



**The impact of mobile marketing on consumer decision-making, brand equity and customer relationships: A UKZN student perspective**

**By**

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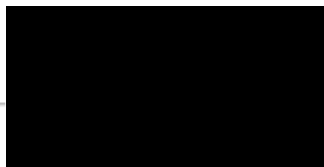
# DECLARATION

## DECLARATION

I, Rutendo Masiva declare that

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I would like to thank my Heavenly Father for the strength, grace and wisdom to embark on this journey. This was not an easy journey at all, as I faced quite a number of challenges on the way but his grace was sufficient and it kept me strong and determined.

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## **DEDICATION**

Firstly, I dedicate this project to the Almighty God for the gift of life, the grace and strength to embark on this journey. If it was not for him, this research was not going to be possible.

Secondly, I dedicate this study to my family members, friends and work colleagues for the prayers, love and support they gave me throughout this project.

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## **ABSTRACT**

The rise of new technology continues to present marketers with new ways of marketing their brands to consumers and mobile marketing has become part of these new advertising mediums. A number of issues continue to rise with regard to the effectiveness of mobile marketing as a means of enhancing communication and customer relationships and its effectiveness as a promotional tool. Therefore, the aim of this study was to determine the perceptions of UKZN students towards the use of mobile marketing, the impact of mobile marketing on their purchase decisions and also the perceptions of UKZN students in terms of the efficiency of mobile marketing in building brand awareness, brand image and customer loyalty.

The other aim of the study was to uncover the perceptions of students regarding the use of mobile marketing and developing a certain understanding of the effectiveness of mobile marketing when targeting young consumers such as students. A sample of 359 students from the University of KwaZulu-Natal's Westville campus was drawn for data collection using the simple random sampling technique. The data was analysed in order to test the hypotheses of the study and the researcher utilised both descriptive and inferential statistics.

The results of this study show that there exist significant intercorrelations among the key dimensions (types of mobile marketing, convenience, credibility, informativeness, entertainment, attraction and retention, consumer-decision making, brand equity and customer relationships) of the study relating to UKZN students. It was also revealed that there is no significant difference in the perceptions of UKZN students, varying in biographical profiles (gender, age, race, educational level and college) regarding each dimension of the study (types of mobile marketing, convenience, credibility, informativeness, entertainment, attraction and retention, privacy, consumer-decision making, brand equity and customer relationships). The results also show that students believe that mobile marketing has an impact on their purchase decisions. The recommendations generated from the results of this study provide insight into how marketers can use mobile marketing to successfully target university students.

## TABLE OF CONTENTS

DESCRIPTION	PAGE
TITLE PAGE	i
DECLARATION	ii
ACKNOWLEDGEMENTS	iii
DEDICATION	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	xi
LIST OF TABLES	xii

### Chapter One: Introduction and Overview

1.1	Introduction	1
1.2	Background of Study	1
1.3	Statement of the problem	3
1.4	Contribution of the study	3
1.5	Research objectives	3
1.6	Research questions	4
1.7	Hypotheses of the study	5
1.8	Rationale	5
1.9	Limitations of the study	6
1.10	Summary Outline Per Chapter	6
1.11	Conclusion	7

### Chapter Two: Literature Review

2.1	Introduction	8
2.2	Marketing defined	8
2.3	Promotion	9
2.4	Challenges of Traditional Media	10
2.5	Mobile marketing defined	11

2.6	Types of mobile marketing	12
2.6.1	Short Message Services	12
2.6.2	Multi-media Services	14
2.6.3	Mobile Web Applications	15
2.6.4	Quick Response barcodes	16
2.6.5	Interactive Voice Response	17
2.6.6	Mobile Banner advertisements	18
2.6.7	Bluetooth/Proximity Marketing	18
2.6.8	Location-based Marketing	19
2.7	Convenience and ease of accessing mobile marketing	20
2.8	Credibility of mobile marketing	21
2.9	Informativeness of mobile marketing communication	22
2.10	Entertainment	23
2.11	Attraction and retention of mobile marketing messages	24
2.12	Privacy Concerns	24
2.13	Effectiveness of Mobile Marketing as a promotional tool	27
2.14	Advantages of mobile marketing	29
2.15	Disadvantages of mobile marketing	32
2.16	Consumer attitude towards Mobile Marketing	33
2.17	Acceptance of Mobile Marketing	35
2.18	Consumer-decision Making	37
2.19	Brand awareness and perceived quality through mobile marketing	40
2.20	Enhancing brand image through mobile marketing	42
2.21	Mobile marketing impact on consumer loyalty	42
2.22	Mobile marketing's impact on customer relationship management	43
2.23	Conclusion	44

### **Chapter Three: Research Methodology**

3.1	Introduction	46
3.2	Problem Statement	46
3.3	Objectives of the Study	46

3.4	Research Design	47
3.5	Research Approach	48
3.6	Study Site	49
3.7	Target population	49
3.8	Sample	49
3.9	Sampling method	49
3.9.1	Non-probability sampling	49
3.9.2	Probability sampling	50
3.10	Sample Size	50
3.11	Data Collection Methods	52
3.12	Data Quality Control	53
3.12.1	Validity and Factor Analysis	53
3.12.2	Reliability and Cronbach's Coefficient Alpha	53
3.12.3	Pilot Testing	54
3.13	Data Analysis	54
3.13.1	Descriptive Statistics	54
3.13.1.1	Frequencies and Percentages	55
3.13.1.2	Measures of Central Tendency	55
3.13.2	Inferential Statistics	55
3.13.2.1	Pearson Correlation	55
3.13.2.2	Kruskal- Wallis T-test	56
3.13.2.3	Kruskal-Wallis Analysis of Variance (ANOVA)	56
3.14	Ethical Considerations	56
3.15	Limitations	57
3.16	Conclusions	58

#### **Chapter Four: Presentations of Results**

4.1	Introduction	59
4.2	Presentation of Results	60
4.2.1	Descriptive Statistics	60
4.2.1.1	Biographical Details of Respondents	60
4.2.1.2	Importance that UKZN students attach to the key dimensions of the study	66



4.2.2	Inferential Statistics	72
4.2.2.2	Key dimensions of the study and biographical variables	75
4.3	Statistical Analysis of the Questionnaire	79
4.3.1	Validity of the questionnaire	79
4.3.2	Reliability of the questionnaire	84
4.4	Conclusion	85
<b>Chapter Five: Discussion of findings</b>		
5.1	Introduction	86
5.2	UKZN students' perceptions of the key dimensions of the study	86
5.2.1	The perceptions of UKZN students on the use of mobile marketing	87
5.2.1.1	Types of Mobile Marketing	87
5.2.1.2	Convenience and Ease of Accessing Information	89
5.2.1.3	Credibility of Mobile Marketing	90
5.2.1.4	Informativeness of Mobile Marketing Communication	91
5.2.1.5	Entertainment	92
5.2.1.6	Attraction and Retention of Mobile Marketing Messages	94
5.2.1.7	Privacy Concerns	95
5.2.2	Impact of Mobile Marketing on Consumer decision-making	96
5.2.3	Building Brand Equity Using Mobile Marketing	97
5.2.4	Enhancing Communication and Customer Relationships through Mobile Marketing	99
5.3	Summary Analysis of the Key Findings of the Study	100
5.4	Conclusion	103

## **Chapter Six: Recommendations and Conclusion**

6.1	Introduction	105
6.2	Recommendations Based on the Results of the Study	105
6.2.1	Types of Mobile Marketing	105
6.2.2	Convenience of Mobile Marketing	106
6.2.3	Credibility	106
6.2.4	Informativeness	107
6.2.5	Entertainment	107
6.2.6	Attraction and Retention	108
6.2.7	Privacy Concerns	108
6.2.8	Consumer Decision-making	109
6.2.9	Brand Equity	109
6.2.10	Customer Relationships	110
6.3	Recommendations for future research	112
6.4	Conclusion	112
	References	xiii
	Appendix 1: Questionnaire	xxxi
	Appendix 2: Ethical Clearance Approval letter	xxxvii
	Appendix 3: Data Analysis	xxxvi

## **LIST OF FIGURES**

<b>NO.</b>	<b>TITLE OF FIGURE</b>	<b>PAGE</b>
2.1	Consumer Decision-making Process	38
4.1	Composition of Sample: Gender	62
4.2	Composition of Sample: Age	63
4.3	Composition of Sample: Race	64
4.4	Composition of Sample: Educational level	65
4.5	Composition of Sample: College	66
6.1	Recommendations for Successful Mobile Marketing to University Students	111

## LIST OF TABLES

NO.	TITLE OF TABLE	PAGE
3.1	University of KwaZulu-Natal, Institutional Intelligence Reports: Student Registration by College and Campus	51
4.1	Frequency distribution of biographical variables	61
4.2	Descriptive Statistics: Key dimensions of the study	67
4.3	Correlation: Key Dimension of the study	73
4.4	Kruskal-Wallis One-way ANOVA: Key Dimensions of the Study and Gender	75
4.5	Kruskal-Wallis One-way ANOVA: Key Dimensions of the Study and Age	76
4.6	Kruskal-Wallis One-way ANOVA: Key Dimensions of the Study and Race	76
4.7	Mean Analyses: Key Dimensions of the Study and Race	77
4.8	Kruskal-Wallis One-way ANOVA: Key Dimensions of the Study and Educational Level	78
4.9	Mean Analyses: Key Dimensions of the Study and Educational Level	78
4.10	Kruskal-Wallis One-way ANOVA: Key Dimensions of the Study and College	79
4.11	Kruskal-Wallis One-way ANOVA: Key Dimensions of the Study and College	80
4.12	Validity of Questionnaire: Factor Analysis	80
4.13	Overall Reliability of the Questionnaire: Cronbach's Coefficient Alpha Reliability Statistics	84

4.14	Overall Reliability of the Questionnaire: Cronbach's Coefficient Alpha	85
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## **CHAPTER ONE**

### **INTRODUCTION AND OVERVIEW OF THE STUDY**

#### **1.1 INTRODUCTION**

Challenges and marketing opportunities can be created through innovation. An example is mobile media which has the potential to surpass traditional communication by supporting one-to-one, many-to-many, as well as mass communication (Metric, 2009). Personal digital assistants and mobile devices enhance the frequency, availability and speed of communication. The technology that is linked to these devices continues to grow whilst giving marketers the opportunity to communicate with current and potential consumers anytime and anywhere. These mobile technologies now have a very critical impact on current business activities (Dean, 2005). The high transmission of short message services (SMS) helps marketers to analyse usage behaviour and provides them with insight into the potential of mobile communication services. The Mobile Marketing Association (2006) defines mobile marketing as a way in which marketers use wireless mediums to present customers with information that is personalised, sensitive to location and time, thus promoting their ideas, goods and services. Mobile marketing continues to evolve and is becoming more significant in the retail environment (Shankar and Balasubramanian, 2009). However, there are many issues of concern associated with mobile marketing which include privacy invasion, its effectiveness, consumers' attitudes and the influence that it has on consumer decision-making.

The study seeks to understand four important key dimensions which are:

- 1) Factors affecting consumer attitudes towards mobile marketing
- 2) The impact of mobile marketing on consumer decision-making
- 3) Building brand equity using mobile marketing
- 4) Enhancing communication and customer relationships through mobile marketing.

#### **1.2 BACKGROUND OF STUDY**

In recent times, there has been improvements in mobile technology and the combination of data, audio and video context in one mobile device has increased the usage of other mobile devices (Deans, 2005). Consequently, these improvements in mobile technology made

communication and information sharing more flexible. Furthermore, Deans (2005) argues that the ability of attaining the information anytime and anywhere triggered the improvements of mobile devices lately. Grant and O'Donohoe (2007) also emphasises that mobile marketing and services have become a strong source for marketing distribution and communication. Consequently, Generation Y has been considered a vital market segment because it is making more independent purchase-related decisions due to the greater income that they have at their disposal.

The youth have become more knowledgeable and genuine which now requires more innovative marketing strategies with which to target them (Stewart and Pavlou, 2002). Generation Y consumers are wiser when it comes to technology than the past generations (Cant, Brink and Machado, 2005). One vital feature of marketing to this market segment is that these young consumers are able to stay loyal to these brands even into adulthood. Stewart and Pavlou (2002), therefore, argue that the attainment and entertaining of customers while they are still young will help in increasing the importance of customers. Moreover, with regards to mobile marketing which requires mobile devices, Generation Y can help towards establishing the importance of mobile marketing through their devices.

It has been argued by Kaplan (2012) that short message services (SMS) are the most successful form of mobile communication. According to Grant and O'Donohoe (2007), good text advertisements are short, entertaining, funny, eye-catching and informative. Moreover, text messages have to have an attractive idea which should be conveyed concisely, utilise language that can be easily understood by the target market and also display how one could stop receiving extra messages if one so wishes. Additionally, when marketers target young consumers such as students, they have to make the messages entertaining to capture their attention (Grant and O'Donohoe, 2007). According to Vodacom (2010), SMSs have become common among university students in South Africa and the number of SMSs being sent is approximately equal to the amount of voice calls being made. Research that was carried out in South Africa by SA High-tech (2013), indicates that university students have a strong addiction when it comes to their mobile phones and believe that mobile phones improve their social and academic lives. According to Deloitte (2013), a significant proportion of mobile service usage in South Africa is the youth. Vodacom (2010) affirms that mobile service providers in South Africa are becoming more mindful of potential in this youthful market and are willing to invest more in this market.

### **1.3 STATEMENT OF THE PROBLEM**

The rise of new technology continues to present marketers with new ways of marketing their brands to consumers and mobile marketing has become part of these new advertising mediums. A number of issues continue to rise with regard to the effectiveness of mobile marketing as a means of enhancing communication and customer relationships and its effectiveness as a promotional tool. Therefore, the researcher seeks to determine the attitudes of UKZN students towards the use of mobile marketing, the impact of mobile marketing on their purchase decisions and also the perceptions of UKZN students in terms of the efficiency of mobile marketing in building brand awareness, brand image and customer loyalty.

### **1.4 CONTRIBUTION OF THE STUDY**

In recent times, there has been a rise in the usage of the Internet and mobile phones amongst students in South Africa which makes it an important area of research in order to evaluate the impact that mobile marketing has on the students (Donga, 2017). This study is imperative because it will contribute towards the existing scholarly literature, as a study of this nature has not been extensively researched from a university student perspective. Undeniably, a number of studies have been done on mobile marketing (Baratcu, 2007; Chen and Hsieh, 2012; Grant and Stephanie, 2007) and how it can be used by marketers to promote their goods and services, but a few studies (Donga, 2017; Hofacker, De Ruyter, Lurie, Manchanda and Donaldson, 2016) have focused on its effectiveness and the perceptions of the tertiary student consumers towards this technique. Additionally, this study will also expand the knowledge base on how mobile marketing can be used by marketers when targeting young consumers such as students.

### **1.5 RESEARCH OBJECTIVES**

1. Determine the perceptions of UKZN students on the use of mobile marketing. In this regard, the study will:
  - 1.1 Determine whether the type of mobile marketing influences UKZN students' attitudes towards mobile marketing.
  - 1.2 Determine the perceptions of UKZN students on the convenience and ease of accessing mobile marketing contents.
  - 1.3 Investigate whether UKZN students perceive mobile marketing content as a credible source of information.



- 1.4 Determine UKZN students' perceptions regarding the informativeness of mobile marketing message contents.
  - 1.5 Ascertain whether UKZN students view mobile marketing contents as entertaining.
  - 1.6 Uncover whether the use of mobile marketing enhances the attraction and retention of message contents.
  - 1.7 Investigate whether privacy concerns influence UKZN students' acceptance of mobile marketing.
2. Determine the impact of mobile marketing on UKZN students' purchase decisions.
  3. Determine the perceptions of UKZN students in terms of the efficiency of mobile marketing in building brand awareness, brand image and customer loyalty.
  4. Investigate whether UKZN students perceive mobile marketing as an effective means of enhancing communication and customer relationships.

## **1. 6 RESEARCH QUESTIONS**

1. What are the perceptions of UKZN students of the use of mobile marketing? In this regard, the sub-questions of the study include:
  - 1.1 Does the type of mobile marketing influence UKZN students' attitudes towards mobile marketing?
  - 1.2 What are the perceptions of UKZN students on the convenience and ease of accessing mobile marketing contents?
  - 1.3 Do UKZN students perceive mobile marketing content as a credible source of information?
  - 1.4 What are UKZN students' perceptions regarding the informativeness of mobile marketing message contents?
  - 1.5 Do UKZN students view mobile marketing contents as entertaining?
  - 1.6 Does the use of mobile marketing enhance the attraction and retention of message contents?
  - 1.7 Do privacy concerns influence UKZN students' acceptance of mobile marketing?

2. What impact does mobile marketing have on UKZN students' purchase decisions?
3. What are the perceptions of UKZN students in terms of the efficiency of the mobile marketing in building brand awareness, brand image and customer loyalty?
4. Do UKZN students perceive mobile marketing as an effective means of enhancing communication and customer relationships?

### **1.7 HYPOTHESES OF THE STUDY**

In this study, two hypotheses will be measured using inferential statistics. The hypotheses are outlined below:

#### **Hypothesis 1:**

There exists significant intercorrelations among the key dimensions (types of mobile marketing, convenience, credibility, informativeness, entertainment, attraction and retention, consumer-decision making, brand equity and customer relationships) of the study relating to UKZN students respectively.

#### **Hypothesis 2:**

There is a significant difference in the perceptions of UKZN students, varying in biographical profiles (gender, age, race, educational level and college) regarding each dimension of the study (types of mobile marketing, convenience, credibility, informativeness, entertainment, attraction and retention, privacy, consumer-decision making, brand equity and customer relationships) respectively.

### **1.8 RATIONALE**

The purpose of this study is to uncover the perceptions of students regarding the use of mobile marketing. The study aims to identify the positive and negative issues that are associated with mobile marketing and how marketers can best use this approach to their benefit when promoting their products and services to younger consumers like students. Additionally, the study intends to provide an in-depth insight into the influence that mobile marketing has on the consumer's decision-making. There is need for developing a certain understanding of the effectiveness of mobile marketing when targeting young consumers such as students, thus, making this another aim of this study.

## **1.9 LIMITATIONS OF STUDY**

Since students were the target population, it was not easy to recruit the participants because university students have busy academic and social schedules. Many students were not interested in filling out questionnaires as they found it annoying. Another limitation was that of time which is a constraint and usually leads to errors when analysing the data received. Furthermore, the study was limited to Westville campus only where there is no College of Humanities. Furthermore, the data collection method that was used in this study was an online questionnaire which had a low response rate.

## **1.11 SUMMARY OUTLINE PER CHAPTER**

### *Chapter One: Introduction and Overview*

Chapter One provides a summary of the study. The background of the research, research objectives, problem statement, research questions and the contribution of the study are presented. Furthermore, the hypotheses, rationale and the limitations of the study are also discussed in this chapter.

### *Chapter Two: Literature Review*

This chapter reviews literature that is related to mobile marketing and shows the authors that are in support of mobile marketing and those that are not. The chapter also provides an analysis on the perceptions of other university students towards mobile marketing based on the research that was conducted by other scholars. A detailed discussion of the key dimensions of the study is also provided.

### *Chapter Three: Research Methodology*

In Chapter Three, the research methodology is presented. The chapter discusses the research approach, research design, the sampling technique, target population, data collection techniques and the other facets that pertain to the research methodology.

### *Chapter Four: Presentation of Results*

This chapter focuses on the presentation of findings that were obtained from this study. Furthermore, the chapter outlines the statistical methods that were used by the researcher in order to make data analysis possible. Tabular and graphical representations were used to report

the findings of the study. The results and relationships are highlighted under the headings of descriptive statistics and inferential statistics.

#### *Chapter Five: Discussion of Results*

In this chapter, the data collected for this study is interpreted and discussed against the research objectives of the study. In this chapter, the findings of the study will be compared to, and contrasted with, the results reported by other scholars in the field.

#### *Chapter Six: Recommendations and Conclusion*

This is the final chapter of the study and provides recommendations to marketers on the effective use of mobile marketing when targeting university students. Recommendations for future researchers are also presented and the researcher draws conclusions based on the findings that were obtained.

### **1.11 CONCLUSION**

This chapter provides the reader with an insight on how, where and why the study will be conducted and the tools that will be employed in expediting this study. The next chapter will provide a literature review into the theoretical aspect of the research with regard to the perceptions of students towards mobile marketing.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

Marketing is an important element that can never be ignored in every company. Goods and services need to be exposed in order for customers to know about them and make decisions about acquiring them (Armstrong, Kotler, Buchwitz, Trifts, and Gaudet, 2015). Consumers cannot buy products or brands that they do not know. Thus, the main aim of marketing is to make the products known and being able to provide satisfaction to consumers. Moreover, marketing is not just important for the business people but it also helps the consumers to make their purchase decisions. In this era, technology keeps evolving and this has also caused a lot of changes in terms of consumer preferences (Ali and Talwar, 2013). Therefore, it becomes important for marketers to keep up with these changes for them to remain profitable. Over the years, marketing has been used as a tool to assist businesses in achieving their goals and it will continue to be essential.

#### **2.2 MARKETING DEFINED**

A number of definitions have been presented over the years and Armstrong, Kotler, Buchwitz, Trifts, and Gaudet (2015) define marketing as a planning process and executing the conception, promotion, pricing and distribution of ideas, services and goods to create exchanges that satisfy organisational and individual goals. Therefore, this process consists of four parts which are evaluating and satisfying the needs of the consumer, using exchange processes that benefit both parties, using more effective and profitable ways than competitors and having managerial processes that are efficient (Armstrong *et.al.*, 2015).

In marketing, organisations need to understand that, in order for them to survive over the long term, they need to make sure that their customers are satisfied with their products (Keefe, 2008). Failing to satisfy the needs of the consumers will not just cause problems to the firm but they also end up losing their customers. Consequently, customer satisfaction becomes the most critical goal of marketing. Levens (2010:25) defines customer satisfaction as “the feeling that a product has met or exceeded the customer’s expectations.”

Marketing can be viewed as an activity of determining the needs of consumers and providing different services and goods to those consumers so as to satisfy their needs. Fundamentally,

marketing is the carrying out of business activities that facilitate the movement of services and goods to consumers from producers (Keefe, 2008).

## **2.3 PROMOTION**

Promotion is one of the elements of the marketing mix which has the mandate of boosting awareness among consumers with regard to their products, building brand loyalty and ways of getting higher sales (Isoraite, 2016). Therefore, promotion can be considered as an element that assists in spreading information and influencing the purchase decision process. In the effort of understanding what promotion is, it is important to consider the elements such as sales promotion, advertising, personal selling, direct marketing and public relations.

Over years, consumers and businesses have come to appreciate advertising as an important marketing communication tool. Advertising has been defined as a process in which an organisation communicates to a target population about its products through mass media (Keller, 2013). The organisation can use posters, television, radios, outdoor displays and newspapers to pass on their message. Keller (2013) asserts that the television is the most powerful medium that marketers can use which has the ability to allow for sight, sound, motion and reaching a large group of audiences all at once. Furthermore, the attributes of the product can also be presented along with the benefits in a convincing way. Big audiences are able to get the promotional messages in a very short space of time. However, the major challenge when using this medium is that there is a lot of clutter which might result in consumers ignoring or even skipping advertisements.

In terms of print media, newspapers and magazines are the most popular print media which marketers can use when advertising. According to Keller (2013) it is very important for a consumer to engage with the advertisement and magazines can offer that since there are highly engaging. Moreover, it is also regarded by consumers that adverts that are found in magazines provide full information about products, are less disturbing and are more honest (Keller, 2013).

The flexibility of the radio makes it a powerful medium for advertising. Radio adverts can reach very large groups of geographically spread audiences in a very short space of time and at a low cost. However, customers might not understand the product since the radio has no visual image, customers usually want to see the products that are being advertised for them to be convinced (Rad, Akbari, Ghorabi and Motevaselian, 2014).

Furthermore, marketers can use outdoor advertising which includes posters and billboards to advertise their products. A large number of people can be reached when advertising on posters and billboards. The ability of this marketing tool to transmit vigilantly enlightening messages to target population makes it very essential for marketers (Rad, Akbari, Ghorabi and Motevaselian, 2014).

## **2.4 CHALLENGES OF TRADITIONAL MEDIA**

Since the development of the internet and the mobile phone technology, the traditional media has been facing a lot of challenges. Firstly, there is no instant feedback due to the non-personal nature of traditional media and there is one-way communication, whereby, customers cannot provide their suggestions on the products being advertised (Keller, 2013). Therefore, it becomes a challenge on how companies get feedback from the target audience.

Traditional media is more expensive and it is not data driven which makes it difficult for marketers to know how many potential customers they would have reached. Traditional media tends to be highly regional and does not have a global reach (Woodcock and Johnson, 2019). According to J'den (2019), traditional media is not very convincing and enough to engage with millennials hence using digital marketing can yield better results.

Another challenge is that marketers need to come up with brand-building communications that are effective (Rad *et.al.*, 2014). Every important element needs to be incorporated to attract the potential customers. These elements include exposure, comprehension and persuasion. Most consumers skip advertisements and making the advert more appealing can make audiences pay attention to it (Woodcock and Johnson, 2019). Hence, it is a challenge to marketers to design brand-building communications using traditional media. They have to make sure that their communications reach the target market in a very good persuasive manner that will trigger sales (Woodcock and Johnson, 2019).

As the traditional marketing channels suffer various levels of decline, mobile marketing is undergoing triple-digit growth annually and has become one of the contemporary marketing channels (Stefanone, Yue and Toh, 2019). Mobile marketing continues to stand out among other mediums. Its ability to provide brands with a way to reach their target demographics throughout the day instead of just when they are at a computer, watching TV or reading a magazine makes it more effective (Hadadi and Almasafir, 2015). Improvements in mobile technology have made communication and information sharing more flexible. Dean (2005)

states that the ability of attaining the information anytime and anywhere has recently triggered the improvements of mobile devices. It has also been noted that the mobile devices have become a vital channel that marketers can use because of the potential of interacting with consumers, managing customer relationships and for target marketing purposes (Deans, 2005).

Donga (2017) reported that 45 million users of mobile phone devices were recorded out of the estimated population size of 49.99 million people in South Africa. Grant and O' Donohoe (2007) also emphasises that mobile marketing and services have become a strong source for marketing distribution and communication. Marketing initiatives, via mobile devices, offer companies a chance to directly communicate with consumers anywhere and anytime. Furthermore, the extensive growth of mobile marketing has made marketers acknowledge the use of mobile advertisements as an important marketing format (Mobile Marketing Association, 2010).

## **2.5 MOBILE MARKETING DEFINED**

According to Kaplan (2012), mobile devices such as tablet computers and telephone devices have turned out to be fundamental in people's lives and it is hard to function without them. It becomes clear that mobile devices play a significant role in the marketing environment. It is not easy to reach certain marketing segments due to the busy schedules that people nowadays have but targeting the consumers using their mobile devices is a good idea. Personal digital assistants and mobile devices enhance the frequency, availability and speed of communication. Nevertheless, the technology that is linked to these devices continues to grow whilst giving marketers the opportunity to communicate with current and potential consumers at any time and any place. Persuad and Azhar (2012) argue that regardless of the prompt growth of mobile technologies within the marketing area, just a few scholars have paid attention to mobile marketing and its recognition. Now the question still stands on how mobile marketing has been defined by the scholars who have focused on the topic.

According to Kaplan (2012), mobile marketing is any activity that is related to marketing and conducted through an ever-present network to which customers are continually linked using their own mobile device. Mobile Marketing Association (2006) defines mobile marketing as a way in which marketers use wireless mediums to present customers with information that is personalised, sensitive to time and location, whilst promoting their ideas, services and goods. Merry (2004) also defines mobile marketing as a two or multi-way communication used by firms to promote their offers to customers by using mobile technologies, channels and devices.



Subsequently, the increase in the accessibility and use of mobile technologies within industries is providing new income potential for organisations and mobile commerce is considered as the most important contributing factor (Hameed, Shah, Ahsan and Yang, 2010). Therefore, the above argument makes mobile marketing a topic of interest to many scholars and marketers. According to Bluemelhuber, Carter and Lambe (2007: 62) mobile marketing is “a systematic planning, implementing and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products where the primary point of contact with the consumer is via their mobile device”. Tong, Luo and Xu (2020), the prevalence of mobile usage data has provided unprecedented insights into customer hyper-context information and brings ample opportunities for practitioners to design more pertinent marketing strategies and timely targeted campaigns.

Additionally, Rosenkrans and Myers (2012) assert that mobile marketing is when marketers send marketing messages to convenient devices using a coordinated download or over-the-air wirelessly. These convenient devices make it easy to access consumers which makes scholars like Dean (2005) advocate that the ability of attaining information anytime and anywhere triggered the recent improvements of mobile devices. This allows marketers to use these devices because of the potential of interacting with consumers, managing consumer relationships and for target marketing purposes. According to Ververidis and Polyzos (2002:26), mobile marketing can also be defined as “all the activities required when communicating with the customer through the use of mobile devices in order to promote the selling of products or services and the provision of information about these products and services”.

