

**IMPACT OF MOBILE PHONE MARKETING STRATEGIES ON
BRAND AWARENESS AND PURCHASE INTENTION ON
CONSUMERS OF APPAREL INDUSTRY IN ISLAMABAD**



By

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**DEPARTMENT OF BUSINESS STUDIES
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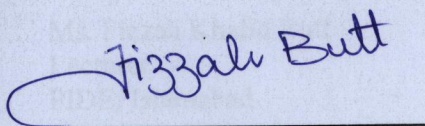
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**A Post Graduate Thesis submitted to the Department of Business Studies as
fulfillment of the requirement for the award of Degree of**

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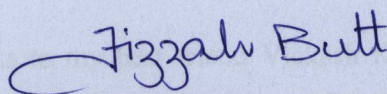
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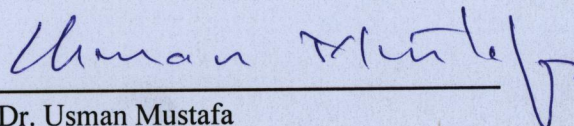
This is to certify that this thesis entitled **“impact of marketing phone marketing strategies on brand awareness and purchase intention on consumers of apparel industry in Islamabad”** submitted by Junaid Ahmed is accepted in its present form by the Department of Business Studies, Pakistan Institute of Development Economics (PIDE) Islamabad as satisfying the requirements for the partial fulfillment of the Degree of Master in Business Administration.

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DEDICATION

I dedicate my dissertation work to my family and many friends. A special feeling of gratitude to my loving parents, Mr. and Mrs. Shabir Ahmed whose words of encouragement and push for tenacity ring in my ears. My sisters Fiza, Nimra and Shams and my brothers Sheeraz Ahmed and Kashif have never left my side and are very special.

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ABSTRACT

Mobile phone marketing strategies are considered to be one of effective and low cost marketing tactics to aware customer, generate sales and retain their loyalty. There are various indicators which indicates its relative importance in comparison with other like average time spent by consumers on mobile phone and media with other traditional medium of communication. The current research explain effectiveness of mobile phone marketing strategies and it concludes that, mobile phone marketing strategies are effective enough to generate and increase consumer's brand awareness in consumers of apparel industry in Islamabad. The research also found mobile phone marketing do generate purchase intention along with brand awareness in consumers of apparel industry in Islamabad. The research also suggest that marketer should focus on addressing right customers with right content to generate brand awareness and purchase intention through mobile phone marketing. There are certain limitations of the current study based on data collected, it is recommended that, scope of research should be stretched to other major cities of Pakistan. Another limitation of study is that, future researcher needs to check impact of mobile phone marketing on post-purchase behavior of customer.

Keywords: Mobile Phone Marketing, Brand Awareness, Purchase Intention, Consumer Database.

Chapter 1

Introduction

The marketing practices are changing with time to time, if we see the marketing evolution process that starts from production of goods to identifying and satisfying needs of consumers. The today marketing practices are gone beyond the just identifying and satisfying needs, so now a days companies wanted to build long-term relationships with consumers. Company's focus of marketing strategies is not to gain new customers but to retain their old one. So in order of getting small fraction of customers loyal and retained with the company products and services, companies are shifting their large and massive macro marketing campaign to micro strategies which are cost effective, of such is mobile phone marketing strategy (Roach, 2009). The rise of mobile phone marketing is also result of fragmentation of mode of communication in each medium which pose difficulty to tap specific customers to retain and make them loyal on mass media therefore mobile phone marketing strategies help to target company's customers in a way to reach message to users of products or potential customers rather than all customers (Scharl et al, 2005).

Mobile phone marketing strategies are now a days widely used by many companies especially in apparel industry of Pakistan. The tools and techniques of such strategy is to target niche amount of customers specifically though internet, SMS, email and other tools. This give customers a sense of ownership by company to consumers. This proposed research is going to investigate the power of mobile phone marketing tools and techniques on awareness and purchase intentions of customers.

The proposed study will specifically focused on brand awareness and purchase intention through mobile phone marketing techniques and tools. The study will see the effects of consumer database on both variables therefore the study will investigate presence of database information while generating brand awareness and purchase intention through mobile phone marketing strategies (Oztas, 2015).

1.1 Background of study

The advancement of electronic and information technologies have impacted on business and marketing practices. It has enabled to consumers to search for more information about

products which has resulted consumers possessing more information on how much best their needs can be satisfied. Now a day's marketing is gone away from just identifying and satisfying need of customers to loyalty program offered by company's brands to retention of consumer through customer relationship programs. Previously company's use marketing communication on mass level to inform and persuade consumers about their products but now a days consumer have become so much savvy and very heterogeneous as for as their needs and wants are concern which has impacted on framing of marketing strategies from continuous (macro) to fragmented (micro) marketing strategies (Leek & Christodoulides, 2009).

The increasing access of information to consumer as result of evolved technologies (both electronic and information) has broken consumer needs into smaller and impactful one. In a wake of consumer needs fragmentation, business have also uneven their marketing strategies into targeting very few customers with mobile phone marketing strategies. In Pakistan the trend of mobile phone marketing has been increase in every consumer industry like educational consultancy, apparel and other industries.

The mobile phone marketing is marketing strategies in which companies used to target customer with the exclusive, customized and personalized communications tools and techniques specifically through messages. There are many purposes of mobile phone marketing strategies being used by the company but central ideas is that before framing mobile phone marketing strategies there must be specific purpose like informing customers about new variety of products, sell discounts or any other offer. This is vitality of mobile phone marketing strategies that it's used for specific purpose and less cost associated with it in start of one after one micromarketing strategy. The use of mobile phone marketing strategies is now days easy because of advanced technologies of smartphone together with generational technologies. It has enabled companies to reach out customer easily by sending them message of mobile phone number, emails, WhatsApp messages, social networking sites and others (Danaher & Rossiter, 2011).

There are many business many customer in today's market situation. Now business goal is to get as much share of market which can be satisfied and retained for long period. They use mobile phone marketing strategies because of it reach in a personalized way and less

cost associate with it. Now this proposed study will investigate how it is going to affect awareness of customers about brands in way far-reaching way.

1.2 Research Question

The research questions of this proposed study are following:

“What is impact of mobile phone marketing strategies on brand awareness and purchase decision with effective consumer database available to company in apparel industry of Pakistan?

The above is the research question of this study. In this study the researcher will study and examine research question in order to present actionable findings for corporate world.

1.3 Rationale of Study

The purpose of this study is to examine hypothesis of the study to find the impact of mobile phone marketing on brand awareness and purchase intentions of consumer in apparel industry of Islamabad. The study will investigate these variable in specifically consumer of apparel industry of Islamabad.

The increasing information to consumers about products in era of information technology have posed a serious problem for company to position itself in customers mind as one which will satisfy their desired need and wants. This problem is now a days widely addressed by companies through mobile phone marketing strategies, its use have enabled company to target set customers specifically so mobile phone marketing strategies will help company to generate capacities which will beneficial for customers and company to efficiently disseminate and receive information about product.

The discussion is ongoing on effectiveness of mobile phone marketing strategies and it's widely agreed by set of academicians and marketing practitioners that it's one of cost effective strategies. The rationale behind this proposed research is that how it will aware the customers? And does this awareness will determine customers purchase intentions.

1.4 Significance of Research

The study is going to investigate empirically the impacts of mobile phone marketing strategies on brand awareness which will ultimately push customers to purchase decisions

and the important feature of this study is to see role of consumer database of company will play in both brand awareness and purchase decision of consumers in apparel industry.

The significance of this study will help business to frame their mobile phone marketing strategies in effective way which will yield planned objective of particular strategy. It will also help to realize business, the importance of database for success of mobile phone marketing strategies and it will push business to collect and structure their database through which it will ensure that it is reaching target their targeted niche customers which aware customer about brand and propel them to buy products.

The significance of the current study from company perspective following:

- i. To realize importance mobile phone marketing strategies in era of information and technology era where consumer possessed huge information about products and service so this study will help company to understand significance of mobile phone marketing strategies that it's now only tool to tap target customers exclusively.
- ii. It will help company to design their marketing strategy that how much effort a company has to exert on designing macro marketing or mass media marketing and how much effort it must dedicate on other form of marketing strategies like mobile phone marketing because as we have observed that media is fragmented now a days so every company has to pick kind of medium on mass media and mobile phone marketing strategies as usual.
- iii. This study is to help companies design their database and information collection system in order to enhance effectiveness message and communication by company because it's one of critical factor of this whole study.
- iv. Objective of this study is to help companies to build their mobile phone marketing so that it can yield results of mobile phone marketing strategies over macro marketing in situation of fragmented media and savvy customers.

1.5 Objectives

There are two sets of specific objectives of this study; the one is academic perspective and other one is company's perspectives.

- i. The objectives which from academic perspectives is established relationships between independent (mobile phone marketing strategies) and dependent variables (Brand awareness and purchase intentions) and create body of knowledge.
- ii. The second objective of this study is to help managers to use the body of knowledge to plan and execute their mobile phone marketing strategies effectively.

Chapter 2

Literature review

The literature review was conducted by reviewing previous work of researcher which have been published in high impact factor journals.

2.1 Mobile Phone Marketing

The mobile phone marketing is now a day's separate and wide range of subject which is under consideration of both academicians and marketers. Many researchers have defined mobile phone marketing in various ways but Roach (2009), defined it "use of mobile phones to provide consumers with time and location specific, personalized information, which promotes goods, services and ideas". It enables marketers to connect with customers specifically. Advances in mobile phone technology, for businesses to reach potential customers and developers has created a new communication channel.

Mobile phone marketing get its importance due innovation of its technologies which is used both companies and consumers to interact themselves in an effective manner. These related technologies have result in evolvement of personal and digital devices like smartphone, notebooks and other which have become essential for everyone. Companies and consumer make effective use of these personal and digital devices for buying and selling purpose. Seller used to achieve goal of direct marketing through mobile ads by sending specific customer an information which is beneficial for him. This has proved to be more affordable and efficient (Tekkanat and Topaloglu, 2016).

Due to enhancement of advanced electronic technologies, the use of smartphone have become greater in today's life. So that companies are competing with each other in a total changed manner to that of traditional way. These technologies have enables them to increase their customer base via use of mobile phone and its marketing techniques which not only cost effective but effective also. These mobile phone marketing techniques are through Short message services (SMS), online banner on phone and social networking sites (Tekkanat and Topaloglu, 2016).

When the concept of direct marketing emerges, it had talked about innovation in communication channels of marketing which directly have pointed out towards addressing customers' needs through personalized ways. In this sense researches have concluded that "ubiquitous devices" is fulfilling this purpose of direct marketing's innovative ways to address needs of customers. But certain issues have emerged along with it which includes complications confidentiality concerns of its application for mobile phone marketing (Roach, 2009).

