Consumer Attitude Toward Mobile Marketing

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Preface

This study is conducted during the spring of 2011 at Luleå University of Technology (LTU) at the department of Business Administration, Technology and Social Sciences. During that period of time I have gained deeper understanding of mobile medium as a marketing channel.

I would like to thank to my supervisor Håkan Perzon, department of Business Administration, Technology and Social Sciences, for his guidance, mentoring and all for his support during my entire period of research. I also would like to thank to all interviewees for their valuable contribution to the research, for their time and collaboration during the process of interviews.

Finally I would like to thank to my family and my friends for their encouragement and support by the time I conducted this study.

Halil Ibrahim PATAT
Abstract

Current improvements in mobile technology enabled more convenience internet connection and rich content by embedding media tools like video, photo, and applications in one single device. With these improvements mobile internet gain popularity and the usage of mobile devices increased. All those new features and internet created new possibilities for marketers to communicate with consumers and use it for promotional purposes. Individual nature of mobile devices made target marketing more possible with location and time sensitiveness. Although there is some research conducted in this area, there is still need for marketers to understand more about consumer attitude toward mobile marketing. The overall purpose of this research is to bring light to and to create understanding of how is the young consumer’s attitude toward mobile marketing.

The structure of the study is mainly exploratory and partly casual since it is also testing some hypothesis. Data collection method employed in this study is qualitative. In order to collect empirical data, during the data collection process ten students are interviewed. Based on identified frame of reference, the focus of the interview was about different variables that effecting consumer attitude.

The findings of the study showed that some variables have positive effect like; informativeness, entertainment, credibility, perceived usefulness, and personalization, whereas some have negative effect on attitude like irritation. There is no positive correlation found between perceived ease-of-use and consumer attitude toward mobile marketing.

The research also identifies the order of importance of different factors that effecting consumer attitude toward mobile marketing. The study also demonstrates the importance of permission and privacy.
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Chapter 1

1. Introduction

Starting from background of the research area and why this study is important, this section of the study will continue with necessary definitions of the terms which will be used in this research. Additionally, this section will present problem discussion to enlighten the reader about current situation of the study area. Finally outline of the thesis will be shown to inform the reader about what will be encountered in the upcoming chapters of this study.

1.1 Background

After high penetration of the internet, mobile broadband subscription rate also increased dramatically. Subscriptions of mobile broadband outnumbered the subscriptions of broadband by 2008, which is indicating tremendous potential for mobile internet (International Telecommunication Union, 2009). Another research conducted by ITU (International Telecommunication Union, 2010) shows that 90% of the world population has internet access, and 80% of people who is living in rural areas also have internet access.

Different reasons are playing a role in rise of mobile devices usage, according to Grant et al., (2007) Improvements in mobile technology, and integration of data, video and audio context in one mobile device absolutely increased the usage of mobile devices. Flexibility in communication and information sharing became possible with improvements in mobile technology and integration of internet and computing in to mobile medium (Siau et al., 2005). The possibility of reaching the information anytime and anywhere triggered the improvements of mobile devices lately (Deans, 2005).

Grant also states that potential of interaction with consumer, target marketing and managing consumer relationship made mobile devices especially important channel for marketers (Grant et al., 2007). Mobile services and marketing has become powerful source for marketing communication and distribution (Nysveen et al., 2005). Backed up marketing activities with mobile devices provide companies an opportunity to directly communicate with consumers anytime, anywhere (Haghirian et al., 2005).

Internet has been used as an effective channel by companies for building and managing consumer relationship (Deans, 2005). With the mobile internet, marketing opportunities are defined by different authors like Ahonen, (2002) that when mobile internet subscriptions outnumber the broadband subscriptions mobile internet will have the larger potential audience. Marketing potential of the mobile devices also found by Friedrich et al., (2009) as, probably mobile medium have more potential opportunities for marketing than new media.
1.1.1 Mobile Technology

Certainly mobile technologies have a very crucial and important impact on today’s businesses (Haghirian et al., 2005). As a result mobile technologies are providing many opportunities for marketing activities, especially direct communication opportunity with consumers anytime, anywhere (Haghirian et. al., 2008). Latest improvements in an area of internet and wireless technology during the late 1990s paved the way for unique telecommunication service mobile internet (Okazaki, 2005).

According to Siau et al., (2005) Mobile technology holds great strategic importance, and it is integrating internet and computing into wireless environment, and improving the communication, information sharing and interworking. Even mobile phones and assistive networks seem to be dominant mobile commerce providers, other technologies and devices will probably have important role in mobile commerce soon (Balasubramanian et al., 2002). For instance, there are new devices that combine mobile phones and personal digital assistants’ (PDA) features in one device (ibid).

Guo et al., 2010:

“Mobile communication devices, such as cell phones, laptops, PDAs, etc., have provided people with new approaches to accessing web contents, emails, instant messaging, and commerce services in a convenient and flexible fashion which fully takes the advantages of mobility and timeliness of mobile communication technologies.”

More information about mobile technology will be provided in chapter 2 (3G, Wi-Fi, Bluetooth, Software and Technology, SMS & MMS)

1.1.2 Electronic Commerce and Electronic Marketing

Definitions of electronic business, electronic commerce, and internet commerce are gathered together under the same roof, and threatened as the same term as electronic commerce (Elliot, 2002). Electronic commerce defined by Turban et al., (2006): “The process of buying, selling, transferring, or exchanging products, services and/or information via computer networks, including the internet.” (p. 4).

Providing interactive environment and personalizing the content of message enabling powerful digital marketing channel (mobile devices and internet) to interact with consumers (Strandvik et al., 2006). There are four categories of electronic commerce identified, which are business-to-business (B2B), business-to-consumer (B2C), peer-to-peer (P2P) and consumer-to-business (C2B) as it shown in figure 1 (rayport et al., 2004) in next page. And B2C defined by Rayport as electronic commerce refers to exchanges between businesses and consumer.

1 Source: Rayport et al., 2004
According to Strauss et al., (2006): “Electronic marketing, is the use of information technology in the process of creating, communicating, and delivering value to customers, and for managing customer relationships in ways that benefit the organization and its stakeholders”. Chaffey et al., (2009), also adds that electronic marketing is part of the digital marketing and have more aspects than internet marketing (wireless media, email) such as electronic CRM (Customer relationship management) and digital customer data management.

1.1.3 Mobile Commerce and Mobile Marketing

Business experts are estimating potential of mobile world without time and place boundaries (Balasubramanian et al., 2002). Widespread usage of mobile phones accelerated the growth of usage of mobile devices to conduct mobile commerce (Xu, 2007).

Haghirian et al., (2005), (p.32c):

“In a mobile world, these activities (process of planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges that satisfy individual and organizational goals) are performed via mobile devices, such as cellular phones and pagers, cordless telephones, personal digital assistants, two-way radios, baby crib monitors, wireless networking systems, global positioning systems (GPS) based locators and maps”.

Commonly mobile commerce is considered as part of the electronic commerce (Lian et al., 2010). Currently there is no formal agreement of definition of mobile commerce, but widespread acceptance of mobile commerce is the use of mobile devices to interact with consumers and transactions that takes place on private or public networks (Balasubramanian et al., 2002).
By taking advantage of technology and applications, mobile internet become advantageous subsidiary channel for traditional electronic commerce, which is indicating big potential (Wang et al., 2010) Current improvements in mobile technology resulted in widespread usage and different functions of mobile devices, the mobile medium has turned into a powerful marketing channel, which allowed businesses to set up electronic presence alongside with their consumers without time and place boundaries (Toker et al., 2010).

The Mobile Marketing Association, (2008) defines mobile marketing as “The use of wireless media as an integrated content delivery and direct response vehicle within a cross-media marketing communications program.” Anyway, it is important to clarify mobile marketing and mobile advertising (Leppäniemi et al., 2004). Hence Leppäniemi et al., (2004) defines mobile advertising as “Any paid message communicated by mobile media with the intent to influence the attitudes, intentions and behavior of those addressed by the commercial messages.” (p.93-97) which can be also inferred from definitions mobile advertising is part of mobile marketing.

After stating two types of mobile advertising which are push and pull advertising, Leppäniemi et al., (2004) explains it as following:

Leppäniemi et al., (2004):

“Advertising that is “pushed” to the users’ devices is generally used in conjunction with mobile advertising. Push advertising may be unsolicited such as special promotions delivered by SMS to users within the context of an existing customer relationship, or it may be solicited where users agree to have certain services or promotions pushed to them at certain times (sponsored sports score alerts, for example). Pull advertising, on the other hand, is defined as an advertising that is attached to content or services that users request or “pull” to themselves. For instance, when a customer requests the local weather from mobile service provider, the content of the response, including any related advertising, is pull advertising.” (p.93-97)

The increasing growth in the area of mobile commerce gives new dimensions to interactive marketing (Okazaki, 2009). Direct interaction with consumers is possible via mobile marketing without time and place boundaries (Dickinger et al., 2005). Personal nature of the mobile phones provide an opportunity to understand buying habits and trends of individual consumers which is impossible in PC environment, that’s why marketers should see mobile internet as a powerful medium (Keefe, 2008).

1.1.4 Attitude

According to Antonides et al., (1998), “Attitude is the individual predisposition to evaluate an object or an aspect of the world in a favorable or unfavorable manner.” (p.197) More information about consumer attitude will be provided in chapter 2, with focus on marketing activities.
1.2 Problem discussion

Lehmann et al., (1998):

“The most important phase of any research is the definition of the problem to be addressed.”

Large variety of media channels increased the competition for drawing the attention of the consumer (Strandvik et al., 2006). Mobile medium especially changing the marketing dynamics and pointing consumer needs and interests (Friedrich et al., 2009). In order to take advantage of mobile devices to establish marketing efficiency, it is important to understand how consumers perceive mobile advertising (Haghirian et al., 2005).

Mobile marketing allows marketers to immediately track success of their campaign and provide an opportunity to be more precise about place and how advertisements are conveyed to the consumers (Keefe, 2008). Mobile marketing is the only individual medium that enables interactive, direct interaction without time and place boundaries (Leppäniemi et al. 2004). According to Haig, (2002) The fact is that mobile phones are the most individual device we own and it is possible to interact and target individually (ibid.).