Barutcu (2007) states that mobile commerce is viewed as any transaction with a financial value that is executed via mobile communication networks. Subsequently, mobile phones develop their ability to store video content and downloaded music which proves the importance of the phones to younger consumers. This alone shows that there are quite a number of advantageous factors that drive the use of mobile marketing.

## **2.6. TYPES OF MOBILE MARKETING**

### **2.6.1 Short Message Services (SMS)**

Companies consider the short message service as a dependable way of sending personalised messages to customers. Boyle (2013) articulates that text messaging is more efficient in

building relationships that are personal compared to other channels. It has been argued by Kaplan (2012) that short message services (SMS) are the most successful form of mobile communication. According to Grant (2007), good text advertisements are short, entertaining, funny, eye-catching and informative. Moreover, text messages have to have an attractive idea which should be conveyed concisely, utilising a language that can be easily understood by the target market and also display how one could stop receiving extra messages if one so wishes (Bakr, Tolba and Meshreki, 2019).

According to Vodacom (2010), SMSs have become common among university students in South Africa and the number of SMSs being sent is approximately equal to the amount of voice calls being made. Research that was carried out in South Africa by SA High-tech (2013) indicates that university students have a strong addiction when it comes to their mobile phones and believe that mobile phones improve their social and academic lives. Trappey and Woodside (2005), have argued that the younger consumers are the ones that are more receptive and respond in a positive manner when it comes to SMS direct marketing. Short Message Service is a common form of communication among university students who form an important proportion of the youth in South Africa (Donga, 2017).

Marketers enjoy a number of benefits because text messaging is an immediate, relatively cheap and more intimate way of communicating with customers. According to Pousttchi and Wiedemann (2006), marketing campaigns that were done in Europe show that SMS marketing is an effective tool for enhancing brand loyalty, building brand awareness and changing brand image. Companies like McDonalds have offered competitions and quizzes via SMS in the past in order to increase their sales amongst young consumers and raise brand awareness. Another example is when Estee Lauder invited customers to receive free samples using SMS coupons that were sent to their mobile phones as a way of promoting its new products (Kim and Jun, 2008). The viral effect that mobile messages has is also another advantage to the marketers. The low cost and easy to use factor makes it easy for consumers to forward messages to their friends.

When marketers embark on SMS campaigns, they can use different types of messages to reach consumers. These include personalised, interactive or even plain messages. Personalised mobile marketing is when marketers sent tailor-made promotional messages to mobile devices based on a grouping of user parameters such as preferences, demographic profile, content or

context (Xu, 2007). Personalisation gives the marketers a lot of benefits such as influencing consumer attitudes towards an advertisement, maintaining their relationships with their customers and also enhancing their marketing performance of the company (Venkatesh, 2015).

However, there are also drawbacks when using short message services. Creating attractive and informative content can be a challenge to the marketers since the SMS is limited to a text-only format and only 160 alphanumeric characters (Okazaki and Taylor, 2008). Marketers also need to get permission from their target customers for them to send messages.

### **2.6.2 Multi-media Services**

Multi-media service (MMS) is similar to SMS but provides users with the opportunity to send pictures, videos and audios. Therefore, it is considered as an improved version of Short Message Services (Blum, 2006). This higher level of personalisation permits users to deliver voice messages and add more context to their message than using text alone. MMS does not limit the length of your message like SMS and users can send longer messages with different styles with no limitations to any character. MMS is also a cheap way of communicating with customers and many marketers are using it to advertise their goods and services (Barutcu, 2007). MMS messages are particularly useful in viral campaigns, whether encouraging participants to use their phones to create content (photographic, audio, or video) or encouraging users to pass on these messages.

Marketers are able to incorporate multimedia marketing with social websites to build lasting customer relationships. Brand awareness is also created which increases the revenue of the company (Mobile Marketing Trends, 2011). Furthermore, it helps in building loyal clientele by making sure that they have all the knowledge about a company's products and services. It is also easy to forward a particular multimedia message to many people, especially when the marketers have great bargains and discount prices. After sending these messages, marketers are also able to track the interest of consumers to their advertisements which helps them make changes if the consumers are not responding in a positive way (Al-Turjman and Al-Turjman, 2020).

However, there are some drawbacks when using this type of mobile marketing. MMS is a more costly messaging service and is not always supported on all phones. Owing to the fact that there are no standard screen sizes across all mobile devices, MMS messages may display differently on different phone models. Therefore, the issue of viewing is a challenge when it comes to

MMS and pictures may show differently on the recipient's phone, thus losing all the details sent by the marketers (Mobile Marketing Trends, 2011).

### **2.6.3 Mobile Web Applications**

Mobile applications are actual applications or software that are downloaded and runs on mobile phones (Khosrow-Pour, 2010). The Mobile Marketing Association (2008) states that mobile applications are a speedily developing sector of the global mobile market. These applications allow consumers to stay connected to businesses even if they are offline. The mobile application presents users with rich experiences and functionality which ranges from videos, maps, as well as games. Mobile applications have proved to be a great tool for mobile marketers as these are innovative and offer the user a host of features (Park and Park, 2020).

Marketers are able to build stronger brands when using mobile applications because these applications offer consumers awareness of and communication with the brand (Deng, 2019). The continuous interaction between the marketers and their target market helps in the development of trust. Trust will lead to loyalty and consumers will commit to brands (Purcell, 2011). Other benefits of using mobile apps are that users are easily informed about new offers and products, messages can reach younger demographics and they also stand out from competition. Mobile applications can also provide marketers with location data which indicates the locations of consumers who are more interested in their goods and services (Park and Park, 2020). Moreover, marketers are able to secure a strong presence in the market and give consumers that assurance that they are readily available. Connecting with customers is so easy when using mobile applications (Deng, 2019).

Customer service is very important when it comes to business and marketers should always ensure that their customers are always satisfied with their services and goods. Due to the changes in technology, mobile applications are now the game-changers rather than face-to-face communications (Hoehle and Venkatesh, 2015). These mobile apps can provide consumers with information about the product at any time, even in the middle of the night, when a consumer can make a decision to purchase the product after getting all the information on the mobile app (Schreffier, 2011). Therefore, it can be argued that mobile apps help marketers to improve customer service which subsequently leads to customer satisfaction and increased sales (Hoehle and Venkatesh, 2015). In the United Kingdom, Coca-Cola used a mobile marketing campaign to further build their brand at the London 2012 Olympic games. The campaign leveraged mobile apps, mobile web, SMS and this helped in creating brand

awareness (Park and Park, 2020). According to Goi and Ng (2011) young consumers' perceptions on mobile applications is positive. This shows that they use the mobile applications more often.

#### **2.6.4 Quick response barcodes (QR Codes)**

A quick response barcode (QR code) is a convenient way that companies can use to market their services (Robinson, 2010). When advertising goods and services, marketers use different media platforms such as newspapers and magazines. For example, if an advertisement is placed in a newspaper, it should include a QR code. When a marketer provides this visual code, prospective customers can use their smartphones to scan it, thus taking the user to a web address where all the related information about that offer will be displayed. QR codes can also be used by marketers to track the behaviours of their potential clients (Khosrow-Pour, 2010). The QR code was developed by the Japanese firm, Denso Wave, in 1994. It is a two-dimensional matrix barcode which consists of a wide selection of product content such as videos, URLs and images. This code can be on any advertising media or product and customers are able to access all the content with their mobile phones.

Most US marketers have started to use Quick Response (QR) codes in spreading mobile marketing messages (Ryu and Murdock, 2013). Ryu and Murdock (2013) state that the number of US consumers that are preferring to use QR codes when they are shopping has been increasing since 2011. Furthermore, in the study that was done by Ryu and Murdock (2013), the consumer's intent to embrace the QR code was positively affected by the ease of use, enjoyment and perceived usefulness. Thus, marketers are able to use QR codes through mobile marketing communications to create pleasant and interactive store environments that appeal to target consumers. Consequently, it is the consumers' needs that should be prioritised and the QR code has proven to be the next marketing invention that satisfies the consumers' desire for convenient, smart and experiential shopping through their phones (Kuyuku, 2019).

Marketers are at an advantage when they use the QR code because it provides convenient and fast access to consumer interaction (Mobithinking, 2013). Companies can attach QR codes to any object at very low cost and incorporate it into any media which immediately connects them to customers. Moreover, consumers can also enjoy the benefits of using a QR code because they can get detailed product information, do online purchases and also receive promotional offers (Kuyuku, 2019). In a study done by Demir, Kaynak and Demir (2015) shows that most college students use QR codes for making purchases and accessing additional information.

This type of mobile marketing is being considered by a number of marketers all over the world because of the benefits it brings to the company. As stated by Ryu and Murdock (2013), retailers use QR codes due to the low cost involved in making them and also the less time that is required for changes to be done to various communication. QR codes can also help the marketers to determine or gauge the customer interest in their products. Therefore, marketers can easily get feedback on their marketing campaigns and determine how the customers are receiving them. According to Al-alak and Alnawas (2011), QR codes have high acceptance from consumers as it is in form of pull marketing and it depends on consumers' willingness to access information through it. Ryu and Murdock (2013) also suggest that the consumers find QR codes easy to use and regarded them as useful.

### **2.6.5 Interactive voice response**

Interactive Voice response (IVR) is a computerised voice system that permits consumers to interrelate with a voice menu (Pousttchi and Wiedemann, 2010). Users can respond to voice prompts by speaking or by using their phone keypad. IVR provides mobile marketers with another response channel as an improvement to SMS. IVR services are rapidly being adopted in a wide range of mobile marketing campaigns or services. The most commonly used IVR services are live contests and recorded services (Khosrow-Pour, 2010). The Interactive Voice Response can be used for better customer service as customers can easily ask questions and get quick responses that are useful. Furthermore, with IVR, calls are answered on the first ring, which in turn reduces customer wait-time and reduces call volumes, which saves time for both the customer and company (Creamer, Davis, Jaiswal and Moore, 2014). It reduces human errors such as transferring calls to the wrong departments. The IVR systems also saves money and time because this system replaces the work that is required by at least five people (Ryu and Murdock, 2013). This helps improve the customer service which can lead to customer satisfaction.

IVR systems are always accessible to customers, irrespective of day or time. Marketers are sometimes restricted by office hours, holidays, and breaks which limits their availability but IVR systems are always at the customer's disposal (Wang and Shih, 2013). Therefore, customers have unlimited access to the company and can receive services at any time. Moreover, IVR systems can create a better image for the company through using automated systems (Tong, Luo and Xu, 2020).

IVR systems allow for remarkable personalization that supports the creation of better relationships with customers (Copulsky, 2019). IVR systems are usually automated with information of a particular caller and this makes customers feel special and enhances their loyalty (Copulsky, 2019). Callers can be identified by name and the system can share information that is specific to that caller. Furthermore, IVR systems have many language options which makes it convenient for customers with different linguistic preferences. However, the IVR system has certain menus that are very long and too difficult to understand which sometimes creates problems for customers (Khosrow-Pour, 2010).

### **2.6.6 Mobile Banner advertisements**

According to Wang and Chang (2013), banner advertisements display their advertisement information on mobile browsers that are usually hyperlinked to the websites of advertised products. Banner advertisements use an unobtrusive banner which pops up on the top or at the bottom of the screen. Furthermore, these adverts depend more on brand recognition because there will not be any space to explain the details.

There are quite a number of mobile banner advertisements. Firstly, mobile banners have indepth targeting options which allow marketers to market and advertise on the same page whilst still targeting the correct target audience. The mobile banners are also available at lower costs which allows small businesses to advertise their products at a limited budget and still be able to compete with bigger businesses (Carlson and Stan, 2020). Therefore, marketers are able to increase their brand visibility at an affordable cost. Purcell (2011) states that mobile banner formats have been reinforced by a large number of publishers. Given the fact that mobile web browsing is increasing every year, this can be a great opportunity for businesses to reach an extensive audience with a single tool (Carlson and Stan, 2020). According to Confos and Davis (2016), young consumers are always on social media and they are exposed to these mobile banner advertisements.

However, mobile banner advertisements have limited space as they are usually placed at the top or bottom of the page and are very small. It is a challenge to put a lot of information about the brand due to the limited space (Sung, 2012). This is a drawback for the marketers as they are limited in terms of content and struggle with creativity of the banner messages.

### **2.6.7 Bluetooth/Proximity Marketing**

Bluetooth is a short-range, wireless technology that permits users to download content, applications and any other data to their mobile phone (Sung, 2012). Mobile marketers can use

Bluetooth to deliver ringtones, wallpapers and games whenever a consumer walks past a billboard or kiosk (Hunter, Sprigg, Meijers, Wurster and Jacobs, 2019). Bluetooth can be particularly attractive to some wireless users because, unlike SMS and MMS, there are no airtime or data charges. Marketers can consider using this especially if the marketing campaign is targeting demographics that are price-sensitive (Purcell, 2011).

This type of marketing helps in customizing the type of advertisements a user will receive and most of it is based upon the geographical location of the user (Hunter *et.al.*, 2019). This is an effective form of marketing as it helps in delivering relevant information to the user and it helps in filtering the advertisements which might not be useful to the user (Ryu and Murdock, 2013).

There are quite a number of benefits that marketers can enjoy when using this type of marketing. There is complete measurability with Bluetooth marketing unlike some marketing campaigns that do not offer this attribute (Poulopoulos and Kalampogia, 2019). Marketers are able to determine the success of their campaign since they are able to trace how many people would have received their messages and purposefully downloaded their content (Khosrow-Pour, 2010). Another advantage of Bluetooth marketing is that it can be targeted to a definite location, event or group at any particular time (Poulopoulos and Kalampogia, 2019). Marketers can easily build relationships with their potential customers by sending interactive content that they can download for free. Customers can easily consider this type of marketing because it comes to them at zero cost and only if they have accepted it (Hunter *et.al.*, 2019). It is also unique, unusual and exciting (Sung, 2012).

### **2.6.8 Location-based marketing**

Location-based marketing is an imperative initiative that mobile marketing companies should prioritise and incorporate in their marketing strategies. Resch (2014) states that location-based marketing is a direct marketing approach which uses the location of a mobile device to inform the holder of the device about offers from businesses close by. Location-based marketing gives advertisers the opportunity to get in touch with their customers wherever they make purchases and send their advertisements through the media on a geographically targeted basis (PalosSanchez, Saura, Reyes-Menendez and Esquivel, 2018). The main aim of location-based marketing is to draw the end users' attention and subsequently turn them into customers. Resch (2014) states that in location-based marketing, the user gives the marketer his/her consent to use his/her current location. Location-based marketing is also used as a way of connecting the gap between online and physical customer experiences. The data that is gathered through



location-based marketing should be protected, used, shared and stored properly without violating the privacy of the consumer (Mago, 2017).

The major advantage of location-based marketing is that it is highly geographically targeted and customers will be closer to products and services of the company (Tsai, Wang, Yan, and Chang, 2017). Customers are able to receive marketing messages and offers at any given time, based on their location which reduces their search costs whilst simultaneously increasing their shopping efficiency (Persuad and Azhar, 2012).

With the ability of getting new customers, location-based marketing also helps marketers to get to know their customers in a better way. Location-based marketing helps to remove barriers to sales. Once a customer is physically close to the store, it becomes a bit easier to persuade them to buy from the company (Sung, 2012).

Results of location-based marketing efforts can be easily measured. Location-based services can provide information about the number of people who have checked-in at a certain area or business, those that check-in more often and the number of people that would have used an offer (Fields, 2011). This kind of information can be very useful in evaluating the success of one's location-based marketing program. As discussed above, each type of mobile marketing has its own advantages and marketers should also consider the disadvantages of each. The convenience and ease of accessing these types of mobile marketing is an issue that also should not be ignored by marketers when planning their marketing campaigns.

## **2.7 CONVENIENCE AND EASE OF ACCESSING MOBILE MARKETING**

The convenience and ease of accessing mobile marketing has made it more appealing for both marketers and consumers. Consumer convenience is one of the most important parts of mobile marketing and has brought positive results to marketers who have placed more attention on it (Holland, 2010). Mobile devices have become part of consumers lives and they make everything easier. These mobile devices help marketers to easily reach their customers which is a great opportunity to the companies (Cheng, Gaur and Rahim, 2020). The convenience of mobile marketing cannot be denied. Unlike other marketing mediums, companies are able to market to a broad number of consumers at a low cost (Kaplan, 2012). Furthermore, marketers can quickly get feedback from their target market which is very convenient because they can still alter their services based on what the customers want (Cheng *et.al.*, 2020).

Companies that have considered mobile marketing and use SMS and MMS have managed to promote their goods in a highly cost-effective manner. These messaging services are efficient and a single text message allows multiple recipients to be informed about products and services (Bakr *et.al.*, 2019).

Consumers now find it easy to make purchase decisions since the marketing messages will be readily available on their mobile phones (Bakr *et.al.*, 2019). This has been an advantage to marketers because it creates positive consumer attitudes towards mobile marketing (Shankar, Venkatesh, Hofacker and Naik, 2010). Making payment has also become easier for the consumers because of the latest mobile payment facility. Customers will not need to walk around with cash whenever they want to make a payment (Khrais, 2020). Furthermore, consumers can keep this information handy and use it whenever they want to. An example is downloading a coupon on a phone and using it to get a discount when making a purchase (Khrais, 2020).

Marketers all over the world are appreciating and considering the potential of mobile marketing and its convenience which can give them better results (Sharma and Goyal, 2019). Synovate (2009) states that mobile marketing is a powerful marketing tool in America because it is able to reach more than 82% of all the Americans, wherever they are and at any time.

The scope of content for a mobile message is basic and simple due to the screen sizes of the mobile phones. Simpler content will make it easy for consumers to understand, thus creating positive attitudes towards mobile marketing (Persuad and Azhar, 2012). Consumers can easily forward promotional messages to their friends. Therefore, the ease of accessing mobile marketing has a positive impact on the attitudes of customers towards mobile marketing (Eneizan, Mohammed, Alnoor, Alabboodi, and Enaizan, 2019).

## **2.8. CREDIBILITY OF MOBILE MARKETING**

Credibility refers to consumers' view of the brand as being legitimate and truthful when it is being advertised (Xu, 2007). According to Punyatoya and Durgesh (2011), message credibility influences the consumers' attitude towards accepting mobile marketing. The credibility factor in today's consumer culture shows that customers are mindful of company's commercial objectives and therefore engage in a company's initiatives with full knowledge (Lou and Yuan, 2019).

Furthermore, the value of mobile marketing can only increase when consumers perceive high credibility. Chowdhury, Parvin, Weitenberner and Becker (2006) state that credibility has been acknowledged as the most important factor impacting mobile users' attitude toward mobile marketing.

Consumers can develop a negative attitude towards mobile marketing if they experience any confusion from complex advertisements, thus, messages should be straight forward and understandable (Kaplan, 2012). There are a number of factors that manipulate the credibility of an advertisement and these include the way the advert is being portrayed, the credibility of the company and the brand that is being promoted. However, the marketing medium that is used is also important and influences the credibility of the brand that is being advertised. Aaker (2009) also affirms that credibility is about the level in which an organisation is viewed as an endorser and specialist in an industry. It also integrates honesty and capability to convey what the brand promised, the lasting loyalty and reliability of the communicated brand and the real brand performance. Therefore, the most important factor of ensuring credibility is to let consumers know of the objectives of the advertisements of the company and connect them with the plans of the company (Visentin, Pizzi, and Pichierri, 2019).

Credibility is very critical and should be considered as the first element when creating mobile marketing messages. Building credibility is crucial and ensures that the mobile marketing messages are believable to mobile users (Karjaluo and Alatalo, 2007). As discussed previously, honesty is very important when one wants to achieve credibility. The issue of attempting to show perfection and the failure to provide truthful information in mobile marketing has resulted in consumers not believing mobile marketing messages. Marketers should always consider the scepticism of audiences and ensure that their messages have some credibility (Visentin *et.al.*, 2019).

## **2.9 INFORMATIVENESS OF MOBILE MARKETING COMMUNICATION**

Xu (2007) defines informativeness as a state of rendering helpful or intriguing information. Informativeness considers a reliable reference of product information and the ability to provide information that is up-to-date (Maseke, 2020). Informativeness is very important to consumers and plays a unique role in mobile marketing. It has the ability to convey beneficial information that a consumer can use when deciding on their next purchase (Aramendia-Muneta and OlartePascual, 2019). Marketers can use mobile marketing to send messages that are informative to their customers at lower costs (Bracket and Carr, 2001). Consumers expect to

have all the information they need to make a purchase decision, therefore, all the marketing messages need to be very informative (Maseke, 2020).

Informativeness is critical to the success of mobile marketing and any information that is sent to the consumers through mobile phones should indicate qualitative features such as timeliness, accuracy and usefulness to the consumer (Siau and Shen, 2003). It has a huge impact on the behavioural intentions of the consumer towards mobile marketing. Therefore, messages should be relevant, appropriate, exact and useful (Aramendia-Muneta and Olarte-Pascual, 2019). Any mobile marketing messages that are not informative are considered as inappropriate, thus, making the whole campaign irrelevant (Maseke, 2020).

Mobile marketing messages with quality information will always have a positive influence on the customer's perceptions of the company and the company's products.

## **2.10 ENTERTAINMENT**

Entertainment that the mobile marketing messages provide has been considered very crucial and has an overall impact on consumers' attitude towards the product (Xu, 2007). Most mobile users consider their phones as a source of entertainment, therefore, mobile messages should be funny and entertaining in order to grab the attention of the mobile user. According to Richard and Meuli (2013), entertainment is regarded as the ability of delivering pleasure and enjoyment to consumers through their mobile phones. Entertainment has been considered as a key factor that creates customer value in the communication process with the consumer (Persuad and Azhar, 2012). Barwise (2002) further states that messages that are entertaining, can be viewed as attention-grabbers and such messages usually go viral. The entertainment tools that are available on the mobile phone such as games, music and visuals make mobile marketing a unique media tool that can bring effective results. It can be noted that entertainment is another factor that influences attitudes toward mobile marketing (Persuad and Azhar, 2012).

Xu (2007:51) states that "the higher the entertainment factor of the mobile advertising messages, the higher the perceived value of the advertisement is to the consumer". Katterbach (2002) also states that most research that was conducted revealed that messages that are funny and concise instantly grab the attention of the consumer. Therefore, entertainment is a critical factor for mobile marketing since it directly affects the consumer's attitude towards mobile marketing. In support of this, Lu and Su (2009) argue that entertainment can also contribute towards the acceptance of mobile marketing by the potential customers. Customers' enjoyment

and emotions related to mobile marketing play the greatest role in accounting for their overall attitudes towards mobile marketing content (Scholz and Duffy, 2018). According Nasco and Bruner (2008), any marketing message which is funny, entertaining, informative and is targeted to the relevant group, is more likely to increase purchasing intentions.

Marketers should always make an effort to ensure that all their messages have an entertaining factor in order for them to create positive consumer attitudes towards mobile marketing (Xu, 2007). When an advertisement appears, mobile users should not just see it but they should enjoy it as they would when watching a film or listening to music. Furthermore, entertainment can also add value and improve the level of customer loyalty (Scholz, and Duffy, 2018). A study done by Murillo (2017) shows that entertainment has a strong effect on millennials assessment of advertising value. This shows that the entertainment quality of mobile ads is very important to millennials.

## **2.11 ATTRACTION AND RETENTION OF MOBILE MARKETING MESSAGES**

Attraction and retention of messages is also an important factor when it comes to consumers' attitudes toward mobile marketing. Messages that are sent to consumers should be attractive enough for them to engage with the advertisement (Mostafa and Eneizan, 2018). Moreover, customers should also be able to use these messages whenever they want to (Xu, 2007). Messages that are easy to access and informative can provide consumers with all the information they need at any time, hence, creating positive attitudes towards mobile marketing (Mostafa and Eneizan, 2018).

Consumers are attracted to messages that are clear, comprehensive and that showcase the reason that they should purchase the product that is being advertised (Strom, Vendel, and Bredican, 2014). Mobile marketing allows marketers to send persuasive messages that contain both visual and verbal aspects to their customers (Donga and Zindiye, 2018). Creative messages are effective and should be directed to a specific target market with a certain benefit claim that attracts the attention of the mobile user (Donga and Zindiye, 2018). It should not be ignored that customers are always looking for solutions to their problems and the benefits that a product can offer them (Varnali and Toker, 2010). Therefore, messages that are creative and presented in the rightful manner will always be appealing to consumers and persuades them to buy the product (Donga and Zindiye, 2018).

Mobile marketing messages are permission-based, thus making them attractive to customers because they know they have control over receiving messages and can opt out at any time (Gratton, 2010). Moreover, the content of the advertising message plays an effective role in attracting users whereas repeating the message might have a major negative impact on its acceptance (Stal and Paliwoda-Pękosz, 2018).

## **2.12 PRIVACY CONCERNS**

In mobile marketing, the perceived risk and uncertainty is very high, therefore, trust becomes an issue since it influences the consumer's purchase intentions (Saeed and Bekhet, 2018). According to Bleier, Goldfarb and Tucker (2020), privacy concerns may exert positive effects on data-driven marketing by stimulating privacy innovation and providing a source of competitive advantage.

Privacy is regarded as the level to which individual knowledge is not known by other people (Pousttchi and Wiedemann, 2010). Gratton (2010) states that, unless this technique is monitored carefully, it will extremely become intrusive. Therefore, it becomes important for marketers to research mobile marketing in order to ascertain the perceptions of consumers. In support of this, Gratton (2002) asserts that if the consumer concerns about privacy are neglected and not attended to, the growth of mobile marketing may be affected since consumers will be trying to protect themselves from such advertising. Consumers believe that services, such as personalised advertising, do have a lot of benefits but can also come with a risk since it requires them to disclose some personal information which can make them vulnerable (Bleier, Goldfarb and Tuckerc, 2020). O'Connor (2005) states that the issue of privacy becomes a problem and many consumers try to solve the problem by not disclosing any information that they are requested to or by not being honest in their responses. Subsequently, these fears may not only limit growth of mobile marketing but may also be a wasted effort to the marketers since they will not be able to effectively target consumers due to lack of information (Bleier, Goldfarb and Tuckerc, 2020).

The development in mobile marketing diffusion faces many challenges that are related to technology, infrastructure and personal factors. Policy makers, advertisers and mobile phone users are faced with the views of mobile marketing communications as interfering, irritating and causing a risk to an individual's privacy (Maseke,2020). Most consumers are hesitant in trusting mobile marketing because anticipated risk concerning the safety of their information and privacy (Brown, 2006). Despite the fears of interference into an individual's private space,

mobile spam also causes concerns connected to the use of location and individual data by service providers when they are personalising mobile marketing messages (Krafft, Arden and Verhoef, 2017). Martin, Borah and Palmatier (2017) argue that consumers with strong privacy concerns have a general negative attitude to all forms of personalized communication.

With this issue of privacy, Pousttchi and Wiedemann (2010) state that consumers are uncomfortable and uncertain about businesses that use mobile marketing, hence, making it the major reason that affects consumers' acceptance of mobile marketing. Consumers see individual privacy as a serious issue that cannot be played around with. This issue is closely connected to attaining consumer trust which will allow a smooth communication between the marketer and consumer (Donga and Zindiye, 2018). In the case of mobile marketing, consumers still feel threatened and are not willing to share their personal information with marketers. However, it has been argued by Brown (2006) that consumers can reveal their personal information if marketers are able to present them with some remuneration in return and if consumers trust the marketer to protect their personal information. Furthermore, Sultan and Rohm (2005) postulate that serious consideration of the consumers' privacy has to be done by companies that use mobile marketing especially with regards to the personal information implicated and the mobile payment methods. Therefore, all the marketing campaigns that will be done need to address the issue of privacy and assure customers that they will be protected.

The main concern that consumers have is that the same mobile device that they will be using for social networks, games and location-based services will be same device that they will be using to do mobile commerce and mobile banking with (Waugh, 2010). This compromises their privacy and security. Waugh (2010) further argues that the privacy of consumers is highly interrupted by mobile marketing and it causes severe threats in terms of an individual's location, choices, identity and information. Recently, there have been a lot of advancements in the technologies of mobile phones and a number of technology mergers (Bailey, Pentina, Mishra and Mimoun, 2017). Such an environment that has improved technologies also draws in a lot of legal systems and these legal systems usually fail in protecting ethical issues of marketing and guarding users from risk caused by uncontrolled mobile marketing approaches utilised by marketers (Waugh, 2010).

According to Park (2004), there are certain issues that marketers need to consider when it comes to the privacy of their potential customers. Firstly, there is an issue of choice wherein only customers, who agree to engage with the marketers through mobile marketing, should be the

ones that receive the messages. Secondly, customers should have control and opt out if they no longer want to receive any mobile marketing messages. Moreover, the consumers should also be in a position of constraining the messages that they receive on their phones (Bailey, Pentina, Mishra and Mimoun, 2017). In a study done by Donga and Zindiye (2018), it was established that trust and privacy concerns are the most influencing factors affecting consumers' willingness to participate in mobile marketing.

