

# The Impact of SMS Advertisements on Purchase Intention of Apparel Brands' Consumers in Quetta

M. Asad<sup>\*1</sup>, A. Bibi<sup>2</sup>, Rida<sup>3</sup>, M. Ali<sup>4</sup>, M. Nadeem<sup>5</sup>, F. Ahmed<sup>6</sup>

<sup>1,2,3,4,5,6</sup> Balochistan University of Information Technology, Engineering and Management Sciences (BUITEMS), Quetta, Pakistan

---

**Abstract.** The use of mobile devices has become quite common which has provided marketers with the opportunity to utilize it to reach their customers; therefore, SMS advertising as a marketing instrument is widely being used nowadays. The aim of this study is to investigate the effect of factors of SMS advertisements (entertainment, credibility, informativeness, and irritation) on the consumer purchase industry of apparel brands in Quetta. Hypotheses were formed to find out the results. The questionnaire was adapted and used for the dependent and independent variables. Using convenience sampling, we collected data from 312 cell phone users. We tested the conceptual model using Multiple Linear Regression on SPSS. This explanatory study showed there is a significant influence caused by informativeness, credibility and irritation of SMS advertisements on consumer purchase intention, whereas, entertainment does not have any significant influence on consumer purchase intention. The research offers findings that enable marketers to comprehend how SMS advertising contributes to the formation of consumer purchase intention. This study rounds off with the findings which are theoretical and has practical implications.

**Key words:** SMS Advertisement, Purchase Intention, Informativeness, Entertainment, Irritation and Credibility

---

## 1 Introduction

### 1.1 Background

This research mainly focuses on the Short Message Service (SMS) advertising culture which is a product of a novel advertising system in the modern era. SMS advertisement is the gift of technology to easily propagate the goods and services of a company within a few seconds among the desired population. In Pakistan, such an inventory method is fluently adopted by companies, brands, and also by local marketers. This type of advertising came in the country since a decade and became popular rapidly.

---

\*Corresponding author.

Email: muhammad.asadedu@yahoo.com

SMS advertising makes customization way easier which is quite different than the conventional methods of marketing. SMS advertising employs most of the traits of one-to-one marketing. However, the factors that motivate customers to accept cell phones as an advertising channel are still not absolutely found. SMS advertising has commonly been used by the telecommunication industry and, to a lesser degree, by manufacturers of products such as apparel brands.

The introduction of the latest technologies has changed advertising radically through the years. Several studies are being done to find the factors which could help to correctly launch different advertising campaigns through one-of-a-kind media. The role of advertising by means of SMS can impact the behaviors of customers. Companies have been using traditional style media for pro-motions, such as flyer advertisements, newspapers, radio, and TV channels. However, the rapid changes in technology have given advertisers new channels of communication to reach their consumers (Ünal et al., 2011). A determining factor in carrying out this research was the rapid growth of SMS advertising and it is one of the important promotional tools in Quetta city. Interpersonal communication is changing at a fast pace, people like to receive updated information (Blanco et al., 2010). SMS advertising can be defined as using short message service (SMS) to send consumers information that promotes their products and brands thus generating value for all stakeholders (Alalak & Alnawas, 2010). In SMS advertisements, ads are presented as short content that are sent to mobile phones of potential consumers (Tsang et al., 2004).

The advantages of this research contribute to the theory and practice of marketing. There is still plenty of ways to make the best use of this fresh marketing channel as it allows quicker information transfer (Tsang et al., 2004). Many leading apparel brands in the industry such as J., Bareeze, Gul Ahmad and NishatLinen have recognized the potential of SMS advertising and using it as a means to present advertising campaigns to their customers. There are several reasons why mobile phones have become increasingly important in advertising can be indicated by: customers having their cell phones every time and everywhere, one-to-one communication, responding to advertisements later, and offering customer suitability and effectiveness of marketers (Ünal et al., 2011).

As a multi-purpose means of communication, mobile phones receive and send text messages, graphics, information, music, video, (Ünal et al., 2011). The main objective of this study is to explore the impact of SMS as a marketing tool on the consumer purchase intentions of apparel brands. Using mobile marketing, consumers' perception of SMS ads can be determined by different variables, including the importance of credibility, entertainment, information, and irritation of the advertisement. The factors affecting customer purchase intention via mobile marketing should be investigated (Karjaluo and Alatalo, 2007). Identifying the variables influencing consumer purchase intention and examining the differences in male and female purchase intention through mobile marketing campaigns can help enhance the use of this new marketing channel. As it is believed, males and female are two different consumer demographic groups in terms of their consumption behaviors (Ünal et al., 2011).

## 1.2 Statement of the Problem

Although advertisers are using SMS advertisements exponentially for their apparel brands these days, they are still not aware of or have solid knowledge about the effects that different factors in the content of their messages. Some of those factors include Informativeness, Credibility, Irritation, and Entertainment. This study will help marketers to identify and use the factors in SMS advertising that play a crucial role in forming consumer purchase intention in Quetta. It would be valuable for them to get to know how each of these factors influences consumer pur-

chase intention. Even though SMS advertising is becoming a promising mode, its effectiveness is still undetermined and more research is required to find it. A solid research with facts and figures is important as it is observed that SMS advertising is being used rapidly in Quetta city as well.

Apart from that, consumers will be benefited from it in a way that they would receive only those SMS advertisements that are more valuable to them. As the consumers themselves are signing up to receive these messages from their favorite brands, it is important for them that they receive content in SMS advertisements that they are looking for instead of annoying and unnecessary content. This problem would be addressed through this research being beneficial for advertisers and ultimately for consumers too.

The concern of Quetta's consumers may explain how SMS advertisement affects purchase intention of the consumers of Quetta city as compared to other cities of Pakistan. SMS advertisement many International and local brands like Khaadi, J., Satrangi, ChenOne, and many others promote their products by giving their special offer to their customers. As a result, SMS advertising becomes more popular and more efficient in other cities of Pakistan. So the main aim of this research is to check the effectiveness of SMS advertising on the people of Quetta city.

Advertising through SMS is various in its substance; for instance, notwithstanding sending commercials, it likewise conveys extraordinary offers, coupons, tickets, mystery promotions, and item data demands by conducting the research we have found that mobile advertisements play an important role in forming consumers purchase intention. It has some positive effects and some negative effects. Positive effect in a sense that if a Brand is promoting their product through SMS advertisement and set a good target market of consumers so surely, they will get positive results can lead to profit maximization and building new customers. Negative in a sense if a brand is promoting its products by SMS advertisement and they don't set a target market so the capital used for SMS advertising promotion will be wasted. An example could be if ChenOne or J. sends Promotion SMS to the people of Pishin or Sibi where most people are not well literate so obviously the SMS which was sent to those people will be wasted and purchase intention would not be affected by it. The main purpose of our work is to help companies to make SMS advertising more effective in the region of Quetta. Meanwhile, the related literature suggests that consumers' perception of SMS advertising is a key predictor of Purchase intention. Nevertheless, there appears to be no clear research on the mediating role of SMS advertisement in the region of Quetta Pakistan. However, this gap in particular has not been investigated in the existing literature. The study can be essential For Quetta Pakistan, as the potential for SMS advertisement in the local environment has yet to be fully realized and there are many opportunities for the companies to grow.

### 1.3 Research Objectives

To study the effect of irritation, entertainment, informativeness, and credibility on consumer purchase intention.

### 1.4 Research Questions

What is the effect of irritation, entertainment, credibility, and informativeness on purchase intention?

## 1.5 Definitions of the Terms

### 1.5.1 Mobile Marketing

Mobile marketing is an integrated products and service content sharing with the use of wire-less media Mobile Marketing Association.

### 1.5.2 Informativeness

The valuable information offered through any medium as an advertisement is referred to as informativeness (Ducoffe, 1996).

