

Perception of Young Consumers about SMS Marketing in Pakistan

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Abstract : This study examines the role of SMS marketing on perception of young consumers and its impact on society by keeping in mind the culture, values and communication norms of Pakistan. The study focused on the consumer's perception towards SMS Marketing of Entertainment, Informativeness, Credibility and Irritation factor which can have influence on the perception of young consumer positively or negatively. It's also observed that some of the message contents do have good or bad impact on the society's norm. The result derived from a sample of 200 consumers indicate that communication medium 'SMS marketing' positively influence the consumers perception but the messages that consumers receive from these companies are against the social norms and have bad impact. So Pakistani entrepreneurs of cellular industries should be more aware that there is need to somehow modify their message content strategies according to culture, norms and values of our society and environmental situation.

Keywords : SMS marketing, messages content, consumers' perception, cultural values and norms

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