



SMS ADVERTISING AND ITS PROSPECTS IN BANGLADESH

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ABSTRACT

Application of SMS advertising for enhancing communication with the consumers has drawn significant attention of the contemporary researchers. This study examines whether SMS advertising can be an effective medium of advertising in Bangladesh. The key ingredient of this research is the perception of consumers regarding the adoption SMS advertising. Qualitative and quantitative data derived from field interviews with prospective customers of different business has been used to identify potential relationships among the impact of SMS advertising adoption in Bangladesh and the perception of the respondents. With insight from the interviews, hypotheses has been derived and tested with quantitative data gathered via a direct survey instrument with 160 business stakeholders who has the potentiality to get influenced directly in if the system can be established across four divisions of Bangladesh. The propositions presented in this study provide preliminary evidence that consumers has shown positive attitude in accepting SMS ads via their mobile phones. The study will contribute significantly regarding the policy making of both the business professionals as well as advertising professionals in selecting and establishing the proper advertising methods as well as medium in future for operating in the best possible way in the country. Future researches on this particular field may require to look at issues like cultural factors of the concerned communities and global phenomenon.

Keywords: GSM, SMS, Perception, Adoption, Advertising Professionals.

1. INTRODUCTION

Mobile access to the internet and the fast adoption of mobile telephony present another interactive medium for advertising. The ubiquity of the mobile phone extends the traditional media model of time – space. Mobile advertisers can deliver timely short message service (SMS) ads to consumers based on their demographic characteristics and geographic information. Worldwide, wireless advertisers have already integrated SMS into the media mix [1].

As the mobiles are in high use, advertising companies are also running after people who use mobile phones. Mobiles were invented for the purpose of communications only but on the way they have got a new dimension. This dimension is that mobiles are used for advertisement. Most of the companies have started sending promotional messages in the form of SMS to people. Mobile marketing is the cheapest means of advertisements. [2].

Sending SMS is very cost-effective and it is because of this reason companies are using the full benefits of mobile marketing [3].

According to a technological study the number of mobile users is more than the number of people of using personal computers. So, mobile marketing has got a wider scope than internet marketing. Since people always keep mobiles with them, so it is the most ideal tools of sending promotional messages to people. On the other hand, people do not spend much time on their personal computers. The advertising companies which are basically paying much attention to Internet marketing are now partly paying attention to mobile marketing [4].

Mobiles are more user-friendly than that of the computers. As soon as people get messages on their cell phones they instantly check their messages. If these messages are in favor of them, then they

would reply the senders or if these are found to be useless they would instantly delete them. So, it has come to knowledge that promotional messages by means of mobiles reach to people faster than that of internet marketing. Since mobile marketing save much time, it has won the favor of many companies which are into retail sector [5].

Companies which have not undertaken mobile marketing would be missing opportunities to sell their products as well as services. Such companies are highly requested to take up mobile marketing as most of the small companies have already taken up this process of marketing. The advantages of mobile marketing cannot be expressed in a few words. Companies through these means of mobile marketing can make people to read their promotional messages. Hence, we have seen how advertising has taken a new dimension in the field of mobile marketing [6].

2.LITERATURE REVIEW

Concerned research coverage

Media have been the most oldest and reliable means of advertising. Over the years, many businesses have taken the benefit of this source of advertising and have gained profits. Businesses spend a great amount of money for media advertising but their success also depends on choosing the best advertising media. It is advisable to select that type of media that is most suitable to the product and services offered by a business [7].

Media advertising consists of various ways of advertising the product. This includes newspapers, television, magazines, billboards, pamphlets, radio, Internet, yellow pages, and direct mails. The main motive of using media for advertising is to attract audiences and thereby generate more revenue by increasing the sale of the product [8].

If advertising media in businesses are vitally important to the business community's economic and societal health, the question then becomes 'How can businesses select the best possible media to advertise their product or services?' [9]

The goal of this research is to explore whether SMS advertising can be a viable solution as well as alternative for business in Bangladesh as an effective way of advertise their product [10].