### 1.5.3 Entertainment

Entertainment is the content that is entertaining, pleasing, fun, and exciting to be received by the consumers (Ünal et al., 2011).

### 1.5.4 Credibility

Credibility refers to a consumer's perception of the validity, integrity, and dependability of a promotion (Martins-Costa, 2018).

### 1.5.5 Irritation

Irritation refers to the irritating or annoying which consumers get when they are exposed to any advertisements (Yang, 2013).

## 1.6 Purchase Intention

Purchase intention refers to how likely consumers are to purchase a product in the future (Noor et al., 2013).

## 1.7 Significance of the Study

This paper contributes to the SMS advertising literature. It gives insights on how some factors including credibility, irritation, Informativeness, and entertainment affect SMS advertising to form consumer purchase intention. Some research has been conducted about SMS-based advertising and how its elements can impact consumers. This is important when it comes to the context of Quetta where little is known regarding the success of SMS advertisements. Many famous brands like J., Khaadi, Satrangi, and others are observed to be using SMS advertising to connect with their customers in Quetta. Research on SMS-based advertising and its influence on consumer purchase intention has been undertaken in other countries, however, the conclusions do not immediately relate to Quetta customers. The reasons could be cultural differences.

This research would inform advertisers of apparel brands about the positive or negative effect of each factor, therefore, adding or ignoring those factors can influence consumer purchase intention. Moreover, this study also encourages other local businesses in Quetta to include SMS advertising in their marketing programs to be more successful in this competitive business world. Not only that but this research would also provide knowledge about the differences in male and female purchase intention. The differential effect of the variables on consumer purchase intention would allow advertisers to make their SMS-based advertising more specific to their target audience. This research can be a good predictor of how some factors contribute to

making consumer purchase intention. Also, it can provide guidelines to advertisers about what to include in their SMS advertisements to make their marketing programs more effective. The purpose of this study is to analyze the factors that impact customer purchase intentions as a response to SMS advertising. This study will help marketers who can use the information while practically using SMS advertisements as one of the communication tools. Thus, this study is an informative tool for local brands to know the real concepts of consumers and how they are influenced by the SMS advertisement.

## 2 Literature Review

### 2.1 SMS Advertising

SMS advertising is the most recent boom in global product and service advertising (Noor et al., 2013). It is an instant messaging technology that allows users to send, receive, and record text messages using any cellular device (Noor et al., 2013). This channel is also called mobile advertising. The Mo-bile Marketing Association defined Mobile Advertising as communicating promotions with the customer using a cell phone. Using mobile advertising as a marketing technique allows marketers to communicate directly with their customers at any time and from any location (Blanco et al., 2010). SMS is an effective marketing communication tool when used alone or in conjunction with other marketing campaigns. Mobile advertising is not only about a specific technology or media but it also includes text-based (SMS) and web-based (MMS) (Richard and Meuli, 2013).

SMS, being one of the most effective mediums, has become the ideal medium for marketers to communicate with clients on a one-to-one basis. (Tsang et al., 2004). Because there is no globally acknowledged definition of mobile advertising, the formation of common marketing strategies are hampered, and much of the existing research is focused on technology rather than marketing challenges and possibilities. (Richard and Meuli, 2013). In addition to most of the definitions suggested, they were critiques primarily concerned with the technology per se rather than attempting to go beyond in order to obviously relate such technology to marketing. SMS advertising allows businesses to not only publicize their products and services but also to build consumer relationships and receive prompt feedback (Blanco et al., 2010). It has more chances to be read by customers than an email advertisement. Noor et al. (2013), found there are important relationships between the factors, i.e. consumers' attitudes regarding mobile advertising, subjective standards, perceived behavioral control, and desire to purchase goods and services.

We live in a 'mobile' era, in which people use mobile phones to get assistance in many fields; therefore, marketers can make use of this technology to reach out to their customers (Al Khasawneh and Shuhaiber, 2013). Traditional advertising is a common advertising approach used by most businesses; however, firms are now incorporating mobile communication technologies (Noor et al., 2013). The first kind of mobile advertising was short message advertising sent to customers' mobile devices in order to engage them in advertising campaigns (Ünal et al., 2011). Nike, McDonalds, Microsoft, Adidas, and Walt Disney are among the well-known worldwide brands that use mobile advertising (Noor et al., 2013). SMS advertising enables marketers reach their target market depending on where they are located and it has viral impacts to pass from one recipient to another, as in, the receiver can forward to others who they think would be benefited from it. Also, it is a useful customer-oriented marketing tool and has the ability to increase the consumer base with its effectiveness (Al Khasawneh and Shuhaiber, 2013).

Consumers receive mobile advertising on a continuous basis, ranging from reminder, notice, greetings, promotional campaigns, latest product launch and services provided by different kinds of businesses (Noor et al., 2013). Businesses are presently considering the opportunities of mobile advertising in order to disseminate data and offers. Since the attitude of Malaysian customers towards mobile advertising is not clear, (Noor et al., 2013). Their research examined customers' attitudes regarding mobile advertising as well as their willingness to purchase products and services. According to the researchers, businesses may engage clients in the mobile advertising net-work with a call-to-action that is not possible through other media channels. Tsang et al. (2004) explored consumers' attitudes toward mobile advertising and the link between attitudes and actions. It revealed that consumers normally had negative views regarding mobile advertising until or unless they subscribed to it. It is important to comprehend the significance of prior permission in mobile advertising (Noor et al., 2013). Almost 100% of mobile devices can support SMS messages, which are read with high likelihood shortly after it is delivered which in turn helps marketers reach their target audience (Al Khasawneh and Shuhaiber, 2013). SMS can be customized and personalized, but targeting can also be based on time and location through this tool. These advertisements can be individualized without variations in time and location being conveyed to expected customers (Al Khasawneh and Shuhaiber, 2013). It is important to determine the best approach to design SMS advertising in order to have a good influence on the formation of attitudes and customer behaviour. Therefore, it was investigated how utilitarian (informativeness) and hedonic (entertainment) aspects have an effect on SMS advertising (Blanco et al., 2010). Al Khasawneh and Shuhaiber (2013) had aimed his study to find the effectiveness of SMS Advertising and attitudes of consumers of Bahrain towards it. He discovered that the attitudes of customers towards advertising are determined by the factors, entertainment, information, credibility, personalization and annoyance.

SMS advertising is gaining a bigger share of our daily media use (Phau and Teah, 2009). For mobile advertising to be effective, customers must be able to participate in and interact with products, services, and marketers (Richard and Meuli, 2013). A recent study Al Khasawneh and Shuhaiber (2013) aimed to investigate empirically the key factors influencing consumer attitudes toward and accept-ability of SMS advertising in Jordan.. They noted in their study that the variables such as credibility, clarity, incentives, brand familiarity etc. have a considerable influence on consumer attitudes and SMS advertising, with some having a favorable effect and others having a negative effect. Strategies need to be worked on to meet expectations and to receive favorable consumer responses towards SMS advertising (Ünal et al., 2011). Also, it was found that the dimension of permission plays an important role between consumers' attitudes towards mobile advertising and their purchasing intention (Noor et al., 2013). With growing penetration of mo-bile phones, mobile advertising is anticipated to expand quickly, especially SMS advertising as it is the most used means (Al Khasawneh and Shuhaiber, 2013). Consumers' attitudes regarding mobile advertising messages have a positive and direct impact on their behavioral intentions (Blanco et al., 2010). adults. It was discovered that there is a difference between youths' and adults' views, intentions, and behavior toward advertising (Ünal et al., 2011). They noted the responses to inquiries such as how youth perceive SMS advertising and is it helping to shape their attitude? (Ünal et al., 2011). Furthermore, they discovered that consumer's attitudes towards mobile advertising messages impact behavioral intentions positively and directly (Blanco et al., 2010). Salem (2016) SMS marketing is undergoing rapid technological changes that have resulted in media digitization, resulting in the introduction of new media kinds, for example, cell phones. This has promoted the simple distribution of information among consumers and allowed for easier operations with them. To fully utilize the capacity of the mobile phone as

an advertising channel, advertisers must appreciate its unique and significant characteristics, as well as the many techniques that buyers use to engage with this channel (Salem, 2016). The rapid increase in mobile phone use has provided new conveyance tactics for both advertisers and publicists in reaching out to potential customers via SMS. Moreover, as a result of its cost effectiveness, SMS began attracting the attention of worldwide organizations and is now referred to as a "amazing method for communicating."