Most people regard their mobile phones as personal devices that they use for different things which include socialising and communicating with their friends whilst still being able to keep control of the use of their phones. On this note, it is very important for marketers to consider the privacy and security needs of consumers when devising marketing plans. A balance has to be maintained in an effort to achieve the marketing plan objectives and making customers to participate in the marketing initiatives. Subsequently, marketers have to recognise all the factors that influence consumer acceptance of all the advertisements that are done through mobile phones (Maseke, 2020).

According to Mishra (2000), traditional media is able to deliver promotional messages to large populations but it is not competent enough in targeting the exact audience. However, mobile marketing has the ability to target consumers accurately and enables marketers to modify their products according to the preferences of the customer (Donga and Zindiye, 2018). This mobile channel is very competent because it does not just help the marketers in targeting the correct target audience but it also allows them to reach the potential customers at any time and at any place with no restrictions (Waugh, 2010). Consequently, in order for this marketing medium to be effective, consumers should give marketers their personal information which can be used in constructing the customer profiles needed for targeting (Sharma and Goyal, 2019). The rising recognition of this kind of marketing that requires personal information is making customers to be more mindful of how marketers are using their personal information. Furthermore, Barnes (2002) states that this personal device is always where the user is, making consumers easily accessible.

### **2.13 EFFECTIVENESS OF MOBILE MARKETING AS A PROMOTIONAL TOOL**

Promotion is the aspect of marketing that pertains to the messages about a brand or a product to potential customers (Li and Stoler, 2007). Companies use different tools to assist the conveyance of both, the unpaid and paid promotional methods. Every tool that is used has its special way to get to customers and attain the objectives of communication (Tong *et.al.*,2020).



Mobile marketing continues to be regarded as one of the advertising mediums that is capable of cutting through clutter and intermingle with the customer directly (Ghai and Rahman, 2018). Subsequently, more attention and interest continues to be placed on the use of mobile channels as an effective way of advertising to consumers (Eze, Chinedu-Eze, Bello, Inegbedion, Nwanji, and Asamu, 2019). There are certain features that the mobile device has that makes it a good marketing medium for all stakeholders. The personal nature and mobility of the mobile device differentiates it from electronic devices such as personal computers and television, with implications that are crucial to the retailers. Compared to televisions, billboards and radios, a mobile device is a regular companion of the customer (ThaeMin, 2007). It can be considered as a personal accessory which is not shared and can act as access to a close relationship between the retailer and the consumer (Ghai and Rahman, 2018). Additionally, the device is regarded as portable, making it an ideal channel for virtual retailing as well as physical retailing. Jensen (2007) further articulates that the adoption of mobile devices can allow retailers and consumers to do business more efficiently, thereby reducing price dispersion and enhancing supply efficiency. The SMS advert messages are usually viewed more often and can help in increasing brand recall and association which leads to generating customer intentions to purchase (Li and Stoler, 2007).

Keefe (2008) argues that mobile marketing enables marketers to instantly follow the success of their campaigns and also provides opportunities on how to become more accurate about place, whilst looking for ways in which advertisements can be conveyed to the consumers. Moreover, mobile marketing has been recognised as the only medium that allows for direct interaction without place and time boundaries. In support of this, Haig (2002) also states that mobile phones are the only individual devices that people own, thereby making it possible to interact and target individually. Consequently, due to the high potential of innovation and creativity of mobile marketing, it becomes vital for markets to understand the behaviours of the consumer in mobile a commerce medium. These reactions and attitudes of the consumers are vital for the success of mobile commerce. In terms of the consumers, personalised advertising seems to be adding more value and improving their experiences. Mobile marketing is providing marketers with a real opportunity to get a high response rate than traditional media (Johnston and Leduc, 2015).

Marketers are also at an advantage when using mobile marketing because of localisation. Localisation simply means that marketers are able to use the geographical position of a mobile user to target him/her as a potential customer based on his/her location. Consumers usually use

different products which can be based on where they stay, therefore, using location to target potential customers can be a big advantage to the marketers. In support of this, Sultan and Rohm (2005) state that these devices that can be hand held can let marketers convey messages that are personal, location-specific and context-specific to potential customers. With, the ability to express personal information such as beliefs, fashion, interests and experiences the mobile device can be a very powerful tool for marketers (Sharma, 2008). Furthermore, Sharma (2008) also states that a mobile device can symbolise a membership to a certain social group.

These unique qualities of a mobile channel illustrate the advantages of using phones for marketing communications. These devices are wireless which implies that they do not rely on a particular place or a specific time but rather they are convenient and can be reached at any time. Karjaluoto (2007) argues that the key benefit of mobile marketing is mobility as the channel is instant and personalised. In a study done by Donga (2017), the findings indicate that mobile marketing is effective and marketers can use it as a tool by which they can develop their designs, advertising and marketing efforts.

Evidently, mobile marketing is attaining recognition with developments in wireless technology and the usage of smart phones. Despite the fact that mobile marketing is increasing at a high pace, Haghirian (2005) states that prospective consumers do not have opportunities to convey their feelings towards mobile marketing. In support of this, Leppaniemi (2004) states that majority of the research that were done with regards to mobile advertising failed to pay attention to what consumers think and feel about mobile marketing. Therefore, this shows that there is a gap with regards to the effectiveness of mobile marketing and this study will help towards adding more knowledge to the existing literature. Subsequently, scholars like Haghirian (2005) argue that a big potential for marketers is evident but there is more that still needs to be learnt about mobile marketing by researching further.

## **2.14 ADVANTAGES OF MOBILE MARKETING**

### **2.14.1 Time relevance**

In this present day, mobile phones have become beneficial in their capability of being carried around with anywhere and at any time. The prospective customers usually move around with their devices which are always activated (ThaeMin, 2007). Therefore, this implies that these customers are able to receive any urgent or time-sensitive messages that include event notices and sales notifications without any hindrances (Donga and Zindiye, 2018). Mobile marketing

becomes the most important and unique advertising medium that offers such an advantage for both the marketer and the customers. Furthermore, Johnston (2015) postulates that this medium can give customers the flexibility of reading these marketing messages at their own time, unlike the traditional mediums that can be so obtrusive. Improved time relevancy enhances the quality of marketing conversations.

The needs of consumers continue to change with time and there is always a need for marketers to keep up with these changes. Therefore, mobile marketing gives marketers the opportunity to do research the kind of goods and services that customers are looking for and ensure that they market their products based on this research (Al-alak and Alnawas, 2010). Furthermore, customers can easily purchase products that they seek and enjoy services with reviews and feedback. These reviews and feedback can also help other customers when making purchase decisions. Marketers are also at an advantage because good feedback means more business for them (Donga and Zindiye, 2018).

Mobile marketing will also improve Customer Relationship Management (CRM) and the customer data integrity. Mobile marketing also helps in creating a two-way connection that in the end helps to create loyal customers (Sung, 2012). Relevant consumer data is collected which is very important to marketers to ensure that the marketing process is a success (Sung, 2012).

#### **2.14.2 Accessibility**

Research has proven that mobile phone users always keep their devices close to them at any time of the day (Jeremy, 2013). For marketers, this means that they are able to reach their prospective customers wherever they go and need not wait until they tune into a broadcast, notice a billboard, or go onto internet with their computers. Their mobile phones make it easier for marketers to access them with no restriction to any location and time (Johnston, 2015). In support of this, Karjaluoto (2007) also states that wireless devices are portable and can be retrieved at all times. The major advantage is mobility and business can be handled on any day and at any time. In a study done by Donga and Zindiye (2018), majority of South African students receive on average 2-4 marketing messages through their phones daily. Mobile phones are known to be very popular among university students, increasing their social inclusion and connectedness (Donga and Zindiye, 2018).

Wilska (2003) also asserts that with mobile marketing, marketers are able to reach a wide range of audiences in different locations, of all ages and different occupations. Furthermore, marketers can also enjoy the benefits of market segmentation as mobile phones give them the ability to ascertain the geographic location and personal identities of their consumers which subsequently allows them to send tailor-made messages to consumers (Jeremy, 2013). Therefore, location-sensitivity is also an important characteristic of mobile marketing which allows marketers to send messages that relate specifically to where they are. Location provides both proximity data and contextual information which should be considered when using location-based services (LBS) to converse with customers (Digital Marketing Association, 2015).

According to Yousif (2012), marketers can easily access a wide range of audiences at a lower cost. The mobile marketing campaigns are cheaper to implement than any other marketing campaigns (Digital Marketing Association, 2015).

### **2.14.3 Direct marketing**

Direct marketing has always been effective than other marketing tools which is an advantage to the marketers because mobile marketing has the ability to interact directly with mobile phone users (Jeremy, 2013). Marketers are able to have personalised one-on-one communication with their potential customers through their phones and able to get immediate feedback through SMS. Consequently, this allows for fast communication between the marketers and mobile phone users (Johnston, 2015). Messages can be personalised based on the interests, preferences and needs of potential customers which is a challenge when using other marketing mediums.

The results of mobile marketing are also traceable and measurable which is an advantage to the marketers as they are able to get more knowledge on how to improve their marketing campaigns (Digital Marketing Association, 2015). Marketers are able to market their goods and services by sending personalised messages to their target market at a low cost. This is one of the key reasons why mobile marketing is going strong because it usually comes with lower promotional costs for companies, yet it brings some profitable results (Digital Marketing Association, 2015). Furthermore, marketers are able to get higher response rates when they send messages directly to their customers (Jeremy, 2013). Mobile marketing is viewed as a friendly approach from companies people usually respond faster to it which means lower promotional costs for companies and an increase in revenue (Maseke, 2020). Mobile marketing can give companies immediate results which is not always possible with other marketing channels.

#### **2.14.4 Engaging and Interactive content**

Jeremy (2013) states that mobile marketing has the ability to offer interactive content (videos and photos) that can grab the attention of customers and connect with them in a delicate and direct way. In doing this, personal relationships are created which can help in creating a persuasive ground for customers that will keep them involved and engaged in the brand. Moreover, the mobile phone users can believe that they are part of the brand (Jeremy, 2013). It has been argued by Cho and Cheon (2005) that interactivity is one of the key characteristics that can create positive attitudes toward mobile marketing.

Sinisalo and Karjaluoto (2007) stated that mobile marketing gives companies the opportunity to communicate with their customers in an engaging and unique manner. Consumer-controlled interactivity also helps in creating value hence making mobile marketing successful. The user controls everything that they can see and can accept, block or deny any marketing efforts that try to reach them. A seamless communication is created between the marketer and the target customers and marketers are able to get feedback from the customers about their products and services (Johnson, Bauer and Singh, 2020).

#### **2.14.5 Ease of action**

Mobile marketing has been regarded as an elegant marketing strategy that marketers can use due to its ease of action. Jeremy (2013) states that majority of texts sent to mobile phones are read within a few minutes of receipt. Therefore, marketers always have the assurance that whatever message that they send, will be read quickly. Moreover, the technology of the mobile phones permits the users to take immediate action once they have received a message from marketers (Jeremy, 2013). The content on a mobile device can be updated much faster than any other media due to its fast access to the internet (Hovancakova, 2011).

The traditional approach to marketing was that the consumer can get information about a product when they are listening to the radio, watching TV or when they pass by a billboard which presented a challenge because these marketing messages might have come at a time when they were busy and could not concentrate (Sung, 2012). However, with mobile marketing the consumer can access marketing messages from anywhere, any place and at any time because the mobile device stays with the consumer most of the time (Shankar and Yadav, 2010).

## **2.15 DISADVANTAGES OF MOBILE MARKETING**

### **2.15.1 Privacy issues**

Online privacy needs to be checked regularly to ensure that there will not be any distractions or hacking (Bamba and Barnes, 2007). Mobile marketers need to understand and respect the fact that users would like to maintain privacy so marketers should only indulge in promotional activities if they have the user's permission for it. Permission is very critical in mobile marketing as it helps to reduce customer irritation (Krafft *et.al.*, 2017). Bamba and Barnes (2007) state that permission is a major drawback for marketers because if messages are sent without permission, the messages could be considered spam which negatively affects the attitudes of consumers. In addition, Barwise and Strong (2002) also argue that mobile spam lowers brand perception and creates negative word of mouth.

Consumers are very particular when it comes to the messages that they receive on their mobile devices. Too many messages from the marketer to the potential customers can also reduce the effectiveness of mobile marketing. It is pointless to overwhelm the customer with messages and offers because this can be seen as very annoying, thus, creating a negative attitude towards mobile marketing (Jeremy, 2013).

O'Connor (2005) states that the issue of privacy becomes a problem and many consumers try to solve the problem by not disclosing any information that they are requested to or by not being honest in their responses. Subsequently, these fears may not only limit growth of mobile marketing but may also be a wasted effort to the marketers since they will not be able to effectively target consumers due to lack of information (Krafft *et.al.*, 2017).

### **2.15.2 Too many considerations**

When using mobile marketing, marketers need to consider a lot of things before they can send their messages to the potential consumers for them to get results. Barnes and Scornnavacca (2004) argue that user permission is very critical when it comes to the effectiveness of mobile marketing. Marketers should always get permission before they start sending out mobile messages to their potential customers. However, most marketers forget to do this and when they send messages without permission, it then negatively affects the attitude of the consumers (Shankar and Yadav, 2010).

Marketers need to carefully send the correct messages to the right group of people rather than just sending the messages to the whole mobile customer base. Merisavo (2007) asserts that the nature of a product also determines the effectiveness of the mobile marketing campaigns. Merisavo (2007) further argues that products or services that are closely related can be ideal for using mobile marketing because they allow quick responses from customers. On the other hand, Barwise and Strong (2002) also state that mobile marketing is more effective for products that are not expensive and for products that are simple.

The mobile devices that receive these messages are not standard as they come in different sizes, shapes and the size of the screens are never consistent (Shankar and Yadav, 2010). Therefore, it becomes difficult for marketers to create one campaign for different devices. It then forces them to create different campaigns which can be expensive and time consuming (Maseke, 2020).

## **2.16 CONSUMER ATTITUDE TOWARDS MOBILE MARKETING**

Mooiji (2005) defines attitude as the outcome of what we feel, say and know. According to Haghirian (2008), attitude towards mobile marketing refers to the consumers' attitude towards advertising in general rather than one specific type of advertising. There are different factors that have been said to contribute to the attitude and intention toward mobile marketing (Xu, 2007). These factors include entertainment, informativeness, information, credibility and personalisation. These factors have a strong and direct influence on the consumers' attitudes and can either have a positive or negative impact. Xu (2007) further argues that there is also a relationship between the consumer attitudes and consumer behaviour which implies that the attitude of a consumer will direct them towards certain behaviour.

Entertainment of the mobile advertising message has been considered as very vital and has an overall impact on consumers' attitude. A common concept throughout the literature is that entertainment is a key factor in creating consumer value in the communication with the consumer. In research done by Altuna and Konuk (2009), most of the respondents have stated that good advertising messages should be entertaining in order to catch their attention. Irritation from any advertisement can negatively affect the attitude of consumers. Majority of mobile phone users see their phones as sources of entertainment. According to Xu (2007:27), "the higher the entertainment factor of mobile advertising messages, the higher the perceived advertising value is to the customer". Therefore, it is arguable that those feelings of enjoyment that people get in connection with the advertisements play a huge part in accounting for the

consumer attitudes towards mobile marketing. Haghirian and Dickinger (2004) postulate that any entertainment service has the potential of increasing the loyalty of customers and promoting high participation.

The content and information sharing are crucial marketing activities that can motivate the consumers' acceptance of mobile marketing. The type of information that can be accessed on a company's website can directly manipulate the perceptions of consumers towards the company and their brands (Waheed and Yang, 2018). Any advert that the marketers send to consumers via their mobile phones has to be informative in order to convince them (Donga, 2017). In support of this, Varsheny (2003) argues that information stands out to be a very critical enticement in mobile marketing because consumers usually respond positively to advertisements that convey incentives. Consequently, it can be noted that the informativeness of a message will positively influence the attitude of consumers towards an advertisement (Keller, 2013).

Transparency also helps in building trust between the consumer and the marketer and this entails that the marketer needs to clearly specify who they are in the messages that are sent to the consumer (Donga, 2017). The last thing that consumers want is to receive messages from unknown sources that market certain brands via mobile devices. Subsequently, it can be argued that consumer trust is a corner stone of attaining full consumer approval of mobile marketing (Keller, 2013). Even though it is difficult to gain trust from the consumers it remains vital for the marketers to be transparent when advertising their brands (Keller, 2013).

Consumers can have a negative attitude towards mobile marketing if they experience any confusion from complex advertisements, thus, messages should be straight-forward and understandable (Xu, 2007). Consumers' attitudes are very important and should never be ignored in any marketing environment. Therefore, marketers need to understand these factors so as to build positive attitudes of consumers towards mobile advertising (Xu, 2007).

Brand equity is also another important factor that has to be considered when understanding the attitudes of consumers towards mobile marketing. Consumer-Based Brand Equity (CBBE) has been defined as the gap outcome that brand knowledge has on consumer response to the marketing of a certain brand (Keller, 2013). Keller (2013) has also argued that the influence of a brand lies in what exists in the minds and hearts of customers.



The attitudes that consumers have towards advertisements have had much consideration because of the great impact that they have on the effectiveness of advertising (Menon, 2019). The commercial and advertising clutter usually causes negative attitudes towards advertising (Donga, 2017). In addition, the channel that is used to advertise also has an impact on the consumers' attitudes. Therefore, in order for marketers to get results from mobile marketing campaigns, they need to ensure that all activities that they carry out bring a positive impact to the attitudes of their consumers (Menon, 2019).

## **2.17 ACCEPTANCE OF MOBILE MARKETING**

Mobile phones have proven to be important devices that people consider as essential. However, the mobile phone is not only used by individuals to stay connected with their friends or family members but rather it is seen as an extension of one's personality and distinctiveness (Grant and O'Donohoe, 2007). When customers select cellphones, they see them as a way of developing their private and social lives, whereas, marketers perceive them as marketing channels (Mostafa and Eneizan, 2018). With such different views on mobile phones, it implies that marketers have to make sure that all their marketing policies will not be invasive to the consumer, hence, giving them a reason to accept mobile marketing. Despite the fact that mobile marketing is one of the cheapest and easiest promotional ways of targeting consumers, it does not guarantee that customers are eager to accept marketing notifications and offers on their phones (Kiat, Samadi and Hakimian, 2017). Moreover, marketers need to have a broad understanding of the reasons or motives that cause consumers to accept mobile marketing which in turn helps them to establish mobile marketing campaigns that will be successful. Persuad and Azhar (2012) argue that the increasing technology developments of mobile phones continues to give marketers a wide set of tools to manipulate and control the market.

Furthermore, Persuad and Azhar (2012) argue that the mobile phone continues to be improved in such a way that makes it a good marketing channel. Communications that are wireless allow companies and consumers to outdo space and time, thus increasing the simplicity of accessing and extending business and social networks (Kiat *et.al.*, 2017). The major initiative of mobile service was focused on voice communications but this now includes some multimedia communications (Boyle, 2013). The new technologies of mobile devices are providing a new and improved platform for such inventive services (Jeremy, 2013). In the case of mobile marketing, marketers need to have a broad perspective of the consumer acceptance and market needs since this is crucial in manipulating the success of any new marketing service. In order

to get a number of advantages from the mobile communications service, the service providers and the application designers need to have an understanding of what motivates consumers to adopt and use new services. Consequently, by carefully considering the desires and needs of the customers, marketers will be able to incorporate them into their services so that they can easily gain their attention (Persuad and Azhar, 2012). According to Boyle (2013), mobile marketing has been used as a boosting branch because of the interactivity and high penetration rates that mobile devices have. However, privacy concerns and spam continue to be challenges in the mobile marketing area.

Vatanparast (2010) asserts that the execution of mobile services and marketing is dependent on consumer acceptance. Marketers can be in danger if they do not allow the prospective customers to air their concerns about mobile marketing services because they will not know if these marketing activities are influencing customers in a negative way or in a positive way. In order to be successful when using these mobile communications, Vatanparast (2010) postulates that the perceptions of consumers need to be understood and marketers should continuously evaluate their mobile services. Moreover, broad research should be carried out to consider some factors that influence the usage and adoption of the mobile marketing services by the consumer. Marketers also need to know the channels that are more effective to use when targeting prospective customers and the factors that also influence mobile marketing.

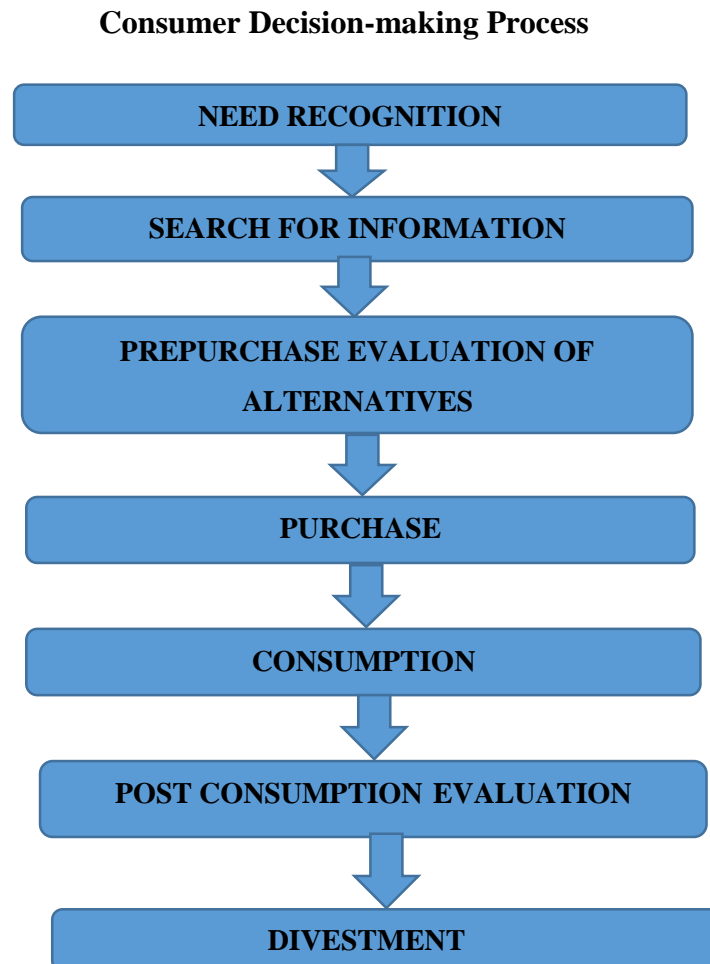
Sharma, Herzog and Melfi (2008) argue that a good understanding of the factors that cause adoption of mobile marketing by consumers is the only way to the acceptance of this marketing tool. However, the major obstacle of consumers towards accepting mobile marketing as a marketing medium is the issue of privacy and fear of trust infringement (Boyle, 2013). In support of this, Andreas (2012) states that once customers become uncertain or suspect any negative intentions of the marketers, they are more likely not to accept those offers. Therefore, in order for success, it is important to establish trust and communicate value to consumers.

## **2.18 CONSUMER-DECISION MAKING**

Another important dimension which affects the effectiveness of mobile marketing is consumer decision-making. The mobile revolution has given marketers the chance to be there for their customers at relevant moments with different strategies. However, in order for these mobile marketing strategies to work they should be built around consumers' behaviours from the very beginning of the purchase journey. Therefore, mobile marketers must understand how the

Consumer Decision-Making Process (Figure 2.1) works in order to guide customers through their purchases in a more meaningful way.

**Figure 2.1.**



Source: Compiled from Schiffman, L. and Kanuk, L. (2013) *Consumer behavior*. 10th ed. Englewood Cliffs, N.J.: Pearson education.

According to Schiffman and Kanuk (2013:140), “the seven stages of the consumer decisionmaking process are need recognition, search, pre-purchase evaluation of alternatives, purchase, consumption, post-consumption evaluation and divestment”. It can be noted that mobile marketing has different impacts on different stages of the consumer decision-making process. Consequently, marketers should continuously relate to this consumer decision-making process and give the consumers what they will be looking for. It should be remembered that

consumers are constantly evolving in their buying behaviour based on their life situations so their behaviours, through their decision-making process, are constantly changing (Schiffman and Kanuk, 2013).

Due to its interactivity, mobile marketing plays a big role when consumers are making decisions and the consumers have the information about the products close to them on their phones, thereby, making it easy for them to make decisions (Schiffman and Kanuk, 2013). The first stage which is the need recognition stage, is when the consumer realises that he/she has a need. They recognise that there is a need when there is an imbalance between their preferred status and their actual status. Mobile marketing messages can act as external cues that help consumers to recognize a need, thereby, triggering a decision-making process that might result in a purchase (Pescher, Reichhart, and Spann, 2014). Marketers can build campaigns that will create those imbalances, thus making the consumer realise that they have a need that should to be fulfilled (Pescher .et.al, 2014). Companies should market their products or services as a solution to the problem that the consumer might be facing. Due to improvements in mobile technology, mobile marketing has become one of the most important tools for marketers. Mobile marketing allows marketers to link with their customers, anytime and anywhere, whether they are at work, in a store, or surfing the web (Kocyigit, 2015). In addition to that, mobile marketing helps marketers deliver their offerings to their customers by customizing the offers based on customers' needs. Therefore, mobile marketing messages can act as external cues that help consumers to recognize a need, triggering a decision-making process that might result in a purchase (Kocyigit, 2015). It can then be argued that mobile marketing is more convenient for consumers than any other marketing tool and if mobile services provide value to consumers, such as saving them time, effort and money, they can motivate consumers to start the buying process (Kocyigit, 2015).

In the second stage, which is the information stage, consumers start to search for information from internal and external resources. Once they realise that they have a need they start searching for the best alternatives and this search is done externally or internally (Schiffman and Kanuk, 2013). An internal information search information from memory, such as past experiences with the product and/or service (Pescher *et.al.*, 2014). An external information search is the process of utilizing information from outside the environment. The amount of time devoted to the information search stage depends on several factors, such as the consumer's past experience, perceived risk and the level of interest. External information search can be based on family and friends effect as well as on public resources (Pescher *et.al.*, 2014).

In the information search stage, mobile services can give consumers the access to information of products with the help of the Internet, thus making mobile marketing an important tool in this stage. Mobile technology offers the convenience of accessing and sharing information thus making mobile marketing tools very crucial to marketers (Kocyigit, 2015). In the information search stage marketers can reach their target audience via various mobile marketing tools, such as mobile banners, SMS, multimedia services and mobile web applications. Most traditional marketing tools such as the radio, TV and print do not offer the advantage of easily transferring and accessing information. Therefore, mobile marketing tools are important for marketers that need make an impact on consumers' information search stage. If the marketers use the mobile marketing tools in the correct way and provide the information that the consumers are looking for to fulfil their needs, then this might lead to a purchase (Zuschke, 2020).

After searching for information, the consumer will need to make a final decision. However, before making this decision they begin to evaluate the alternatives so that they can get the best product or service. This is called the alternative evaluation stage and at this stage, the consumer evaluates based on price, quality and location. Schiffman and Kanuk (2013) also state that mobile marketing tools can also be helpful to reach consumers that will be evaluating alternatives. Therefore, marketers need to understand the most important attribute and build their marketing campaigns accordingly.

When customers are done with evaluating alternatives they make a decision to purchase. The purchase decision stage is affected by the previous stages, however, marketers can still make an impact on consumers in this stage (Solomon, Dahl, White, Zaichkowsky and Polegato, 2014). They have to ensure that every information that is needed for that specific product is available and can convince the customer to make that purchase decision. In the purchase stage, mobile services can make the shopping experience of the consumers more convenient when ordering and paying for the product. All of these developments can allow consumers to save time and money (Solomon *et.al.*, 2014).

After a purchase is done, customers expect to get satisfaction from their final decisions that they would have made. This is known as the post-purchase stage and customers can either be satisfied or dissatisfied (Schiffman and Kanuk, 2013). Similarly, mobile technology plays an important role for marketers during the post-purchase stage. Mobile services can improve postpurchase customer service experiences. Marketers can send their customers some updates on the order status of the items purchased through mobile phones. Likewise, customer support

can be boosted by sending more interactive content to consumers, irrespective of their location (Schiffman and Kanuk, 2013).

## **2.19 BRAND AWARENESS AND PERCEIVED QUALITY THROUGH MOBILE MARKETING**

Smutkupt, Krairit and Khang (2012) argue that SMS marketing is found to have a significantly positive impact on brand awareness and perceived quality. Personalized, interactive, and general messages are effective for building brand awareness and general and personalized messages positively influence perceived quality (Smutkupt *et.al.*, 2012).