In a recent research's findings have concluded that, mobile phone marketing techniques are one of the most effective tool to reach out the customers. The one of effective tool of mobile phone marketing now a days is, addressing audiences through SMS which have characteristics of being specific to need of customer. This tool of mobile phone marketing is not only effective in a sense of cost and reach but it has yielded positive customer attitude towards companies and its products. Furthermore, use of mobile phone by advertiser have also enabled them to reach out those customers who have current need but they don't want to be reached through personal marketing (Scharl et al, 2005).

There are various other researches have been conducted out which had dealt with its adoptability of mobile phone marketing on hand of customers. Researches have concluded that customer became adoptive with time of acceptability and growing use mobile increase with time to time. Other researches have concluded that acceptability of mobile phone marketing seems to be enhanced when consumers have been offered some of incentive by companies (Barwise and Strong 2002).

The one research have concluded that there is existence of positive associations amongst buyer's perception of the comparative benefits of mobile phone marketing and acceptance of mobile phone marketing. Which infers that marketers must uphold the advantage of innovation offers on other networks of communication. The research also suggest that association among compatibility and acceptance of mobile phone marketing further implies that gaining authorization from consumer and sending only information which is specific of customer is antecedents of successful mobile phone marketing program. But consumer who don't give authorization to companies to send him/her information as part of mobile phone

marketing campaign might get irritated if he/she receives because he/she is already having reach of companies information through other means (Roach, 2009).

Many researches have pointed out towards increasing trend of use of short messages services (SMS) as part of mobile phone marketing program. It has also made use of social network of WhatsApp to promote products and services in limited territory with higher efficiency (Shareef, Dwivedi, & Rana, 2015). This trend of sending and receiving messages is widely used by all companies in every country and its acceptability among customer of different countries are almost same (Lu, Deng, & Wang, 2010).

Researchers argued that one of many marketing paradigm which has gotten its shaped from recent technological development is the internet held “direct marketing”. This kind of emergence in marketing practices have enabled marketers to reach its designed target market by avoiding many constraint which they are facing in traditional marketing program, therefore mobile phone marketing is now widely used by almost all advertisers (Oztas, 2015)

The mobile phone marketing have made available mix of choice of to increase quantity and enhance quality of marketing program of company. The certain choice like short message services (SMS) and multimedia message services (MMS) had efficiently enhanced two way communication coupled with digitalization of information with means of audio and video imagery. Therefore development in mobile phone’s technologies have given new concepts of entertainment, effective medium of interaction between producers and retailer. This has also gave rise to new way of purchasing call online shopping of both goods and services (Oztas, 2015).

Mobile phone marketing had its potential prospect as many sellers are using availability of short messaging to create, maintain and sustain their relationships with loyal customers. Further, it has been reviewed from the literature consumer behavior in age mobile phone and its marketing application is of great importance. It has been concluded that customers always attach their exclusive kind of beliefs, if they have been addressed through mobile phone by sellers. The beliefs and expectation of consumer are in various forms. One of the most is effective one is their needs and wants being addressed in individually, like sending

message with receivers name, offering them exclusive incentives and instant service recovery (Leek & Christodoulides, 2009).

New customers movements have pointed out that younger division of are eager to be connected with as many people. They are also more interested to use mobile phone application for their buying and selling activity. Therefore it's now have become of vital importance for those seller whose target audience is young customer of information age. They are also influencers for their peers in their social group therefore addressing them is of critical nature (Xu, Liao, & Li, 2008). Sellers have unlimited chances to address such target audience through mobile phone marketing strategies because it offers unique prospect to promote product and services (Danaher & Rossiter, 2011).

The another researches have concluded that due more and more companies are using mobile phone marketing consumers is receiving many message from many sellers but attention seeking message are those which contain more relevant message which address their needs. The argument is one the basis of supposition that consumer attention to any particular message sent by seller is reliant on addressing their needs which backed by "social exchange theory". The consumer will only be interested in specific message sent by advertiser, if he/she is being perceived to be benefited. One way can be message sent must contain kind some incentive or discount. The acceptability of such kind of message as part of mobile phone marketing must contain should include the personalization of consumer (Kumar, Shareef, Kumar and Persaud 2016).

Some researchers have also acknowledged importance of location in mobile phone marketing program. These researches concluded that, message advertisers will be of the great importance for customer whose store location is near to him which will easy for him to visit, if he/she receive information or incentive in message. Researches have also affirmed the importance to timing of message with location by seller. According to it, if consumer receive message on right time where he/she is in particular location, it is likely that he/she will get attention to message received which should contain information relevant to needs by seller and more probably he/she will pay visit to that particular store (Change 2013).

It has been always enforced that keeping in mind customer behavioral goal should always fulfill marketing program of companies. Therefore advertiser should have to design its

mobile phone marketing strategy especially via short message services that drive behavioral intention of customer which will can comply with marketing goals designed. On other hand marketers or advertisers must fully careful of creating trust among target audience through various means like content and arrangement message. The mobile phone marketing have affirmed that trust must be established with customers through promotional packages and incentive via mobile phone marketing (Zhang and Li, 2012).

In assessing the effectiveness of mobile media, researches argued that it is one of effective because of its potential to connect seller with consumer in one-one and one- many mode. They further argued it is gaining wider acceptance and its growth is increasing day by day as new mobile phone technologies are being innovated. 90% of audience are present over mobile phones, mobile phone 20% electronic devices with more 50% market share increasing in upcoming 3-5 years. Mobile phone marketing is vital for company's engagement with customers which keep them aligned with company's marketing goal (Watson, McCarthy and Rowley 2013).

An effective design of mobile phone marketing should exploit certain vital benefit of mobile phones. There are three such benefits. First, customer is always available for company if they are being targeted though mobile phone marketing. Second, it always enhance locality based deals for customers. Third, it always generate highly personalized content with address individual need (Berman, 2016). Further it is argued that there can be less effective performance of mobile phone marketing due to inbuilt issues of smart phone operating system of i-phone, android and Blackberry and other browsers.

2.2 Purchase Intention

The purchase intention is plan of consumer to buy certain products and services. The purchase intentions can be created by company with its higher brand equity. The various studies also showed that there is stronger positive relationships between brand equity with higher level of purchase intentions (Romero and Gómez, 2015). There are some other studies who have found that success, hipness, sophistication, professionalism, emotionality and sincerity are key determinants of purchase intentions, multiple other studies found that Sincerity and Emotionality providing substantial evidence about purchase intention (Romero and Gómez, 2015).

The studies have found that purchase intentions are influenced when a company has one of best website content which contain suitable information. The authority and interactivity of the website to consumer also have positive effects on purchase intentions as well which also generates positive attitudes towards products and brands of company (Ott et al, 2016). The same study also suggests that interactivity with the website has also indirect effect on purchase intentions and positive attitude towards brands and products, The high and medium level interactivity determine the perceive information of consumer which will add into increase in purchase intentions and geniality of brands and products of company, the same study also suggests that transmitted message has positive on purchase intentions and increase positive attitude of consumer as well (Ott et al, 2016).

The studies have also found that quality of website design is important determinant for purchase intentions in traveling industry, this study further indicates that e-service quality is significantly add significant impact on the purchase intentions and customers satisfactions (Wen, 2012). Research have indicated that customer satisfaction leads to first and repeat purchase intentions as well as loyalty. Trust, have found negative relationship with perceived risk (Doney, Cannon, & Mullen, 1998), is a vital antecedent for strengthening consumers' purchase intentions, and it is an important element for building relationships (Gefen, Karahanna, & Straub, 2003; Hart & Saunders, 1997; Ku & Fan, 2009). The one study suggests that there is significant positive relationship between affective online store and purchase intentions. The study further implicate that a well-designed travel website have positive impact on consumers' purchase intentions of travel products at that site. In addition to quality of travel website design, attitude toward online shopping positively influences customers' purchase intentions (Wen, 2012). The one study indicates that informative web ad likely to impact on purchase intentions (Cho, Fjermestad, & Hiltz, 2003)

The study conducted based empirical evidences of “structural equation modelling” shows that purchase intention of counterfeits are affected by norms and attitudes of consumers. Nonetheless, the study shows that subjective norms are important forecaster of purchase intentions (Jirotmontree, 2013).

The apparel industry of United States remain under constant criticism of maligning natural environment through its products. But in recent year it has adopted environment friendly

appeals (EFA) products to lessen effects on natural environment. The study have shown that the usage of EFA has lot impacted on purchase intention of consumers to towards environmentally friendly product (Zheng and Chi 2015). The practical implications of this studies shows that Companies should adopt marketing and promotional strategies to encourage and promote positive consumer's attitudes among target consumers of apparels towards EFA consumption therefore advertisements campaign, companies should emphasize the importance of EFA consumption in doing well for the future generations and the preservation of natural environment, which will generate positive attitudes towards EFA products and it will generate positive purchase intentions of consumer (Zheng and Chi 2015).

The emergence of social media networking sites and electronic technologies like smartphones has given companies the opportunity to interact with consumers directly about their products and services with intentions of building closer and sustainable relationships with consumers. This advancement of media and maintaining closer relationship with consumer have effected purchase intentions of consumers to repurchase intentions. Subsequently, the repurchase intentions of consumers generated through social media promotion have impacted on consumer loyalty of customers. An informative web advertisement is likely to increase consumer attention to a product and services and influence a consumer's attitudes and purchase intentions (Cho, Fjermestad, & Hiltz, 2003). Specifically, high and medium interactivity levels significantly increased perceived informativeness, which increased product and brand likeability and purchase intentions (Ott et al. 2016).

Serial mediation study analysis have shown that there are significant secondary route from interactivity (high and medium) via perceived dialogue/company responsiveness and perceived informativeness on product likeability, brand likeability and purchase intentions (Ott et al. 2016). This study from the path analyses are dependable with Wilson and Sherrell's (1993) suggestion that, according to the ELM, users who take the fundamental way rely more on the perceived quality of message content than bordering signals when expressing attitudes. Perceived informativeness plays a critical role in users' attitudes and purchase intentions (Ott et al. 2016). Specifically, the same study found that the perceived informativeness of the communicated message positively impacted user engagement,

attitudes, and purchase intentions (Ducoffe, 1996) regardless of the degree of source of power. That is, higher levels of interactivity positively impact ad attitudes, brand attitudes, and purchase intentions (Ott et al. 2016).

