

THE EFFECTS OF RETAILERS' MOBILE ADVERTISEMENTS TO CONSUMER BEHAVIOUR

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Abstract

Nowadays, the technological changes are quite closely related to both manufacturers and consumers. Especially, the introduction of the Internet and the emergence of mobile communications in all aspects of life led to the emergence of new applications of mobile content. Rapid changes in mobile communication technologies have led to changes in firms' marketing strategies. Now that everyone has a mobile phone and carry it any time and anywhere, the companies have been forced to include tools with mobile content in their marketing practices. Thus, mobile phones have transformed as not only a tool facilitating the users' communication but also paving the way for the emergence of concepts such as mobile marketing, mobile ads and SMS ads. Therefore, this study aims to determine consumers' attitudes towards retailers' mobile marketing applications. For this purpose, a questionnaire was applied among the consumers in the center of Aydın Province. The results were analyzed with SPSS 17 software.

Keywords: *Mobile Marketing, Mobile Advertising, SMS Advertising*

JEL Code: M31, M37

1. INTRODUCTION

Especially with the usage of the internet in all aspects of life and the development of mobile communication, mobile marketing applications have emerged. Mobile marketing practices, prevented firm's marketing efforts being static and allowed the delivery of marketing efforts to customers anywhere and anytime. So, many firms in different industries have started to use mobile marketing practices in their marketing activities. One of these industries benefiting from the mobile marketing practices is supermarkets.

1.1. Mobile Marketing

Mobility has brought a new dimension into consumer's life. A mobile device has a portable feature. Thanks to this feature, a mobile device can be transported without any line connection or fixed access point (Oh ve Kun-Pyo, 2005: 2). The biggest group who benefits from the mobile services are mobile phone users. The development of wireless technology and mobile communication devices formed the concept of mobile commerce. The commerce via mobile devices can be defined as mobile commerce (Sarisakal and Aydın, 2003: 85).

Mobile commerce is a service-based commerce type and operates through mobile phones. The specialties of mobile commerce separate mobile commerce from e-commerce. These specialties may be summarized as being easy to use, local based services, availability in every place and providing new habits to the users (Barutçu, 2010: 268-269; Karaca ve Gülmez, 2010: 71).

In the field of mobile commerce activity, there is no doubt the concept of mobile marketing comes into play. The application of marketing activities in a mobile environment is defined as "mobile marketing". With mobile marketing, the users may be customized and campaigns can be planned according to the needs and requests of each customer.

The most important features of mobile marketing are sending the mobile advertisement message to the consumers who are included in a specific database, hence creating an interactive connection between the customers replying those messages and the firm. (Richmond, 2008: 6). Mobile marketing is an effective marketing concept that affects consumers' behaviours.

Mobile marketing activities must be associated with all marketing mix (Cătoiu, Gârdan ve Gârdan, 2012).

In a behavioral model devised by Bracket and Car (2001), it is concluded that the perceived entertainment, informativeness, irritation, and credibility of an advertisement affect the way consumers evaluate it. Besides these four variables, the model also includes relevant demographic variables. Although there are differences between Internet advertising and the mobile advertisements, they have particular similarities, too. Bracket and Carr's model might help to explain consumers' attitudes towards mobile advertising.

The usage of mobil devices as an advertising tool can be defined as mobile advertisement (Barutçu ve Göl, 2009: 26).

The most important factor of mobile marketing is mobile advertisement. Analysis of some of the advertising media used by retailers indicate that ads that are both low-cost and perfect for reaching the target group are SMS ads. So, it can be said that the mobile advertisements are the most appropriate advertising media for the retailers (Levy ve Weitz, 2001: 510).

2. EMPRICAL STUDY

2.1 The Subject Of The Study

The subject of this study is determined as mobile marketing activities. For this reason, The effects of retailers' mobile marketing activities on consumers' attitudes in the Province of Aydın have been analyzed.

2.2 Research Methodology

In this study, descriptive research model has been used. The theoretical framework of the study consists of literature review and survey constitutes the application part of the study.

The questionnaire includes 48 questions. The first part of the questionnaire is formed by demographic data and the second part of the questionnaire includes 33 questions which consists of statements that measure attitudes toward mobile advertising.

The questions in the second part of the survey are grouped under nine factors. These factors are; entertainment, Informativeness, credibility, personalization, benefit, irritation, loyalty, permission, reward and incentive. In the study, judgmental sampling has been used.

Through the calculated sampling size, 530 questionnaires have been distributed. In the second part of the questionnaire, 5-point Likert scale (1-strongly disagree, 5-strongly agree) was employed to measure consumer attitudes towards mobile marketing. SPSS 17 for Windows was used to analyze data.

