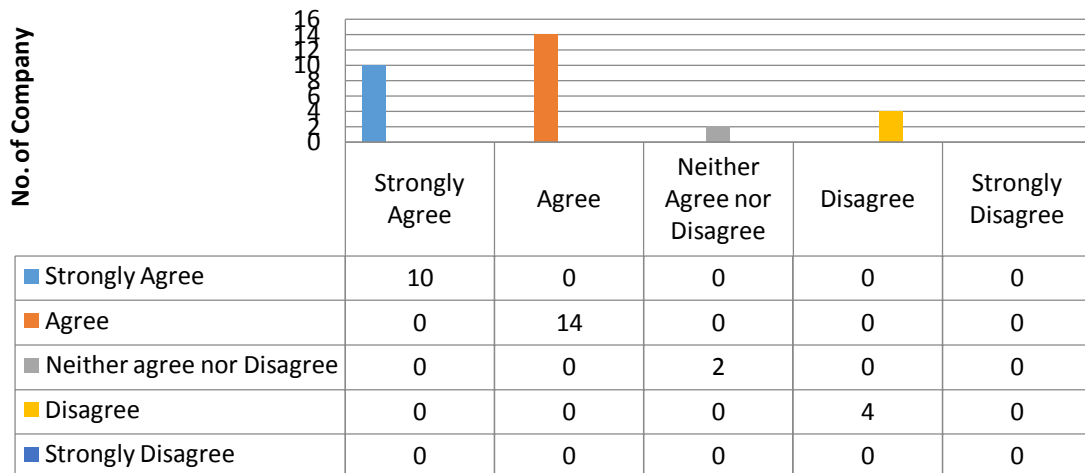
No. of Company	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
■ Strongly Agree	10	0	0	0	0
■ Agree	0	14	0	0	0
■ Neither agree nor Disagree	0	0	2	0	0
■ Disagree	0	0	0	4	0
■ Strongly Disagree	0	0	0	0	0

14

Measuring effectiveness of advertising through Mobile Phone
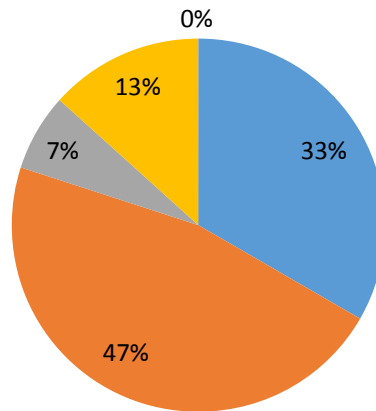
a) Interpretation

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.

b) Conclusion

We can say that a customer can read the mobile advertisement i.e. SMS more than once if the advertisement is much more interesting and attractive.

Statement 09: In mobile add, Customer think that the advertiser consider him as an important person.

Measuring effectiveness of advertising through Mobile Phone
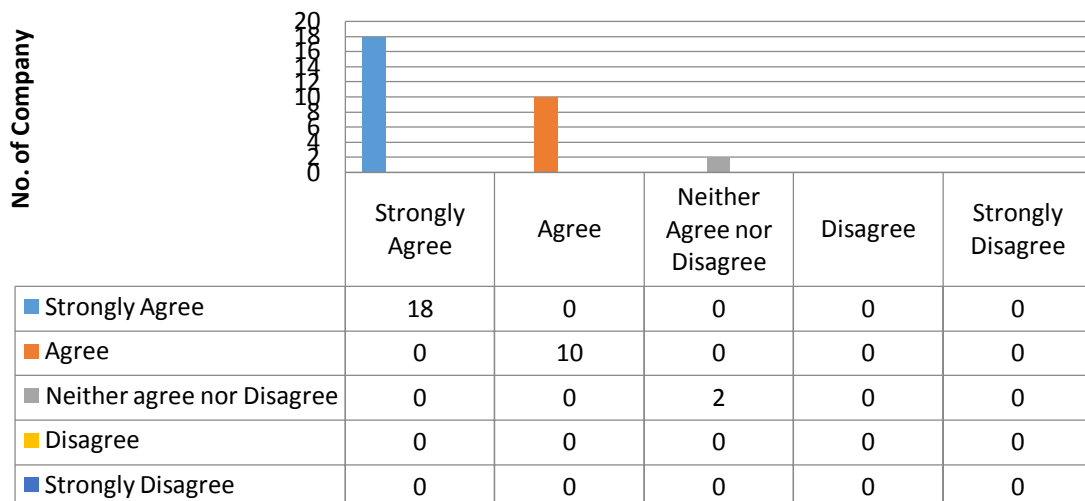
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Strongly Agree	18	0	0	0	0
Agree	0	10	0	0	0
Neither agree nor Disagree	0	0	2	0	0
Disagree	0	0	0	0	0
Strongly Disagree	0	0	0	0	0