The finds of study about purchase intention of luxury brands stated that it support the influence of the social context on purchase intention for luxury brands. But this study have shown weaker role of perception as one of determinant of purchase intention in luxury brands. This study on luxury brands further argued that experimental and practical features of luxury brand purchase were significantly positively correlated with purchase intention, but symbolic value was not. This study also argued that physical and achievement self-importance had a positive impact on purchase intention while only achievement self-importance had a moderating effect on perception (Hung at, al. 2011)

The study on online purchase attitudes have shown that a consumer who is regularly engage with activity of purchasing online products have positive influence on online purchase intentions. This study believed that it is attitude of consumer which will impact behavior of purchase intention online, and the relationship between flow and intention will be fully mediated by attitude (Kim et al.'s 2010). Experiencing flow on the Web will also indirectly increase individuals' online purchase intention through its influence on attitude. The study further explained that individuals who is continuously engaged in experimental behavior will more likely have favorable attitudes toward online purchasing and, in turn, form purchase intentions to actually make purchases online. The influence of experimental behavior on purchasing intentions is fully mediated by its influence on attitude. (Korzaan, 2003).

The current study has further expanded its scope of theoretical implication of flow in the situation of electronic commerce and it has confirmed through empirical evidence, the relevance of flow for explaining online consumer behavior by illustrating how flow influences behavioral intentions to purchase intention online. Flow was shown to impact assertiveness both directly and indirectly through investigative behavior. In turn, attitude was shown to positively influence on individuals' purchased intention on online platform, and the relationship between flow and purchase intention was fully mediated by attitude.

The model explains 60% of the variance in behavioral intentions to purchase online (Korzaan, 2003).

The study conducted “online experiences and virtual goods purchase intention” showed empirical results that stimuli-organism-response (S-O-R) model in a social networking site and showed that environmental features can be amalgamated to enrich users’ online experiences and purchase intentions. Specifically, this research indicated that social identity showed the strongest and positive impacts on involvement and flow (Huang, 2012). More specifically, affective involvement showed the maximum impact on purchase intention compared to flow and cognitive involvement. Additionally, online platform providers must advance their social identity structures that show a strong positive influence on users’ online experiences which will drive purchase intention of consumer online (Huang, 2012). With the expansion of online social gaming supported by electronic devices, there is growing indication for virtual goods consumption and online purchase intention; however, relatively few studies have discussed this phenomenon (Huang, 2012).

The study on Halal purchase intention concludes the findings that most of the customers rely on Halal Marketing in Pakistan, personal and societal perception and Halal certifications of companies. On the other hand, least importance was given to their religious beliefs when making a purchase decision. The study further draws findings and suggest that customers are impacted by Halal Marketing and Branding practices of food products as they are being influenced by the sales promotions and celebrity endorsements. It has also been found that customers are willing to spend substantial exertions and money to purchase Halal food (Awan, Siddiquei and Haider).

2.3 Consumer Brand Awareness

The consumer brand awareness is independent variable in this study. The literature review of purchase intention has been conducted from articles which is written by most eminent authors of marketing.

The consumer awareness can be well defined as “the understanding by an individual of their rights as a consumer concerning available products and services being marketed and sold”. The consumer awareness is well researched area of marketing which have offered huge amount literature and contribution in field.

The consumer brand awareness dimension in this study is that company is introducing micro marketing strategies to aware their consumer about their brand which will affect purchase intention of consumers.

“The extent or alertness of individual consumers of their rights and responsibilities in the market place” (Rousseau and Venter, 1995). Another theory explain consumer brand awareness in context of globalization which explain that “globalization have pushed increased attention to consumers brand awareness in both marketing practice and academic research” (Brewer and Rojas 2008).

The operational definition of consumer brand awareness in this study is consumer brand awareness is process to aware consumer about the brand through micromarketing strategies which will generate purchase intention of customers.

The consumer awareness can be well defined as “the understanding by an individual of their rights as a consumer concerning available products and services being marketed and sold”. The consumer awareness is well researched area of marketing which have offered huge amount literature and contribution in field.

The literature shows that there are three different concepts including consumer brand awareness, attitude and actions are paralleled by the study of reliability of and validity of products and services. The study further explores consumer brand awareness as the relationship between firm stance, environmental turbulence, and performance explored (Berthon, Campbell and McCarthy, 2011).

The study conducted in context of consumer brand awareness with corporate social responsibility explores the findings of experimental studies that consumer attitudes and purchase intentions are impacted corporate social responsibility activities of company. In order to create this consumer brand awareness, companies are gradually moving to pro social marketing campaigns, but such campaigns is met with disbelief and their effectiveness are consequently undefined. Therefore, researchers in this area (for example, Maignan, 2001; Mohr et al., 2001) have called for empirical studies to define actual influence of corporate social responsibility on consumer brand awareness. The study further suggested that if consumers awareness are low about any specific brand who have undertaken corporate social responsibility program than, that brand needs to aware and

educate them about their corporate social responsibility program. (Pomeroy and Dolnicar, 2008).

The same study also concludes that awareness have played vital role in corporate social responsibility campaign in previous researches. While the outcome of awareness has been established in laboratory sceneries, it remains unclear whether real consumers are aware of CSR activities when fronting real consumption decisions, leaving a gap in our understanding of the CSR- consumer nexus. If consumer brand awareness is low, the effect of corporate social responsibility campaign on purchasing behavior is not practical in market it only in literature, relevance. This has encouraged many researchers to call for research to explore the true level of corporate social responsibility branding awareness among consumers (Maignan, 2001; Mohr et al, 2001).

Companies' corporate social responsibilities branding campaign got less attention by consumers due to discontinuation between attitude and actual behavior of consumers. Large portion of consumers seems not be awarded by companies corporate social responsibilities branding campaigns (Bhattacharya and Sen, 2004).

It has been concluded in their researches that lack of consumer awareness is due to companies own corporate social responsibility records, they also explained that lack of consumer awareness regarding to ethical issues surrounding to which firm operates their corporate social responsibility initiatives are major reasons but of consumers provided suitable information about their initiatives and their impacts than it will increase their perceived consumer brand awareness (Auger et al. 2003).

Therefore here previous researches about consumer brand awareness levels of corporate social responsibility initiatives are low, Researches concludes in his empirical findings that consumers are very quiet fascinated by learning more about corporate social responsibility activities of brand which they buy and that, therefore, corporate social responsibility -related marketing communications present an opportunity to shape organizational image and increased perceived brand awareness (Auger et al. 2003). So pro- social marketing initiatives can result a market- differentiating strategy (McWilliams and Siegel, 2001), which increase brand awareness, build brand equity and lead to customer loyalty and other positive post-purchase outcomes (Bhattacharya and Sen, 2004).

The research about consumer brand awareness about genetically modified food in turkey shows their empirical results that consumers are generally have information about genetically modified organisms (GMOs), but they do not have much more knowing about the genetic modification process. The main issues of consumers about genetically modified foods are their hazardous effects to health. The usage of GMOs in health sector and in thwarting environmental from being polluted were the most favored extents of the consumers, while the majority of consumers found to be approving genetically modification in their foods (Tas et, al. 2015). Now the results from this concluded to this whole discussion majority of consumers were aware of the term GMO, but they do not have information regarding to technology and process been carried out therefore companies need to educate their customer about technology and process of GMO's in food which will help to create and increase consumer brand awareness of genetically modified food which will determine purchase intention towards genetically modified food products.

The study conducted on the price surcharge and consumer brand awareness concluded their results that number of price surcharge events happened in the market in different periods are the result of an intended pricing policy by company itself. At the same time, results suggest that the higher the maturity of specific market is, than there will be less events of numbers of price surcharge will be than more the consumer awareness will be regarding to the price of product will affect attitude and loyalty of products. (Palla, Boutsouki and Zotos, 2010).

A number of studies designate significant consumer brand awareness of quantity surcharges and this appears to be contingent on certain demographic appearances such as age and education (Zotos and Lysonski, 1993). Additionally, elements such as the exploration of price information in order to decide current and future purchase decision, social gratitude and shopping pleasure may lead consumers to quantity surcharge and consumer brand awareness.

The results from study of consumer awareness and ethnocentrism in Thai and US marker explored that more Thai consumers prefer to shop at ethnic grocery stores than US consumers. The results also indicated that, Thai consumers are attracted towards consume ethnic foods from nearby countries, but US consumers have tried a greater variety of ethnic

foods. No any consumers were aware to identify a cuisine based only on the spice flavors, although Thai consumers were somewhat healthier at doing so. Both Thai and US consumers aware that Asian cuisines have better health effects (Bell, et, al. 2011).

The evidence from the study further suggested that consumer brand awareness positively and significant impacts on consumer ethnocentrism, although consumer brand awareness does not impacts consumer loyalty. The findings of study also showed that consumer ethnocentrism has negative influences over consumer loyalty. It is suggested from findings that marketers consider consumer brand awareness, ethnocentrism, and loyalty when designing their marketing programs (Makanyeza, 2015). As such, consumer concerns about the superiority of imported products have increased. This has given rise to the expansion of the idea of consumer brand awareness, an important aspect of consumerism.

Consumer awareness is concerned with the degree to which consumers are aware of their “rights and responsibilities” in the marketplace. Consumers who are aware of their “rights and responsibilities” make knowledgeable purchase decisions and are protected themselves against exploitation by businesses (Rousseau and Venter (1995). As such they are likely to obtain maximum utility and satisfaction from the products that they buy and consume, which, in turn, may lead to customer loyalty (Donoghue and De Klerk 2009).

Globalization has observed an augmented flow of goods and services crossways national boundaries. As a result, issues about the superiority of products have been upstretched by consumers. This has result to the increased attention to consumers brand awareness in both marketing practice and academic research (Brewer and Rojas 2008).

Thus consumer brand awareness is concerned with the “rights and responsibilities of consumers” as they engage in the exchange process at the marketplace. The rights of the consumers must be protected. On the other hand, consumers should take their responsibility of rights. Now Consumer awareness is a part of the wider idea of consumerism that emerged as the discipline of consumer behavior (Brewer and Rojas 2008).

The study on wine label of Sonoma County brands shows that by segregating themselves from other competitors to and it can benefit from brand awareness of existing consumer and project itself as an indicator of quality. From a perspective of product development, it becomes important to understand the impact of Sonoma County on consumer brands

awareness comparative to the effects of the more specific but lesser known label within Sonoma County. The marketing benefit of placing “Sonoma County” on the label is evident from the findings in this study. There is a delicate consumer brand awareness of the region over its own designations. Sonoma County conveys a positive image that employs a halo effect on its products (Atkin & Newton, 2012).

