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An investigation into the influence of mobile marketing on consumers

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CHAPTER ONE: INTRODUCTION

1. INTRODUCTION

This chapter states the problem investigated by the study and provides the objectives to be met, purpose for the study and the research objectives to be assessed. It also takes an in depth look at the significance for the study; as well as delimitations of the scope of the study. And assumptions will also appear in this chapter.

1.1 PURPOSE OF THE STUDY

The purpose of this study is to determine the influence of mobile marketing on consumers. For this quantitative study, a questionnaire was used. The research is descriptive and a cross sectional method was used, as respondents were at a fixed point in time. In this study, non- probability sampling was used, as it was impossible to identify the elements before-hand.

1.2 CONTEXT OF THE STUDY

According to Bauer, Barnes, Reichardt and Neumann (2005) subsequently the mid – 1990s, the penetration of mobile phones in developed economies has been volatile. While in 1997 only 215 million people were utilising mobile communication devices worldwide, by 2001 this had grown to an enormous 961 million, and by 2003 to 1.16 billion. The high world-wide penetration of mobile communication devices is only one pointer of high potential of mobile marketing. Moreover, the specific features of the mobile phone allow for marketing procedures not attainable by the use of the media. A mobile phone is seldom used by any other person than its owner. It is thus constantly attributable to one single person allowing for extremely personalized marketing measures. In addition, most users preserve a very personal relationship with their mobile phone, regarding it as a cherished accessory.

According to Leppaniemi and Karjaluoto (2006), over the past few years, mobile marketing has generated a cumulative interest among academics and practitioners. While numerous studies have provided important insights into mobile marketing, our understanding of this topic of growing interest and importance remains limited.

Mobile marketing offers abundant opportunities for businesses. Marketing undertakings supported by mobile devices allow companies to directly communicate with their consumers without time or location barriers. Potential for marketers is vast, but many facets of mobile marketing still require further investigation. The topic of mobile-advertising is especially of major interest. Mobile advertising addresses consumers with individualized advertising messages via mobile devices (Haghirian, Madlberger, & Tanuskova, 2005).

Mobile marketing is a far-reaching word and is frequently used loosely when speaking about mobile commerce or mobile advertising. Terms have been moderately covered due to the rapid evolution and development of electronic commerce (e-commerce), which led to the evolving of m-commerce, and so the terms have not had time to truly launch themselves. Findings of Leppaniemi and Karjaluoto (2008) support this, as according to them the terms mobile marketing, mobile advertising, wireless marketing and wireless advertising have all been used either indirectly or openly in academic research to theorise marketing communications in mobile media. More than anything, mobile is a channel, through which information can be swiftly and efficiently shared. It is studied, that consumers usually have an optimistic image about mobile communications which are fulfilled through a mobile media (Karjaluoto, 2010).

One of the most reflective studies on the subject comes from (Varnali & Toker, 2010), who conducted a wide-ranging literature review about mobile marketing, comprising of 255 journal articles from 82 different journals published between 2000 and 2008, and they agreed in their conclusion that there has not been a commonly accepted classification framework for mobile marketing. Fundamentally this means that there is no real and concrete answer for the question of what mobile marketing is.

Furthermore, the researchers state that their research points out that rapid increase of the proliferation in the mere business potential of mobile marketing truly attracts researchers from numerous other fields to study the spectacle, hence the research of the field as a whole is extremely disjointed and inconsistent.

Studies by Han, Cheng and Song (2010), support those of (Varnali & Toker, 2010), stating that often only definite segments are studied and seldom more than one of them is covered in one research. Most prevalent of the segments are strategy, applications numerous views on consumer behaviour (such as perceived consumer value, adoption and acceptance, attitudes, role of trust, etc.) legal issues, and public policies, but not much on the influence of mobile marketing on consumers. This has effectively rendered there not being a collective conceptualization of mobile marketing, it therefore, could be said that no obvious definition is agreed upon – at least from a researcher's point of view. According to the Varnali and Toker (2010, p. 65) summary, they summarize this as "the scope of mobile marketing is still vague".

Smutkupt, Krairit and Esichaikul (2010) made very parallel findings in their study, noting that most of the academic research which has attempted to present analytical framing to the topic, have mainly been context-specific, founded on a single point of view, and even established deliberately to reflect the authors' ideas and therefore the outcome can be considered decisive, and having little applicability.

Prompted by a vastly publicized and an overly expectant likelihood of future victory of mobile marketing (Leppaniemi & Karjaluoto, 2005) and success stories of mobile marketing campaigns (Enpocket, 2003), academic research on mobile marketing is mounting.

While previous research has provided valuable understanding into mobile marketing (Faccetti, Rangone, Renga & Savoldelli, 2005; Leppaniemi, Sinisalo & Karjaluoto, 2006; Barnes 2002; Yunos 2003; Kavassalis, Spyropoulou, Drossos, Mitrokostas, Gikas & Hatzistamatiou, 2003), our understanding of mobile marketing strategy preparation, influence of mobile marketing and implementation remains lacking.

Commenting on their review of mobile marketing research, Leppaniemi et al., (2006) noted, for example, that more understanding into evolving mobile marketing value system is needed in order to fully exploit the potential of mobile marketing prospects. Facchetti et al., (2005, p. 66), in their work focusing on the analysis of key success factors of mobile marketing value chain, observed that "very little is said about the relevance of traditional players in the take-off of the market, their action within the value chain as well as the critical success factors."

1.3 PROBLEM STATEMENT

Although mobile marketing has been paraded as the next gigantic thing, just as email marketing before it, there is still quite a lot of unknown terrain to be discovered when it comes to the everyday consumer insight and approval of it. Its newness may assist it getting noticed but will not certainly guarantee good times, especially considering it still has certain obstacles to overcome. Moreover, given the fact that consumers are at the core of the success or failure of any business, it would be captivating to research the influence of mobile marketing on consumers.

1.3.1 MAIN PROBLEM

Does mobile marketing influence consumers to proceed as instructed by the sms? This curiosity prompted the following research objectives:

Objective 1: To what extent does mobile marketing provide a new marketing channel and how do consumers react to a proposed change in the way they are marketed to?

- Sub objective 1.1: Analyse how knowledgeable consumers are on the issue of mobile marketing.
- Sub objective 1.2: Analyse if gender and age affect consumers' influence to mobile marketing.

1.4 SIGNIFICANCE OF THE STUDY

The aim of this study is to determine the influence of mobile marketing on consumers. To examine some of the factors that influence the consumers to be assessable to mobile marketing and whether these factors include age, gender, education level, level of awareness about mobile marketing but not limited to these factors.

Rettie, Grandcolas and Deakins (2005) suggest that technology has brought about an uprising in how companies will mingle with their customers, business partners and suppliers in the future. Marketers are contending to gain the largest share of South Africa's mobile market.

The authors further go on to say that, not much research has been done on the influence of mobile marketing on consumers. Mobile marketing or marketing via a mobile channel is one of the first new platforms to arise in recent years and is quickly emerging as a primary mode of reaching customers. Phones are now the one-stop shop for communication, digital services, e-mail, photos, and navigation. Unlike before when marketers would phone about new products on promotion, all they do now is just SMS.

Rettie, Grandcolas and Deakins (2005) suggest that, think about your clothing store account, now think about the sales promotions they have? Now you are likely to get an SMS about the promotion or see a message on one of your favourite social network, before you see it on television. In the near future television advertising will be over taken by mobile marketing. Mobile marketing is the most direct form of marketing and it is cheaper compared to other forms of advertising. Even though mobile phones have been commercially accessible for decades none can contend that we use them more now than ever before. In the last decade the fast-tracking evolution of mobile devices has acquainted us the phenomenon of smartphones, which has not only changed how we use mobile devices, but how they allow businesses to communicate directly with customers regardless of location or time barriers (Haghirian et al., 2005).

Smartphones have become the central device of computing and communicating for the general public (Lane, Miluzzo, Lu, Peebles, Choudhury & Campbell, 2010), as they escort us wherever we go and they can be viewed as the most private technological equipment we have (Hennig-Thurau, Malthouse, Friege, Gensler, Lobschat, Rangaswamy & Skiera, 2010).

The growing availability and deployment of mobile technologies through industries has provided completely new revenue potential for organizations, and mobile commerce in general has been identified as the main driving factor of next generation computing (Hameed, Shan, Ahsan & Yang, 2010). Therefore, mobile marketing is a topic of growing interest in terms of academic and business logic (Leppaniemi & Karjaluoto, 2008).

According to Khan (2013) the viewpoint of mobile marketing and media gets brighter by the year. This is reinforced by the fact that mobile marketing is still in its infancy stages, and the mobile marketing methods keep changing and evolving as the technology in mobile devices progresses (Persaud & Azhar, 2012).

Several other motives were initiated by Pousttchi and Wiedemann (2006) which have and still add to the development of mobile marketing, high global penetration of mobile devices, adoption of mobile devices with larger screens and the availability of higher connection speeds. When joint with the ever growing mobile network coverage, mobiles can reach more users than any other marketing media, and via mobiles it can also be done more personally, which therefore makes mobile marketing a very important tool for all marketers, as such benefits or features are not available through any other platform (Albers, Kahl 2008; Jayawardhena, Kuchertz, Karjaluoto & Kautonen, 2009).

The study will provide guidance to professionals working in the different disciplines of marketing across South Africa, who wish to understand the influence of mobile marketing on consumers. This would also include business owners in the small medium and micro enterprise sector that don't have huge marketing spend, but would like to reach out to their clients.

1.5 DELIMITATIONS OF THE STUDY

The research will be limited to Johannesburg Central due to financial, human resources and time constraints. The study will not address other forms of mobile marketing; it will mainly be dealing with SMS marketing.

1.6 DEFINITION OF TERMS

- Mobile marketing – Mobile marketing is basically, marketing on or with a mobile device (Tähtinen, 2006).
- Mobile device – A device which travels with its user, can be fitted inside a pocket, and is utilizing mobile media (Karjaluoto, 2010).
- MMS – Multimedia message service is the improved version of SMS which allows users to send video, sound and pictures (Okazaki, 2005).

1.7 ASSUMPTIONS

- It can be assumed that the feedback of the sample is mainly representative of the South African male population.
- It may be assumed that the respondents will not be 100% truthful in their responses considering that they will answer questions about how easily influenced they are.