Advertising

Whether a business is promoting or campaigning (or marketing) its merchandise or service, its offer to the customer should be

interesting enough to stimulate a want to take an action. If a business truly want 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. And one of the best secrets is -- which sounds truly apparent, but is still a secret to most people -- is when one is looking at purchasing newspaper advertising, one of the things one should do is make a kinship with a representative [11].

Providing message with the aim to stimulate consumer minds is commonly referred as advertising in the field of global marketing. Advertising, in today's business world is the most prioritize filed that a business normally concentrate and put large emphasize on that [12].

Advertising is any paid form of no personal presentation and promotion of ideas, goods or services by any identified sponsor. 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 [13].

Advertising Media

Some of the famous ways of media advertising includes-

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.

Newspaper: Newspapers also virtually reaches every home all around the world and is one of the major media components.

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.

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.

Customers easily get the information about the product through media advertising. Before advertising the product through media, a business need to keep in mind certain essential aspects that helps in attracting audiences. This includes:

- A good media advertisement should consist of a good content, which should cover the features, usability, and benefits of the product.



- The content for media advertisement should be created by keeping in mind the potential market for the product.

- 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. This is when the business needs to hire a business adviser or media advertising agencies, which help in choosing the best available media for the business. Over the last few years, the emergence of media advertising agencies has simplified the advertising process for the businesses. 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[15].

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 winning edge. 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 [16].

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 [17].

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 [18].

From mobile phones we can send and receive Short Message Service. Content of Short Message Service is limited to 160 ASCII 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 [19].

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 [20].

Studies on SMS Advertising

Worldwide, wireless advertisers have already integrated SMS into the media mix. 1 – 3 SMS has started its ascent toward reaching critical mass as a direct marketing medium. In the US, over 70 per cent of the population owns a mobile phone 4 and 53 per cent of them has never sent a text message. 5 In contrast, mobile phone subscribers in Taiwan have reached 100 per cent and most of them embrace SMS technology. 6 Compared with Asian consumers, American consumers do not embrace SMS technology. An emerging field of mobile marketing research shows that the cultural orientation of a country influences its people's adoption of wireless technology. The fast adoption of mobile phones in Asia is cultural, not technological. While attitude towards SMS advertising has been receiving increasing attention from both academics and practitioners, little research has attempted to examine the cultural impact on adoption of SMS advertising between countries [21]

SMS allows mobile phone users to send text messages of up to 160 characters to and from each other. American advertisers use a short code (five-digit) call-in system to make responding to SMS ads easier. To obtain a mobile coupon, consumers dial a short code to a company, who in turn can text them back via their mobile phones. A study by Harris Interactive, a research firm, showed that about 7 per cent of the American mobile phone users would be interested in receiving SMS ads [22].

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 [23].

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. For sending SMS mobile database is very useful which has phone numbers of people [24].

The free bulk SMS software solves everybody's problem of sending messages. You just need to know how to use it. It's use depends on excel sheets and mobile phone. When you are through with your message typing and importing automatically the software will send message to everybody in your mobile phone book list and that to free of cost. SMS Gateway which literally means a passage or portal to send and receive messages between the PC and the phone. It is very helpful as it does not allow any hampering to the message [25].

SMS advertising is another benefit of this medium through which you can tell your customers about the various offers, discounts etc. As well as it can be used to play the role of a reminder. With bulk SMS advertising you save a lot of money and time as in it you just need to choose your target audience, the creative idea i.e. your campaign and sent it to a number of customers in one go which will instantaneously increase your sales or build up your reputation in the market Barnett (E. and Storey, J. 2000). [26]

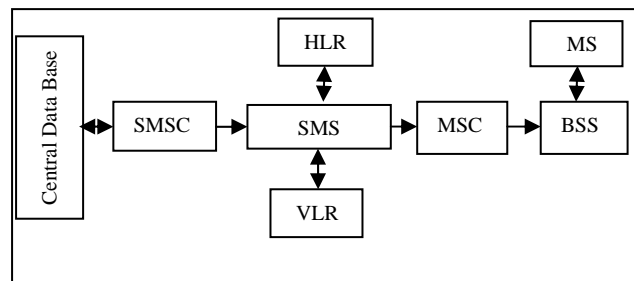
3. THEORITICAL EVIDENCE AND HYPOTHESIS

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. Mobile messaging is becoming faster integral part of the lifestyle of youth as shown by new research. Around forty text messages a day per cellular connection are currently sent by Indian youth and

this volume will grow by more than two hundred percent [27].