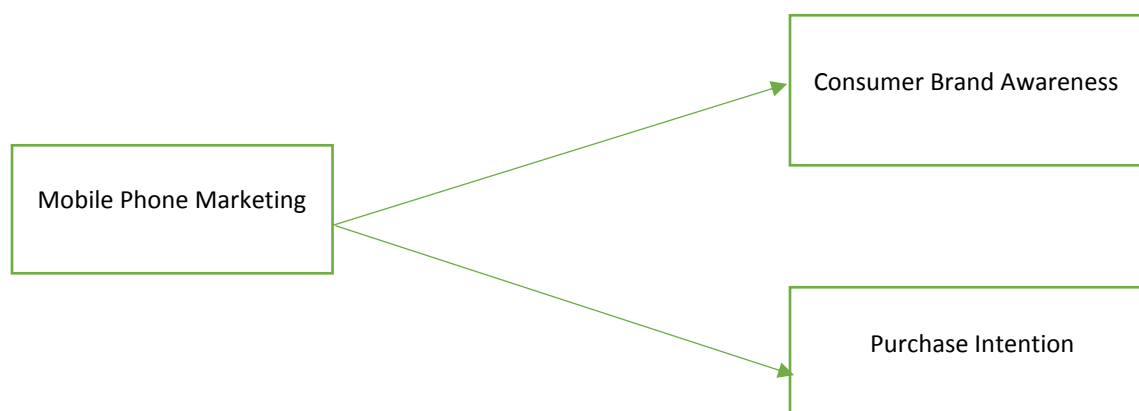
The study on ergonomics and consumer awareness concludes that by growing consumer brand awareness, the strategy aims to boost an attitude within society that poor ergonomics is objectionable (e.g. people won't buy a product, use a tool, work in an environment unless it is safe, easy to use, well designed, easy to maintain, well documented, well packaged, etc.). The hypothesis behindhand the development of the strategy was that by increasing consumer awareness of ergonomics and its benefits, consumer compression, in the form of augmented ergonomics expectations, would lead to an upsurge in the demand for ergonomics input in an extensive variability of applications (Stearn and Galer, 1990).

2.4 Theoretical Framework

The following diagram is theoretical framework which is derived or deduced from compressive literature review. The following diagram depicts two hypothesis which has been developed between independent variable (Mobile Phone marketing) and dependent variable (Brand Awareness) and independent variable (Mobile Phone marketing) and dependent variable (purchase intention).

The both hypothesis and alternative hypothesis have been developed in order to conclude the findings of study after testing hypothesis.

Figure 1: Theoretical Framework



2.5 Hypothesis

Ho1: There is no positive relationship between mobile phone marketing and brand awareness.

H1: There is positive relationship between mobile phone marketing and brand awareness.

Ho2: There is no positive relationship between mobile phone marketing and purchase intention.

H2: There is positive relationship between mobile phone marketing and purchase intention.

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Chapter 3

Methodology

The methodology of the current research “The Impact of mobile phone marketing on brand awareness and purchase intention in consumer of apparel industry of Islamabad” is based upon various factors. The current research methodology is basic research in which quantitative tool are employed to analyze and interpret the data.

The research was conducted in time frame of six months and survey tools were used to collect the data. In survey tool, five point Likert and Semantic and semantic scale were used and those were distributed among respondents residing in Islamabad. The research design used in current research was explanatory. Following are main factors of research methodology of current research.

3.1 Tool of Data Collection

The tools of data collection was mainly consist of primary data collection tool and secondary data collection. In the secondary data collection tool, I employed various sources to collect the data which include research papers, conferences proceedings, books and short articles. The research papers were used to conduct the literature review on variables of study. The comprehensive literature review was conducted on each variables were from mostly latest articles but initial or preliminary literature review were conducted from papers which is considered to be authority in particular variables.

The books of marketing were also referred as current research problem statement lies in the field of marketing. The books were used mainly to define variables of problem statement because it gave clarification to understand nature variables in problem statement. In collecting secondary data conference proceedings and little article s were also referred to establish a consistent literature review.

In order to collect primary or firsthand data, to establish result and conclusion of whole research process, survey method of questionnaire were used. In survey method questionnaire were developed containing items to measure each variables of the study. These items in scale or questionnaire were developed on five point Likert and Semantic and

Semantic scale and those items were adopted from previous researches who have measured same variables of study in other context.

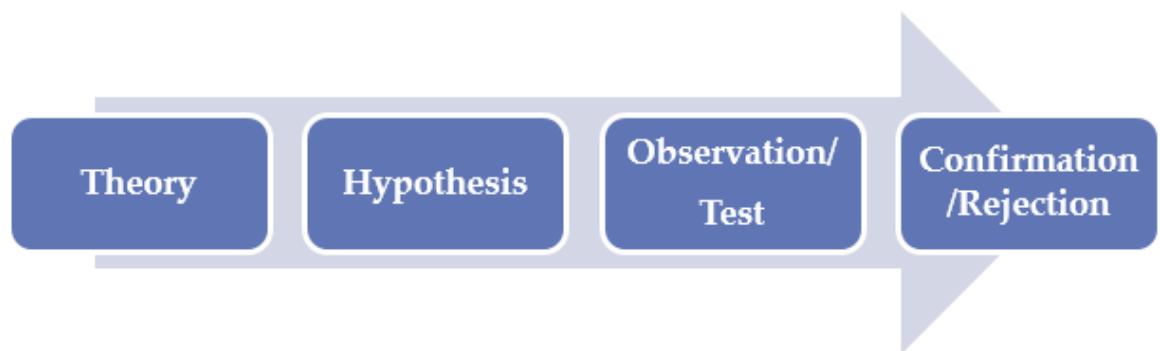
The purpose of using questionnaire or survey method in current study was based upon the nature and design of study. As current study is based upon quantitative and explanatory research design. The instrument development is further explained below.

3.2 Research Approach

The research approach of current study as already defined is deductive research approach. As in the process of research, data was collected from respondents and thus converted in mathematical or statistical data which was further used for analysis to conclude the result of final outcomes of research and theory.

In the current research approach, hypothesis was developed based on theoretical framework and according to conceptual framework, the data was collected and analyzed further to conclude results which will be defined in next chapter of results. The main reason behind employing deductive research approach is that, it has ability to generalize the results of study, therefore by using current approach used in study has definite reasons.

Figure 2: Research Approach



The above is graphical illustration of the deductive research approach which is being used in the study. By following the approach, I developed theory of Impact of mobile phone marketing on brand awareness and purchase intention and there two hypothesis developed to explain relationship between mobile phone marketing, brand awareness and purchase intention. After that data was collected and tested by employing statistical tools and techniques.

3.3 Research Philosophy

The philosophy of current study is based upon the objective anthropological position because, current study is based upon the testing existing theory. Another factor which contribute in philosophy of research is the positivist position of research, because the research has collected data, analyzed and interpreted as per research process. Another reason to use employ the positivist research is quantitative approach of the current study.

Figure 3: Research Philosophy

Basic Belief	Positivist
Ontology	A single reality. Knowable, probabilistic
Epistemology	Objective; dispassionate. Detached observer of truth
Methodology	Observation; quantitative, statistical
Axiology: what is of value	Truth: universal and beautiful; prediction

The above pictorial illustration is defining the whole philosophical position of current study which define the ontological, epistemological and methodological position which define whole research philosophy of study.

3.4 Population of Study

The defined population of current study has two majors' characteristics. The first characteristics of population of study is geographic and second is demographic characteristic of population. The geographic characteristic of population defined is all those who are residing in Islamabad city is population of the study.

The demographic characteristics of population is all those respondents from age group of 18-28 years, occupations are university and working on entry level jobs in Islamabad city. These are main group of population from where samples will be drawn.

The estimated size of population from where sample size will be drawn is from 2000 to 5000 respondents lying categories defines above.

Table 1: Population Characteristics

Population characteristics	Definition
Demographic	Age: 18-28. Occupation: University Students
Geographic	Islamabad city
Size of population	2000-5000

3.5 Sample of Study

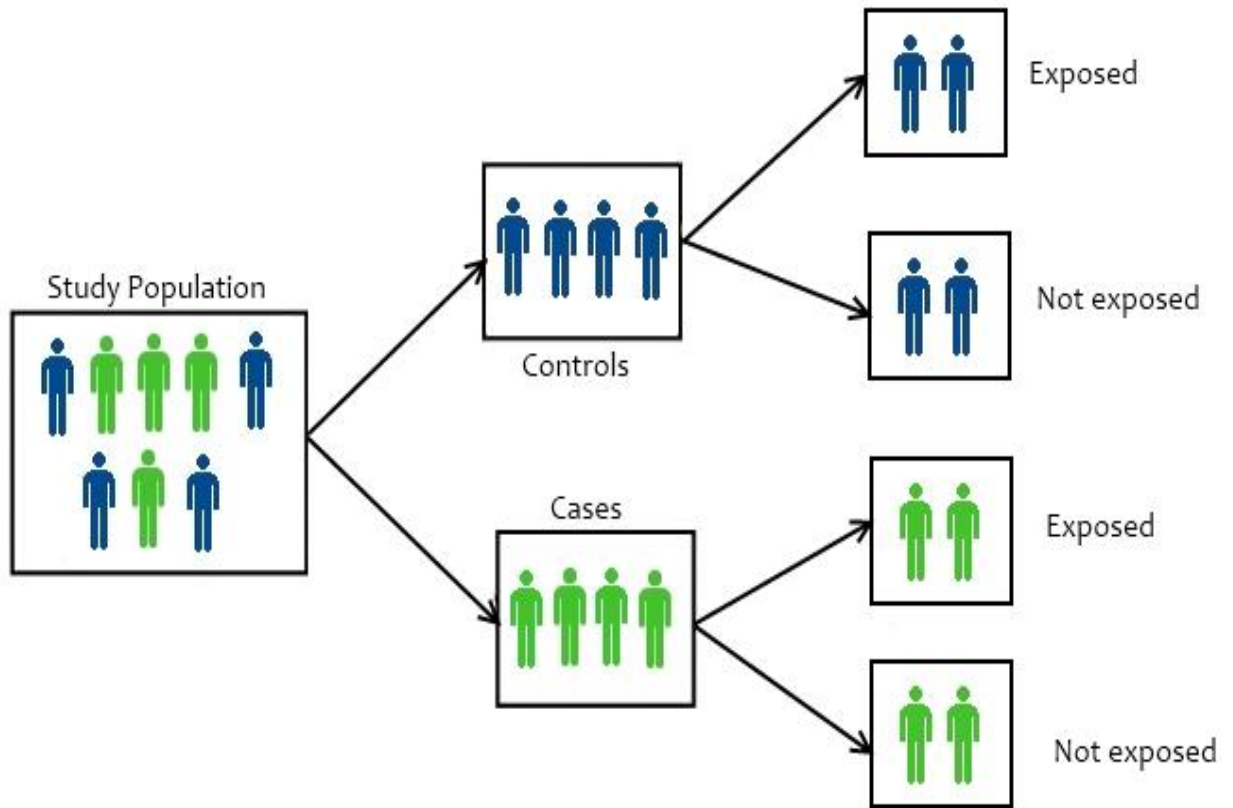
The sample of study was comprising of the population of Islamabad and university student of Quaid-i-Azam University as It is defined above in population section. The sample of study was about the 250 and respondents were mainly University student of Quaid-i-Azam University, Islamabad. The number of 250 samples is highly recommended by previous researchers in same field study in order to generalize the results on population from where samples have been drawn.

