

User preferences in mobile marketing

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Abstract: The aim of the article is to describe the current state of the problem of user preferences in mobile marketing from the perspective of marketing communication. Apart from evaluating the direction of the issue, the article also focuses on the theoretical basis of the issue of mobile marketing. Moreover, the article focuses on the mobile devices market on a global scale, the issue of the use of smartphones, and also describes the current state of the use of mobile devices to consume digital content on the Internet. The aim of the article is to evaluate and predict the possible future direction of this field of marketing.

Keywords: Smartphone, Tablet, Mobile marketing, Mobile devices

JEL Classification: M30; M31

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1. Introduction

Mobile marketing brings many advantages, one of which is a high proportion of mobile devices; other include speed, location-based services and personalization. The main task of mobile marketing is to promote a product or service and to assist in establishing strong relationships with customers. Mobile marketing helps increase human imagination. Not long ago mobile marketing was known only as a supplement to other marketing strategies. Mobile marketing is a phenomenon that have developed gradually, hand in hand with the development of mobile networks, and accompanied by the desire of marketers to communicate with customer in a more efficient way (Jakubiková 2012).

Nowadays mobile marketing is increasingly seen as an expanding kind of marketing, and it can be assumed that it will take on a role of the "future of marketing". Mobile marketing also provides the most effective and the most targeted form of targeting. As reported by Krum (2010) this type of marketing has been establishing itself gradually in the shadow of the development of mobile networks and mobile operators. Its today's face has been shaping over time. We know a large number of factors that make mobile marketing exceptional.

2. Theoretical basis

Mobile marketing is one of the fastest growing marketing communication tools. It should be understood as a form of marketing that is used to promote sales by means of mobile communication (Přikrilová and Jahodová 2010). The main tool of mobile marketing is mobile devices. According to Adamek (2013) these devices are used by many people around the world on a daily basis. Mobile marketing provides an immediate response because it reaches its audience 24/7. Mobile marketing allows consumer to make their purchases online, pay online and find information online.

Mobile marketing is in today's business world immensely popular because it provides convenience when sending advertising messages to individual customers. Marketing activities carried out via mobile devices allow for a direct communication with potential customers quickly, no matter where a customer is located (Thangadurai 2016). According to the author the aim of mobile marketing is to provide customers with information that promote products,

services and ideas with the help of wireless media, thus benefiting all parties. Mobile marketing is somewhat risky because a phone is usually perceived as a private medium. Marketing communication via mobile devices may therefore also cause negative reactions. However, its biggest advantage is its targeting ability according to one's location. This means that advertising text message will be sent only to those customers who are currently located in a given store (Karliček et al. 2016).

According to Dodson (2016) mobile marketing can be defined as the sum of processes that enable organizations to connect and communicate with customers in an interactive and relevant manner through a mobile device or network. Mobile marketing is a link that combines traditional media and digital marketing. According to Vysekalová et al. (2014) mobile devices such as tablets or smartphones provide marketers with one crucial advantage – data collection in real time. Mobile devices allow customers to provide feedback any time it suits them, even when going through an experience with a product or service they have bought. This is a unique and fun way of involving consumers in a research.

Adamek (2013) argues that the advantage of mobile marketing lies in particular in its efficiency and readiness for quick action. Mobile marketing can be also used as a more effective alternative to other marketing techniques since it encourages consumers to buy a product/ service or visit the point of sale. Becker and Arnold (2010) have formulated the benefits that mobile marketing brings from the point of view of mobile communication platforms, like the quick access to information, time-efficient solutions and personalization. The authors also report that since the rapid pace of life consumes a lot of time, time-efficient services are therefore more than welcome.

3. The current state of the issue

One analysis that points out to the growing importance of the issue of mobile marketing is an analysis of the company eMarketer (Statista 2016), which focused its attention on the global proportion of users using their mobile phones to access the Internet. Based on its results it can be stated that in 2015 this figure amounted to the value of 52.70%. According to this analysis, the period between 2016 and 2019 is about to bring a growth of users using their mobile phones to access the Internet by 10.70% to the value of 63.40%, which means an average annual growth at 4.74%.