Short message service is a mechanism of delivery of short messages over the mobile networks [28]. In SMS, messages are sent with a "store-and-forward" mechanism. In order to provide a service to a business home a central data base can be store in the SMSC center. This data base contain which kind of information the business home want to provide to the user. When a request comes from the users, at first the SMSC find out which service it's want. Then its follow the following procedures.

1. At first, the request comes to the wireless service provider's SMS centre.
 2. Once the request internally processed the centers through an appeal to the home location register and gets the routing information of the receiver of the SMS.
 3. The SMS centre then sends the text to the MSC (Mobile Switching Centre).
 4. The MSC then sends the text to the mobile.
- Following figure shows how SMS mechanism works. [29], [30].



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 [31].

According to the research the mobile market in India is expected to reach to 1.67 billion users in 2008 and the value of mobile commerce is expected to reach \$88 billion by 2009. With the growth in the



cellular market, the marketers have found a new way of advertising to reach the consumers [32].

According to the GSM association, the cellular phone users send 10 millions or more SMS in a month. The addiction towards SMS and its popularity among youths has contributed to SMS advertising to emerge as the most suitable and effective medium for advertising [33].

The SMS has emerged as marketing communication phenomenon for the advertisers to reach their clients anywhere, anytime. One can use SMS gateways to generate the maximum awareness in client's mind with the minimum possible costs. The SMS gateway can also be used for brand recalling [34].

The SMS marketing provides a sure shot method for reaching a wide base of clients; more and more companies are using this method to reach out to their client base. According to the research the text message advertisements have found to boost the clients' inclination to purchase by 36% which explains its popularity among marketers [35].

Hypothesis

In review of the above-mentioned research outcomes the study anticipates the following hypotheses:

- H1: SMS advertising adoption in Bangladesh is positively related to **accessibility**.
- H2: SMS advertising adoption in Bangladesh is positively related to **applicability**.
- H3: E SMS advertising adoption in Bangladesh is positively related to **lifestyle pattern**.
- H4: SMS advertising adoption in Bangladesh is positively related to **attraction of youth segment**.
- H5: SMS advertising adoption in Bangladesh is positively related to **new way of operation**.
- H6: SMS advertising adoption in Bangladesh is positively related to **cost effectiveness**.
- H7: SMS advertising adoption in Bangladesh is positively related to **generating awareness**.
- H8: SMS advertising adoption in Bangladesh is positively related to **boosting clients**.
- H9: SMS advertising adoption in Bangladesh is positively related to brand recalling.

4. MATERIALS AND METHODS

As the title suggested, all the population in Bangladesh is the population of interest of this study. Four divisional headquarters of Bangladesh namely Dhaka, Khulna, Sylhet and Rajshahi were chosen as sub population. The logics behind choosing these four cities are because of their size effects. These four cities are ranked as first, third and fourth and fifth largest cities of Bangladesh.