Table 2: Sample Characteristics

Characteristics	Respondents Characteristics
1. Sample Characteristics	University Students of Quaid-i-Azam University.
2. Number of Samples	250
3. Population of Sample	Islamabad city.
4. Sampling techniques	Convenient sampling.

The Sample illustration is further explained with graphical representation in results chapter.

Figure 4: Sampling Characteristics Explanation



The above picture illustrates that all sample will be analyzed if they are exposed to research and those who are not exposed. This will help in generalizing the results of the study.

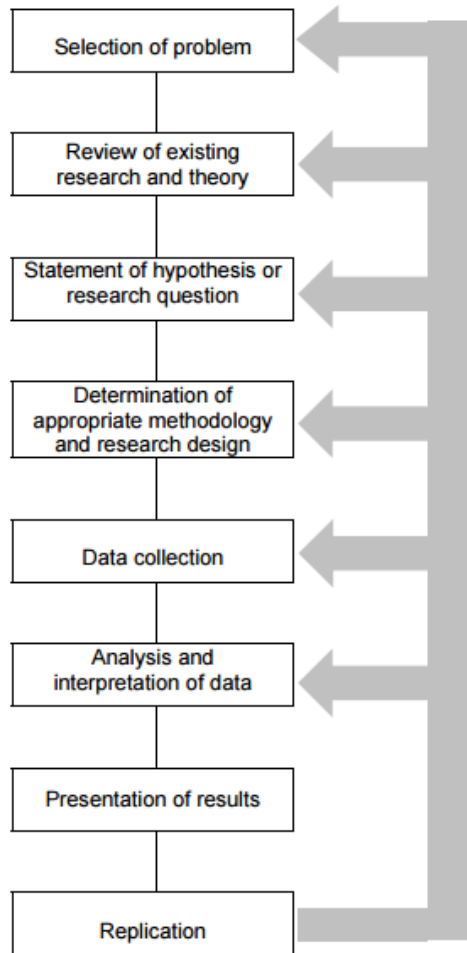
3.6 Time Frame

The time frame of current study based upon the cross sectional time frame. The reasons behind using cross sectional time frame are three. The very first reason to use cross sectional time frame is the shortage of time as the current study is conducted in the duration of six months which was short. The second reason of employing cross sectional time frame is variation of respondents in sample of study and its ability to conclude the result in single. The third reason is again ability to analyze the result on single time only.

3.7 Research Procedure

The following are research procedures which was employed in conducting study of “impact of Mobile phone marketing on brand awareness and purchase intention in consumer of apparel industry of Islamabad”.

Figure 5: Research Procedure



1. The first step in the research procedure of current study is selection of problem statement “Mobile phone marketing on brand awareness and purchase intention on consumer of apparel industry of Islamabad ” through the literature review.
2. The second step is to conduct the comprehensive literature review of each variable which define the problem of study.
3. The third step which involve in research procedure of current study is development of theoretical framework and development of hypothesis of the study.
4. The fourth step which involve in the conducting current study is development of conceptual framework which will define strategies to collect data and analyze the data.

5. The fifth step which involve is collection of primary data through survey method or questionnaire which was adopted from previous researches.
6. The sixth step which is involved conducting the research is the analysis of data by employing statistical tools and techniques and the result interpretation.
7. The sixth step is presentation of interpreted results as final outcomes of research and it will written in conclusion section.
8. The last step in research procedure is replication of interpreted results and identifying the area of future results.

The above figure gives illustration of whole of research procedure being employed in the conducting the research “Mobile phone marketing on brand awareness and purchase intention on consumer of apparel industry of Islamabad”. These steps were followed in order as illustrated in picture and explanation above to maintain the research process synergy.

3.8 Sampling Techniques

The sampling techniques which were used in the conducting the research is convenient sampling method. The convenient is non-probability sampling techniques and reason behind using this sampling techniques is easily access of respondents of the population defined. The convenient sampling techniques is also effective in the short time availability to conduct the study.

3.9 Scale of Measurement of Variables

The Scale of collection and measurement of variable were selected from literature review. The study of “Mobile phone marketing on brand awareness and purchase intention on consumer of apparel industry of Islamabad” consist of five point Likert and Semantic scale. The five Likert and Semantic point scale range from strongly disagree to strongly agree which gives easiness to respondents is accessing the item in questionnaire according to their experience of situation in which study is going to be analyzed.

The all those previous researchers who have studied mobile phone marketing as their dependent variables have also use five point Likert and Semantic scale in their instrument development. And also other variables also studied by researcher on same five point Likert and Semantic Scale.

3.10 Data Analysis Tools

The statistical tools and techniques were used to analyze the data for current study “Mobile phone marketing on brand awareness and purchase intention on consumer of apparel industry of Islamabad”. There is famous software for statistical analysis called “Statistical package for social science” (SPSS) were used to enter and interpret the data.

There were three test were being employed for data analysis purpose to conclude the result of current study “Mobile phone marketing on brand awareness and purchase intention on consumer of apparel industry of Islamabad”

The first test which was applied was reliability test of interment. The purpose of this test was to test whether the instrument developed is reliable to collect the data and measure the actual problem statement or not. The reliability statistic test measure through Cronbach alpha which should be above .65 and acceptable to .72.

The second test which was applied was regression test through SPSS. The purpose behind the employing regression test in the study is to check relationship in between means of variable to single variable to means of another variables and so on. In order to accept the hypothesis the significance should be less than 0.05

The third test which was applied was correlation test through SPSS software. The purpose to employ this test was to establish the relationship between two or more variables in study. The correlation is statistics is also said to be interdependence of variables. In order to accept the hypothesis the significance should be less than 0.05.

3.11 Instrument Development

The instrument which was developed to collect data and for analysis of results was adopted from previous papers which other researchers have used in their study. In current study “Mobile phone marketing on brand awareness and purchase intention on consumer of apparel industry of Islamabad”, there are three different variables (Mobile Phone Marketing, Brand awareness and purchase Intention).

The Mobile Phone marketing’s items were adopted from online survey site which was measuring opinion of consumers on mobile phone marketing in United Kingdom. The Brand Awareness item in questionnaire were adopted from paper published by Zhou, Yang,

and Hui (2010) in journal of academy of marketing science. The purchase intention questionnaire was adopted from marketing scales book and was developed by (Esch et al., 2006) and its reliability result was checked properly.

Table 3: Instrument development

Instrument	Number of items	Scale Used	Developed by	Cronbach Alpha
Mobile phone Marketing	28	5-point Likert Scale	Survey on consumers' opinions on mobile marketing in the UK developed by online survey questionnaire site.	.840
Brand Awareness	3	Semantic Scale	Zhou, Yang, and Hui (2010).	.754
Purchase Intention	7	5-point Likert Scale	(Esch et al., 2006)	.843

3.12 Instrument Analysis Techniques

After instrument development, it is very necessary to analyze the reliability of instrument developed. In order to employ reliability test, SPSS was used to see the reliability of test of instrument. The item of each variables of study were separately tested and its reliability test were separately reported. The test of reliability of instrument is reported in next chapter.

Chapter 4

Data Analysis and Results

The primary data was collected by respondents by using survey method of questionnaire. The characteristics of samples is defined in sample section of previous chapters. After the data collection process, data was put into software of Statistical package of social science (SPSS) because it is one of highly recommended software by social scientist and it contain all feature to analyze primary data for quantitative research in social and management science.

The data was entered into SPSS software and different test were employed or run on the data. There are following different test were run on data to yield the final outcome of the whole research process. At the first “Scale reliability” test was run to check the reliability of instrument used to collect the data. The second test run on data was test of “Descriptive Statistics” which was used to see the demographics characteristics of respondents. The third and fourth test run on data was “Correlation and Regression Test” which was used to accept and reject the hypothesis of data.

4.1 Scale Reliability Statistics

Followings are tables and illustration of outcome of test of “Scale reliability Statistics” which was used to check the reliability of scale to measure construct defined in theoretical framework.

4.1.1 Mobile Phone Marketing:

At the first place, test “Scale reliability Statistics” was conducted on variable of “Mobile phone marketing”. Following are results of “Scale reliability Statistics” run on “Mobile phone marketing” variable.

4.1.1.1 Case Processing Summary Table

The below tables shows the overall characteristics of items of “Mobile phone marketing” variable used in data collection or survey instrument. It shows overall performance in numerical form.

Table 4: Case Processing Summary: Mobile Phone Marketing

		N	%
Cases	Valid	244	96.1
	Excluded ^a	10	3.9
	Total	254	100.0

a. Listwise deletion based on all variables in the procedure.

The table 4 is overall summary of items of “Mobile phone marketing” variable used in data collection tool. The summary shows that there were total 254 number of entries in items of “Mobile phone marketing” variable used. Out of 254, there 244 valid which is also number of entries used to analyze all of test run on this particular variable and out of 254 10 were excluded and it was not used to analyze the data.

The table also shows that 96.1 percentage of entries were valid and only 3.9 percentage was excluded in the items of “Mobile phone marketing” variable. Therefore, according to summary of items of “Mobile phone marketing” variable, all whole data is entered should be used for further analysis.

4.1.1.2 Reliability Statics of Items of Mobile Phone Marketing in Data Collection Instrument

The below is the table which shows outcome test of reliability statistics run on items of “Mobile phone marketing” to analyze its reliability to measure constructs.

Table 5: Reliability Statistics: Mobile Phone Marketing

Cronbach's Alpha	N of Items
.840	28

The table 5 have two sections, one number of items and another is Cronbach’s alpha. The first table shows that variable of “Mobile phone marketing” have total 28 items which was used in scale or instrument to analyze the data. The second table shows Cronbach’s alpha and its value is .840. The Cronbach’s alpha is basically statistical measure of how items are scale consistent with the construct of the variables. Therefore, in case of Mobile Phone

marketing, it shows that it is highly consistent with the construct of mobile phone marketing with value of .840.

4.1.1.3 Items Statistics of Mobile Phone Marketing

The below table shows the Items statistics of mobile phone marketing which contain some of values of mean, standard deviation and number of entries in each item.

Table 6: Item Statistics: Mobile Phone Marketing

	Mean	Std. Deviation	N
Mobile Marketing	3.9590	.99709	244
Mobile_Marketing2	4.0492	.83988	244
Mobile_Marketing3	4.1066	.95415	244
Mobile_Marketing4	4.0779	.91965	244
Mobile_Marketing5	4.0697	.89768	244
Mobile_Marketing6	4.1311	.76927	244
Mobile_Marketing7	4.1352	.81785	244
Mobile_Marketing8	4.1230	.90338	244
Mobile_Marketing9	4.4836	3.23111	244
Mobile_Marketing10	4.3279	2.10796	244
Mobile_Marketing11	4.2254	.99091	244
Mobile_Marketing12	4.2377	.96484	244
Mobile_Marketing13	4.2541	.82713	244
Mobile_Marketing14	4.2377	.83694	244
Mobile_Marketing15	4.1844	.83321	244
Mobile_Marketing16	4.3484	.76817	244
Mobile_Marketing17	4.2336	.76896	244
Mobile_Marketing18	4.1762	.83991	244
Mobile_Marketing19	4.3770	.75716	244
Mobile_Marketing20	4.5205	3.29040	244
Mobile_Marketing21	4.2746	.82801	244
Mobile_Marketing22	4.2541	.84679	244
Mobile_Marketing23	4.2910	.83232	244
Mobile_Marketing24	4.2336	.85028	244
Mobile_Marketing25	4.2008	.87761	244
Mobile_Marketing26	4.2869	.82631	244
Mobile_Marketing27	4.1598	.89527	244
Mobile_Marketing28	4.1680	.90747	244

The tables 6 shows the means value of each of item of scale of “Mobile phone marketing” variable used in data collection instrument, its standard deviation and number of entries in each item of 28 of “Mobile phone marketing” variable.