Brand awareness is defined as the capacity of a prospective customer to identify that a brand is an element of a certain product category (Macdonald and Sharp, 2003). Macdonald and Sharp (2003) state that brand attitudes and brand image cannot be formed in the absence of brand awareness. When using mobile marketing, advertisers get an opportunity of intensifying consumer exposure to a brand, thereby, increasing brand awareness (Hua, 2019). The high customer adoption of mobile applications has given marketers the confidence to use mobile marketing as a way of improving brand equity. It is very important for a brand to be recognised in order for it to compete in the market and mobile phones are making it easier for marketing messages to reach consumers (Hua, 2019). The viral effect associated with mobile advertising, when raising brand awareness gives the marketers a competitive advantage. Mobile users find it cheaper and easier to forward messages to their friends which helps to increase brand awareness (Roach, 2009).

Brand awareness entails two facets which are brand recognition and brand recall, whereby, brand recognition is the ability of the consumer to recognise the brand while brand recall relates to their ability to keep the brand in their minds (Keller, 2003). In order to create brand awareness, the marketers need to increase the acquaintance of the brand through different mediums such as mobile marketing. As argued before, mobile phones are part of consumers' lives and makes it easier to reach to them. Keller (2003) argues that this can also be achieved by creating persuasive messages that will convince consumers to try out these brands.

As stated previously, SMS marketing also has a positive impact on the perceived quality (Smutkupt, Krairit and Khang, 2012). Perceived quality is defined as the judgement that a customer has of a product's general dominance or excellence (Ambler, 2004). Consequently, individuals use different criteria when judging the quality of the product which indicates that

perceived quality will not be the actual quality of the product (Ambler, 2004). In terms of perceived quality, mobile marketing is used to provide information about the products and collections, create dialogue about the issues via social media, as well as provide in-store experience that can enhance customers' views on quality (Metric, 2009). When all the information is provided about a certain product or service, customers are able to determine the quality that they can get from it.

## **2.20 ENHANCING BRAND IMAGE THROUGH MOBILE MARKETING**

Keller (2013) defines brand image as a view that consumers have as a result of their memory of a certain product. Low and Lamb (2000) state that brand image is an emotional perception that consumers attach to a certain brand. Brand image is also considered an important aspect of brand equity and brands that have high equity are likely to have more affirmative brand associations. Furthermore, Keller (2013) argues that favourable, strong and unique associations can offer a positive brand image which creates a bias in the minds of consumers, thus increases brand equity. The particular characteristics of SMS marketing helps to improve customers positive experiences with the brand which can result in strong, favourable and unique brand associations. For example, mobile coupons permit consumers to interact with the brand more readily because they need not worry about carrying or losing physical coupons. Therefore, marketing tools can be used to gain a competitive advantage and still create a positive brand image (Chernev, 2011).

As stated previously, consumers can have positive brand images only when they get favourable and unique services from the company. In some cases, customers experience bad services such as waiting for long hours to be served and getting help from a moody representative. Such services will frustrate the customer and they end up having a negative brand image (Sung, 2012). However, marketers can use mobile marketing to improve their customer services because customers can complete their transaction's in the comfort of their homes, inquire about anything at any time without having to stand in long queues which can then improve their brand image (Sung, 2012).

## **2.21 MOBILE MARKETING IMPACT ON CONSUMER LOYALTY**

Ambler (2004) articulates that brand loyalty is considered as the central part of brand equity. Attitudinal, composite and behavioural are the three perspectives into which brand loyalty is classified. Attitudinal loyalty assesses the level of brand loyalty of a consumer based on his/her

intention to be loyal to the brand, whereas, behavioural definitions illustrate brand loyalty as a result of repetitive purchase behaviour (Pappu, Quester and Cooksey, 2005). The intention to buy and repeat purchases are used by composite definitions to measure brand loyalty. Mobile marketing allows marketers to give their customers continuous updates, notifications on promotions and coupons which helps to maintain their relationships, hence loyalty is built (Ambler, 2004).

It has been argued by Amarsanaa and Anjorin (2012) that customer satisfaction will always lead to customer loyalty. Therefore, marketers need to ensure that their customers are always satisfied. Customers are always on their mobile phones and it becomes the closest device to individuals and marketers can use this opportunity to have fruitful relationships with their customers. Communicating with customers on their phones can eventually bring some form of satisfaction (Amarsanaa and Anjorin, 2012).

Building and developing a relationship with customers is important in order to let the customer trust the company's offering and commitment to service (Negi and Ketema, 2010). Moreover, managing these relationships is very critical because these relationships have a great impact on customer retention and loyalty. According to Namazi (2011), mobile marketing can be viewed as a promotional activity designed to improve the experience of mobile users. However, marketers can use it for improving customer loyalty and even developing customer databases.

Brand loyalty is highly dependent on trust and is related to interpersonal relationships. It has been argued by Serkan and Gorhan (2012) that service quality has a significant impact on consumer loyalty. Mobile marketing tools make it easy for marketers to provide quality services and still get their messages delivered to customers in the comfort of their homes (Serkan and Gorhan, 2012). Brand loyalty is very important and should be considered at all times because it reduces the costs of marketing and attracts more customers (Serkan and Gorhan, 2012).

## **2.22 MOBILE MARKETING'S IMPACT ON CUSTOMER RELATIONSHIP MANAGEMENT**

Another important factor in having a successful business and maintaining good sales, is having a good relationship with your customers. Good relationships lead to loyalty and loyalty means more profit to the marketer (Donga, 2017). Mobile marketing has gained significant attention from marketers in terms of mobile customer relationship management services (Al-Khour, 2012). Mobile marketing has the ability to improve and strengthen customer relationships due



to its great influence and interactivity. Firms are able to maintain strong relationships with their customers by staying in touch with them anytime, anyplace with no boundaries (Park and Park, 2020). J'den (2019) argues that millennials value personal connection and brands that communicate with them on their social media platforms and mobile marketing gives marketers the opportunity to achieve this.

Among a number of mediums, mobile marketing allows for continuous communication and is well coordinated to enhance communication between the customers and the organisation. Mobile marketing also offers a two-way progression of communication between the client and firm through the exchange of information (Al-Khourri, 2012). Therefore, mobile marketing allows the marketers to continuously communicate with their customers through the mobile devices, thereby, creating good customer relationships (Park and Park, 2020). These mobile devices have the potential for interacting, targeting and establishing relationships with consumers.

ThaeMin (2007) also argues that mobile marketing has a huge impact on customer relationships because mobile phones are personal devices that give marketers the opportunity to build and maintain relationships with their customers at any time and any place. Marketers are able to do one-to-one marketing were they can address customers individually which allows them to gather customised information that they can use to uniquely treat every individual (ThaeMin, 2007).

Mobile devices allow for greater interactivity than any other tool because of their connectivity and short set-up times (Steinhoff, Arli, Weaven and Kozlenkova, 2019). This is advantageous to marketers because this interactivity has the ability to improve customer relations and also build customer databases. Mobile marketing makes everything more accessible and strengthens the relationship between the brand and the consumer (Donga, 2017). It is a friendlier marketing method which helps consumers to interact and connect easily with each other. Two way connections are easily created which then results in consumer loyalty.

It is also important for marketers to retain the existing customers rather than spend hyperbole time on attaining new ones because it is even more expensive to acquire a new customer than to keep an existing one. Thus, mobile marketing can help maintain these relationships with their customers. In a study that was done by Hadadi and Almsafir (2014), the younger age groups suggested that the different types of mobile marketing have some significant

relationship with customer relationship management (CRM). The relationship quality comes before the marketers even achieve customer loyalty.

## **2.23 CONCLUSION**

Among other advertising mediums, mobile marketing continues to stand out due to its flexibility, accessibility and engaging content. As discussed above, mobile marketing has the ability to improve and strengthen customer relationships which is an important factor when doing business (ThaeMin, 2007). Interactivity was also noted as one the important advantages of mobile marketing which improves customer relations and provides immediate feedback for the marketers. Mobile marketing gives the freedom of targeting to specific consumers based on location, personalization of content and also provides a scope for interaction (Sung, 2012).

However, with all these advantages, this advertising medium continues to face challenges such as privacy concerns. Marketers should be very smart and consider the privacy of their target population when using this medium for them to get effective results. Varnali and Toker (2010) assert that permission based marketing reinforces the relationship between attitude and mobile marketing activities. The usefulness perceptions of a promotion and the ease of use also add to the acceptance significantly. Building credibility is key and ensures that the mobile marketing messages are believable to mobile users (Kaplan, 2012). The Consumer decision-making process was also explained and how marketers should build their campaigns in order to be effective in every stage of that the consumer goes through when trying to make a purchase.

In Chapter Three, the research methodology will be presented. The chapter will discuss the research approach, research design, the sampling technique, target population, data collection techniques and the other facets that pertain to the research methodology.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

Research methodology has been defined by Rajasekar, Philominathan and Chinnathambi (2006) as a consistent approach to understanding certain phenomena and solving a problem. Research can be done for many reasons which includes the need for uncovering solutions to certain difficulties, determining new facts and validating relationships between particular variables.

In this chapter, the research paradigm that was used in this study will be described. The sample size and a description of the population will be provided. In addition, a discussion on the data collection method that was used will be presented. This chapter also highlights the data collection instrument that was employed in the study, the organisation of the research instrument as well as the instrument's reliability and validity. Lastly, the different statistical tests that were conducted in data analysis are further explained in this chapter.

#### **3.2 PROBLEM STATEMENT**

The rise of new technology continues to present marketers with new ways of marketing their brands to consumers and mobile marketing has become part of these new advertising mediums. A number of issues continue to rise with regard to the effectiveness of mobile marketing as a means of enhancing communication and customer relationships and its effectiveness as a promotional tool. Therefore, the researcher seeks to determine the attitudes of UKZN students towards the use of mobile marketing, the impact of mobile marketing on their purchase decisions and also the perceptions of UKZN students in terms of the efficiency of mobile marketing in building brand awareness, brand image and customer loyalty.

#### **3.3 OBJECTIVES OF THE STUDY**

1. Determine the perceptions of UKZN students on the use of mobile marketing. In this regard, the study will:

1.1 Determine whether the type of mobile marketing influences UKZN students' attitudes towards mobile marketing.

- 1.2 Determine the perceptions of UKZN students on the convenience and ease of accessing mobile marketing contents.
  - 1.3 Investigate whether UKZN students perceive mobile marketing content as a credible source of information.
  - 1.4 Determine UKZN students' perceptions regarding the informativeness of mobile marketing message contents.
  - 1.5 Ascertain whether UKZN students view mobile marketing contents as entertaining.
  - 1.6 Uncover whether the use of mobile marketing enhances the attraction and retention of message contents.
  - 1.7 Investigate whether privacy concerns influence UKZN students' acceptance of mobile marketing.
2. Determine the impact of mobile marketing on UKZN students' purchase decisions.
  3. Determine the perceptions of UKZN students in terms of the efficiency of mobile marketing in building brand awareness, brand image and customer loyalty.
  4. Investigate whether UKZN students perceive mobile marketing as an effective means of enhancing communication and customer relationships.

### **3.4 RESEARCH DESIGN**

Creswell (2013) states that a research design is a summary of what the researcher is determined to do regarding the limitations of the study, framing of the hypothesis and data analysis. Furthermore, a research design can be defined as a theoretical structure within the study that is conducted. It is also a plan that shows how the research will be carried out. According to Bush and Burns (2003) studies can be descriptive, exploratory or causal in nature.

The nature of the study is determined by the advancement level of understanding of the research topic at hand. In a situation, where there is little information about the situation at hand or if no information exists at all on how related problems were solved in the past, an exploratory study is undertaken. The exploratory study seeks to determine new insights and ideas. Researchers that will be carrying out a qualitative study usually use this type of research design because they are able to get deep understandings of the respondents' thoughts. Sekaran and Bougie

(2014) further argue that this research design is usually used if there is no secondary data available for the researcher to use.

In case of this study, an empirical research design was used because there was little information that was available concerning the perceptions that students have towards the use of mobile marketing when promoting goods and services. An empirical research design was used to gain knowledge by means of direct and indirect observation or experience. The researcher utilized the descriptive research design in order to reconnoitre the existing information about the phenomena under investigation and describe the congruous relationships that exist among them.

### **3.5 RESEARCH APPROACH**

Primarily, quantitative, qualitative and mixed methods are the three different approaches that are used in the gathering of empirical data in research projects. The aim of the research, type of study and resources that are accessible to the researcher determine the type of research approach that can be used in the project. However, researchers can also use both qualitative and quantitative methods which is referred to as the mixed methodology.

In this study, the researcher used the quantitative method. The quantitative research has been defined as research in which the researcher gathers quantifiable data from respondents. According to Neuman (2006) large sample sizes are used in a quantitative research with a main reason of representing a wider population. The quantitative method is non-descriptive, numerical, applies statistics, examines the where, when and what of decision-making (Rajasekar, Philominathan and Chinnathambi, 2006). This method is easy to understand and clearly specifies the independent and the dependant variables under study. It is more objective and seeks precise measurement and analysis of target concepts. According to Kealey and Protheroe (2011), the quantitative method assists in reducing subjectivity of judgement. Quantitative data is more efficient. The researcher used quantitative methodology because the results could be generalized to a wider population and since the study used a large population, the quantitative methodology was the most appropriate. According to Shafeek (2011), if there is existing literature on a certain research topic then using a quantitative approach will be appropriate. The quantitative approach follows an original set of objectives thus reducing bias in the results. It also minimises subjectivity of judgement and the data that is collected is easy to analyse.

### **3.6 STUDY SITE**

The research was carried out at the University of KwaZulu-Natal's Westville campus. The University of KwaZulu-Natal has five campuses and these include Howard College, Westville campus, Edgewood campus, Pietermaritzburg campus and the Medical School. The study used one campus which is the Westville campus that is located in Durban. The researcher focused on Westville campus because most of the students that have a commerce background which was needed in this study are based at Westville campus.

### **3.7 TARGET POPULATION**

According to Davies (2007), a population is the group of people that the researcher is interested in and the group that they use to get their sample from. The researcher's target population was the students at the University of KwaZulu-Natal's Westville Campus. The target population comprised students from the three colleges at Westville campus which are the College of Agriculture, Engineering and Science, College of Health Sciences and the College of Law and Management Studies.

### **3.8 SAMPLE**

Sampling is the process of choosing a subset of units from the population (Ruesink, 2010). The total number of the registered students at Westville campus were 12 532 (University of KwaZulu-Natal Institutional Intelligence Report, 2019) and according to Sekaran and Bougie (2013), the population to sample size table showed that an appropriate sample size for this population was 375. This study had a total of 359 participants, which is statistically acceptable according to Sekaran and Bougie (2013).

### **3.9 SAMPLING METHOD**

Choosing the appropriate sampling technique is of great advantage to the researcher because it does not only improve the accuracy in the results but it also reduces the costs, improve efficiency and gives better flexibility (Sekaran and Bougie, 2013). Two techniques are available in the sampling process and these are non-probability and probability sampling. Nonprobability sampling aims at constructing samples that can produce important insights which the researcher can use in achieving the most important objectives of the study. According to Lamm and Lamm (2019) define non-probability sampling as a method of choosing a study's sample in a non-random way. Purposive sampling, theoretical sampling and convenience sampling are the common types of the nonprobability technique (Cande and Wakin, 2008).

### ***3.9.1 Non-probability sampling***

Non-probability sampling methods aim to construct a sample that can generate the most useful insights that can be gained by the researcher into that study's particular focus. There are a number of different methods that researchers can use within the non-probability approach to sampling. These include convenience sampling, purposive sampling and theoretical sampling. When a sample is collected based on the researchers' convenience and accessibility then that will be the convenience sampling method. According to Sekaran and Bougie (2013), purposive sampling is when the researcher selects the respondents based on the knowledge that they have about the topic under study. Theoretical sampling is used when the researcher wants to develop new theoretical insights or when examining the ones that already exist.

### ***3.9.2 Probability sampling***

According to Cande and Wakin (2008), the probability sampling is usually used when the researcher is in search of a powerful connection between population under study and the sample that is selected from it. Kumar, Aaker and Day (2002:10) state that "probability sampling allows the researcher to demonstrate the representativeness of a sample, an explicit statement as to how much variation is introduced, and identification of possible biases". In any research that requires interferences with the sample when answering research questions, probability sampling is ideal. There are different sampling types of this technique which include simple random sampling, systematic sampling, stratified random sampling and cluster sampling.

The study adopted the probability sampling method and the researcher used simple random sampling. This was more appropriate for the study because every student in target population had an equal chance of being selected. Simple random sampling involves selecting units from the sampling frame randomly whilst ensuring that each unit has an equal chance of being selected, and there is an equal chance of all diverse permutations of selections (Barreiro and Albandoz, 2001). The University has a database of all students registered and an open invitation was done to everyone and participation was voluntary. The students were known and had an equal chance of being selected.

## **3.10 SAMPLE SIZE**

The sample size is the number of people or elements that the researcher selects from a population (Sekaran and Bougie, 2013). A total of 359 participants was used as the sample size in this research. The sample was drawn from the three colleges at Westville campus which are

the College of Agriculture, Engineering and Science, College of Health Sciences and the College of Law and Management Studies. Table 3.1 represents the figures of the registered students at the university.

**Table 3.1**

**University of KwaZulu-Natal, Institutional Intelligence Reports: Student Registration by College and Campus (2019)**

College	UG	PG	Howard	Pmb	Med Sch	Westville	Edgewood	TOTAL
COLLEGE OF AGR, ENG & SCIENCE	7424	1998	2638	2970		3814		9422
COLLEGE OF HEALTH SCIENCES	4531	2219	1385		2552	2813		6750
COLLEGE OF HUMANITIES	15684	5786	10219	4138			7113	21470
COLLEGE OF LAW & MAN STUDIES	7056	3215	1991	2375		5905		10271
<b>TOTAL</b>	<b>34695</b>	<b>13218</b>	<b>16233</b>	<b>9483</b>	<b>2552</b>	<b>12532</b>	<b>7113</b>	<b>47913</b>

University of KwaZulu-Natal, Institutional Intelligence Reports: Student Registration by College and Campus (2019). Internet. Accessed March 19, 2019, from the World Wide Web: <https://ii.ukzn.ac.za/Report/StudentRegistrations>.

According to the Institutional Intelligence (II) Report (2019), which is a section within the Information and Communication Services (ICS) of the University of KwaZulu-Natal, the following population sizes were attained related to the three colleges at Westville campus and are outlined below:

1. College of Agriculture, Engineering and Science – 3814 students
2. College of Health Sciences – 2813 students
3. College of Law and Management Studies – 5905 students

The total number of registered students at Westville campus for the 2019 academic year were 12 532 and according to Sekaran and Bougie (2013), the population-to-sample-size table showed that an appropriate sample size for this population was 375. In this study, there were 359 students participated.



### 3.11 DATA COLLECTION METHODS

Quantitative research methods employ questionnaires as a method to conduct an investigation (Davies, 2007). In this study, questionnaires were used as an instrument for collecting data because it allowed for many participants and had low costs. A questionnaire is merely a device that comprises questions, which gives the participants a choice to write their answers. The questionnaire was continually checked for accuracy and internal consistency. Section A of the questionnaire used a nominal scale. Nominal scales are used for labelling variables, without any quantitative value. Nominal scales could simply be called labels. Therefore, Section A focused on the biographical information of the participants. Section B was an ordinal scale. Ordinal scales are typically measures of non-numeric concepts like satisfaction, happiness and discomfort. Section B had statements, whereby, participants agreed or disagreed by using measures that were provided. A 5-point Likert scale was also used with five options ranging from strongly disagree (1) to strongly agree (5). Close-ended questions were used in this study since they give a choice of alternative answers from which the respondent is asked to select.

According to Wright (2005), the advantages of using a questionnaire are that:

- it makes it easy for respondents to provide information
- it is less expensive and less time consuming
- it gives the researchers any opportunity to take out all the pointless information when collecting data.
- it ensures that all respondents are exposed to the same standardised questions and the response categories.

However, the researcher understood that there are certain challenges that would be encountered when using this tool. The first disadvantage of using a questionnaire is that answers that are provided by the respondents may not be true and they may not be willing to participate. Secondly, due to the standardisation of questionnaires, participants may misinterpret what the questions are asking for which results in incorrect responses. Questionnaires that use open-ended questions usually generate large amounts of data that requires a lot of time to analyse and process (Milne, 2007).

In this study, the questionnaires were administered electronically. After obtaining ethical clearance, a link to the online questionnaire and Letter of Informed Consent was emailed to all registered students at Westville campus via the University Notices and students that were willing to participate could access the online questionnaire.

### **3.12 DATA QUALITY CONTROL**

Data quality control is very important in a research as this will help in ensuring truthfulness and sustainability of the data that will be collected. According to Hansen (2000), quality dimensions are rooted in accuracy, completeness, relevance and consistency. In this study, attention was paid to reliability and viability in terms of controlling the quality of the data.

#### **3.12.1 Validity and Factor Analysis**

Validity has been defined as how well an instrument measures what it is supposed to measure and how truthful the results can be (Sekaran and Bougie, 2013). Factor analysis can be used to test validity. The results of factor analysis will confirm whether or not the theorised dimensions emerge. Factor analysis reveals whether the dimensions are indeed tapped by the items in the measure, as theorised. In this study, the factor analysis was taken into account in order to ensure the validity of the questionnaire.

#### **3.12.2 Reliability and Cronbach's Coefficient Alpha**

Reliability is referred to as the extent to which the research instrument produces consistent results, thus, eliminating the possibility of irregular results and bias (Sekaran and Bougie, 2013). Consistency shows how well the items that will be measuring a concept hang together as a set. Any instrument that is used in research should be able to produce the same results when used repetitively. According to Kirk and Miller (2000), there are three types of reliability referred to in a quantitative research, namely the level to which a measure remains constant, the constancy of a measurement over a period and the similarity within a specified time period. Sekaran and Bougie (2013) state that reliability is tested through stability and consistency. Reliability has three characteristics which are stability, homogeneity and equivalence. With regards to stability, an instrument is said to be steady if the same results are produced on recurring administration. It is assessed using the test-retest technique. With regard to homogeneity, reliability is the degree of the inner constancy of the scales. It is focused with the degree that the objects in a tool measure the variable being studied. The third characteristic is equivalence because it refers to the degree of settlement between researchers utilising a similar data gathering instrument. The ratings of the two or more researchers are compared by calculating correlation co-efficient.

Cronbach's Alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another. Cronbach's alpha measures the average of measurable

items and their correlations and when the results are above 60% then it is considered as reliable (Bryman and Bell, 2011). A pre-test of the questionnaire was done on a smaller sample to improve the reliability.

### **3.12.3 Pilot Testing**

Pilot testing is defined as the process of finding out how the survey or observation will work out in the real world by trying it out on a small sample (Simon, 2011). A pilot test of 15 respondents from the total sample was conducted to make any necessary adjustments to the instrument so as to ensure that the questionnaire is clear, understandable and unambiguous. Based on the pilot test, it was evident that students understood the questionnaire, there was no bias therefore, no changes were done on the questionnaire.

## **3.13 DATA ANALYSIS**

Sekaran and Bougie (2013) define data analysis as the process of studying the information obtained. The process involves interpreting, classifying, analysing and representing data so that conclusions of the study can be made. The data was coded using a Microsoft Excel spreadsheet and then captured in SPSS data editor. Descriptive and Inferential statistics were used in the process of analysing data.

### **3.13.1 Descriptive Statistics**

Descriptive Statistics for certain variables are given by frequencies, percentages, measures of dispersion and measures of central tendency (Deborah, 2014). Descriptive statistics is mainly targeted at providing data description by examining the distribution of scores for each single variable and by establishing whether the scores on different variables are relating to each other (Terre Blanche and Durrheim, 2002). Descriptive analysis permits the researcher to present data in a way that can be interpreted easily, this study se of frequency tables, charts and graphs for descriptive statistics.

#### **3.13.1.1 Frequencies and Percentages**

Frequencies are defined as the number of times a particular value for a certain variable occurs. This value can be represented as a percentage of variables or sub-categories. The use of bar graphs and pie charts can be used to illustrate frequencies and percentages (Deborah, 2014). Frequency data is typically used, however, for nominal variables such as gender, frequencies could be separated according to female or male students. However, it could also be separated into commerce and non-commerce students.

### **3.13.1.2 Measures of Central tendency**

Sekaran and Bougie (2013) state that mean, mode and median are the measures of central tendency. These measures describe the position of a frequency of data distribution. The mean or average is the sum of the values divided by the number of values in the data set. When data is arranged in ascending or descending order the median becomes the central item in the data set and the mode is the number or value that occurs most repeatedly.

### **3.13.1.3 Measures of Dispersion**

The measures of dispersion aim to illustrate variability of the values in a set of data. The variance, standard deviation and range are measures that aim to depict dispersion. According to Sekaran and Bougie (2013), range is the difference between the highest and lowest value, thus, depicting the range of the values of data obtained. Variance aims to depict how values of data vary across the study and has a set formula to calculate the variance of data. Standard deviation is the square root of the variance (Donoghue, 2003).

### **3.13.2 Inferential Statistics**

Researchers use inferential statistics when trying to reach conclusions that extend beyond the immediate data alone (Donoghue, 2003). An example is when inferential statistics is used to make certain judgements of the probability that an observed difference between groups is a dependable one or one that could have occurred by chance in the study.

#### **3.13.2.1 Pearson Correlation**

The Pearson Correlation matrix indicates the strength, direction and significance of the bivariate relationships among all variables that were measured at a ratio level or interval. The correlation is derived by assessing the variations in one variable as another variable also varies (Sekaran and Bougie, 2013).

In this study, the chi-square correlation analysis was used in order to determine the relationships and intercorrelations amongst the key dimensions of the study (types of mobile marketing, credibility, entertainment, convenience, informativeness, attraction and retention, privacy, consumer decision-making, brand equity and customer relationships).

### **3.13.2.2 Kruskal- Wallis T-test**

A T-test can be used when a researcher wants to know if there is a difference between two groups on a certain variable. The difference between the groups is tested when the variances of two normal distributions are not known.

In this study, the t-test was used to determine whether or not the means of the gender (male and female) are significantly different from one another with regard to the key dimensions (types of mobile marketing, convenience, credibility, informativeness, entertainment, attraction and retention, privacy, brand equity, customer relationships and consumer decision-making) of the study.

### **3.13.2.3 Kruskal-Wallis Analysis of Variance (ANOVA)**

An ANOVA test is used to tell the researcher if there is any substantial difference in a dependant variable amongst two or more groups. It is a statistical analysis tool that separates the total differences found within a data set into two components: systematic and random factors. The random factors do not pose any statistical influence on the given data set, whereas the systematic factors do. The ANOVA test is used to establish the impact of independent variables on the dependent variable in a regression analysis (Investopedia, 2011). ANOVA is an overall technique that can be used in hypothesis testing that the means among two or more groups are equal, under the postulation that the sampled populations are normally distributed.

In this study, ANOVA was done to determine whether there is a significant difference between biographical variables (age, race, educational level, college) and the key dimensions (types of mobile marketing, convenience, credibility, informativeness, entertainment, attraction and retention, privacy, consumer decision-making, brand equity and customer relationships) of the study, respectively.

## **3.14 ETHICAL CONSIDERATIONS**

In terms of the ethical considerations, no one was forced to be part of the study and only the volitional participants were part of the study. The participants could draw back from the study at any time because participation was by choice. The researcher gave clarity to the participants on what the study was about and what it wanted to achieve as the informed consent letter was also emailed to the participants to sign before they could take part in the study. The participants were assured that data collected would be kept private and participants would not be harmed in any way when they contribute to the study. Contact details of the supervisor were provided in

the case that the participants would want to ask the supervisor some questions about the research. Confidentiality was guaranteed so as to protect the information provided by the participants. Information provided by respondents was treated as strictly confidential. Data that was collected will not be used for any other purposes except for this research.

No incentives were given in the study, therefore, participants were informed that participation was voluntary. The researcher requested for a gatekeeper's letter from the Registrar of the University in order to obtain permission to collect data from the registered students at Westville campus.

Respecting and safeguarding the ethical concerns of the respondents is of vital importance. Three ethically developed principles that aim to protect respondents of data collection should be considered in every research conducted. These principles are beneficence, respect for human dignity and justice. Beneficence is the aim to improve and protect the welfare and well-being of the individuals involved in the research process, the goal is to avoid potential damage to participants. The researcher ensured that all the personal information that was collected will not be disclosed and no respondent was humiliated in this research. The principal of justice in addition to protecting participants from harm is the ethical obligation of treating each person correctly and fairly (Mateus, 2007).

During the study, these ethical principles were protected as students were made aware of the purpose and intention of the research. Reporting was done in a fair and just manner respecting the individual's confidentiality and represent responses in a true and accurate manner. Information was not contrived, deceitfully or falsely represented and will not implicate any participant. Permission was sought from the relevant authority to conduct research and no university rules were violated.

### **3.15 LIMITATIONS**

In any research that is conducted, the researcher will always face challenges which could be financial issues, time, access, resources or even physical limitations. Since students were the target population, it was not easy to get the participants because university students have a busy academic and social schedule. Other students were not interested in filling out questionnaires as they found it annoying, which resulted in a 96% response rate. Another limitation was time which is a constraint and other students could not finish the questionnaires that they were given. Furthermore, the study was limited to Westville campus only where there is no College of Humanities.