CHAPTER TWO: LITERATURE REVIEW

2.1 INTRODUCTION

From 1960 the marketing mix method has been the leading design for marketing strategy building and development. Generally speaking, the marketing mix is a set of manageable tactical marketing tools that the organisation combines to produce the projected response among the target audience (Kotler, Wong, Saunders & Armstrong, 2005). The concept of marketing mix was introduced by Borden (1964), but McCarthy's (1960) 4P classification – product, price, place, and promotion – has been the basic guideline for marketing research and practical undertakings. Even though the marketing mix approach is not without its critics (Waterschoot & Van den Bulte, 1992; Gronroos, 1996; 1997), the accepted checklist approach still offers a tool that can be used in a bid to understanding the intricate nature of marketing activities. In this study, the focus is on marketing communications or promotion mix in the context of mobile marketing, and therefore, the other elements of marketing mix (product, price and place) will be mentioned but are beyond the scope of this research.

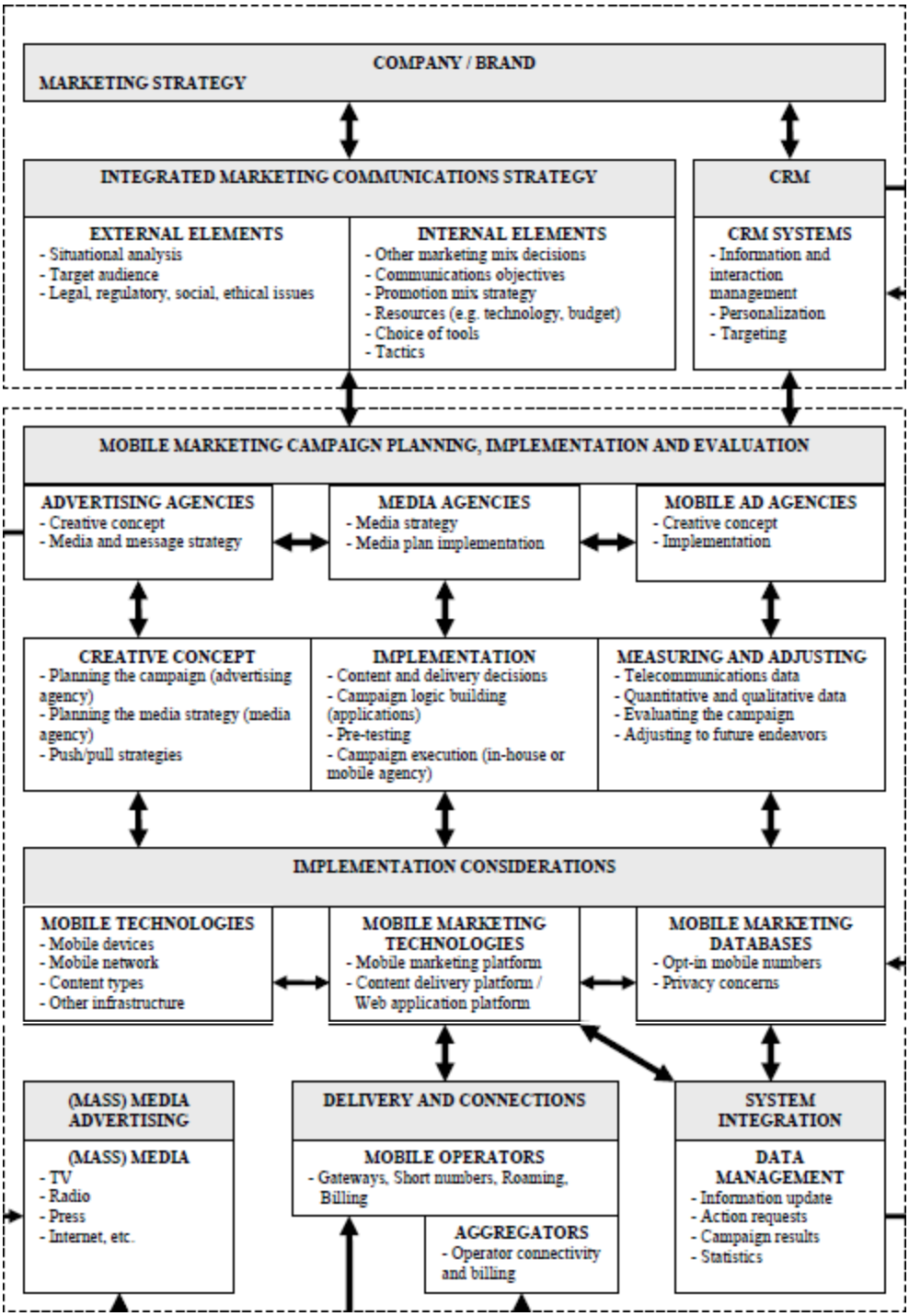
2.2 INTEGRATED MARKETING COMMUNICATIONS

IMC plan sets procedures for a company's mobile marketing communications activities. Generally speaking, IMC is "a concept of marketing communication planning that recognizes the added value of using a comprehensive plan to evaluate the strategic role of a variety of communications disciplines." (Peltier, Schibrowsky & Schultz, 2003, p. 93)

That is why communicators with an IMC method will consider all forms of communication, all message delivery channels, customers and prospects, and all brand contact points, while they plan and implement marketing and marketing communications strategies (Kitchen, Brignell and Spickett-Jones, 2004).

Consequently, to grow an effective mobile marketing strategy, it is vital to think through not only the specific set of activities that a firm undertakes to perform in a mobile marketing campaign, but also how the firm employs a mixture of communication tools and incorporates its many communications channels to deliver a clear, reliable and convincing message about the company and its products.

As depicted in Figure 1, a firm must consider many important issues when developing an IMC strategy. The beginning stage of IMC planning process is an analysis of the complete situation of the company/brand (e.g. competitors, consumers, markets and products). This analysis provides a basis for determining marketing communications target audience. Assume that consumer markets are highly fragmented and bear in mind that consumers differ in many terms (e.g. demographics, geographic, psychographic, and behavioural), the identification of accurate customers is increasingly challenging. Nonetheless, with the help of Customer Relationship Management (CRM) including database technologies and interactive media, a firm can develop and implement marketing communications strategies that are tailored to the specific needs of targeted customers (Peppers, Rogers & Dorf 1999; Peltier et al., 2003).


COMPANY / BRAND
MARKETING STRATEGY
INTEGRATED MARKETING COMMUNICATIONS STRATEGY
CRM
EXTERNAL ELEMENTS
- Situational analysis
- Target audience
- Legal, regulatory, social, ethical issues
INTERNAL ELEMENTS
- Other marketing mix decisions
- Communications objectives
- Promotion mix strategy
- Resources (e.g. technology, budget)
- Choice of tools
- Tactics
CRM SYSTEMS
- Information and interaction management
- Personalization
- Targeting
MOBILE MARKETING CAMPAIGN PLANNING, IMPLEMENTATION AND EVALUATION
ADVERTISING AGENCIES
- Creative concept
- Media and message strategy
MEDIA AGENCIES
- Media strategy
- Media plan implementation
MOBILE AD AGENCIES
- Creative concept
- Implementation
CREATIVE CONCEPT
- Planning the campaign (advertising agency)
- Planning the media strategy (media agency)
- Push/pull strategies
IMPLEMENTATION
- Content and delivery decisions
- Campaign logic building (applications)
- Pre-testing
- Campaign execution (in-house or mobile agency)
MEASURING AND ADJUSTING
- Telecommunications data
- Quantitative and qualitative data
- Evaluating the campaign
- Adjusting to future endeavors
IMPLEMENTATION CONSIDERATIONS
MOBILE TECHNOLOGIES
- Mobile devices
- Mobile network
- Content types
- Other infrastructure
MOBILE MARKETING TECHNOLOGIES
- Mobile marketing platform
- Content delivery platform / Web application platform
MOBILE MARKETING DATABASES
- Opt-in mobile numbers
- Privacy concerns
(MASS) MEDIA ADVERTISING
(MASS) MEDIA
- TV
- Radio
- Press
- Internet, etc.
DELIVERY AND CONNECTIONS
MOBILE OPERATORS
- Gateways, Short numbers, Roaming, Billing
AGGREGATORS
- Operator connectivity and billing
SYSTEM INTEGRATION
DATA MANAGEMENT
- Information update
- Action requests
- Campaign results
- Statistics

