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International Business – Central European Business Realities



Innovative Marketing Trends as a Response to the Changing Consumers

Author: Kaan Keskin

Thesis instructor: Ing. Petr Král, Ph.D.

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Declaration:

I hereby declare that I am the sole author of the thesis entitled “Innovative Marketing Trends as a Response to the Changing Consumers“. I duly marked out all quotations. The used literature and sources are stated in the attached list of references.

In Prague on

Signature

Kaan Keskin

Acknowledgement

I hereby wish to express my appreciation and gratitude to the supervisor of my thesis,

*Ing. Petr Král, Ph.D. for his great contributions to this study, and to my beloved mother,
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CHAPTER 1

INTRODUCTION

Presented in the following chapter is the introduction to the topic of this study. First presented is the background of the problem, followed by the research aims and questions. Following this information is the hypothesis of the study. The chapter will close with the disposition of the research.

1.1 Background

Market changes have proven to be a consistently occurring and inevitable aspect of any business environment. Market changes occur over time, while the time in question for these changes to realize is highly correlated to the industry of operation. Although change is progressive, market changes can and in most of the cases do occur quickly, made evident by the fact that new markets continue to emerge at a rapid pace. As markets have changed, so have the methods of communication employed in marketing strategies that targeted introducing potential consumers to products and services that are offered. The communication channels are used to provide the greatest degree of accessibility to the consumer market which is assessed via an examination and understanding of consumer behavior. In this manner, marketing trends respond to changing consumer behaviors. Top of mind examples for such innovative marketing methods, which have resulted from the gradual deviation in consumer behavior, can be mobile marketing, experiential marketing, and relationship marketing.

The analysis of previous marketing efforts and trends shows approaches and strategies that were geared more toward businesses and industries, as opposed to the general consumer base. While these didn't completely overlook the general consumer base, primary focus was rather placed on the larger segments of businesses and industries, since revenue trends demonstrated higher earnings from these segments. Further evaluation of this approach shows that the primary marketing focus on businesses and industries left very few supplies from which the general consumer base could choose that had the ability to meet its demands (Kotler, 1999). As a consequence of marketing trends that became increasingly geared toward businesses and industries,

the general consumer market began to play an even smaller role in the financial wellbeing of the marketing organization. In a sense, the general consumer market became dispensable in that the loss of general consumers did not negatively affect the generic goals and focus of the organization, which was to ensure large value sales and turning high profits.

Marketing today is starkly different from the aforementioned trends of the past. Today, the preferences, and thus, marketing efforts and trends are far more greatly influenced by the general consumer base. This change is a direct result of technological advancements, their influence and the spurring of globalization. Advancements in technology have enabled far greater and more varied means of communicative accessibility to the general consumer base. Technological advancements such as the Internet and its many delineative vehicles (i.e. email and e-commerce) have enabled organizations to reach the masses quickly, effectively, and in a cost efficient manner. These communication and information technologies have had a global impact on marketing via globalization. Globalization has blurred the international line and has increased the competition, resulting in the employment of technology-based marketing strategies not only as the more intelligent choice, but also a necessity for the success of profit generating methods (Kotler, 1999; Donaldson, B. and O'Toole, T., 2007). The general consumer base is no longer dispensable for the marketing organizations. They are instead critical to their market success. Today, companies do not want to only attract and acquire costumers from this market segment, but they also aim to retain them, resulting in a shift in their focus from the acquisition of short-term gains, to the development of customer loyalty that will ensure long-term gains. Because the vast majority of the general consumer base has integrated technology into their day-to-day lives and the methods by which they have chosen to do so influences the innovative marketing efforts employed substantially.

The broad view of customer influenced innovative marketing trends shows a focus on customer loyalty. A more detailed examination presents the development of customer loyalty via the employment of customer satisfaction as a key driver (Kotler, 1999; Donaldson, B. and O'Toole, T., 2007). Customer satisfaction is about meeting the needs of customers, which has prompted many organizations to invest a great deal of their time and resources in the identification and assessment of those needs. The

rationale is that meeting customer needs with regard to quality and value will result in customer satisfaction, and subsequently customer loyalty (Kotler, 1999). A 2009 survey conducted by Datran Media shows that 70% of organizational and marketing focus is placed on pinpointing and comprehending the needs of customers, followed by a 60% focus on customer retention, and 40% focus on regaining customers that have been lost (MarketingProfs, 2010). As understanding the needs of consumers are key to the deployment of marketing efforts that bring value, customer behaviors drive innovative marketing trends.

The vital prerequisite to the identification of customer needs; meeting those needs; and the establishment of loyalty is interaction with customers that results in the establishment of relationships with a long-term focal point. Such relationships are built via intense and interactive communication that embeds consistency. This form of communication is the one that helps marketers build bonds with consumers, while these bonds aid in loyalty formation efforts. Since technology and its various tools play a primary role in the communication behaviors of consumers, it must also play a primary role in innovative marketing strategies.

1.2 Discussion

The technological advancements increasingly of focus in innovative marketing trends are those that are described as interactive technology. Interactive technology facilitates the connection between people and organizations that defines the ‘relationship age’ of modern times (Keith, F. and Tahl, R., 2005). Traditional marketing vehicles were one-directional. While they provided a means for organizations to communicate with consumers, the ability of consumers to communicate back and to even such an extent that were in streams of quantifiable feedback data or share communication with other potential consumers did not exist. Examples of such methods include the use of television, posters, billboards and radio advertisement. Modern times have seen an increase in the role and impact that information and communication technologies play in the leading-edge marketing efforts and the present-day market (Naude, P. and Holland, C. P., 2004; Brandy *et al*, 2008). Innovative marketing trends associated with the use of interactive technology such as the Internet and especially its increased availability and enhanced target group

matching capabilities via wireless networks and the Global Positioning System (GPS) have appeared as findings of increased marketing effectiveness in applied strategies. As consumer behaviors have shifted towards an elevated expectation and need for mobility, innovative marketing efforts have followed suit by way of mobile marketing.

Mobile marketing is a fairly new marketing technique and is simplistically defined as marketing that occurs on or with a mobile device. Marketing designed for the use of mobile devices have become increasingly essential to businesses as it has proven to be a very direct method of reaching millions of customers, quickly, and regardless of their location. More simplistic mobile phone designs are being replaced by smartphones. It is expected that by 2018, all mobile phones sold will take the form of smartphones (Fiegerman, 2011). As smartphones become the primarily telephonic communication method of consumers, the employment of mobile marketing strategies will increase, and likely exceed television and Internet based methods of advertising (Waele, 2010). Because mobile marketing is an emerging innovative market technique that is based on and driven by consumer behavior, it is necessary to evaluate the effectiveness of its approach and implementation.

1.3 Aim & Purpose

The purpose of this research is to examine the effectiveness of mobile marketing methods as they relate to and impact customer satisfaction.

1.4 Thesis Statement

There is a strong correlation between mobile marketing efforts and customer satisfaction.

1.5 Research Questions

The primary research question for this study is as follows:

What is the correlation between the innovative marketing strategy of mobile marketing and customer satisfaction?

This question is based on the review of literature that suggests that customer behaviors affect the innovative trends used within the marketing industry. Advancements in technology have increased emphasis on mobile technology and its multi-purpose use by the consumer market. Evaluated is the effectiveness of this approach as a marketing strategy. To guide the research effort in answering the main research question, the following objective questions will be of focus;

1. *Is there an association between mobile marketing and overall customer satisfaction?*
2. *Is there an association between the mobile marketing and the establishment of relationships between a company and its customers?*
3. *Is mobile marketing an effective innovative marketing strategy?*

1.6 Research Hypothesis

The primary hypothesis of this study is that there is a strong correlation between the innovative marketing strategy of mobile marketing and customer satisfaction. Additional hypotheses as they relate to objective questions are as follows:

1. *There is an association between mobile marketing and overall customer satisfaction.*
2. *There is an association between the mobile marketing and the establishment of relationships between a company and its customers.*
3. *Mobile marketing is an effective innovative marketing strategy.*

1.7 Research Dispositions

The disposition of this study is as follows:

- i. **A title page:** presents identifying information
- ii. **Acknowledgement:** acknowledges those that supported this research
- iii. **A content page:** presents list of the content with page numbers
1. **Introduction:** presents the background of the problem as well as the motivation, aims, question formulation, and delimitations of the study

- 2. Theoretical discussion:** discussion of relevant theoretical models and assumptions studied relevant to the study
- 3. Mobile Marketing Background:** discussion of the trending use of mobile devices worldwide and its influence on mobile marketing strategies
- 4. Methodology:** presents approaches to data collection & analysis
- 5. Empirical Study Analysis/Discussion:** analyses and discussion of findings and results of the survey
- 6. Comments/conclusions:** summary of the findings and results of the study followed by comments and suggestions
- 7. Appendix:** list of terms, tables, and figures
- 8. References:** list of all references used in the study according to Harvard citation standards

1.8 Delimitations

There are a variety of ways that this research can be conducted and a variety of resource possibilities available. Due to limited resources, some limitations had to be accepted in an effort to obtain the most accurate results possible.

In this light, the primary limitation of this research study is the fact that the study findings focus mostly on the age group ranging from 20 to 30 as their experiences with mobile devices and mobile marketing relate to consumer satisfaction and customer retention.

CHAPTER 2

THEORETIAL DISCUSSION

Presented in this chapter is a loose theoretical framework that effectively supports the statements and conclusions of this research study about mobile marketing as a strategy in ensuring customer satisfaction. It should be noted that integrated marketing communication and mobile commerce are fairly new concepts, thus there is not a considerable number of academic sources available at this time. This chapter begins first with a more in-depth definition of mobile marketing.

2.1 Mobile Marketing

Mobile marketing is a part of the promotion marketing mix. Promotion includes advertising, merchandising, public relations and the control and deployment of sales staff. With this in mind, mobile marketing is defined as follows:

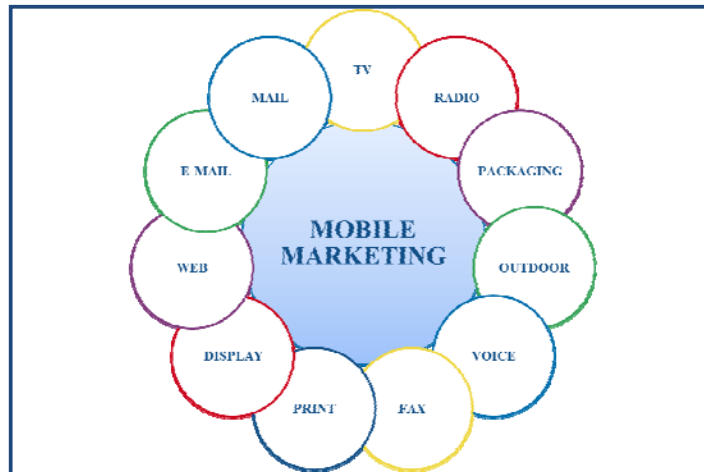
Mobile marketing is widely described as “*a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network*” (MMA global, 2008).

Based on this definition, mobile marketing is considered to be a promotion tool that is used by organizations to reach their audience through a mobile device or network. This form of advertising is also called *Mobile advertising*.

Mobile advertising is a form of advertising that is communicated to the consumer/target via a handset. This type of advertising is most commonly seen as a Mobile Web Banner (at the top of the web page), Mobile Web Poster (this is the banner at the bottom of the web page), and full screen interstitial, which appears while a requested mobile web page is “loading.” Other forms of this type of advertising are SMS and MMS ads, mobile gaming ads, and mobile video ads (pre, mid and post roll). (MMA global, 2008)

The following illustration represents the various platforms that mobile marketing can take.

Figure 1: *Mobile Marketing Platforms*



Source: *MobileMarketingwatch.com*

Mobile marketing is also part of a new paradigm, described by Peppers and Rogers (1993). They described it as a natural evolution from the use of mass-market advertising to more targeted message strategies. In 1993, Peppers and Rogers developed a new paradigm, based on one-to-one marketing, further contemplating on their paradigm in comparison to the conventional one as: *“The old paradigm, a system of mass production, mass media and mass marketing is being replaced by a totally new paradigm, a one-to-one economic system. ...the goal of most business competition will be share of customer – one customer at a time.”*

This view was enhanced by integrated marketing communications (IMC) (Leppäniemi M., 2008): *“Mass marketing was invented to sell standardized mass-produced products to a similarly standardized, undifferentiated mass of consumers... Enter a new age of advertising: respectful, not patronizing; dialogue-seeking, not monologues, responsive, and not formula driven. It speaks to the highest point of common interest, not the lowest common denominator.”* (Schultz D.E. & Schultz H., 1994)

Integrated marketing communications (IMC) is defined as: *“a strategic business process used to plan, develop, execute and evaluate coordinated, measurable and*

persuasive brand communication programs over time with consumers, customers, prospects and other targeted relevant external and internal audiences.” (Schultz D.E. & Schultz H., 1998)

This new paradigm is very interactive by nature (Peltier J.W. *et al*, 2003) and while the list of new media keeps expanding, most experts acknowledge the potential for these media to alter the way which advertisers view marketing and marketing communication. The challenge will be to use these tools effectively and efficiently as marketing communicators. (Leppäniemi, 2008)

Mattie Leppäniemi (2008) concludes his theoretical discussion on how to achieve mobile marketing success, by illustrating:

- That the actors and activities of the mobile marketing environment are identified and described in detail.
- In addition, and more important to this study; it is crucial to find out how mobile marketing should be integrated into companies’ marketing communications strategies and planning processes in order to harness the full potential of this emerging marketing communications phenomenon.

2.2 Competitive Advantage

Michael E. Porter’s competitive advantage theory (1985) plays an important role for the research question that examines whether or not mobile marketing can be used as a CRM strategy to improve customer satisfaction. The fundamental reason why companies would employ mobile marketing strategies is eventually to gain a competitive advantage against others. Examples mentioned later in this paper will show that a successful mobile marketing campaign can lead to the emergence of momentous competitive advantage.

The following is an illustrative example:

A company needs a middleman to reach their customer. This middleman can be a salesperson, folders, the Internet and now mobile media. With the invention of the Internet, companies found it already easier to reach their customers on a large scale

and could leave out a salesperson by creating a clear and accessible website. A clear and accessible website can reach more customers than a salesperson can, even if this person is the best salesperson in the world, he could not reach as many customers as there are people accessing that website per day.

As previously mentioned, the problem that companies face nowadays, in relation to reaching their customers, is the limited ability of their non-customized content to address their customers personally. There is an overload of mass advertising to which most people are becoming increasingly insensitive, to an extent that would even disturb a considerable proportion of them. By sending them a personal text or message, companies have found a way to customize the presented content and thus a way to eliminate the somewhat annoying component of their communication in pursuit of reaching their desired customer base. These messages can also be sent virtually to anyone, at any place, at any time. Therefore, the reach of mobile media can be considered even bigger than of the Internet, if not in terms of reach then in terms of its precision in targeting. In this manner, one can assume that company A, deploying a successful mobile marketing strategy has a competitive advantage over another company, B, which does not include mobile marketing strategies in their Promotion mix, just depending on the fact that company A has the capability of reaching a larger share of its desired customer base and with better customized content, hence in a more personal way.

2.3 Mobile Marketing Campaigns

The currently available Mobile Marketing campaigns can be roughly classified among the categories given below (Steimel et al. 2008, p. 79):

- **Direct Media Response Marketing:** Advertisers initiate the contact to a mobile user via another non-mobile medium (e.g. TV, radio, mailings). Mobile users can respond to these offerings by utilizing various mobile communication means such as SMS-based text messages.

