

Identify the significance of the selected mobile marketing tools

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Abstract: The aim of the present article is to identify the most important mobile marketing tools in the application of a sample of respondents. The first part deals with the definition of the basic concepts related to the theory of mobile marketing, m-commerce, mobile applications and trends in the area of mobile marketing. The empirical part of the article includes a survey which focuses on the views and preferences of the respondents for downloading and buying mobile apps on selected platforms for mobile app distribution and other mobile marketing tools. The main objective of the research section is to identify the most important mobile marketing tools. The study also focuses on recommendations for new trends in the use of mobile devices for marketing purposes.

Keywords: mobile marketing, m-commerce, marketing communication

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1. Introduction

Mobile marketing is a relatively new and young topic on the Slovak market. With the continued growth of mobile phone popularity, mobile marketing can be labeled as one of the fastest growing and most targeted marketing methods. Mobile marketing has several important advantages over other forms of marketing, such as: high coverage of the market by mobile phones among people, i.e. penetration, speed, mobility, availability (anywhere, anytime), positioning and much more.

„Recently, the mobile form of marketing has become increasingly popular. Initially, this was just a sms from operators who drew in this form of their customers' side-by-side products, services of various actions. Later on, other companies started sending messages. Nowadays, at the time of smartphones and tablets, Google ads are popular in particular. With the growing popularity of mobile phones, mobile marketing can be labeled as one of the fastest growing and most targeted marketing methods“ (Metke 2010). According to Pasqua & Elkin (2013), the mobile device provides for many people today's 1st digital experience. We regard the Web as their mobile device, as the internet is an integral part of any mobile device. According to Metke (2010) mobile marketing has a lot of advantages. The important advantages of mobile marketing over other forms of marketing are especially promptness and topicality. Metke (2010) says that mobile marketing has many features over other marketing methods. Penetration, which is, cellular coverage around 90% worldwide, and in some countries it has long exceeded 100%. According to Gelomgera (2012), mobile marketing has several important benefits, such as the high market coverage of mobile phones in the population, penetration, speed, mobility and availability (anywhere, anytime), personalization, interactivity, positioning and much more. According to Freya (2005) in addition to the benefits listed above, mobile marketing can also be a significant advantage: high readability - messages sent to a user's mobile phone are read by each user, unlike messages received on a computer where ad messages can be captured in spams. Database creation - getting phone numbers and other valuable customer data which can be very valuable to other marketing activities of the business entity. In addition, we consider the main advantage of mobile marketing, above all, the effectiveness (in terms of high response). Another advantage is the rapid readiness of the action, which can flexibly respond to market needs.

M-commerce and mobile marketing communication

According to Sadeh (2010) the likelihood that the internet will find its way into our purses or in the pocket of our shirt is high. The device we use to access the Internet is getting more and more personal. Already our mobile phones have seen the phone numbers of our friends or colleagues. With the mobile phones our location is monitored. Nowadays, mobile phones are starting to replace our wallets and credit cards, and it is more than that these smart phones become our intelligent assistants who are able to predict our wishes and needs, i.e. automatic taxi check-in and pick-up after business negotiations. According to Rouse (2005) some experts see m-commerce as if, for example, someone finds on WAP a product which engages him and that motivates him to visit the store and buy the product. It is also m-commerce, because it helped to make the decision to buy the product, and it is called "m-aspect". Other practitioners, on the other hand, argue, in principle, that m-commerce is only a matter of incentive, order, but also product payment made directly through the mobile device. Subsequently, the goods are delivered to a courier or downloaded to a mobile phone. According to Reech (2014) a wide range of devices which are compatible with m-commerce is constantly growing. Recently, it has expanded mainly on smartphones and tablets. The growing acceptance of e-commerce provides a solid basis for mobile commerce, which has a very strong, growing potential and strong vision for the future.

According to Leppäniemi & Karjaluoto (2008) businessmen must have a certain framework to assess the impact of different marketing communications options. For this reason, a conceptual framework has been developed, which consists of five categories of factors: consumer, product, communication, situation and response. The factors of the first four objects of this framework should be taken into account when formulating the marketing communication plan and should be able to predict whether or not the communication channel is able to achieve the desired goals. In the process of selecting a marketing communication mix, the characteristics of each communication option should be compared with the current requirements of the marketing communication plan. According to Smith & Taylor (2004) communication goals are important when choosing a communication mix; for example, businessmen need advertising to build brand awareness and require sales support to invite customers to switch to their brand. According to Holm (2006) it is really necessary for marketing communication goals to be tailored to the marketing and goals of the company.