### **3.16 CONCLUSION**

In this chapter different facets of the research process were explained in detail. This is an important chapter because it is a guide for the researcher when collecting the data. The researcher used the quantitative approach to collect and analyse data. According to Sekaran and Bougie (2013) the results that are gathered when using a quantitative approach can be generalised to a larger population, in this study the researcher used a large population thus making this methodology more appropriate. The researcher also used the probability sampling technique and the sample was selected using the simple random sampling method. This was a guide for the researcher when data was collected. The next chapter will present the results of the study.

## **CHAPTER FOUR**

### **PRESENTATION OF RESULTS**

#### **4.1 INTRODUCTION**

In this chapter, the research findings of the study are presented. The researcher used both inferential and descriptive statistics when processing the data. Data is presented in narrative, tabular and graphical forms. Electronic questionnaires were emailed to the students at the University of KwaZulu-Natal's Westville campus. The questionnaires were emailed to both undergraduate and post graduate students. The research findings were then analysed using Statistical package for the Social Sciences (SPSS) and presented by means of figures and tables, considering the most appropriate way in presenting details on the findings. The descriptive statistics include the mode, mean, median and standard deviation where appropriate. Data is presented in line with the research objectives and related research questions.

The major research questions that have been answered in this chapter are as follows:

1. What are the perceptions of UKZN students of the use of mobile marketing? In this regard, the sub-questions of the study include:
  - 1.1 Does the type of mobile marketing influence UKZN students' attitudes towards mobile marketing?
  - 1.2 What are the perceptions of UKZN students on the convenience and ease of accessing mobile marketing contents?
  - 1.3 Do UKZN students perceive mobile marketing content as a credible source of information?
  - 1.4 What are UKZN students' perceptions regarding the informativeness of mobile marketing message contents?
  - 1.5 Do UKZN students view mobile marketing contents as entertaining?
  - 1.6 Does the use of mobile marketing enhance the attraction and retention of message contents?
  - 1.7 Do privacy concerns influence UKZN students' acceptance of mobile marketing?
2. What impact does mobile marketing have on UKZN students' purchase decisions?



3. What are the perceptions of UKZN students in terms of the efficiency of the mobile marketing in building brand awareness, brand image and customer loyalty?
4. Do UKZN students perceive mobile marketing as an effective means of enhancing communication and customer relationships?

## **4.2 PRESENTATION OF RESULTS**

This section presents the results that were found through the research survey that was conducted amongst students at UKZN Westville campus.

### **4.2.1 DESCRIPTIVE STATISTICS**

#### **4.2.1.1 BIOGRAPHICAL DETAILS OF RESPONDENTS**

In this study, the researcher used frequencies and percentages to outline the biographical details of respondents. The demographics of the 359 respondents were measured by asking them questions pertaining to their gender, race, age, educational level and their respective colleges. The demographic profile of the sample is shown in Table 4.1 and subsequent discussions.

The minimum sample for this study was calculated as 375 subjects, however the researcher received 359 correctly completed questionnaires. The biographical details of the 359 respondents are outlined in Table 4.1.

**Table 4.1**  
**Frequency distribution of biographical variables**

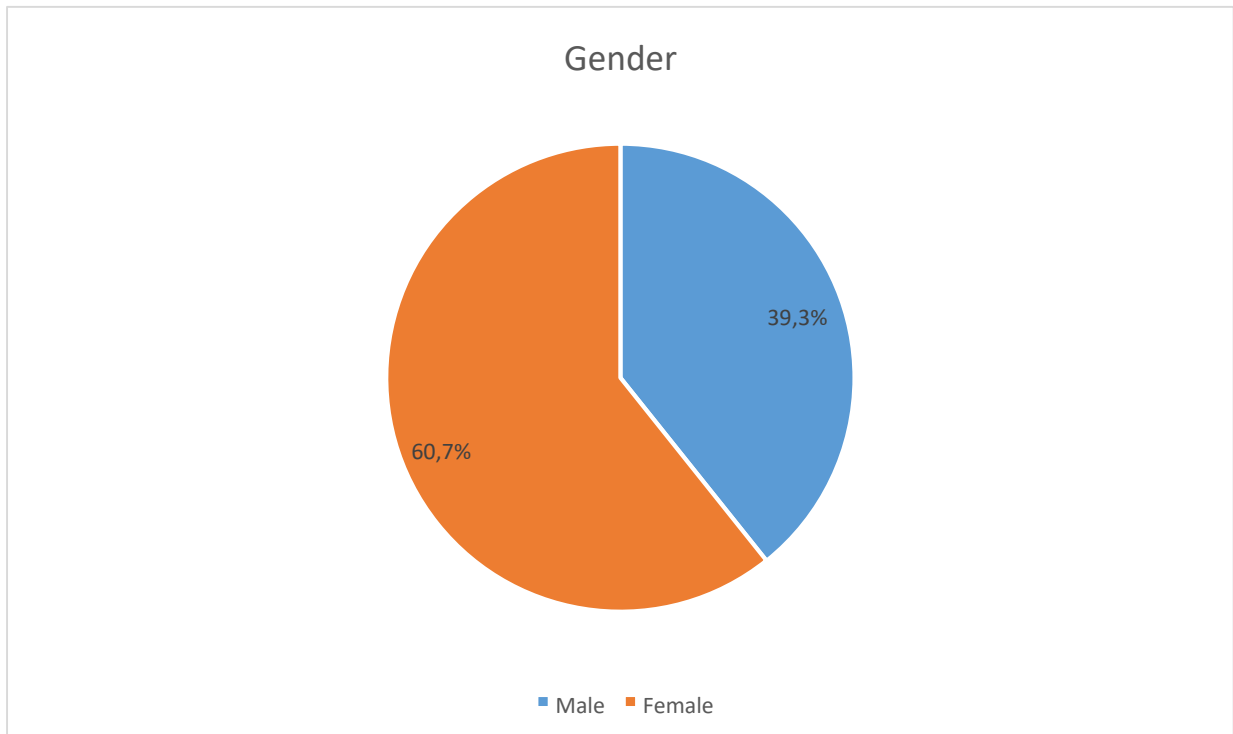
		<b>n</b>	<b>%</b>
<b>Gender</b>	Male	141	39.3%
	Female	218	60.7%
	Total	359	100.0%
<b>Age in Years</b>	18-21	259	72.1%
	22-25	80	22.3%
	26-29	11	3.1%
	30-33	4	1.1%
	34-37	2	0.6%
	38 and over	3	0.8%
	Total	359	100.0%
	<b>Race</b>	Black	282
Coloured		7	1.9%
Indian		66	18.4%
White		3	0.8%
Other (Please specify)		1	0.3%
Total		359	100.0%
<b>Educational Level</b>	Undergraduate	311	86.6%
	Honours Degree	28	7.8%
	Postgraduate Diploma	7	1.9%
	Master's Degree	6	1.7%
	Doctoral Degree	7	1.9%
	Total	359	100.0%
<b>College</b>	College of Law and Management Studies	194	54%
	College of Humanities	9	2.5%
	College of Health Sciences	69	19.2%
	College of Agriculture, Engineering and Science	87	24.2%
	Total	359	100.0%

As evident in Table 4.1, the biographical variables included gender, age, race, educational level and college.

Figure 4.1 provides an illustration of the gender proportions of the 359 respondents of this study.

**Figure 4.1**

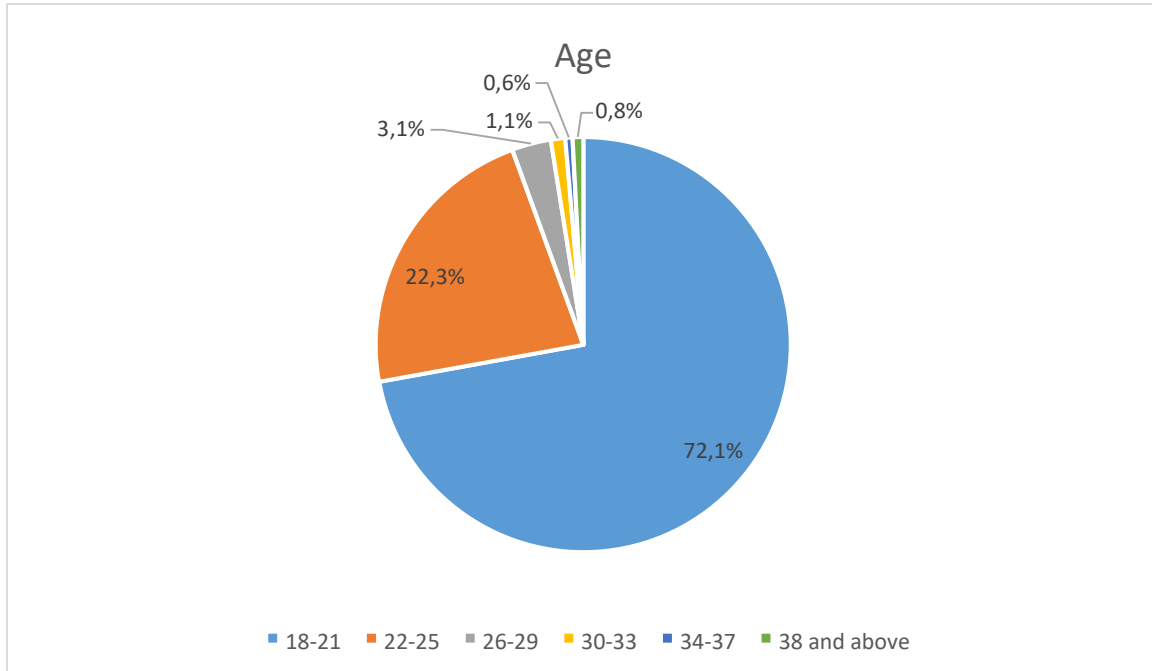
**Composition of Sample: Gender**



As indicated in the Table 4.1, 218 respondents were females and they constituted a larger percentage (60,7%) compared to the male counterparts that were 141 with a percentage of 39,3%. These details show distribution of respondents by gender and sample is representative.

**Figure 4.2**

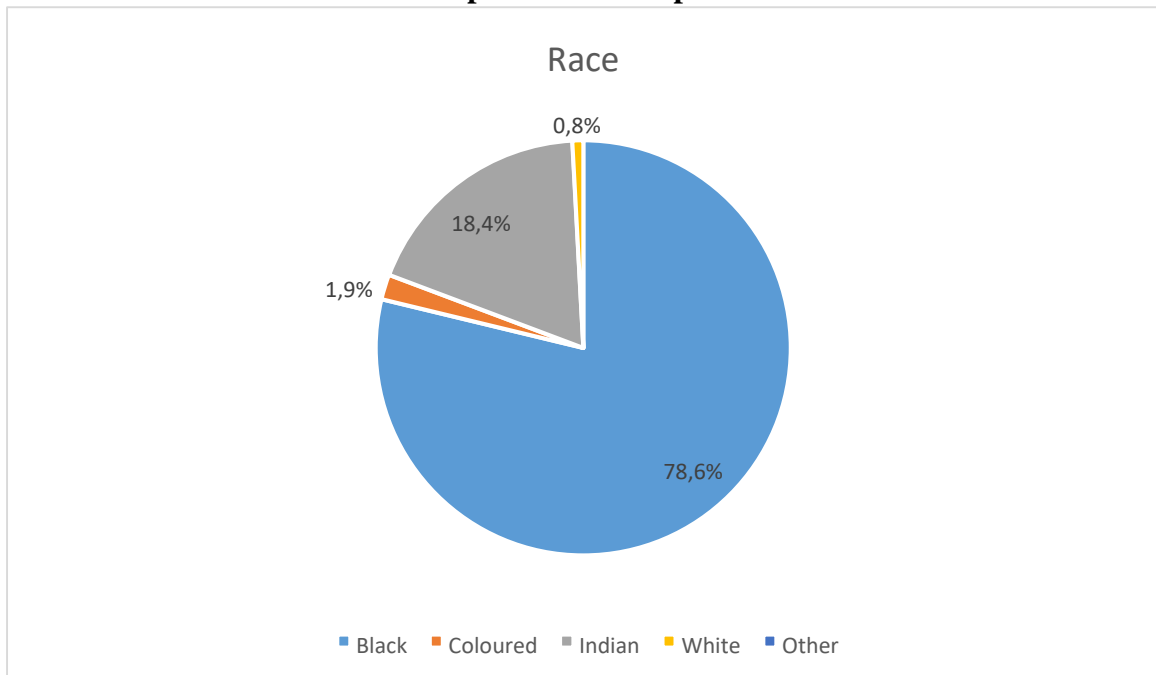
**Composition of Sample: Age**



According to Table 4.1 and Figure 4.2, the majority of the respondents fell within the age group 18-21 years, with the total number of respondents being 259 with a percentage of 72.1%. The second highest percentage of respondents (22.3%) belong to the 22-25 age group with 80 respondents. The third highest percentage was 3.1% which fell within the age group of 26-29 years with 11 respondents. The 30-33 age group contained 1.1% of the respondents, followed by 0.8% which fell within the age group of 38 years and above. The lowest percentage was 0.6% which fell within the age group of 34-37 age group with only 2 respondents.

**Figure 4.3**

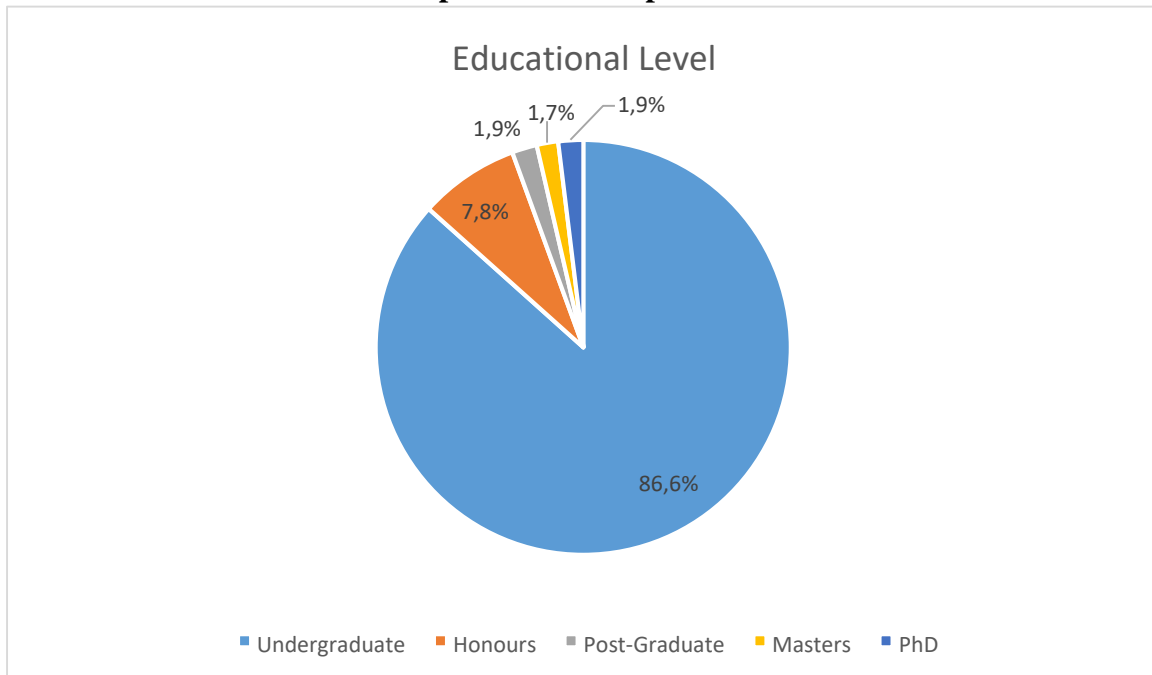
**Composition of sample: Race**



As shown in Table 4.1, 282 respondents were black with the highest percentage of 78.6%. The second highest group were Indians with a percentage of 18.4% and 66 respondents. The third highest group were Coloureds with a percentage of 1.9% and 7 respondents. Whites comprised the lowest number of respondents with only 3 participating in the study. Only one person fell under the unspecified race and constituted 0.3%.

**Figure 4.4**

**Composition of sample: Educational level**



With reference to Table 4.1 and Figure 4.4, the highest percentage of respondents was from the undergraduate student's category which constituted 86.6% with 311 respondents. The Honours degree students were the second highest group with 28 respondents which represent 7.8% of the respondents. As shown in the results, post-graduate diploma students and the Doctoral degree students had the same number of respondents (7) which encompassed 1.9% of the respondents. The least number (6) of respondents were from the Masters student's category which comprised 1.7% of the respondents.

**Figure 4.5**

**Composition of Sample: College**

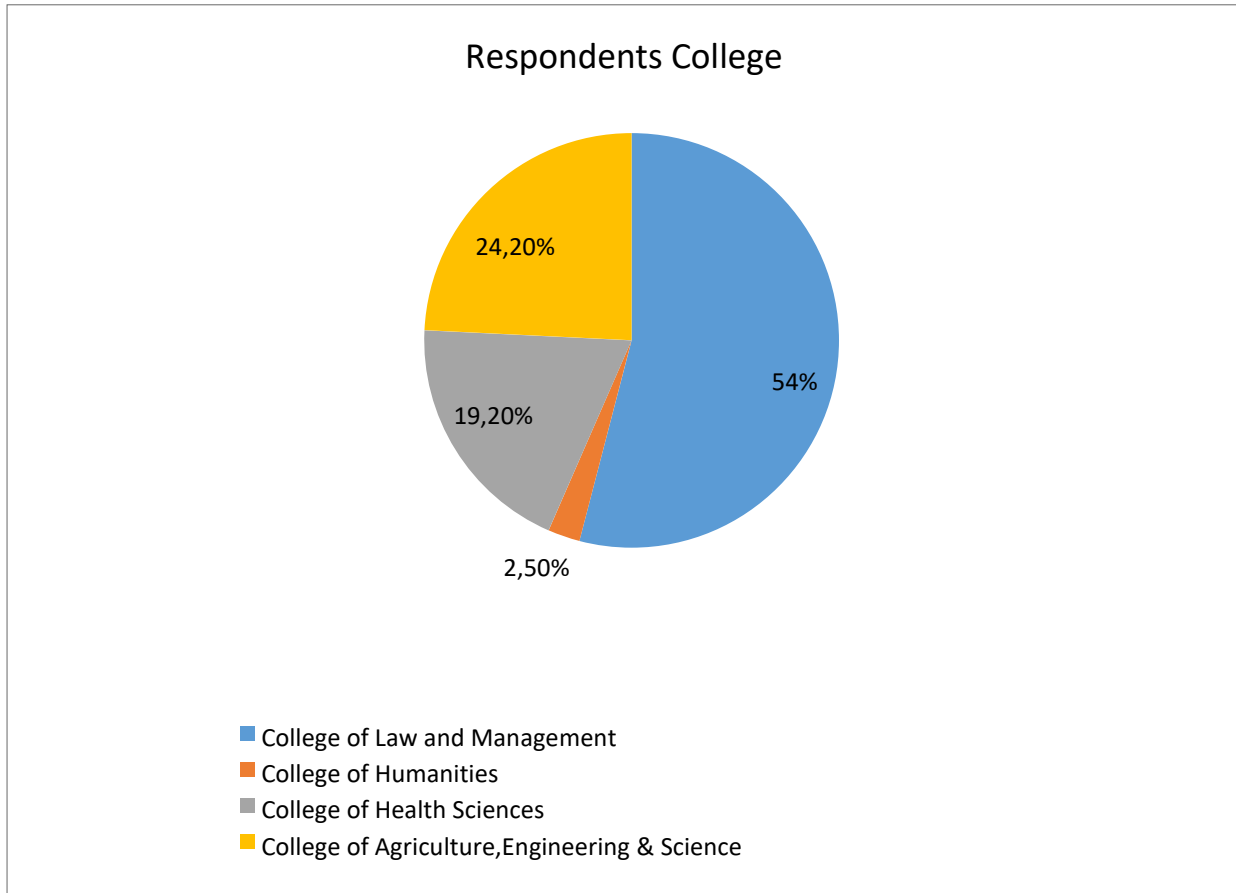


Figure 4.5 shows that the College of Law and Management Studies had the highest number (194) of respondents in this study (54%). The second highest group was from the College of Agriculture, Engineering and Science with 87 (24.2%) respondents. As stated in the results, the College of Health and Sciences had 69 (19.2%) respondents, whilst the College of Humanities had the least with only 9 (2.5%) respondents.

**4.2.1.2 IMPORTANCE THAT UKZN STUDENTS ATTACH TO THE KEY DIMENSIONS OF THE STUDY**

The results obtained relating to the key dimensions of the study will be presented using descriptive statistics. UKZN (Westville Campus) students were asked to rate their perceptions of the various key dimensions of the study using a 1-5 point Likert Scale. The higher the mean score, the more positively the dimension is viewed (Table 4.2).

**Table 4.2**

**Descriptive Statistics: Key dimensions of the study**

	N	Minimum	Maximum	Mean	Std. Deviation
Types of Mobile Marketing	359	1	5	3.126	1.185
Convenience	359	1	5	3.105	1.131
Credibility	359	1	5	3.025	1.132
Informativeness	359	1	5	2.985	1.093
Entertainment	359	1	5	2.91	1.160
Attraction and Retention	359	1	5	3.046	1.153
Privacy	359	1	5	3.761	1.183
Consumer Decision Making	359	1	5	3.011	1.199
Brand Equity	359	1	5	3.083	1.114
Customer Relationship	359	1	5	3.316	1.033

Table 4.2 depicts the key dimensions that affect the effectiveness of mobile marketing. In descending level of impact, the mean scores are as follows;

- Privacy (Mean = 3.761)
- Customer relationships (Mean = 3.316)
- Types of mobile marketing (Mean = 3.126)
- Convenience (Mean = 3.105)
- Brand Equity (Mean = 3.083)
- Attraction and Retention (Mean = 3.046)
- Credibility (Mean = 3.025)
- Consumer Decision Making (Mean = 3.011)
- Informativeness (Mean = 2.985)



- Entertainment (Mean = 2.91)

UKZN (Westville Campus) students attach different levels of importance to the key dimensions of the study. As indicated in Table 4.2, students attach the greatest level of importance to privacy and customer relationships and the least level of importance to informativeness and entertainment.

In order to analyse how the respondents view each of the dimensions in Table 4.2, frequency analyses were conducted. Below is an interpretation of the key dimensions of the study.

In terms of respondents' perceptions of the dimension of *privacy*, 29.7% (raw data provided as in Appendix 4) of the respondents strongly disagree/disagree that irrelevant marketing messages that are sent to their mobile devices often irritate them, whereas, the majority (67.9%) strongly agree/agree that mobile marketing messages irritate them. Furthermore, 73.5% of the respondents strongly agree/agree that they are concerned about how companies have been able to acquire their personal information and contact details without their knowledge or consent. However, 15% of the respondents are not particularly concerned about privacy. The results show that 69.1% strongly agree/agree that they delete mobile marketing messages before reading them, whereas, 17% of respondents do not engage in such action. Furthermore, 67.4% of the respondents strongly agree/agree that they do not entertain phone calls from telemarketers that will be trying to market certain products or brands. However, 15.1% of the respondents are inclined to engaging with telemarketers. From the findings, the majority (63.6%) of the respondents agree, whereas, 16.7% strongly disagree that mobile marketing is intrusive and invades their privacy. In addition, 68.2% of the respondents agree/strongly agree that they appreciate permission-based mobile marketing as it allows them to receive marketing and promotional offers upon their request. Moreover, 20.3% of the respondents do not have an appreciation for permission-based mobile marketing. The findings also show that 66.6% of the respondents strongly agree/agree that they appreciate receiving personalised mobile marketing content that is suited to their needs and preferences. However, 19.5% of the respondents strongly disagree/disagree with this practice. The results show that the majority (59.2%) of the respondents do not trust companies that use mobile marketing to reach potential customers. Furthermore, 71.6% of the respondents feel that companies need to get consumers' permission first before sending them mobile marketing content. The results also show that approximately half (48.2%) of the respondents have formed a negative attitude towards products and brands that are marketed using mobile marketing, whereas, 26.5% of respondents did not experience

this change in attitude. In addition, 77.7% of respondents feel that it is important for consumers to be given the option to opt-out of receiving future mobile marketing content.

In terms of *customer relationships*, 51.5% of respondents believe that mobile marketing will strengthen the relationship between companies and their customers. However, 23.9% of the respondents do not share this sentiment. In addition, 51.8% of the respondents are of the opinion that mobile marketing allows for better communication between companies and their customers, whereas, 25.1% of respondents disagree. The results indicate that half (51.8%) of the respondents agree that their mobile devices allow them to communicate easily with companies about their products or brands, whereas 25.9% of respondents do not share this perception.

With regards to the *types of mobile marketing*, 49% of respondents agree and 29,5% of the respondents disagree that the SMSes that they receive on their phones are informative. In addition, 44% of respondents indicate that they do not redeem SMS coupons, whereas, 38.7% of respondents are prone to redeeming SMS coupons. The results show that 46.9% of the respondents agree that personalised SMSes that they receive on their phones are important in making them feel like valued consumers. Furthermore, the majority (64.6%) of respondents strongly agree that it is costly to download and view pictures, videos and audio MMSes that are sent to their phones. In addition, 59% of the respondents agree that the use of pictures, videos and audio clips is more useful and draws their attention to certain products or brands, whereas, 21.1% of respondents are of the opinion that audios and visuals are not useful. The results of the study reveal that 62.4% of the respondents agree that companies' mobile applications on cell phones can help to strengthen the customer relationships between companies and their customers, whereas, 19.2% disagree with this perception. Furthermore, 49.9% of the respondents believe that by using a company's mobile application, they can be easily informed about new products or brands, whereas, 29.8% disagree with this approach. The findings show that 45.4% of respondents are not familiar with quick response barcodes (QR codes) that are available on advertisements and products, whereas, 40.1% are familiar with QR codes. In terms of scanning quick response barcodes in order to access more information about the product, 48.2% of the respondents have not used their smartphones to access information, whereas, 36.2% of the respondents have scanned QR codes to obtain more information. The results reveal that 51.3% of the respondents believe that mobile banner advertisements are intrusive and annoying, whereas, 24% of the respondents do not find them intrusive. Furthermore, 55.4% of the respondent's state that they often ignore information

contained in mobile banner advertisements, whereas, 24.4% of the respondents take the time to read them. Of the 359 respondents, 56.8% of them have never downloaded product content using their mobile device after having received B marketing messages from companies, whereas, 23.1% of respondents have previously downloaded content. In addition, 49.8% agree that location-based mobile marketing is useful in informing a consumer about the product offers of businesses within close proximity to the consumer's location.

With regard to *convenience* of mobile marketing, 47.8% of the respondents strongly agree that they are able to effortlessly retrieve mobile marketing content because their mobile devices are with them at all times. However, 35.9% of respondents disagree that they are easily able to retrieve mobile marketing content. In addition, 46.2 % of the respondents strongly agree that their mobile devices allow them to download digital coupons so that they can get discounts when making purchases in store. Those that disagreed with this practice, constituted 36.8% of the respondents. The results reveal that 38.2% of the respondents feel that it is easier for them to make purchase decisions based on mobile marketing content that is readily available on their cell phones, however, a higher percentage of 41.3% do not share this sentiment. Furthermore, 46.8% of the respondents believe that they do receive mobile marketing content at appropriate times during the day, whereas, 31.7% disagree with this perception.

In terms of *brand equity*, 47.7% of the respondents are of the opinion that mobile marketing content received on mobile devices assists consumers in gaining more knowledge about products or brands, whereas, 33.1% of the respondents disagree with this notion. The results reveal that 45.9% of the respondents have become familiar with unknown products or brands after having received content about them on their mobile devices. In addition, 40.7% of the respondents believe that the mobile marketing content that they receive, does not assist them in assessing the quality of products or brands. The results of the study reveal that 42.6% of the respondents are unlikely and 32.8% are likely to develop a favourable attitude towards products or brands after receiving marketing communication about these products on their mobile devices. In addition, 46.8% of the respondents believe that mobile marketing will enable companies to enhance the image of their brands, whilst, 33.1% of the respondents disagree with this sentiment. The results also show that 52.3% of the respondents agree that products that are advertised via mobile marketing portray a strong brand image. In addition, 37% of the respondents are loyal to the products or brands that they receive information about on their mobile device. However, 35.5% of the respondents claim that they are not loyal to these brands that they receive information about on their mobile devices. Furthermore, 46.4% of the

respondents strongly agree/agree that mobile marketing content assists them in recalling brand names.

With regard to *attraction and retention*, 55.2% of the respondents strongly agree that simple and clear mobile marketing messages attract their attention. However, 49.3% of the respondents claim that they do not pay careful attention to the mobile marketing content that is sent to their mobile devices.

In terms of *credibility* of mobile marketing, 38.4% of respondents feel that the mobile marketing content about products or brands that they receive from companies is accurate. In addition, the results show that 40.9% of the respondents believe that the mobile marketing content that is sent to their mobile devices is a credible source of information about products or brands.