Though the initial target was to collect 40 respondents from each of the four cities, from both city, but due to unavailability as well as unwillingness of the respondents to answer the questions, 50 from Khulna (area 1) and 48 from Rajshahi (area 2) 42 from Dhaka (area 3) and lastly 20 from Sylhet (area 4) SME participants were interviewed. A set of structured questionnaire was designed to collect the data. Initially the researchers developed 13 variables and 39 questions, but after some analysis and modification and downsizing finally, 9 variables and 27 questions were finalized. The questionnaire was designed incorporating those. A 7 point Likert scale was administered in the questionnaire to identify the level of perceptions associated with the above stated variables. The concerned variables are accessibility, applicability, lifestyle pattern, attraction of youth segments, new way of operation, cost effectiveness, generating awareness, boosting clients and brand recalling. A descriptive research design was used to test the hypotheses, proposed for examining the effects of various factors to the stakeholders' intention with data collected from different parties in Bangladesh through a self administered structured survey instrument. The survey questions were adopted from the literature and exploratory techniques. A convenient sampling method was used to select the sample considering the total citizens of Bangladesh as population of the study. The sample for this study is selected from the prospective stakeholders of 4 divisions in Bangladesh such as Dhaka, Rajshahi, Khulna and Sylhet. Different types of people have been included in the sample, which is stated in the sample profile, to make the sample representative. A total of 140 surveys were conducted from May, 2009 to July, 2009.

Data Analysis

To address nine independent variables of the study 26 items were generated, that were purified and validated through the factor analysis and internal consistency of the items were examined using cronbach alpha. For the purposes of this study, items measuring the independent variables were simultaneously subjected to a principal

components factor analysis with varimax rotation. The result yielded a 9 factor solution with Eigen values greater than 1.0 (as shown in Table 2). The factor analysis further reveals that all the items were retained within the 9 factors those are anticipated for the study that cumulatively explained 72.49% of the total variance.

5. RESEARCH FINDINGS

Table 1 shows the demographic profile of the respondents.

Description	F	Percent
Respondents Age		
Below 25 years	25	15.62
25 to 45 years	95	59.38
46 to 60 years	30	18.75
Above 60 years	10	6.25
Occupation		
Student	45	28.12
Government Job	35	21.88
Private Job	50	31.25
Business	20	12.5
Others	10	6.25
Gender		
Male	122	76.25
Female	38	23.75
Marital Status		
Married	110	68.75
Single	50	31.25
Education		
HSC or below	35	21.88
Graduate	85	53.12
Post Graduate	40	25
Area		
Dhaka Division	42	26.25
Rajshahi Division	48	30
Khulna Division	50	31.25
Sylhet Division	20	12.5

Variables	Standardized	Alpha
Accessibility	.300	.652
Applicability	.281	.521
Lifestyle	.321	.705
Attraction of	.362	.626
New way of	.298	.498
Cost	.358	.660
Generating	.236	.498
Boosting	.268	.765
Brand	.198	.532
R²	.305	
F Value	4.758	
Durbin-Watson	2.103	

Table: 2 Regression Statistics Discussion

Table: 3 Factor Matrix:

		Component								
		Accessibility	Applicability	Lifestyle Pattern	Attraction of youth	New way of operation	Cost effectiveness	Generating awareness	Boosting clients	Brand recalling
1	Q11	.587	.303	.122	.561	.421	.081	.121	.145	.650
2	Q16	.332	.125	.350	.395	.221	.489	.004	.323	.121
3	Q02	.251	.359	.120	.314	.356	.331	.431	.448	.165
4	Q13	.320	.520	.231	.254	.030	.147	.262	.211	.048
5	Q12	.415	.357	.019	.651	.144	.182	.328	.028	.265
6	Q21	.485	.626	.087	.649	.321	.222	.115	.016	.298
7	Q14	.285	.618	.062	.347	.541	.050	.105	.481	.212
8	Q10	.322	.510	.156	.686	.285	.225	.078	.223	.368
9	Q07	.044	.042	.115	.532	.181	.324	.058	.058	.059
10	Q09	.131	.088	.020	.469	.256	.048	.180	.236	.132
11	Q19	.072	.189	.220	.331	.335	.096	.441	.412	.262
12	Q17	.648	.210	.063	.233	.382	.032	.221	.232	.097
13	Q18	.364	.020	.130	.411	.622	.114	.354	.256	.078
14	Q09	.447	.075	.154	.252	.094	.568	.185	.321	.099
15	Q05	.354	.223	.052	.522	.622	.006	.121	.412	.031
16	Q04	.262	.009	.654	.441	.430	.115	.093	.321	.042
17	Q15	.385	.061	.612	.406	.298	.332	.111	.362	.168
18	Q22	.508	.252	.125	.693	.602	.184	.144	.986	.096
19	Q27	.458	.008	.515	.545	.411	.121	.036	.121	.049
20	Q21	.226	.014	.321	.326	.365	.365	.454	.324	.067
21	Q20	.368	.050	.254	.621	.645	.221	.635	.012	.159
22	Q24	.027	.057	.226	.515	.225	.422	.126	.044	.231
23	Q23	.160	.196	.318	.418	.335	.357	.340	.302	.301
24	Q01	.233	.109	.169	.661	.160	.166	.111	.223	.307
25	Q02	.079	.066	.159	.511	.718	.135	.139	.145	.607
26	Q25	.279	.256	.215	.323	.480	.058	.212	.302	.301