## 2.2 Purchase Intention

Purchasing intention can be delegated as one of the parts of customer psychological conduct on how an individual mean to purchase an item (Kwek et al., 2010). Advertising is one of the significant apparatuses in purchase intention that have been constantly used to impact and urge customers to make some move. Advertising through new media is information about items or associations spread by means of mechanical gadgets (cell phones). Purchasing intention is a common measure of efficiency and is often used to anticipate response of customers (Xu et al., 2009). Customers' buying intentions are frequently influenced by the advertising approach, their attitude, and how much they know about the offerings promoted by a certain firm (Noor et al., 2013). Marketers must be aware of the possible implications of different advertising formats (SMS vs. MMS) on customer purchase intent (Xu et al., 2009). Previous research has demonstrated that an increase in buying intention reflects an increase in purchasing opportunities (Martin and Murphy, 2017). SMS advertising is effective as a branding medium as well as a stimulus media, as evidenced by significant changes in brand attitude and purchase intent (Rettie et al., 2005). One of the primary goals of this study is to investigate the impact of mobile marketing on customer purchase intentions, and purchasing intentions are a significant focus of the study (Al-alak and Alnawas, 2010). The permission aspect was revealed to partially mediate the association between customer attitudes to SMS advertising and purchase intent. The findings show that the content of the publicizing message has the greatest influence on mood in mobile phone promotion (Noor et al., 2013). The study's objective was to explore the differences in the effects of text and multimedia advertising formats on mobile customers' perceptions and behavior regarding product purchase intentions (Xu et al., 2009). The principle ramifications of the investigation demonstrates that showcasing supervisors should concentrate their promoting correspondence on versatile publicizing, and expanding the allure of this type of publicizing, to mirror shoppers' aim to buy (Hashim et al., 2018). This analysis creates a new line of communication for numerous unresolved issues concerning mobile advertising.

SMS advertising gives organizations a chance to straightforwardly speak with their customers past the limits of reality. Short, funny and enjoyable SMS advertisements appropriate to the target group are more likely to sway shopper intentions toward the promoted items (Al-alak and Alnawas, 2010). He additionally discovered that demeanor assumes a huge job in deciding shoppers' future purchasing conduct, as far as their aim to utilize SMS publicizing just as their promise-of-mouth (WOM) reaction to it. According to a theory, there was a significant association between customer attitude and intention to accept mobile advertising, and that intention had a considerable influence on consumer behavior (Tsang et al., 2004).

Consumers perceived mobile advertising will show a positive relationship to their purchase intention (Noor et al., 2013). A study revealed the potential impact of SMS vs. MMS on the intention to buy spontaneously from consumers (Xu et al., 2009). A study specifically looked into the influence of mobile marketing as a communication medium on buyer purchase intentions. Customers who thought SMS advertising messages were entertaining expressed a greater will-



ingness to participate in such programs. Moreover, there was a positive relationship between perceived entertainment and purchase intention, i.e. consumers who thought SMS advertising was enjoyable were more likely to purchase the products advertised (Al-alak and Alnawas, 2010). If customers have a positive purchasing intention, then purchase will be promoted by a positive brand engagement (Martins-Costa, 2018).

It was also vital to assess the influence of SMS and MMS on customer purchase intentions for various types of products (apparel and movie tickets) (Xu et al., 2009). The permission element was also incorporated in order to comprehend its function in the mobile advertising strategy and buying intention (Noor et al., 2013). There is substantial evidence that the amount and valence of product ratings influence the appraisal of the product's quality and the propensity to purchase it (Flanagin et al., 2014). Age also influences willingness to purchase; this might be because younger people were early adopters of text messaging (Rettie et al., 2005).

### 2.3 Informativeness

Informativeness is defined as the ability of marketing to educate clients about product options so that purchases yielding the greatest possible fulfillment may be made (Ducoffe, 1996). Informativeness mirrored the capacity of promoter to give satisfactory and significant data in the advertisement in respect with the item and the information is applicable to the focused on buyers (Yeh et al., 2017). A key role of promoting is to create familiarity with items and to make buyer mindful of how contending items are extraordinary and to have a superior effect among the general population (Soberman, 2004). The study's aim is to determine the influence of previous elements, as well as monetary incentives, on creating a favourable attitude toward mobile advertising among Iranian mobile users (Ahmadzadeh, 2020). This research is also showing the investing factors effecting Iranians attitude towards the mobile advertising. In January 2011, Ahmadzadeh (2020), worked on Mobile advertisement for betterment of mobile advertising by using different variables in their research on mobile advertisement, as one of the variable used in his research was 'Informativeness' (Ahmadzadeh, 2020). Informativeness has the key role in mobile advertisement and use to aware the people.

Ahmadzadeh (2020) worked on informativeness for mobile advertisement by designing a questionnaire survey. The questionnaire was distributed at many banks located around Tehran. The released sample of questionnaires as 652 respondents who actually own mobile phones, smart phones etc. and they had received mobile advertisement includes respondents however, 48% of males and 52% of females. (Ahmadzadeh, 2020). The 65% respondents were under the age of 35 years. While the respondents include 62% college degree and mean-while 26% were students. According to this research it shows the respondents were all youngsters and well educated (Ahmadzadeh, 2020). The ascent of versatile endorsers in Malaysia can be utilized into publicizing business. This is in perspective on the quantities of remote and non-remote supporters that expansion year-ly. The high number of cell phone endorsers unquestionably gives a more noteworthy effect and incentive to versatile promoting, where sponsors see the potential in portable advertising. Subsequently, this exploration study plans to further comprehend the applied system of the affecting components of versatile advertising message content towards buyer buy aim.

In August 2018, Hashim et al. (2018), conducted research on the Influential Factors Towards Mobile Advertising Message Content on Consumer Purchase Intention. The research primarily focused on the impact of SMS advertising on Malaysian consumers and how SMS advertising affects individuals, with informativeness being one of the variables considered in the study. This



exploration comprise of information recovered from a survey where data about dispositions and conduct was gotten. The objective respondents of this examination are portable clients, particularly the individuals who go over with notices on versatile sites and applications. As per a study, these respondents are very acquainted with Internet assets, for example, messages and sites. Petrovici and Marinov (2007), established that item data obtaining is the essential individual utilization of promoting which impacts general demeanors to publicizing in Bulgaria and recommended advertisers should organize the useful intensity of promoting.

In view of past related research, this investigation proposed a reasonable model for SMS promoting viability (Almossawi, 2014). The center of the model is shopper demeanor toward MS promotion. According to the model, the attitude builds based on five SMS qualities: entertainment value, informativeness, credibility, customization, and irritation level. The model also suggests that once a disposition toward SMS Advertisement is established, it will determine two important conduct blocks: mental and behavioral (aim to utilize SMS promoting). This investigation tried such connections and found that mentality is emphatically connected with goal.