High potential of innovative and creative mobile marketing indicates that it is extremely important to understand and gain deeper knowledge in consumer behavior in mobile commerce medium (Haghirian et al., 2008). Because of the innovativeness, consumer’s reactions toward mobile marketing become critical for the success of mobile commerce (ibid). To improve the personalization of the advertising, behavioral advertisers are profiling the mobile consumers and tracking them (King et al., 2010). Personalized advertising is adding more value and improving experience for consumers (Dickinger et al., 2004).

Mobile phones have started to commercialize (Wei et al., 2010). Latest improvements in communication technology opened the way for mobile advertising to be crucial component of marketing mix (Leppäniemi et al. 2004). Mobile marketing is gaining popularity with improvements in wireless technology and widespread usage of smart phones (Sun et al., 2010).

Despite the fact that mobile marketing increases quickly Haghirian et al., (2005) stated that Potential consumers didn’t have opportunity to express their feeling toward mobile marketing. According to Leppäniemi et al. 2004, even though a lot of research conducted in the area of mobile advertising, only few of these researches delivered useful knowledge to this area.


“The fast pace of development within the mobile commerce industry has brought about a new field of academic research, in which studies have examined the variety of factors influencing the acceptance of mobile phone marketing from both consumer and organization perspectives. The current literature remains largely inconsistent and fragmented.”
There is an accelerating growth of the articles in an area of mobile marketing since 2005, after some time it is stabilized around 42% per year (Toker et al., 2010). The distribution of articles by year is shown in Figure 2.

![Total Articles Published Per Year]

**FIGURE 2**: Distributions of articles by year.

Even though correlation between attitude towards mobile advertising and mobile marketing adoption is indicated, there are several different research investigating the attitude and outcome of it (Toker et al., 2010). According to Soroa-Koury et al., (2010) there is probably a positive correlation between positive attitude towards mobile advertising and eagerness to accept mobile advertising.

Consumers’ mobile marketing experience and usage frequency of mobile marketing is also another important issue. Some mobile device users may have experienced the mobile marketing, some may have not.

One type of usage segmentation is “Volume Segmentation” and it is explained by Goldsmith et al., (1999) as; Volume segmentation combines two different factor (frequency of use and usage rate) to divide market into three different categories which are: heavy users, light users and nonusers. In order to understand the relation between frequency of usage and attitude Solomon, (2007) uses the ABC model of attitudes in order to draw attention to relation between components of ABC model of attitudes and usage segments:

Solomon, (2007):

> “Most researchers agree that an attitude has three components: affect, behavior, and cognition. Affect refers to the way a consumer feels about an attitude object. Behavior involves the person’s intentions to do something with regard to an attitude object. Cognition refers to the beliefs a consumer has about an attitude object. We can remember these three components of an attitude as the ABC model of attitudes. All three components of an attitude is important, but their relative importance will vary depending on a consumer’s level of motivation with regard to the attitude object, whether they are light or heavy users, and so on.” (p.237)

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2 Source: Toker, A. and Vaarnali, K., 2010
General idea about internet advertising is rather entertaining or informative (Tsang et al., 2004). Although the difference between internet advertising and general advertising is known, it is unclear how consumers feel about mobile advertising and the relation between attitude and behavior (ibid). There is a big potential for marketers, but there is still lot to learn about mobile marketing by investigating it further (Haghirian et al., 2005).

It is found that younger people are faster than older people about adoption of new technology (Leek et al., 2009). Consequently highest usage of mobile phone is the 18-29 years old age group (ibid). Researches indicate that mobile phone is the most common way of communication among young people who uses email more than traditional voice calls (Okazaki, 2009). As technology behind mobile phones improves more and increase their capacity to download and store video and music content, they are going to become more popular for young people (Grant et al., 2007). As a result the reason why young people use mobile phones and how they use is topic worthy for researchers (ibid).

The purpose of the research is to bring light and create understanding of consumers’ attitude formation toward mobile marketing, that’s why the following research problem is formulated:

How is the young consumers’ attitude toward mobile marketing?

1.3 Research Purpose and Research Questions

Based on the problem discussion above to accomplish purpose the research is focusing on different factors that affecting consumer attitude toward mobile marketing. Basic aim of the research questions is to understand the effect of each factor on consumer attitude toward mobile marketing, whether positive or negative. Therefore; to increase awareness about the factors that influencing consumer’s attitude toward mobile marketing among young consumer; Starting from available theories and models, the study will try to find important variables that affect consumer attitude toward mobile marketing.

In order to understand the effect of content on attitude toward mobile marketing with the focus on youth generation, first question is formulated to analyze further if consumer form a positive or negative attitude when content is considered.

R.Q.1: How content of mobile marketing play a role in formation of attitude toward mobile marketing?

The main aim of the second question is to investigate further of the effect of personalization of mobile marketing on consumer attitude towards mobile marketing. In order to understand the effect of this variable on consumer attitude, second question is formulated as following:

R.Q.2: How personalization of mobile marketing play a role in formation of attitude toward mobile marketing?

The study conducted by Soroa-Koury et al., 2010 found that perceived usefulness of mobile marketing predicted attitude towards mobile marketing, whereas perceived ease-of-use of mobile marketing did not predict attitude towards mobile marketing. However situation may differ in mobile marketing context, hence the following hypotheses are developed:
H.1: Perceived usefulness has a positive effect on consumer attitude towards mobile marketing.
H.2: Perceived ease-of-use has a positive effect on consumer attitude towards mobile marketing.

1.4 Outline of the thesis

The following figure (Figure 3) presents the outline of this thesis. The first chapter is introduction which brings the background, research problem and research questions to the reader. Following chapter the literature overview provides the reader with relevant literature about attitude, mobile marketing types and enabling technologies and finally factors that affecting attitude. Emerged frame of reference is presented in chapter 3. Chapter 4 is methodology which gives information about methods that were used in this research. After methodology, chapter 5 brings the collected data followed by data analyses in chapter 6. Final chapter delivers the findings and conclusions to the reader.

![Outline of the thesis](image)
Chapter 2

2. Literature Review

The previous chapter provided background and problem discussion to the study area of this thesis. This chapter will present the review of earlier studies and literature related to this research purpose. Aim of this chapter is to deliver relevant literature about mobile marketing and attitude towards it. Firstly attitude patterns of the consumers towards mobile marketing will be presented, and secondly mobile marketing enabling technologies will be described. Finally review of the theories concerning the factors that affecting mobile marketing will take place.

2.1 Enabling Technologies & Types of Mobile Marketing

Improved technology in mobile devices allowed us to surf the internet, find the location with GPS (Global Positioning System), tweet with friends or chat with them, watch movies and play games and so on (Liu et al., 2010). This part of the study will deliver information about technology that making mobile marketing possible and present types of current mobile marketing applications.

2.1.1 3G and Wi-Fi

The term 3G is one of the latest broadband mobile communication system that uses internet and variety of multimedia communications (Bao, 2010). Zeng et al., (2009) explains the benefits of 3G by stating that; 3G enabled better data and voice transfer rate, and it is providing various different services like web browsing, video conferencing, e-commerce applications (Video, voice communication, online media, Mobile TV and etc.) and personalized information services.

Large variety of 3G mobile services transformed mobile devices from traditional voice phones to entertaining, life and business media (Yang, 2010). When we compare surfing on the internet via computer with via 3G there is some advantages of 3G can be seen like without time and place limitations, which are becoming an opportunity for mobile commerce to go further (Zeng et al., 2009). And if special services can be introduced to people, it can accelerate the improvement of mobile commerce (ibid.).

These days Wi-Fi is becoming more and more popular way to connect to the internet, people are taking advantage of connecting to internet without wires in hotels, at the university campus, in the office, and Wi-Fi is becoming synonymous with WLANs (wireless local area networks) allowing access to the internet (Hayes et al., 2009). Currently Wi-Fi is available through wide range of mobile devices as a default function (Henry et al., 2002). Wi-Fi hotspots are providing free internet access to everyone who is carrying a device with Wi-Fi function (ibid).
2.1.1.1 Mobile banner advertising

Developments in mobile screen technology increased the resolution and provided an opportunity for advertisers to implement higher quality images and banners on mobile devices (Mobile Marketing Association, 2007). Consequently advertisers can produce more efficient advertisements with higher quality, richer and bigger (ibid). Example of mobile banner advertising is shown in Figure 4 in next page.

![Figure 4: Example of Mobile Banner Advertising](image)

2.1.1.2 Location based marketing

Location based services are tried to be produced by many marketers; the main value proposition is the location (Becker et al., 2010). However, location is not the main goal it is an instrument that empowering the services like mapping, advertising and search to be more valuable (ibid).

Location-based services are very beneficial for local advertising campaigns: for example consumer may receive short message about the nearest restaurant or bus station with directions (Dickinger et al., 2004). Location-based advertising utilizes the location by using individual consumers to target consumer in particular location (Tsang et al., 2004). Location based advertising is time sensitive in a way that advertisement can be sent to signed up client when this client pass through a certain point of purchase (Dickinger et al., 2004).

By tracking mobile devices technical address it is possible to detect local position of the user in the environment of mobile commerce (Lee et al., 2007). As an example Telia (Swedish company), one of the biggest telecommunication company in Europe, applied real-time SMS game by using mobile devices position to allow users to interact with each other while playing (Dickinger et al., 2005).

3 Source: http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=107183
Contextual marketing is also possible with location based marketing. Example for contextual marketing, information or coupon about a specific product can be sent to consumer via mobile device while consumer is in the department store to buy specific product (Lee et al., 2007).

2.1.2 Bluetooth

According to Groten et al., (2009): “Bluetooth is a radio interface for short-range connections between electronic devices” (p.1134-1138). If Bluetooth is enabled, any user with a mobile device can download rich content like graphics, video, sound, wallpaper, text, and software (Leek et al., 2009). Interaction within mobile devices is possible via Bluetooth, mobile devices can connect to other mobile devices with Bluetooth if it is in range (Groten et al., 2001).

2.1.2.1 Bluetooth wireless proximity based marketing

The proximity path is the use of Bluetooth to interact with consumers which is called proximity marketing, or the local delivery of the content to mobile devices (Becker et al., 2010). The Bluetooth path is the usage of Bluetooth on mobile devices as a communication channel (ibid). Bluetooth technology provides a powerful opportunity for marketers to use location specific areas to reach consumers with rich content, and it is also cheaper and less complex than SMS (Short message service) and MMS (Multimedia message service) (Leek et al., 2009).