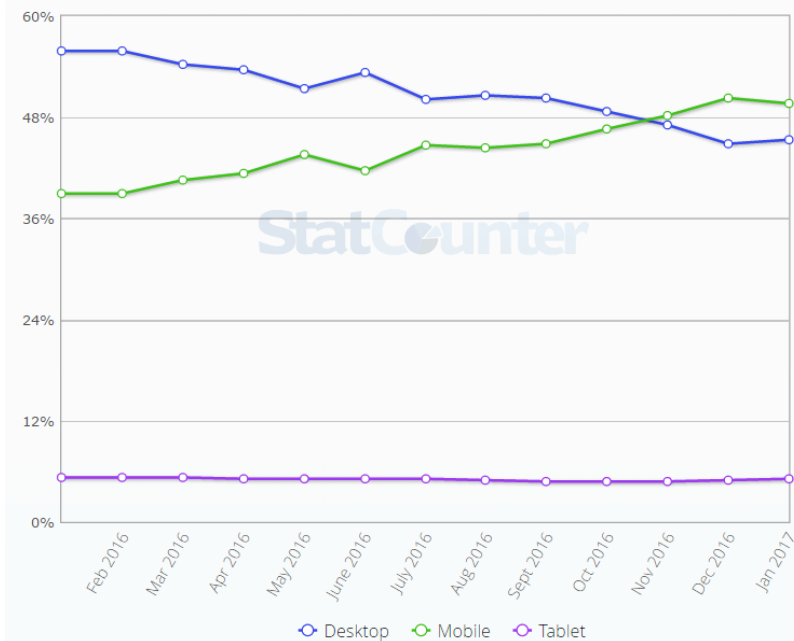
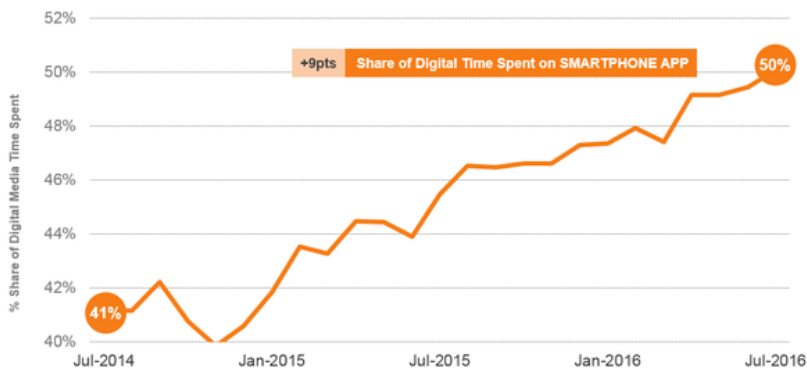


Figure 1. Desktop vs Mobile vs Tablet Market Share Worldwide

The analysis by the company StatCounter (2017) also points to the trend of using mobile devices to access the Internet. Nearly 49.60% of users access (as of 01-2017) the Internet via smartphones (Figure 1). The share of users accessing the Internet via the classic PC represents a value of 45.27%. The share of users accessing the Internet via tablets in this case is 5.13%. In general, it can be stated that the proportion of users accessing the Internet via mobile devices will in the next period continue to grow.

With the growth in popularity of mobile devices preferences of users who consume online content are changing as well. The analysis by ComScore (Lella 2016) published in September 2106 highlights the fact that up to 50% of time spent online is being spent using mobile apps on smartphones (USA). As stated in Figure 2, the year on year comparison of 2014 and 2016 revealed an increase by 9 percentage points. Overall, consumers who consume online content spend 68% of this time consuming online content via smartphones (57%) and tablets (11%). Classic desktop PCs amounted to 34%. It should be noted that mobile devices users spend their online time using various apps. For smartphones the share is 50% in the case of a tablet the share is 9%.



Graf 2. The growth in the share of smartphones on the total time spent consuming online content in the US

Results published by the company Nielsen (Marketingcharts 2016) highlight the importance of mobile devices in terms of consumption of online content for adult users. Specifically, the analysis points to the fact that in Q2 2016 the number of users accessing social networks via mobile devices (30.60%) has exceeded the share of users accessing social networks via classic PC (29.20%) (Figure 3).