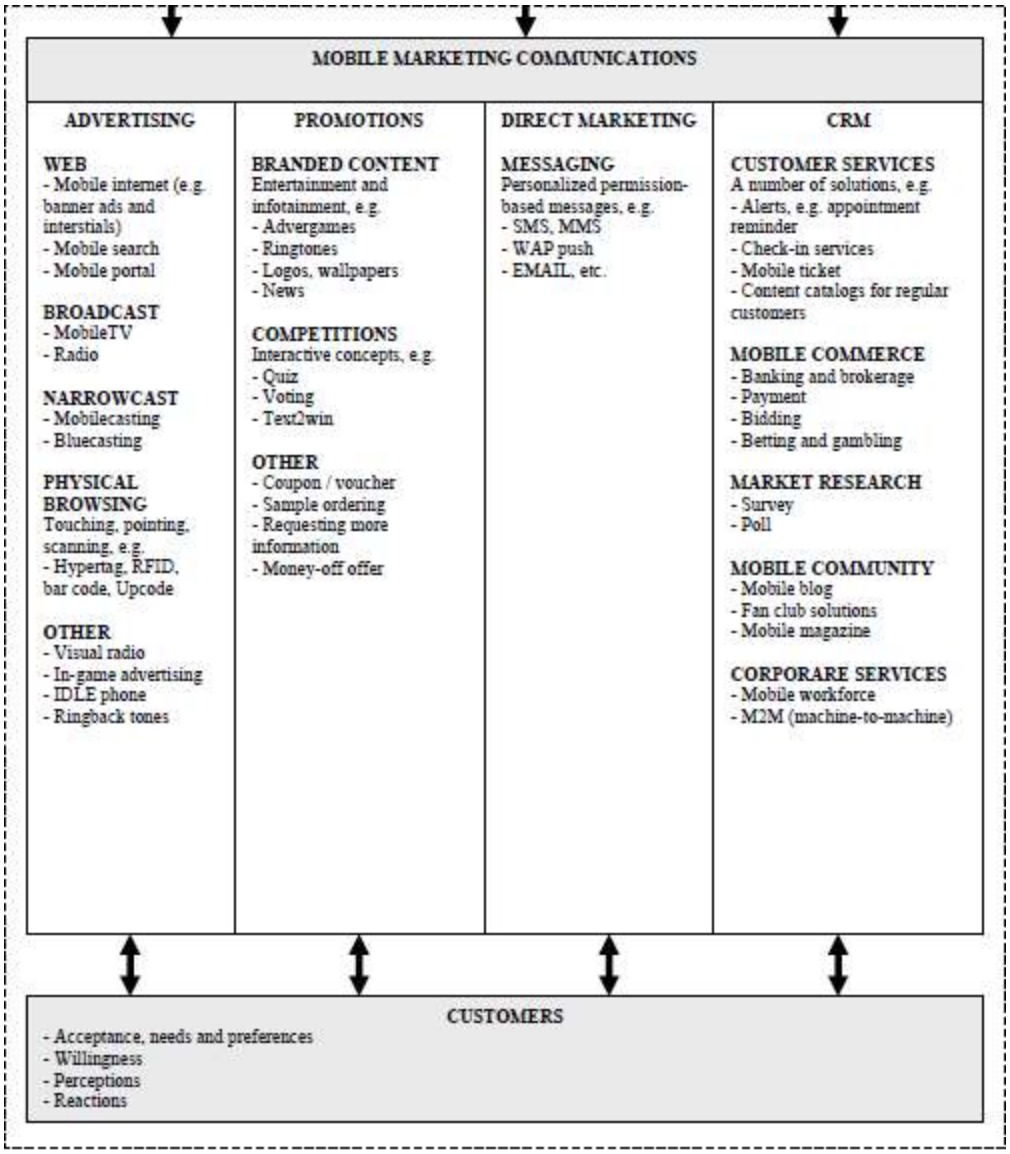


Figure 1. A Framework of Mobile Marketing Environment

2.3 MOBILE MARKETING

Mobile marketing is basically, marketing on or with a mobile device (Tähtinen, 2006). Mobile device (smartphone) benefits lie on its technological enhancements that make countless functions (including television, internet, camera, SMS, etc.) possible in only one little device, besides its customary role of phone calls (Jenkins, 2006).

According to Mobile Marketing Association (2009, p. 39), the new definition of mobile marketing is “a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network”.

MMA is a global association that adds a leading role in the development of mobile marketing and advertising as well as their associated issues, with representatives from telecommunications companies, advertising agencies and advertisers (MMA, 2009, p. 41).

Subsequently, mobile marketing is essential, because mobile itself is a direct way to reach customers whenever and wherever they are (Ling, 2004). Mobile marketing has been enhanced and has produced increasing interest in academia and in industry (Leppäniemi & Karjaluoto, 2008). Before, unwelcome phone calls and text messages were under severe criticism and identity issues (McCasland, 2005). Yet, mobile marketing today offers secure and trustworthy services and products (Boudriga, 2009) via its loyalty programs, SMS (text message) customer clubs, and more.

Mobile marketing has received increased popularity in the previous years (Barutcu, 2008). High speed internet connections combined with advanced technology in the telecommunications industry Sadeh (as cited in Barutcu, 2008) have been a main power for marketers who have thus been able to stretch out to a wider range of additional specific customers with customized messages. The last ten years has witnessed innovative marketing communication channels delivering applicable and personalized messages to target audiences, which have formed a major part of the direct marketing programs (Roach, 2009).

Mobile marketing in this framework, should not be misunderstood as moving goods from one place to the other or moving billboards; it is marketing through a mobile device (Leppäniemi & Karjaluoto, 2008). Mobile marketing entails using interactive wireless media to provide customers with time and location sensitive, personalised information (Carroll & Barnes, 2005). It could be debated that the growth of mobile phones and especially their intricacy has assisted marketing over the years (Ling, 2004). Subsequently, the marketing potentials of product and service businesses could have been the reason for the production of sophisticated mobile phones. As far as the study goes it will adopt Tähtinen's (2006) definition of mobile marketing as basically, marketing on or with a mobile device.

2.4 MOBILE PHONE

A lot has been written about the creation of the mobile phone; yet a quick glance at the history could still be valuable in order to appreciate the height of the current development and furthermore have an insight into the future potentials. Mobile communications offer wireless connectivity that provides the platform for mobility and computing in many communication environments and the ever escalating demands from social markets are fast-tracking development of mobile communication (Boudriga, 2009).

Mobile phones have a history distributed in phases (Smyth, 2000). Number one could be termed as the first generation of mobile phones which used multiple cells sites which permitted users making calls to move from location to location without losing their calls. This was based on cellular networks.
This gathered attention and it did not take too long for it to gain popularity and expansion from region to region. The importance was on connectivity and its effectiveness (Smyth, 2000).

The second was founded on digital networks which meant that transmission of data were digital instead of the cellular mode, which was analogue (Smyth, 2000). This led to an eruption in the market as the global market grew for the mobile phones at this time (Smyth, 2000). The introduction of advertising on the phone is traceable to the second generation mobile phone as they permitted media data. Functionalities of the second generation mobile phones comprised of downloadable ringtones, SMS, mobile commercial payments, and access to the internet.

The gap wasn't much between the second generation and the third, because the accomplishment of the second generation was a pointer for increased demands in the functionalities of the mobile phone (Smyth, 2000). Technically, one momentous difference between the second generation and the third was that third generation mobile phones were based one packet switching data transmission rather than circuit switching. There is already a beginning of the fourth generation mobile phones (Tseng & Lo, 2011).

The admiration of mobile phones today is not great news to the phone manufacturer or seller alone, but also to every single business that is able to fathom the entrenched potentials of the mobile phone and take on the challenge of leveraging on the prospects it presents (Barutcu, 2008).

There is no better time than now to discover the exhilarating opportunities that mobile marketing brings (Friedrich, Grone, Holbling & Peterson, 2009). Unlike in previous years, when only a small percentage of the population had mobile phones, today in some regions an average individual has at least two mobile phones (Gapminder, 2011).

Writing on the impact of mobile phones in the society, Ling (2004, p. 45) argued that "The mobile phone has fundamentally affected our accessibility, safety and security, coordination of social and business activities, and use of public places" therefore if there is any single factor that has had as much influence on the conduct of business activities in the recent past, it is the dawn of information technology.

Barutcu (2008) restated that in the 21st century information technology affects everything from daily life to business and it outlines commerce and the ways in which companies implement their marketing strategies.

The mobile phone's influence cuts across all ages, colours, races, and languages (Antoine, 2004). In fact, it seems that rather than cultural differences across the globe being barriers or challenges to the mobile phone market, they have since been explored as great openings (Kim & Lee, 2005). In some regions individuals, especially young adults have such inconceivable addiction to their mobile phones such that they are inseparable whether eating, walking, running, sleeping, or driving (Ling, 2004). This presents enormous opportunity for a close contact reach (Friedrich et al., 2009).

Even though the mobile phone has this huge potential, the market is grossly unexploited thus organizations need to learn about this Bauer et al., (as cited in Barutcu, 2008). Today, the usage benefits of the mobile phone are more vital than technological performance, hence users expect more and more (Antoine, 2004).

2.5 MOBILE DIRECT MARKETING

Direct marketing refers to “direct communications with carefully targeted individual customers to obtain an immediate response and to cultivate lasting customer relationships” (Kotler, Saunders & Armstrong, 2005, p. 829).

With the emerging trend towards one to one marketing (Watson, Pitt, Berthon & Zinkhan, 2002; Rogers, 2005), companies are increasingly utilizing direct marketing to reach individual customers more efficiently and to build personal relationships with them.

While direct mail, the telephone and press have traditionally been the most important media for direct marketing, advances in information and communications technology have introduced a range of other media that can be used to communicate effectively with individual customers (Fill, 2002). Besides the internet and email, mobile media has proved to be an effective direct response media.

For instance, Rettie et al. (2005) and; Trappey III and Wooside (2005) have reported considerable high response rates for mobile marketing campaigns; compared to traditional direct marketing campaigns. Practically speaking, direct marketing utilizes a vast array of marketing communications activities that can also be described as sales promotions (Pickton & Broderick, 2005).

2.6 MOBILE ADVERTISING

Advertising is defined as “any paid form of non-personal presentation and promotion of products, services, or ideas by an identified sponsor” (Kotler & Zaltman, 1971, p. 07).

This definition and many others like Wells, Burnett and Moriarty (1992) propose that advertising uses mass media. Nonetheless, nowadays the meaning of mass media is distorted. That is, advertising can be made also in mobile media that is not a mass media in the same sense as television, radio or press. Hence, a wide variety of mobile advertising formats can be identified, as illustrated in figure 1.

2.7 MOBILE SALES PROMOTIONS

Sales promotion refers to “short-term incentives to encourage the purchase or sale of a product or service” (Kotler et al., 2005, p. 719).

This definition, like definitions of sales promotion in broad, tends to highlight its financial incentive elements, but disregard other marketing aspects (Pickton & Brodrick, 2005).

Hence, the researcher supports the definition provided by Shimp (2000, p. 60) that proposes a broader perspective to sales promotions: “Sales promotions are marketing communications activities used to encourage the trade and/or end customer to purchase or take other relevant action by affecting the perceived value of the product being promoted or to otherwise motivate action to be taken.” This definition states that action can take the form of purchase or other adequate outcomes. This notion is very important when examining sales promotion in the mobile marketing context. Generally speaking, there is an extensive variety of possible activities that can be classified as sales promotions in mobile marketing.

According to leppaniemi et al., (2008) firstly, the branded content group contains both entertainment and infotainment. The majority of mobile marketing in this group are downloadable solutions such as branded ringtones, logos, wallpapers and mobile advergames (i.e. the use of mobile games to promote or advertise a product or brand). Other activities they recognised are sponsored mobile content such as sport scores, horoscopes, comic jokes news, and weather forecasts that could be received on mobile phone. In addition, competitions in vast forms are a popular sales promotion tool in mobile marketing. This group includes all kind of voting, quizzes, and win promotions and text. They go on to say that mobile promotions are usually advertised in other media such as press, billboard and on-pack. The customer is invited to send a text message to a short code number for a chance to win a prize. Lastly there is a substantial number of mobile marketing activities that can also be classified as sales promotions.

Furthermore the authors, goes on to say these activities may comprise of such activities as demanding more information or ordering sample by sending a text message, and receiving mobile money or coupons off offers to the mobile phone.

2.8 SHORT MESSAGE SERVICE (SMS)

Still fairly new, SMS is a medium of directly reaching customers through text messages (Davis, 2002). On one hand, the messages are sent to existing customers of the company who have opted-in to receive the service (Carroll & Barnes, 2005). Customers might have opted-in via a web form, filling their records in the store, and using a short-code to show their willingness to receive messages from the company (Milne & Rohm, 2000).