Bluecasting is the use of Bluetooth for mobile marketing purposes (Becker et al., 2010). According to Becker et al., (2010) Bluetooth marketing can be explained as the placement of Bluetooth access point in any public place like airport, train station or any live event, and when consumer walks by this device and the Bluetooth is enabled on mobile device access point request automatically request interaction with mobile device. If user accepts the request Bluetooth access point sends rich content like game, ringtone sound, picture or any other form of content to users phone (ibid).

As an example of this, rock group Coldplay (English famous rock group) used BlueTooth marketing when launching the new album X&Y, 20,000 people downloaded content like sample tracks and clips from main rail terminals in London for two weeks (Tsiandar, 2006).

2.1.3 Software and Technology

Mobile applications are available for mobile devices like enterprise digital assistants, mobile phones and personal digital assistants (PDA) (Ho et al., 2010). Latest advances in mobile technology let mobile phones to have big memories, convenient internet connections and faster processers (Liu et al., 2010).

Lately mobile application market improved dramatically, number of content providers, application developers and advertisers increased which improved the mobile services and or functions (Ho et al., 2010). Example for large mobile application platforms are Google Android Market, Microsoft Windows Market, BlackBerry Application World, Nokia Ovi and Ovi Store etc. (ibid).
Ho et al, (2010):

“Mobile communication follows the development trend of internet, users can link with mobile software stores through internet, and download all kinds of applications, which has provided human beings with more diversified information application forms, and gradually changed people's living habits and operation mode. It is indicated by research reports that growth rate of global smart phone in 2010 is as high as 78.1%, showing that smart phone gradually becomes the mainstream in mobile phone market. Smart phone has the function of installing applications, provides users with more diversified mobile value-added services and will change the use habits in the future” (Ho et al., 2010).

2.1.3.1 Application marketing

Mobile applications can be used to create rich software experiences for consumers and can be provided to mobile devices like Ipad or smartphones (Becker et al, 2010). Mobile applications are similar to computer programs which are installed on mobile devices, and applications can serve in many ways like bank account balances, games (ibid).

Mobile applications can be used for branding and advertising purposes and can be sold to get money (Becker et al., 2010). According to Mobile Marketing Association, integrating advertising into mobile applications generates new revenue streams for service providers, application developers and distributors.

Mobile telecommunication companies already started to provide mobile television and digital video services in many places (Ograd, 2006). Mobile television is also another type of application that holds great potential for advertising, Ograd, 2006 explains the mobile TV as:

Mobile TV will provide users an experience that they are already familiar with traditional broadcast television, and allow them to choose content (Ograd, 2006). With several multimedia options like camera, music player, radio and video recorder mobile TV will offer more interactive, active and individual experience than traditional broadcast TV (ibid).

2.1.3.2 QR Codes

Another type of mobile marketing is Quick Response (QR) codes which is defined by Hirakawa et al., (2009) as a matrix code (or two-dimensional bar code). Flat surface advertising like paper and cyber media already become popular around the world (Hirakawa et al.,2009). New method of flat surface advertisement is developed which is cooperating with URLs or QR codes (Quick response code) (ibid). Figure 5 in next page shows the example of QR code.

4 Source: Hirakawa et al.,2009
2.1.3.3 Interactive Voice Response

Interactive voice response is providing and option to send or receive voice calls with people and communicating with them without any live person is involved on the other side of the communication (Becker et al., 2010).

2.1.4 SMS & MMS

Short Message Service (SMS) defined by Taylor et al., (2008) as a service enabling to send and receive short messages (up to 160 caracter) via mobile phones. According to Dickinger et al., (2004) SMS is first and most prosperous type of mobile data transmission. MMS (multimedia message services) is the improved version of short messaging service which allows users to send combined video, sound and pictures (Okazaki, 2005).

2.1.4.1 SMS & MMS marketing

Personal nature of the mobile phones accelerated the usage rate of SMS and MMS in many parts of the world as a marketing channel (Taylor et al., 2008). Even tough MMS is used less than SMS, rapid growth in mobile technology will increase the rate of usage of music, videos, sounds and visuals in near future (ibid).

SMS marketing can provide advantages like lower cost than other media channels, since the main expanse is buying mobile phone numbers (Dickinger et al., 2004). According to Dickinger et al., (2004) there are several different types of text messaging applications exists which are; information services, mobile couponing, mobile CRM (customer relationship management), branding, entertainment and product launches.

Mobile couponing is one type of specific promotion tool which integrates classic couponing with mobile communications (Wehmeyer et al., 2005). “Advertising funded information services include news, weather, traffic, market rates, horoscopes, or songs just played on the radio” (Dickinger et al., 2004, p.159-173). User may pay little or nothing for this kind of services and information (ibid). Companies are changing their focus from mass marketing media to more targeted personal media and replacing them with more personalized media (Leppäniemi et al., 2008). CRM is supported by text messages by allowing registered consumers to receive newsletters, special discounts, prizes and coupons (Dickinger et al., 2004).
According to Dickinger et al., 2004 mobile marketing is such a tool that enables branding. Wella, one of the world’s leading cosmetic company, with special campaign they sent SMS messages to registered consumers with a kiss and consumers positive feelings about this campaign resulted in word of mouth by forwarding messages to friends (Dickinger et l., 2004). Entertainment included marketing activities are capable of increasing the customer loyalty and add value (ibid).

2.2 Attitude

Attitude is a major factor in information systems and marketing researches (Tsang et al., 2004). Attitude is outcome of what we say, feel and know (Mooij, 2005). For Solomon, (2009) “Attitude is a lasting general evaluation of people (including oneself), objects, advertisements or issues.” (p.237)

It is important to highlight that attitude toward mobile advertising refers to consumers’ attitude toward advertising in general rather than one specific type of advertisement (Haghirian et al., 2008). Our feelings about product advertising are directly effecting how we feel about the product itself (Solomon, 2009). General public attitude toward advertising has been a main concern and focus for a long time (Tsang et al., 2004). Consumer attitude toward mobile marketing has been popular among different researchers, especially focusing on mobile advertising (Tsang et al., 2004; Xu, 2007; Haghirian et al., 2008; Brackett et al., 2001; Dickinger et al.,2005).

According to Shavitt et al., (1998), even tough old studies show that there is an unfavorable manner toward advertising among consumers; some researchers found that there is favorable view of advertising. However, situation in mobile marketing and advertising may differ. According to Dickinger et al., (2004) mobile marketing is “Using interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all stakeholders” (p.159-173). According to Xu, (2007) it can be expected that mobile advertising is more valuable for consumers when considering location based services and time sensitive events. Xu, (2007) also stated that personalization of mobile content can change the negative attitude of the public toward advertising.
2.3 Factors That Affecting Consumer Attitudes

This part of the study will present current theories and models in the relevant literature to discuss different variables that playing a role in consumers attitude toward mobile marketing. The effect of personalization and content on attitude toward mobile marketing will be presented (Xu, 2007). Xu’s model of factors contributing to Attitude and intention toward mobile advertising is shown in Figure 6 below.

![Diagram of factors contributing to attitude and intention toward mobile advertising]

FIGURE 6: Factors Contributing to Attitude and Intention toward Mobile Advertising.

2.3.1 Personalization and Content

According to Xu, 2007 by personalizing the mobile advertising message consumer attitude can be improved. There is a direct correlation between content (Informative, irritation, credibility and entertaining variables of the content), of mobile marketing and personalization with consumer’s overall attitude (ibid).

2.3.1.1 Personalization

Mobile commerce holds a great potential for personalization, because of the nature of mobile devices they provide personal information of users (Lee et al., 2003). Personalized advertising improve the experience for companies and consumers (Dickinger et al., 2004). By allowing mobile advertising providers to collect data about demographics and location of the consumers, personalization improves the quality of mobile commerce and turns it into important medium (Xu, 2007). The impact of the message can be increased by personalizing the message (Dickinger et al., 2004). Success of the target marketing is based on well-structured and maintained databases (ibid).

Marketers are gaining the advantage of personalization of the message and collecting consumer feedback and their choices, this is improving customer relation by enabling companies to communicate with them in very individual way (Haghirian et al., 2005). Personalization of the message is not only making

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5 Source: Xu, 2007
consumer more favorable about the mobile advertising, it is also improving the consumer attitude by turning unfavorable attitude to favorable attitude (Xu, 2007).

It is obvious that privacy concerns of the consumer is crucial and must be taken into account (Taylor et al., 2008). Permission for personal information can be gathered but in some situations this information may be gathered without consumers will (Wei et al., 2010). Barnes and Scornovacca, 2004 as cited in Leek et al., 2009, personalized marketing messages are adding value to information service, and there is also a potential of decreasing the negative reaction of the consumer.

2.3.1.2 Content

There are several researchers argue the importance of content in mobile marketing (Leppäniemi et al., 2004; Dickinger et al., 2004; Haghirian et al., 2005; Xu, 2007; Rebello et al., 2009). According to Xu, 2007 personalization, entertainment and informativeness are the attributes of content that have positive effect on overall attitude, but irritation has negative impact on overall attitude.

Attributes of the content is defined by Haghirian et al., 2005 as entertainment, informativeness, credibility and irritation. According to Leppäniemi et al., 2004 content of the message is crucial in all type of advertising and it is also valid in mobile advertising. In order to communicate properly and efficiently with consumers, underlying factors of mobile advertising must be identified (ibid). Information and entertainment are found to be the most important acceptance attributes of mobile marketing (Bauer et al., 2005).

Entertainment

Customer loyalty can be increased with entertainment services, furthermore extra value can also be created for costumers (Haghirian et al., 2005). Informative and entertaining messages with creativity is holding potential to generate positive attitude toward mobile marketing activity among consumers (Bauer et al., 2005).

Entertainment of the mobile advertising message is highly important (Haghirian et al., 2005). According to Tsang et al., 2004 Entertainment is the most important attribute of the content that has an impact on overall attitude. Loyalty of the consumer can be increased with entertainment services and extra value for the customer can also be created with entertainment services (Haghirian et al., 2005). Research conducted by Tsang et al., 2004 found that entertainment is the major attribute that affects consumer attitude toward mobile advertising.