2. Methodology and research results

The main purpose of the survey was to identify and evaluate the use of mobile marketing tools by consumers, their awareness of and the attitude towards these tools, and to indicate to what extent the perception of mobile marketing by consumers is different. As we mainly focused on the preferences of mobile users, the primary criterion and the prerequisite for selecting a research sample was the active use of mobile devices. We focused on the generation of the population, referred to as the "Y generation", people born between 1980-2000. The research sample had the option to fill in the questionnaire in electronic form and was filled out by 182 respondents. We found that the survey had a majority of 62.08% (113) visitors attending between the age category 18-28 years. Respondents who are under aged, responded to the questionnaire in a total of 1.09% (2). The second strongest group of respondents was registered in 36.81% (67) respondents between 28 and 35 years. The questionnaire was determined to respondents from the age 15 to 35, to a so-called "Y generation", we did not include the respondents from another age category.

“According to which criteria you choose to download the application?”

Several options have been enabled for this issue. Most respondents are deciding on the download application based on the charging criteria (86). In the second place, the answer was the need, which affects up to 68 respondents. In the third place, we've seen a response which says the app's, which affects up to 64 respondents. Recommendation affects up to 52 respondents, 18 respondents are affected by the media, and 5 respondents by other reasons.

Table 1. Summary statistics of key variables

	N	%	N	%
Rating	64	35,2	64	35,2
Charging	86	47,3	150	82,5
Recommendation of the acquaintances	52	28,6	202	111,1
Reviews in the media	18	9,9	220	121
Criterion of the need	68	37,4	286	158,4
Others	5	5,5	291	163,9
Overall	394	100,00	394	

“What kind of apps you prefer in terms of charging?”

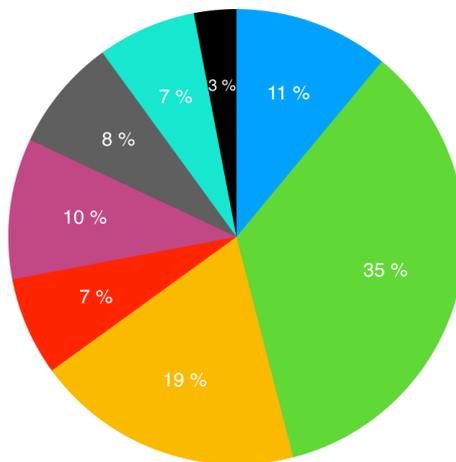
The majority of the respondents, 96.7% (176), decides to apply free apps when downloading the application. Only 3.3% (6) of the respondents will download the app which has paid content, and none of our respondents used to download paid apps. According to this, charging plays a very important role in downloading the application.

Table 2. Summary statistics of key variables

	N	%	N	%
Free app	176	96,7	176	96,7
Paid app	0	0	176	96,7
In-app purchase	6	3,3	182	100
Overall	176	100,00	182	100

“What kind of app you are willing to pay for? (Divided into categories in app stores)”

- social media
- useful and productive apps
- music and fun
- lifestyle and shopping
- games
- sport and health
- news and magazines
- other



“What amount of money you are willing to pay for the app?”

The majority of the respondents, 42.9% (78) are willing to pay for an application from 1€ to 3€. In the second place, the respondent seemed to accept an acceptable amount of money up to 0.99€, which is represented by 36.3% of the respondents (66). 14.3% (26) of the respondents would not pay for an app, thus the amount is 0€. 3.3% (6) of our respondents are willing to play 4€ - 6€ for an app and so like 3.3% (6) of our respondents are willing to spend 7€ for an application.

“How many of the apps you actually use in your smartphone?”

48 of the respondents use almost all the applications in their mobile phones. 19.8% (36) of the respondents use the vast majority of their applications, representing about 64-79% of the total number of applications. 34.1% (62) of the respondents use approximately half of the downloaded applications. 9.9% (18) of the respondents use less than half of the applications, and the same value is found also in the case of respondents, who use only a few of their apps in their mobile phones, thus from 1% to 19% of the apps.

“Would you like to receive only the requested advertisement, information using the application on your smartphone?”