4.1.1.4 Scale Statistics of Mobile Phone Marketing

The table of Scale Statistics of mobile phone marketing variable shows the overall descriptive values of whole scale used to measure the construct of mobile phone marketing variable.

Table 7: Scale Statistics: Mobile Phone Marketing

Mean	Variance	Std. Deviation	N of Items
118.1270	233.996	15.29693	28

The table 7 shows descriptive values shows that total mean of 28 items of mobile phone marketing is 118.1270 with variance 233.996 and standard deviation of 15.29693. These values of descriptive statistics correspond with the value of scale reliability of item of mobile phone marketing in table shown and described above.

4.1.2 Purchase Intention

Purchase intention was second scale used in data collection instruments, test “Scale reliability Statistics” was conducted on variable of “Purchase intention”. Following are results of “Scale reliability Statistics” run on “Purchase intention” variable.

4.1.2.1 Case Processing Summary Table

The below table of case processing summary shows total appearances of items of “Purchase intention” variable used in data collection or survey instrument. It describe performance in numerical form.

Table 8: Case Processing Summary: Purchase Intention

		N	%
Cases	Valid	247	97.2
	Excluded ^a	7	2.8
	Total	254	100.0

a. Listwise deletion based on all variables in the procedure.

The table 8 of case processing summary shown above is describing summary of items of “Purchase intention” variable used in data collection instrument. The tables shows that there were total 254 number of entries in items of “Purchase Intention” variable used. Out of 254, there 247 were valid which were actual number of entries used to analyze and interpret all of test run on “Purchase Intention” variable and out of 254, There were 7 were excluded and it was not used to analyze the data.

The table also shows that 97.2 percentage of entries were valid and only 2.8 percentage was excluded in the items of “Purchase Intention” variable. Therefore, per summary of items of “Purchase Intention” variable, all whole data is entered should be used for further analysis.

4.1.2.2 Reliability Statics of Items of Purchase Intention in Data Collection Instrument

The below is table of Reliability Statics of items of purchase intention in Data collection Instrument which is actual result of outcome of reliability test run on data collection instrument.

Table 9: Reliability Statistics: Purchase Intention

Cronbach's Alpha	N of Items
.843	7

The table 9 shows reliably statistics of “Purchase intention” variable contain two boxes, the right side box contain total number of items used in data collection instrument for “Purchase intention” variable and left side box contain Cronbach’s alpha. The right side table or box

shows that “Purchase intention” variable have total 7 items which was used in data collection scale or instrument to analyze the data.

The left side box shows Cronbach’s alpha for “Purchase intention” variable and its value is .843. The Cronbach’s alpha is basically statistical measure of how items are scale consistent with the construct of the variables. Therefore, in case of “Purchase intention” variable, it shows that it is highly consistent with the construct of mobile phone marketing with value of .840.

4.1.2.3 Items Statistics of Purchase Intention

The below table Items statistics of purchase intention which contain some of descriptive statistics used to see characteristics “Purchase intention” variable’s item used in data collection instrument.

Table 10: Item Statistics: Purchase Intention

	Mean	Std. Deviation	N
Purchase_Intention1	3.9676	.87824	247
Purchase_Intention2	3.9514	1.00692	247
Purchase_Intention3	4.0121	.86711	247
Purchase_Intention4	4.0810	.79730	247
Purchase_Intention5	3.9838	.87405	247
Purchase_Intention6	4.0769	.95751	247
Purchase_Intention7	4.1538	.91987	247

The tables 10 shows Items statistics of purchase intention shows means value of each of item of scale of “purchase intention” variable used in data collection instrument, its standard deviation and number of entries for of 7 item of “Purchase intention” variable.

4.1.2.4 Scale Statistics of Purchase Intention

The table below shown is table of “Scale Statistics” for purchase intention variable used in data collection instrument which describe overall descriptive values scale of purchase intention used in instrument.

Table 11: Scale Statistics: Purchase Intention

Mean	Variance	Std. Deviation	N of Items
28.2267	20.534	4.53142	7

The table 11 shows scale statistic shows descriptive values for “Purchase intention’ variable. This tables shows that, there are overall mean of 7 items of purchase intention is 28.2267 with variance 20.534 and standard deviation of 4.53142.

These values of descriptive statistics correspond with the value of scale reliability of item of mobile phone marketing in table shown and described above.

4.1.3 Brand Awareness

The third variable in data collection instrument of current research was brand awareness. Followings are different tables “Scale reliability Statistics” test which was run on variable of “Brand awareness” through SPSS.

4.1.3.1 Case Processing Summary Table for Brand Awareness

The below table of case processing summary for brand awareness define total appearances of items of “Brand awareness” variable used in data collection or survey instrument. It also describe performance in numerical form.

Table 12: Case Processing Summary: Brand Awareness

		N	%
Cases	Valid	250	98.4
	Excluded ^a	4	1.6
	Total	254	100.0

a. Listwise deletion based on all variables in the procedure.

The table 12 shows case processing summary for “Brand awareness” variable shown above is describing summary of items of “Brand awareness” variable used in data collection instrument. The table described that there are total 254 number of entries in items of “Brand awareness” variable used. Out of 254, there 250 were seem valid which were also actual number of entries used to examine and deduce the result all of test applied on “Brand awareness” variable and out of 254, There were 4 were excluded and it was not used to analyze the data.

The table also shows that 98.4 percentage of entries were valid and only 1.6 percentage was excluded in the items of “Brand awareness” variable. Therefore, according to summary of items of “Brand awareness” variable, all whole data is entered should be used for further analysis.

4.1.3.2 Reliability Statics of Items for Brand Awareness Variable in Data Collection Instrument

The table of Reliability Statics of items of brand awareness variables in Data collection Instrument is shown below. This define actual result of outcome of reliability test run on data collection instrument of “Brand Awareness” variable.

Table 13: Reliability Statistics: Brand Awareness

Cronbach's Alpha	N of Items
.754	3

The table 13 shows reliably statistics for “Brand awareness” variable. This table is divided into two columns, the right side column describes the total number of items used in data collection instrument for “Brand awareness” variable and left side column shows value Cronbach’s alpha. The right side column shows that “Brand awareness” variable have total 3 items which was used in data collection scale or instrument to analyze the data.

The left side column above shows value of Cronbach’s alpha for “Brand awareness” variable which is .754. The Cronbach’s alpha is basically statistical measure of how items are scale consistent with the construct of the variables. Therefore, in case of “Brand awareness” variable, it shows that it is highly consistent with the construct of mobile phone marketing with value of .754.

4.1.3.3 Items Statistics for Brand Awareness Variable

The below is the table which shows the Items statistics for brand awareness variable which contain some of descriptive values statistics used to define characteristics “Brand awareness” variable’s item used in data collection instrument.

Table 14: Item Statistics: Brand Awareness

	Mean	Std. Deviation	N
Brand_Awareness1	4.3400	.72837	250
Brand_Awareness2	4.4080	.70678	250
Brand_Awareness3	4.5280	.69509	250

The table 14 shows Items statistics of “Brand awareness” shows means value of each of item of scale of “purchase intention” variable used in data collection instrument, its standard deviation and number of entries for of 7 item of “Brand awareness” variable.

4.1.3.4 Scale Statistics for Brand Awareness

The table below shown is table of “Scale Statistics” for brand awareness variable used in data collection instrument which describe overall descriptive values scale of brand awareness used in instrument.

Table 15: Scale Statistics: Brand Awareness

Mean	Variance	Std. Deviation	N of Items
13.2760	3.044	1.74471	3

The table 15 shows descriptive values for “Brand awareness” variable. This tables shows that, there are overall mean of 3 items of “Brand awareness” variable is 13.2760 with variance 3.044 and standard deviation of 1.74471.

These values of descriptive statistics correspond with the value of scale reliability of item of mobile phone marketing in table shown and described above.

4.2 Correlation Analysis Test

The second major test which applied or run on the data collected from respondents or sample defined was test correlations analysis. The test of correlations analysis is also one of

important test being applied or run on data set collected from respondents of study especially when the study is based upon the quantitative research. Many researcher in social science and consumer research use this test to yield the results of the study.

The correlations analysis is basically statistical test which social scientist including consumer researcher use on quantitative study for the analyzing and determining the strength of that relationship with obtainable data for study from respondents. The correlations analysis in current study is applied through Statistical package for social science (SPSS) to determine the relationship between two variables is existing, and if yes, than how stronger it is.

4.2.1 Descriptive Statistics

In order to conduct the correlation analysis of any data, we need to form a composite variable for each variable of study which is also used in to collect data in data collection instrument. This composite variable is formed through adding all of items of single variable and divided by number of item used in single for data collection instrument.

Following is table descriptive statistics of composite variable formed for conducting or running test of correlation analysis. Below table shows the descriptive statistics of all of three variables.

Table 16: Descriptive Statistics

	Mean	Std. Deviation	N
MobileMarketingCOM	4.2139	.54694	250
BrandAwrnessCOM	4.4253	.58157	250
PurchaseIntentionCOM	4.0314	.64605	250

The table 16 shows the descriptive values of the each of composite variable of current study. The above table shows the total number of entries made for each variable in data set, it shows means and standard deviation of each of composite variable.

The above tables shows that mean for composite variable of “Mobile phone marketing” is 4.2139, its standard deviation is 0.54694 and total number of entries made in data set is 250. These values shows that there is no any missing values, there is not any excluded entry so

therefore analysis of correlation is done on each single entry of 250. This also shows that mean is normal and conform the data. Standard deviation should be in between 0 and 1 and for marketing it is 0.54694.

The above tables shows that mean for composite variable of “Brand awareness” is 4.4253, its standard deviation is 0.58157 and total number of entries made in data set is 250. These values shows that there is no any missing values, there is not any excluded entry so therefore analysis of correlation is done on each single entry of 250. This also shows that mean is normal and conform the data. Standard deviation should be in between 0 and 1 and for marketing it is 0.58157.