Informativeness

Assuming the mobile platform as a relatively new marketing channel, marketing centered activities like content and information sharing are main motivations for consumer acceptance of mobile marketing (Sultan et al., 2010). The user needs easy access to the information that he or she is looking for (Haghirian et al., 2005). The main difference between personalized mobile marketing with informativeness is that personalization highlights the individual preferences and adjusted to personal needs and interests (Xu et al., 2007).
Credibility

Advertisement credibility is defined by Lutz et al., 1989 as how consumers perceive the brand is truthful and believable, which mentioned in the advertising. Credibility of the advertisement should be considered as an important variable when determining the attitude toward advertisement; in addition to that attitude towards advertisement and mood should be ignored when considering the impact of them on attitude toward advertisement (ibid). There are no academic findings about the impact of the credibility that delivered to mobile devices (Haghirian et al., 2005).

Irritation

According to Haghirian et al., 2005 Confusion among consumers may cause negative reaction toward mobile advertising. Complex mobile advertising message can cause irritation among consumers, and this disturbance decrease the value of the advertising for consumers (ibid). According to Tsang et al., 2004 there is a negative relation between attitude toward mobile advertising and irritation.

2.3.2 Perceived Usefulness and Ease of Use

Several different researchers found that there is a powerful relation with user behavior and perceived usefulness and perceived ease-of-use (Davis, 1989). Perceived ease-of-use and perceived usefulness are important variables when considering consumer adoption process of technologies (Soroa-Koury et al., 2010). From different perspectives, perceived ease-of-use and perceived usefulness are significantly influential on consumer’s decision to adopt information technology (Davis, 1989). Theoretical model of Soroa-Koury et al., (2010) shown in Figure 7 below.

![Theoretical model](image)

FIGURE 7: Theoretical model.

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6 Source: Soroa-Koury et al., 2010
Individuals’ acceptance is explained by Davis, 1989 with Technology acceptance model, and main drivers of this model are perceived usefulness and perceived ease-of-use. Perceived usefulness and perceived ease of use are examined by Soura-Kouy et al., 2010 as predictors of attitude towards mobile advertising.

2.3.2.1 Perceived usefulness

Perceived usefulness is defined by Davis, 1989 as "The degree to which a person believes that using a particular system would enhance his or her job performance." (p.319-339) There is a positive correlation between perceived usefulness of mobile commerce and consumer satisfaction in mobile commerce environment (Lee et al., 2007). The study conducted by Soura-Kouy et al., (2010) also found that perceived usefulness is one of the key variable for prediction consumer attitude toward mobile advertising.

2.3.2.2 Perceived ease of use

Perceived ease-of-use is the evaluation of the user of how easy for him or her to interact with technology or particular information system (Zhiping, 2009). Perceived ease of use, in contrast, refers to "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989, p.-319-339). It is also claimed by Davis, 1989 easier applications have bigger potential to be accepted by users.
Chapter 3

3. Frame of reference

In this chapter of the study chosen models and figures will be presented that previously explained and emerging frame of reference will be showed to understand how to investigate research questions and hypothesis. Starting from summary of enabling technologies and types of mobile marketing, this chapter follows the order of literature overview and finally present emerging frame of reference.

3.1 Conceptualization

After review of the current literature about mobile marketing presented in chapter 1, selected models that found to be extensive enough to explain the factors that effecting consumer attitude toward mobile marketing will be presented. In order to explain these factors Xu, 2010 Factors Contributing to Attitude Toward Mobile Advertising has chosen. The factors that he suggested will be presented during the chapter and will be tested on mobile marketing context with the focus on youth generation. Another model which is presented by Soroa-Koury et al., 2010 also discusses another factors that effecting consumer attitude has created a base for hypothesis in this study will also tested later in upcoming chapter.

3.1.1 Enabling technologies and types of mobile marketing

There are several different types of mobile marketing and enabling technologies are identified during the literature review. These applications and enabling technologies will be used to prepare questionnaire in order to understand if consumers are familiar to these application and how is their opinion about them? Enabling technologies and types of mobile marketing applications are listed as following:

3G and Wi-Fi: 3G defined as a new generation of mobile system that integrates internet with other communication systems (Bao, 2010). Wi-Fi points are allowing people to connect to internet for free and easy who equipped with Wi-Fi capable mobile device (Henry et al., 2002).

- Mobile banner advertising: Mobile marketing association ,2007
- Location based marketing: Becker et al., 2010; Lee et al., 2007; Dickinger et al., 2005; Dickinger et al., 2004; Tsang et al., 2004.

Bluetooth: Bluetooth is short range connection with radio interface, which allows interaction between electronic devices (Groten et al., 2001).

Bluetooth wireless proximity based marketing: Becker et al., 2010; Leek et al., 2009; Tsiandar, 2006
Software and Technology: New mobile phones have more developed and faster processors, higher memories and faster internet connections, and more elaborate sensors (Liu et al., 2010).

- Application marketing: Becker et al. 2010; Mobile marketing association, 2009; Mobile marketing association, 2008; Ograd, 2006.
- QR codes: Hirakawa et al., 2009
- Interactive voice response: Becker et al., 2010

SMS & MMS SMS is mobile service that enables to send and receive short messages with up to 160 characters Taylor et al., (2008). The traditional SMS is now extended to multimedia message services (MMS), which integrates video, sound and pictures (Okazaki, 2005)

- SMS & MMS marketing: Leppäniemi et al., 2008; Taylor et al., 2008; Wehmeyer et al., 2005; Dickinger et al., 2004;

3.1.2 Factors that affecting consumer attitude

In order to carry out the research purpose, factors that affecting the consumer attitude toward mobile marketing is described. Factors that effecting consumer attitude presented by Xu, 2007 and other two factors that presented by Soroa-Koury et al., 2010 will be considered as main factors that play a role in attitude formation.

According to Xu, 2007 factors are listed as following:

Content: Characteristics of message content is defined by Haghirian et al., 2005 as entertainment, informativeness, credibility and irritation.

Personalization: The personalization of the mobile advertising turns mobile advertising into very strong mobile commerce medium, since it enables to use demographic information collected through wireless service providers and current location of the users (Xu, 2007).

Another two factors discussed by Soroa-Koury et al., 2010 listed as following:

Perceived usefulness of mobile advertising: Perceived usefulness of mobile commerce lead to consumer satisfaction to use mobile commerce (Lee et al., 2007).
Perceived ease-of-use of mobile advertising: Perceived ease of use, in contrast, refers to "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989, p.319-339).

Earlier of the study distinction between mobile marketing and mobile advertising has presented; these concepts are tested for mobile advertising context, since this study deals with mobile marketing these concepts will be tested on mobile marketing context.
3.1 Emerged frame of reference

In accordance with conceptual framework, research questions and hypothesis emerged frame of reference is shown in Figure 8 below.

According to chosen model content of mobile marketing includes entertainment, informativeness, credibility and irritation, which is planned to be investigated by research question 1. Apart from content, personalization of mobile marketing is also considered as a factor that effecting consumer attitude toward mobile marketing, which will be investigated by second research question.

For the other factors (perceived usefulness and perceived ease-of-use of mobile marketing) two different hypothesis are created. Lehmann et al., 1998 explains the importance of hypotheses as “Partly because of its psychological and statistical heritage, marketing research often refines its research objectives into formal hypotheses. In stating hypotheses, we are really explicitly stating our preconceptions about the way the market we are concerned with works. And they are more appropriately based on prior research or existing theories” Lehmann et al., 1998. Hence hypotheses 1 and hypotheses 2 are aiming to investigate relation between perceived usefulness and perceived ease-of-use of mobile marketing with attitude toward mobile marketing. The following table 1 in the next page showing the concepts.
<table>
<thead>
<tr>
<th>Concept</th>
<th>Description</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RQ1</strong></td>
<td>Content Model</td>
<td>Characteristics of content entertainment, informativeness, credibility and irritation.</td>
</tr>
<tr>
<td><strong>RQ2</strong></td>
<td>Personalization</td>
<td>Personalizing the marketing message increases its impact.</td>
</tr>
<tr>
<td><strong>H1 &amp; H2</strong></td>
<td>Perceived usefulness</td>
<td>Perceived usefulness of mobile commerce lead to consumer satisfaction to use mobile commerce.</td>
</tr>
<tr>
<td></td>
<td>Perceived ease-of-use</td>
<td>The degree to which a person believes that using a particular system would be free of effort.</td>
</tr>
</tbody>
</table>

**TABLE 1**: Table of Concepts
Chapter 4

4. Methodology

This chapter will deliver information about research methodology, and selected type of research will be presented which suits best to this study. This chapter will start with defining the purpose of the study and continue with describing the research approach. After that this chapter provides information about: Which strategy is chosen for this study, sample selection methods, how the information will be gathered for research, and analysis method and quality aspect of the study.

4.1 Research Purpose

According to Chisnall, (1997) there are three main commonly accepted research design techniques listed as descriptive, exploratory and casual. These classified methods differ depending on research questions, research purpose, certainty of hypothesis that are presented and data collection method that employed (Aaker et al., 2004).

When seeking insights to general problem of the research and relevant variables exploratory research technique is commonly adopted (Aaker et al. 2004). According to Lehmann et al., (1998) exploratory research is used to identify basic information about the research area and formulating the hypothesis. Exploratory researches are focuses on identification of main nature of the research problems and formulation of hypothesis (ibid).

“Descriptive studies, in contrast to exploratory research, stem from substantial prior knowledge of marketing variables” (Chisnall, 1997). Descriptive research is largely used in marketing research studies (Aaker et al., 2004). The main aim of descriptive research is to search for different aspects of the market environment (ibid). According to Lehmann et al., (1998) descriptive studies are playing a bridge role between exploratory and casual studies. This type of studies is assuming the different variables as known facts and hypothesis are of general (ibid).

Casual studies investigates the market behavior and evaluation of the relationships and interactions of market behavior and factors that affecting them (Chisnall, 1997). For instance the relationship between demand elasticity and the degree to which advertising efforts may affect the sales (ibid). Casual studies are assuming not only the different variables, they are also assuming that how is the relation between them (hypothesis) (Lehann et al., 1998).