Almost half, 48% (88) of the respondents consider it correct to receive advertising information only for the application of their smartphone, 22% (40) of the respondents tend to be so, which means that the over-majority of our respondents have a positive relationship to the requested advertisement. 11% (20) of the respondents can not assess their relationship to the requested advertisement. 12% of the respondents (22) has a negative attitude towards the requested smartphone ad, and 7% (12) of the respondents certainly did not request the ad on their smartphones.

“Do you consider advertising, information content in a mobile app to be useful when making a decision?”

Advertising content in a mobile app is considered to be useless by 31% (56) of our respondents, and 9% (16) of the respondents are inclined to a negative attitude towards ad content in the app. Up to 19% (34) of the respondents were unable to assess the usefulness of this ad content. There are 15% (48) of the respondents who has a positive relationship to advertising and information content, and 26% (48) of the respondents also think that the information and advertising content in the mobile app is useful.

“How do you perceive advertising sms?”

The overwhelming majority of our respondents, 52.7% (96), perceive the advertising sms rather negative, also 20.9% (38) of the respondents have a very negative relation to this mobile marketing tool. Nearly 20% (34) of the respondents fail to assess the relationship to advertising sms, and we believe that this may be due to the fact that these sms' do not receive or subtract their mobile devices. Only 6.6% (12) of the respondents perceive this mobile marketing tool to be positive and a few of the respondents 1.1% (2) perceive this tool very positive.

“Are you familiar with the mobile marketing tool - NFC technology?”

The NFC technology, which also belongs to the mobile marketing tools, is identified by 13% (24) of the respondents. 17% (30) of the respondents replied that they heard about this technology. We can not evaluate the answer by up to 15% (28) of the respondents, because they have not heard about this technology but on the other hand they use it. 31% (56) of the respondents are not familiar with this technology, and 24% (44) of the respondents certainly do not know this technology, which means that 55% of the respondents have not heard about this technology yet.

“How do you perceive the QR code as a mobile marketing tool?”

Our respondents' attitude to QR codes is different, but it is not very positive from the point of view of the effectiveness of mobile marketing. Almost the half, which is 41% (80) of the respondents notice the QR code, but they rarely scan it. Up to 28% (54) of the respondents have not seen the QR code, or if they have noticed it they have not scanned it, in these cases the effectiveness of these mobile marketing tools is lost. The answers of 16 people (8%) are can not be judged. A very positive result is that 14% (28) of the respondents scan this mobile marketing tool at least if they are interested and they find it useful. Only 2% (4) of the respondents scanned the QR code almost every time if they see it.

“Which of these mobile marketing tools do you use most often?” (Multiple answer option)

Using a question with multiple possible responses to the use of individual mobile marketing tools, we found that up to 54% (104) of the respondents did not, resp. do not use any of the mobile marketing tools. In the second place, the mobile marketing tool - QR code was placed with 44 respondents (23%), which is a very positive result, because we see those codes more often and it is probably on the right way to the future. 17% (34) of the respondents use advertising sms, resp. they regularly started to use smartphones, we know about their favourite tools from question no.11. NFC technology is used by 4% (8) of the respondents, although it is part of smartphones, probably not everyone knows about this method and do not use them. 2% (4) of the respondents use all the above mentioned mobile marketing tools.

2. Conclusion

Mobile marketing and its most important tools that have been the subject of a survey are a relatively new topic in Slovakia. By analyzing the selected mobile marketing tools and surveys, we have identified the impact of mobile marketing tools on respondent purchasing decisions. Mobile marketing tools and the mobile marketing itself are building a positive image and involve a great deal of people. From the overall results of our survey, we can conclude that despite the fact that the respondents are not informed about the mobile marketing tools and the mobile marketing itself, this type of marketing is on its rise and it is widespread. Respondents are actively looking at the most widely used mobile marketing tools, and although the results were not very positive, we expected that a larger number of respondents would know and use this type of marketing, yet we have found that our respondents are beginning to notice this type of marketing and also to use it actively. We present mobile marketing by using a number of significant marketing tools. We have found that the most popular mobile marketing tool used by the respondents is the QR code, which is very useful. People notice it, though not all of them are actually using it so far. For our respondents, the most important role is not to successfully present the application, instead of they focus mainly on the price and quality and that is why these factors should be at the forefront. Although the results suggest that mobile marketing tools are starting to be used efficiently and overall mobile marketing is becoming famous among the Y generation, but it is necessary to develop this marketing communication and its popularity among the consumers by continually following the trends and in this achievement of modern times, perhaps even being inspired by foreigners.

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