

The study is conducted to analyze the students' Attitudinal Shift towards Advertising through Mobile Phones. Mobile technologies imply many opportunities for marketing, in particular a direct communication with consumers without time or location barriers. However, some aspects of mobile marketing such as mobile advertising still require further research. The diffusion of mobile technologies is considered a factor that may impact consumers' perceptions and behavior. Samples of 300 students from the universities and colleges of Islamabad / Rawalpindi of various age groups, academic level, and gender was taken. Four variables such as; information, entertainment, irritation and credibility, based on the student attitudes, were selected and measured on 5 point Likert scale.

The results indicate that almost 53 % students enjoy the SMS and take it as entertainment, 51% receive only specific information as and when required. 39% feel irritation upon receiving any SMS on their mobile phones, whereas, 40% even don't bother to read the full text message, received on their mobiles. Overall 59.7% students like mobile advertising. It can be concluded that the students generally have positive attitude towards mobile advertising. Entertainment and information are considered main factors which affect students' attitudes towards SMS-based mobile advertising. The attitude towards advertising contrast between two genders bias and as per result male students enjoys mobile advertising; where as majority of the female students were irritated from the mobile advertising.

The results of this research are helpful for management to better understand the critical components of mobile advertising in different cultural settings.