The purpose of this study is to seek insights in to the study, hence it is exploratory, but this research also aims to test different hypothesis which makes it partly casual. Since casual studies concerned with hypothesis, and exploratory studies are good for seeking insight into general problem and investigating
the relation between different variables to gain deeper understanding, this research is primarily exploratory and partly casual.

4.1 Research Approach

There are different choices of research approaches are available, either the qualitative or quantitative research approach. Qualitative data is most used method when collection method of the study uses or generates non-numerical data (Saunders et al., 2007). one main purpose of the qualitative research is to seek insights into research problems (Hair et al., 2006). By asking questions to relatively small samples of respondents and observing respondents behaviors, qualitative data mainly focuses on collection of primary data with details (ibid).

Qualitative data was perceived by different authors and researchers as less powerful and pure than quantitative data some time ago (Lehmann et al., 1998). But recently, advantages of qualitative data is taking attention like cost saving feature, and realization of that truth is not necessarily correlated to size of sample made qualitative research more popular for marketing research (ibid).

According to Lehmann et al., (1998): “Exploratory research tends to be qualitative and is very important in that it prevents preconceived notions from excluding potentially useful results” Since purpose of this study is to provide deeper understanding of the relation between consumer attitude and factors that effecting attitude, qualitative research approach found to be more convenient. Because qualitative research is more useful in terms of providing insights to research problem as Lehmann et al., (1998) mentioned.

4.2 Research Strategy

According to Saunders et al., (2007) there are several types of research strategy exists, which are presented as: survey, case study, grounded theory, experiment, archival research, and ethnography.

“Case studies are exploratory research that involves intense investigation of one or a few past problem situations that are viewed as similar to the researcher’s current problem situation” (Hair et al., 2006). According to Hair et al., (2006) If case study strategy is employed in research it requires in-depth examination of the facts of interest. These facts could be salesperson, customer, store, market area, film, and so on (ibid). Case study strategy have good ability to answer questions starting with “why?”, “what?” and “how?”, and case studies are also good at answering questions like “how” and “what” (Sounders et al., 2007). Because of this reason exploratory and explanatory researches most often employ case study strategy (ibid).

According to Sounders et al., (2007):

“A case study strategy can incorporate multiple cases, that is, more than one case. The rationale for using multiple cases focuses upon the need to establish whether the findings of the first case
Case study is employed in this study as main research strategy. Since research questions of this study start with how and case study deals very well with “How?” questions, case study found to be most appropriate strategy for this study. Exploratory research approach of this study also requires case study as main strategy. In order to improve the quality of the research, the study incorporates with multiple cases, which are male case and female case.

4.3  Sample selection

Probability sampling is mostly used in cases of survey-based research techniques where it requires interferences from sample about the general population to answer research question(s) or objectives (Sounders et al., 2007). Whereas non-probability sampling has ability to provide information-rich case study that explores the research question (ibid). Hence non-probability sampling is chosen as sampling strategy in this study.

Purposive or judgmental sampling is one of the non-probability sampling that identified by Sounders et al., 2007 and described as it gives an option for researcher to use their judgment to choose cases which is most appropriate for researcher to answer research question and met the objectives of study. Research targets are exchange students and master student who are studying at Lulea university of Technology and who have experience in using mobile devices and aged between 18-29. Master and exchange students are coming all around the world, by choosing respondents among exchange students and master students; this study is trying to collect broader data without restricting respondents to one particular country. After starting to collect data ten students found to be sufficient to meet with research objective. Five male and five female respondents has chosen among students to be interviewed, which makes the number of respondents of each case equal.

4.4  Data Collection

Interview is defined by Chisnall, (1997) as: “Interview is concerned with a purposeful exchange of meanings, and it is this interaction between interviewer and the respondent which contributes so much to the success of the interview” (Chisnall, 1997). valid and reliable data can be collected through interview which helps researcher to answer research questions and meet with research objectives (Sounders et al., 2003). Hence this study employs interview technique to collect data, by doing so as Sounders et al., 2007 stated, interview technique can be very handy in answering question “how?” and highlight on exploring “why?” this method found to be most appropriate technique, since this study aims to answer “how” questions.

Required data has been collected by using semi-structured interviews. According to Sounders et al., (2003) in Semi-structured interviews have different type of themes and questions to be answered during the interview, and these may differentiate from interview to interview. In order to explore relationship between different variables in exploratory study semi-structured interviews may employed (ibid).
Following Table 2\(^7\) shows different types of interview in each of main research categories. As it can be seen from Table 2 below: Semi-structured interview technique suits best to this study by providing precise data for exploratory and explanatory research. One arrow in the table 2 means less frequent and two arrows mean more frequent.

<table>
<thead>
<tr>
<th>Exploratory</th>
<th>Descriptive</th>
<th>Explanatory*</th>
</tr>
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<tbody>
<tr>
<td>Structured</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Semi-Structured</td>
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<td></td>
</tr>
<tr>
<td>In depth</td>
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<td></td>
</tr>
</tbody>
</table>

**TABLE 2:** Uses of different types of interview in each of the main research categories.

### 4.5 Analysis

Four dominant analytic techniques stated by Yin, 1994 which are: pattern-matching, explanation building, time series analysis, and program logic models. Each one of those technique is appropriate for both single and multiple-case studies (ibid). For case study analysis, one of the most appropriate strategy is to use pattern-matching logic (Yin, 1994). For case studies which are explanatory, there may be correlation between patterns and dependent or independent variables of the research (ibid).

According to Sounders et al., 2003: “*The process of qualitative analysis generally involves the development of data categories, allocating units of studies’ original data to appropriate categories, recognizing relationships within and between categories of data, and developing and testing hypotheses to produce well-grounded conclusions*” (Sounders et al., 2003). In order to approve validity of the assumption gathered data from sample and mean of sample is calculated (Aaker et al., 2004). Within case and cross case analysis will be employed in this study to reduce the data and compare the data. Comparison between male (case 1) and female (case 2) respondents will be presented during the cross case analysis. Youth generation chosen as main target group, and for mobile marketing personalization found to be one of the concerns. But it is also important to understand if there is any difference between any gender to be more precise in personalizing the message and targeting the consumer. Finally findings of the analyses will be presented.

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\(^7\) Source: Sounders et al., (2007)

*Studies that establish casual relationship between variables may be termed explanatory studies (Sounders et al., 2007).*
4.7 Validity and Reliability

“Reliability and validity are crucial aspects of research practice and the importance of these criteria should be fully recognized by all who are engaged in survey work of any kind” (Chisnall, 1997).

Reliability and validity are not completely separate terms, these terms are interconnected and in some degree they overlap with each other (Chisnall, 1997). According to Sounders et al. (2007): “Reliability refers to extend which your data collection techniques or analysis procedures will yield consistent findings” (Sounders et al., 2007). Taking as more as operational steps in research is the most common way to handle reliability problem (Yin, 1994). All the processes of research (questionnaires, interviews etc.) conducted under control of supervisor of this research Håkan Perzon. Before conducting the interview on main respondent group, questions are tested on two representative respondents to improve structure and layout of the questionnaire.

According to Sounders et al., 2007 validity is about the reality of findings, whether the findings are actually what they seem to be. Documentation of the fieldwork when conducting qualitative research is highly important in establishing validity effectively, which allow others to examine and check the validity of the research process (Hair et al., 2007). Hence during the interviews, all the answers and opinions of respondents will be saved in written format to be able to establish validity. Respondents are chosen among students that have prior experience in using mobile devices that enables them to have appropriate knowledge in research area, extra information is also provided to respondents to enlarge their idea about mobile marketing. To prevent misperception of mobile marketing and mobile advertising, respondents are also informed about this situation. Average time spend on each interview was around 50 minutes.
Chapter 5

5. Data presentation

During the previous chapter methodology of this study is discussed, by pursuing the pattern of frame of reference, this chapter will present primary data that collected through interviews. The collected data will be presented in a way that aggregating them under each research questions and hypothesis of the study to draw a distinct line between each research question and hypothesis. Cases are also be presented under each research question anh hypothesis separately.

5.1 Research question 1: Content

Data for each variables of content defined before as entertaining, informative, irritation and credibility is presented separately.

5.1.1 Entertaining

Male:
When respondents think of entertaining content they expressed their feelings and draw attention to prizes and rewards. One of the respondent expressed his feeling as; when I first think about entertaining content advantages that are provided me is the first thing comes to my mind, especially achievement and winning instinct motivates me a lot in mobile marketing. All five of the male respondent agreed on importance of gaining something from mobile marketing activity if the content is entertaining. One of the respondent stated that he had an experience with Pepsi they were collecting some sort of codes from consumers via SMS to provide them with prizes like free minutes on mobile phone. According to him (based on his experience) this was an example of how mobile marketing could be entertaining in a way that consumers can gain something while enjoying the process.

When respondents think of entertaining content they all have positive reactions. One of the respondents stated that if content of mobile marketing is entertaining in a line with his expectations from it, he feel more benefit and have positive feelings toward the company that generating the content. Another respondent said that “If I feel entertained via mobile marketing I feel my personal connection with a brand increased since mobile phone is somehow one of my most personal device.”

Female:
Entertaining content perceived by all five respondents as attracting fact. One interviewee stated that she would be more attracted to mobile marketing activity if the content is entertaining. Another interviewee added that most importantly if the content is interesting for her like playful or intriguing she would be
interested in. One respondent highlighted the importance of entertaining content and stated that there are many companies in mobile context that are trying to reach the consumer but only entertaining ones are managing to take attention and make people listen to them, because consumers like browsing entertaining content.

One respondent stated that well improved technology and software of the mobile phones made it possible to have more fun with it, so if the marketing companies are also entertaining that makes more sense for consumers. Especially their special discounts and surprise gifts for their users are inviting and entertaining content is definitely increasing the value of the content provider in consumers mind.

