

RESTRUCTURING OF PRICING OF SMS PLANNING

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ABSTRACT:

The research paper on Restructuring of pricing of SMS planning aims to study whether viewers watch advertisements during festival time or not, To know the impact of advertising effectiveness on customers, To study the change in purchasing behavior after watching advertisements, To provide a basic knowledge of Pinnacle Teleservices and the products and services offered by us, To provide a basic working knowledge about various terminology used in business and To help you in developing a sales/knowledge pitch

COMPANY PROFILE:

Pinnacle Teleservices Pvt. Ltd. is a leading Cellular IT solutions company established in 2003 and awarded as ISO 9001: 2008 and ISO / IEC 27001: 2005 Certified Company traveled a long path with an unbelievable velocity.

Over the years Pinnacle has emerged as a fast growing online Bulk SMS service provider and Value Added services like 5digit Short code services, IVR Dialers, Outbound & Inbound call solutions, Text to Speech & Speech to text Recognition, cellular Events and promotions etc.

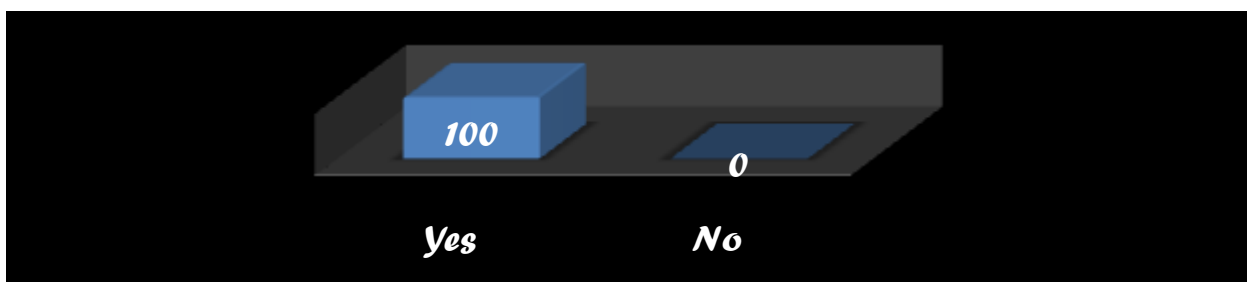
Pinnacle is a mobile messaging operator; having proprietary SMS Centre (SMS-C) based on an innovative SS7 based platform and thus differs from traditional SMS providers. This gives the same messaging capabilities as a mobile network operator and enables to offer greater speed, reliability and measurability than standard messaging services. Pinnacle can also provide full delivery reports and a guarantee of controls and security of the messages direct to the handsets.

Pinnacle has 50 major Channel Partners and provide services for over 6000 Clients and currently leading the aggregator fleet with live traffic of 300+ Millions SMS per month. The Services are generally aimed and focused on driving for user friendly online applications. Pinnacle has delivered a variety range of tailor made applications for its esteemed clients till now. Our expertise and innovativeness are acknowledged and used by large numbers of corporate clients in India.

DATA INTERPRETATION AND ANALYSIS:

Are you interested in Bulk SMS Advertisement?

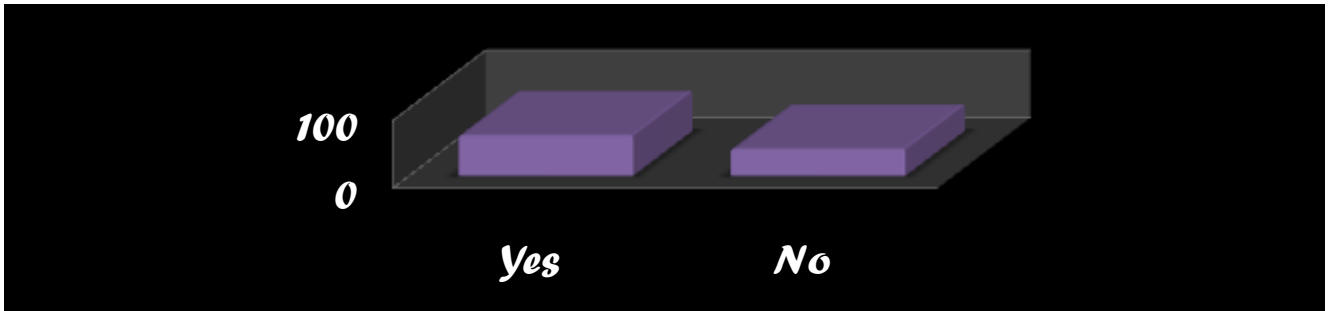
Responses	Number of respondents
Yes	70
No	30
Total	100



DATA INTERPRETATION:

The above figure indicates that every people are not respondent is interested in advertisement.
 Do you think advertising is necessary during festival time?