Customers' aim to utilize SMS publicizing and their purchasing conduct (that is, their proclivity to purchase items publicized through the SMS notices) (Almossawi, 2014). It tried to respond to the subject of regardless of whether purchasers' goal to utilize SMS promoting also, positive WOM would urge them to purchase the promoted items. The discoveries demonstrated that aim and WOM do decide customers' purchasing choices and can possibly emphatically impact these choices.

## 2.4 Entertainment

Entertainment is the content that is entertaining, pleasing, fun and exciting to be received by the target audience (Ünal et al., 2011). Consumers expect to see entertainment when they are exposed to advertisements (Martins-Costa, 2018). According to prior studies a message must be concise and funny and thus, captures the attention of consumers instantly. It is important that SMS advertising is funny because it is associated with people's feelings of enjoyment (Salem, 2016).

Additionally, SMS advertising is stated as an exciting, interesting and interactive information provider. Entertainment in advertisements fulfills the needs of aesthetic enjoyment, diversion, and emotional release of escapism that consumers are seeking and in turn it improves consumers' perception about the advertisement value (Aktan et al., 2016).

Entertainment value in advertisement helps elevate hedonic and pleasing feelings in consumers and advertising messages are successful in attracting customers when they have games and prizes induced in it (Salem, 2016). The use of entertainment to promote martimobile marketing communication is viewed as an effective mechanism. Furthermore, the most significant component in mobile advertising is entertainment, which influences customer behavior (Tsang et al., 2004). Salem (2016) investigated the factors (including entertainment, informativeness, credibility and irritation) affecting consumer attitudes, intentions and behaviors towards SMS advertising in Palestine. His research revealed that entertainment being an independent variable effects dependent variable positively by making SMS advertisements pleasant, enjoyable, fun and attractive and it leads to customer satisfaction as well as customer loyalty.

Entertainment in messages gives consumers a sense of pleasure and therefore funny advertisements forms customers' interest and loyalty (Ünal et al., 2011). Entertainment is also seen as a key mobile marketing factor and previous studies indicate that customers use SMS on the basis

of entertainment and fun. Advertisements with entertainment are perceived more positive by the recipients; therefore, marketers must seek for ways to boost the amount of fun and entertainment associated with receiving SMS advertising (Al Khasawneh and Shuhaiber, 2013). (Richard and Meuli, 2013) explored in their study that the more enjoyable, fun and exciting consumers find permission based mo-bile advertising, the higher their intention and thus, it is essential to incorporate these in mobile advertising.

Entertainment is one of the factors that marketers can use to influence consumers through advertising. Determinants such as entertainment, information, irritation and content credibility of mobile advertising were investigated to measure consumer attitude towards mobile advertising and their behavioral intention to buy. According to the findings of the study, entertainment effects customer attitudes toward advertising as well as their behavioral intention to purchase. Furthermore, the most important factor impacting customer attitude toward SMS advertising was shown to be entertainment, and entertainment displays consumers' enjoyment when it comes to messaging (Ünal et al., 2011).

Entertainment is considered a major factor in mobile advertising and promotes mobile marketing communications as a mechanism for promotion Hashim et al. (2018).analyzed the properties of mobile adverts in order to determine customer attitudes regarding them and their contributions to purchase intention. The findings indicated that including an element of humor in the message is favorably regarded by consumers and improves consumer attitudes regarding accepting mobile advertisements. Customers respond more favorably to SMS advertisements that are interesting (Al Khasawneh and Shuhaiber, 2013).

Since entertainment is one of the driving forces behind mobile marketing, including entertainment value in mobile marketing campaigns will be extremely beneficial to the further evolution of this advertising mode (Bauer et al., 2005). They concluded that, of all the factors studied, entertainment had the greatest explanatory power, hence it is critical to include it in permission-based mobile advertising. The sense of pleasure connected with advertising plays the biggest role in taking their reaction into account. Furthermore, entertaining messages are positively correlated to the attitude of recipients towards mobile advertising (Blanco et al., 2010).

## 2.5 Irritation

Irritation is defined as an offence, rudeness, or being at a fault in the context of marketing by (Ducoffe, 1996). Customers are more likely to view advertising as an intrusive and annoying force (Bauer et al., 2005). Cell phone marketing and advertising may also deliver a slew of data that confuses the receiver and is likely to distract and overwhelm the user (Makhija and Stewart, 2002). Customers may be confused by them and react negatively. People's attitudes regarding advertising are greatly influenced by the contempt they feel after being self-addressed through classified advertisements. When advertising adopts strategies that irritate, offend, insult, or are too artistic, clients are likely to perceive it as an unwanted and bothersome influence (Ducoffe, 1996).

Mobile users might understand inapplicable accomplice in nursing distracting facts as an intrusion into their privacy, which could build them feel confused and irritated concerning the message and, as an end result, they may be going to react negatively to that may perceive that concerned about them and respond badly (Makhija and Stewart, 2002).. Un-wanted mails, sometimes referred to as spam, are another source of potential frustration . Spam invades the privacy of customers and reduces their attractiveness. As a result, we tend to conclude that inflammation caused by a companion in mobile advertising and marketing message may have

a negative impact on the perceived marketing value of mobile advertising.

Every other cause of capability annoyance of unwanted messages is often called junk mail (Dickinger et al., 2005). Unsolicited mail intrudes into shoppers' privacy and stifles consumer reputation. Dickinger et al. (2005) consequently conclude that inflammation resulting from partner in nursing no complete or unwanted cell advertising and marketing message may reflect negatively on the perceived advertising and marketing worth of mobile promoting. The link among clients' perceptions of the infection of a billboard and purchasers' perspectives closer to a commercial is on paper supported by the mind-set model evolved by using Tsang et al. (2004) tested the link between these 2 constructs and placed that shopper perceptions of the infection of SMS classified ads are negatively correlative to customer attitudes closer to SMS advertisements.

## 2.6 Credibility

"Credibility refers to a consumer's perception of an advertisement's sincerity, integrity, and dependability." The advertisement's credibility may be examined from both the marketer's and the advertisement's viewpoints (MacKenzie and Lutz, 1989). Different elements impact the credibility of an advertisement, particularly the company's credibility (Goldsmith et al., 2000). It has been discovered that unless the message is transmitted through a strong brand, an Internet communication has less trust than a printed message. There is no scientific information on the general believability of mobile device communications or the elements that influence them. Based on the aforementioned findings, we infer that the trustworthiness of a mobile advertising message has a beneficial impact on consumers' attitudes about mobile advertising and their perceived advertising value. Consumers' perceived credibility is their belief that a company's offers will meet their requirements and wants, and it has a direct positive impact on respondents' attitudes about any marketing or brand.

Psychological reactance theory states that people react negatively when they believe their freedom of choice is endangered. When consumers find advertising bothersome or irritating, they are more likely to communicate their displeasure by forming negative views about advertising. People are also more likely to maximize their advantages or utilities by lowering the cost, i.e. the annoyance caused by advertising (Brehm, 1966). The credibility of a marketer is determined by his reputation and goodwill in the eyes of the customer Okazaki et al. (2007), but the credibility of an advertising is determined by its primary content. The advertisement must be credible, especially when the customer must make critical decisions based only on the information provided Okazaki et al. (2007). As a result, it appears that advertising messages that meet the desire for trust among consumers would be favorably received (Der Waladt et al., 2009). All of the aforementioned suggest that advertising credibility has a strong impact on consumer perceptions of advertisements (Der Waladt et al., 2009).

## 3 Hypothesis Development and Conceptual Framework

### 3.1 Introduction

Consumer purchase intentions are supported their perceptions and comprehension on advertisement the relations of variables that are discussed above are closely coupled with the other studies conjointly a number of the giants who did a great deal of work on purchase intentions are cited below and above also who worked a lot to understand actual purchase intentions of consumers that are within the context of SMS advertising however our study is concentrated

on the geographical of Quetta. Customers' purchase intention reflects their likelihood of purchasing a specific product or service in the future (Wu et al., 2011). A rise in purchase intention represents an increase in the probability of product purchases, according to previous research. Positive purchase intention can promote the product purchase caused by the context of SMS advertising; one must take into account intention to purchase (Chen et al., 2011). Most recent studies include some of the most recent re-search on purchasing intent. Many reasons were offered by Zubcsek et al. (2017) in favor of the premise that consumers' buying behavior reflects their product preferences and should be used by marketers in SMS.