5.1.2 Informative

Male:

Among five respondents, four respondents agreed on informative messages are more appealing to them than any other forms of it. One interviewee stated that informative content is carrying more value than entertaining content, because main purpose of carrying a mobile device is to reach necessary information without time and place boundaries, and consumers are already exposed to lot of mobile marketing activities at least informative content makes it more valuable. Another interviewee also said “Mobile devices are not as convenient as computers (small screen, limited access to internet) so it has to worth my effort by providing useful information to me.” One respondent stated that combination of entertaining content with informative content would be more effective rather that solely depending on information. According to him, main priority is informative content, because gaining information through mobile device without place limitations, especially when in need for it, is much more beneficial.

Female:

Four out of five respondents agreed on one of the main reason of owning a mobile device is to reach information. One respondent stressed one of the reasons of owning a mobile device by stating technology behind smart phones that enables her to easily access to information is most important motivation for her to use a smart phone. Another respondent added that considering the one of the main reason that using mobile device is to reach information, as a result informative content of mobile marketing adding value to motivation of owning and using mobile devices. One interviewee said that organized information is much more attention worthy than entertaining content, if the information is very well organized and provided on time than it could be seen as a source of information. One interviewee point out the informative mobile marketing activities are more environment friendly than traditional mails. Another interviewee stated that entertaining content and informative content has same value for her. Another interviewee added that entertainment could be used as a way to take attention and then turn into informative later. All of the respondents agreed on that informativeness of mobile marketing message increases the value of marketing activity.
5.1.3 Irritation

Main reason that respondents feel irritation is listed in the following table (Table 3).

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondent 1</td>
<td>Permission</td>
<td>Permission</td>
</tr>
<tr>
<td>Respondent 2</td>
<td>High Frequency</td>
<td>Permission</td>
</tr>
<tr>
<td>Respondent 3</td>
<td>Untimely</td>
<td>Permission</td>
</tr>
<tr>
<td>Respondent 4</td>
<td>Permission</td>
<td>Too long</td>
</tr>
<tr>
<td>Respondent 5</td>
<td>Permission</td>
<td>High Frequency</td>
</tr>
</tbody>
</table>

**TABLE 3**: Table of Responds.

**Male:**

One of the respondent stated that unpermitted marketing activities and high frequency of exposure to marketing activity would be very annoying, especially concerning the very personal nature of mobile devices. Another respondent said that “Untimely activities are very disturbing, right time and right place turn that mobile marketing activity to an advantage. Considering mobile phone is always with me I think this made right time and place more important than ever.” Another respondent pointing out the permission, every mobile marketing activity taking place without my permission is annoying and creates disturbance.

All of the respondents are agreed on reaction toward disturbing mobile marketing activities are ignorance, blocking or spreading the disturbance. One interviewee stated that if he feels disturbed, he definitely wouldn’t buy the product, have bad feelings about company and he would also spread his disturbance by telling to his friends. Another interviewee also stated that He would block it and try not to get exposed to the same message in the future, and his acceptance rate is pretty low. “I would probably delete or ignore the sender of mobile marketing message immediately if it is disturbing for me” said one respondent.

**Female:**

Four out of five respondents stressed that irritation comes after entertainment and informativeness as an important variable of the content. Three of the respondents agreed on disturbance of unpermitted mobile marketing. One of the respondents stated that first of all mobile phones are personal devices and if the marketing activities are taking place without her will, she feel annoyed and disturbed. Most important thing for her is permission. Another respondent also stated that at the beginning she was curious and enjoying any kind of mobile marketing application after a while it started to become overwhelming. Main reason is they are offering other types of application without her will and which she is not even interested in. One interviewee pointed out too long and unnecessary information is burdensome and taking more time to read it on mobile device and turns into a waste of time.
One interviewee highlighted that high frequency of mobile marketing messages are annoying, she added that she feels her personal space is invaded by them. And she said “I feel disturbed I certainly complain about it to my friends and ignore the provider of the message.”

5.1.4 Credibility

Male:

All five of the respondents agreed on positive outcome of the credibility. Three of the respondents agreed on main credibility fact is being truthful. One interviewee stated that “For me they all have to be truthful first, this is the most important credibility attribute for me. If they have very decent marketing and nice communication skills, than I believe in them. I think this is not only valid in mobile marketing but also valid in other marketing mediums.” Another respondent added that if he sense any doubt about truthfulness of the message he immediately ignores it. One respondent pointed out the believability of mobile marketing as for mobile marketing to be credible in his mind it has to be believable and all the activities should be somehow concrete and it also has to make difference than any other mobile marketing activity. These days' consumers are exposed to a lot of mobile marketing activity but only ones that make difference worth attention. Creative communication strategies are appreciated. By doing this he added that personal nature of the mobile phones makes him feel “privileged”. One interviewee highlight the importance of being safe as “For me content and context of the mobile marketing is very important, it has to reassure safe and up to date.” Three of five respondents stated that credibility is the third main factor in content.

Female:

Among five respondents four of the respondents agreed on most crucial credibility factor as trustworthy of the provider. One interviewee stated that Source of the mobile marketing provider has to be very well established and trustworthy for her to interested in. and she said “I think trust is the main concern in mobile context since a lot of private information about me is stored in my mobile device.” Another respondent added that clearness and trustworthiness of the mobile marketing is most important credibility facts. It is vital that which company or brand is under consideration and the way of the mobile marketing. One respondent highlight the truthfulness credibility of mobile marketing actually depends on the company, it has to be truthful and believable. There is a lot of marketing activity taking place and she doesn’t think that they are all sincere and believable. One respondent draw attention to environment by stating that “First positive think come to my mind is mobile devices are making it possible to use environment friendly applications. As close to truth as possible is assuring the credibility of mobile marketing for me. Because if it is truthful that saves my time since it is pretty more time consuming on mobile devices.”
5.2 Research Question 2: Personalization

Male:

Three out of five respondents agreed on benefits of personalized messages whereas two of the respondents expressed their concerns about personalization. One respondent said that “I like this kind of services because you receive what you like instead of irrelevant information you don’t like to read about. Personalization is good option.” Another respondent added that “Firstly if permission is gathered from me I would enjoy the personalized mobile marketing and get benefit out of it.” Another interviewee pointed out the time by stating that “I think personalized mobile marketing messages are time savers because it prevents me to go through all the unnecessary content.” Others told their concerns by stating Especially considering private information stored in mobile phones, sometimes personalized messages make consumer feel uncomfortable if the personal information disposed without users assent than don’t like personalization in mobile marketing. One interviewee said that “If the permission is not granted in mobile environment I feel that my personal information is being used as my weak spot and companies are using this to promote goods or services.” All of the respondents were in favor of personalized messages as long as their permission is granted.

All of the respondents agreed on most important think is permission and after their privacy must be reassured. One respondent stated that “They have to respect my privacy, even if I let them use my personal information they shouldn’t keep track of my personal information, it should be removed after use.” Another interviewee stated that “ Basically if I signed up for it and requested it is totally okay for me, but even in that condition companies have to show respect my privacy and they shouldn’t share my information with other third parties.” One respondent supported the idea by stating that “Mobile marketer should take care of privacy of their consumer if a consumer allows to share his/her information to share with other companies then they can share.”

Female:

All of the respondents agreed on personalization is a good thing for them. One of the respondent stated that If personalized messages are very precise in detecting needs and interests she would see it as a time saving marketing activity. Another added that she thinks personalized messages are more time saving since they are all about what is relevant to her and about her interest area. If she has the control over what information about her is shared with third parties, she prefer personalized messages rather than general messages. One respondent stated that “It becomes handier, if message is personalized. I think personalized info is fine but the thin line that goes to the other side like stealing my information and sharing it with third companies is just so much disturbing.” Four of the respondents choose personalized messages rather than generalized messages, one of the respondent stated that both of them has the same value for her. One of the respondent stated that personalized messages are more welcomed than generalized messages, because of very personalized nature of mobile phones.

When it comes to privacy and permission they all stated that permission has to be gathered first and secondly providers should be respectful to their privacy. One of the respondent stated that “I don’t like the idea of any company tracking my personal information or moving patterns and sharing with other
Another interviewee stated that permission and privacy is my main concerns while using mobile phone.

5.3 Hypothesis 1: Usefulness

Male:
Different respondents found different motivations to believe mobile marketing is useful. One of the respondents stated that mobile marketing is very useful because of getting information anywhere anytime. Another respondent stated that it is very useful in many ways especially reaching the useful content for free and easy, such as applications that companies provide to use their services. And gave an example of Tesco, which created a mobile application for consumers to collect barcode codes of the products to order them online, so this type of marketing campaigns can be very useful for consumer and company. Other respondents are also expressed the importance of reaching information and collecting prizes and promotions. One respondent said that “If I get the information, promotions or other types of mobile marketing messages when I requested them, than it is very useful for me”.

All of the respondents agreed on that if they find mobile marketing useful they have positive feelings and they are more open to it. One of the interviewee stated that If he finds mobile marketing useful he is definitely more open to mobile marketing, and he feels positive about it. Another interviewee added that “I always search new ways to utilize my mobile phone in every dimension to save time and reach information anywhere anytime, so if timely relevant information is provided to me I feel more positive about mobile marketing.”

Female:
One interviewee stated that “I can’t even think about going out without my mobile phone, I feel naked without it and it turns out to be very special need for me. I think it is mostly useful, but sometimes it is not useful.” Other interviewee stated that Usefulness of mobile marketing is depending on occasions and different variables. For her if she can get the information when she need, surprise prizes or discounts than it is useful. But on the contrary if frequency of mobile marketing is too high it becomes burdensome. One respondent said that “In general yes I find mobile marketing activities useful and they are motivating me to engage in mobile marketing activities.” Other respondent highlighted that If it became useful than she certainly consider interact or engage with it. And she added that usefulness of mobile marketing carries a lot of importance for and her reaction toward it is directly correlated with usefulness of it, if it is useful she have positive opinion about it but if it is not she is more close to have negative feelings. One respondent stated that Useful informative messages are appealing to her as a source of information.

5.4 Hypothesis 2: Ease-of-use

Male:
Among five respondents four of them found mobile marketing easy to use, all of the respondent stated the outcome of easiness as neutral factor. One respondent stated that “I believe that mobile marketing is easy to adopt and interact with. Easiness is not carrying so much importance for me because I believe that I
am capable of handle the situation in short period of time and easiness is a not a prompting factor for me.” Another respondent stated that it is not so easy to engage in mobile marketing activities, it takes too much time. For him it has to be intellectually stimulating. And even it is easy to use it wouldn’t motivate her to involve in any mobile marketing activity. And she said “I can say that usefulness has a greater importance than easiness.” One interviewee stated that she doesn’t find mobile marketing hard to use, but in any case there should be some explanation of the application presented. There is no such example of mobile marketing activity that she experienced was hard for her, they were all easy to use and interact with, anyway but none of them took her attention because they were easy, she highlighted that other factors are playing much more important role than easiness.