- **Mobile Permission:** Advertisers acquire the permission of mobile users to contact them about Mobile Marketing campaigns. Their personal preferences are kept in

databases from which relevant mobile users are queried on demand in relation to a Mobile Marketing campaign on an ad-hoc basis.

- **Mobile Advertising:** Mobile Advertising denotes the promotion of commercial messages through various forms of mobile advertising space on mobile websites. Mobile users can directly respond to this offering on the same medium.

- **Mobile CRM:** Whereas the previous three categories of Mobile Marketing campaigns are conducted on demand, Mobile Customer Relationship Management (mCRM) is based on continuous and highly personalized marketing measures. It requires an existing business relationship between the advertiser and the mobile user, and implies that advertisers do not have to compete on mobile advertising spaces for the attention of their mobile users, since they already own them for these marketing measures.

2.4 Categories of Mobile Marketing Campaigns

According to Pousttchi K. and Wiedemann D. G. (2006), the number and the accuracy of the types of mobile marketing campaigns are not enough to categorize them. Nevertheless, there are some characteristics that reoccur for specific mobile marketing campaigns. These campaigns may be based on different concepts, but they are not absolutely disjoint. Pousttchi and Wiedemann developed certain groups, in which they categorize mobile marketing campaigns. These campaigns can be ranked at least in one of those groups and are defined by Pousttchi and Wiedemann as the following types.

2.4.1 Information Standard Type

“The information standard type is defined by the instance; information, of the characteristic; added value.” (Pousttchi K. & Wiedemann D. G., 2006)

This group is usually combined with other groups and the subject customers must see the information as something relevant, otherwise, they will perceive the information as pushed on them or their mobile devices and label them as unwelcome and

inconvenient. Typical examples are information about the nearest point of sale and descriptive information about the products.

2.4.2 Entertainment Standard Type

“This standard type is defined by the instance; entertainment, of the characteristic; added value.” (Pousttchi K. & Wiedemann D. G., 2006)

This type of mobile service can be valued by customers, if the entertainment component is amusing and emotional enough for the target group, then the message will be communicated subliminally. Typical examples are campaigns providing video, music, games etc., with the common characteristics of being humorous, aesthetic or stylistic.

2.4.3 Raffle Standard Type

“The raffle standard type is defined by the instance; raffle, of the characteristic; added value.” (Pousttchi K. & Wiedemann D. G., 2006)

In other words, this mobile marketing campaign gives customers the chance of winning a prize. The more the targeted group conceives the prize to be valuable, the higher the chance the campaign will be successful.

2.4.4 Coupon Standard Type

“This type is defined by the instance; monetary incentive, of the characteristic; added value.” (Pousttchi K. & Wiedemann D. G., 2006)

Certain examples of this type can be coupons sent by SMS or MMS, or trial packages.

2.4.5 Traditional Spam

“Spam represents any relationship between advertisers and customers that are not opt in, therefore customers that have not agreed to receive ad content.” (Pousttchi K. & Wiedemann D. G., 2006)

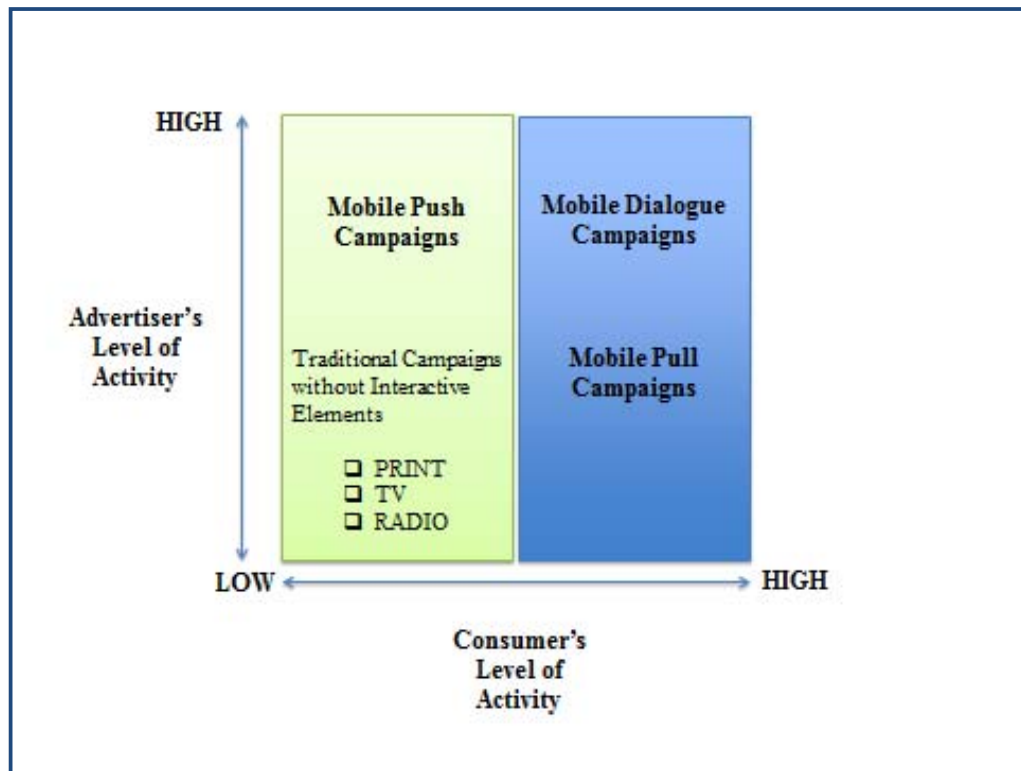
Spam is unwanted advertising and is not introduced by Pousttchi and Wiedemann, because it is irrelevant when it comes to effective marketing.

2.5 Push and Pull Campaigns

Based on Kotler’s argument; personal selling is the most cost-intensive part of the promotion mix for the B2B segment, pursued by sales promotion, advertising and public relations. A company that targets the end-user of a product, which points out that this company aims to persuade customers from the B2C sector; grants a far larger proportion of their investment bundle to sales promotion and advertising, than to public relations or personal selling. (2010)

Nevertheless, in general a company has the option to adopt either the pull or the push strategy. The push strategy, which derives its name from the act of pushing a product to the end-users via an intermediary, commonly incorporates the use of motivating factors for these intermediaries that expand their margins for retail such as discounts. This strategy is mostly put into action when the targeted customer base tends to follow a disloyal pattern in their subsequent purchases or if the product fails to be differentiated by nature, as in products that are commodities. The pull strategy, on the contrary, involves direct interface with the prospective end-users aimed at generating customer loyalty. Certain examples from the promotion mix that employ the pull strategy are sales promotion and advertising. The push strategy does not require neither the inclusion of as extensive distribution channels, nor gathering comprehensive data in search of the best insight into the targeted customers’ preferences, where as the pull strategy almost has to embed expanded data mining on prospects and the existing customer base. In this light, Figure 2, given below, outlines the level of activity which the advertiser engages with the pull vs. the push strategies.

Figure 2: *Push/Pull Activity Level*



Source: *Principles of marketing - Kotler, P., 2010.*

2.6 Objectives of Mobile Marketing

According to Pousttchi and Wiedemann (2006), mobile marketing has six objectives, which are presented in Table 1:

- Building brand awareness
- Changing brand image
- Sales promotion
- Enhancing brand loyalty
- Building customer database
- Mobile word-of-mouth

Table 1: *Six Objectives of Marketing*

	Information standard type	Entertainment standard type	Raffle standard type	Coupon standard type
Building brand awareness	Provision of a push SMS with information about the product	Provision of a trailer for a new film	Raffle advertised by a multiplicity of different media types	Provision of a coupon via push SMS to customers who opt-in for such services at a mobile marketing company
Changing brand image	Provision of a SMS invitation for a special event to enhance young image	Provision of a Java game to gain innovative image	Placing image through the prize of the raffle	Provision of a coupon for a promotional gift that place the desired image
Sales promotion	Provision of information services during an on-pack campaign	Provision of a ring tone during an on-pack campaign	Provision of a raffle during an on-pack campaign	Provision of a coupon for a trial package
Enhancing brand loyalty	Provision of a mobile newsletter including actual product information	Provision of a Java game for existing customers	Provision of a raffle for existing customers	Provision of a mobile discount ticket book
Building customer database	Personalized information on condition of registration	Provision of a logo and a ring tone on condition of registration	Request for registration after the raffle	Provision of a coupon on condition of registration
Mobile word-of-mouth	Provision of high relevant information with adding "send to a friend"	Provision of a greeting card via IVR or provision of a ring tone in return of mobile word-of-mouth	Participation in the raffle requires participation of other people	Receiving a discount requires passing message on to other people

Source: *A contribution to theory building for mobile marketing: Categorizing mobile marketing campaigns through case study research - Pousttchi, K., Wiedemann, D. G., 2006.*

2.7 Mobile Marketing Success Factors

Based on the findings of a study by Scornavacca E. and McKenzie J., there are 11 critical success factors (CSF) for an SMS marketing campaign to be successful. They based their study on 11 CSFs, which they found in literature. Although these factors were used on SMS campaigns, they can also be used as a reference to categorize other mobile marketing campaigns, with other mobile media. The following is a presentation of these 11 success factors.

2.7.1 Content

It is only logical that content plays a vital role in the success of a marketing campaign. For a campaign to be successful, the content needs to be entertaining, wanted, informative and relevant to the audience. (Haghirian *et al.*, 2005)

2.7.2 Permission

Permission depends on one's personal preferences and personality. While a mobile device is relatively more personal than an e-mail inbox or one's mailbox, unwanted advertisement could create the opposite effect and irritate the customer or cause damage to the brand image. Therefore, as the famous quote goes: "It is better and easier to ask for permission than to ask for forgiveness."

2.7.3 Acceptance

Acceptance in this study was perceived as a dubious CSF. It really took roots on the customers' preferences, brand trust and mobile operator control. Acceptance also depended on the type of promotion, its authenticity or relevance.

2.7.4 Richness

Richness is determined by the campaigns' level of interaction. The more a campaign can get the attention of the customer, the more likely that the campaign will be successful. The richness of the interaction plays an important role in this process.

2.7.5 Complementing

Although complementing was not found to be as important as the other CSFs, the survey did show that; the more a campaign is complemented by other channels, the more likely it would become a success.

When a campaign gives the customer the choice of several media to access the information, the number of participants will increase.

2.7.6 Credibility

According to the research, credibility can play a major role in the success of the campaign, but it will depend on the level of spam control and the opt-in nature.

2.7.7 Personalization

At the time of the survey, personalization was not considered to be that important, although it was mentioned that with the evolution of technology, personalization would gain more significance, because “*People just do not like to feel like a number...*” Nowadays, personalization is critical according to a report by the Mobile Marketing Association. (Holmen E., 2007)

2.7.8 Response Time

The time between the information has been sent and the associated response is important to customers. If the time between their answer and the marketer’s response is too long, they could lose trust or doubt if the transaction would have been realized at all.

2.7.9 Time

Although time was not considered a critical factor, when it comes to time critical campaigns, customers must respond in a certain time frame. Only then time becomes of significance.

2.7.10 Frequency and Cost

Although previous research stated that a high frequency could decrease the value of the advertising, this research perceived frequency as irrelevant, because people who do give their permission to receive mobile advertising, know about the number and frequency of messages they will receive. In this SMS campaign based research, it was concluded that cost was not relevant because these types of campaigns are very cost effective.

2.7.11 Reach

Reach is considered a given in this research and not a key success factor, but this depends on the regions level of mobile converge.

CHAPTER 3

MOBILE MARKETING BACKGROUND

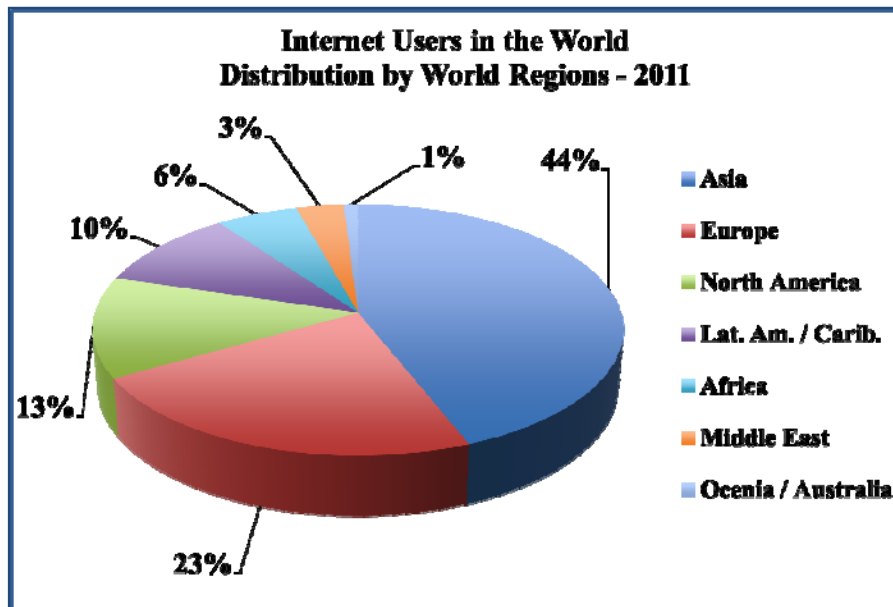
According to the US Census Bureau (2011), there are almost 7 billion people on the planet. Of this number, 2.1 billion are connected to the Internet and 5.3 billion people have a mobile subscription. The biggest growth rates are in the Arab states, Asia & Pacific and Africa (Table 2). The statistical information presented leads to reasonable conclusions that 30% of the world population has access to the Internet, but almost 73% has a mobile subscription. Table 3 provides information regarding worldwide Internet Usage by region. Table 4 shows the rise of 3G over the last 4 years, which indicates that more and more people use their cellphone to access the World Wide Web through their phone. Of course, this huge difference in size between both markets makes it no enigma why marketers look and investigate the world of mobile phones and tablets as a huge opportunity. It should be noted that people with a tablet and a subscription are also likely to have a cellphone with subscription, and thus they are counted double in these statistics.