Measuring effectiveness of advertising through Mobile Phone

■ Strongly Agree ■ Agree ■ Neither Agree nor Disagree ■ Disagree ■ Strongly Disagree

0% 0%

7%

33%

60%

15
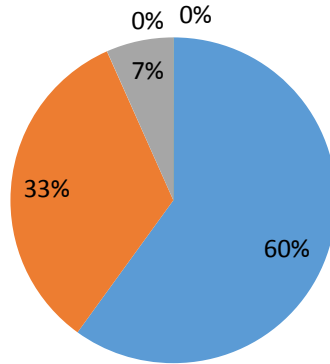
a) Interpretation

From the above analysis it can be strongly said that 18 companies among the 30 surveyed companies are strongly hold their position in this statement and another 10 companies also believe this statement. Therefore, two other companies are neutral.

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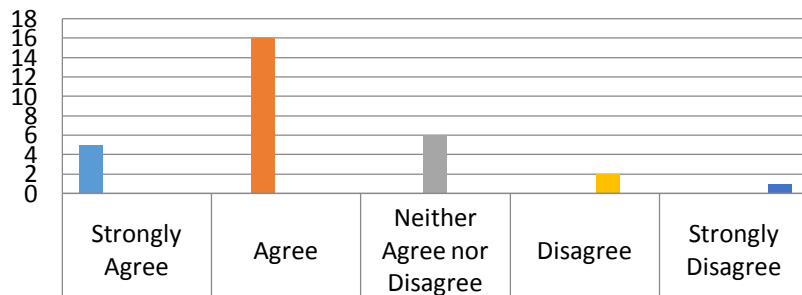
b) Conclusion

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

Statement 10:   Local culture / values can be preserved by mobile advertisement.

Measuring effectiveness of advertising through Mobile Phone

No. of Company

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
■ Strongly Agree	5	0	0	0	0
■ Agree	0	16	0	0	0
■ Neither agree nor Disagree	0	0	6	0	0
■ Disagree	0	0	0	2	0
■ Strongly Disagree	0	0	0	0	1

Measuring effectiveness of advertising through Mobile Phone

■ Strongly Agree ■ Agree ■ Neither Agree nor Disagree ■ Disagree ■ Strongly Disagree

a) Interpretation

From the above chart and table it is shown that (16+5) or 21 companies admit that it might be possible to preserve our culture and values. 6 companies have neutral opinion in this statement. Rest 3 companies disagreed with the statement in which one company strongly disagreed.

b) Conclusion

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

V. Recommendations

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

1. The companies and government should take initiative to increase Mobile user so that all level and class of customers can be reached.
2. The mobile operator should reduce SMS and MMS cost so that all organizations can utilize these services for mobile advertisements. These will bring benefit both of them.
3. All types of features and innovative features should be added in mobile phone so that advertising through can be more effective than those of other media.
4. Network facilities of every mobile company should be strong and enriched so that all mass people in rural areas can be reached.