### 3.2 Informativeness and Purchase Intention

Information is seen as a key incentive in the context of mobile devices since users react negatively to advertising (Aitken et al., 2008). Customers are not irritated when mobile ads provide useful information. Customers are likely to accept promotions when advertisers send entertaining and enjoyable SMS messages that are educational. As a result, informativeness is strongly linked to advertising price perception (Ducoffe, 1996). Furthermore, informativeness has a significant impact on flow experience since it affects client attention. The customer concentrates on product data messages, paying attention to their specifics and ignoring other ideas. Consumer demand that mobile service content be adapted to their preferences. This supports prior research by Bauer et al. (2005), who found that providing information is the key reason for consumers' approval of advertising. In mobile advertising, informativeness is considered as a desirable quality; recipients may respond favorably to commercials that deliver information (Varshney, 2003). Customers respond positively to informative advertising messages, and it is expected that the in-formativeness component of the message content has a substantial influence on consumers' mental processes, as is prevalent in mobile advertising.

Thus: H1 Perceived informativeness of SMS advertisements is associated with Purchase Intention.

### 3.3 Irritation and Purchase Intention

Irritation relates to a customer's perception of how irritating or bothersome mobile commercials are, as well as their unfavorable thoughts about them (Yang, 2013). Previous research has found that annoyance is adversely related with advertising value, lowering both advertising effectiveness and customer perceptions of value. Mobile advertising might provide distracting data that burdens the customer Stewart and Pavlou (2002), and this would be viewed as an intrusion of the mobile consumer's privacy. According to Liu and Ko (2012) customers get perplexed by the advertising and respond negatively, and frustration generated by unintelligible or undesirable mobile advertising messages may have a harmful impact on the value of mobile advertising. Spam invades the recipient's privacy and makes it difficult for customers to accept (Yang, 2013). The annoyance caused by an unclear or uninvited mobile advertising message may have a negative impact on the perceived advertising cost of mobile advertising (Dickinger et al., 2005). As a result, it appears that this irritant has a detrimental effect on consumer activity response and acceptance of mobile advertising.

Hence: H2. Perceived Irritation of SMS advertisements is associated with Purchase Intention

### 3.4 Credibility and Purchase Intention

Credibility is defined as "the extent to which the customer believes promises made about the product in commercials are true and believable" (MacKenzie and Lutz, 1989). Many empirical research have revealed that the credibility of promotional materials has a significant impact on consumer attitudes about advertising and purchase intentions (Tsang et al., 2004). Advertising credibility is determined by the content of advertising, with the credibility of a company and the message's owner also playing a role (Balasubraman et al., 2002). Thus, the perceived value of advertising is fully influenced by its credibility. According to a study, if a customer does not believe mobile commercials are trustworthy, they would avoid or ignore them, not responding to the message. Therefore, the dependability of a mobile message is critical, and consumers are prepared to experience flow state with a trustworthy message (Choi et al., 2008). Credibility is also influenced by the advertising medium. A poster on the internet has less credibility than a written communication, according to a study, unless the stigmatization of the marketing is strong. There is no empirical confirmation of the reliability of messages sent to mobile devices or the elements that influence them. Based on the facts given above, it's concluded that the credibility of a mobile advertising message has a significant impact on consumers' attitudes toward advertising via mobile communication, as well as the consumer's perceived advertising cost.

Thus: H3 Perceived Credibility of SMS advertisements are associated with Purchase Intention.

### 3.5 Entertainment and Purchase Intention

The recreation in advertising data is entirely connected with advertising price, according to Ducoffe (1996). The capacity of a commercial to generate delight and good customer attitudes by delivering a kind of amusement, distraction, aesthetic enjoyment, or emotional release is known as entertainment (Elliott and Speck, 1998). Recreation is pleasurable, engaging, and entertaining to watch in the context of advertising. According to Sternthal and Craig (1973), amusing commercials capture the attention of customers, increasing the efficacy of promotional materials. Recreation is an important element that purchasers look for in advertising (Karjaluoto and Alatalo, 2007). Furthermore, shoppers have recently started to expect leisure when they read advertisements. Consumer flow expertise is fully influenced by entertainment in advertisement. Consumer engagement with mobile-based media elicits a high level of delight and interactive involvement, resulting in subjective judgments of the positive impact and mood of the buyer at the same time (Richard and Meuli, 2013). Advertisement-related feelings of happiness and delight contribute to positive outlook development (Martins-Costa, 2018). One of the most significant aspects of mobile marketing is entertainment. However, it is critical that the message transmitted be sententious and shrill, immediately catching the buyer's attention.

Hence: H4 Perceived Entertainment of SMS advertisements are associated with Purchase Intention.

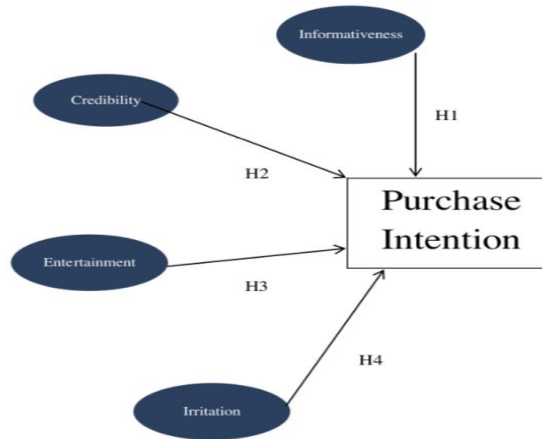


Figure 1: Conceptual Framework

## 4 Research Methodology

### 4.1 Research Philosophy

According to the research stages identified as research onion “research philosophy forms the basis of the study and guides its steps including research approach, sampling, and research strategy and data collection method” (Saunders et al., 2009). Although there are four major research philosophies, Positivism guides our study the most as it emphasizes the significance of conducting quantitative research surveys, to gain an overview of culture as a whole and to uncover social trends, such as the connection between various variables of SMS advertising and intention to buy. Overall, this philosophy is concerned with trends and patterns; therefore, positivism is the philosophy underlying the present research.

Positivism considers reality as having similar meaning for the subjects and emphasizes the objectivity of the meaning. This study involves objective investigation of purchase intention and its connection with different SMS advertising variables such as informativeness, credibility, entertainment and irritation while using empirical method.

### 4.2 Research Approach

The research approach followed by the present study is deductive approach. As deductive approach is said to be employed when the research is based on already existing theory and is aimed at testing the theory particularly in a specific context. The deductive technique is used in this study as it is based on Ducoffe (1996) advertising model, which was established to investigate what makes an advertisement worthwhile and he discovered several determinants (i.e., informativeness, credibility, amusement, and annoyance) of advertising value.

Moreover, quantitative method is used in this study because it identifies data and generalizes results. Quantitative method seemed more suitable because it helps measures the prevalence of different views and opinions in a selected sample. It also decreases the subjectivity

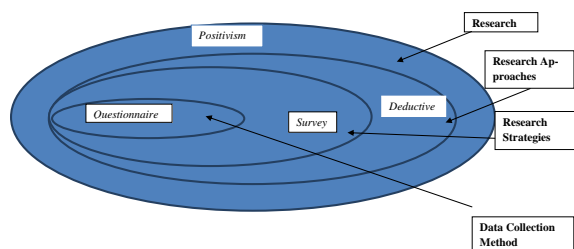


Figure 2: Methodological Framework of the Study

engaged in interpreting the opinions of the respondents because the questions to be answered by respondents are close-ended. Furthermore, when a big number of respondents are available, the quantitative method is suggested to be used.