6. DISCUSSION AND INTERPRETATION

The purpose of the research was to examine the prospects of SMS advertising in Bangladesh. Nine factors related to different aspects of SMS advertising such as, accessibility, applicability, lifestyle pattern, attraction of youth segments, new way of operation, cost effectiveness, generating awareness, boosting clients and brand recalling were used as indigenous variables where SMS advertising itself was used as exogenous variable of the model. As hypothesized, accessibility, applicability, lifestyle pattern, attraction of youth segments, new way of operation, cost effectiveness, generating awareness, boosting clients and brand recalling have positive correlation with the SMS advertising application and therefore has positive probable impact. Here, individual outcome of each variable has been discussed.

Accessibility

The SMS advertising has become such a tool in marketing communication phenomenon for the advertisers that they can reach their clients virtually anywhere, anytime [32]. By using a bulk SMS, one can deliver bulk SMS's worldwide quickly, cheaply and reliably [36]. The regression analysis have indicated significant correlations between accessibility and the SMS advertising application which means that the positive perceptions of this characteristic or attributes will lead to higher outcomes.

Applicability

SMS Marketing is possibly the most effective, personal and direct marketing tool available to businesses today. With 95% of the UK population owning a mobile phone, penetration outstrips the PC by ten to one and according to the IAB, 95% of texts are opened compared with 25% of emails. These facts, coupled with increasing consumer acceptance of applications other than voice make the mobile phone a powerful new channel for marketers [37]. The survey outcome also produced quite similar result in case of Bangladesh. The regression analysis have indicated significant correlations between applicability and SMS advertising application which means that the positive perceptions of this characteristic or which indicates that this particular media of advertise have the potentiality to bring new times if it has been applied.

Lifestyle pattern

Short codes are commonly used in SMS Marketing and SMS advertising. SMS short codes are memorable five digit SMS text numbers which are widely used both as an outbound channel where companies text people directly from a short code. SMS short codes are also commonly used as a Direct Response mechanism for TV, Radio, and print advertising. The short code is advertised at the point of display and as it's a short, memorable number it's easy for people to text in. This way of advertising is more suited with modern lifestyle of people [22]. The mean score of the factor matrix as well as the regression statistics convey similar picture in case of Bangladesh, where it seems to be that the Bangladeshi people are also getting accustomed with new way of doing certain things as well as accepting new modes of operations.

Attraction of youth segments

Global researches on youth show that mobile messaging is faster becoming an integral part of their lifestyle. In India over the past few years the rate has increased drastically. This shows the growing attraction among youth about mobile messaging. SMS advertising can exploit such immense attraction and huge media to capture the eye of the youth segment [38]. This factor also has proved to be as an important factor affecting the perceptions of the Bangladeshi stakeholders of SMS advertising. This is due to the fact that for the along with global phenomenon.