Consequently, marketers sometimes send uninvited text messages (McCasland, 2005). This could be a result of extreme competition, yet, in some jurisdiction, it could be considered an offence as the MMA (2011) states that content providers must get consent from subscribers prior to sending them commercial SMS messages and other content (MMA, 2011). Therefore, companies try to contact organizations that have huge customer databases who have agreed for companies to share their information for advertisement, in order to get such numbers (Milne & Rohm, 2000).
It is remarkable to realize that SMS is voted the king of mobile marketing (dotMobi, 2011, p. 102), with over 6.9 trillion messages sent in 2010, and the forecast for 2011 was 8 trillion. It is anticipated that the (A2P) Application-to-Person SMS (that is, SMS text messages that are automated, e.g. automated alerts from banks, offers from retailers) will outnumber person-to-person SMS by 2016.

In their research on Consumers perceptions and attitudes towards SMS Mobile Marketing in New Zealand, Carroll & Barnes (2005) emphasized four factors having major impact on mobile marketing acceptance which include:

- Permission,
- Content,

- Wireless Service Provider (WSP) control and
- The delivery of the message

It is also debated that the approval of mobile marketing would in fact depend on the acceptance of the mobile phone itself (Barnes & Scornavacca, 2004; Bauer *et al.,* 2005; Dickinger *et al*., 2004 as cited in Roach, 2009).
Bearing in mind the penetration and extensive use of mobile phone, the researcher can safely generalize that the mobile phone is now an integral part of human life regardless of age, color, race, or religion (Oksman & Rautiainen, 2003).

One of the fascinations for the use of SMS is that of low cost input (Kerckhove, 2002). The availability of applications that can be used to send bulk SMS for almost free is a major attraction coupled with the fact that the content can be personalized in some cases (Enck, Traynor, McDaniel & La Porta, 2005).

Even individuals are able to send bulk messages to their folks through some service providers who offer free SMS service to their own network and other networks (Enck et al., 2005).

2.9 MOBILE MARKETING IN SOUTH AFRICA

Rettie et al., (2005) suggest that, mobile marketing is a new major and fast growing trend. Think about the people you know, who are over 12 years and under 70? How many have cell phones? All of them? Most likely majority of them have even given up their landlines. In fact, there are now more mobile phone subscribers in the world (2.4 billion) than there are landline subscribers. Mobile marketing, or marketing through a mobile channel, is one of the first new channels to arise in recent years and is quickly becoming a primary way to reach customers. Phones are now the one-stop shop for communication, digital services, e-mail, photos, and navigation. Unlike before when marketers would phone about new products on promotion; all they do now is just sms. Think about your clothing store account; think about the sales or promotions they have?

Now you most likely to get a sms about the promotion or see a message on one of your favourite social network, before you see it on television. In the near future television advertising will be over taken by mobile marketing.

Leppaniemi et al., (2006) suggests that, as the world is becoming more & more technologically advanced; marketing managers have to keep up with the ever changing market trends, as a result. In case you haven't heard mobile marketing is all about marketing to people through their mobile phones and smart phone devices.

Small businesses haven't had much of an opportunity to engage consumers on mobile devices, but the future has the potential to change that. Demand is increasing dramatically for mobile applications and mobile web browsing due to wider adoption of devices like the iPhone, blackberry and the Google Android phone. As more people adopt these phones and features in the future, look for small business marketing services to start providing lower-cost mobile marketing solutions like text messaging, mobile e-mail, mobile websites, social network marketing and location based marketing.

This study is essential to business as it has a direct impact on consumer purchasing behaviour. South Africa is one country which is light years ahead of other countries when it comes to mobile advertising. It is considered the hottest market right now, and the numbers speak for themselves."

The average response rate for mobile advertising campaigns in South Africa is anywhere from 10% to 25%, which is nothing short of amazing" (Cell phone-advertising, 2014, p. 35).

2.10 WHY MARKET THROUGH THE MOBILE PHONE?

The mobile marketing solution is a powerful and elaborate web-based tool specially designed for the easy creation and management of SMS campaigns which aid in acquiring the profiles of targeted mobile consumers. Companies are hereby additionally improving themselves with the implementation of mobile and SMS marketing.

Through mobile marketing and relative mobile data services, companies now have a new chance to differentiate themselves from others working in similar industries to theirs as well as to increase revenue (Groenewald, 2010).

Mobile and SMS marketing is interactive and extremely personalised, providing an immediate impact in the desired results a company wishes to achieve. When used with complimentary marketing media for company promotions, a solid increase in sales will be the most likely result (Rogers, 2005).

According to Mullin (2002, p. 167) the features of mobile marketing and the applications and systems hereof include:

- Immediacy
- A 2-way dialogue can occur between client and business
- Targeted with focus being on factors such as age, gender, and postcode
- Effectiveness
- Cross-media by mixing with radio, print, and TV
- Viral in the sense that, customers can forward messages
- Interactivity
- All-in-all fun to use and easy to integrate with existing systems in place”

Colley (2001) suggests, mobile and SMS marketing is a wireless digital form of communications and the customer services provided are therefore efficient and world-class.

The mobile marketing channel is gradually becoming increasingly vital as a critical part of the marketing mix. For this reason, large companies are starting to recognise the advantages such as immediacy and savings in costs arising as a result of the use of mobile marketing, as such, systems designed in combination with mobile marketing are user-friendly and easy to use in the creation of a vast number of campaigns. These systems are also flexible for the creation of types of campaigns which are complex and demanding, without needing the aid of a specialist.

2.11 THE MARKETING MIX

The marketing mix is the combination of elements that the firm controls in order to influence customers to choose one particular organisation in preference to another (Adcock, Bradfield & Haborg, 1998). According to Kolter (1997, p. 92), the marketing mix is "the set of marketing tools that the firm uses to pursue its marketing objectives in the target market". The internal marketing mix groups the Product, the Price, the Place and the Promotion. For the purpose of this research, mainly the promotion part of the marketing mix was critical.

2.11.1 TARGET MARKETING

Since resources are scarce, an event organisation will not be able to meet everyone's wants. Consequently, priorities must be established, distinguishing whose wants and what wants will be served. The selection of consumer markets is termed targeting and is a crucial marketing decision, because it guides many of the subsequent decisions of the event organisation, including the types of services to be offered, pricing, service distribution and communication. A target market is a somewhat homogenous group of people with similar service preferences, and a group with which an event organisation seeks to do business. Target markets are usually selected based upon their size, consumer behaviour, buying power or flexible income, and accessibility. Research is vital to accurately hit a target market. The event marketer must know what services are preferred by the selected market, when it decides to purchase services, and the types of promotional messages and images to which it will respond, and in what mediums (Pope & Turco, 2001).

2.11.2 THE PRICE

The price is what is paid as part of the exchange process, being passed from customer to supplier either as money or in kind. What the customer receives is the composite of the other elements of the marketing mix. If a product is more attractive (added value from additional features) the product is made more valuable to customers. In this case, it might be possible to raise prices to reflect this value (Adcock et al., 1998).

Under price, Kotler (1997, p. 111) “gathers price list, discounts, allowances, payment period, and credit terms.”

2.11.3 THE PLACE

According to Kotler (1997), place includes the various activities the company undertakes to make the product accessible and available to target customers. It gathers together channels, coverage, assortments, locations, inventory and transport. The choice of efficient distribution channels relies on knowledge of a particular market. But more specifically, it relies on the needs and the wants of customers.

It may not be possible to satisfy everything a particular customer wants, but that customer’s decision is likely to be based on issues such as cost, convenience and availability. The effectiveness of the availability strategy might be a major concern.

Thus, the channel decision can give a competitive edge: an organisation reaching customers and gaining sales because its products reach customers in a more appropriate way than those of the competitors (Adcock et al., 1998).

2.11.4 THE PRODUCT

The American Marketing Association defines a product as anything which can be offered to a market for attention, acquisition or consumption including physical objects, services, personalities, organisations and desires (Kotler, 1997, p. 93). Adcock et al., (1998) prefer to define the product from a customer point of view as everything that the customer receives that is of value in terms of a perceived want, need or problem”. Moreover, the product is a multidimensional offering, with both tangible and intangible attributes.

In fact the product has two main components. On the one hand there is the, basic product‟. It represents the essential benefit on offer to the customer but expressed in a product form.

On the other hand, there is the real product that comprises the basic product plus an additional layer of tangible features that make up the real product, such as design and colour, packaging and brand name.

Then, the finished product will add to the listed product a number of intangible extras that add utility through services, such as delivery, customer services, and perhaps subtle qualities and assurances of distinctive value to the customer (Adcock et al., 1998). Kotler, (1997) summarises this view, including as part of the product the following which are both tangible and intangible assets: product variety, quality, design, features, brand name, packaging, sizes, services, warranties and returns.

2.11.5 THE PROMOTION

In the context of the marketing mix, promotion represents the various aspects of marketing communication, that is, the communication of information about the product with the goal of generating a positive customer response.

McCarthy, Cannon and Perreault (2008) suggest that, promotion is concerned with telling the target market or others in the channel of distribution about the right product. Sometimes promotion is focused on acquiring new customers, and sometimes it's focused on retaining current customers.

Promotion includes personal selling, mass selling, and sales promotion. It is the marketing manager's job to blend these methods of communication. Personal selling involves direct spoken communication between sellers and potential customers. Personal selling may happen, face-to-face, over the telephone, or even videoconference over the internet (Wells, Burnett & Moriarty, 2007).

Sometimes personal attention is required after the sale. Customer service a personal communication between a seller and a customer who wants the seller to resolve a problem with a purchase is often the key to building repeat business. Mass selling is communicating with large numbers of customers at the same time.

The main form of mass selling is advertising any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor.

Publicity is any unpaid form of non-personal presentation of ideas, goods, or services, is another important form of mass selling (Kotler, 1997).

Mass selling may involve a wide variety of media, ranging from newspapers and billboards to the internet. Sales promotion refers to those promotions activities other than advertising, publicity, and personal selling that stimulate interest, trial, or purchase by final customers or others in the channel. This can involve use of coupons, point of purchase materials, samples, signs, contests, events, catalogues, novelties, and circulars (McCarthy et al., 2008).

2.12 BRAND EQUITY

Aaker (as cited by Cochetel 2006, p. 13) suggests that brand equity is a set of assets (and liabilities) connected to a brand's name and symbol that adds to (or subtracts from) the value given by a product or a service to a firm and/or that firm's customers.
The major asset categories are: brand name awareness, brand loyalty, perceived quality, and brand associations (Aaker, 1996).