### 4.3 Research Design

The descriptive research design was utilized in this study, which examines the influence of one variable on another to explain the characteristics of the phenomena being examined. As the descriptive research design links different ideas and helps understand the different effects, therefore, we chose it for this study.

### 4.4 Sources of Information

We used primary sources of information to obtain data for our research and the tool we used was questionnaire. To evaluate the different variables, the questionnaire used a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

### 4.5 Population and Sample

The population of this study was 18 to 50 years old consumers of apparel brands. The data was collected in Quetta city with the aim to check the difference in the purchase intention of both male and female consumers. We used convenience method for sampling because there are no data banks available in the city and we did not have the time and resources to use better methods; therefore, we used the people who were easily available including students, teachers and others. The study included a non-probability sample of 312 people, which can be regarded an appropriate sample for social science research (Bartlett, 2001). A pilot survey was conducted with 40 responses which helped us to refine the questionnaires, receive extra remarks and structure to determine the final items to be analyzed. A data was conducted in which respondents were those who have cell phones and have received SMS advertisements. Previous researches have also used a sample size ranging from 150 to 500.



## **4.6 Instruments for Measurement of Variables**

### **4.6.1 Dependent variable: Purchase Intention**

The dependent variable which is purchase intention was measured by using 3 items. These were measured using 5-point Likert scale. Its measurement results showed satisfactory consistency with Cronbach's alpha value of 0.829. Following is a sample item from the measurement of purchase intention. I will frequently purchase product/service advertised in the future.

### **4.6.2 Independent Variable: Entertainment**

Entertainment was measured through four items with ratings required on 5-point scale. With Cronbach's alpha value of 0.770, the entertainment metric has also shown satisfactory internal consistency. Following is a sample item from the measurement of entertainment. I feel that SMS advertising is entertaining.

### **4.6.3 Independent Variable: Credibility**

Credibility was measure by making use of six items on 5-point scale and adapted to measure. The scale has shown consistency with Cronbach's alpha equals 0.782. Sample items include, I feel that SMS advertising is believable.

### **4.6.4 Independent Variable: Informativeness**

Four items were used to assess informativeness, with scores on a 5-point scale ranging from 1 to 5 for strongly disagree to strongly agree. The scale showed internal consistency of .767. The sample item for informativeness is: SMS advertisements provide the information I need.

### **4.6.5 Independent Variable: Irritation**

Irritation was measured by four items using 5-point scale. Cronbach's alpha for the scale was found to be 0.785. Cronbach's alpha was determined to be 0.785. A representative item from the irritation measurement is shown below.

## **4.7 Procedure**

We carefully examined the responses for each question. The items were not difficult to understand for the participants. The questionnaire forms were distributed to the participants in paper form and online (Google Forms) through WhatsApp and other messengers. Social media play an important role in re-search specifically for data collection as these online methods have made the data collection process simple, easy, fast and economical (King et al., 2014). Keeping in view the ethical guidelines of APA, the participants were also assured of the anonymity and academic use of the information they would provide. It took almost 10 days to collect all the data.

## **4.8 Technique**

Analysis of the data was carried out through following statistical tests.

4.8.1 Multiple Linear Regression

This technique was used to find the relationship of purchase intention with irritation, informativeness, credibility and entertainment. The influence of the independent variable on the dependent variable is examined using multiple linear regression. The analysis and results are reported using IBM SPSS Statistics.

5 Results and Hypothesis Testing

Part 1

5.1 Pilot Study

A pilot survey was conducted with 40 responses to check the reliability of tool. Also, to refine the questions, receive extra remarks and structure to de-termined the final items to be analyzed. A survey was conducted with male and female respondents who own a smartphone and have experience seeing SMS advertisements. The results were good and indicated the data collected were reliable. Moreover, the language was easy to understand and questions were very simple which did not require us to modify our questionnaires.

Table 5.1 shows a summary of the findings.

Table 5.1: Internal Consistency Values of the Scale

Scale	Cronbach’s Alpha
Informativeness	0.767
Irritation	0.785
Credibility	0.782
Entertainment	0.770
Purchase intention	0.829

5.2 Main Study

The results of the pilot study showed researcher the data was suitable and allowed researchers to move ahead. A sample of 312 respondents was used to carry out the further analysis. Eight questionnaires were discarded in total due to incomplete and incorrectly filled submissions. The following sections will provide the details of results.

5.3 Results of the Main Study

Around 65% were male and 35% were female, so the representation of gender was not equal. The data was collected in Quetta city. All of the participants were educated and understood English. The demographic profile is shown in the 5.2 table.

Table 5.2: Demographic Characteristics of the Sample

<b>Gender</b>	
Males	201
Females	111
<b>Education</b>	
Intermediate	43
Bachelors	234
Masters	33
PHD	2
<b>Marital Status</b>	
Single	255
Married	48
Divorced	5
Widowed	4

Table 5.3: Descriptive Statistics

	N	Min	Max	Mean	Std. Dev.	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
INFT	312	1.00	5.00	12.9936	3.72270	-.537	-.585
IRRT	312	1.00	5.00	12.3590	4.01516	.415	-.246
CRET	312	1.00	5.00	15.0705	4.73763	-.092	-.446
ENTT	312	1.00	5.00	10.8782	3.80361	.432	.044
PIT	312	1.00	5.00	9.4359	3.11449	-.777	-.340
Valid N (listwise)	312						

Overall, the descriptive statistics of all variables are mentioned in the above table. Skewness and Kurtosis values that are well within the permitted range confirm data normalcy. The acceptable range of Skewness and Kurtosis is from -2 to +2, which means the data is normally distributed.

Table shows the correlation among the variables and it is clear that the variables under study are moderately -to-weakly correlate. The negative values show inverse relation and positive values show direct relationship between variables.

Table 5.4: Correlations

	PIT	INFT	IRRT	CRET	ENTT
Pearson Correlation	PIT	-			
	INFT	.658	-		
	IRRT	-.127	-.533	-	
	CRET	.595	.552	-.378	-
	ENTT	.384	.415	-.403	.576

## 5.4 Hypothesis Testing

The hypothesis H1, H2, H3 and H4 was tested using Multiple Linear Regression and one sample t-test. The value of the Durbin-Watson test was 1.80 which is in acceptable range. It is summarized in Table 5.4.

Table 5.5: Coefficients

Model	Unstandardized Coeff		Standardized Coeff	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-5.076	.847		-5.994	.000		
INFT	.533	.040	.637	13.394	.000	.572	1.749
IRRT	.288	.034	.371	8.486	.000	.676	1.479
CRET	.225	.032	.343	7.069	.000	.550	1.820
ENTT	.059	.037	.072	1.587	.114	.627	1.596

a. Dependent Variable: PIT

Table 5.6: Model Summary

Model	R	R <sup>2</sup>	Adj. R <sup>2</sup>	Std. Error of the Est.	Change Statistics				Durbin-Watson
					R <sup>2</sup> Change	F Change	df1	df2	Sig. F Change
1	.777 <sup>a</sup>	.604	.598	1.97387	.604	116.820	4	307	.000

a. Predictors: (Constant), ENT, IRRT, INFT, CRET

b. Dependent Variable: PIT

A multiple linear regression was run to predict the effect on Purchase Intention due to Entertainment, Credibility, Irritation and Informativeness. The overall model was significant  $F(4,307) = 116.820$   $p < .005$ . With adjusted  $R^2$  of 59.8%.