Table 2: *World Internet Usage Statistics*

WORLD INTERNET USAGE AND POPULATION STATISTICS						
March 31, 2011						
WORLD REGIONS	Population (2011 Est.)	Internet Users (Dec. 31, 2000)	Internet Users (Latest Data)	Penetration (%Population)	Growth (2000-2011)	Users (% of Table)
AFRICA	1.037.524.058	4.514.400	118.609.620	11,4 %	2.527,4 %	5,7 %
ASIA	3.879.740.877	114.304.000	922.329.554	23,8 %	706,9 %	44 %
EUROPE	816.426.346	105.096.093	476.213.935	58,3 %	353,1 %	22,7 %
MIDDLE EAST	216.258.843	3.284.800	68.553.666	31,7 %	1.987 %	3,3 %
NORTH AMERICA	347.394.870	108.096.800	272.066.000	78,3 %	151,7 %	13 %
LATIN AMERICA / CARIB.	597.283.165	18.068.919	215.939.400	36,2 %	1.037,4 %	10,3 %
OCEANIA / AUSTRALIA	35.426.995	7.620.480	21.293.830	60,1 %	179,4 %	1 %
WORLD TOTAL	6.930.055.154	360.985.492	2.095.006.005	30,2 %	480,4 %	100 %
<small>NOTES: (1) Internet Usage and World Population Statistics are for March 31, 2011. (2) Demographic (Population) numbers are based on data from the U.S. Census Bureau. (3) Internet usage information comes from data published by Nielsen Online, by the International Telecommunications Union, local Regulators and other reliable resources.</small>						

Source: *U.S. Census Bureau, 2011.*

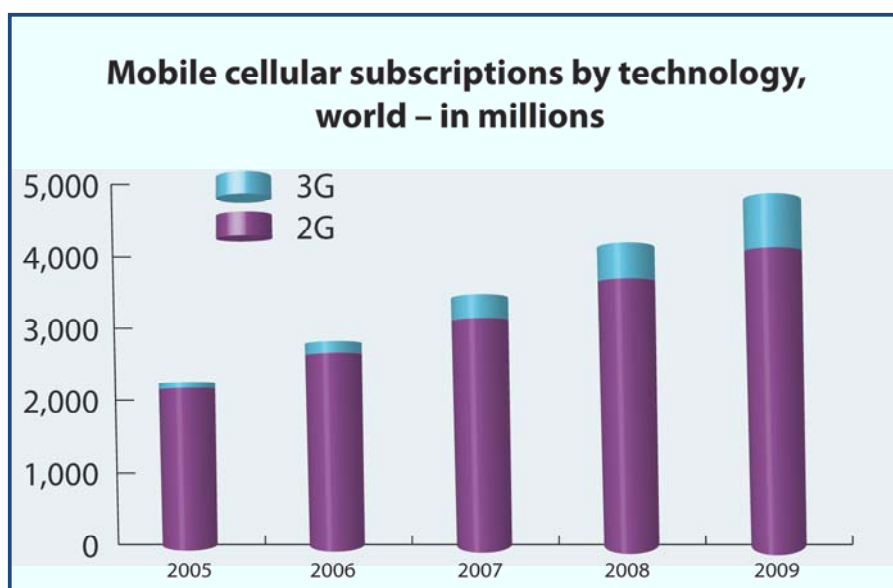
Table 3: *Internet Users in the World by Region*



Source: *Internet World Stats* – www.internetworldstats.com/stats.htm

Basis: 2.095.006.005 Internet users on March 31, 2011.

Table 4: *Mobile Cellular Subscriptions by Technology*



Source: *ITU World Telecommunication / ICT Indicators database*

3.1 Features

In addition to the massive usage of mobile devices, there are other factors that make mobile devices a wonderful resource for marketing endeavors.

The following 7 attributes are what make mobile phones and tablets truly remarkable for marketers (Ahonen T., 2008):

1. The mobile phone is personal.
2. The mobile phone is always carried.
3. The mobile phone is always on.
4. The mobile phone has a built-in payment system.
5. The mobile phone is available at the point of creative inspiration.
6. The mobile phone can provide accurate audience measurement.
7. The mobile phone captures the social context of media consumption.

Each of these attributes are discussed individually.

3.1.1 The mobile phone is personal

People are very protective when it comes to their phone, proven by the results of the following survey:

A survey from 2006, performed by BBO & Proximity, showed that 63% of the participants would not want to share their phone with anyone. In Japan, even 90% did not want to share their phone with anyone. Laptops on the other hand were not a problem to share with others. What does this mean for marketers? When developing a marketing survey, it is very important to respect the subjects' privacy and initially ask for their permission. In the case of mobile marketing and phones, marketers should be exceptionally mindful of these factors.

3.1.2 The mobile phone is always carried

According to a research from 2007 by Morgan Stanley, people always keep their mobile phones close to them, even at home and when they leave their home, the mobile phone is one of three things they make sure they do not leave without, their keys and wallet being the other two. They are so attached to their mobile phones that the survey showed that they keep their phones within one meter, 24 hours a day and even take it to the bathroom.

What does this mean for marketers? When sending a message for a mobile marketing campaign, the chances of the recipient reading and acting on it immediately are quite high. If one compares this with emails, for example, the recipients need to start their computers and open their mailboxes before reading the messages, if they are connected to the Internet.

3.1.3 The mobile phone is always on

The main reason why people have mobile phones is to be reachable. That is why they keep their phones on, 24 hours a day. What does this mean for marketers? Very similar to the previous features, when marketers are developing messages for the mobile marketing campaign, they need to take in account that the phone is always on. A text message at 4 a.m. in the morning will probably not have the desired effect.

3.1.4 The mobile phone has a built-in payment system

Every mobile phone and tablet with 3G capabilities has a SIM card. With the SIM card, mobile phones and tablets are able to access their providers' networks, so they can make telephone calls, send text messages, or access the Internet etc. The billing goes through the user's mobile network, so not only have these devices built-in payment systems, people also assume that they will or have to pay for the content and services they want to access with their phone or tablet. Users do not expect goods and services to be free. That is why content for mobile phones and tablets generate as much or more revenue than content displayed on the Internet.

It is also possible to turn your mobile device into a bankcard, bringing banking and payment services to people all over the world and more importantly; everywhere they want.

3.1.5 The mobile phone is available at the point of creative inspiration

Most mobile phones have more features than just the ability to place calls or send text messages. Taking pictures, playing music in various formats, broadcasting movies, etc. not counting all the other things one can do with smartphones. As mentioned before, mobile phones are always on and with all their onboard tools; it lets users act on creative impulses. Table 5 (on the following page) illustrates this data also including the use of tablets.

3.1.6 The mobile phone presents accurate audience measurement

Every transaction done on a mobile phone can be tracked, beating the Internet in traceability and measurement of advertising and marketing campaigns, even though the Internet easily beats other media when it comes to tracing and measurement. This is possible because every transaction, may it be buying a song, sending a text message, or leaving voice mail; is linked to a unique mobile phone number.

Table 5: *Mobile Behavior in the US & EU5*

Mobile Behavior in the United States, EU5 – UK, Germany, France, Spain, Italy – and Japan OCTOBER, NOVEMBER, DECEMBER 2010 PERCENT OF TOTAL MOBILE AUDIENCE (AGE 13+)			
	UNITED STATES	EUROPE	JAPAN
Used Connected Media (Browser, App or Download)	46.7 %	41.1 %	76.8 %
Used Browser	36.4 %	28.8 %	55.4 %
Used Application	34.4 %	28.0 %	53.3 %
Used Messaging			
Sent Text Message	68.0 %	82.7 %	41.6 %
Instant Messaging	17.2 %	14.2 %	3.6 %
E-mail	30.5 %	22.2 %	57.1 %
Accessed Entertainment / Social Media			
Took Photos	52.4 %	57.5 %	62.9 %
Social Networking or Blogging	24.7 %	18.0 %	19.3 %
Played Games	23.2 %	25.3 %	16.3 %
Recorded Video	20.2 %	26.1 %	15.8 %
Listened To Music	15.7 %	25.0 %	12.9 %
Watched TV and/or Video	5.6 %	5.7 %	22.8 %
Accessed Financial Services			
Bank Accounts	11.4 %	8.0 %	7.0 %
Financial News or Stock Quotes	10.2 %	8.0 %	16.5 %
Accessed News, Sports, Weather, Search, Retail, Travel, Reference			
News and Information	39.5 %	32.2 %	57.6 %
Weather Reports	25.2 %	16.4 %	34.7 %
Search	21.4 %	14.9 %	31.5 %
Maps	17.8 %	13.0 %	17.1 %
Sports News	15.8 %	12.0 %	18.2 %
Restaurant Info	10.0 %	6.5 %	9.7 %
Traffic Reports	8.4 %	7.4 %	14.0 %
Classifieds	7.3 %	4.8 %	3.6 %
Retail Site	6.5 %	5.2 %	8.5 %
Travel Services	4.4 %	4.6 %	2.9 %

Source: *Mobile Advertising 2011-2016: Industry Outlook Report, Visiongain.*

3.1.7 The mobile phone captures the social context of media consumption

Using sophisticated data mining enables the identification of trends that signal the preferences of mobile phone users and dispose information on mobile phone users. It is possible to track transactions back to any phone, but it is also possible to track transactions between mobile numbers, identifying alpha users in their social context.

3.2 Limitations of Mobile Devices

Depending on what kind of mobile phone one possesses, its screen is bigger or smaller, but in general, one can state that mobile phones have small screens and a small keypad if they are not touch screen operated. This is due to its mobility feature and one has to be able to carry it around in their pockets so to say. Tablets have the opposite problem. They are bigger and have a bigger and pleasant screen to watch, but the users cannot just put them in their pockets. Considering the size of the phone (not to mention phones with numeric keypads), it is not always that easy to navigate on the Internet with mobile phones.

Mobile phones are not as standardized as PC. There are only a handful of operating systems (OS) for PCs, while most brands have their own operating system and browser system. Another challenge is the learning curve on how to use their more advanced features, making most of them under-used and not as appealing to marketers to use for their mobile marketing campaigns.

3.3 How Mobile Marketing Efforts Reach the Audience

The only way for a mobile marketing campaign to be successful is that the intended message reaches its target audience. Mobile phones and tablets are technological wonders and are thus enabled with a number of technologies that allow for contact with the targeted mobile audience. The methods discussed are SMS and MMS.

3.3.1 SMS

SMS or Short message service was a concept created in the 1980's, but it was not until the 3rd of December 1992, when an engineer called Neil Papworth sent the first text message to his colleagues at Vodafone, saying: "Merry Christmas". In 1999, mobile phone networks finally allowed users to SMS people that were subscribed to rival companies. (BBC News, 2007)

SMS supports messages of 160 characters in length, but it is possible to string several messages together to make longer messages. Messages can be sent from one phone to another or from a PC to a phone and vice versa.

SMS also supports short codes (CSC), these are phone numbers that a user sends a text message to, normally to get something in return. These CSC's can be used to sign up for services, enter competitions or to indicate/end permission to receive marketing messages. The short messages can also be used to make payments or donations, meaning when a user sends the message to the number, he or she agrees to a certain amount being deducted from the user's monthly subscription bill or prepaid amount.

SMS interest marketers because there are twice as many or more SMS users than email account holders. An obstacle marketers encountered, was that people were reluctant to hand over their phone number for marketing messages, fearing they would be spammed and bothered constantly, in the same way that emails have such a poor reputation. This was addressed via the creation and use of short codes or CSC codes. For marketing purposes, CSC codes can be used to receive and send messages from and to shoppers. The short codes can be used by one company for a single campaign or shared with other organizations. Shared short codes mean that keywords in the text messages are used to separate the messages.

3.3.1.1 Implementing SMS into an existing marketing strategy

As many organizations are now realizing, implementing SMS can also prove to be exceedingly effective within an existing marketing strategy. It serves as an example of the ability of the implementing organization to change with the times and needs of its consumer base. SMS can be implemented into an existing strategy via the following methods:

- **Promotions** - Sending promotional SMS messages to potential customers show a way to reach a large database for a relatively lower cost. Furthermore, these messages can be sent at a time when potential customers are most likely out shopping at a mall, for instance.
- **Receiving Messages** - When advertisers want to receive messages from prospects or customers, they often use short codes. For the public they are an easy, traceable and instant way of entering a competition, make a request or voice an opinion. For the company it is even better because the costs are for the customer, meaning it can be a cost effective way to receive messages.
- **Entering Competitions** - A response by SMS can almost immediately be put into a database, with a fast-automated response to make sure that the customer knows that he or she entered the competition. In addition, the customer is usually charged for sending the SMS at premium rates.
- **Text to Donate** - Using SMS messages to raise funds for charity has been engaged in by the fundraising community. The amount that donators want to give to the charity is added to their monthly bill, or deducted from their airtime allotment.
- **Texts to Participate** - Text messages are an easy way to evoke a response from willing participants for a TV show, radio show etc. It is common now on radio programs to react on the host's topic by sending a message to a specific

number, making it easier for the radio host to scan the responses and pick out the best suited for his radio show.

- **Combination Method** - After a potential customer has shown interest in participating by sending a SMS, the advertising company can then contact them by combining two or more of the previous mentioned methods.

Regardless of the method that is employed, if an organization is strategic about the efforts engaged upon, the result can be extremely beneficial in the end. Consider the following mini-case study:

Mini Case Study: CSC for Short-Term Ad-Hoc Insurance

An insurance company from South Africa, Metropolitan Life, added a new service to their offerings in 2007, naming it Cover2Go. Cover2Go insurance targeted the low-income consumers in South Africa, using mobile technology innovatively to get hold of its desired customer base. This service offering can be bought via SMS, which means that with a single and simple transaction, a customer is able to purchase life insurance coverage for six days instantly.

By sending an SMS with their full name and id number, to an assigned CSC at a premium rate, a customer can purchase this coverage. The back-end system that is engineered by Clickatell will then send a confirmation and policy number back to the customer, also requesting their beneficiary's name and end with a reminder to the policyholder to notify an associate regarding the insurance. The cost of the whole process is around 1 USD to the customer, which is deducted from their phone subscription's airtime or prepaid amount, granting the applicant the six days life insurance.

This concept enhances the accessibility to the market in question, simply with an innovative perspective to mobile phone technology and the use of CSCs. Including SMS technology in these type of transactions, facilitates the purchase; both in terms of the activity necessary for the customer to engage in and the payment process since the amount is automatically added to the customer's phone bill.

Source: *eMarketing: The essential guide to online marketing*, by Rob Stokes

3.3.2 MMS

MMS stands for Multimedia Message Service. An MMS message can consist of an audio file, graphics or text as well as images, making it easier to send richer information to prospective customers. The costs associated with MMS are higher than SMS. To receive MMS messages, end-users need to use WAP (WirelessAccess Protocol) to download the heavy in content messages to their phone.

MMS messages are extremely beneficial in viral marketing efforts. “Viral” refers to the speed and depth of the spread of the message. MMS messages try to encourage participants in using their phones to create content with videos, sounds or photos.

3.3.3 Additional Methods

In addition to SMS and MMS, there are other methods that marketers can employ to reach their mobile target markets. Such methods involve Bluetooth and infrared.

Most modern devices are Bluetooth equipped and also have 3G/4G and Wi-Fi capabilities. If users set their device in a way that; their devices can be discovered by other Bluetooth and infrared users, these users with their devices being within range are able to send a connection request to the device and exchange data or information. Marketers can use this to send messages that are location specific, such as special offers and discounts.

This method does pose a bit of a challenge for advertisers because their ability is limited without the action of the user. The discoverability feature needs to be turned on by the user. Many users do not turn on this ability because it consumes a lot of the battery power of the mobile device.

3.3.4 Role of the Mobile Web

Adding to the mobility and versatility of mobile devices is the mobile web. Mobile devices can have their own operating systems, which can be brand specific. All these operating systems influence how users view and use the accessed webpage. As mentioned before, webmasters also have to take in account that mobile devices can differ in screen sizes, and navigation systems (keypad or touch screen). Mobile phones have different ways to access the internet (GPRS, EDGE, 3G, Wifi ...), which influence the speed and amount of information that can be processed by the mobile device.

Among the available platforms, WAP and HTML are the most commonly used for viewing web pages.

3.3.4.1 WAP

Wireless Application Protocol or WAP was designed to view and access websites even for mobile phones with smaller screens and keypads. WAP is a wireless data connection browser that can read a simpler version of HTML. If the mobile device only has WAP, it can only access web pages that; were designed to be accessed by using WAP.

3.3.4.2 HTML

HTML stands for hypertext mark-up language and is the most commonly used mark-up language for web pages. Mark-up language means a modern system adding critical or explanatory notes that are added to the text in a way that is syntactically distinguishable from the text.

Most smart phones and other sophisticated devices are able to read web pages that were designed specifically with HTML for mobile devices. These websites are simpler versions of the websites people can access with their PCs, because mobile devices still have their limitations when it comes to screen size or processing power.