**Female:**

Three out of five respondents didn’t find mobile marketing easy. One of the interviewee stated that easiness of mobile marketing activity is a must, so it is not necessarily affecting her attitude. Another interviewee stated that “If it is easy to reach the main goal, I feel more comfortable, because as we know mobile devices mostly have some limitations like small screen, slow processors which make it uncomfortable in complicated context. In any case easiness doesn’t carry as importance as usefulness, easiness doesn’t necessarily means that I have positive feelings about mobile marketing activity.” All of the respondents agreed on that easiness of mobile marketing doesn’t necessarily motivating factor for them. One respondent stated that easiness of mobile marketing doesn’t necessarily mean that she is going to have positive feelings about it.
Chapter 6

6. Analysis

Collected data presented at previous chapter, this chapter will provide the analyses of collected data. Starting from analysis of each case by checking against frame of reference, this part of the study will continue with cross case analysis by comparing cases with each other.

6.1 Within-case analysis

During this part of the chapter, each cases will be analyzed by grouping them under each research questions and hypothesis. By comparing the collected data with current literature that presented in frame of reference, analysis will be provided in order of research questions and hypothesis.

6.1.1 Research Question 1: Content

For the first research question content of mobile marketing will be analyzed by showing variables separately as presented in chapter five.

Male

Entertainment:

Perception of entertainment found by Haghirian et al., (2005) as entertainment services can increase customer loyalty and add value for the customer, therefore entertaining advertising message is being perceived more positive by the recipient. Tsang et al., (2004) also found that entertainment is positively correlated to overall attitude. All of the respondents were also agreed on having positive feelings toward marketing campaign if the generated content is entertaining. One of the respondent also mentioned his personal connection with brand is increased by entertaining messages. Apart from that, male respondents draw attention to prizes and rewards as an important factor in entertainment.

Informativeness:

All of the respondents are agreed on that informativeness of mobile marketing increases the value of the marketing activity for them. Haghirian et al., (2005) found that the higher the informativeness of mobile advertising messages, the higher the perceived advertising value of the consumer. According to Tsang et al., (2004) informativeness has positive correlation with consumers overall attitude. According to Haghirian et al., (2005) and Xu, (2007) entertainment is the major factor that affects the overall attitude. According to Xu, (2007) entertainment is the major factor for male respondents. But in our case, four out of five respondents found that informativeness carries more importance for them.
Irritation:

All of the respondents agreed on negative effect of the irritation by stating different motivations like permission, time, frequency of the message. Their reactions were ignorance, blocking or spreading the disturbance. Same findings also presented by Haghirian, (2005) as results indicate that irritation does negatively influence the value of mobile advertising. Xu, (2007) also found that irritation is negatively correlated to overall value.

Credibility:

Research conducted by Haghirian et al., (2005) found that credibility of message is positively associated with advertising value and found that there is a strong relation between advertising value and credibility. All of the respondents approved that credibility of mobile marketing message playing an important role in their attitude formation and have an positive impact on attitude. Xu, (2007) found that credibility is the second major factor that affects the overall attitude, however respondents found that credibility is the major factor that comes after informativeness and entertainment.

Female

Entertainment:

Female respondents underlined the fact that they are perceiving entertainment content as attention taking factor to go further and engage with it. According to Xu, (2007) entertainment of the mobile marketing activity is positively correlated to overall attitude. And Xu, (2007) also added that entertainment is not as important as personalization for female. All of the respondents also agreed on positive correlation between entertainment and attitude toward mobile marketing.

Informativeness:

Informativeness of mobile marketing content found to be positively correlated to attitude (Xu, 2007). All of the respondents agreed on positive effect of the informativeness on their attitude. And all of the respondents highlighted that informativeness of mobile marketing content is more favorable than entertainment and the most important variable in content.

Irritation:

With different motivations (permission, frequency and length of the mobile marketing message) all of the respondents agreed on negative effect of the mobile marketing on their attitudes. All of the respondents also found that irritation is the third major factor that effecting attitude comes after informativeness and entertainment. Same results also found by Xu, (2007) that irritation is negatively correlated to overall attitude toward mobile advertising message.

Credibility:

All of the female respondents point out that credibility is positively correlated to their overall attitude. According to Xu, (2007) credibility of the mobile marketing content is positively correlated to overall attitude toward mobile marketing and second major factor that affecting the attitude. However respondents also found that credibility of the mobile marketing is not as important as other factors.
6.1.2 Research Question 2: Personalization

For the second research question personalization of mobile marketing will be analyzed by showing ceases separately.

**Male**

Personalization of mobile marketing message found to be beneficial by three out of five respondents, whereas two respondent expressed their concerns about it. Personalization is also found by Xu, (2007) as an important factor that positively correlated to overall attitude. And Xu, (2007) found that personalizing the message is improving the consumer attitude toward mobile advertising. Three respondents agreed on that and stated different motivations that makes personalized mobile marketing beneficial for them. But two of the respondents pointed out their concerns about personalization.

According to Xu, (2007) with personalization even those whose attitudes are originally less favorable, their attitudes will also improve higher than neutral score. All of the respondents underlined the importance of permission and privacy in personalized mobile marketing and added that if the permission is granted their attitudes will improve toward personalized mobile marketing.

**Female**

All of the female respondents feel that personalized mobile marketing messages are good for them. When they think about privacy and permission, all of the respondents agreed on that permission must be gathered first and then providers must respect to their privacy. Importance of permission is also found by Tsang, (2004) as a factor that improving the consumer attitude toward mobile advertising. Research conducted by Xu, 2007 found that personalization is positively correlated to overall attitude, and for female respondents personalization is the most important variable and particularly favoured by female. At this point positive correlation of personalization with attitude is approved by respondents and has the same result with Xu, but none of the respondents stated that personalization of the mobile marketing is most important variable that effects attitude.

Improvement of attitude with personalized mobile marketing messages also found. According to Xu, (2007) personalization of mobile advertising messages improves the consumer attitude toward it. Four out of five respondents stated that personalized messages are more more valuable than generalized messages. With different motivations for different respondents personalized messages are found to be important fact that improve the attitude toward mobile marketing.
6.1.3 Hypothesis 1: Perceived Usefulness

Analysis of hypothesis 1 “Perceived usefulness has a positive effect on consumer attitude towards mobile marketing.” is presented for each case separately.

Male

All five of the male respondents agreed on that usefulness of mobile marketing has an positive impact on their attitude toward it, and they are more open to useful mobile marketing activities. According to Soroa-Koury et al., (2010) perceived usefulness of mobile advertising predicts attitude toward it and positively influences consumer attitude towards mobile advertising. During the interviews all of the respondents found different reasons to feel that mobile marketing is useful, their reaction towards useful mobile marketing was having positive feelings toward it.

Female

All five of the female respondents also stated different motivations to find mobile marketing useful. Usefulness of mobile marketing is directly correlated to reaction toward it, and all of the respondents underlined that usefulness of mobile marketing generates positive feelings towards provider and mobile marketing activity. At this point findings of Soroa-Kory et al., (2010) with responds of interviewees are matching.

6.1.4 Hypothesis 2: Perceived Ease-of-Use

Analysis of hypothesis 2 “Perceived ease-of-use has a positive effect on consumer attitude towards mobile marketing.” is presented for each cases separately.

Male

During the interviews perceived ease of use not found to be as important as usefulness of mobile marketing. All of the respondents agreed on that easiness of mobile marketing doesn’t necessarily creates positive attitude towards it. In accordance with Soroa-Kory et al., (2010) findings which is implying that perceived ease-of-use is not predicting consumer attitude toward mobile advertising, respondents also agreed that perceived ease-of-use is not effecting consumer attitude in a positive way and not a merit to measure consumer attitude toward mobile marketing. Apart from that one of the respondent doesn’t find mobile marketing easy to use while four of the respondent found mobile marketing easy to use and interact with.

Female

Three out of five respondents highlighted that mobile marketing is not easy to use and interact with. All of the respondents underlined the fact that easiness of mobile marketing is essential and not an extra, consequently outcome of easiness doesn’t found to be positive by respondents. Findings of Soroa-Kory et al., (2010) also approves that easiness of mobile marketing is not necessarily predicts the consumer attitude. During the interview one of the respondent highlighted that easiness is not carrying as
importance as usefulness of mobile marketing. Overall in female case findings of the study is matching with the literature and showing easiness as a must and there is no correlation found between easiness of mobile marketing and positive attitude.

6.2 Cross-case Analysis

This part of the study will deliver comparison analyses of each cases with each other. Each research question and hypothesis will be presented separately.

6.2.1 Research Question 1: Content

When considering the content of the message there are similarities and differences identified among male and female respondents. The following Table 4 shows variables of content in the order of importance for each case.

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Informativeness</td>
<td>Informativeness</td>
</tr>
<tr>
<td>2</td>
<td>Entertaining</td>
<td>Entertaining</td>
</tr>
<tr>
<td>3</td>
<td>Irritation</td>
<td>Credibility</td>
</tr>
<tr>
<td>4</td>
<td>Credibility</td>
<td>irritation</td>
</tr>
</tbody>
</table>

**TABLE 4: Table of Variables**

In both cases respondents stated that entertaining content is more likely to create positive feelings toward mobile marketing activity. Main similarity of entertaining content was the reactions were appreciating the provider and the marketing message. But male respondents were more interested in prizes and rewards, according to them entertaining activity must provide games and prizes to consumer in order to be successful. However situation was different in female case, respondents were highlighting attention worthiness of entertaining message. According to female respondents entertaining messages are distinguishing themselves among other forms of messages and taking attention of the consumer.