The reliability of the valid questionnaires was assessed by the Cronbach alpha reliability coefficient. In data analysis, regression, one sample t test and one-way ANOVA were used for hypotheses testing.

2.3 Data Analysis and Results

2.3.1 Demographic Data

The demographic data from the participants of the survey is summarized below.

Sex	Frequency	%	Job	Frequency	%
female	251	47,4	Student	43	8,1
male	279	52,6	House wife	28	5,3
Age	Frequency	%	Reteired	22	4,2
15-25	87	16,4	Officer	267	50,4
26-35	142	26,8	Worker	95	17,9
36-45	160	30,2	Private	75	17,2
46-55	113	21,3	Monthly Income	Frequency	%
>56	28	5,3	<500	11	2,1
Education	Frequency	%	501-1000	37	7,0
Primary school	29	5,5	1001-1500	77	14,5
High school	151	28,5	1501-2000	97	18,3
Collage	121	22,8	2001-2500	88	16,6
University	204	38,5	>2500	220	41,5
Post graduate	25	4,7	Going to Supermarket	Frequency	%
Mobile phone	Frequency	%	Ever day	36	6,8
Yes	518	97,9	Every other day	44	8,3
No	12	2,1	Two-three times a week	166	31,3
Total	530	100,0	Once a week	159	30,0
			Once a monh	81	15,3
			Twice a month	44	8,3
			Total	530	100,0

As seen in Table1, among 530 respondents, 47,4% are females and 52,6% are males. In terms of the respondents' employment, 50,4% work as officers in public institutions. 38,5% of the respondents have undergraduate degrees. 41,5% of the respondents' monthly salary is over 2500 TL and 30% is between at the age of 35-45. 31,3% of the respondents go to supermarket two or three times in a week. 97,9% of the respondents, answered "yes" and 2,1% of the respondents answered "no" to the question that investigate if a participant has a mobile phone. The respondents who answered "no" to the question of mobile phone ownership were not included in the rest of the analysis.

2.3.2. Reliability Analysis

Cronbach alpha coefficient was calculated as 0,862 for all the questions in the survey. When the demographic questions were taken out Cronbach alpha coefficient was calculated as 0,916 (just for the 33 attitude statements in the second part of the survey) and exceeded the suggested value of 0,70 as can be seen in Table 2.

Table: 2 Reliability Analysis			
Cronbach's Alpha: 0,862	N of Items:48	Cronbach's Alpha: 0,916	N of Items:33

The result demonstrated that survey results have high reliability and ensure a proper ground for further analysis.

2.3.4. Data Analysis

One of the subjects of the study is the factors affecting the viewpoint of the consumers' towards mobile ads. For this reason, H1 hypothesis was formed. The H1 is "consumers' expressions towards mobile ads positively affect their viewpoints". In order to test H1, regression analysis was used in the second part of the questionnaire. The results are listed as follows:

Table: 3 Regression Analysis Results for H1

Dependent Variable: **The standpoint of the consumers for mobile ads**

Independent Variables:	Beta:	t	sig
Entertainment	,597	21,721	,000
Informativeness	,192	6,734	,000
Credibility	,122	4,144	,000
Benefit	,067	2,182	,030
Personalization	,076	2,663	,008
R=,864; R ² =,746; F Value= 300,462; Sig=0,000			

According to regression analysis results as seen in Table 3, the expressions towards mobile ads affect positively the viewpoints of the respondents.

According to beta values, it can be said that the most effective independent variable is entertainment and the least effective one is personalization. The test values are illustrated in Table 3.

Whether the attitudes towards mobile marketing change according to demographic characteristics was also investigated in the study. So, the H2 Hypothesis is "The attitudes towards mobile marketing tools differ with respect to demographic characteristics".

In order to test H2, a one-way ANOVA was used. Each demographic characteristic (age, income, education, employment, going to supermarket) was analyzed separately by using one-way ANOVA for each of the dependent variables. Finally, the results of one-way ANOVA tests are illustrated in Table 4.

Table:4 Results of one-way ANOVA between demographics characteristics of respondents and their attitudes towards mobile marketing tools

Attitudes	Age		Education		Employment		Monthly Income		Going to Supermarket	
	F	p	F	p	F	p	F	p	F	p
Entertainment	,279	,892	,774	,543	4,137	,001*	1,233	,292	3,289	,006*
Informativeness	,326	,860	3,940	,004*	1,413	,218	,537	,748	2,082	,066
Credibility	1,507	,199	1,649	,161	1,529	,179	,368	,871	,792	,556
Permission	1,091	,360	1,015	,399	2,065	,068	1,196	,310	,810	,543
Reward and Incentive	2,843	,024*	4,186	,002*	4,521	,000*	4,552	,000*	1,432	,211
Personality	1,262	,127	3,372	,691	2,274	,084	,803	,548	2,792	,223
Benefit	1,804	,284	,561	,010*	1,951	,046*	1,586	,162	1,400	,017*
Irritation	,684	,604	1,518	,196	3,487	,004*	,607	,695	1,721	,128
Loyalty	1,220	,301	5,326	,000*	2,840	,015*	1,539	,176	1,105	,357