Brand loyalty is an important consideration when placing a value on a brand that is to be bought or sold, because a highly loyal customer base can be expected to generate very predictable sales and profit stream. Moreover, a brand's value to a firm is hugely created by the customer loyalty it commands. And considering loyalty as an asset encourages and justifies loyalty building programs, which then help create and enhance brand equity (Aaker, 1996).

Perceived quality is a brand association that is lifted to the status of a brand asset for several reasons. Among all brand associations, only visible quality has been shown to drive financial performance. Visible quality is often a major (if not the principal) strategic thrust of a business. Visible quality is linked to, and often drives, other aspects of how a brand is perceived (Aaker, 1996).

2.13 BRAND AWARENESS

Aaker, (as cited by Cochetel, 2006) suggests that awareness refers to the strength of a brand's presence in the consumer's mind. It can be a driver in some categories. It means that this presence will lead the consumer's choice.

Moreover, it usually has a key role to play in brand equity. Awareness measures can reflect in part, the scope of the brand's reach in terms of segments. Increasing awareness is one mechanism to expand the market reach of the brand. Awareness can also affect perceptions and attitudes. Brand awareness reflects both the knowledge and the salience of the brand in the customer's mind.

Awareness can be measured on different levels including the following: Recognition, Recall, top of mind, brand dominance and brand familiarity.

2.14 BENEFITS OF MOBILE MARKETING

Mobile marketing issues were discussed (cell phone advertising benefits, 2015, p. 88) there are a number of benefits to come along with the implementation of mobile marketing into the business strategy of a company aiming at further development and better achievements.

It is therefore slowly becoming a necessity and more and more important for companies to make use of a mobile technology platform across their numerous departments and as integrated into their own already established systems. Furthermore, these benefits can be listed as:

- Applications of mobile marketing give clients the power to create permission based SMS marketing campaigns, cost effectively and in a quicker duration of time.
- Mobile messaging empowered is an additional medium where consumers can choose how they want to receive as well as interact with advertisement promotions and marketing media.
- Response rates of over 10% can be achieved.

- The innovative messaging applications of mobile marketing enable a company to extend the reach of traditional communication which focuses on the establishment of an interactive and personal relationship with targeted consumers.
- Minimal agency efforts are required to initiate a simple pilot.
- Stronger return on investment to be experienced in comparison to other media types.
- Recall rates of over 75% are to be enjoyed.
- Commission margins are improved when compared to traditional advertising.
- An added benefit of using this web-based software platform is that it allows non-technical persons to create mobile campaigns and services which are effective and engaging (Enpocket Insight Report, 2003).

2.15 SPEED AND SIMPLICITY

Mobile marketing issues were discussed (cell phone advertising benefits, 2015, p. 89) one of the major benefits of mobile and SMS marketing is the speed and simplicity offered by the systems and applications developed as a part. The multiple requirements of the unique campaigns of clients can be rapidly and effectively met. With no need for the intervention of a technical specialist, the most complex of campaigns can be done in no matter of time.

Mobile marketing systems also incorporate a unique custom campaign toolset for the setting up of services, which are far more complex than one stage interactions, and are able to generate more revenue and a customer experience which is better and in other words richer. According to Mullin (2002) the speed and simplicity of mobile marketing systems can, as such, be defined as:

- Service set up in seconds: The sales force of companies can appreciate the immediate feedback given regarding particular business marketing campaigns which they need. These campaigns can be created and sent quickly.

- A self-drive platform: The design has the non-technical user in mind meaning that almost anyone can set a wide variety of services; this further means that no lead times are dependent on technical specialists and developers whose services are usually needed for delivering to the client what they require.
- Full keyword recognition: Mobile marketing systems can be used as powerful keyword matching engines that are able to better ensure a fuller user experience. Because these systems can identify keywords, messages can be routed to the appropriate departments.
- Identification of spelling mistakes (misspells), predictive text, and abbreviated text is also enabled.

2.16 WHAT'S IN IT FOR THE COMPANIES?

According to Leppaniemi (2006) web development companies are taking advantage of the number of benefits which come along with the implementation of mobile and SMS marketing into the business strategies of their clients and for themselves.

A client with mobile marketing in place can therefore enjoy the following:

- An increase in loyal customers and company awareness.
- On the go consumers can be reached with the innovative communication channel which is provided.
- Customer interaction is personalised and they can be reached anywhere, anytime.
- A variety of campaigns including voting, sweepstakes and contests, special offers and mobile coupons, trivia and gaming, as well as exclusive news alerts, can be created.
- A higher response rate can be enjoyed by companies than experienced with traditional media.
- Marketing persons can learn more concerning their efforts in marketing through the provision of which mobile marketing supplies.

- Possibilities of communications can be extended for clients by transforming them into wireless carriers, corporate clients, and media companies.
- Launching mobile and SMS marketing is considerably inexpensive meaning a better return on investment can be achieved.

2.17 CONCLUSION OF LITURATURE REVIEW

As far as the study goes it will adopt Tähtinen's (2006) definition of mobile marketing as basically, marketing on or with a mobile device, this was further discussed throughout the literature review.

This media is in its early stages in Africa, but is receiving an amazing take up by particularly South Africans. All mobile phones can text message. A text message is short and usually pithy and uses the developed text language. SMS combines mobility, intimacy, immediacy and the ability to push a simple powerful message to receptive audience. There is nothing like it. The promotion of brand awareness and brand equity has been central and explains the reasons for marketers being able to get their message through, in positions where the customer can best access them. Based on the above literature review, it allows the researcher to summarise the main findings and establish the relationship between the variables. This in turn allows the researcher to research in a detailed process.

2.17.1 PROPOSITION

Proposition 1 – There is a correlation between age and level of awareness

Proposition 2– The influence of mobile marketing is the same across different educational backgrounds

Proposition 3 – The influence of mobile marketing is the same across different family income

CHAPTER THREE: RESEARCH METHODOLOGY

3. INTRODUCTION

This section outlines the methodology that was used to conduct this research. Firstly, the literature around quantitative research was discussed, followed by a review of the research design and research instrument that was used. Issues of data collection and analysis in relation to this study will be provided, followed by a discussion on validity and reliability of this study.

3.1 RESEARCH METHODOLOGY

This is a quantitative study aimed at examining the influence of mobile marketing on consumers. A quantitative study, consistent with the quantitative paradigm, is an inquest into a social or human problem, based on testing a theory composed of variables, measured with numbers, and analysed with statistical procedures, in order to determine whether the predictive generalizations of the theory hold true (Creswell, 2003), hence this is the best suited research method for gathering the data for this study.

3.2 RESEARCH DESIGN

The research was descriptive, which is used to determine market characteristics. Maholtra (1999) defined descriptive research as, a form of conclusive research which has as its major objective, the description of something. Thus the research marked by a clear statement of the problem and detailed information needs.

As the respondents were at a fixed point in time 100 questionnaires were administered and 100 analysed, the research used a cross-sectional methodology (Bailey, 1987). The cross-sectional study is the most frequently used descriptive method in market research. Cross-sectional designs involve the collection of information from any given sample of population elements only once (Malhotra, 1999).

The assumption of honesty from the respondents was taken within the study and the assumption that not all respondent may be Johannesburg central residents.

3.3. POPULATION AND SAMPLE

3.3.1 Population

The population of interest is called the target population. Data should only be gathered from objects in the population of interest. Proper identification of the target population is a crucial step in the design of the research projects (Schiffman & Kanuk, 1994).

According to Malhotra (1999), the target population can be defined in terms of elements, sampling units, extent and time. An element is the object that possesses the information sought by the researcher and about which references are to be made (Malhotra, 1999). In this case, the sampling units will be the people from the Johannesburg Central area. Extent refers to the geographical boundaries. In this research this was defined by the Johannesburg city area.

A sampling unit is the basic unit containing the elements of the population to be sampled (Malhotra, 1999). In this literature, the elements are the respondents, that is to say, Johannesburg central residents with or with-out access to a mobile phone. The time factor is the period under consideration. For this research, the period was January 2016.

3.3.2 Sample & sample method

One hundred respondents were interviewed. One hundred respondents were selected at the site of the study. Firstly, the size was restricted to 100 respondents because of cost and time constraints; secondly the sample size was large enough for this study. This view is backed by (Leedy, 2003).

Johannesburg central was selected through the method of judgemental sampling explained above. The reason why Johannesburg central was chosen is because; it gave the most unbiased sample (Botha, 2002).

In this study, non-probability sampling was used, as it was impossible to identify the elements beforehand, as there is no list available corresponding to the required elements. Non-probability sampling relies on the personal judgement of the researcher rather than chance to select sample elements. These sampling techniques do not use chance selection procedures (Malhotra, 1999). Judgemental sampling was used to choose these units. According to Malhotra (1999), judgemental sampling is a form of convenience sampling in which the population elements are purposively selected based on the judgement of the researcher. This method was required as the place which is believed to be representative of the target population had to be chosen subjectively (Welman & Kruger, 2002).

3.4 THE RESEARCH INSTRUMENT

A questionnaire was constructed and was kept short to suit the face-to-face method and the advantage was that it improved the response rate. And the disadvantage was that not enough in-depth questions were asked.

3.5 PROCEDURE FOR DATA COLLECTION

Data was collected through the use of a questionnaire, personally administrated questionnaire. Interviews were used so the interviewer can explain any questions that the interviewee didn't understand. Observations on the physical surroundings of where the respondents were interviewed, as well as how well-groomed they were, was noted. Data was collected for future research recommendation, on body language and gestures of the respondents.

3.6 DATA ANALYSIS AND INTERPRETATION

A computerized statistical analysis of the data will be necessary to describe and interpret the data obtained from the questionnaires. Moon stat 2 was used, this statistical package, which analyses data and allows it to be presented in tabular and graphical forms. From this package the researcher was able to cut and paste the findings, into Microsoft Word.

3.7 LIMITATIONS OF THE STUDY

The research was done in Johannesburg central and therefore the results of the study cannot be generalized to the whole of South Africa's consumers.

In addition, the sample size for the quantitative research was 100 and only limited to quantitative research. The time frame for collection of the data was limited to a period just under one month (January 2016). This placed a limit on the overall scale of the study. Another aspect that was considered was the likelihood that respondents may have not answered the questions truthfully. The lack of qualitative findings is a limitation to those who wish to assess mobile marketing data, from a qualitative research instrument.

3.8 VALIDITY AND RELIABILITY

3.8.1 VALIDITY

The validity of a scale may be defined as the extent to which differences in observed scale scores reflect true differences among objects on the characteristics being measured, rather than systematic or random errors (Malhotra, 1999). Internal validity is a measure of accuracy of an experiment. It measures if the manipulation of the independent variables or treatments actually causes the effects on the dependent variables (Malhotra, 1999). Survey pre-testing involves administering the questionnaire to a small sample of respondents to determine if the questions are understood and if the survey procedures work (Fox, 2002). To test the validity of the survey instrument a senior lecturer and a few students pre-tested it.