With regard to *consumer decision-making*, 35.4% of the respondents feel that receiving mobile marketing communication does not alert them to an unfulfilled need. In addition, 37.6% of the respondents often follow up on mobile marketing content that they have received before they decide which products or brands to purchase, whereas, 42.9% disagree with this practice. Furthermore, 58.5% of the respondents strongly agree/agree that they use their mobile devices to search for information about products or brands, whereas, 29.8% of the respondents disagree. In addition, 43.2% of the respondents agree that the mobile marketing content that they receive on their cell phone allows them to evaluate different products or brands before making their purchase decisions. Of the 359 respondents, 45.2% of the respondents strongly disagree that they are influenced to purchase the products or brands after receiving mobile marketing content about it on their cell phones, whereas, 32.1% of the respondents are influenced to make purchases. Furthermore, 49.8% of the respondents claim that they have not purchased products or brands due to the persuasiveness of the mobile marketing content that they have received about those products or brands. The results reveal that 43.7% of the respondents use their mobile devices when making purchases of certain products or brands. In addition, 43.1% of the respondents agree that mobile marketing saves them time and money in comparing alternative brands of products.

With regard to *informativeness* of mobile marketing, 37.4% of the respondents believe that the mobile marketing content that they receive is very informative, whereas, 34.6% believe that the content is not very informative. Furthermore, 41.8% of the respondents believe that the

mobile marketing content that they receive is unreliable and does not assist them in making purchase decisions.

In terms of *entertainment*, 41.5% of the respondents believe that the mobile marketing content that they receive is not very entertaining. The results show that 40.1% of the respondents are likely to form a positive attitude towards a product or brand after receiving mobile marketing content that they consider entertaining.

## **4.2.2 INFERENTIAL STATISTICS**

### **4.2.2.1 UKZN STUDENT PERCEPTIONS OF THE KEY DIMENSIONS OF THE STUDY**

#### *Hypothesis 1:*

There exists significant intercorrelations among the key dimensions (types of mobile marketing, convenience, credibility, informativeness, entertainment, attraction and retention, consumer-decision making, brand equity and customer relationships) of the study relating to UKZN students respectively. However, as shown in Table 4.3 there is no significant correlations between Privacy and the other dimensions.

**Table 4.3 Correlation: Key Dimension of the study**

<b>Dimensions of the Study</b>	<b>r / P</b>	Types of mobile marketing	Convenience	Credibility	Informativeness	Entertainment	Attraction and Retention	Privacy Scale	Consumer Decision-Making	Brand Equity	Customer Relationships
Types of mobile marketing	r p	1	0.301 <b>0.000*</b>	0.259 <b>0.000*</b>	0.284 <b>0.000*</b>	0.285 <b>0.000*</b>	0.325 <b>0.000*</b>	0.046 <b>0.389</b>	0.240 <b>0.000*</b>	0.333 <b>0.000*</b>	0.264 <b>0.000*</b>
Convenience	r p	0.301 <b>0.000*</b>	1	0.471 <b>0.000*</b>	0.392 <b>0.000*</b>	0.277 <b>0.000*</b>	0.310 <b>0.000*</b>	-0.002 <b>0.973</b>	0.330 <b>0.000*</b>	0.379 <b>0.000*</b>	0.294 <b>0.000*</b>
Credibility	r p	0.259 <b>0.000*</b>	0.471 <b>0.000*</b>	1	0.627 <b>0.000*</b>	0.458 <b>0.000*</b>	0.307 <b>0.000*</b>	-0.013 <b>0.806</b>	0.275 <b>0.000*</b>	0.321 <b>0.000*</b>	0.250 <b>0.000*</b>
Informativeness	r p	0.284 <b>0.000*</b>	0.392 <b>0.000*</b>	0.627 <b>0.000*</b>	1	0.549 <b>0.000*</b>	0.407 <b>0.000*</b>	0.064 <b>0.226</b>	0.296 <b>0.000*</b>	0.319 <b>0.000*</b>	0.240 <b>0.000*</b>
Entertainment	r p	0.285 <b>0.000*</b>	0.277 <b>0.000*</b>	0.458 <b>0.000*</b>	0.549 <b>0.000*</b>	1	0.579 <b>0.000*</b>	-0.040 <b>0.455</b>	0.360 <b>0.000*</b>	0.312 <b>0.000*</b>	0.237 <b>0.000*</b>
Attraction and Retention	r p	0.325 <b>0.000*</b>	0.310 <b>0.000*</b>	0.307 <b>0.000*</b>	0.407 <b>0.000*</b>	0.579 <b>0.000*</b>	1	-0.014 <b>0.788</b>	0.400 <b>0.000*</b>	0.344 <b>0.000*</b>	0.271 <b>0.000*</b>
Privacy Scale	r p	0.46 <b>0.389</b>	-0.002 <b>0.973</b>	- 0.013 <b>0.806</b>	0.064 <b>0.226</b>	- 0.40 <b>0.455</b>	-0.014 <b>0.789</b>	1	-0.032 <b>0.551</b>	-0.34 <b>0.523</b>	-0.020 <b>0.700</b>
Consumer Decision-Making	r p	0.240 <b>0.000*</b>	0.330 <b>0.000*</b>	0.275 <b>0.000*</b>	0.296 <b>0.000*</b>	0.360 <b>0.000*</b>	0.400 <b>0.000*</b>	-0.032 <b>0.551</b>	1	0.703 <b>0.000*</b>	0.352 <b>0.000*</b>
Brand Equity	r p	0.333 <b>0.000*</b>	0.379 <b>0.000*</b>	0.321 <b>0.000*</b>	0.319 <b>0.000*</b>	0.312 <b>0.000*</b>	0.344 <b>0.000*</b>	-0.034 <b>0.523</b>	0.703 <b>0.000*</b>	1	0.633 <b>0.000*</b>
Customer Relationship	r p	0.254 <b>0.000*</b>	0.294 <b>0.000*</b>	0.250 <b>0.000*</b>	0.240 <b>0.000*</b>	0.237 <b>0.000*</b>	0.271 <b>0.000*</b>	-0.20 <b>0.700</b>	0.352 <b>0.000*</b>	0.633 <b>0.000*</b>	1

\*p<0.01    \*\*p<0.05

From Table 4.3 it is evident that moderate relationships exist between: -

- ❖ Types of mobile marketing and convenience ( $r = 0.301$ )
- ❖ Types of mobile marketing and attraction and retention ( $r = 0.325$ )
- ❖ Types of mobile marketing and privacy ( $r = 0.46$ )
- ❖ Types of mobile marketing and brand equity ( $r = 0.333$ )
- ❖ Convenience and Credibility ( $r = 0.471$ )
- ❖ Convenience and Informativeness ( $r = 0.392$ )
- ❖ Convenience and attraction and retention ( $r = 0.310$ )
- ❖ Convenience and consumer decision-making ( $r = 0.330$ )
- ❖ Convenience and brand equity ( $r = 0.379$ )
- ❖ Credibility and entertainment ( $r = 0.458$ )
- ❖ Credibility and attraction and retention ( $r = 0.307$ )
- ❖ Credibility and brand equity ( $r = 0.321$ )
- ❖ Informativeness and attraction and retention ( $r = 0.407$ )
- ❖ Informativeness and brand equity ( $r = 0.319$ )
- ❖ Entertainment and consumer decision-making ( $r = 0.360$ )
- ❖ Entertainment and brand equity ( $r = 0.312$ )
- ❖ Attraction and retention and consumer decision making ( $r = 0.400$ )
- ❖ Attraction and retention and brand equity ( $r = 0.344$ )
- ❖ Consumer decision-making and customer relationships ( $r = 0.352$ )

It is evident in Table 4.3 that strong relationships exist between: -

- ❖ Credibility and Informativeness ( $r = 0.627$ )
- ❖ Informativeness and entertainment ( $r = 0.549$ )
- ❖ Entertainment and attraction and retention ( $r = 0.579$ )
- ❖ Consumer decision-making and brand equity ( $r = 0.703$ )
- ❖ Brand equity and customer relationship ( $r = 0.633$ )

Table 4.3 also shows that there is no significant correlations between Privacy and the other dimensions. Therefore, Hypothesis 1 may be partially accepted.

#### 4.2.2.2 KEY DIMENSIONS OF THE STUDY AND BIOGRAPHICAL VARIABLES

##### *Hypothesis 2:*

There is a significant difference in the perceptions of UKZN students, varying in biographical profiles (gender, age, race, educational level and college) regarding each dimension of the study (types of mobile marketing, convenience, credibility, informativeness, entertainment, attraction and retention, privacy, consumer-decision making, brand equity and customer relationships) respectively. (Table 4.4 to 4.10).

**Table 4.4**

##### **Kruskal-Wallis One-way ANOVA: Key Dimensions of the Study and Gender**

Key Dimensions of the Study	Chi-Square	p
Types of Mobile Marketing	3.026	0.082
Convenience	0.629	0.428
Credibility	0.546	0.460
Informativeness	0.003	0.954
Entertainment	1.885	0.170
Attraction and Retention	2.308	0.129
Privacy	0.683	0.408
Consumer Decision Making	3.625	0.057
Brand Equity	0.428	0.513
Customer Relationships	0.009	0.926

As indicated in Table 4.4, the results show that there is no significant difference in the respondents' perceptions of the types of mobile marketing (Chi-square = 3.026,  $p > 0.05$ ) and convenience (Chi-square = 0.629,  $p > 0.05$ ). Additionally, there is no significant difference in the respondents' perceptions of credibility (Chi-square = 0.546,  $p > 0.05$ ), Informativeness (Chi-square = 0.003,  $p > 0.954$ ), Entertainment (Chi-square = 1.885,  $p > 0.05$ ), Attraction and Retention (Chi-square = 2.308,  $p > 0.05$ ), Privacy (Chi-square = 0.683,  $p > 0.05$ ), Consumer decision-making (Chi-square = 3.625,  $p > 0.05$ ), Brand equity (Chi-square = 0.428,  $p > 0.05$ ). There is also no significant difference in the respondents' perceptions of customer relationships (Chi-square = 0.009,  $p > 0.05$ ) among respondents' gender.



**Table 4.5****Kruskal-Wallis One-way ANOVA: Key Dimensions of the Study and Age**

Key Dimensions of the Study	Chi-Square	p
Types of Mobile Marketing	6.069	0.300
Convenience	9.893	0.078
Credibility	2.218	0.818
Informativeness	3.052	0.692
Entertainment	3.234	0.664
Attraction and Retention	10.087	0.073
Privacy	5.040	0.411
Consumer Decision Making	5.683	0.338
Brand Equity	3.489	0.625
Customer Relationships	6.159	0.291

As indicated in Table 4.5, the results show that there is no significant difference in the respondents' perceptions of the types of mobile marketing (Chi-square = 6.069,  $p > 0.05$ ) and convenience (Chi-square = 9.893,  $p > 0.05$ ). Additionally, there is no significant difference in the respondents' perceptions of credibility (Chi-square = 2.218,  $p > 0.05$ ), Informativeness (Chi-square = 3.052,  $p > 0.954$ ), Entertainment (Chi-square = 3.234,  $p > 0.05$ ), Attraction and Retention (Chi-square = 10.087,  $p > 0.05$ ), Privacy (Chi-square = 5.040,  $p > 0.05$ ), Consumer decision-making (Chi-square = 5.683,  $p > 0.05$ ), Brand equity (Chi-square = 3.489,  $p > 0.05$ ). There is also no significant difference in the respondents' perceptions of customer relationships (Chi-square = 6.159,  $p > 0.05$ ) among respondents' age.

**Table 4.6****Kruskal-Wallis One-way ANOVA: Key Dimensions of the Study and Race**

Key Dimensions of the Study	Chi-Square	p
Types of Mobile Marketing	12.146	0.016**
Convenience	4.232	0.376
Credibility	6.877	0.143
Informativeness	8.845	0.065
Entertainment	2.905	0.574
Attraction and Retention	9.054	0.060
Privacy	8.586	0.072
Consumer Decision Making	4.531	0.339
Brand Equity	4.023	0.403
Customer Relationships	14.610	0.006*

\* $p < 0.01$

\*\* $p < 0.05$

Table 4.6 indicates that there is a significant difference in the perceptions of UKZN students varying in race regarding types of mobile marketing and customer relationships available at the 5% and 1% level of significance, respectively. No other significant relationships exist.

In order to assess where the significant differences lie, mean analyses were undertaken (Table 4.7).

**Table 4.7**

**Mean Analyses: Key Dimensions of the Study and Race**

Key Dimensions of the Study	Race	Mean	Std.Dev	N
Types of Mobile Marketing	Black	3.15	1.133	282
	Coloured	4.29	0.756	7
	Indian	3.08	0.181	66
	White	1.67	0.577	3
	Other	1.00	-	1
	<b>Total</b>	<b>3.126</b>	<b>1.185</b>	<b>359</b>
Customer Relationships	Black	3.39	1.042	282
	Coloured	3.71	0.951	7
	Indian	3.00	0.928	66
	White	2.00	0.000	3
	Other	4.00	-	1
	<b>Total</b>	<b>3.316</b>	<b>1.033</b>	<b>359</b>

Table 4.7 reflects that the Coloured race group has the highest mean of 4.29, so Coloureds place the greatest emphasis on types of mobile marketing than any other race. They also believe that mobile marketing can be used to create and maintain good relationships between marketers and their customers. The Black race had the highest number of respondents, however, this category has the second highest mean (3.15), the Indian race category has a mean of 3.08 and the White race category has the lowest mean of 1.67.

**Table 4.8**

**Kruskal-Wallis One-way ANOVA: Key Dimensions of the Study and Educational Level**

Key Dimensions of the Study	Chi-Square	p
Types of Mobile Marketing	6.046	0.196
Convenience	6.127	0.190
Credibility	2.359	0.670
Informativeness	0.973	0.914
Entertainment	1.272	0.866
Attraction and Retention	1.101	0.894
Privacy	3.829	0.430
Consumer Decision Making	4.414	0.353
Brand Equity	7.241	0.124
Customer Relationships	9.790	0.044**

\*\*p<0.05

Table 4.8 indicates that there is a significant difference in the perceptions of UKZN students varying in educational level regarding customer relationships at the 5% level of significance. No other significant relationships exist.

In order to assess where the significant differences lie, mean analyses were undertaken (Table 4.9).

**Table 4.9**

**Mean Analyses: Key Dimensions of the Study and Educational Level**

Key Dimensions of the Study	Educational level	Mean	Std.Dev	N
Customer Relationships	Undergraduate	3.28	1.042	311
	Honours	3.82	0.863	28
	Post-Graduate diploma	2.71	0.488	7
	Masters	3.17	1.329	6
	PhD	3.57	0.787	7
	<b>Total</b>		<b>3.316</b>	<b>1.033</b>

Table 4.9 indicates that the Honours student's category has the highest mean of 3.82 and believe that mobile marketing can be used to improve customer relationships. The second highest mean is 3.57 for PHD students, followed by 3.28 for the undergraduate category. The Masters category has a mean of 3.17. The Post-graduate category has the lowest mean which is 2.71.

**Table 4.10**

**Kruskal-Wallis One-way ANOVA: Key Dimensions of the Study and College**

Key Dimensions of the Study	Chi-Square	p
Types of Mobile Marketing	2.726	0.430
Convenience	1.477	0.688
Credibility	2.013	0.570
Informativeness	3.504	0.320
Entertainment	1.532	0.675
Attraction and Retention	2.596	0.458
Privacy	4.720	0.193
Consumer Decision Making	2.207	0.531
Brand Equity	0.874	0.832
Customer Relationships	3.535	0.316

As indicated in Table 4.10 the results show that there is no significant difference in the respondents' perceptions of the types of mobile marketing (Chi-square = 2.726,  $p > 0.05$ ) and convenience (Chi-square = 1.477,  $p > 0.05$ ). Additionally, there is no significant difference in the respondents' perceptions of credibility (Chi-square = 2.013,  $p > 0.05$ ), Informativeness (Chi-square = 3.504,  $p > 0.954$ ), Entertainment (Chi-square = 1.532,  $p > 0.05$ ), Attraction and Retention (Chi-square = 2.596,  $p > 0.05$ ), Privacy (Chi-square = 4.720,  $p > 0.05$ ), Consumer decision-making (Chi-square = 2.207,  $p > 0.05$ ), Brand equity (Chi-square = 0.874,  $p > 0.05$ ). There is also no significant difference in the respondents' perceptions of customer relationships (Chi-square = 3.535,  $p > 0.05$ ) among respondents' age.

From the results reflected in Table 4.4 to 4.10, Hypothesis 2 may be rejected.

### **4.3 STATISTICAL ANALYSIS OF THE QUESTIONNAIRE**

#### **4.3.1 Validity of the questionnaire**

The validity of the research instrument measuring the respondents' perceptions with regards to the key dimensions of mobile marketing was evaluated by using Factor Analysis. Table 4.11 presents the factor loadings for the key dimensions of the respondents' perceptions. All the loadings that were greater than 0.5 were considered to be significant. When an item loaded significantly on two factors, only that item with the higher loading was taken into consideration.

**Table 4. 11**

**Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.848
Bartlett's Test of Sphericity	Approx. Chi-Square	10479.706
	df	1653
	Sig.	0.000

The adequacy of the sample was determined using the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (0.848) and Bartlett's Test of Sphericity (Chi-square = 10479.706; p = 0.000) which respectively indicated suitability and significance. The results indicate that the normality and homoscedasticity preconditions are satisfied.

**Table 4.12**

**Validity of Questionnaire: Factor Analysis**

ITEM	1	2	3	4	5	6	7	8	9	10
QB48	0.793									
QB40	0.780									
QB41	0.772									
QB49	0.770									
QB42	0.768									
QB50	0.746									
QB43	0.709									
QB51	0.646									
QB52	0.640									
QB53	0.627									
QB54	0.567									
QB44										

**Table 4.12 (continued)**

**Validity of Questionnaire: Factor Analysis**

QB55		0.816							
QB26		0.814							
QB22		0.772							
QB45		0.771							
QB24		0.764							
QB20		0.732							
QB1									
QB25			0.773						
QB16			0.716						
QB27			0.710						
QB23			0.661						
QB21			0.576						
QB2			0.517						
QB46									
QB3									
QB17									
QB28				0.767					
QB29				0.765					
QB30				0.723					
QB31				0.677					
QB32									
QB33					0.708				
QB34					0.677				
QB35					0.661				

**Table 4.12 (continued)**

**Validity of Questionnaire: Factor Analysis**

QB36					0.596					
QB37				0.512	0.530					
QB4						-0.766				
QB5						0.763				
QB6						0.710				
QB7						0.681				
QB8						0.656				
QB9							0.758			
QB56							0.755			
QB57							0.712			
QB58							-0.623			
QB18										
QB19								0.807		
QB38								0.781		
QB39								0.691		
QB10								0.628		
QB11									0.517	
QB12										
QB13										0.747
QB14										0.700
QB47										
QB15										
<b>Engen value</b>	11.161	3.885	3.550	3.044	2.792	2.419	2.090	1.913	1.677	1.399
<b>Percentage of Variance</b>	11.245	7.399	6.771	6.183	5.1983	5.061	4.976	4.589	3.657	3.419

Table 4.12 indicates that 11 items load significantly on Factor 1 and account for 11.25% of the total variance. Of the 11 items, 6 items relate to consumer decision-making and 5 items pertain to brand equity. Since the greatest loading relates to brand equity (0.793), Factor 1 may, therefore, be labelled as brand equity.

Table 4.12 also depicts that 6 items load significantly on Factor 2 which accounts for 7.40% of the total variance. Three of the items relate to customer relationships and the other 3 items relate to brand equity. Customer relationships has the highest loading of 0.816, therefore, Factor 2 can be labelled as customer relationships.

As indicated in Table 4.12, Factor 3 has 6 items and accounts for 6.77% of the total variance. Since all of them relate to types of mobile marketing, Factor 3 will be labelled likewise.

Table 4.12 indicates that 5 items load significantly on Factor 4 and account for 6.18% of the total variance. Two items relate to informativeness, 2 items relate to credibility and the other item relates to entertainment. The highest loading relates to informativeness (0.767), therefore, Factor 4 can be labelled likewise.

Table 4.12 indicates that 5 items load significantly on Factor 5 and accounts for 5.2% of the total variance. Three items relate to attraction and retention and the other 2 relate to entertainment. Majority of the items relate to attraction and retention, therefore, Factor 5 can be labelled likewise.

Table 4.12 indicates that 5 items load significantly on Factor 6 and accounts for 5.1% of the total variance. Since all the items related to privacy, Factor 6 can be labelled as privacy.

Table 4.12 indicates that Factor 7 has 4 items and accounts for 4.97% of the total variance. Since all the items relate to privacy, Factor 7 can be labelled likewise.

Table 4.12 indicates that 4 items load significantly on Factor 8 and account for 4.58 % of the total variance. Three items relate to convenience and the other item relates to types of mobile marketing. Since the majority of the items relate to convenience, Factor 8 can be labelled as convenience.

Table 4.12 indicates that Factor 9 has 1 item that pertains to privacy and accounts for 3.65% of the total variance, therefore, Factor 9 can be labelled as privacy.

Factor 10 has 2 items and accounts for 3.41% of the total variance. All of the items relate to types of mobile marketing, therefore, Factor 10 can be labelled likewise.



As evident from Table 4.12, 3 factors (Factor 6, Factor 7, and Factor 9) were labelled Privacy; 2 factors (Factor 3 and Factor 10) were labelled Types of mobile marketing. Factor 1 was labelled as brand equity, Factor 2 is customer relationships, Factor 4 is informativeness, Factor 5 is attraction and retention and Factor 8 is convenience. The key dimensions of the study that did not feature as factors were consumer decision-making, credibility and entertainment. The possible reason for this could be that the other items might have been misperceived as other items by the respondents when answering the questionnaires. For example, items pertaining to credibility might have been diffused in items pertaining to privacy. Consumer decision-making items may have been diffused in items pertaining to informativeness. Furthermore, items pertaining to entertainment may have been diffused in items pertaining to types of mobile marketing. Since privacy features prominently, it can be argued that it plays a significant role towards the effectiveness of mobile marketing and the perceptions of the UKZN Westville campus students.

#### 4.3.2 Reliability of Questionnaire

**Table 4.13**

#### **Overall Reliability of the Questionnaire: Cronbach's Coefficient Alpha**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.894	0.896	58

The reliability of the questionnaire was done to measure the consistency of the results. From the findings presented above, it is evident that the Cronbach's Coefficient Alpha is 0.896 and it demonstrates a strong level of reliability. Therefore, the items moderately evaluate the key dimensions and their impact on mobile marketing.

The reliability for individual dimensions were also computed (Table 4.14).

**Table 4.14**

**Overall Reliability of the Questionnaire: Cronbach's Coefficient Alpha**

<b>Key Dimensions of the Study</b>	<b>Cronbach's Coefficient Alpha</b>
Types of mobile marketing	<b>0.723</b>
Convenience	<b>0.705</b>
Credibility	<b>0.754</b>
Informativeness	<b>0.762</b>
Entertainment	<b>0.770</b>
Attraction and Retention	<b>0.724</b>
Privacy	<b>0.419</b>
Consumer decision making	<b>0.847</b>
Brand Equity	<b>0.862</b>
Customer relationships	<b>0.860</b>

Table 4.14 indicates that the reliability for dimensions range from 0.419 to 0.862, thereby indicating that the reliability per dimension range from moderate (privacy) to good (convenience, attraction and retention, types of mobile marketing, credibility, informativeness, entertainment, consumer decision-making, brand equity and customer relationships).

#### **4.4 CONCLUSION**

This chapter portrayed the results that were obtained from the study. This chapter was initiated by presenting the biographical findings of the 359 respondents, which was followed by the descriptive statistics, where interpretations of the results relating to each of the key dimensions of consumers' purchase intentions were presented. Results were presented in tables and pie chart format. This chapter also presented the SPSS results and was interpreted.

In the next chapter, data will be interpreted and there will be discussion of findings as well as analysis.

## **CHAPTER FIVE**

### **DISCUSSION OF RESULTS**

#### **5.1 INTRODUCTION**

Chapter five discusses the findings generated from the study relating to mobile marketing's impact on consumer decision-making, brand equity and customer relationships, with special reference to UKZN students' perspectives. Most literature shows that mobile marketing services have become a strong source for marketing distribution and communication (Kaplan, 2012; Persuad and Azhar, 2012; Ryu and Murdock, 2013). The rise of new technology continues to present marketers with new ways of marketing their brands to consumers and mobile marketing has become a part of these new advertising mediums (Grant, 2007). A number of issues continue to rise with regard to the effectiveness of mobile marketing as a means of enhancing communication and customer relationships, as well as its effectiveness as a promotional tool (Kaplan, 2012). Therefore, this study seeks to understand four important key dimensions which are: factors affecting consumer attitudes towards mobile marketing, the impact of mobile marketing on consumer decision-making, building brand equity using mobile marketing and enhancing communication and customer relationships through mobile marketing.

The previous chapter interpreted the results that were obtained from the empirical analysis and portrayed them in a tabular format. This chapter will proceed to discuss how the results generated from this study impact on consumer decision-making, brand equity and customer relationships in tandem with the impact of these dimensions on the biographical variables of the respondents. The results will also be compared to, and contrasted with, the findings of studies conducted by other researchers with regard to the key dimensions that were investigated in this study.

#### **5.2 UKZN STUDENTS' PERCEPTIONS OF THE KEY DIMENSIONS OF THE STUDY**

This section will discuss the findings that were uncovered by the study that relate to the key dimensions of this study (factors affecting consumer attitudes towards mobile marketing, the impact of mobile marketing on consumer decision-making, building brand equity using mobile marketing and enhancing communication and customer relationships through mobile

marketing). The study used the sub-dimensions (credibility, convenience, types of mobile marketing, informativeness, entertainment, attraction and retention, privacy, brand equity, consumer decision-making and customer relationships) to determine the perceptions of UKZN students on the impact of mobile marketing.

### **5.2.1 THE PERCEPTIONS OF UKZN STUDENTS ON THE USE OF MOBILE MARKETING**

The first objective of this study was to determine the perceptions of UKZN students on the use of mobile marketing. The sub-dimensions of this aspect of the study include: types of mobile marketing, convenience and ease of accessing information, credibility of mobile marketing, informativeness of mobile marketing communication, entertainment, attraction and retention of mobile marketing messages, privacy concerns, impact of mobile marketing on consumer decision-making, building brand equity use mobile marketing, enhancing communication and customer relationships through mobile marketing.

#### **5.2.1.1 TYPES OF MOBILE MARKETING**

There were seven types of mobile marketing that were explored in the study. These include: SMSes, MMSs, location based marketing, mobile web applications, QR codes, mobile banners and bluetooth marketing. The relative importance of the factors was measured by the mean value. The higher the mean score, the more positively the dimension was viewed. The results of the study show that the types of mobile marketing has a high impact in influencing the consumers' attitudes towards mobile marketing. The majority of the students believe that SMSes are informative and that they favour personalised SMSes. The study's evidence concurs with the findings of Donga (2017) that Short Message Service is a common form of communication among university students who form an important proportion of the youth in South Africa. This is also supported by Boyle (2013) who articulates that text messaging is more efficient in building relationships that are more personal compared to other channels. Kaplan (2012) also states that short message services (SMS) are the most successful form of mobile communication. The results of this study reveal the majority of students also pay attention to MMSes because they are entertaining, however, most of the students believe that it is expensive for them to download the videos, pictures and audio MMSes that are sent to their phones. This finding is supported by Mobile Marketing Trends (2011) which states that MMS is a more costly messaging service and is not always supported by all makes of phones.

In terms of the respondents' perceptions regarding strengthening customer relationships through mobile marketing, the majority of the students believe that mobile web applications can strengthen customer relationships. The students felt that they can be easily informed about new products and brands through these applications. This finding is supported by Purcell (2011) who states that mobile web applications allow for continuous interaction between marketers and customers, therefore, trust is developed and customer relationships are strengthened. The results of this study also show that a fairly average proportion of the respondents are not familiar with QR codes nor pay attention to them. Contrary to this, Ryu and Murdock (2013) found that consumers' intent to embrace the QR code was positively affected by the ease-of-use, enjoyment and perceived usefulness. The findings of this study reveal that the majority of the respondents have regarded mobile banner advertisements as intrusive and that they ignore them. The results also show that most of the students do not download product content that they receive via bluetooth marketing messages. However, in a study conducted by Leek and Christodoulides (2009), younger consumers were willing to accept bluetooth advertising, as long as they are in control of the frequency with which they receive the messages and assured that there will be privacy and security.

Furthermore, the results of this study show that approximately half of the respondents believe that location-based mobile marketing is useful in informing a consumer about the product offers of businesses within close proximity to the consumer's location. This finding is supported by Persuad and Azhar (2012) who found that customers are able to receive marketing messages and offers at any given time based on their location, which reduces their search costs whilst simultaneously increasing their shopping efficiency. It can be deduced from the findings of this study that UKZN Westville students consider types of mobile marketing as an important factor and affects their attitudes towards mobile marketing.