New way of operation

By using a bulk SMS, one can deliver bulk SMS's worldwide quickly, cheaply and reliably. Exemplar e-solutions is providing this service which helps other companies to deliver their SMS to their target market. A company just need few things to take maximum advantage of IT to enhance their productivity, an internet connection, PC software and bulk SMS solution that plugs in to database [38]. New way of operation has emerged as the one of the strongest factor in terms of degree and magnitude affecting the perceptions of the stakeholders. The issue of creating new way is significant as people normally reckon that innovative way of doing things specially in a highly creative field like advertising will always be appreciated.

Cost effectiveness

What Bulk SMS can do to the business? The first thing that will be discovered is that one can contact people who are already on the list. They are going to be interested in what the business operators have

to say and they may very well appreciate advance notice of interesting things that are going on in the business. In the first place, one can make them aware of new sales and of new products that you have going on. This is a great way to give them coupons and news that might be of additional importance. And, most importantly all will be done in the most cost effective manner [38]. The regression analysis have indicated significant correlations between cost effectiveness with the SMS advertising adoption which means that the positive perceptions of this variable or attribute and will led to significance decrease in cost level.

Generating awareness

The truth of the matter is that almost no one is without their cell phone these days, and it is often listed as their first and most direct method of communication, short of being there in person and flagging them down. With the ability to email to SMS, one will be one step ahead of the game. The business will find that there are a number of programs that can get started with its own SMS gateway[39].The regression analysis have indicated significant correlations between cost effectiveness with the SMS advertising adoption which means that the positive perceptions of this variable or attribute and will led to significance decrease in cost level.

Boosting clients

SMS advertising can cover a large territory and therefore can be used as an effective tool for sales promotion or boosting the client towards purchasing the products .[40] .The mean score of the boosting client variable suggest it as also a dominant force that will act significantly to build the base of SMS advertising in Bangladesh if such event occurs in greater extent.

Brand recalling

According to the contemporary researches SMS advertising has proved to be a stronghold on creating brand loyalty as well as can act as a serious weapon in retaining the customers. The study outcome also provides sufficient evidence in favor of those particular standings[40] . The survey outcome and variable analysis also shows the fact that the business man will get a huge advantage for going for advertising through, because the area of coverage is huge and it will cover almost everything of relative business boundary that is the customer segments of all levels. The research study and its outcome clearly indicate that SMS

advertising adoption can increase the performance level business drastically. It has a huge prospect in Bangladesh and requires to be adopted sooner than later.

7. CONCLUSION AND POLICY PRESCRIPTION

Over the last few years, the field of advertising in Bangladesh has changed a lot. The trend is definitely toward positive direction and shaped towards a new way. Now a day we have been able to come out of traditional way of thinking and doing in the field of advertising. As a result this particular sector is now been able to flourish and it is actually flourishing more strongly than ever [41].Advertising sector also can generate huge employment opportunities that will ultimately help develop country's overall economic environment. Although this sector has the potentials of contributing a substantially large amount of money in national economy, the government's initiative, people's perception on it, and country's culture hinder the development of the sector up to a certain extent in the past [42].

However, the outcome of this study shows that the perception and thinking pattern of people has changed a lot now a day. They are even ready to accept totally a new mode of advertising in the form of SMS advertising. The survey and analysis outcome clearly prove that there is huge prospects of SMS advertising in Bangladesh. If this new of advertising can be implemented successfully that can bring new times

The government should provide a positive look at developing the human resource infrastructure required for developing this sector in the country and should also look at the legislative hindrances if available. Highly professional and technical human resource competent in the field of advertising can contribute positively to satisfy diversified needs of different requirements of this wonderful art of business operation. A specialized institution thus may be established for advertising education in Bangladesh. Besides the above mentioned supports and services the entrepreneurs in the field of this industry should be supported and encouraged by establishing government's grants and subsidies and adopting country's policy that may be used as the guideline for the rapid expansion of this sector. The study is believed to be supported by its academic proponents and professionals.

8. DIRECTIONS FOR FUTURE RESEARCH

Future researches may look at considering issues like the cultural and traditional as well as societal configuration of the country and Other related



issues like, economic environment, global business pattern and issues like economic trend can be considered unto a larger extent for making the study more practical and diversified.

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