Browsers also need to welcome the low bandwidth of mobile devices and their navigation limitations, because navigations are not standardized across the various models of phones.

3.4 Method employed to attract users

Reaching people via their mobile devices is only the first step. From there, advertisers must be able to persuade users to access the mobile web via their device.

3.4.1 WAP Push

Marketers can send WAP push messages to a mobile phone. These messages contain a link that leads the user to WAP content. These mobile messages look similar to SMS messages, but they are different nonetheless. Sending these kinds of messages can be delicate, as people may not be aware of what will happen when they would follow the link. Nevertheless, WAP push messages give users the choice to be guided to a website with more explanation.

3.4.2 Two-dimensional (2D) Barcodes

2 dimensional (2D) barcodes are getting more and more popular since the easy to use iPhone application, but since smartphones with Android and OS also have that application; it is no wonder that we see 2D barcode advertising popping up everywhere.

Two-dimensional barcodes are similar to one-dimensional barcodes because they can be scanned to access information. The difference is that 2D barcodes can contain much broader information.

3.4.3 Application

Applications and widgets can be designed especially for mobile devices. Widgets are small programs or applications that can be installed and executed within a web page by an end-user. Usually they look like an off-screen tool. (i.e: clock, countdowns)

Over 300.000 mobile applications have been developed in the last three years and in total, mobile applications have been downloaded 10.9 billion times. According to Mobithinking.com, the most used mobile apps in the US are for games, news, maps, social networking and music. Among those, Facebook, Google Maps and the Weather Channel are the most accessed ones.

CHAPTER 4

METHODOLOGY

The methodology this research paper employs is a quantitative approach. Quantitative methods differ from qualitative methods in both method and purpose. While the purpose of qualitative methods is to gain an understanding of an issue or a phenomenon, the purpose of quantitative methods is to prove or disprove a hypothesis. “Quantitative methods emphasize on objective measurements and numerical analysis of data collected through polls, questionnaires or surveys. Quantitative research focuses on gathering numerical data and generalizing it across groups of people.” (Babbie 2010)

In this manner, an online survey had been conducted by the Author in May 2015, which embedded questions that aimed at assessing the association between respondents’ experience with mobile marketing campaigns, their mobile purchasing and post-purchase behavior and the respondents’ satisfaction as consumers, accepting consumer satisfaction as a key driver for customer retention. As a result, 105 data sets were obtained, whereas 100 respondents answered every question in the survey. These data sets were exported to *Microsoft Excel*, analyzed and graphically displayed by the Author, using pivot table functionalities of the software.

The data was collected using tools: *Google Forms – docs.google.com*. The distinguishing value propositions of this tool over other online surveying tools were the user-friendly interface and data visualization capabilities of *Google Forms*. For instance, the questions are displayed in the form of a continuous stream with a progress bar fixed at the end of the survey, which eliminates the risk of respondents overlooking the “continue” button to advance to the next page, while encouraging them to answer all survey questions by sharing their progress. Apart from this specific tool, online surveys are known to have significant advantages over conventional methods such as interviews conducted face-to-face or by phone. Fundamentally, online surveys are much more cost-efficient and much less cost-intensive, considering their spreading speed, the ease of response collection and setup costs respectively. In addition, the respondents’ tendency to be influenced by the interviewer is minimized

via the distance factor. While the respondents are given the freedom to choose the time and place to participate in the survey, the guarantee of their anonymity is granted in a much more objective manner with the involvement of a 3rd party enabler – being Google in this case.

The data output is immediately available on the server, furthermore, with real-time visualization when using *Google Forms*.

On the other hand, online surveys have certain disadvantages as well, as far as primary research methods are concerned. Initially, since the respondents' interaction with the questionnaire cannot be observed in a controlled experiment environment, the conductor cannot make sure that the respondents have fulfilled the desired criteria for accurate measurement such as giving the appropriate amount of time and attention to understand the questions or providing their input for all the given questions. In this light, although very few in number, the data sets that showed such marginal characteristics were pinpointed and refined by the Author, for the sake of the validity of this research's findings.

The people that were asked to fill in the online questionnaire were all friends, colleagues, direct acquaintances or family of the Author. As these people are predominantly part of the age group ranging from 20 to 30 years old, the Author's first contacts were asked to distribute the survey to their friends, colleagues, direct acquaintances and family, in pursuit of attaining a more diverse age structure.

Moreover, respondents were given a simplistic definition of mobile marketing, aided with an example of the most conventional form of mobile marketing communications that is online advertising, at the top of the survey, in order to assure the audience's familiarity with the concept at the outset.

Taking this research paper's quantitative approach as a reference point, the online survey included closed questions in a multiple choice frame, used questions possible to respond with a Likert scale, as well as nominal and interval rating scales. (Monash University, 2015)

The purpose of this consumer survey was to identify the patterns of association between mobile marketing, considering its various types, categories and the success factors at play which together; determine these campaigns' effectiveness across different target groups, and customer retention taken as a function of consistent consumer satisfaction. Hence, the survey consisted of 15 questions that can be clustered in 3 evaluation domains; first being respondents' personal attributes, second their previous experience with mobile marketing campaigns and third their mobile purchasing and post-purchase behavior, taking into account that the latter 2 domains among the aforementioned relate to consumer satisfaction and thus customer retention and loyalty.

With this in mind, the online survey incorporated 2 questions that were designed by the Author, based on the *dimensional (valence/arousal) model of emotion*, aimed at assessing respondents' degree of positive and negative emotions following their experiences with mobile marketing campaigns and their experiences with brands via purchases made using their mobile devices. Ultimately, these 2 questions intended to examine the effectiveness of different types and categories of mobile marketing campaigns as they relate to consumer satisfaction, by measuring the subjective emotion responses of participants using a self-report questionnaire technique that draws a link between the emotion responses that were reported and respondents' satisfaction as consumers. (Human Emotion – Psychology 131, Yale University Open Courses) In order to enhance the reliability of the link between the self-reported subjective emotion responses and consumer satisfaction, 1 additional question which uses a Likert scale in the survey was assigned to measure the *Net Promoter Score* of the marketing organizations that is generated by the mobile marketing campaigns they employed, based on Fred Reichheld's *Net Promoter System* – a system widely praised within reputable companies such as American Express, to collect customer satisfaction feedback. (Reichheld, 2011)

In the following chapters of this research paper, the Author will share recommendations to marketers, based on the analysis of the responses and the relevant findings, subsequent to the results and evaluation of the online survey. The online survey questions and its graphically displayed results will be included in the Appendix section, at the end of the thesis.

CHAPTER 5

EMPIRICAL STUDY / ONLINE SURVEY ANALYSIS

4.1 Results and Evaluation

4.1.1 Personal Attributes (Questions 1-5)

The first section of the online survey consisted of questions regarding respondents' personal data such as their gender, age, level of education and monthly income. On top of conceiving these common personal attributes, in this section the respondents were also asked whether they own a smartphone, to determine the extent of the mobile features available to them and thus their engagement potential with respect to different mobile marketing methods. For example, a consumer who doesn't own a mobile phone capable of performing many of the functions of a computer with an operating system, wouldn't be able to download or run mobile applications associated with brands.

To begin with, 100% of the 105 respondents to the online survey specified their gender. One can conclude that this favorable rate is directly a realized advantage of the anonymity of online surveys as a primary research method. Furthermore, 51 out of 105 respondents were female which accounts for 48.6% of the target audience, whereas the remaining 54 out of 105 respondents were male and represented 51.4% of the target audience. The fact that the respondents are almost evenly distributed across genders, constituted a desirable sample for further analysis.

As to the age structure of the audience, the vast majority – 95 out of 105 respondents belonged to the age group ranging from 20 to 34, which represented 90.5% of the entire target audience. While the largest segment among all respondents that made 43 people from this group, corresponding to 45% of these 95 respondents and 41% of the entire audience were between the ages of 25 to 29, the second largest portion consisted of 39 people between the ages 20 to 24 that represented 41% of the people between 20 to 34 and 37.1% of the complete target audience. In size order, these groups were followed by 13 people ranging from 30 to 34 years old, which composed

14% of the 95 respondents and 12.4% of all respondents to the survey. On the contrary, only 5 out of 105 respondents belonged to the age group between 45 and 49, forming 4.8% of all responses to this question, besides the 2 respondents between the ages 35 to 39 that represented 1.9% of the whole sample.

Inadequately, the remaining 3 respondents were part of the groups ranging from 50 to 54, 60 to 64 and younger than 20 years respectively, while none of the respondents were 40 to 44 years old, 55 to 59 years old or older than 65. Therefore, the most frequent data sets were generated by people between the ages 20 and 29.

On the one hand, this age group appears as a fetching fit to evaluate mobile marketing campaigns' effectiveness in an innovative marketing trends context, considering the probability of their technological awareness.

On the other hand, this research paper is bound to miss out on one of the most significant target groups moving forward, as surprisingly, only 1 respondent was under the age 20.

In addition, the prevailing fragment of the participants, 96 in number, that comprise 91.4% of the online survey's entire audience, hold a university degree. 52% of college graduates have a Master's degree or a Ph.D., while the remaining 48% possess a Bachelor's degree. This composition is mainly due to the fact that the Author's acquaintances were asked to participate as first contacts.

Although this target group is not representative for the population, they establish a reliable base for the purpose of this study from a competence perspective. Namely, one can assume that the majority of the respondents are adequately informed about technological advancements and innovative marketing trends, since they signal a considerable level of intellect.

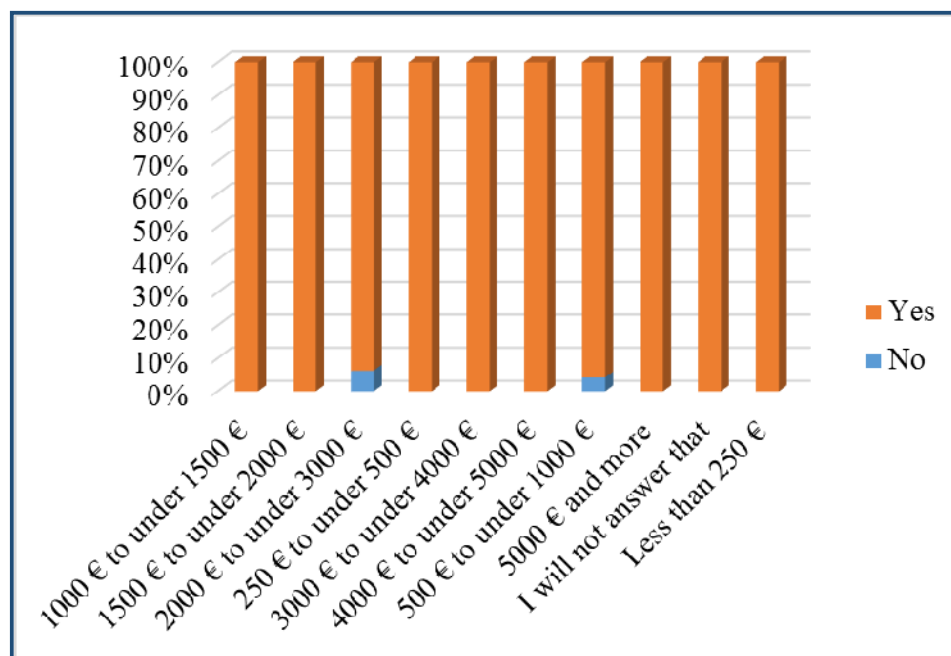
Laterally, 6 out of 105 respondents went to high school, accounting for 5.7% of all respondents, 2 went to primary or secondary school (1.9% of all respondents) and only 1 person (1% of all respondents) dropped out of school without completion.

Moreover, 73.4% of all respondents, 77 out of 105, have a monthly income/allowance ranging from 500 € to under 3000 €. The largest portions in income distribution were 500 € to under 1000 € with 24 participants (22.9% of all respondents), followed by

1000 € to under 1500 € with 22 participants (21% of all respondents). On a side note, 5 out of 105 participants (4.8% of all respondents) did not want to share their income data, despite their acknowledgment of the anonymity of the online survey.

Furthermore, 7.6% (8 out of 105 respondents) reported that their allowance is below 250 €. Interestingly, 100% of this group said “Yes” when asked if they have a smartphone, in spite of their low income. Further analysis shows that; whether respondents own a smartphone or not, proved to be a variable that is completely independent from their income range.

Table 6: *Do you have a smartphone? vs. What is your approximate monthly income?*



Source: The Author’s analysis of survey results

98.1% of all respondents own a smartphone, whereas only 2 respondents out of 105 survey participants reported that they do not have one. Once again, it is made evident with this survey that there is indeed a high chance all mobile phones sold will take the form of smartphones by the year 2018 (Fiegerman, 2011). This trend supports the argument that mobile marketing stands out as an increasingly effective marketing tool in terms of reaching target audiences.

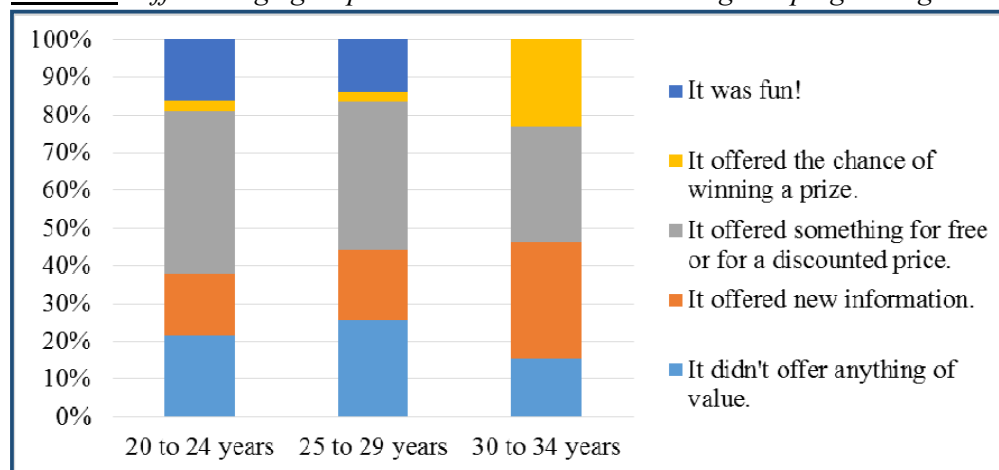
4.1.2 Previous Experience with Mobile Marketing Campaigns (Questions 6-10)

After the questions on participants' personal attributes, respondents were asked if they have ever been part of a mobile marketing campaign. In an attempt to ensure the audience's familiarity with mobile marketing campaigns; downloading a mobile application associated with a brand, receiving an SMS about a product and scanning a QR code while shopping were chosen by the Author as frequent examples of mobile marketing campaigns and provided as collateral text to reinforce the audience's understanding. As a result, 81 out of 105 respondents answered in the affirmative, representing a massive 77.1% of all participants.

According to 38.8% of participants, their mobile marketing experience offered value by providing something for free or for a discounted price. This category of mobile marketing campaigns is called *the coupon standard type*, according to Pousttchi and Wiedemann's categorization of mobile marketing campaigns and monetary incentive is what is perceived as added value by the successfully engaged audience in these type of campaigns. (Pousttchi K. & Wiedemann D. G., 2006) To conclude, the fact that people purchase smartphones regardless of their income, does not necessarily mean they do not value receiving discounted or free products and services.

However, the online survey showed that the preferred value proposition of other mobile marketing campaign categories varied among different age groups.