Table 5.7: Hypotheses

Hypotheses	$\beta$	Significance	Decision
H1 Perceived Informativeness of SMS advertisement is associated with Purchase Intention	.637	$p < .05$	Accepted
H2 Perceived Irritation of SMS advertisement is associated with Purchase Intention	0.489	$p < .05$	Accepted
H3 Perceived Credibility of SMS advertisement is associated with Purchase Intention	.343	$p < .05$	Accepted
H4 Perceived Entertainment of SMS advertisement is associated with Purchase Intention	.072	$p > .05$	Rejected

## 6 Conclusions and Recommendation

### 6.1 Discussion and Conclusion

The purpose of this study is to emphasize the influence of SMS marketing components on customer purchase intention. The findings revealed that customer purchase intention is influenced by informativeness, credibility, and irritation. However, the SMS advertisement's entertainment component had no effect on customer purchase intent.

In Quetta, we discovered that (H1) 'informativeness' had an influence on purchase intentions toward SMS advertising. For SMS advertising, respondents link informativeness with a reputable source and timely information. Product or companies must be appear to consumers as resourceful and up-to-date. SMS advertising is the only platform that allows for direct engagement with the customer. [Noor et al. \(2013\)](#), noted that in the new era, consumers desired rapid access to information to meet their demands and consumer satisfaction is obtained with firsthand knowledge. As a result, SMS advertising has the potential to be a two-way communication channel between the company and the consumer.

While the survey found that respondents had positive intentions toward SMS advertising for entertainment and informativeness, they also found it irritating (H2). According to our findings, consumers find SMS advertising bothersome and occasionally disturbing. Unwanted texts are a typical source of frustration, and this shows the influence of SMS advertising. According to [Stewart and Pavlou \(2002\)](#), SMS advertising may deliver a plethora of information to consumers, causing confusion and distracting them with unnecessary material. Promotions and information delivered by SMS advertising were targeted at a large number of people, therefore it was viewed as bothersome by those who did not need that type of information.

In this study, we discovered that customer intention toward SMS advertising is influenced by credibility (H3). Respondents identified credible features with trustworthiness and persuasion, and they used it as a guide when buying a product. [Goldsmith et al. \(2000\)](#) agrees that the credibility of an advertising is impacted by a variety of elements, namely the company's reputation and the message's bearer. However, advertising medium also influences credibility. An online message is less trustworthy than a printed message unless the message is delivered by a strong brand.

The first hypothesis (H4) revealed that entertainment had no impact on customer purchase intent for SMS advertising. Leisure, enjoyable, exciting, and happy are not words that respon-

dents identify with entertainment. SMS phones and Android have become key media and entertainment platforms in this new era, however SMS advertising entertainment services have been streamlined into activities like as watching and listening to video music. Thus, SMS advertising is allowed provided the message is brief and humorous, capturing the attention of the customer right away. Furthermore, young people have a positive opinion towards specific types of advertising (Vezina and Paul, 1997).

## 6.2 Limitation of the Study

There are various limitations to this study that should be considered. First, because the study was conducted with customers from only one industry and only in Quetta, it cannot be applied to the rest of Pakistan. It would be interesting to test it in other cities and sectors and compare the results. Second, this study used quantitative analysis, which might be broadened to include qualitative data. Qualitative research would provide a deeper and richer understanding of the effect of this channel on consumers' purchase intention. The impact of entertainment, information, and irritation on customer purchase intention was investigated. Examining the influence of additional factors in developing customer purchase intention through SMS marketing might add to the body of knowledge on this subject. Although credibility, irritation, and informativeness variables were proven significant, surprisingly entertainment was not significant and should be studied again. The data were collected through convenience sampling mostly at BUITEMS, which may have resulted in biases of sampling. This makes generalization to other population difficult. Most of the respondents were young; the purchase intention of older people is not shown through these results. The results of this research were based on the responses of our sample, including multiple groups of respondents on the bases such as age, income and education level would provide important insight. Since research on SMS advertising still is in its early stages, more studies would be required in order to find its elements and the relationship that exists among them with purchase intention. Finally, our research was only limited to the SMS advertising but it is seen there are several other ways mobile devices are used to promote products or services such as use of WhatsApp messenger. A fair opportunity is there to investigate the effects of other variables of SMS ads such as incentives, personalization etc. on consumer purchase intention of consumers in Pakistan which is not addressed in this study. More study into the impact of permission SMS advertising on purchase intent would be beneficial. Further analysis will be required in the near future to keep updated with the expansion and utilization of this unique, engaging, and personal marketing channel.

## 6.3 Implications of the Study

The fact that there are not many researches on SMS advertising, this study provides many opportunities for investigation in future. The particular areas to explore can be using different determinants such as advertising message frequency, the content of it and various campaigns (e.g., remind vs. sales pro-motion) of the advertised brands. It is believed that the SMS advertisement is going to be the future trend. Therefore, this research provides basis for future research and businesses. Professional advertisers can study the factors that contribute to forming consumer purchase intention. They can use the findings to design their SMS advertising campaigns with more suitable message content. They should carefully consider adding or deleting features such as the entertainment part of SMS marketing, such as jokes or unnecessary information. This will make the consumer feel they are being entertained, not getting exposed to

an ad. Irritation can negatively impact consumers' purchase intention which can destroy the potential for SMS advertising, especially in a society where we excessively receive SPAM SMS. Customers usually feel annoyed by excessive and irrelevant SMS ads. These are some important pieces of information that practitioners can use to make their SMS advertising strategies more effective. The use of the SMS advertising is widely being used in our society and the way it is currently being used has created many changes in marketing channels. The purpose of this study is to understand how SMS marketing affect customer purchase intentions for garment businesses in Quetta. On the basis of the current literature study, a conceptual model was created. It was to find relationship between consumer purchase intention and independent variables including entertainment, informativeness, irritation and credibility. The results identified these factors contributed to forming consumers' intention to purchase goods or services after receiving SMS ads. The findings indicate that for SMS advertisements to be effective and successful it must be entertaining, in-formative, and credible and not irritating SMS advertising may also be perceived as unwanted and irritating, resulting in negative effects on purchase intention of consumers of the advertised brand. Customers perceive SMS advertising as a reliable source of information when it comes to making purchases.

Despite being undertaken on samples from various social, demographic, cultural, and economic situations, this research and many others before it had similar results. These four factors (entertainment, irritation, credibility, and informativeness) play a significant role and tremendous impact on a consumer's decision to purchase the product, in either a positive or negative manner. Marketers can set their SMS advertising strategies in a way so that consumers do not get the impression that this ad does not lack credibility and provides them with important information which can benefit them. As a result, this study anticipates mobile advertising to be an effective paradigm in this new smart environment.

## References

- Ahmadzadeh, A. (2020). Analysis of e-marketing using mobile in development of e-commerce. *Journal of Management and Accounting Studies*, 8(3):1-9.
- Aitken, R., Gray, B., and Lawson, R. (2008). Advertising effectiveness from a consumer perspective. *International Journal of Advertising*, 27(2):279-297.
- Aktan, M., Aydogan, S., Aysuna, C., and Cad, M. Z. H. (2016). Web advertising value and students' attitude towards web advertising. *European Journal of Business and Management*, 8(9):86-97.
- Al-alak, B. A. and Alnawas, I. (2010). Evaluating the effect of marketing activities on relationship quality in the banking sector: The case of private commercial banks in Jordan. *International Journal of Marketing Studies*, 2(1):78-91.
- Al Khasawneh, M. and Shuhaiber, A. (2013). A comprehensive model of factors influencing consumer attitude towards and acceptance of sms advertising: an empirical investigation in Jordan. *International Journal of Sales & Marketing Management Research and Development*, 3(2):1-22.
- Almossawi, M. (2014). Effectiveness of sms advertising (a study of young customers in Bahrain). *Global Journal of Management and Business Research*, 14(4):57-71.
- Balasubraman, S., Peterson, R. A., and Jarvenpaa, S. L. (2002). Exploring the implications of m-commerce for markets and marketing. *Journal of the academy of Marketing Science*, 30(4):348-361.
- Bartlett, I. (2001). Bartlett ii je, kotrlik jw, higgins cc. *Organizational research: determining appropriate sample size in survey research*, *Inf. Technol. Learn. Perform*, 19(1):43-50.
- Bauer, H. H., Reichardt, T., Barnes, S. J., and Neumann, M. M. (2005). Driving consumer acceptance of mobile marketing: A theoretical frame-