Informativeness of the mobile marketing message is more appreciated than any other form of it by both cases. With different motivations like the advantages of mobile devices male and female respondents agreed on that informative content is increasing the marketing value and creating positive feelings among consumers. Credibility of mobile marketing activity found to be more important than irritation by male respondents while female respondents found irritation more important than credibility of mobile marketing. When considering credibility of mobile marketing male respondent draw attention to truthfulness of mobile message while female respondents draw attention to trustworthiness of it. Reaction toward irritation was found to be same in both cases and permission was the most important fact in mobile marketing message. One difference between cases when considering the irritation was one male
respondent stated untimely messages and one female respondents stated long and overwhelming messages.

6.2.2 Research Question 2: Personalization

The following table 5 shows the reactions of respondents to personalized messages. (-) represents negative responds, (+) represents positive responds and (N) represents neutral or partly negative partly positive responds.

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Personalization</td>
<td>+ + + N N</td>
<td>+ + + + +</td>
</tr>
</tbody>
</table>

**TABLE 5: Personalization Responds**

As it can be seen on table above while three of the male respondents expressed their positive feeling toward personalized mobile marketing, two of the respondents expressed their concerns about personalized messages and draw attention to permission and privacy. When it comes to female respondents’ results were indicating that all of the respondents have positive feelings toward personalization. Female and male respondents perceives personalized marketing message as time saving marketing activity rather than generalized messages. Both of the cases indicated that permission has to be gathered first and privacy must be provided.

6.2.3 Hypothesis: Usefulness & Ease-of-Use

The following Table 6 shows the perceived usefulness and ease of use of mobile marketing and reactions toward useful and easy mobile marketing activities. (-) represents negative responds, (+) represents positive responds and (N) represents neutral or partly negative partly positive responds.

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Perceived Usefulness</td>
<td>+ + + + + + + + + +</td>
<td></td>
</tr>
<tr>
<td>Perceived Ease-of-Use</td>
<td>+ + + + - - - + N</td>
<td></td>
</tr>
<tr>
<td>Reactions of Usefulness</td>
<td>+ + + + + + + + +</td>
<td></td>
</tr>
<tr>
<td>Reactions of Ease-of-Use</td>
<td>N N N N N N N N N</td>
<td></td>
</tr>
</tbody>
</table>

**TABLE 6: Usefulness & Ease-of-Use Responds**

40
All of the male and female respondents think that mobile marketing is an useful application. Majority of male respondents find mobile marketing easy to use and interact with, only one respondent doesn’t think mobile marketing is easy to engage. In female case majority of respondents don’t think that mobile marketing is easy to use and interact with, only one respondent found it easy to use and one respondent had neutral feelings.

As it can be seen from table 6, reactions toward easiness and usefulness of male and female respondents were same. All of the respondents have positive reaction toward useful mobile marketing activity whereas they were more neutral toward easiness of it.
Chapter 7

7. Findings, Conclusions and Implications

Based on answers and analysis of each research question and hypothesis, this chapter will deliver answers and conclusions. After conclusion implications of this research for theory, future research and companies will be presented.

7.1 Findings

This part of the chapter will present conclusions for each research question and implications separately based on findings during the analysis of collected data.

7.1.1 Research Question 1: Content

First research question was aiming to investigate relation between content and consumer attitude toward mobile marketing. And with the chosen theories, by collecting empirical data this research find out importance of each variable of content and relation between these variables with attitude. Informativeness and entertainment found to be the most important variables in content, informativeness is more appreciated by consumers than entertainment. Outcome of the both variables generates positive responds among respondents. As it is mentioned by respondents consumers are not only appreciating this type of mobile marketing activities, they are also spreading their satisfaction and pleasure. Permission found to be the most dominant factor in mobile marketing that cause irritation among consumers, when it is not granted. High frequency of messages, untimely and too long messages are also found to be disturbing by respondents. Reaction toward inconvenient mobile marketing messages were mainly negative, most of the respondents stated that immediate action toward irritation is to ignore or delete the sender and try to ignore future communication attempt of the sender. Similar response also found in this type of disturbing messages which is spreading inconvenience to friends or through online mediums. Most of the respondents agreed on positive reaction toward credibility of mobile marketing.

This research found that entertainment, informativeness and credibility is positively correlated to overall attitude of consumer, whereas irritation found to be negatively correlated to overall attitude.

7.1.2 Research Question 2: Personalization

Second research question was aiming to investigate relation between personalized mobile marketing with consumer attitude toward mobile marketing. Findings are indicating that most of the female respondents agreed on benefits of personalized mobile marketing whereas male respondents expressed their concerns about it. Permission and privacy is stated as two main preconditions by respondents. According to
respondents their permission must be granted first and secondly companies must show respect to their privacy by not sharing the personal information with other third parties without permission. From the interviews it can be concluded that if this two attributes of mobile marketing is assured, most of the respondents are more open to personalized mobile marketing. From collected data there are several different attributes playing a role in how personalization is perceived. One of the most prominent features of personalization is preciseness, the degree to which users feel more related to their interest area. In general, personalization perceived as time saving precise communication technique and better option than generalized mobile marketing for respondents.

7.1.3 Hypothesis 1 & 2: Usefulness and Ease-of-use

Respondents reactions toward usefulness of mobile marketing was supporting hypothesis one and indicating positive correlation between consumer attitude toward mobile marketing and usefulness of mobile marketing. It can be inferred from responds that by taking advantage of mobile technologies (send timely and location based marketing messages) results are showing that perceived usefulness of mobile marketing generates positive feelings among consumers. However second hypothesis doesn’t supported by respondents and perceived ease-of-use is not found to be as important as usefulness. Respondents pointed out that easiness of mobile marketing is fundamental and it is not providing any extra value to consumers. But in situations like lack of usability and complex mobile marketing activities there is a negative effect on attitude, whereas easiness has rather neutral effect on consumers’ attitude.

7.2 Conclusions

Based on analysis and finding, variables of content have different effect on consumer attitude. Some of the variables carry more importance than other variables and some of them have negative effect on attitude. For instance informativeness of mobile marketing perceived by both of the cases as most important factor in content of mobile marketing, whereas entertainment and credibility found to be less important than informativeness. Irritation of the content is negatively correlated to overall attitude toward mobile marketing. It is highlighted by respondents that dominant irritation factor of mobile marketing message is permission. It can be concluded from findings that reaction toward disturbance is mainly negative whereas positive feelings generated positive outcome.

Collected data from both of the cases shows that permission is very crucial in mobile marketing especially in personalized messages. Collected data about permission, privacy and personalization is indicating that if permission is granted privacy must be assured for consumers to feel comfortable about personalized mobile marketing activities. Unpermitted mobile marketing activities that taking place without consumers will is creating inconvenience among consumers, and reaction toward this type of marketing messages are mostly negative.
7.3 Implications

This part of the study will deliver implications of this study for further research, companies and theory.

7.3.1 Implications for theory

This study was aiming to understand the effect of different variables on attitude toward mobile marketing. Selected theories from literature review are presented in frame of reference. After analyzing collected data there are some differences found between theory and empirical findings.

When designing the content of mobile marketing, Haghirian et al., (2005) and Xu, (2007) found entertaining as the major factor that effecting consumer attitude. At this point main contradiction of this study is that respondents found informativeness of the message as the most important variable. Even though personalization of mobile marketing found to be positively correlated to overall attitude, which overlaps with Xu, (2007) findings, respondents highlighted the importance of permission and privacy. Therefor this study suggests that when personalizing the message permission must be gathered first and privacy must be assured afterwards.

7.3.2 Implications for Further Research

Even though small number of people interviewed due to short period of time, when collecting the data several interesting ideas captured and identified. And this various interesting points can be investigated further. Those points are listed as following:

- Different variables can be added to study to enlarge understanding of factors that effecting consumer attitude toward mobile marketing.
- By increasing the number of respondents this study can be conducted as quantitative research to generalize the results
- Some of the respondents highlighted the difference of mobile devices and their effects, by differentiating the mobile devices further research can pay attention to various types of mobile devices and their effects on attitude.
- This research can be extended by going further and investigating the relation between attitude and intention to adopt mobile marketing.

7.3.3 Implications for Companies

When investigating the effects of different variables on attitude, respondents expressed their feelings about certain issues. For the content of mobile marketing, informativeness of the message is the most appreciated type found by respondents. Some respondents also suggested that entertaining content could be used to take attention and then it can turn into informative message.

Here are other important findings that could be a great use for companies:
- Truthfulness and trustworthiness of the mobile marketing message found to be the most important factors that considered as credibility.
- Companies should get the permission from consumers to engage in mobile marketing activity.
- After granting permission companies should pay attention on when to send mobile marketing message, untimely messages can create disturbance among consumers.
- Privacy must be assured by companies to improve the relation with consumers.
- Mobile marketing message should be simplified and must be straight to the point in order to be more user friendly.
- Interest of the consumer should be investigated properly to send messages more precisely when personalizing mobile marketing message.
Appendix 1

Interview Guide

Age:

Nationality:

Gender:

Email address*:

Content

1- Content of mobile marketing activity can be entertaining with games and prizes. For instance getting surprise gifts, special discounts from companies, using QR codes to download special offerings, videos or any kind of application to mobile phone. Is there any special application of this type of mobile marketing comes to your mind? How do you feel about mobile marketing if the content is entertaining?

2- Content of mobile marketing could be informative by providing information that consumer looking for. How do you feel about mobile marketing if the content is informative?

3- In which condition do you feel irritated about mobile marketing? (For example confusing, unnecessary, annoying, offensive and insulting.) How would be your reaction if you found it irritating?

4- What is your opinion about credibility of mobile marketing? (For example truthful, believable, reference for purchasing) How credibility of mobile marketing effects your attitude toward it?

Personalization

1- Personalized mobile marketing messages can be adjusted to your interest, relevant to you, or could be location specific (using consumers location to deliver message). What do you think about this personalized mobile marketing?

2- What kind of difference does it make to you if mobile marketing is personalized instead of generalized messages?

3- What is your opinion about permission and privacy in mobile marketing?
Usefulness and ease-of-use

1- How do you find mobile marketing useful? (For example providing timely and relevant information to your interest area, convenient, easy and fast, always with you.)
2- How do you feel about usefulness mobile marketing?
3- What makes mobile marketing easy to use for you? For instance following the marketing message that you faced for the first time like QR code, or interacting with companies via SMS or MMS
4- How do you feel about easiness of using mobile marketing?
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