Table 7: *Different age groups and valued mobile marketing campaign categories*

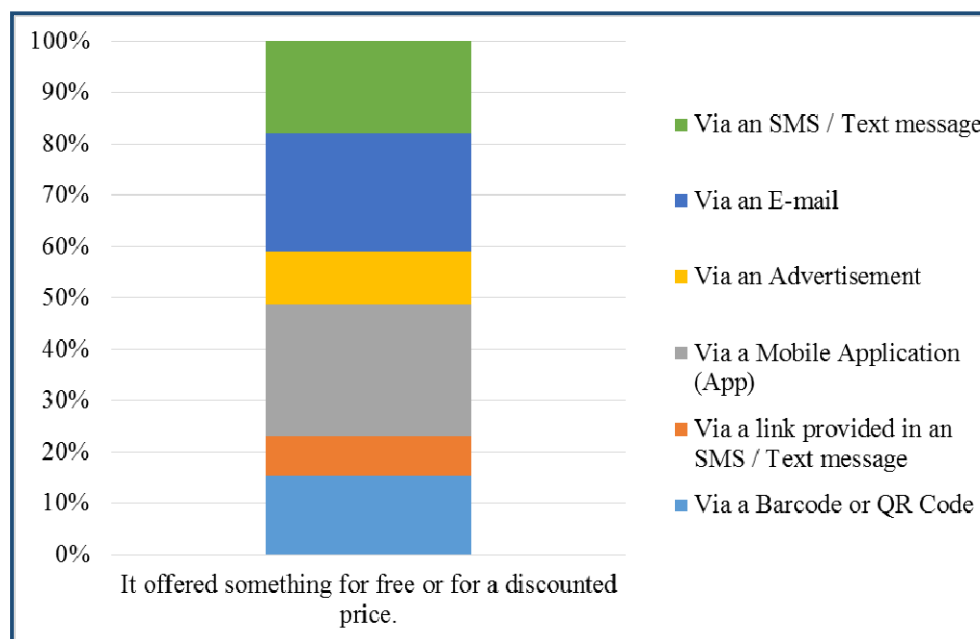


Source: The Author's analysis of survey results

Whilst entertainment claimed a non-negligible proportion of what made the campaigns valuable for younger target groups, the chance of winning a prize and obtaining new information became almost as important as monetary incentive for respondents over the age of 30.

Since the coupon standard type campaigns have proven to be the most effective among the survey's participants, it could be beneficial for this research paper to look at which medium was used to reach the target groups in question, as well.

Table 8: *Coupon standard type campaigns and the methods used to reach audiences*



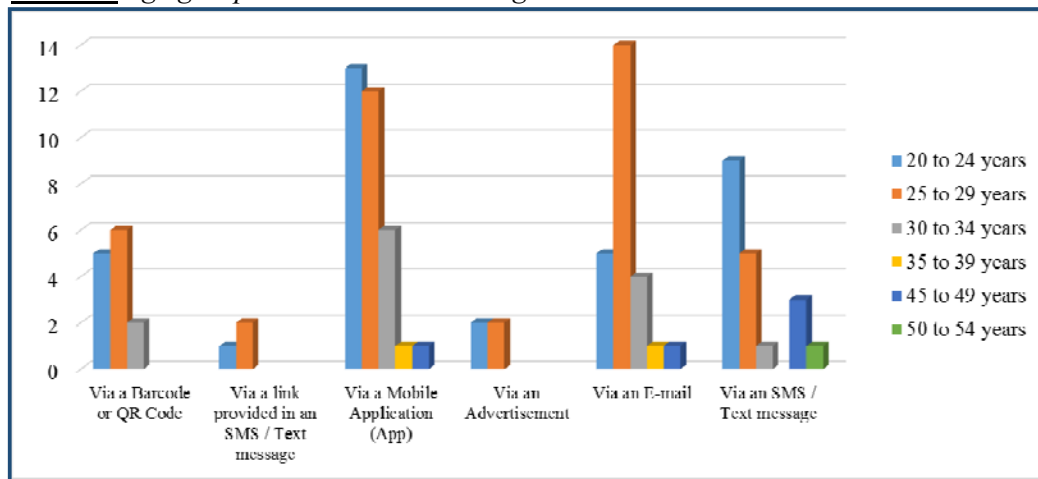
Source: The Author's analysis of survey results

The predominant part of the participants who valued monetary incentive in mobile marketing campaigns have engaged in their experience with the campaign via a mobile application, an e-mail or a QR code. Based on these findings, one can assume that SMS initiated campaigns will lose importance while technological advancements that enable cheaper or free texting and calling using mobile applications such as *Viber* or *Whatsapp* prevail and takeover the scene. Both *Viber* and *Whatsapp* are mobile applications which are free to download and empower their users to exchange text messages for free when connected to the Internet. Additionally, *Viber* embeds the functionality for making online free calls. As the number of people with Internet subscriptions on their mobile devices show a growing trend, the outlook for

employing SMS and MMS as methods to reach audiences does not look promising for companies that seek to establish relationships with their customer base through consistent interaction. At the least, if these companies are targeting groups younger than 45 years.

When asked about how they engaged in their mobile marketing experiences, the target audience's responses have shown an informative pattern for younger target groups.

Table 9: *Age groups vs. Mobile Marketing Methods*



Source: The Author's analysis of survey results

People in their early 20s seem to be using mobile applications for taking part in mobile marketing campaigns, whereas participants between the ages 25 and 29 relied on E-mails received on their mobile devices more. A recent report on Mobile Behavior published by Salesforce, a sales software-as-a-service company, also confirmed that 91% of their target audience checked e-mails on their smartphones at least once a day. (SalesForce Mobile Behavior Report, 2014) Nevertheless, E-mail as a communication medium has shown relative dominance across all age groups that participated in this research paper's survey, except for people over the age of 45. This generation still seem to react on traditional text messaging services.

4.1.2.1 Self-reported / Subjective Emotion Responses (Question 9)

Latest emotion theories root the idea that emotion responses are multi-componential and therefore complex in essence. There are 3 main domains of the multi-component emotion response. The first one is the behavioral domain that covers how people show emotion with bodily actions. The second is the physiological domain that comprehends physiological changes during an emotion response, such as; changes in heart rate and breathing. Finally, the subjective qualia of emotion response concerns the internal interpretation of what it is like to have certain emotions and thus occurs as the only domain possible to examine using self-report questionnaire techniques.

(Human Emotion – Psychology 131, Yale University Open Courses)

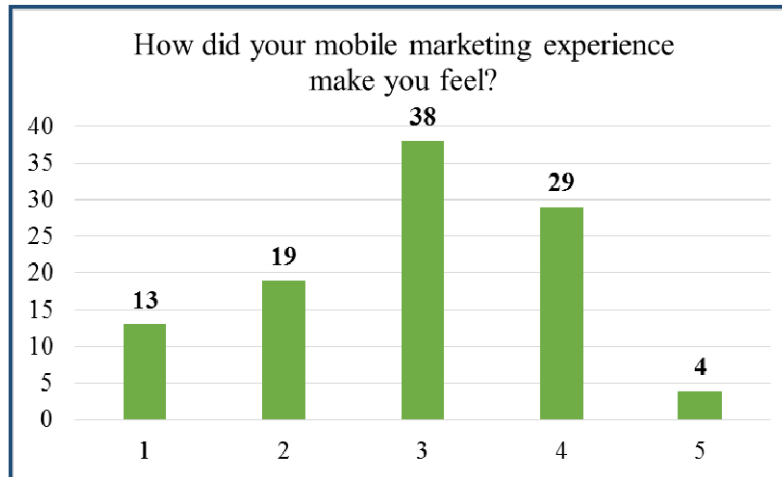
Additionally, *the dimensional model* of emotion response suggests that emotions are a combination of several psychological dimensions. On a dynamic scale, the first dimension; being the valence dimension enables people to experience emotions that are either pleasant or unpleasant to them. The second dimension; the arousal dimension relates to the level of stimulation, in a sense that an emotion experience can be either exciting or boring due to the excess or lack of stimuli. (Human Emotion – Psychology 131, Yale University Open Courses)

In an effort to explore mobile marketing strategies' association with consumer satisfaction, this research paper leveraged a simplified survey question design for emotion elicitation using emotion related adjectives from the dimensional model of emotion, on a linear scale, instead of the dynamic original. By aligning these multi-dimension emotion related adjectives on a linear scale; *Unpleasant/Bored – Pleasant/Excited*, the question design aspired to expand its impact on collecting self-reported subjective emotion experience data in terms of scale, rather than having respondents differentiate between valence and arousal dimensions. In this manner, participants could report based on an aligned set of positive vs. negative emotions. (Human Emotion – Psychology 131, Yale University Open Courses)

Prior further explaining the survey question and its intended function, it is important to note that a causal relationship between emotion interpretations and consumer satisfaction was acquired as a basic assumption.

In this regard, following the other questions related to participants' previous experience with mobile marketing campaigns, respondents were asked how their mobile marketing experience made them feel on a rating scale from 1 to 5; 1 being *Unpleasant/Bored* and 5 being *Pleasant/Excited*.

Table 10: *Emotions associated with mobile marketing efforts*

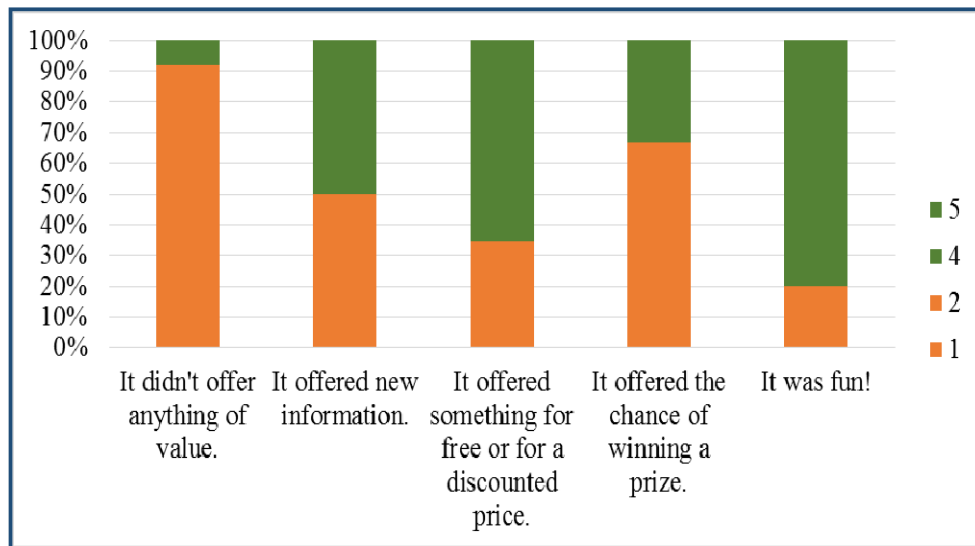


Source: The Author's analysis of survey results

Consequently, 38 out of 105 participants, which accounts for 36.9% of respondents, reported that they didn't interpret the emergent emotions as negative or positive. While 32.1% of respondents reported positive emotions, 31% associated negative emotions with their experience with mobile marketing campaigns.

Although the emotion responses did not provide distinguishing data on mobile marketing campaigns from a holistic perspective, analysis of positive and negative emotion responses with respect to certain categories and methods of mobile marketing efforts provided insights that are worthy of note. As graphically displayed in Table 11, over 90% of respondents who did not see any value in their mobile marketing campaign experiences reported negative emotions. This finding points at a strong correlation between emotions reported and the perceived consumer value, in a sense justifying the accuracy of the basic assumption that was accepted when designing the emotion elicitation questions: "*There is a causal relationship between emotion interpretations and consumer value; thus, consumer satisfaction.*".

Table 11: *Mobile Marketing Categories vs. Self-reported Emotion Responses*

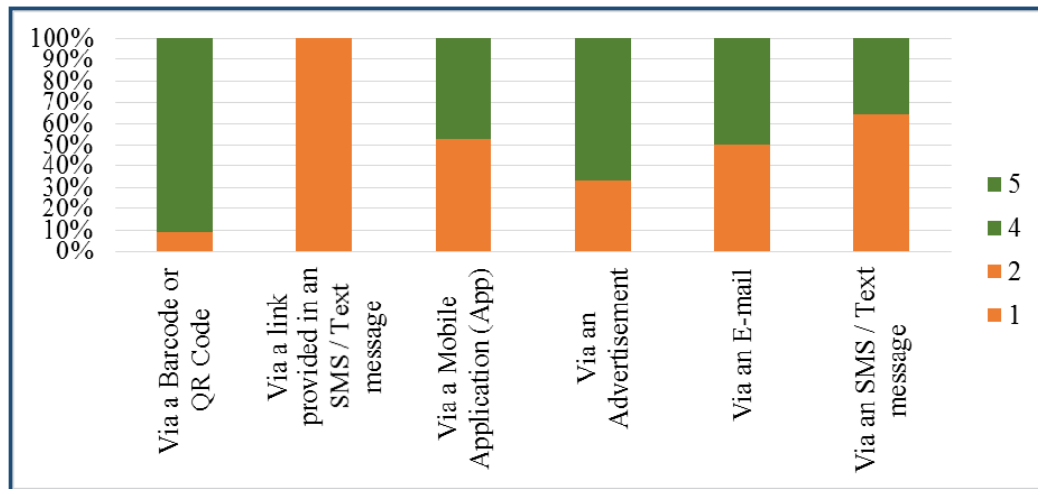


Source: The Author's analysis of survey results

In addition, even though there is an apparent trend that associates positive feelings to the value offering that was most frequently favored; the coupon standard type, people who perceived entertaining content as the value offering of a mobile marketing campaign reported positive emotions, on a scale that exceeded people that reported positive emotions for the dominantly favorable category. Based on this observation, one might conclude that the entertainment factor as a value offering relates to people on a more emotional level than discounts or free products and services do.

Furthermore, taking the methods employed to reach mobile users and the reported emotion responses into joint consideration can flag out the more effective mobile marketing channels.

Table 12: *Mobile Marketing Methods vs. Self-reported Emotion Responses*



Source: The Author's analysis of survey results

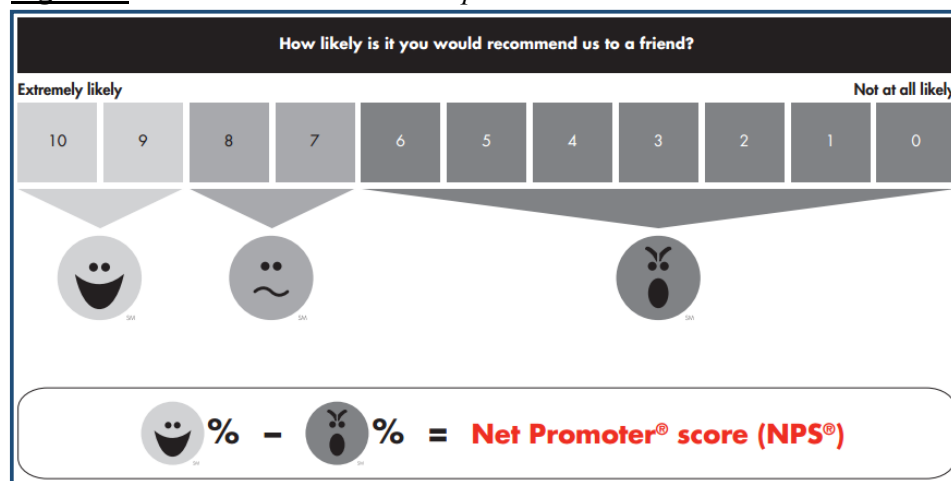
A vast majority, 90% of participants that engaged in mobile marketing campaigns via a QR Code expressed positive emotions about their subjective experience, whereas respondents who stated that they took part in mobile marketing efforts via a text message or a link provided in a text message reported mostly negative emotions about their experience. As also pinpointed by the findings of this online survey, QR (Quick Response) codes are an increasingly effective way of driving people to online content. For example, many display ads on Tokyo subway trains feature QR codes, nowadays. As passengers scan images of these codes, they are taken to mobile websites that provide more information – and sometimes even discount coupons. (Scott, 2013) This method rises to the surface as the most effective mobile marketing method in terms of positive emotion response generation.