- work and empirical study. *Journal of electronic commerce research*, 6(3):181.
- Blanco, C. F., Blasco, M. G., and Azorín, I. I. (2010). Entertainment and informativeness as precursory factors of successful mobile advertising messages. *Communications of the IBIMA*, 2010(2010):1–11.
- Brehm, J. (1966). A theory of psychological reactance (academic, oxford).
- Chen, C.-Y., Shih, B.-Y., Chen, Z.-S., and Chen, T.-H. (2011). The exploration of internet marketing strategy by search engine optimization: A critical review and comparison. *African Journal of Business Management*, 5(12):4644–4649.
- Choi, Y. K., Hwang, J.-S., and McMillan, S. J. (2008). Gearing up for mobile advertising: A cross-cultural examination of key factors that drive mobile messages home to consumers. *Psychology & Marketing*, 25(8):756–768.
- Der Waldt, V., la Rey, D., Rebello, T., and Brown, W. (2009). Attitudes of young consumers towards sms advertising.
- Dickinger, A., Heinzmann, P., and Murphy, J. (2005). Mobile environmental applications. In *Proceedings of the 38th Annual Hawaii International Conference on System Sciences*, pages 178a–178a. IEEE.
- Ducoffe, R. H. (1996). Advertising value and advertising on the web. *Journal of advertising research*, 36(5):21–21.
- Elliott, M. T. and Speck, P. S. (1998). Consumer perceptions of advertising clutter and its impact across various media. *Journal of advertising research*, 38(1):29–30.
- Flanagin, A. J., Metzger, M. J., Pure, R., Markov, A., and Hartsell, E. (2014). Mitigating risk in e-commerce transactions: perceptions of information credibility and the role of user-generated ratings in product quality and purchase intention. *Electronic Commerce Research*, 14:1–23.
- Goldsmith, R. E., Lafferty, B. A., and Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. *Journal of advertising*, 29(3):43–54.
- Hashim, N. H., Normalini, and Sajali, N. (2018). The influence factors towards mobile advertising message content on consumer purchase intention. *Global Business Review*, 19(5):1187–1206.
- Karjaluoto, H. and Alatalo, T. (2007). Consumers' attitudes towards and intention to participate in mobile marketing. *International Journal of Services Technology and Management*, 8(2-3):155–173.
- King, D. B., O'Rourke, N., and DeLongis, A. (2014). Social media recruitment and online data collection: A beginner's guide and best practices for accessing low-prevalence and hard-to-reach populations. *Canadian Psychology/Psychologie canadienne*, 55(4):240.
- Kwek, C. L., Tan, H. P., and Lau, T.-C. (2010). Investigating the shopping orientations on online purchase intention in the e-commerce environment: a malaysian study. *Journal of Internet Banking and Commerce*, 15(2):1.
- Liu, G. and Ko, W.-W. (2012). Organizational learning and marketing capability development: A study of the charity retailing operations of british social enterprise. *Nonprofit and Voluntary Sector Quarterly*, 41(4):580–608.
- MacKenzie, S. B. and Lutz, R. J. (1989). An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretest context. *Journal of marketing*, 53(2):48–65.
- Makhija, M. V. and Stewart, A. C. (2002). The effect of national context on perceptions of risk: A comparison of planned versus free-market managers. *Journal of International Business Studies*, 33:737–756.
- Martin, K. D. and Murphy, P. E. (2017). The role of data privacy in marketing. *Journal of the Academy of Marketing Science*, 45:135–155.
- Martins-Costa, J. (2018). *A boa fe no direito privado*. Saraiva Educação SA.
- Noor, M. N. M., Sreenivasan, J., and Ismail, H. (2013). Malaysian consumers attitude towards mobile advertising, the role of permission and its impact on purchase intention: A structural equation modeling approach. *Asian Social Science*, 9(5):135.

- Okazaki, S., Katsukura, A., and Nishiyama, M. (2007). How mobile advertising works: The role of trust in improving attitudes and recall. *Journal of advertising research*, 47(2):165–178.
- Petrovici, D. and Marinov, M. (2007). Determinants and antecedents of general attitudes towards advertising: A study of two eu accession countries. *European journal of marketing*, 41(3/4):307–326.
- Phau, I. and Teah, M. (2009). Devil wears (counterfeit) prada: a study of antecedents and outcomes of attitudes towards counterfeits of luxury brands. *Journal of consumer marketing*, 26(1):15–27.
- Rettie, R., Grandcolas, U., and Deakins, B. (2005). Text message advertising: Response rates and branding effects. *Journal of targeting, measurement and analysis for marketing*, 13:304–312.
- Richard, J. E. and Meuli, P. G. (2013). Exploring and modelling digital natives' intention to use permission-based location-aware mobile advertising. *Journal of Marketing Management*, 29(5-6):698–719.
- Salem, R. (2016). The gendered effects of labour market experiences on marriage timing in egypt. *Demographic Research*, 35:283–314.
- Saunders, M., Lewis, P., and Thornhill, A. (2009). *Research methods for business students*. Pearson education.
- Soberman, D. A. (2004). Research note: Additional learning and implications on the role of informative advertising. *Management Science*, 50(12):1744–1750.
- Sternthal, B. and Craig, C. S. (1973). Humor in advertising. *Journal of marketing*, 37(4):12–18.
- Stewart, D. W. and Pavlou, P. A. (2002). From consumer response to active consumer: Measuring the effectiveness of interactive media. *Journal of the academy of marketing science*, 30(4):376–396.
- Tsang, M. M., Ho, S.-C., and Liang, T.-P. (2004). Consumer attitudes toward mobile advertising: An empirical study. *International journal of electronic commerce*, 8(3):65–78.
- Ünal, S., Ercis, A., and Keser, E. (2011). Attitudes towards mobile advertising—a research to determine the differences between the attitudes of youth and adults. *Procedia-Social and behavioral sciences*, 24:361–377.
- Varshney, U. (2003). Issues, requirements and support for location-intensive mobile commerce applications. *International Journal of Mobile Communications*, 1(3):247–263.
- Vezina, R. and Paul, O. (1997). Provocation in advertising: A conceptualization and an empirical assessment. *International Journal of research in Marketing*, 14(2):177–192.
- Wu, P. C., Yeh, G. Y.-Y., and Hsiao, C.-R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19(1):30–39.
- Xu, H., Oh, L.-B., and Teo, H.-H. (2009). Perceived effectiveness of text vs. multimedia location-based advertising messaging. *International Journal of Mobile Communications*, 7(2):154–177.
- Yang, H. (2013). Market mavens in social media: Examining young chinese consumers' viral marketing attitude, ewom motive, and behavior. *Journal of Asia-Pacific Business*, 14(2):154–178.
- Yeh, C.-H., Wang, Y.-S., Li, H.-T., and Lin, S.-Y. (2017). The effect of information presentation modes on tourists' responses in internet marketing: the moderating role of emotions. *Journal of Travel & Tourism Marketing*, 34(8):1018–1032.
- Zubcsek, P. P., Katona, Z., and Sarvary, M. (2017). Predicting mobile advertising response using consumer colocation networks. *Journal of Marketing*, 81(4):109–126.