3.8.2 RELIABILITY

The reliability refers to the extent to which a scale produces measurements made repeatedly (Malhotra, 1999, p. 281). Reliability is concerned with estimates of the degree to which a measure is free of random error. A measure is said to be reliable to the degree that it provides consistent results. To decrease reliability errors, the survey was carried out with a trial run.

During the trial run, only 20 people were interviewed using a questionnaire and follow up questions were asked that had to do with people's perception of the study. Using this method, the researcher was able to catch misinterpretations early on and correct those before carrying out the actual study. This way the researcher decreased the discrepancy between his intentions and how people perceived the questions, increasing the quality of the results.

This process added significantly to the reliability of the research. Statistical reliability of the questionnaire was confirmed by its stability and justifiability, regarding Cronbach Alpha coefficient. However, due to the fact that some questions required some technical knowhow and knowledge about mobile phones and so on, there is a risk that primarily older people and people with less advanced phones experienced some difficulties answering some of the questions. This reduces the reliability and validity in that specific segment of people. On the other hand, due to the age distribution of the sample population this problem is less problematic than the age distribution itself.

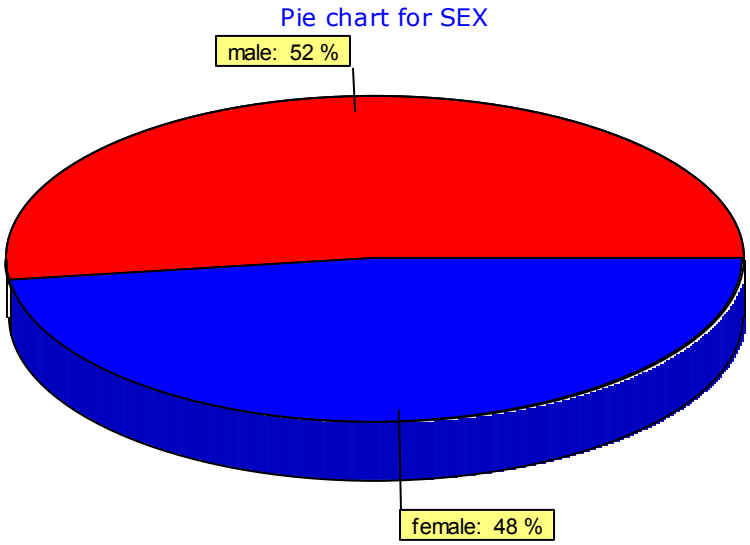
CHAPTER FOUR: PRESENTATION AND DISCUSSION OF RESULTS

4.1 INTRODUCTION

This chapter will discuss the analysis of the questionnaire. The analysis has been broken down into main areas. Each session presents the information with frequency and percentage, using graphs and tables where necessary, and then comments were made with regards to the findings.

4.2 DEMOGRAPHIC FEATURES:

4.2.1 Gender



Figures 4.1: Gender of respondents

Figure 4.1 shows that 52% of the respondents were male and 48% were female.

4.2.2 Age

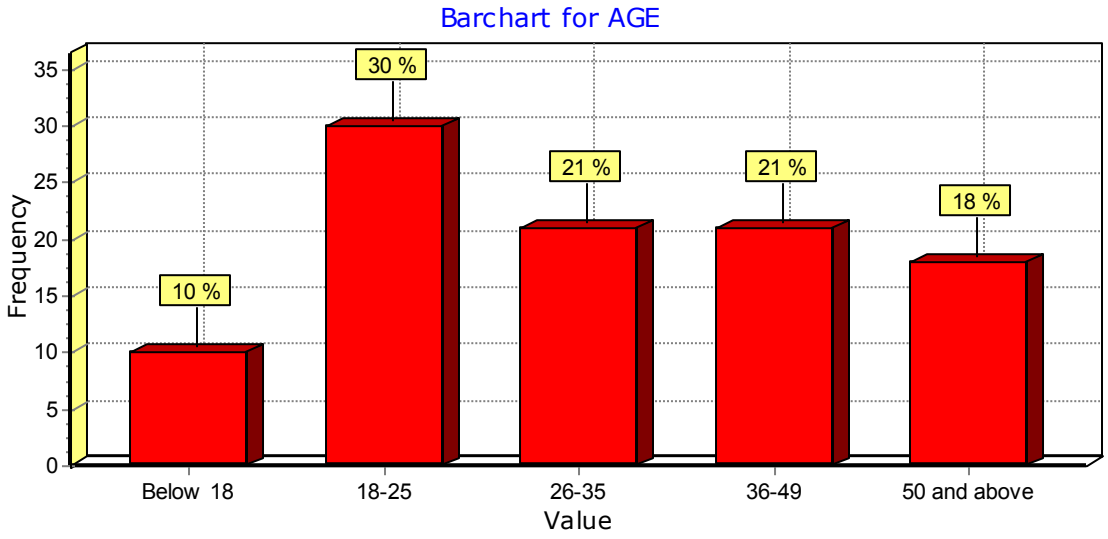


Figure 4.2 Age of respondents

Figure 4.2 shows that 10% of the respondents were below 18. While 30% fell into the 18-25 age group, which has the highest response rate in this study, this is understandable based on research done previously when mobile marketing was still at its infancy. 21% fell into the category of 26-35 and 36-49, the second highest among respondents. And 18% were in the 50 and above group.

The demographic age profile of the study participants shows that the 18-25 group to be the dominant group. Figure 4.2 also depicts the mobile marketing target market age distribution. As can be seen 30% of the respondents were aged between 18-25, which is relatively a high proportion. To sum up, the present data analysis suggests that age has an impact on the mobile marketing market. Additionally, the results imply that the main mobile marketing market is young people.

4.2.3 Educational Level

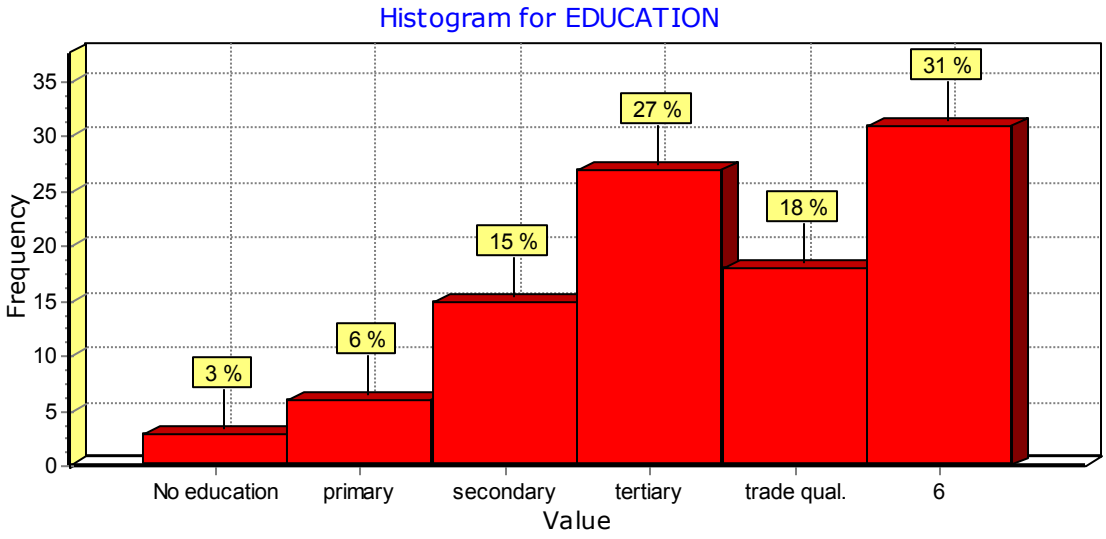


Figure 4.3: Education Level

Figure 4.3 indicates that majority of the respondents have a tertiary education which is 27%. Out of 97% of the respondents only 3% had no education, while 6% had only primary schooling. 15% had secondary education, while 18% had a trade qualification, example plumbers, electricians and boiler makers etc. The 31% that responded that they have "other" were very reluctant to specify what was meant by other. It can be said that education has an influence on mobile marketing.

4.2.2 Income Level

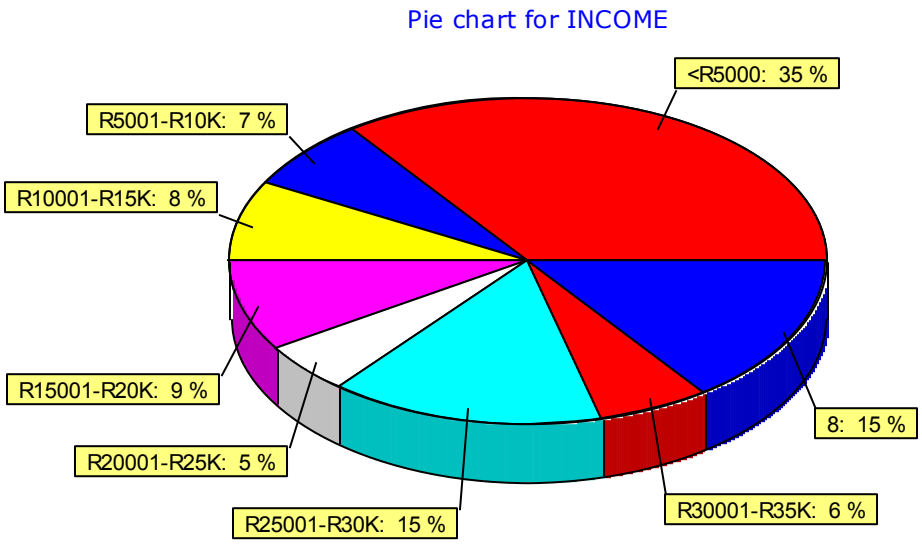


Figure 4.4 Income level

Figure 4.4 Shows that 35% of the respondents had a gross monthly income of less than R5000, which further highlights the levels of poverty in South Africa as a whole. 15% had a gross monthly of R35001 and above. 6% had a gross monthly income of R30001- R35000. Another 15% had R25001 – R30000. 5% had R20001 – R25000 which was the lowest percentage of respondents. 9% had R15001- R20000. 8% had R10001 – R15000 and finally 7% had R5001 – R10000 of gross monthly income. Looking at the data, it can be deduced from it that level of income does play a role in a consumer's accessibility to mobile marketing.