4.1.2.2 Net Promoter Score based on Mobile Marketing Campaign Experience (Question 10)

Developed by a Bain & Company fellow Fred Reichheld, the Net Promoter Score is a brand's success rate in terms of creating advantageous word-of-mouth. Apart from its wide use as a system for companies that commit to specific processes and systems that help everyone focus on earning the passionate loyalty of both customers and employees, it is a simple questionnaire technique that measures the likelihood of respondents' to spread the good word about companies. (Reichheld, 2011) The online survey rolled out for this research paper, incorporated this question to evaluate the participants' tendency to create positive word-of-mouth for companies, driven by their mobile marketing campaign experiences. Moreover, this question would aid the reliability of this research in connection to the correlation between consumer satisfaction and mobile marketing efforts, as it is a widely accepted and praised way to gauge consumer satisfaction, using similar survey methods to the one used in this thesis.

The Net Promoter Score begins with scores from customer surveys: On a scale of 0 to 10, how likely would you be to recommend this company (or product) to friends and colleagues? Ratings of 9 or 10 indicate promoters; 7 and 8, passives; and 0 through 6, detractors. The Net Promoter Score is simply the percentage of promoters minus the percentage of detractors. (See Figure 3 given below) (Reichheld, 2011)

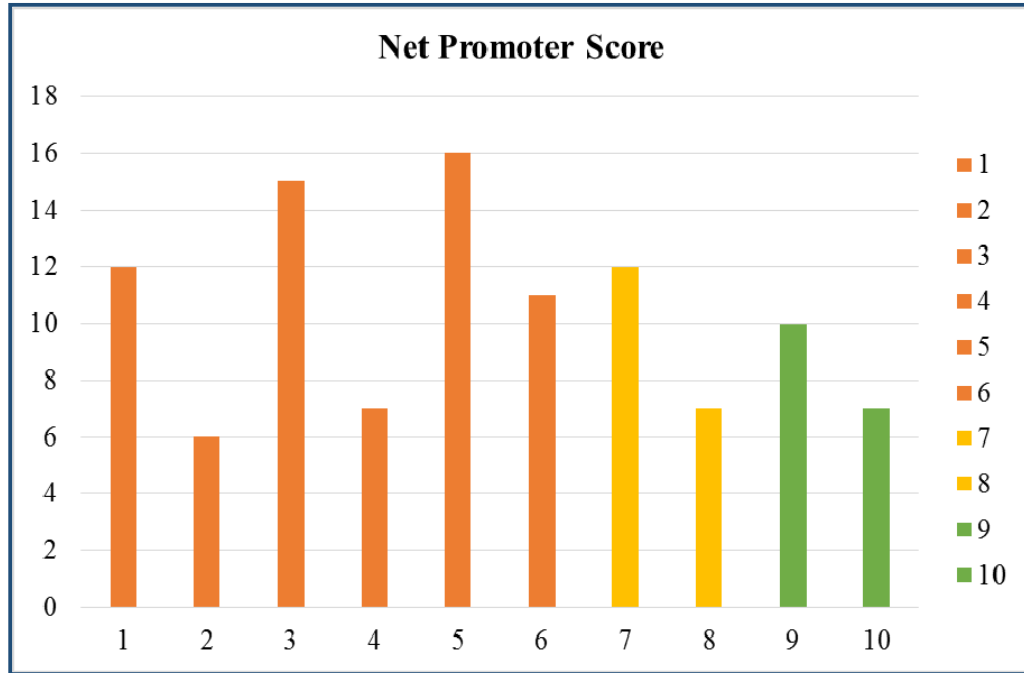
Figure 3: *The Net Promoter Score explained*



Source: www.bain.com

In this regard, the participants of this survey were asked how likely they would be to recommend the brand to a friend or colleague, considering their experience with the mobile marketing campaign. (Table 13)

Table 13: *Net Promoter Score Following Mobile Marketing Campaign Experience*

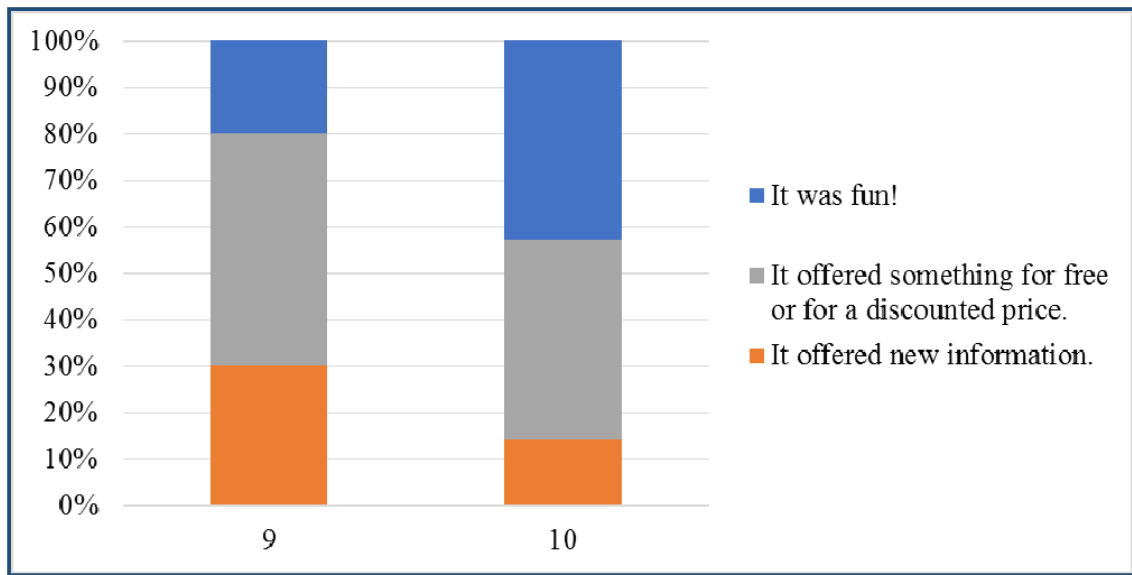


Source: The Author's analysis of survey results

As shown in Table 13, only 16.5% of participants reported that they are either 9 or 10 likely out of 10, to recommend the brand to a friend or colleague based on their experience. While 18.4% took a neutral stand towards the idea, the remaining predominant group, 65% of all respondents were detractors according to Reichheld's system. Consequently, the Net Promoter Score of the mobile marketing campaigns in question were; 16.5% minus 65% equals -48.5%. These results indicate that mobile marketing campaigns fell short of achieving consumer satisfaction when studied alone, rather than as part of an integrated approach where various components of the marketing mix would be employed and supported by a mobile marketing campaign instead of being led solely by mobile content.

On the other hand, analyzing what factors at play persuaded the promoters from the survey sample, could be insightful in terms of identifying relatively more effective modes of mobile marketing.

Table 14: *Net Promoter Score vs. Mobile Marketing Campaign Categories*

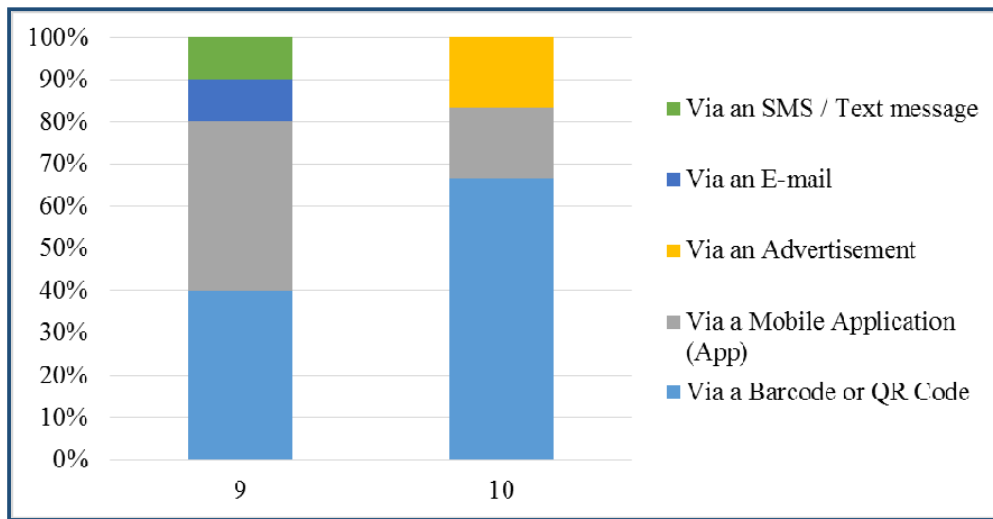


Source: The Author's analysis of survey results

As illustrated above, almost 50% of the promoter group were lured by a free product/service or discount. Once again, the coupon standard type campaigns aligned best with consumer expectations. 30% of respondents that were promoters thought that the mobile marketing campaign was entertaining. Considering that the respondents of this survey were mainly between the ages 20 to 30, as long as a mobile marketing campaign appeals to them as a fun experience, so far this survey has shown that it basically does the trick for them with respect to consumer satisfaction.

Additionally, investigating the methods used to reach the promoter group could provide a good basis for identifying the more influential ways for designing mobile marketing campaigns. (Table 15)

Table 15: *Net Promoter Score vs. Mobile Marketing Methods*

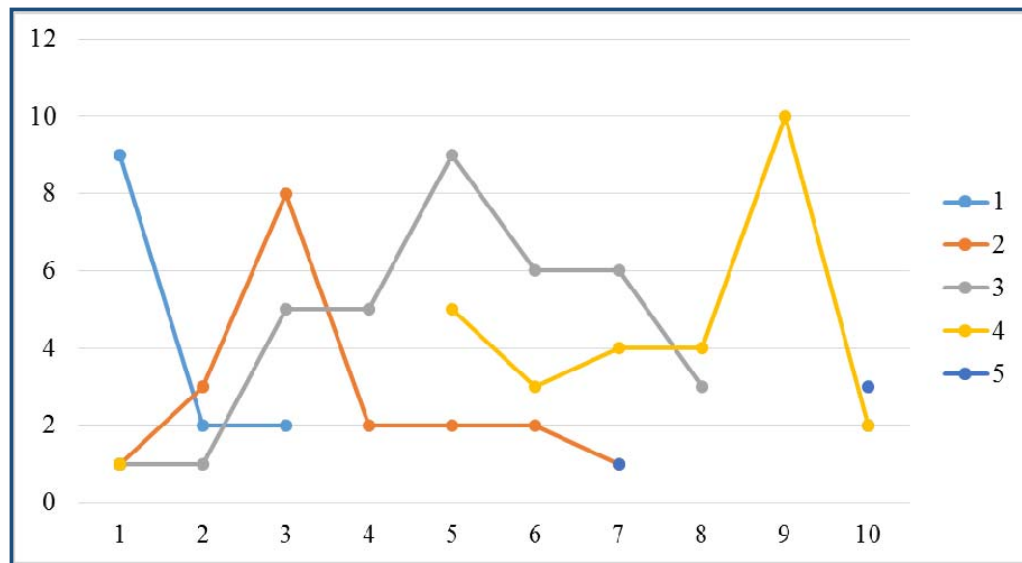


Source: The Author's analysis of survey results

Initially, 50% of the promoters reported that they engaged in their mobile marketing campaign experience via a barcode or QR code. Yet again, QR codes have proven to be one of the most effective methods to engage audiences, based on the findings of the survey. "QR codes are a great way for anybody to send people from offline marketing (advertisements, Yellow Page telephone listings, tradeshow booth graphics etc.) to a website where they can learn more." (Scott, 2013) The other half of the promoters were mainly earned by using mobile applications.

Finally, the correlation between the responses to this question and the self-reported emotion responses were key to the validity of this research. A scattered chart analysis of responses to both questions signaled that a positive correlation exists. The participants who reported positive feelings were also more likely to create positive word-of-mouth about the brand, as displayed in Table 16.

Table 16: Net Promoter Score vs. Self-reported Emotion Responses



Source: The Author's analysis of survey results

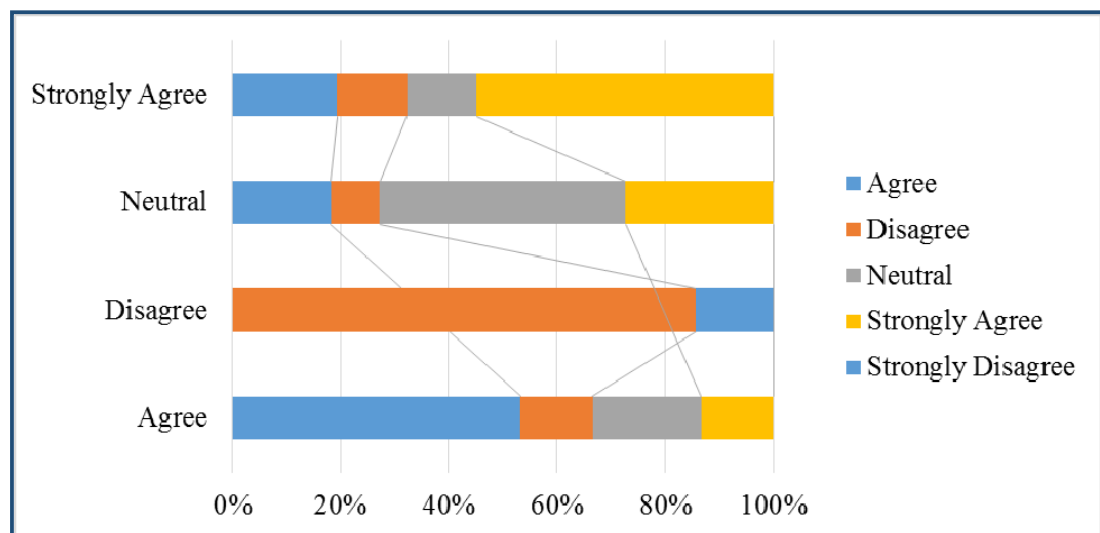
4.1.3 Mobile Purchasing and Post-purchase Behavior (Questions 11-15)

Subsequent to the questions concerning participants' previous experience with mobile marketing campaigns, the survey included 5 questions inspecting respondents' mobile purchasing and post-purchase behavior. Here, mobile purchasing refers to people using their mobile devices to make online purchases.

In this section, firstly, participants' sensitivity towards one of the most critical success factors for mobile marketing campaigns developed by Scornavacca E. and McKenzie, was examined: *Permission*. Alongside whether people agree that companies need to obtain their permission before exposing target groups to mobile content, respondents were asked whether they prefer communication streams from brands that they are already familiar with, as in they already purchased products or services offered by the brand. Not surprisingly, 62% of all respondents; "strongly" agreed that they don't like receiving content on their mobile devices, unless they opted-in to do so. While an additional 15% of participants agreed with this statement, only 12% of respondents disagreed or strongly disagreed. 11% of the 100 respondents who provided an answer to this question chose to report a neutral opinion on the topic.