Responses	Number of respondents
Yes	60
No	40
Total	100

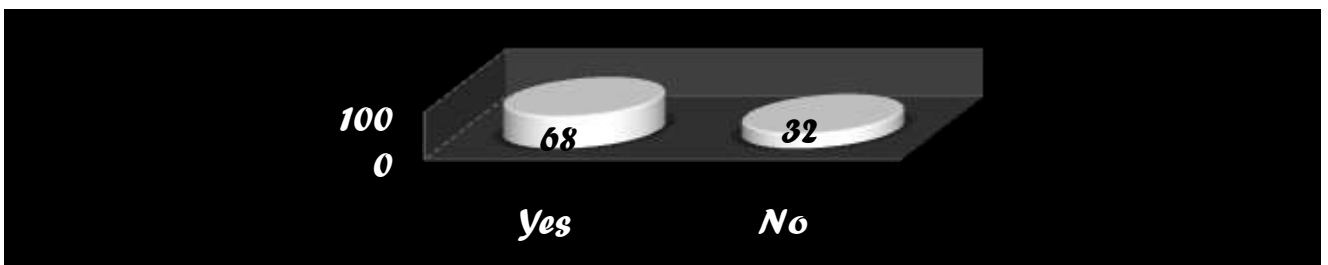


DATA INTERPRETATION:

The above figure indicates that 60% people think that advertising is necessary during festival time and 40% think that it is not necessary.

While watching advertisement do you change channel during festival time?

Responses	Number of respondents
Yes	68
No	32
Total	100

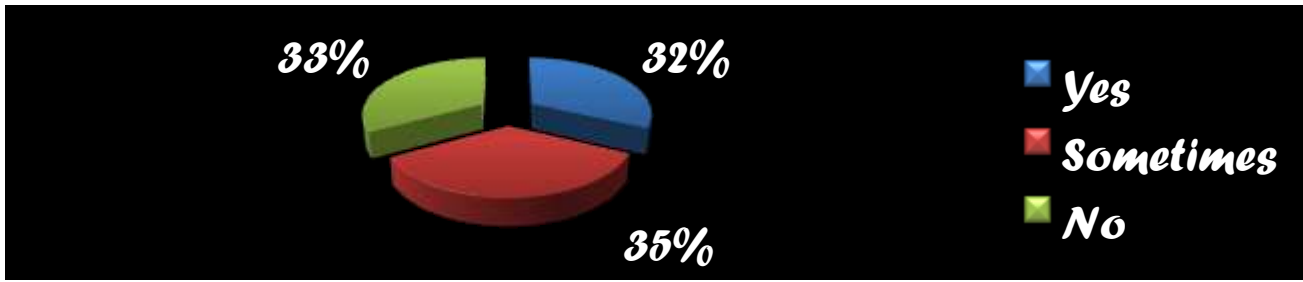


DATA INTERPRETATION:

The above figure indicates most of the respondents change their channel when advertisements appear but 32% people do not.

Do you even watch the advertisements between festival time or not?

Responses	Number of respondents
Yes	32
Sometimes	35
No	33
Total	100

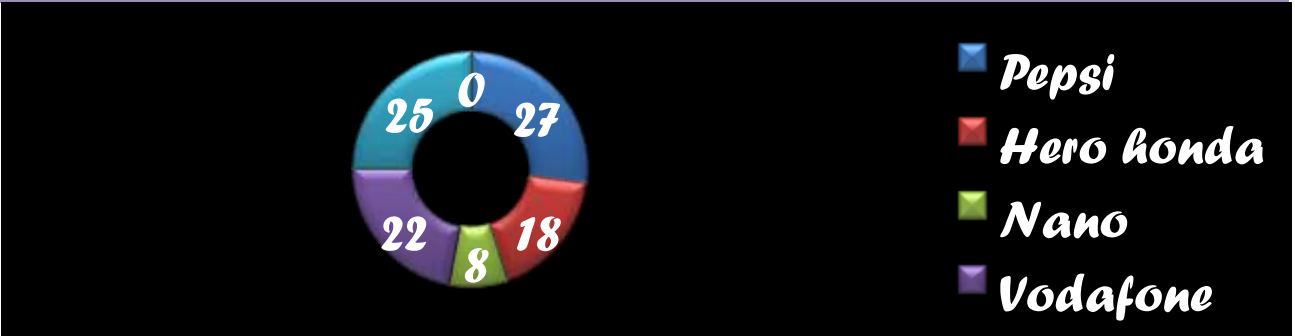


DATA INTERPRETATION:

The above figure indicates that there is a very less difference between people who watch advertisements during festival time and the people who do not watch.