According to the results, there are significant relationships between types of mobile marketing and other key dimensions of the study.

#### *Intercorrelations between types of mobile marketing and other key dimensions of the study*

As per the results of this study, there is a significant relationship between types of mobile marketing and convenience, credibility, informativeness, entertainment, attraction and retention, consumer decision-making, brand equity and customer relationships relating to UKZN students respectively. However, there is no significant relationship between privacy and types of mobile marketing.

The implications of the significant relationships are that UKZN students that place more emphasis on the types of mobile marketing also expect message content to be credible, informative, convenient, attractive, entertaining, be able to build brand equity and also build customer relationships. The students are very particular with the types of mobile marketing that are used by companies.

There are no other significant relationships between types of mobile marketing and the key dimensions of the study.

#### *Influences of biographical variables on types of mobile marketing*

The evidence in this study shows that UKZN students' perceptions of the types of mobile marketing is influenced by certain biographical variables, namely, race. According to the results, there is a significant difference in the perceptions of UKZN students, varying in race, regarding types of mobile marketing. The results indicate that the coloured students place the greatest emphasis on types of mobile marketing than any other race group.

#### **5.2.1.2 CONVENIENCE AND EASE OF ACCESSING INFORMATION**

The results show that the majority of the respondents believe that mobile marketing is convenient as they are able to retrieve mobile marketing content at any time and can also download coupons at any time. The majority of the students are in favour of mobile marketing because of its convenience and makes it easy to effortlessly retrieve information that they need for certain brands and products. In support of this finding, Holland (2010) states that consumer convenience is one of the most important aspects of mobile marketing and has brought positive results to marketers that have devoted more attention towards it. Eneizan, Mohammed, Alnoor, Alabboodi and Enaizan (2019) also found that the ease of accessing mobile marketing has a positive impact on the attitudes of customers towards mobile marketing which is in line with the findings of this study. Furthermore, the results of this study show that the students are always on their phones and can easily and quickly access information about brands and products. This result is also supported by Cheng, Gaur and Rahim (2020) who state that mobile devices have become part of consumers' lives and help marketers to reach their customers quickly and easily.

However, as per results of this study, the students showed concern about the times of receiving mobile marketing content and expect the content to be sent at appropriate times during the day. The results reveal that information must come at a convenient time and should be helpful when

making purchase decisions, therefore, messages should be straight-forward and understandable.

According to the results of the study, there are significant relationships between convenience and other key dimensions of the study.

#### *Intercorrelations between convenience and other key dimensions of the study*

The results show that there is a significant relationship between convenience and credibility, informativeness, entertainment, attraction and retention, consumer decision-making, brand equity and customer relationships relating to UKZN students respectively. However, there is no significant relationship between privacy and convenience.

The significant relationships show that students that are concerned about convenience also expect the mobile marketing content that they receive on their phones to be credible and informative. The students are also attracted to messages that are entertaining and this assists them when making purchase decisions.

There are no other significant relationships between convenience and the key dimensions of the study.

#### *Influences of biographical variables on convenience*

According to the results, there is no significant difference in the perceptions of UKZN students varying in biographical profiles (gender, age, race, educational level and college) regarding convenience of mobile marketing. This shows that the perceptions of the students are not affected by their biographical profiles when it comes to convenience of mobile marketing. This can also be credited to the fact that the students usually share the common goals and are part of a homogenous population that is likely to have similar opinions. The findings are consistent with the study by Heinonen and Strandvik (2012) who found out that gender differences did not affect consumers' experience with mobile marketing.

### **5.2.1.3 CREDIBILITY OF MOBILE MARKETING**

In terms of the respondents' perceptions of the credibility of mobile marketing, the results of this study indicate that an average proportion of respondents believe that mobile marketing is a credible source of information. The results also show that a fair proportion of respondents are concerned about the credibility of the information that they receive on their mobile devices. In support of this, Chowdhury, Parvin, Weitenberner and Becker (2006) indicate that credibility

has been acknowledged as the most important factor impacting mobile users' attitudes toward mobile marketing. Furthermore, Karjaluoto (2007) also state that building credibility is key and ensures that the mobile marketing messages are believable to mobile users.

According to the results of the study, there are significant relationships between credibility and other key dimensions of the study.

#### *Intercorrelations between credibility and other key dimensions of the study*

The results show that there is a significant relationship between credibility and informativeness, entertainment, attraction and retention, consumer decision-making, brand equity and customer relationships relating to UKZN students respectively. However, there is no significant relationship between privacy and credibility.

The implications of the significant relationships are that students do not only expect mobile marketing content to be credible but it should also be entertaining and convenient to access.

There are no other significant relationships between credibility and the key dimensions of the study.

#### *Influences of biographical variables on credibility*

According to the results, there is no significant difference in the perceptions of UKZN students varying in biographical profiles (gender, age, race, educational level and college) regarding credibility of mobile marketing. The results imply that the perceptions of the UKZN students regarding credibility, are not influenced by their biographical profiles.

#### **5.2.1.4 INFORMATIVENESS OF MOBILE MARKETING COMMUNICATION**

The results of this study show that a fair proportion of the respondents believe that the mobile marketing content that they receive on their mobile devices is informative. This is very important to consumers and plays a unique role in mobile marketing. This outcome is supported by Siau and Shen (2003) who state that informativeness is critical to the success of mobile marketing and any information that is sent to the consumers through mobile phones should indicate features of quality such as timeliness, accuracy and usefulness to the consumer. Hence, it can be depicted that mobile marketing messages with quality information will always have a positive influence on the customers' perceptions of the company and the company's products. However, the results of this study reveal that a fair proportion of the students are concerned about the reliability of the content that they receive on their phones. Furthermore, the results of



this study show that even though some students believe that the mobile marketing content that they receive on their phones is informative, it does not assist them when making purchase decisions.

According to the results of the study, there are significant relationships between informativeness and other key dimensions of the study.

#### *Intercorrelations between informativeness and other key dimensions of the study*

The results show that there is a significant relationship between informativeness and entertainment, attraction and retention, consumer decision-making, brand equity and customer relationships relating to UKZN students respectively. However, there is no significant relationship between privacy and informativeness. The implications of the significant relationships are that UKZN (Westville campus) students who are more conscious of the informativeness of mobile marketing content, believe that mobile marketing is useful in building brand equity and customer relationships.

#### *Influences of biographical variables on informativeness*

According to the results, there is no significant difference in the perceptions of UKZN students varying in biographical profiles (gender, age, race, educational level and college) regarding informativeness of mobile marketing. This implies that the students' perceptions regarding informativeness are not influenced by their biographical profiles.

### **5.2.1.5 ENTERTAINMENT**

In terms of the respondents' perceptions regarding the entertainment level of mobile marketing content, the results of this study indicate that a below average proportion of students are likely to form a positive attitude towards a product or brand after receiving mobile marketing content that they consider entertaining. This key dimension had the lowest mean which implies that most students place the least amount of importance on entertainment when it comes to ascertaining the value of mobile marketing. The results of this study show that most students do not receive entertaining messages on their phones. However, the respondents were in favour of entertaining messages. It can be deduced from the results of this study, that most mobile users consider their phones as a source of entertainment, therefore, mobile messages should be funny and entertaining in order to grab the attention of the mobile user. In support of this, Xu (2007:51) states that "the higher the entertainment factor of the mobile advertising messages, the higher the advertising perceived value is to the consumer." Entertainment is a critical factor

for mobile marketing since it directly affects the consumers' attitude towards mobile marketing. This outcome is also supported by Persuad and Azhar (2012) who state that entertainment has been considered as a key factor that creates customer value in the communication process with the consumer. Barwise (2002) reinforces this affirmation by stating that messages that are entertaining, can be viewed as attention-grabbers and such messages usually go viral.

According to the results of the study, there are significant relationships between entertainment and other key dimensions of the study.

#### *Intercorrelations between entertainment and other key dimensions of the study*

The results show that there is a significant relationship between entertainment and attraction and retention, consumer decision-making, brand equity and customer relationships relating to UKZN students respectively. However, there is no significant relationship between privacy and entertainment. These results imply that when students evaluate whether the mobile marketing messages they receive on their phones are entertaining, they also check if the content is informative, attractive, able to build relationships with marketers and if they are also convenient to access.

#### *Influences of biographical variables on entertainment*

According to the results, there is no significant difference in the perceptions of UKZN students varying in biographical profiles (gender, age, race, educational level and college) regarding entertainment of mobile marketing. This implies that the students' perceptions regarding entertainment are not influenced by their biographical profiles.

Moreover, the results indicate that the highest significance level on age groups is the entertainment factor. It can be deduced from the findings of this study that the younger students are more fascinated by content that is entertaining and this is the age group that spends a considerable time on their phones. Research that was carried out in South Africa by SA Hightech (2013), indicates that university students have a strong addiction when it comes to their mobile phones and believe that mobile phones improve their social and academic lives.

Furthermore, entertainment has been considered as a key factor that creates customer value in the communication process with the consumer.

### **5.2.1.6 ATTRACTION AND RETENTION OF MOBILE MARKETING MESSAGES**

According to the responses of participants in this study, it is clear that a fair proportion of the respondents are more attracted to messages that are simple and clear. Most of the students also remember the products and brands that are advertised using mobile marketing. This outcome validates Strom, Vendel, and Bredican (2014) affirmation that consumers are attracted to messages that are clear, comprehensive and give them the reason why they should purchase the product that is being advertised. Mobile marketing allows marketers to send persuasive messages that contain both visual and verbal aspects to their customers. As shown in the results of this study, it can be deduced that clear and simple messages can create positive consumer attitudes towards mobile marketing. This is supported by Donga and Zindiye (2018) who found that messages that are creative and presented in the rightful manner, will always be appealing to consumers and persuade them to buy the product.

However, paying attention to mobile marketing messages is not common amongst approximately half the respondents of this study. Most of them do not really pay attention to mobile marketing messages. The possible reason for this might be that marketers are sending messages without getting permission from the respondents first, thus making the message unattractive.

According to the results of the study, there are significant relationships between attraction and retention and other key dimensions of the study.

#### *Intercorrelations between attraction and retention and other key dimensions of the study*

The results show that there is a significant relationship between attraction and retention and consumer decision-making, brand equity and customer relationships relating to UKZN students respectively. However, there is no significant relationship between privacy and attraction and retention. The implications of the significant relationships are that UKZN (Westville campus) students who are more cognisant of the attraction and retention attribute of mobile marketing content, believe that mobile marketing is useful in assisting consumer decision-making and is likely to build good customer relationships between consumers and companies.

There are no other significant relationships between attraction and retention and the other key dimensions of the study.

### *Influences of biographical variables on attraction and retention*

According to the results, there is no significant difference in the perceptions of UKZN students varying in biographical profiles (gender, age, race, educational level and college) regarding attraction and retention. This implies that the students' perceptions regarding attraction and retention are not influenced by their biographical profiles. The students share similar perceptions when it comes to attraction and retention and this is not determined by their gender, age, race, educational level or college.

#### **5.2.1.7 PRIVACY CONCERNS**

In terms of the respondents' perceptions of privacy with regard to mobile marketing, the majority of the respondents are irritated by the irrelevant marketing messages that they receive on their mobile phones. Privacy had the highest mean amongst all the other key dimensions and this implies that students place the greatest level of importance on privacy in relation to mobile marketing. A large proportion of the respondents are also concerned about how companies have been able to acquire their personal information and contact details without their knowledge or consent. The results of this study also indicate that privacy is an important factor that affects the consumers' attitudes and the majority of the students do not even read the messages and immediately delete after they received them. Furthermore, two thirds of the respondents do not entertain calls from telemarketers. In support of this finding, Pousttchi and Wiedemann (2010) affirm that consumers are uncomfortable and uncertain about businesses that use mobile marketing, hence, making it the major reason that affects consumers' acceptance of mobile marketing. Trust is very crucial and the results of this study reveal that students want to receive messages from companies that they trust. These results support the findings of Jayawardhena, Kuckertz, Karjaluoto and Kautonen (2009), that trust is the most outstanding factor in mobile marketing.

As also stated by Waugh (2010), the main concern that consumers have is that the same mobile device that they will be using for social networks, games and location-based services will be same device that they will be using to do mobile commerce and mobile banking. The results of this study show that respondents perceive mobile marketing as intrusive and it invades their privacy. Therefore, the findings imply that privacy is very important to students and it affects their attitudes towards mobile marketing. This is also supported by Saeed and Bheket (2018) who state that the perceived risk and uncertainty in mobile marketing is very high, therefore, trust becomes an issue since it influences the consumer's purchase intentions.

However, most of the respondents in this study believe that permission-based mobile marketing can create positive attitudes as it allows them to receive marketing and promotional offers upon their request. The majority of the respondents also appreciate receiving personalised mobile marketing content that is suited to their needs and preferences. The respondents of this study also showed concern towards the opt-in-out-option and they stated that they should be able to opt-out whenever they wanted to. Sharma and Goyal (2019) concur that marketers should get permission from their customers first, before they start bombarding them with mobile marketing messages.

According to the results, there are no significant relationships between privacy and the other key dimensions of the study.

#### *Influences of biographical variables on privacy*

According to the results, there is no significant difference in the perceptions of UKZN students varying in biographical profiles (gender, age, race, educational level and college) regarding privacy. This implies that the students' perceptions regarding privacy are not influenced by their biographical profiles.

### **5.2.2. IMPACT OF MOBILE MARKETING ON CONSUMER DECISION-MAKING**

With reference to the second objective of this study which pertains to uncovering the impact of mobile marketing on UKZN (Westville campus) students' purchase decisions, the results indicate that mobile marketing moderately affects purchase decisions. The majority of the respondents use their mobile devices to search for information about products or brands. In support of this, Schiffman and Kanuk (2013) state that, due to its interactivity, mobile marketing plays a big role when consumers are making decisions and that consumers have the information about the products close to them on their phones, thereby, making it easy for them to make decisions. The results of this study indicates that a fair proportion of respondents use mobile marketing content to evaluate products and brands before they make a purchase decision. Pescher, Reichhart and Spann (2014) discovered that mobile marketing messages can act as external cues that help consumers to recognize a need, thereby, triggering a decision-making process that might result in a purchase.

The results of this study show that students do follow-ups on mobile messages that they receive about products before they make a decision about whether or not to purchase. This finding is supported by Kocyigit (2015) who found that mobile technology offers the convenience of

accessing and sharing information, thus, making mobile marketing tools very crucial to marketers.

According to the results of this study, there are significant relationships between consumer decision-making and the other key dimensions of the study.

#### *Intercorrelations between consumer decision-making and other key dimensions of the study*

The results show that there is a significant relationship between consumer decision-making and brand equity and customer relationships relating to UKZN students respectively. However, there is no significant relationship between privacy and consumer decision-making. The implications of the significant relationships are that UKZN (Westville campus) students who are more mindful of the consumer decision-making benefits of mobile marketing, believe that mobile marketing is essential to building and maintaining good customer relationships, whilst simultaneously enhancing brand equity for companies.

There are no other significant relationships between consumer decision-making and the other key dimensions of the study.

#### *Influences of biographical variables on consumer decision-making*

According to the results, there is no significant difference in the perceptions of UKZN students varying in biographical profiles (gender, age, race, educational level and college) regarding consumer decision-making. This implies that the students' perceptions regarding decision-making are not influenced by their biographical profiles. The demographical profiles do not determine the perceptions of students regarding consumer decision-making.

### **5.2.3 BUILDING BRAND EQUITY USING MOBILE MARKETING**

In terms of respondents' perceptions of the usefulness of mobile marketing in enhancing brand equity, the results indicate that most of the students believe that the mobile marketing content that they receive on their phones assists them in gaining more knowledge about products and brands. Mobile marketing helps them to learn about other brands and products that they did not previously know about. This is consistent with findings of Macdonald and Sharp (2003) that when using mobile marketing, advertisers get an opportunity of intensifying consumer exposure to a brand, thereby, increasing brand awareness. The results of this study indicates that mobile marketing does improve brand equity. However, a below average proportion of the respondents are of the notion that the content that they receive on their mobile devices does not assist them in assessing the quality of the brands and products. The results of the study

reveal that a fair proportion of students do not develop favourable attitudes towards products and brands after receiving mobile marketing content.

With reference to brand image, it is evident in the results of this study that UKZN students believe that mobile marketing will enable companies to enhance the image of their brands. The results show that UKZN students are of the opinion that products that are advertised via mobile marketing portray a strong brand image. The finding supports the findings of Chernev (2011) that mobile marketing tools give marketers a competitive advantage and they can be able to create a positive brand image. Sung (2012) also stated that good customer services create positive brand images and mobile marketing can achieve this because customers are able to shop in the comfort of their homes on their mobile devices.

With reference to brand loyalty, the results of this study indicate that a third of UKZN students remain loyal to the products or brands that they receive information about on their mobile device. Furthermore, approximately half of the respondents are of the notion that they are able to recall brands that would have been advertised on their mobile devices. In support of this, Serkan and Gorhan (2012) state that service quality has a significant impact on consumer loyalty and mobile marketing tools make it easy for marketers to provide quality services and still get their messages delivered to customers in the comfort of their homes. This study, therefore, established that, mobile marketing can be used towards building brand equity and can yield favorable results.

According to the results of this study, there are significant relationships between brand equity and the other key dimensions of the study.

#### *Intercorrelations between brand equity and other key dimensions of the study*

The results show that there is a significant relationship between brand equity and credibility, convenience, types of mobile marketing, informativeness, entertainment, attraction and retention, consumer decision-making and customer relationships relating to UKZN students respectively. However, there is no significant relationship between privacy and brand equity.

There are no other significant relationships between brand equity and the other key dimensions of the study.

#### *Influences of biographical variables on brand equity*

According to the results, there is no significant difference in the perceptions of UKZN students varying in biographical profiles (gender, age, race, educational level and college) regarding

brand equity. This implies that the students' perceptions regarding brand equity are not influenced by their biographical profiles.

#### **5.2.4 ENHANCING COMMUNICATION AND CUSTOMER RELATIONSHIPS THROUGH MOBILE MARKETING**

In terms of the respondents' perceptions on the effectiveness of mobile marketing in enhancing customer relationships, most of the respondents believe that mobile marketing will strengthen the relationship between companies and their customers. This can be credited to the nature of mobile marketing which allows marketers to stay in touch with their customers as they are able to send messages at any time, place with no boundaries. This finding supports the findings of Al-Khouri (2012) that mobile marketing has the ability to improve and strengthen customer relationships due to its great influence and interactivity. ThaeMin (2007) also argues that mobile marketing has a huge impact on customer relationships because mobile phones are personal devices that give marketers the opportunity to build and maintain relationships with their customers at any time and any place.

The results of this study also indicate that approximately half of the respondents believe that their mobile devices allow them to communicate easily with companies about their products or brands. This outcome implies that mobile marketing can enhance the communication between the marketers and their customers.

According to the results of this study, there are significant correlations between customer relationships and the other key dimensions of the study.

##### *Intercorrelations between customer relationships and other key dimensions of the study*

The results show that there is a significant relationship between customer relationships and credibility, convenience, types of mobile marketing, informativeness, entertainment, attraction and retention, consumer decision-making and brand equity relating to UKZN students respectively. The implications of the significant relationships are that UKZN (Westville campus) students, who believe that mobile marketing is conducive to enhancing good customer relations, have an appreciation for mobile marketing content that is credible, informative, attention-grabbing and entertaining.

##### *Influences of biographical variables on customer relationships*

According to the results, there is a significant difference in the perceptions of UKZN students varying in race regarding customer relationships. The results indicate that the coloured people



place the greatest emphasis on customer relationships than any other race. The other significant difference in the perceptions of UKZN students was on the educational level and this shows that consumers that are better educated, place greater emphasis on the relationships that are built through mobile marketing.

### **5.3 SUMMARY ANALYSIS OF THE KEY FINDINGS OF THE STUDY**

This section will provide a summary analysis of the key findings of the study.

#### *❖ Types of mobile marketing*

The results of the study, in relation to types of mobile marketing, reveal that the majority of UKZN university students:

- Support SMSes and they believe that informative, cheap and personalized messages make them feel like valued customers.
- Believe that it is costly to download videos, pictures and audio MMSes that are sent to their phones.
- Believe that the use of pictures, videos and audio clips are more useful in drawing attention to certain products or brands.
- Are of the belief that companies' mobile applications on their phones can help to strengthen relationships between companies and their customers.

#### *❖ Convenience of mobile marketing*

The results of the study, in relation to the convenience of mobile marketing, reveal that the majority of UKZN university students:

- Are of the belief that they are able to effortlessly retrieve mobile marketing content.
- Are of the belief that mobile devices allow them to download digital coupons that they can use to get discounts.
- Believe that it is not easy to make purchase decisions with the mobile marketing content that they have on their phones.
- Believe that they do receive mobile marketing content at appropriate times during the day.

#### ❖ *Credibility*

The results of the study in relation to credibility, reveal the that majority of UKZN university students:

- Believe that mobile marketing content that they receive on their phones is accurate.
- Are of the opinion that mobile marketing content that is sent to their phones is a credible source of information about products or brands.

#### ❖ *Informativeness*

The results of the study in relation to informativeness, reveal that majority of UKZN university students:

- Believe that most of the mobile marketing information they receive is not reliable and does not assist them to make purchase decisions.
- Are of the opinion that mobile marketing messages that they receive on their phones are very informative.

#### ❖ *Entertainment*

The results of the study in relation to entertainment, reveal that majority of UKZN university students:

- Are in favor of mobile marketing content that is entertaining.
- Are of the belief that entertaining messages will create a positive attitude towards mobile marketing.

#### ❖ *Attraction and retention*

The results of the study in relation to attraction and retention, reveal that the majority of UKZN university students:

- Are of the opinion that simple and clear mobile messages attract their attention.
- Do not pay careful attention to marketing messages sent to their phones.

#### ❖ *Privacy concerns*

The results of the study, in relation to privacy concerns of mobile marketing, reveal that the majority of UKZN university students:

- Are of the opinion that mobile marketing messages irritate them.
- Are concerned about how companies get their personal information and contact details without their consent.
- Delete mobile marketing messages before they read them.
- Do not entertain phone calls from telemarketers that will be marketing products and brands.
- Believe that mobile marketing is intrusive and invades their privacy.
- Are in favor of permission-based mobile marketing and personalized marketing content.
- Do not trust companies that use mobile marketing content to reach potential customers.
- Believe that companies should get permission before they send any marketing content to consumers.
- Are of the opinion that consumers should be given the option to opt-out when receiving mobile marketing content.

#### ❖ *Consumer decision-making*

The results of the study in relation to consumer decision-making, reveal that the majority of UKZN university students:

- Do not follow up on mobile marketing messages that they receive on their phones.
- Use their mobile devices to search for information about brands and products.
- Are of the opinion that mobile marketing content that they receive allows them to evaluate products and brands before making purchase decisions.
- Have not purchased products or brands due to the persuasiveness of the mobile marketing content that they have received on their phones.
- Use their mobile devices when making purchases of certain brands and products.
- Believe that mobile marketing saves them time and money when comparing brands and products.

#### ❖ *Brand equity*

The results of the study in relation to brand equity, reveal that the majority of UKZN university students:

- Are of the opinion that mobile marketing content assists consumers in gaining more knowledge about products and brands.
- Believe that mobile marketing content that they receive does not assist them in assessing the quality of brands and products.
- Believe that mobile marketing will enable companies to enhance the image of their brands.
- Do not develop favorable attitudes towards products or brands after receiving marketing messages.
- Believe that products that are advertised via mobile marketing portray a strong brand image.
- Believe that mobile marketing messages assist them to recall brand names.

#### ❖ *Customer relationships*

The results of the study, in relation to customer relationships, reveal that the majority of UKZN university students:

- Believe that mobile marketing strengthens relationships between customers and companies.
- Are of the opinion that mobile marketing allows for better communication between consumers and companies.

## **5.4 CONCLUSION**

In this chapter, the focus was to interpret and analyze the research findings. A discussion was done on the key dimensions of the study and how these impact on the effectiveness of mobile marketing. It was revealed that the respondents acknowledged that there are many factors that affect their attitudes towards mobile marketing and these factors include types of mobile marketing, entertainment, informativeness, credibility, convenience and personalization of message content.

In terms of objectives of this study, the results indicate that;

- ❖ The type of mobile marketing influences UKZN students' attitudes towards mobile marketing.

- ❖ UKZN students have positive perceptions of the convenience and ease of accessing mobile marketing content.
- ❖ UKZN students' view mobile marketing content as a credible source of information.
- ❖ UKZN students have a favorable perception regarding the informativeness of mobile marketing message content.
- ❖ The mobile marketing content that students currently receive is not entertaining.
- ❖ Simple and clear mobile marketing enhances the attraction and retention of message contents.
- ❖ Privacy concerns have a strong influence on UKZN students' acceptance of mobile marketing.
- ❖ Mobile marketing content assists UKZN students in making purchase decisions, use the content to get more information about certain products and evaluate them in relation to alternatives.
- ❖ UKZN students believe that mobile marketing is efficient in building brand awareness, brand image and customer loyalty.
- ❖ UKZN students perceive mobile marketing as an effective means of enhancing communication and customer relationships.

The next chapter which is the final chapter, will re-examine the research problems and the objectives of the study and discuss the conclusions and provide useful recommendations for effective use of mobile marketing.

## **CHAPTER SIX**

### **RECOMMENDATIONS AND CONCLUSION**

#### **6.1 INTRODUCTION**

This chapter will present recommendations for mobile marketers based on the findings of this study. These recommendations form the basis for the model of competitive advantage strategies that marketers can adopt for successful mobile marketing to university students.

Additionally, recommendations for other scholars that would like to do further research within this area, will be presented. These recommendations also address the limitations of this study. This chapter concludes the research and gives a conclusive statement about this study.

#### **6.2 RECOMMENDATIONS BASED ON THE RESULTS OF THE STUDY**

The recommendations in this section are based on the UKZN (Westville campus) students' perceptions of the key dimensions of this study (credibility, convenience, types of mobile marketing, informativeness, entertainment, attraction and retention, privacy, brand equity, consumer decision-making and customer relationships).

##### **6.2.1 TYPES OF MOBILE MARKETING**

In terms of the UKZN (Westville campus) students' perceptions of types of mobile marketing, the following recommendations are suggested for mobile marketing:

- ❖ *Use other social media platforms such as Facebook, that are cheaper and which can be easily accessed by university students.* As per findings of this study, UKZN (Westville) students believe that it is costly to download videos, pictures and audio MMSes that are sent to their phones which indicates that they do not download the content. It is, therefore, pivotal for mobile marketers to use other social media platforms that are cheaper and easy to access. Facebook has the 'free mode' option which marketers can capitalise on. Students can use their cell phones to access the free mode and will be able to view marketing content that is sent by marketers.
- ❖ *Send SMSes that are informative and personalised.* According to the results of this study, UKZN (Westville) students support SMSes and they believe that these are informative, cheap and that personalized messages make them feel like valued consumers. It is, therefore, imperative for mobile marketers to ensure that messages that they send to their customers are personalized and informative.

- ❖ *Use pictures, videos and audio clips when advertising certain products or brands.* The results of this study indicate that the use of pictures, videos and audio clips draws attention to certain products and brands like cell phones and digital devices. Therefore, it is important for mobile marketers to use videos, pictures and audio clips when sending marketing messages to their customers.

### **6.2.2 CONVENIENCE OF MOBILE MARKETING**

In terms of the UKZN (Westville) students' perceptions of convenience, the following recommendations are suggested for mobile marketers:

- ❖ *Aim to send marketing content that is easy to understand and assists consumers to easily make purchase decisions.* According to the results of this study, UKZN (Westville) students find it difficult to make purchase decisions based on the content that they receive on their phones. It is, therefore, pivotal for marketers to improve on the content that they send to consumers and make it more easy for them to make purchase decisions with these marketing messages. Using videos that can show the product and someone demonstrating the benefits of the product can be an advantage and help consumers to make informed decisions.
- ❖ *Aim to send marketing messages at appropriate times during the day.* The results of this study indicate that UKZN (Westville) students prefer to receive marketing messages at appropriate times during the day. Therefore, marketers should ensure that they send marketing messages at appropriate times. They should send messages during business hours and avoid after-hours and weekends. Consumers find it intrusive to receive messages after-hours and they tend to ignore such messages.

### **6.2.3 CREDIBILITY**

The following recommendations to mobile marketers are proposed in terms of credibility of mobile marketing:

- ❖ *Develop mobile marketing content that is accurate and credible.* As per the results of this study, UKZN (Westville) students support mobile marketing because the content they receive is accurate and it is a credible source of information about products and brands. It is, therefore, imperative for mobile marketers to continue developing marketing content that is accurate and credible. Using celebrity endorsers, influencers, sports stars or opinion

leaders to market products and brands is an effective strategy that marketers can use. Most consumers and university students usually believe what they hear from celebrities and want to be associated with brands that they use. University students usually buy brands that they see being advertised by celebrities that they follow. Most celebrities have huge followings on different social media platforms which is an advantage to use them as brand ambassadors.