On the contrary, the people in this online survey's sample did not seem to be as sensitive about receiving content on their mobile devices from companies that they did not buy from in the past. While 60.2% of the 103 participants that provided an answer to this part of the question, again "strongly" agreed that they don't like receiving content on their mobile phones from brands that they did not buy from in the past, this time 23.3% of the sample disagreed with this statement. For the target audience of this questionnaire, this meant that they were not bothered as much when contacted by companies they weren't customers of. (Table 17)

Table 17: *Permission vs. known customer as conditions for receiving mobile content*

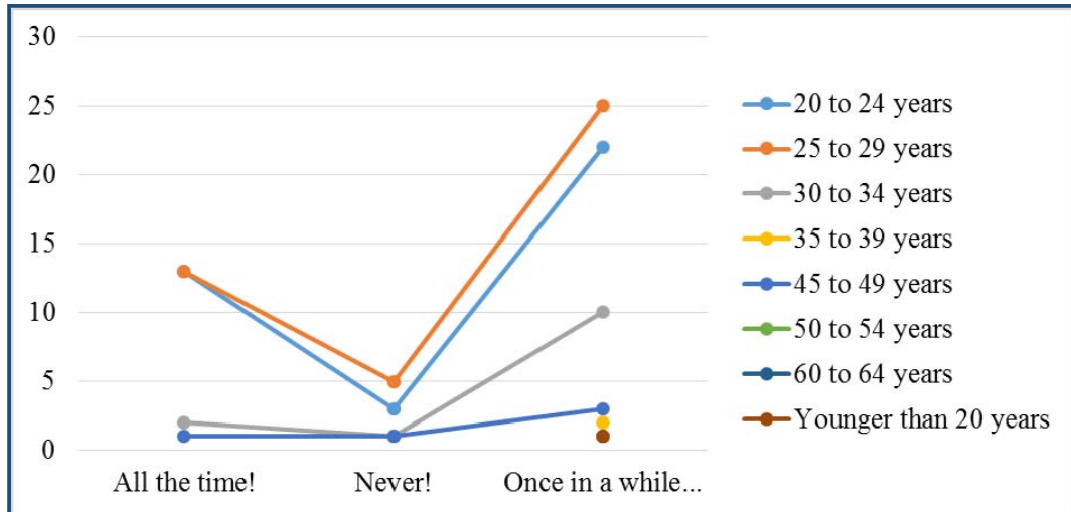


Source: The Author's analysis of survey results

More importantly, 89.5% of the survey's respondents reported that they use their mobile phones to make online purchases. As mobile phones' capabilities expanded with technological advancements, on top of online purchases made using personal computers, people can make purchases regardless of their location and spontaneously at a point of creative inspiration. Therefore, this functionality adopts a key role in assessing both purchasing behavior of mobile users and the post-purchase behavior as this may relate to consumer satisfaction and customer retention for brands tailoring mobile communication. On one hand, 27.6% of all respondents stated that they make purchases using their mobile phone all the time, where majority of the participants told that they do it only once in a while. Only, 9.5% of the survey's target audience

reported never mobile shopping before, as well as the minor 1% who weren't aware of the fact that they could buy things using their mobile devices.

Table 18: *Age vs. Frequency of Mobile Purchases*

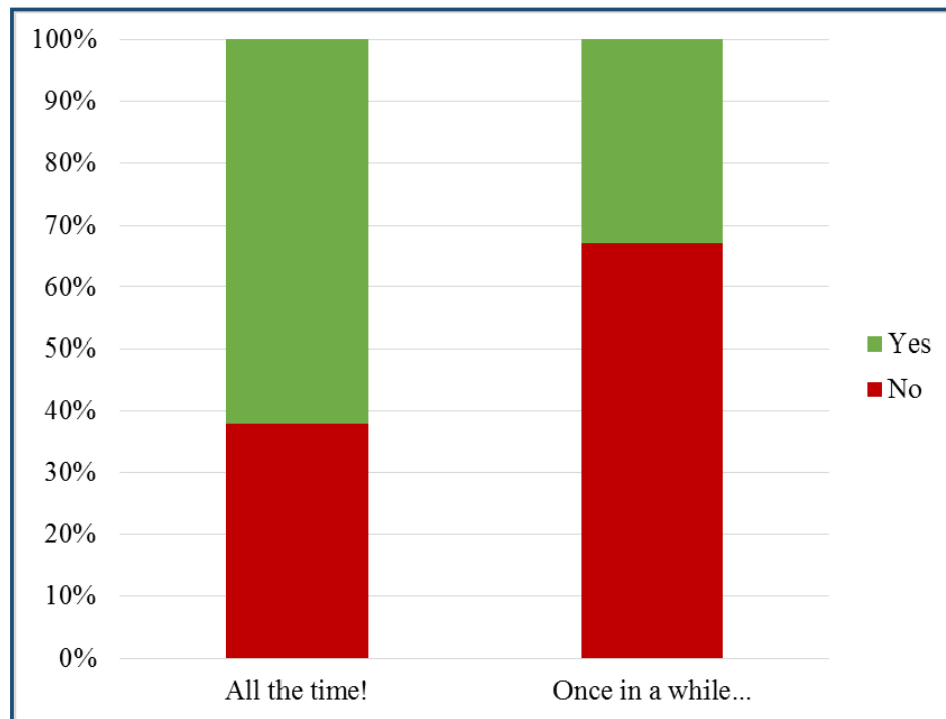


Source: The Author's analysis of survey results

Considering the age structure of mobile shoppers, the frequency of younger target groups' engagement in this activity is the highest as expected. Even though age groups ranging from 30 to older also reported that they use their mobile devices to make purchases occasionally, the age groups that considered this activity as customary were mainly between the ages 20 to 30. (Table 18)

Following the function of mobile phones as an online cashier for companies, participants were asked whether they subscribed to the brands' newsletter or mailing-list following their purchases, in an attempt to evaluate the target audience's intention to keep receiving mobile content from the brands they shop from, as this may relate to customer retention and thus consumer satisfaction. As a result, 58.3% of the responses were negative, when 41.7% answered in the affirmative. Companies, first need to understand what makes mobile consumers share their contact information and opt-in, in order to be able to sustain a relationship with them using CRM databases and software. In this light, analyzing the relationship between respondents' frequency of mobile purchases and their opt-in preferences could provide valuable insights for this research paper. (Table 19)

Table 19: *Post-purchase Opt-in Tendencies vs. Frequency of Mobile Purchases*



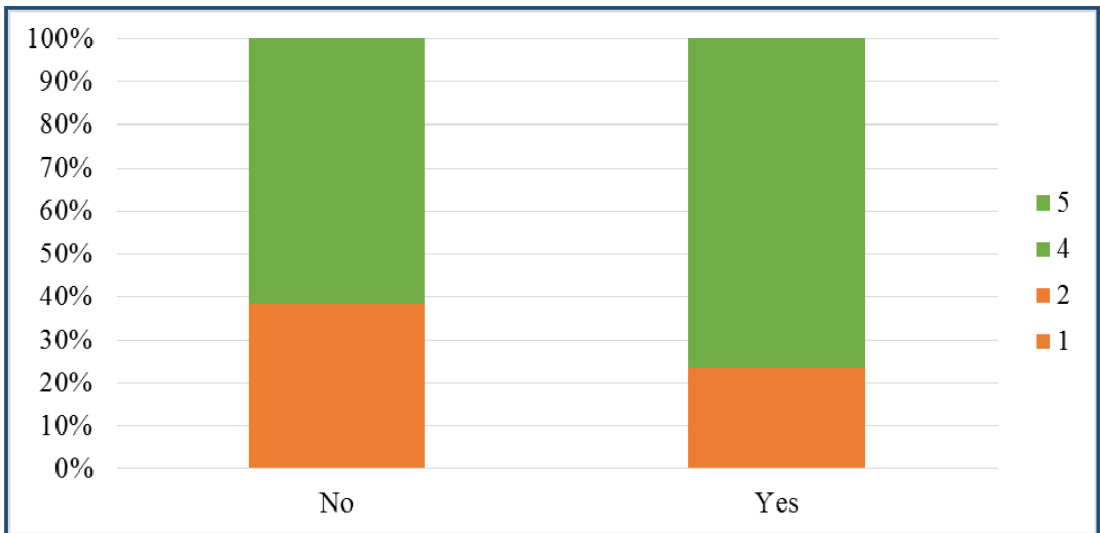
Source: The Author's analysis of survey results

As shown in Table 19; majority of the respondents who use their mobile phones for online shopping did not subscribe to the brands' newsletters or mailing-lists following their purchase. Convergent to other behavioral aspects of showing confidence in brands, sharing contact information with companies has its own "chasm" or tipping point for mobile shoppers. The fact that mobile phones are perceived to be more personal than PCs, as they are carried along with consumers at all times, pushes this tipping point for building trust, even further away for mobile marketers.

On the contrary, people who are more comfortable with using their mobile phones to make purchases are also more likely to subscribe to brands' for more mobile content. When consumers' intention to receive mobile content is taken as a function of customer retention, and thereof, consumer satisfaction; effective mobile marketing campaigns would benefit from customizing their content based on their target groups mobile purchasing frequencies, and thus, in a sense their customers' levels of comfort in using their mobile phones for online shopping.

Subsequently, participants were asked to report on their subjective emotion responses once again, though concerning their post-purchase state this time. Useful findings for the purpose of this thesis from the post-purchase section of the survey, were mainly obtained via looking into the relationship of these emotion responses with post-purchase subscription rates and mobile purchasing frequencies. (Table 20)

Table 20: *Post-purchase Opt-in Tendencies vs. Post-purchase Emotion Responses*

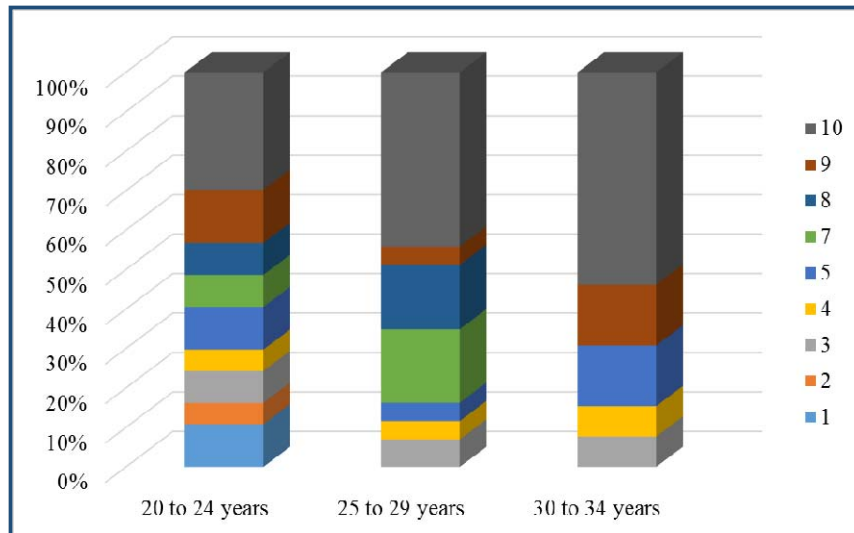


Source: The Author's analysis of survey results

Participants who have subscribed to the brands' newsletters and mailing-lists following their mobile purchases reported more positive subjective emotion responses than respondents who haven't subscribed, as illustrated in Table 20. Although, the drivers of the positive emotion responses in question can be very complex; for instance, driven by the purchase rather than the subscription, a certain trend exists and could also be interpreted as the beginning of a relationship between customers and a brand having emotional significance for consumers, that belong to the target audience of the online survey rolled out for this thesis. This interpretation of the trend would draw a link between mobile subscriptions and consumer satisfaction as it connects to subjective emotion responses. With this argument in mind, while people's intention to receive mobile content from brands point at customer retention at its core, subjective emotion responses are closely associated with consumer satisfaction based on more objective measures of consumer satisfaction such as Reichheld's Net Promoter System applied to mobile marketing strategies.

Lastly, participants of the online survey were asked to rate the importance of mobile friendliness of websites they view using their mobile devices, on a Likert scale from 1 to 10; 1 being “Not at all important” and 10 being “Extremely important”. As a result, 36.9% of all respondents stated that it is extremely important to them, by choosing 10 as an answer from the scale, while 10.7% reported 9 out of 10, 11.7% - 8 out of 10 and 11.7% - 7 out of 10. By courtesy of technological advancements that enhanced the ease and speed of access to information, people’s expectations towards viewing and consuming that information has also elevated significantly. Narrowing that down to customers who bring along the need for attendance and service in exchange for what they are about to pay into the equation, further boosts that expectation. In his book called *The New Rules of Marketing and PR*, David Meerman Scott underlines the importance of mobile friendliness as follows; “As people use mobile web browsers on their iPhones, Androids, or other devices, it is important that your site be mobile friendly – displaying content quickly and optimizing it for viewing on smaller screens. Many sites still don’t have a mobile friendly architecture, so those organizations miss out on opportunities to sell to the many people now accessing their sites from wireless devices. Your site should have different sets of HTML code that recognize what kind of device visitors are using and display the site in the best format.” (Scott, 2013) In addition, in regard to the age structure, the online survey results visualized a growing trend for the importance of websites’ mobile friendliness as the target audience got older. (Table 21)

Table 21: *Importance of Mobile Friendliness of Content vs. Age groups*



Source: The Author’s analysis of survey results

CHAPTER 6

COMMENTS / CONCLUSIONS

The initial research questions of this study were listed as the following:

1. *Is there an association between mobile marketing and overall customer satisfaction?*
2. *Is there an association between the mobile marketing and the establishment of relationships between a company and its customers?*
3. *Is mobile marketing an effective innovative marketing strategy?*

Based on the review of the online survey results, it is clear that these questions can be answered in the affirmative. Although it is important to note that the demographic that represents the majority of the survey's participants is not representative of the population since they are mostly between the ages 20 to 30, consumers seem to be open to mobile marketing endeavors as they integrated mobile technology deep into their daily lives and accept mobile marketing efforts as a simplistic way of being informed about what companies that employ mobile marketing strategies have to offer. Furthermore, the findings of this survey has shown that; although an association between consumer satisfaction as a function of customer retention and mobile marketing efforts exists, mobile strategies alone are not sufficient to ensure consumer satisfaction. Rather, an integrated approach where other components of the marketing mix would be supported by mobile content appears as a superior approach for attaining consistent consumer satisfaction. Additionally, effectiveness of certain categories and methods for engaging target audiences and the criticality of success factors differ among various age groups.