4.3 INFLUENCE AND PERCEPTION OF MOBILE MARKETING

The following section details responses to questions about the respondent's influence and perception towards mobile marketing.

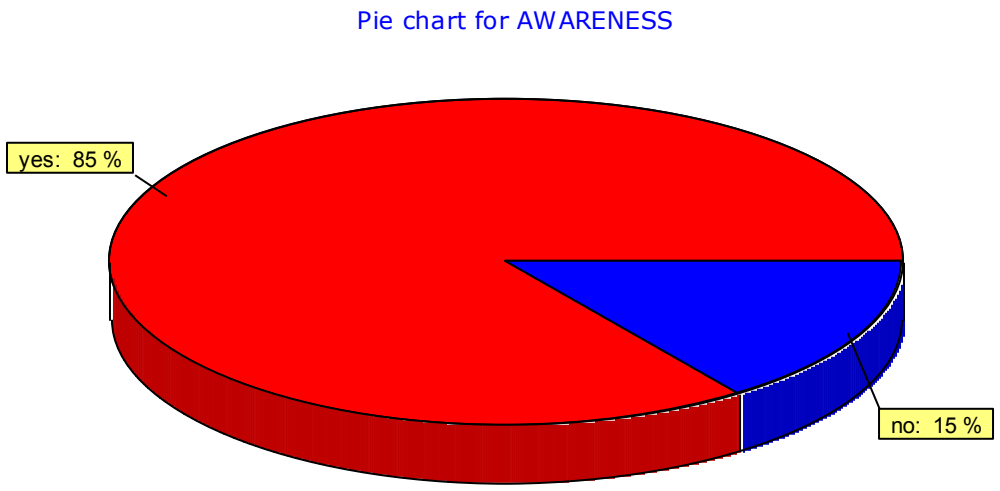


Figure 4.5 Awareness of mobile marketing

This question aims to know the percentage of people who are aware of mobile marketing. 85% of respondents are aware of mobile marketing, while only a small portion of 15% is not aware of it as is depicted in figure 4.5.

Hindrances of mobile marketing

Options	Frequency	Percentage
I don't have a mobile phone	**7**	**7**
I don't have money to buy a phone		
I don't know how to use a phone	**9**	**9**
Other		
None of the above is applicable to me	**84**	**84**
Total	**100**	**100**

Table 4.1 Factors hampering this form of marketing

Missing cases: 0

The purpose of this question is to establish some factors, which prevent the consumers from being exposed to mobile marketing. As illustrated in table 4.1 7% don't have a mobile phone, which could be due to a number of reasons, including crime or lack of interest in technology. 9% just didn't know how to operate a mobile phone, which can be attributed to a number of factors the main ones being age. 84% were aware of mobile marketing; hence none of the above factors were applicable to them.

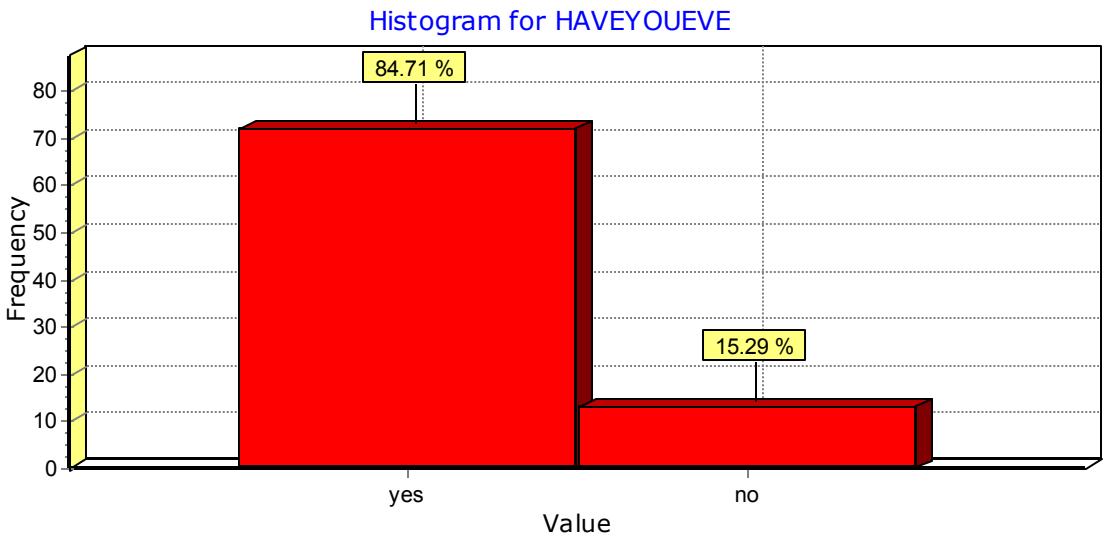


Figure 4.6 Have you ever received a promotional SMS?

As depicted in figure 4.6 84.71% of the respondents responded to yes to receiving a promotional SMS, while only 15.29% responded to not having ever received one, bearing in mind though, that even though they have never received a SMS directly, but they are aware of mobile marketing. What is also important to note is that from this question going forward, there will only be 85% of the initial sample size responding, because 15% were advised not to continue after question 6, because they answered "No".

4.4 To what extent do you agree or disagree with the following statements.

In this question all the questions were coded 1 - Strongly disagree, 2- Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly agree

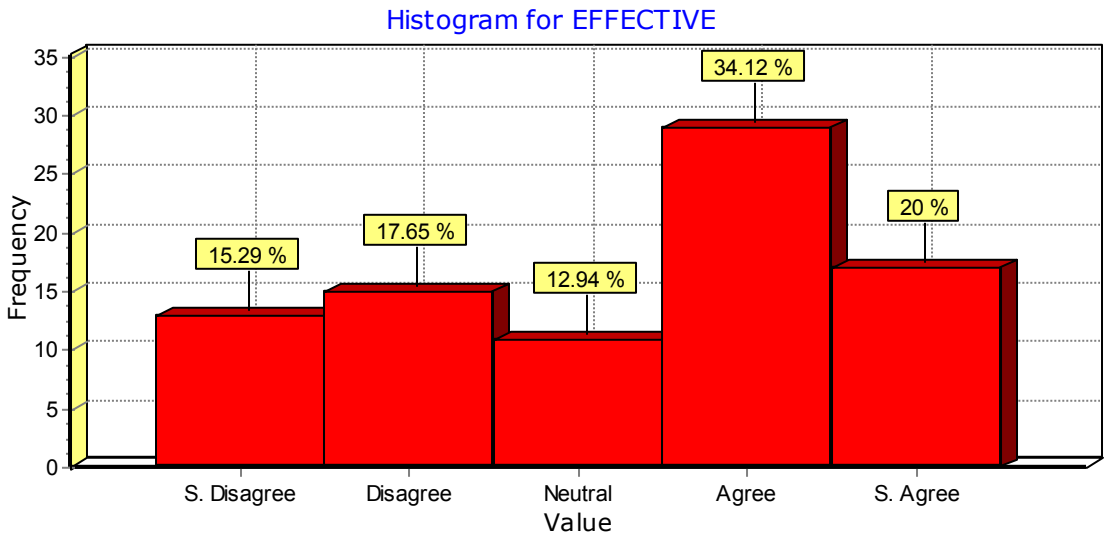


Figure 4.7 Testing the effectiveness

As depicted in figure 4.7 15.29% strongly agree, while 17.65% disagree. 12.94% were neutral, while majority of 54.12% agreed and strongly agreed.

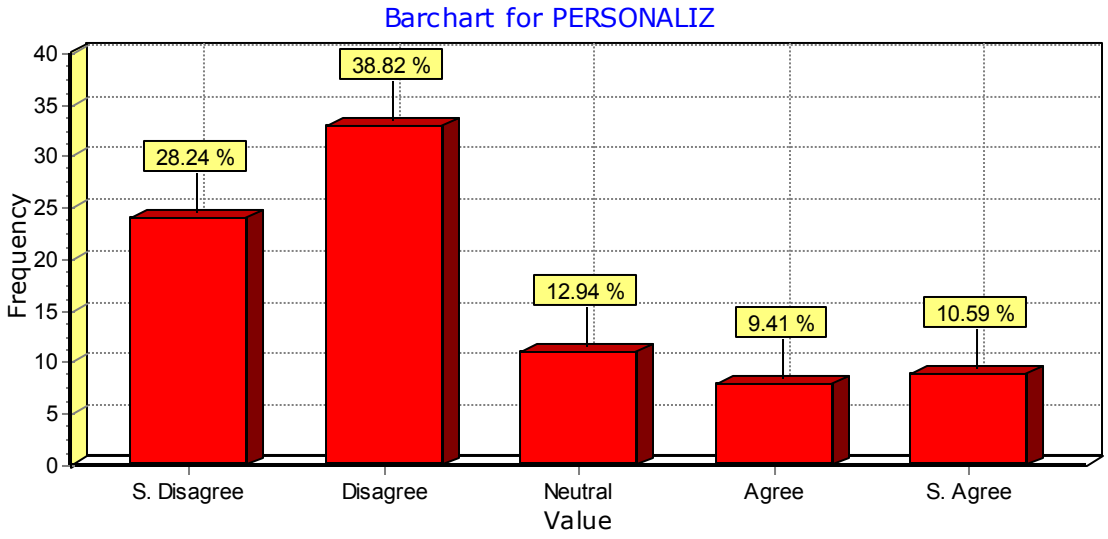


Figure 4.8 I would prefer messages to be personalized to my needs.

As depicted in figure 4.8 28.24% of the respondents strongly disagreed with the SMS being personalized to their needs, 38.82% disagreed, 12.94% were neutral, 9.41% agreed and only 10.59% strongly agreed with the SMS being personalized to their needs.