* $p < 0,05$

The results showed that there are statistically significant differences between respondents' demographical characteristics in terms of Entertainment, Informativeness, Reward and Incentive, Benefit, Loyalty and Irritation. In other words, the mean values of Entertainment, Informativeness, Reward and Incentive, Benefit, Loyalty and Irritation were significantly different ($p < 0,05$) in some Age, Education, Employment, Monthly Income and Going to Supermarket groups. LSD was used to further identify which group or groups in fact differed from the others. The results of the LSD showed exactly which groups were significantly different.

As seen in Table 4, respondents between ages of 36-55 said that if a mobile advertisement has reward and incentive, they will share the contents of the mobile message. The respondents with undergraduate and graduate degrees believe—more than other groups—that mobile ads are informative and have a different approach from other groups towards mobile ad messages with reward and

incentive. Graduates believe—more than other groups—that mobile ads are beneficial. The top group that think received ad messages increase the attention towards the firm is the graduates.

It is concluded that the respondents who are public officers and workers find that mobile ads more entertaining than private sector employees do. The respondents who are public officers and private sector employees said that if a mobile advert has reward and incentive, they will share the contents of the mobile message with their environment more than other employees. Just retailers find mobile ads. Irritating. According to housewives, students and public officers think—more than workers—that ad messages sent to mobile phones improve the attention toward the firms.

It is concluded that the respondents who have over 2500 TL monthly income and who receive 501-1000 TL monthly income, regard the reward and incentive of a mobile advert more than the other income groups.

The respondents going to a supermarket once a month find mobile ads more entertaining than the other groups do. Also this group finds the mobile advertisement messages more beneficial than other groups who go to supermarkets once a week or twice a week do.

The following hypotheses are empirically tested by one sample t-tests which are developed to investigate the consumers' attitudes towards mobile adverts. The Hypotheses and the results of one sample t-tests are as follows:

Table:5 One Sample T Test's Results (Test Value:3.2) (*p<0,05)				
Alternative Hypotheses Generated	Mean	Std. Deviation	t	sig
H3: Consumers find mobile ads entertaining.	3,6158	1,17234	8,073	,000*
H4: Consumers share the mobile advertising message if it has reward and incentive.	3,6429	1,26470	7,970	,000*
H5: Mobile advertising messages attracts the consumers.	3,4382	1,16652	4,648	,000*
H6: Consumers think that mobile advertising messages are more effective than the other ads.	3,3958	1,17178	3,802	,000*
H7: Consumers have a positive view for mobile advertising messages received during shopping.	3,4266	1,11323	4,634	,000*

According to one sample t-tests, respondents have positive attitudes towards mobile advertising. The measure is 1-strongly disagree, 5-strongly agree. Therefore, H3, H4, H5, H6 and H7 are accepted.

Consumers who participate in the survey find mobile ads entertaining, share the message with their environment if it is rewarded and think that mobile advertising messages are more effective than the other ads. Also, consumers have a positive view for mobile advertising messages received during shopping and Mobile advertising messages attracts the consumers.

CONCLUSION

Under the development of technological circumstances, a number of companies have formulated alternative promotion practices. In today's climate, consumers have become mobile consumers; so, it can be said that companies might benefit from mobile advertising in their marketing campaigns. Customers carry their mobile phones with them everywhere. Thus, mobile advertising utilized by companies is an effective way to reach the consumers. If companies manage mobile advertising campaigns with the right strategy, customers will develop a positive outlook towards these campaigns. The implications of this survey suggests that the attitudes towards mobile ads affect positively the viewpoints of the respondents, consumers' attitudes towards mobile ads changes according to demographic features.

Also, other implications of this survey suggests that consumers who participate in the survey find mobile ads entertaining, and share the message with their environment if it is rewarded and think that mobile advertising messages are more effective than the other ad types. Also consumers have a positive view for mobile advertising messages sent during shopping and Mobile advertising messages attracts the attention of consumers. These results are limited by the responses to questionnaire respondents.

Based on these results, it can be said that the consumers who live in the center of Aydın are influenced by the mobile advertising messages in supermarket purchasing. Therefore, the supermarkets can achieve positive results when they send the appropriate message to the appropriate person to develop and submit applications in mobile advertising. Firms in other sectors can internalize these results to develop relationships with existing customers and attract new customers.

To sum up, determining the factors that affect consumers' attitudes towards mobile advertising will help companies manage their marketing strategies.

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