5. The appeal of the mobile device as a business tool is not hard to understand. Most of the working and non-working time we spent together with mobile phone. So we have to get benefit of it.
6. The mobile phone operators should have some easy and cost effective way to use their SMS gateway so that the business groups can easily send SMS to their potential clients.
7. Every business groups should make their own client list or possible client list to avoid disturbance to the people who have no interest or connection with the product. In this way one can easily use SMS gateways to generate the maximum awareness in client's mind.
8. Since SMS advertising has emerged as the most suitable and effective medium for advertising due addiction towards SMS and its popularity among youths. As this is nearly impossible to avoid or ignore the SMS even the user like or dislike it, so company should exploit the opportunity to reach in client's door.
9. The company should develop software to segregate the consumer group easily by listing them categorically and create group and can easily send the SMS with the help of some developed software.
10. To succeed in One to One marketing the company can develop more efficient and innovative way to deliver more personalized business message.

VI. Conclusion

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

In the developed countries, research has been conducted on this topic to measure awareness and efficacy level of customers and companies. But there was perhaps no research or any works are done on this topic in the area in Bangladesh. As a primary and early research, it has initiated just to explore the knowledge in this field. Hopefully the research results or outputs would provide a basis for further research on mobile advertisements and encourage future researchers. It would be also helpful for various companies, NGOs, GOs, MNCs and marketing specialists and consultants and other stakeholders in their profession, since the paper gives some insights into the investigation and circumstances of mobile advertisements.

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Appendix:
Questionnaire

Name of the Company:
Address:

Position hold:
Company type: Contact no:
Email: Website:

Title: <u>Measuring advertising effectiveness through mobile phone.</u>

<u>Case statement for advertisements:-</u>
1.   <u>Cost can be reduced through mobile advertising.</u>
(a) Strongly agree.   (b) Agree.   (c) Neither agree nor Disagree.
(d) Disagree.   (e) Strongly disagree.
2.   <u>Personalized SMS on advertisement can be possible through mobile phone.</u>
(a) Strongly agree.   (b) Agree.   (c) Neither agree nor Disagree.
(d) Disagree.   (e) Strongly disagree.
3.   <u>Much more response can be achieved.</u>
(a) Strongly agree.   (b) Agree.   (c) Neither agree nor Disagree.
(d) Disagree.   (e) Strongly disagree.
4.   <u>Local demand can be created.</u>
(a) Strongly agree.   (b) Agree.   (c) Neither agree nor Disagree.
(d) Disagree.   (e) Strongly disagree.
5.   <u>Advertising clutter can be removed through mobile phone.</u>
(a) Strongly agree.   (b) Agree.   (c) Neither agree nor Disagree.
(d) Disagree.   (e) Strongly disagree.
6.   <u>To gain instant response can be possible to mobile advertisement than those of other media.</u>
(a) Strongly agree.   (b) Agree.   (c) Neither agree nor Disagree.
(d) Disagree.   (e) Strongly disagree.
7.   <u>Maximum reach can be possible than those other media.</u>
(a) Strongly agree.   (b) Agree.   (c) Neither agree nor Disagree.
(d) Disagree.   (e) Strongly disagree.
8.   <u>Frequency or a customer can read the SMS more than one time.</u>
(a) Strongly agree.   (b) Agree.   (c) Neither agree nor Disagree.
(d) Disagree.   (e) Strongly disagree.
9.   <u>In mobile add, Customer think that the advertiser consider him as an important person.</u>
(a) Strongly agree.   (b) Agree.   (c) Neither agree nor Disagree.
(d) Disagree.   (e) Strongly disagree.
10. <u>Local culture / values can be preserved by mobile advertisement.</u>
     (a) Strongly agree.   (b) Agree.   (c) Neither agree nor Disagree.
     (d) Disagree.   (e) Strongly disagree.

_____
Signature of the Position holder