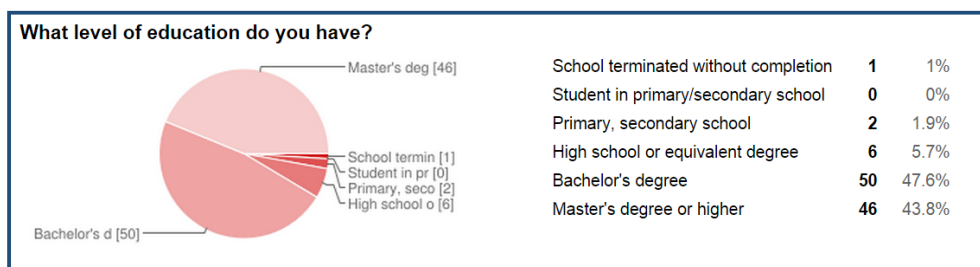
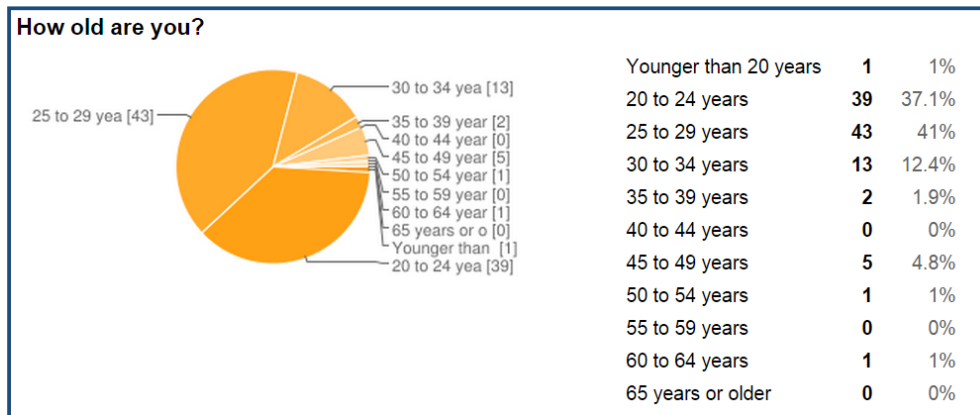
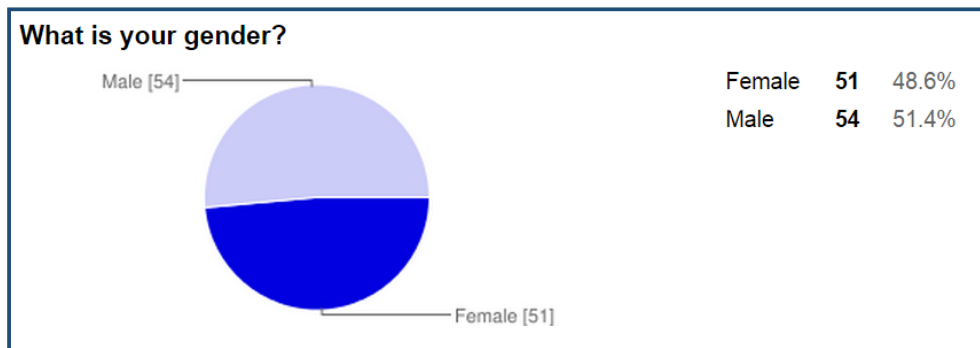
In summary, mobile marketing trends exist as a direct result of the change in consumer behaviors as a natural adaptation response to technological advancements. Technology has become an integral aspect of modern life. It also determines and distorts how audiences consume goods and services, shaping their perception of these products and the expectations assigned to them. Since, these advancements make

people's lives easier overall; consumers' desire to include them in their daily lives, regardless of time and place seems likely to gain significance looking forward. In this manner, as technological advancements continue to occur, the technology that consumers aspire to use will become even smaller and more mobile. This only heightens the dependence that society has on technology, as they are able to take the technology with them everywhere they go. The same mobile devices that serve as convenience for consumers, serve as a channel of communication for marketers.

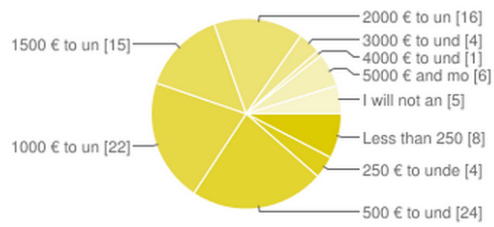
Mobile marketing strategies are very effective, not only because of the accessibility that it provides to marketers, but also because of what marketers are doing with that accessibility. While the accuracy of gathered consumer data and feedback scaled up to a new level with mobile marketing technology, the real-time and on-the-spot responses enabled marketing organizations to obtain valuable insights to their target groups' preferences and expectations. With the passage of consistently useful/wanted messages, companies are establishing all-important relationships with consumers, which go a long way to ensure customer satisfaction, and in turn, customer loyalty.

CHAPTER 7: APPENDIX

8.1 Online Survey Questions and Results Illustrated

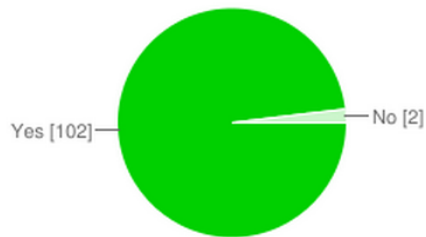


What is your approximate monthly income/allowance?



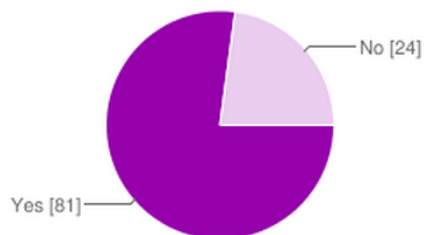
Less than 250 €	8	7.6%
250 € to under 500 €	4	3.8%
500 € to under 1000 €	24	22.9%
1000 € to under 1500 €	22	21%
1500 € to under 2000 €	15	14.3%
2000 € to under 3000 €	16	15.2%
3000 € to under 4000 €	4	3.8%
4000 € to under 5000 €	1	1%
5000 € and more	6	5.7%
I will not answer that	5	4.8%

Do you have a smartphone?



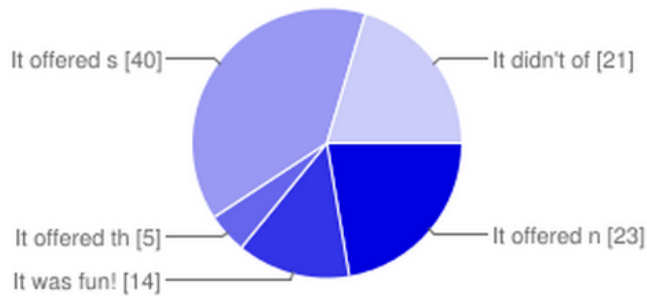
Yes	102	98.1%
No	2	1.9%

Have you ever been part of a mobile marketing campaign?



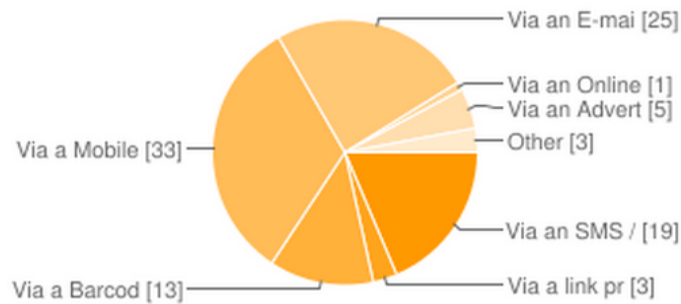
Yes	81	77.1%
No	24	22.9%

How would you categorize your mobile marketing experience?



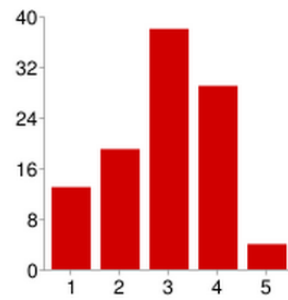
It offered new information.	23	22.3%
It was fun!	14	13.6%
It offered the chance of winning a prize.	5	4.9%
It offered something for free or for a discounted price.	40	38.8%
It didn't offer anything of value.	21	20.4%

How did you engage in your mobile marketing experience?



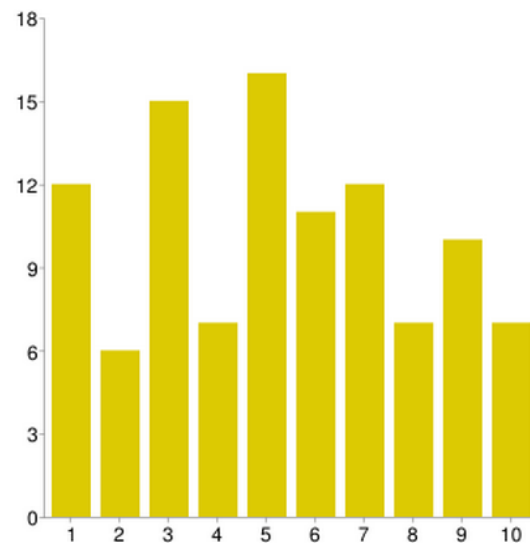
Via an SMS / Text message	19	18.6%
Via a link provided in an SMS / Text message	3	2.9%
Via a Barcode or QR Code	13	12.7%
Via a Mobile Application (App)	33	32.4%
Via an E-mail	25	24.5%
Via an Online Blog	1	1%
Via an Advertisement	5	4.9%
Other	3	2.9%

How did your mobile marketing experience make you feel?



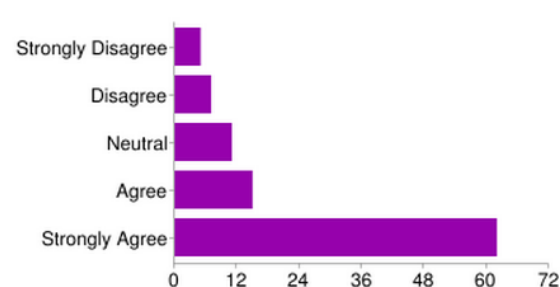
1	13	12.6%
2	19	18.4%
3	38	36.9%
4	29	28.2%
5	4	3.9%

Considering your experience with the mobile marketing campaign, how likely would you be to recommend the brand to a friend or colleague?



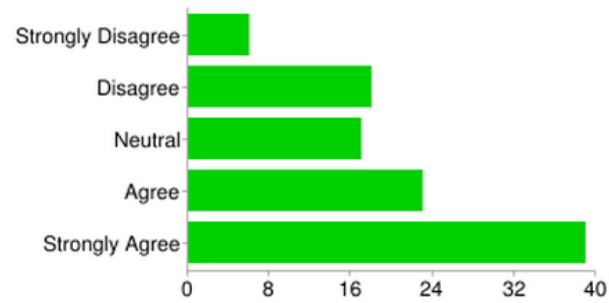
1	12	11.7%
2	6	5.8%
3	15	14.6%
4	7	6.8%
5	16	15.5%
6	11	10.7%
7	12	11.7%
8	7	6.8%
9	10	9.7%
10	7	6.8%

...that don't have my permission. [I don't like receiving content on my mobile phone from companies/brands...]



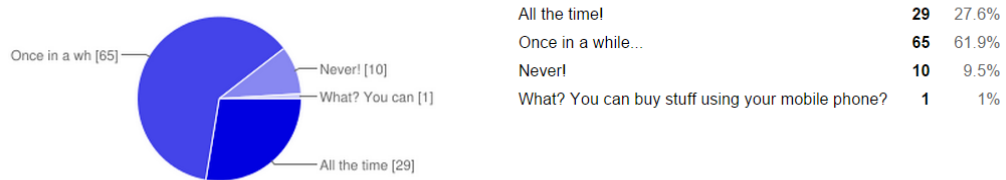
Strongly Disagree	5	5%
Disagree	7	7%
Neutral	11	11%
Agree	15	15%
Strongly Agree	62	62%

...that I didn't buy from in the past. [I don't like receiving content on my mobile phone from companies/brands...]

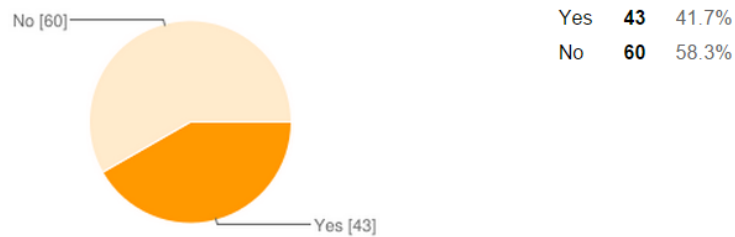


Strongly Disagree	6	5.8%
Disagree	18	17.5%
Neutral	17	16.5%
Agree	23	22.3%
Strongly Agree	39	37.9%

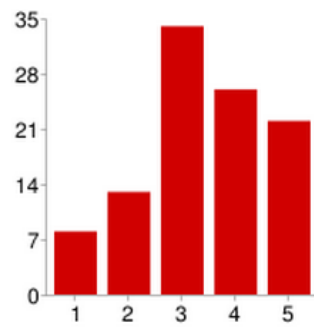
Have you ever made a purchase using your mobile phone?



Have you subscribed to the brand's newsletter/mailling-list after your purchase?

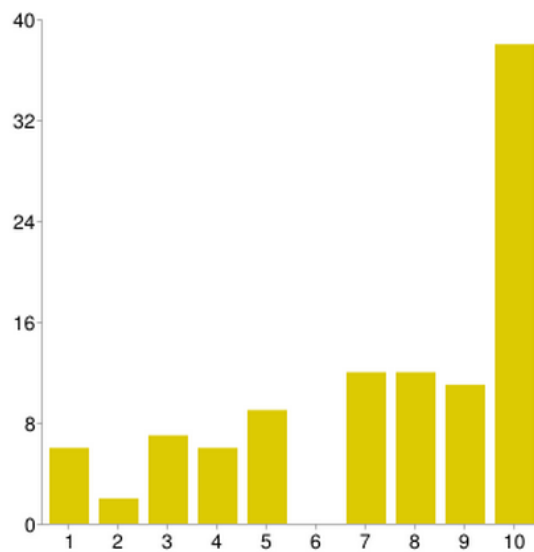


How did your mobile purchasing experience make you feel?



1	8	7.8%
2	13	12.6%
3	34	33%
4	26	25.2%
5	22	21.4%

How important to you is a website's mobile friendliness?



1	6	5.8%
2	2	1.9%
3	7	6.8%
4	6	5.8%
5	9	8.7%
6	0	0%
7	12	11.7%
8	12	11.7%
9	11	10.7%
10	38	36.9%

8.2 List of in-text abbreviations

MMS

(Multimedia Messaging Service) Similar to an SMS, but allows the user to send audio, images, and text.

Mobile Marketing Association (MMA)

An international group of mobile carriers, content providers, marketers, and other interested parties who help establish the best practices in the industry. Although none of its privacy guidelines are binding or enforceable, the MMA is frequently referenced as the accepted standards when clear laws are not present. The MMA frequently publishes and updates mobile marketing best practice documentation, as well as industry reviews and articles.

Short Code

Used in conjunction with a key word, the short code is the number where messages are sent. For instance, in the example “Text DEMO to 55555”, “55555” is the short code and “DEMO” is the key word. Short codes in the United States are five or six digits (also known as Common Short Code - CSC)

WAP

(Wireless Application Protocol) Most commonly used in reference to a mobile Internet site that can be accessed via a mobile device.

WAP Pull

WAP Pull is where the user directly requests a mobile WAP site by entering a URL, or by entering the phone number on a content provider Web page.

WAP Push

WAP Push is a specially encoded message, which includes a link to a WAP address that allows WAP content to be pushed to the handset with minimum user intervention.

Wi-Fi

(Wireless Fidelity) a local area network (LAN) that communicates via radio waves on the 802.11 standard instead of wires.

2G

Also known as, Personal Communications Services (PCS), second-generation wireless service refers to the digital mobile phone technologies that emerged and were

deployed during the 1990's, delivering both voice and data transmissions. 2G technologies include Code Division Multiple Access (CDMA), Time Division Multiple Access (TDMA), and Global System for Mobile Communication (GSM).

3G

3G is a third generation mobile network that enables higher data rates versus 1st and 2nd generation mobile networks. 3G technology standards include UMTS, which can provide transmission rates from 144 kbps to more than 2 mbps.

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CHAPTER 8

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