#### **6.2.4 INFORMATIVENESS**

As per UKZN (Westville) students' perceptions on the informativeness of mobile marketing, below are the recommendations to mobile marketers:

- ❖ *Ensure that all the messages that are sent to consumers are informative and reliable for consumers to make purchase decisions.* The results of this study show that UKZN (Westville) students do not receive reliable information that can help them to make purchase decisions. However, the students believe that the messages that they receive are very informative. Therefore, mobile marketers should improve in terms of reliability and send marketing messages that are more reliable and helpful. Marketers should always send marketing messages that are informative.

#### **6.2.5 ENTERTAINMENT**

Below are the recommendations to mobile marketers with regards to entertainment:

- ❖ *Use marketing content that is highly entertaining.* According to the results of this study, UKZN (Westville) students are in favour of mobile marketing content that is entertaining and they believe that marketing messages that are entertaining create positive attitudes towards mobile marketing. It is, therefore, pivotal for mobile marketers to always use content that is highly entertaining and fun. Marketers should also use interactive content so that students can engage with the content and not ignore it. The students can easily forward entertaining and interactive content to their friends.



## 6.2.6 ATTRACTION AND RETENTION

In terms of the UKZN (Westville) students' perceptions of attraction and retention, the following recommendations are suggested for mobile marketers:

- ❖ *Use simple and clear marketing messages to attract consumers' attention.* The results of this study show that UKZN (Westville) students believe that clear and simple marketing messages attract their attention. Therefore, it is important for mobile marketers to use marketing messages that are simple and clear messages that can quickly grab the attention of their consumers. The results also show that university students do not pay careful attention to marketing messages that they receive on their phones and the reason for this might be that the messages are not clear. Therefore, mobile marketers should always ensure that their messages are clear. Marketers can also use humour appeals in mobile marketing content to help consumers remember.

## 6.2.7 PRIVACY CONCERNS

As per UKZN (Westville) students' perceptions on privacy concerns, below are the recommendations to the mobile marketers:

- ❖ *Get permission from consumers to use their personal information and contact details.* As per findings of this study, UKZN (Westville) students are more concerned about how companies get their personal information and contact details without their consent. It is, therefore, pivotal for mobile marketers to get permission from their consumers to use their personal information and contact details.
- ❖ *Use permission-based mobile marketing and personalised marketing content.* According to the results of this study, UKZN (Westville) students favour permission-based marketing and personalised marketing content. Therefore, mobile marketers should always ask for permission from their consumers to send marketing messages and also personalising the messages that they send as this will make the consumers feel valued.
- ❖ *Use the opt-out options when sending marketing messages to potential customers.* The results of this study show that UKZN (Westville) students are in favour of opt-out options when they are receiving mobile marketing messages. Therefore, mobile marketers should ensure that they have the opt-out option when sending their marketing messages to consumers.

## 6.2.8 CONSUMER DECISION-MAKING

The following recommendations to mobile marketers are proposed in terms of consumer decision-making:

- ❖ *Do follow ups on marketing messages sent to consumers.* The results of this study show that UKZN (Westville) students do not do follow ups on mobile marketing messages sent to their phones. Therefore, mobile marketers can do follow ups on marketing messages that they would have sent to potential consumers.
- ❖ *Ensure that all the information about products and brands is readily available on customer's mobile devices.* As shown in the results of this study, UKZN (Westville) students use their mobile devices to search for information about products or brands. Therefore, it is important that mobile marketers provide all the information about brands or products that consumers might need to make purchase decisions. Marketers can use applications such as QR codes that are designed for getting information and making purchases.
- ❖ *Ensure that marketing messages are well detailed and clear.* The results of this study show that UKZN (Westville) students use mobile marketing content sent to them to evaluate products and brands before making their final decisions. It is, therefore, imperative that mobile marketers send marketing messages that are clear and detailed.

## 6.2.9 BRAND EQUITY

The following recommendations to mobile marketers are proposed in terms of brand equity:

- ❖ *Add more information in marketing messages about the quality of brands and products.* The results of this study show that UKZN (Westville) university students believe that mobile marketing content that they receive on their phones does not assist them to assess the quality of brands or products. Therefore, it is important for mobile marketers to add more information in their marketing messages that can be used to assess the quality of the brand and products.
- ❖ *Use mobile marketing to enhance brand image.* As per the findings of this study, UKZN (Westville) students believe that companies can use mobile marketing to enhance the image of their brands. Therefore, mobile marketers should maximise their opportunities when using mobile marketing so that they can enhance the brand image. This can also

be done by doing competitions or introducing online coupons that consumers can redeem in order to gain discounts.

- ❖ *Use mobile marketing for consumers to remember brand names.* As shown in the results of this study, UKZN (Westville) university students believe that mobile marketing messages assist them to recall brand names. Therefore, marketers should use mobile marketing in such a way that reminds consumers about certain brand names. Marketers can keep sending follow-up messages on the consumer's phones which can help towards recalling the brand names.

### **6.2.10 CUSTOMER RELATIONSHIPS**

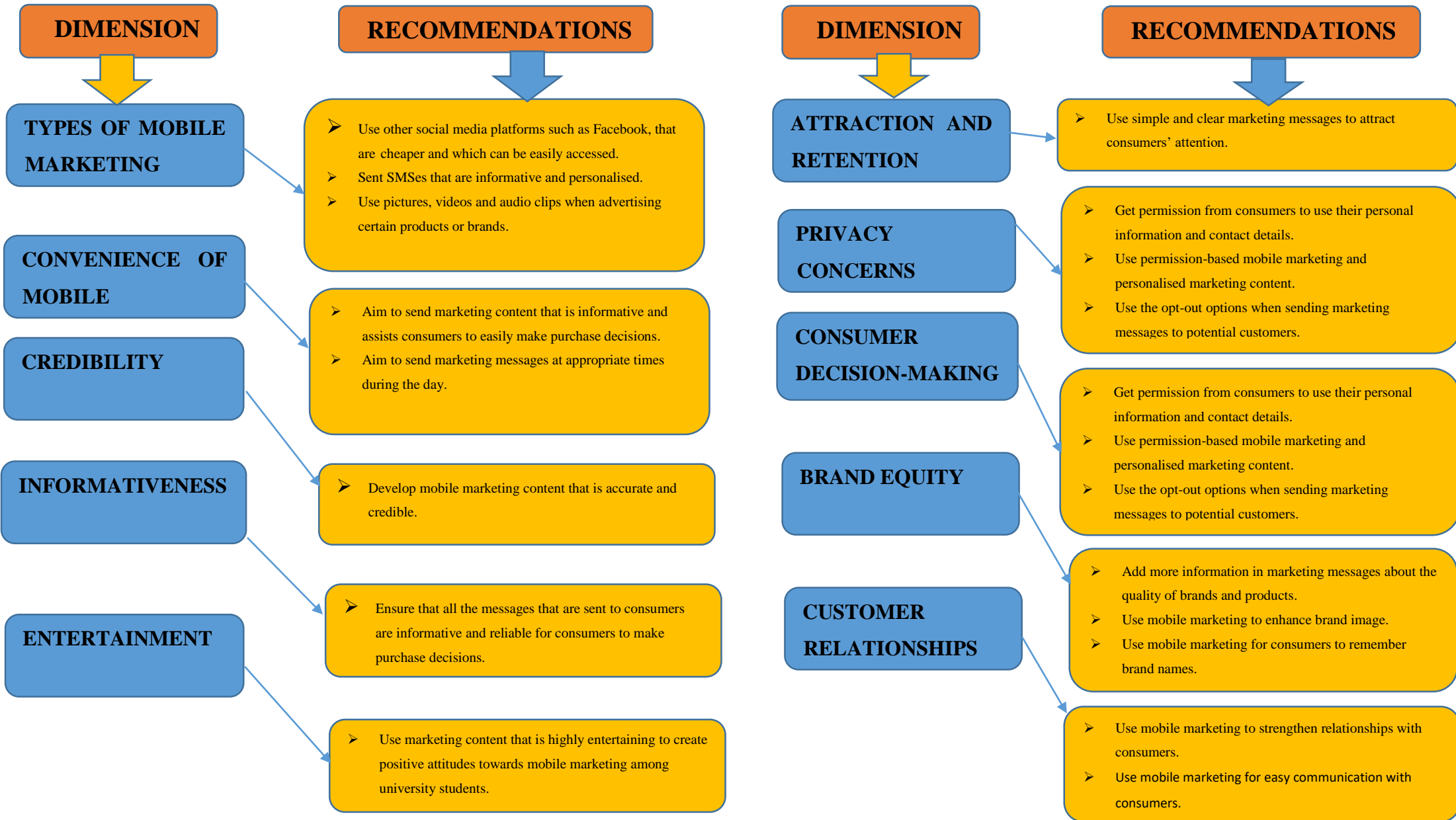
In terms of the UKZN (Westville) students' perceptions of customer relationships, the following recommendations are suggested for mobile marketers:

- ❖ *Use mobile marketing to strengthen relationships with consumers.* The results of this study indicate that UKZN (Westville) students acknowledge that mobile marketing strengthens their relationships with marketers. It is, therefore, imperative for mobile marketers to use mobile marketing in such a way that strengthens their relationships with their consumers. Marketers can also ensure that they have helplines for queries or utilize WhatsApp so that customers are able to send instant messages when they have problems.
- ❖ *Use mobile marketing for easy communication with consumers.* According to the results of this study, UKZN (Westville) students believe that mobile marketing allows for easy communication with companies. Therefore, mobile marketers should use mobile marketing in order to easily communicate with consumers. There are applications that are being used for easy communications such as WhatsApp. Marketers can use WhatsApp for easy communication with their customers. For example, when you add Checkers as a contact, you will be able to receive catalogues, product information and any specials that they have.

The recommendations outlined in this section directed to mobile marketers are graphically presented in Figure 6.1.

Figure 6.1

Recommendations for Successful Mobile Marketing to University Students



### **6.3 RECOMMENDATIONS FOR FUTURE RESEARCH**

This study only focused on the UKZN (Westville) university students and not South African university students as a whole. Therefore, a study can be done that focuses on all university students in South Africa. This will help marketers to understand the perceptions of university students across South Africa than just having results from one university.

More research needs to be done on privacy concerns as this seems to be a major issue for mobile marketing. Research in this perspective should disclose how consumers actually prefer to receive the marketing messages in a way that does not invade their privacy.

### **6.4 CONCLUSION**

This chapter is the conclusion of the study done to determine the perceptions of UKZN (Westville) students on the use of mobile marketing. The chapter presented a set of recommendations that mobile marketers can use when marketing their products and brands through mobile devices. The recommendations were based on the analysis of the UKZN (Westville) students' perceptions of the key dimensions of the study (types of mobile marketing, convenience, credibility, informativeness, entertainment, attraction and retention, privacy, consumer decision-making, brand equity and customer relationships). The results of this study show that mobile marketing is very common among university students and there are quite a number of factors that affect the effectiveness of mobile marketing. The objectives of the study were met and it concluded that mobile marketing has a positive impact on consumer decision-making, brand equity and customer relationships. Privacy concerns have a strong influence on UKZN students' acceptance of mobile marketing. It is, therefore, important for mobile marketers to use all the recommendations that were presented.

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# UKZN HUMANITIES AND SOCIAL SCIENCES RESEARCH ETHICS COMMITTEE (HSSREC)

## APPLICATION FOR ETHICS APPROVAL For research with human participants

### Information Sheet and Consent to Participate in Research

Date: 5 September 2019

Greetings,

My name is Rutendo Masiya (0612292510; Email: 213572733@stu.ukzn.ac.za) and I am an M Com (Marketing) student in the School of Management, Information Technology and Governance, at the University of KwaZulu-Natal. My supervisor is Dr P. D. Oodith (0312607340; Email: oodithdp@ukzn.ac.za).

You are invited to consider participating in a research project entitled, *The Impact of Mobile Marketing on Consumer Decision-making, Brand Equity and Customer Relationships: A UKZN Student Perspective*. The aim of this study is to determine the perceptions of students on the use of mobile marketing in enhancing customer relationships, building brand equity and influencing consumer purchase decisions. The study is expected to include 375 students who are above the age of 18 years. If you choose to participate and remain in the study, you will be asked to complete a questionnaire, which should take you about 15 minutes to complete.

Through your participation, I hope to understand the feelings and opinions that UKZN Westville Campus students have towards the effectiveness of mobile marketing as a communication tool. The results of this survey are intended to contribute to filling the knowledge gap on the usefulness of mobile marketing in influencing purchase decisions of university students, as well as its effectiveness in building brand equity. The study will also provide valuable insight into the strategies that marketers can adopt in order to market products and services to university students. The study will not involve any risks and/or discomforts.

This study has been ethically reviewed and approved by the UKZN Humanities and Social Sciences Research Ethics Committee (HSSREC/00000539/2019).

In the event of any problems or concerns/questions you may contact the researcher at (0612292510; Email: 213572733@stu.ukzn.ac.za) or the UKZN Humanities & Social Sciences Research Ethics Committee, contact details as follows:

### **HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION**

Research Office, Westville Campus

Govan Mbeki Building

Private Bag X 54001

Durban 4000 KwaZulu-Natal, SOUTH AFRICA

Tel: 27 31 2604557- Fax: 27 31 2604609

Email: [HSSREC@ukzn.ac.za](mailto:HSSREC@ukzn.ac.za)

Your participation in the study is voluntary and by participating, you are granting the researcher permission to use your responses. You may refuse to participate or withdraw from the study at any time with no negative consequence. There will be no monetary gain from participating in the study. Your anonymity will be maintained by the researcher and the School of Management, I.T. & Governance and your responses will not be used for any purposes outside of this study.

All data, both electronic and hard copy, will be securely stored during the study and archived for 5 years. After this time, all data will be destroyed.

If you have any questions or concerns about participating in the study, please contact me or my research supervisor at the numbers listed above.

Sincerely

Rutendo Masiya



## CONSENT TO PARTICIPATE

I ( \_\_\_\_\_ ) have been informed about the study entitled, *The Impact of Mobile Marketing on Consumer Decision-making, Brand Equity and Customer Relationships: A UKZN Student Perspective* by Rutendo Masiya (0612292510; Email: 213572733@stu.ukzn.ac.za).

I understand the purpose and procedures of the study.

I have been given an opportunity to ask questions about the study and have had answers to my satisfaction.

I declare that my participation in this study is entirely voluntary and that I may withdraw at any time without affecting any of the benefits that I usually am entitled to.

I have been informed about any available compensation or medical treatment if injury occurs to me as a result of study-related procedures.

If I have any further questions/concerns or queries related to the study, I understand that I may contact the researcher at (0612292510; Email: 213572733@stu.ukzn.ac.za). If I have any questions or concerns about my rights as a study participant, or if I am concerned about an aspect of the study or the researchers then I may contact:

### **HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION**

Research Office, Westville Campus

Govan Mbeki Building

Private Bag X 54001

Durban

4000

KwaZulu-Natal, SOUTH AFRICA

Tel: 27 31 2604557 - Fax: 27 31 2604609

Email: [HSSREC@ukzn.ac.za](mailto:HSSREC@ukzn.ac.za)

Additional consent, where applicable I hereby provide consent to:

Audio-record my interview / focus group discussion	YES / NO
Video-record my interview / focus group discussion	YES / NO
Use of my photographs for research purposes	YES / NO

\_\_\_\_\_  
Signature of Participant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Witness  
(Where applicable)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Translator  
(Where applicable)

\_\_\_\_\_  
Date

## QUESTIONNAIRE

### Section A: Biographical Information

Please indicate your selection with a cross (X).

#### 1. Gender

1.	Male	
2.	Female	

#### 2. Age

1.	18-21	
2.	22-25	
3.	26-29	
4.	30-33	
5.	34-37	
6.	38 and over	

#### 3. Race

1.	Black	
2.	Coloured	
3.	Indian	
4.	White	
5.	Other (Please specify _____)	

#### 4. Educational Level

1.	Undergraduate	
2.	Honours Degree	
3.	Post-Graduate Diploma	
4.	Masters Degree	
5.	Doctoral Degree	

#### 5. Which College do you belong to?

1.	College of Law and Management Studies	
2.	College of Humanities	
3.	College of Health Sciences	
4.	College of Agriculture, Engineering and Science	

**Section B**

Please indicate with a cross (X) the extent to which you agree or disagree with the following statements using the scale below:

- 1- Strongly Disagree (SD)
- 2- Disagree (D)
- 3- Neither agree nor disagree (N)
- 4- Agree (A)
- 5- Strongly Agree (SA)

No.	Statement	1 SD	2 D	3 N	4 A	5 SA
1.	I feel that the SMSes that I receive on my mobile device from companies are very informative.					
2.	I pay attention to the information contained in the SMSes that I receive from companies about products or brands.					
3.	I often redeem the SMS coupons that are sent to my mobile device.					
4.	I feel that the personalisation of the SMSes that I receive on my phone is important in making me feel like a valued consumer.					
5.	I believe that the picture, video and audio MMSes that are sent to my phone are costly to download and view.					
6.	I feel that the use of pictures, videos and audio clips will be more useful in drawing my attention to certain products or brands.					
7.	I believe that companies' mobile applications on cellphones will help to strengthen the customer relationships between companies and their customers.					
8.	I am likely to use a company's mobile application in order to easily be informed about new products or brands.					
9.	I am familiar with quick response barcodes (QR codes) that are available on advertisements and products.					
10.	I have used my smartphone to scan a quick response barcode in order to access more information about the product.					
11.	I feel that mobile banner advertisements are intrusive and annoying.					
12.	I tend to ignore the information contained in mobile banner advertisements.					
13.	I have downloaded product content using my mobile device after having received Bluetooth marketing messages from companies.					
14.	I feel that location-based mobile marketing is useful in informing a consumer about the product offers of businesses within close proximity to the consumer's location.					
15.	I have made purchases of products in certain geographical areas after having received mobile marketing content about product specials in that particular area.					
16.	I am able to effortlessly retrieve mobile marketing content because my mobile device is always with me.					
17.	My mobile device allows me to download digital coupons so that I can get discounts when making purchases in store.					
18.	I feel it is easier for me to make purchase decisions based on mobile marketing content that is readily available on my cell-phone					

No.	Statement	1 SA	2 D	3 N	4 A	5 SA
19.	I am of the opinion that I receive mobile marketing content at appropriate times during the day.					
20.	I feel that the mobile marketing content about products or brands that I receive from companies is accurate.					
21.	I am of the opinion that the mobile marketing content that is sent to my mobile device is a credible source of information about products or brands.					
22.	I feel that the mobile marketing content that I receive is very informative.					
23.	I believe that the mobile marketing content that I receive is reliable and it assists me in making my purchase decisions.					
24.	I feel that the mobile marketing content that I receive is very entertaining.					
25.	I am likely to form a positive attitude towards a product or brand after receiving mobile marketing content that I consider entertaining.					
26.	Simple and clear mobile marketing messages attract my attention.					
27.	I often remember brands or products based on the mobile marketing content that I receive on my cellphone.					
28.	I pay careful attention to the mobile marketing content that is sent to my mobile device.					
29.	Irrelevant marketing messages that are sent to my mobile device often irritate me.					
30.	I am concerned about how companies have been able to acquire my personal information and contact details without my knowledge or consent.					
31.	I often delete mobile marketing content without fully reading it.					
32.	I do not entertain phone calls from telemarketers who are trying to market certain products or brands.					
33.	I believe that mobile marketing is intrusive and invades my privacy.					
34.	I appreciate permission-based mobile marketing as it allows me to receive marketing and promotional offers upon my request.					
35.	I appreciate receiving personalised mobile marketing content that is suited to my needs and preferences.					
36.	I do not trust companies that use mobile marketing to reach potential customers.					
37.	I feel that companies need to get consumers' permission first before sending them mobile marketing content.					
38.	I form a negative attitude towards products and brands that are marketed using mobile marketing.					
39.	I feel that it is important for consumers to be given the option to optout of receiving future mobile marketing content.					
40.	Receiving mobile marketing communication often alerts me to an unfulfilled					
41.	I often follow up on mobile marketing content that I have received before I decide which products or brands to purchase.					
42.	I use my mobile device to search for information about products or brands.					

No	Statement	1 SD	2 D	3 N	4 SA	5 A
43.	Mobile marketing content received on my cellphone allows me to evaluate different products or brands before making my purchase decisions.					
44.	I am influenced to purchase the products or brands after receiving mobile marketing content about it on my cell-phone.					
45.	I have purchased a product or brand due to the persuasiveness of the mobile marketing content that I had received about that product or brand.					
46.	I use my mobile device when making purchases of certain products or brands.					
47.	I believe that mobile marketing saves me time and money in comparing alternative brands of products.					
48.	I believe that mobile marketing content received on mobile devices assists consumers in gaining more knowledge about products or brands.					
49.	I have become familiar with unknown products or brands after having received content about them on my mobile device.					
50.	I feel that the mobile marketing content that I receive assists me in assessing the quality of products or brands.					
51.	I am likely to develop a favourable attitude towards products or brands after receiving marketing communication about them on my mobile device.					
52.	I believe that mobile marketing will enable companies to enhance the image of their brands.					
53.	I believe that products that are advertised via mobile marketing portray a strong brand image.					
54.	I am loyal to the products or brands that I receive information about on my mobile device.					
55.	I believe that mobile marketing content assists me in recalling brand names.					
56.	I believe that mobile marketing will strengthen the relationship between companies and their customers.					
57.	I am of the opinion that mobile marketing allows for better communication between companies and their customers.					
58.	My mobile device allows me to communicate easily with companies about their products or brands.					

**Thank you for your time and cooperation.**

## APPENDIX 2

### ETHICAL CLEARANCE APPROVAL



UNIVERSITY OF  
KWAZULU-NATAL  
INYUVESI  
YAKWAZULU-NATALI

21 October 2019

Miss Rutendo Masiya (213572733)  
School Of Man Info Tech & Gov  
Westville Campus

Dear Miss Masiya,

**Protocol reference number:** HSSREC/0000539/2019

**Project title:** The Impact of Mobile Marketing on Consumer Decision-making, Brand Equity and Customer Relationships: A UKZN Student Perspective

#### **Full Approval – Expedited Application**

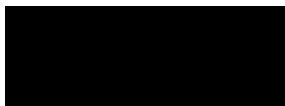
This letter serves to notify you that your application received on 11 September 2019 in connection with the above, was reviewed by the Humanities and Social Sciences Research Ethics Committee (HSSREC) and the protocol has been granted **FULL APPROVAL**.

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach and Methods must be reviewed and approved through the amendment/modification prior to its implementation. In case you have further queries, please quote the above reference number. **PLEASE NOTE:** Research data should be securely stored in the discipline/department for a period of 5 years.

This approval is valid for one year from 21 October 2019.

To ensure uninterrupted approval of this study beyond the approval expiry date, a progress report must be submitted to the Research Office on the appropriate form 2 - 3 months before the expiry date. A close-out report to be submitted when study is finished.

Yours sincerely,



*RS* Dr Rosemary Sibanda (Chair)

/dd

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Humanities & Social Sciences Research Ethics Committee  
Dr Rosemary Sibanda (Chair)  
UKZN Research Ethics Office Westville Campus, Govan Mbeki Building  
Postal Address: Private Bag X54001, Durban 4000  
Website: <http://research.ukzn.ac.za/Research-Ethics/>

Founding Campuses:  Edgewood  Howard College  Medical School  Pietermaritzburg  Westville

**INSPIRING GREATNESS**

### APPENDIX 3

#### DATA ANALYSIS

	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
Q1	43 (12)	63(17.5)	77 (21.4)	152(42.3)	24(6.7)
Q2	55(15.3)	88(24.4)	73(20.3)	129(35.9)	14(39)
Q3	82(22.8)	76(21.2)	62(17.3)	120(33.4)	19(5.3)
Q4	52(14.5)	71(19.8)	67(18.7)	132(36.8)	37(10.3)
Q5	22(6.1)	56(15.6)	49(13.6)	154(42.9)	78(21.7)
Q6	26(7.2)	50(13.9)	71(19.8)	166(46.2)	46(12.8)
Q7	24(6.7)	45(12.5)	65(18.1)	178(49.6)	46(12.8)
Q8	26(7.2)	81(22.6)	73(20.3)	137(38.2)	42(11.7)
Q9	49(13.6)	114(31.8)	52(14.5)	109(30.4)	35(9.7)
Q10	58(16.2)	115(32.0)	56(15.6)	94(26.2)	36(10.0)
Q11	20(5.6)	66(18.4)	89(24.8)	85(23.7)	99(27.6)
Q12	21(5.8)	66(18.4)	73(20.3)	120(33.4)	79(22.0)
Q13	71(19.8)	133(37.0)	72(20.1)	57(15.9)	26(7.2)
Q14	24(6.7)	83(23.1)	73(20.3)	124(34.5)	55(15.3)
Q15	50(13.9)	140(39.0)	47(13.1)	104(29.0)	18(5.0)
Q16	18(5.0)	111(30.9)	58(16.2)	151(42.1)	21(5.8)
Q17	23(6.4)	109(30.4)	61(17.0)	140(39.0)	26(7.2)
Q18	25(7.0)	123(34.3)	74(20.6)	112(31.2)	25(7.0)
Q19	35(9.7)	79(22.0)	77(21.4)	107(29.8)	61(17.0)
Q20	30(8.4)	107(29.8)	84(23.4)	111(30.9)	27(7.5)
Q21	27(7.5)	108(30.1)	77(21.4)	110(30.6)	37(10.3)
Q22	24(6.7)	100(27.9)	101(28.1)	104(29.0)	30(8.4)
Q23	27(7.5)	123(34.3)	86(24.0)	95(26.5)	28(7.8)
Q24	47(13.1)	102(28.4)	89(24.8)	97(27.0)	24(6.7)
Q25	43(12.0)	98(27.3)	74(20.6)	119(33.1)	25(7.0)
Q26	28(7.8)	68(18.9)	65(18.1)	151(42.1)	47(13.1)
Q27	31(8.6)	103(28.7)	77(21.4)	117(32.6)	31(8.6)
Q28	44(12.3)	133(37.0)	76(21.2)	77(21.4)	29(8.1)
Q29	26(7.2)	45(12.5)	44(12.3)	83(23.1)	161(44.8)
Q30	19(5.3)	35(9.7)	41(11.4)	91(25.3)	173(48.2)
Q31	17(4.7)	44(12.3)	49(13.6)	128(35.7)	120(33.4)
Q32	20(5.6)	34(9.5)	63(17.5)	103(28.7)	139(38.7)
Q33	12(3.3)	48(13.4)	71(19.8)	100(27.9)	128(35.7)
Q34	22(6.1)	51(14.2)	41(11.4)	176(49.0)	69(19.2)
Q35	18(5.0)	52(14.5)	50(13.9)	196(54.6)	43(12.0)
Q36	14(3.9)	64(17.8)	68(18.9)	162(45.1)	51(14.2)
Q37	10(2.8)	38(10.6)	54(15.0)	136(37.9)	121(33.7)
Q38	16(4.5)	79(22.0)	91(25.3)	112(31.2)	61(17.0)
Q39	9(2.5)	22(6.1)	49(13.6)	90(25.1)	189(52.6)

Q40	34(9.5)	93(25.9)	106(29.5)	79(22.0)	47(13.1)
Q41	52(14.5)	102(28.4)	70(19.5)	89(24.8)	46(12.8)
Q42	23(6.4)	84(23.4)	42(11.7)	130(36.2)	80(22.3)
Q43	32(8.9)	96(26.7)	76(21.2)	123(8.9)	32(8.9)
Q44	48(13.4)	114(31.8)	82(22.8)	90(25.1)	25(7.0)
Q45	64(17.8)	115(32.0)	65(18.1)	88(24.5)	27(7.5)
Q46	39(10.9)	100(27.9)	63(17.5)	126(35.1)	31(8.6)
Q47	37(10.3)	98(27.3)	69(19.2)	124(34.5)	31(8.6)
Q48	28(7.8)	91(25.3)	69(19.2)	124(34.5)	31(8.6)
Q49	31(8.6)	99(27.8)	64(17.8)	134(37.3)	31(8.6)
Q50	32(8.9)	114(31.8)	86(24.0)	100(27.9)	27(7.5)
Q51	34(9.5)	119(33.1)	88(24.5)	90(25.1)	28(7.8)
Q52	28(7.8)	91(25.3)	72(20.1)	130(36.2)	38(10.6)
Q53	21(5.8)	73(20.3)	77(21.4)	147(40.9)	41(11.4)
Q54	34(9.5)	104(29.0)	88(24.5)	111(30.9)	22(6.1)
Q55	20(5.6)	87(24.2)	85(23.7)	114(40.1)	23(6.4)
Q56	12(3.3)	74(20.6)	88(24.5)	153(42.6)	32(8.9)
Q57	15(4.2)	75(20.9)	83(23.1)	154(42.9)	32(8.9)
Q58	17(4.7)	76(21.2)	80(22.3)	150(41.8)	36(10.0)