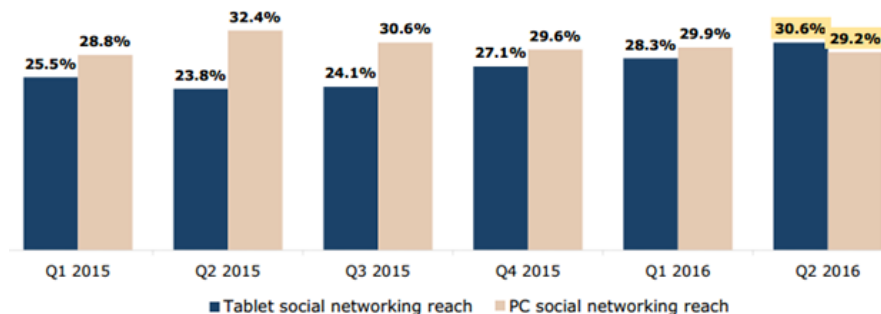


Figure 3. The share of adult social network users in the US by device type

When it comes to e-commerce, mobile devices have been gaining on popularity in this field too, as evidenced by the results of the analysis carried out by the company Monetate (2016) focusing on the website traffic by used devices. Based on the results it can be stated that in Q3 2016 the share of total mobile devices accounted for 52.3% of

all accesses, specifically 40.30% smartphones and 12% tablets. As indicated in Figure 4, the period between Q3 2015 and Q3 2016 saw a significant drop in users accessing Internet via PC, namely the decline in this case accounted to 13.7 percentage points, down to the level of 22.31%.

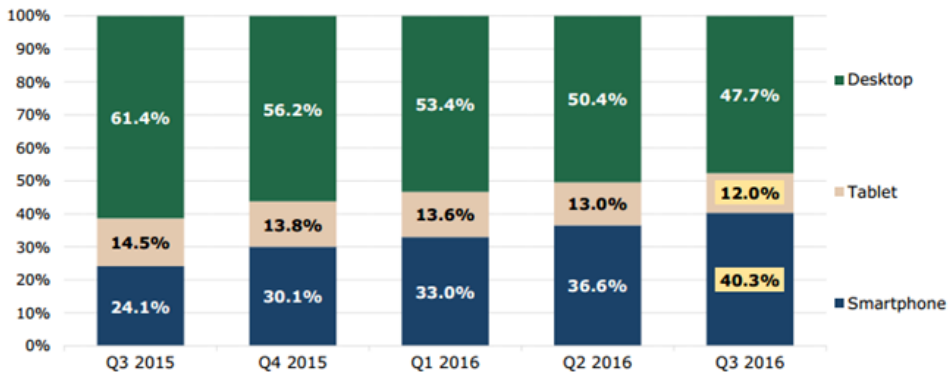


Figure 4. The share of devices types subject of e-commerce use to access website

In the case of the most popular global social network Facebook (2016) it can be stated that in Q3 2016 the proportion of users accessing the social network solely through mobile devices - smartphones and tablets accounted for 59%. For on-year comparison of Q3 2015 and Q3 2016 the growth rate of users using mobile devices accounted for 12% (growth of 25.53%). In the case of a broader comparison of periods between Q3 2014 and Q3 2016 the growth represented a value of 2% (growth of 73.52%). Based on the above described analyses we can expect that the popularity of mobile devices will continue to grow.

4. Conclusion

It can be safely assumed that the mobile devices will be used in the future more often. With the advent of smartphones and tablets, web pages and applications started to be mobile-optimized. It is not necessary to emphasize that in our everyday lives we are increasingly using mobile devices such as smartphones or tablets. Today, virtually everyone has a cell phone – smartphone. That is why the strategy “mobile first” is becoming more and more popular. It allows markets to offer users content in a form that is maximally adapted to this type of device (Pilný 2016).

The user experience and comfort provided by mobile devices is one of the variables behind the popularity of these devices as tools for consuming online content. The trend is also confirmed by the results of the analyzes described above in the text - eMarketer (Statista 2016), StatCounter (2017) comScore (Lella 2016), Nielsen (Marketingcharts 2016), Facebook (2016) and Monett (2016). Mobile phones - smartphones and tablets are seen as an integral part of any marketing activities companies might have.

With regard to marketing activities we consider the findings described above as significant, mainly for managers as well as large and small companies. Mobile marketing is a new marketing communication tool that uses mobile technology for the presentation of goods, services and ideas (Schär et al. 2005). It should be emphasized that mobile technology allows for immediate interaction with target groups anywhere and anytime depending on the geographical location or situation in which a consumer receives a message. All of the above mentioned advantages make mobile marketing an effective marketing communication tool. Mobile marketing is an ideal tool for building a true one-to-one relationship and thus fulfilling individual requirements of consumers.

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