Which of the following advertisement attracts you the most?

Responses	Number of respondents
Print media	27
Television	18
Radio	8
Mobile SMS	22
Any other	25
Total	100

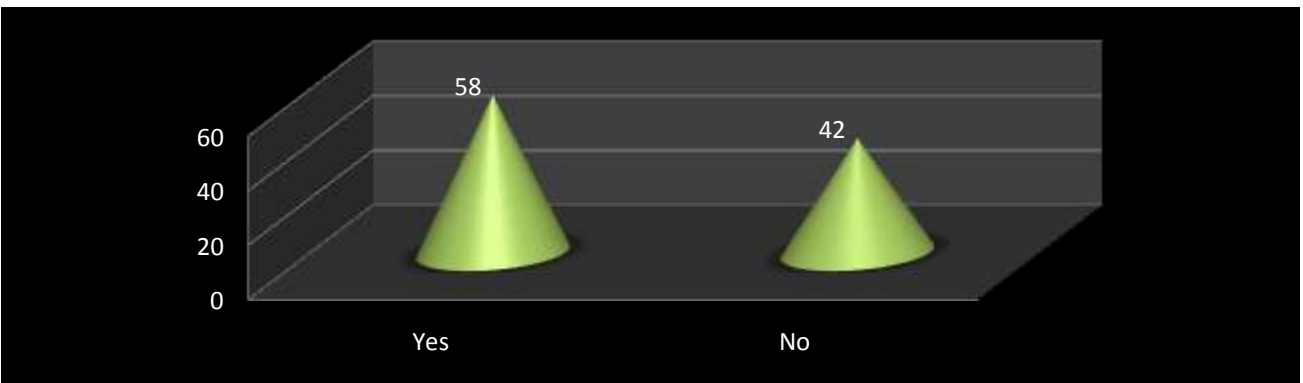


DATA INTERPRETATION:

The above figure indicates that most of the people are attracted by advertisements given by Print media, Mobile SMS and Any other.

Do you find any change in your purchasing behavior after watching these ads?

Responses	Number of respondents
Yes	58
No	42
Total	100



DATA INTERPRETATION:

The above figure indicates that 58% people out of the total respondents see a change in their buying behavior after watching these advertisements.

LIMITATIONS

1. Due to time and resource constraints the survey was conducted within the city of Pune and as such the study might not present a true picture.
2. A small sample size of 70% respondents may not be representative of the universe.
3. The respondent's biasness might have crept in while filling the questionnaires due to respondent's tendency to rationalize their views.
4. Some of the respondents of the survey were unwilling to share the information so some of the information may have been left due to time shortage.
5. As the sampling procedure used in convenience sampling. So the error may creep in.

FINDINGS:

- ✓ 70% people are interested in bulk SMS advertisement
- ✓ According to the research done it has been found out that most number of respondent's are interested in watching advertisement only.
- ✓ It has been found out that Print media has the most attractive advertisement according to the percentage of respondents.
- ✓ According to the study it can be said that highest number of respondents gets information about new products from these advertisements.
- ✓ Many people have seen a change in their buying behavior after watching these advertisements
- ✓ People have purchased new products after watching these ads.
- ✓ People even buy those products and also keep knowledge of those products whose advertisements are not shown

CONCLUSION:

According to the research and studies done in this project it can be concluded that advertising at the festival time is very helpful for companies and it helps in earning good profits for both the companies and the advertising agencies.

In the end it can be concluded that a large number of consumers are attracted by advertisements done by advertisers during festival time and it has a good frequency of profit.

It can be seen that trends and taste of the Indian population regarding advertising has not changed a bit, and this behavior of people is being properly used by the advertisers and big brand companies.

Though SMS marketing is new concept under develop countries due to exclusive communication channels it has ability to develop the realization of the customer and forced them to adopt it.

REFERENCES:

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2. <http://www.en.wikipedia.org/wiki/retail>
3. <http://yahoo.com>
4. <http://www.google.com>