The above tables shows that mean for composite variable of “Purchase intention” is 4.0314, its standard deviation is 0.64605 and total number of entries made in data set is 250. These values shows that there is no any missing values, there is not any excluded entry so therefore analysis of correlation is done on each single entry of 250. This also shows that mean is normal and conform the data. Standard deviation should be in between 0 and 1 and for marketing it is 0.64605.

4.2.2 Correlation Analysis Table

The following is the table of analysis of correlation test which was applied or run on current study of “Mobile Phone Marketing”.

Table 17: Correlations

		MobileMarketingCOM	BrandAwarenessCOM	PurchaseIntentionCOM
MobileMarketingCOM	Pearson Correlation	1	.632**	.642**
	Sig. (2-tailed)		.000	.000
	N	250	250	250
BrandAwarenessCOM	Pearson Correlation	.632**	1	.609**
	Sig. (2-tailed)	.000		.000
	N	250	250	250
PurchaseIntentionCOM	Pearson Correlation	.642**	.609**	1
	Sig. (2-tailed)	.000	.000	
	N	250	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

The table 17 is of correlations analysis describes the nature of relationships between the variables of study. The above table of correlations analysis is shown by three values, one Pearson correlation, “Significance (2-tailed)” and number of item used for analysis which is 250.

The relationships which has been established in current study after literature review and in theoretical framework by developing hypothesis will be either accepted or rejected by looking at value of “Significance (2-tailed)”. The value below 0.05 will be accepted and above value of 0.05 will rejected. The value of Pearson correlation shows “Linear dependence” between two variables, its values ranges between +1 to -1. If values are between 0 and +1 than there exist strong positive correlation and if it lies in between -1 than there exists strong negative relationships.

Now by looking at values of table shown above, it shows that composite variable of “Mobile phone marketing” has 1 value of Pearson correlation which clearly indicates its “Mobile phone marketing” variable has strong positive correlation with all other variable of study. And if see “Significance (2-tailed)” value “Mobile phone marketing” with “Brand awareness” is (.000) and Pearson correlation (.632) which shows that there exist positive and strong relationship between “Mobile phone marketing” and brand awareness. Therefore, hypothesis 1 developed in theoretical framework hence accepted.

Now if we see value of “mobile phone marketing” with third column of “Purchase intention”. It shows that value of Pearson correlation of “Purchase intention” with “Mobile phone marketing” is (.642) and “Significance (2-tailed)” is (.000). This clearly shows that there exist strong and positive relationship between “Mobile phone marketing” and “Purchase intention”. Therefore, hence we accept hypothesis 2 developed in theoretical framework.

The values of second row of “Brand awareness” with other variables shows following results. First of it shows the Pearson correlation 1 which means it has strong and positive relationship with all other variable. Its values with “Mobile phone marketing” shows the same values which it shown on in row of “Mobile phone marketing. It shown that “Significance (2-tailed)” is (.000) and Pearson correlation is (.632). Therefore, acceptance of hypothesis is once again confirmed which there is significant and positive relationship between “Brand awareness” and “Mobile phone marketing”.

If we see result of “Brand awareness” with “Purchase intention” in table above. It shows that values of Pearson correlation is (.609) and “Significance (2-tailed)” is (.000). It indicates that there exist strong and positive relationship between “Brand awareness” and “Purchase intention”. Therefore, we will accept the hypothesis 3 developed in theoretical framework that there exist strong and positive relationship between “Brand awareness” and purchase intention.

At last, the value of third row are result of correlation analysis for “Purchase Intention”. At first stage, it shows that Pearson correlation is (1) which means that “Purchase intention” has strong and positive relationships with other variable of study. Further “Purchase Intention’s” values or results with “Mobile phone marketing” confirms the values which it show on first row, it shows that Pearson correlation is (.609) and “Significance (2-tailed)” is (.000). It confirm the acceptance of hypothesis 2 which states that there is strong and positive relationship between “Purchase Intention” and “Mobile phone marketing”. At last its values with “Brand awareness states that” Pearson correlation is (.642) and “Significance (2-tails)” is (.000). Therefore, it confirm the acceptance of hypothesis 3 which states that there is strong and positive relationship between “Purchase Intention” and “Brand awareness”.

4.3 Regression Analysis Test

The Third major test which applied or run on the data collected from respondents or sample defined was test regression analysis. The test of regression analysis is also one of important test being applied or run on data set collected from respondents of study especially when the study is based upon the quantitative research. Many researcher in social science and consumer research use this test to yield the results of the study.

The regression analysis test is being run in management science and other field of social sciences by researcher in order to estimate the relationships between variables of the study. It possess techniques for modeling and analyzing different variables, when the focus is on the relationship between a dependent variable and one or more independent and dependent variables (or 'predictors').

The regression test in this study is conducted through use of software called “Statistical package for social science” (SPSS). The data was entered collected from respondents and

its composite variables were formed by adding values of all item of single variable and dividing number of items of each variable in data collection instrument.

4.3.1 Values Entered and Removed for Purchase Intention

This is final interpretation and analysis of data by using regression analysis of current study on Mobile phone marketing. Following is table which describe the values entered and values removed in any case for variable of purchase intention as dependent variable and mobile phone marketing as independent variable.

Table 18: Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	MobileMarketingCOM ^b	.	Enter

a. Dependent Variable: Purchase_Intention7

b. All requested variables entered.

The table 18 shows that entry of data was made through enter method which means that, physical questionnaire were circulated among respondents and the data was manually entered into SPSS software. Above table shows that “Mobile phone marketing” was entered as independent variables and purchase intention as independent variables.

4.3.1.2 Model Summary:

The following is model summary of independent variable “Mobile Phone marketing” and dependent variable “Purchase intention”. The below table show whole summary of model use to analyze and interpret the data between two variables.

Table 19: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 ^a	.231	.228	.80841

a. Predictors: (Constant), MobileMarketingCOM

The table 19 shows the model summary of predictor “Mobile phone marketing”. The “R” showing the correlation between the observed variable which is “purchase intention” and predicted values of dependent variable. The “R” shows that value of .642 which is correlation between “Mobile phone marketing” and “purchase intention”.

The R-square in above table of “Model Summary” shows the proportion of variance between dependent variable (purchase intention) and independent variable (mobile phone marketing). The figure shows that this is about .231 which means there is 23.1% variance between both variable. It can be defined as that there is 23.1% relationship between dependent variable (purchase intention) and independent variable (mobile phone marketing)

4.3.1.3. ANOVA for Mobile Marketing and Purchase Intention

Following is table which is called analysis of variance (ANOVA). It shows different tables and values but we will be analyzing two values in following table is “Significance” which is last table and “F” table which is second last table from right side.

Table 20: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	48.042	1	48.042	73.512	.000 _b
Residual	160.112	245	.654		
Total	208.154	246			

a. Dependent Variable: Purchase_Intention7

b. Predictors: (Constant), MobileMarketingCOM

The table 20 shows the “Significance value” of (.000) between dependent variable “purchase intention” and independent variable “Mobile phone marketing”. This values means that there exist positive and significant relationship between dependent variable “purchase intention” and independent variable “Mobile phone marketing”. The “F” value tells the amount of variance which predictor has upon the dependent variable and its value is (73.512).

4.3.1.4. Regression Coefficients

The following table shows that regression coefficient between dependent variable “Purchase intention” and independent variable “Mobile phone marketing”.

Table 21: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.759	.399		1.902	.000
1 MobileMarketingCOM	.805	.094	.480	8.574	.000

a. Dependent Variable: Purchase_Intention7

The table 21 shows that there is significance between dependent variable “purchase intention” and independent variable “Mobile phone marketing”. It also shows that model is significant and the value of significance is (.000) which is less than 0.005. Therefore, we will accept the hypothesis 1 “There is positive and significant relationship between purchase intention and mobile phone marketing”.

The “Beta” value of Standardized Coefficients which is the (.480) is of the importance in the table above. The “Beta” value of Standardized Coefficients shows above that how many standard deviation dependent variable (purchase intention) will change, per standard deviation increase in independent variable (mobile phone marketing). Therefore, “Beta” values here shows that if we increase 1 unit of independent variable (mobile phone marketing) then there will be (.480) unit increase in dependent variable (brand awareness). So, it compares relative importance of both variable in regression model and also strength of effect of independent variable to the dependent variable. Therefore, the strength of effect of mobile phone marketing is (.480) or 48% on the purchase intention.

4.3.2. Values Entered and Removed

Following is table shown below which describe the values entered and values removed in any case for variable of brand awareness as dependent variable and mobile phone marketing as independent variable.

Table 22: Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	MobileMarketingCOM ^b	.	Enter

a. Dependent Variable: BrandAwrnessCOM

b. All requested variables entered.

The table 22 shows that entry of data was made through enter method which means that, physical questionnaire were circulated among respondents and the data was manually entered into SPSS software. Above table shows that “Mobile phone marketing” was entered as independent variables and “Brand awareness” as independent variables.

4.3.2.1 Model Summary

The following is model summary of independent variable “Mobile Phone marketing” and dependent variable “Brand awareness”. The below table show whole summary of model use to analyze and interpret the data between two variables.

Table 23: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.632 ^a	.399	.396	.45182

a. Predictors: (Constant), MobileMarketingCOM

The table 23 shows the model summary of predictor “Mobile phone marketing”. The “R” showing the correlation between the observed variable which is “Brand awareness” and predicted values of dependent variable. The “R” shows that value of .632 which is correlation between “Mobile phone marketing” and “purchase intention”.

The R-square in above table of “Model Summary” shows the proportion of variance between dependent variable (brand awareness) and independent variable (mobile phone marketing). The figure shows that this is about .399 which means there is 39.9% variance between both variable. It can be defined as that there is 23.1% relationship between dependent variable (purchase intention) and independent variable (mobile phone

marketing). In the second model the variance has increase from 23.1% to 39.9% and R-square in second model has increase from .231 to .399 therefore, it shows that the new model is healthy one.

4.3.2.2 ANOVA for Brand Awareness

Following is table which is called analysis of variance (ANOVA). It shows different tables and values but we will be analyzing two values in following table is “Significance” which is last table and “F” table which is second last table from right side.

Table 24: ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	33.590	1	33.590	164.544	.000 ^b
Residual	50.627	248	.204		
Total	84.217	249			

a. Dependent Variable: BrandAwarenessCOM

b. Predictors: (Constant), MobileMarketingCOM

The above 24 shows the “Significance value” of (.000) between dependent variable “Brand awareness” and independent variable “Mobile phone marketing”. This values means that there exist positive and significant relationship between dependent variable “Brand awareness” and independent variable “Mobile phone marketing”. The “F” value tells the amount of variance which predictor has upon the dependent variable and its value is (164.544). In the second variable, the “F” or amount of variance has increase which tell the healthiness of model.

4.3.2.3 Regression Coefficient

The following table shows that regression coefficient between dependent variable “Brand awareness” and independent variable “Mobile phone marketing”.

Table 25: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.596	.222		7.173	.000
1 MobileMarketing COM	.672	.052	.632	12.827	.000

a. Dependent Variable: BrandAwrnessCOM

The table 25 shows that there is significance between dependent variable “Brand awareness” and independent variable “Mobile phone marketing”. It also shows that model is significant and the value of significance is (.000) which is less than 0.005. Therefore, we will accept the hypothesis 2 “There is positive and significant relationship between brand awareness and mobile phone marketing”.

The most important is the “Beta” value of Standardized Coefficients which is the (.632). The “Beta” value of Standardized Coefficients shows that how many standard deviation dependent variable (Brand awareness) will change, per standard deviation increase in independent variable (mobile phone marketing). Therefore, “Beta” values here shows that if we increase 1 unit of independent variable (mobile phone marketing) than there will be (.632) unit increase in dependent variable (brand awareness). So, it compares relative importance of both variable in regression model and also strength of effect of independent variable to the dependent variable. Therefore, the strength of effect of mobile phone marketing is (.632) or 63.2% on the brand awareness.

Chapter 5

Conclusion and Recommendation

5.1 Conclusion and Discussion

The current study was conducted on mobile phone marketing and it was conducted in the time period of 6 months which is one semester of degree of Master of Business administration at Pakistan institute of development economics, Islamabad.

The problem statement of current study was developed by identifying gap from literature review of other researches which have been published by other research in high impact journals and published very recently in the journals. And after identifying the research gap from previous literature, a comprehensive literature review was conducted on each variables separately to for hypothesis of currency research.

After conducting the literature review and development of hypothesis, tool of data collection or instrument was developed on five point Likert scale. The item of each variables were adopted which was used by other researchers in their study. After development of scale or questionnaire, it was distributed among sample which was defined in methodology of study.

The data analysis was conducted through Statistical package for social science (SPSS) software. The SPSS is recommended tools of analysis by consumer researchers. In analysis of data through SPSS, different test was applied to conclude the result of current study. The test include reliability of scale test, correlations analysis test and regression analysis test.

The reliability test of scale conclude that all item of scale of every variable found to be highly reliable and it was found that data collection instrument is consistent with construct of the current therefore, it can be concluded that instrument of study was highly reliable.

The different test was run or applied to test the hypothesis of the study which include regression and correlation analysis. After test application of test through SPSS. It was found that both hypothesis between dependent variable and independent variable were accepted. Therefore, it can be conclude that there is strong and positive relationship between “Mobile phone marketing and “Purchase intention” and there is strong and positive relationship between “Mobile phone marketing and “Brand awareness”. It was also seem there was

significant relationship between consumer awareness and purchase intention through correlations analysis.

5.2 Recommendations

There are basically two recommendation for future researchers who wanted to carry out research on mobile marketing strategies. Following are two different recommendations.

The first recommendation of this current study is that it's only limited to the two dependent variables (Brand awareness and purchase intentions) but the scope of this study can be extended to other dependent variables such as customer loyalty, post purchase behavior, customer satisfactions and customer relationships with company and it should be studied in several other industries like online shopping, C2C and B2C (Oztas, 2015).

The second recommendation of this study is that current study did not focus on alignment of macro marketing strategies with the mobile phone marketing strategies; the alignment of both form of strategies (micro and macro) is also one of critical issues that need to undertake through research. Therefore, it is highly recommended that, future research needs to study impact of mobile phone marketing as independent with other dependent variables in context of aligned of macro-marketing with mobile phone marketing strategies (Berman, 2016).

5.3 Managerial Implications

There are some implications for managers if they wanted to utilize the research findings of currents study. There are following three implications established for managers, after analysis of data collected from samples of study.

1. From results it has been established mobile phone marketing has significant impact over brand awareness, therefore, managers needs to send devise their mobile phone marketing campaign in way that it should address right customer with right content which will create awareness in customers.
2. It has been established that mobile phone marketing has also significant impact over purchase intentions. Therefore, if company's mobile phone marketing campaign created purchase intention than, manager should make it sure that information given should be aligned with the physical offering and store.

3. The managers needs to align their macro-marketing strategies with the mobile phone marketing strategies because it will help them to make their overall marketing campaign effective and efficient one.

5.4. Limitations:

There are several limitation of this study. The one substantial and weighty limitation of this study is that it will lack mechanism for companies about making their consumer database effective, definition of effective consumer database in this study is that company collect information about the customer to which it wanted to target so this study will not define how to collect information to add in their database about those consumer who are on target list.

The second limitation of this study is that it's only limited to the two independent variables (Brand awareness and purchase intentions) but the scope of this study can be extended to other variables such as customer loyalty, post purchase behavior and customer relationships with company. The third limitation of this study is that it will not cover alignment of macro marketing strategies with the micromarketing strategies; the alignment of both form of strategies (micro and macro) is also one of critical issues that need to undertake through research.

5.5.Delimitation:

The delimitation of this study is that it's segregation from study of making database effective. The study about making consumer database should be conducted and a practical model is needed which will help to collect and gather information about targeted consumer and also help to eliminate information from database about consumer which are not responding.

This study also segregate the study of making consumer loyal and yielding positive post purchase behavior of consumer as scope of this study is that mobile phone marketing generate brand awareness and purchase intentions of consumers. Therefore there will be impacts of consumer loyalty and post purchase behavior of consumer as company follow strategies time to time and continue communicating information thorough micromarketing but this will be done or investigated on future research.

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QUESTIONNAIRE

*I am looking forward for your kind cooperation in conducting research study with purpose of academic knowledge. This questionnaire will not take too much time but it's crucial to completion of my dissertation for **MS Marketing**. All question is this questionnaire are optional and if you don't want to answer any specific question, however, I assure you that all of information obtained will be kept in secret and it will be used only for academic purpose.*

Therefore, I am highly indebted for your kind support in filling out this questionnaire. Your opinion regarding to the following statement in terms of your degree of agreement intend to measure your organizational approach.

For your kind information: Yours truly student of Pakistan institute of development economics, Islamabad.

Demographics: please tick on appropriate box

Gender:

☐ Male ☐ Female

Marital status:

☐ Single ☐ Married.

Age:

☐ Less than 25 ☐ 25-35 ☐ 35-45 ☐ 45 and more

Educational level:

☐ Intermediate ☐ Undergraduate ☐ Post-graduate ☐ Doctoral

Please tick below on appropriate box

	Items	Yes	No
1.	Do you use a mobile phone (eg. Cellular phone, Smart Phone, etc.)?		
2.	Does your mobile phone have internet connectivity?		
3.	Have you ever received any advertisements on your mobile phone?		

4.	Are you happy of receiving advertisements on your mobile phone?	Not happy	1	2	3	4	5	happy
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5.	Have you ever received any advertisements on your mobile phone?	Yes		No	
6.	What do you think are the benefits that bring to you by accepting advertisements through a mobile phone? (You can choose more than one).				
	1. It offers discount to products/services				
	2. It fulfill your need at the time of receiving				
	3. You can share the message to other people				

7.	Do you feel more comfortable if the senders obtain your permission before sending commercial message to you by a mobile phone?	Yes		No	
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8.	What do you think is the reasonable numbers of messages sent to you per day?	1-3		more	
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9.	Which of the following incentive(s) would increase your acceptance of receiving commercial message? (You can choose more than one)			
	1.	Free internet access on mobile phone		
	2.	Unlimited sending and receiving of SMS		
	3	Unlimited sending and receiving of MMS		
	4.	Monetary award for each commercial message accepted.		

10.	Which mobile service provider are you currently using?	Zong		Mobilink		Telenor		Ufone	
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11.	Are you satisfied with their services?	Yes		No	
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Please indicate your level agreement by circling the following statement, 1=strong Disagree, 3=neutral and 5=strong Agree

	Items	1	2	3	4	5
12.	It is likely for me to accept mobile marketing if the marketing messages provide information value to me.					
13.	It is likely for me to accept mobile marketing if the content of marketing messages are useful to me.					
14.	It is likely for me to accept mobile marketing if the content of marketing messages are creative.					
15.	It is likely for me to accept mobile marketing if the sender gets my permission beforehand.					
16.	It is likely for me to accept mobile marketing if my mobile service provider monitors and filters the messages.					
17.	It is likely for me to accept mobile marketing if the content of marketing messages are relevant to me.					
18.	It is likely for me to accept mobile marketing if the content of marketing messages are enjoyable.					
19.	It is likely for me to accept mobile marketing if the content of marketing messages are entertaining.					
20.	It is likely for me to accept mobile marketing if the number of messages sent to me are reasonable.					
21.	It is likely for me to accept mobile marketing if the messages are not sent to me at non-suitable time (e.g. when I am sleeping)					
21.	It is likely for me to accept mobile marketing if the content of marketing messages are tailored to my background information.					
22.	I am likely to accept mobile advertising if the messages are specific to my location. (e.g. send me a discount coupon when I am searching for a restaurant on a street.)					
23.	If I am satisfied with a product/service, I am likely to share with my family/friends.					
24.	If I feel unsatisfied with product/service, I am likely to share with my family/friends.					

25.	If I feel unsatisfied with product/service, I am likely to share with my family/friends.					
26.	I think mobile phones provide an easy way of communication with my family/friends.					
27.	It is likely for me to accept mobile marketing if mobile phones can help communication with my family/friends.					
28.	I often talk about my mobile phone with others.					
29.	I feel free to use my mobile phone.					
30.	I think using a mobile phone is within my control.					
31.	I always accept new product or service ahead of other people.					
32.	I love to use my mobile phone during spare time (e.g. travelling, waiting)					
33.	I think my mobile phone reflects my personality.					
34.	I am afraid my personal information will be misused by companies.					
35.	I am skeptical of the security issues if companies can send messages to my mobile phone.					
36.	I am afraid I will receive spam messages if I agree to accept advertising message on mobile phone.					
37.	I think it is inevitable that mobile phone will become a tool for marketing purpose.					
38.	I am happy to accept marketing messages on my mobile phone					

Please tick on appropriate box:

	Items						
39.	This brand is very unfamiliar to me	1	2	3	4	5	<i>Favorable</i>
40.	I am not at all knowledgeable about this brand.	1	2	3	4	5	<i>Knowledgeable</i>
41.	I have never seen advertisement about this brand in mass media.	1	2	3	4	5	<i>Seen</i>

Please indicate your level agreement by circling the following statement, 1 =Very Low, 2=Low, 3=Moderate, 4=High, 5=Very High.

	Items	Very low	Low	Moderate	High	Very high
42.	If I were looking for this type of product my likelihood of purchasing the product in the ad would be					
43	If I were to buy this type of product, the probability that I would consider buying the product in the ad would be					
44	If had to buy this type of product, my willingness to buy the product in the ad would be					
45	I will purchase this product					
46	This ad influences my opinion					
47	This ad changed my Attitude towards the product					
48	This ad will influence my buying habits					