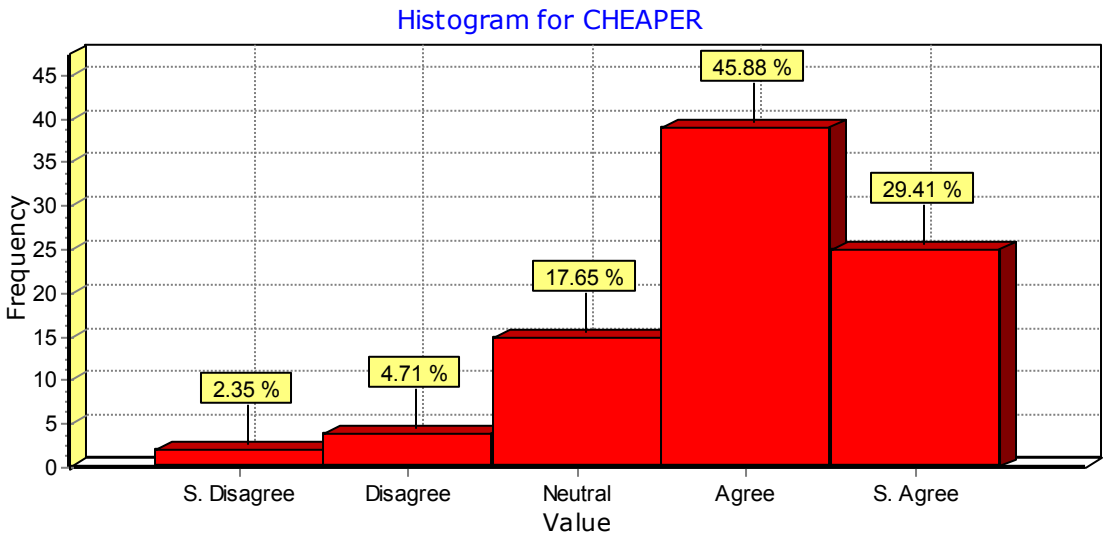


Figure 4.9 Mobile marketing is cheaper than other forms of direct marketing

Figure 4.9 depicts that 2.35% strongly agreed with the question, 4.71% disagreed, 17.65 were neutral, while 45.88% agreed and 29.41% strongly agreed that it's a cheaper form of direct marketing.

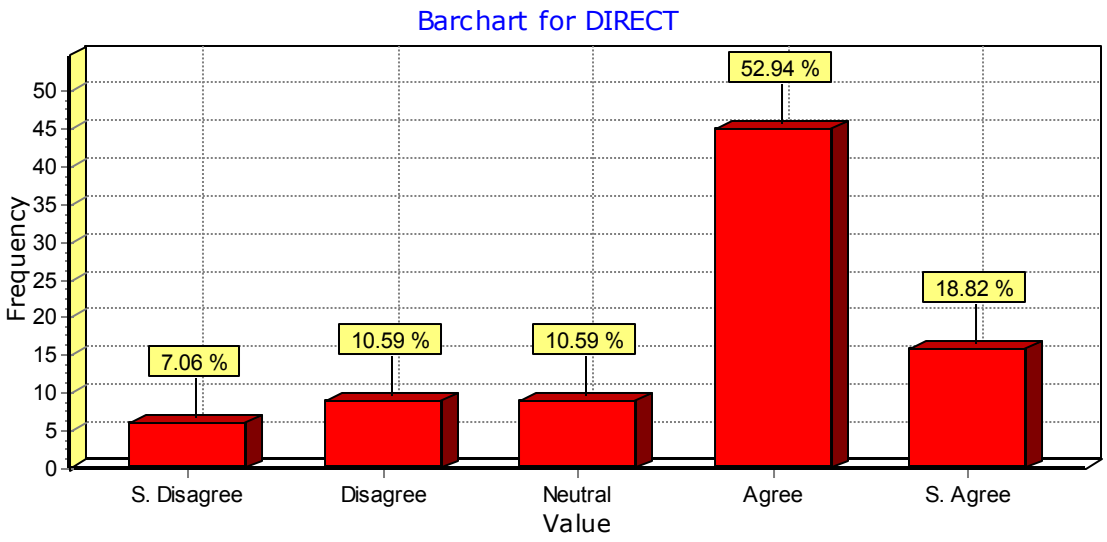


Figure 4.10 Precision of mobile marketing

As depicted in figure 4.10 about mobile marketing being direct and personal; 7.06% strongly disagreed with the statement. 10.59% disagreed, while 10.59% were neutral. 52.94% agreed and only 18.82% strongly agreed, further highlighting previous literature that state it is personal and direct.

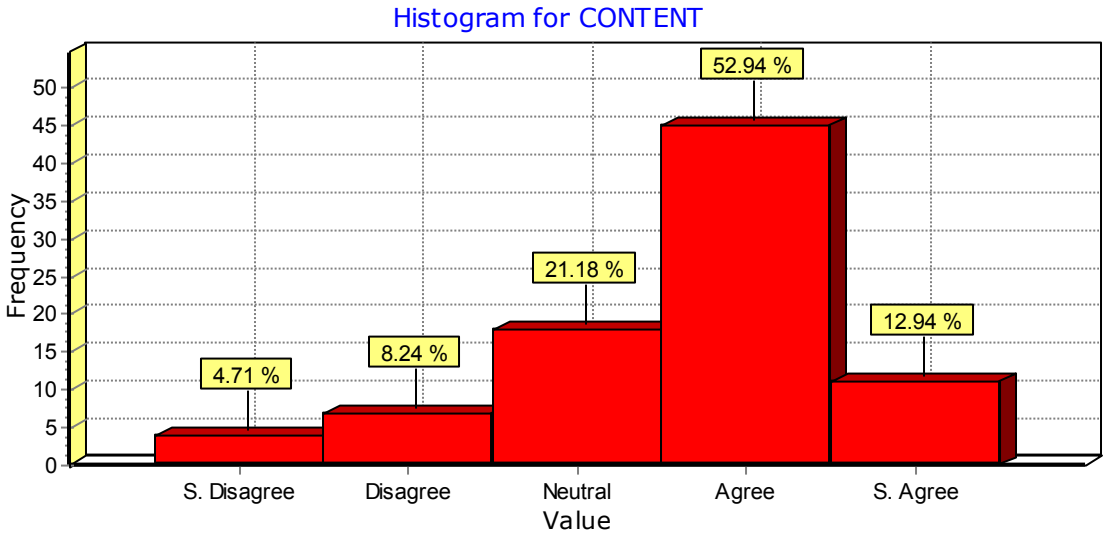


Figure 4.11 substance to the subject matter

As depicted in figure 4.11 about good SMS content being important to consumers. 4.71% strongly disagreed, 8.24% disagreed, and 21.18% were neutral.

52.94% agreed that good content is important and a further 12.94% strongly agreed to wanting good SMS content. This is very crucial insight for marketers wanting to explore mobile marketing channels.

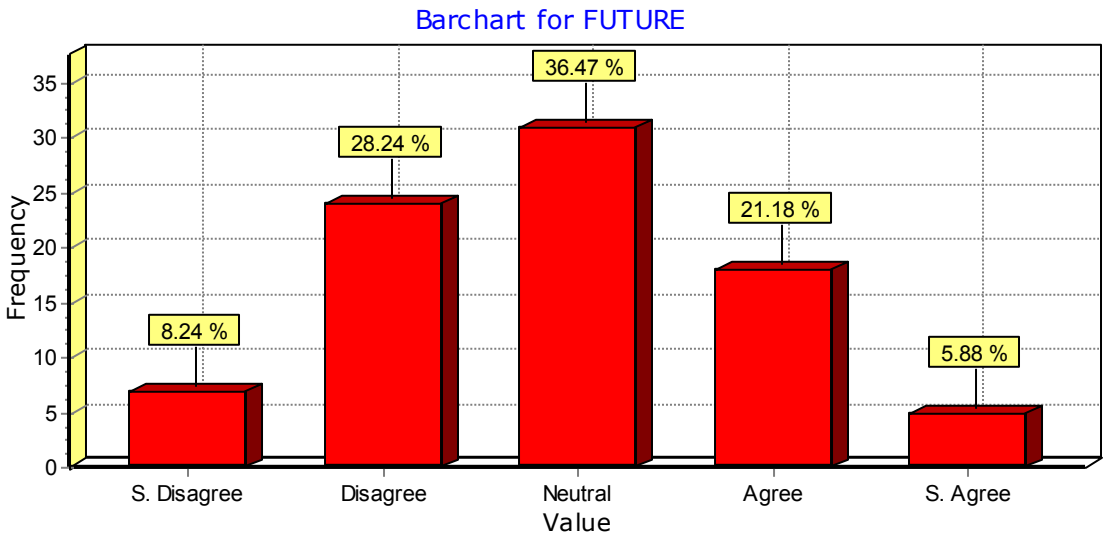


Figure 4.12 Analysis of longevity

Figure 4.12 indicates that 8.24% strongly disagreed, 28.24% disagreed, while 36.47% were neutral. Furthermore 21.18% agreed, with 5.88% strongly agreed that mobile marketing is the future of marketing.

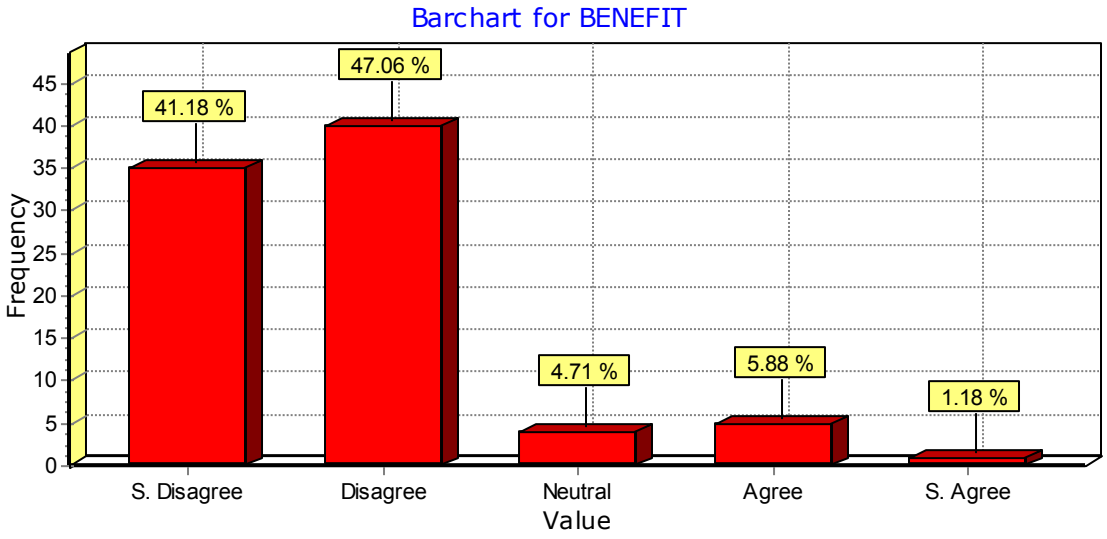


Figure 4.13 I find mobile marketing beneficial to me

As depicted by figure 4.13 about how consumers felt about the benefits of mobile marketing to them. 41.18% strongly agreed, 47.06% disagreed, 4.71% neutral, 5.88% agreed and a minor 1.18% strongly agreed.

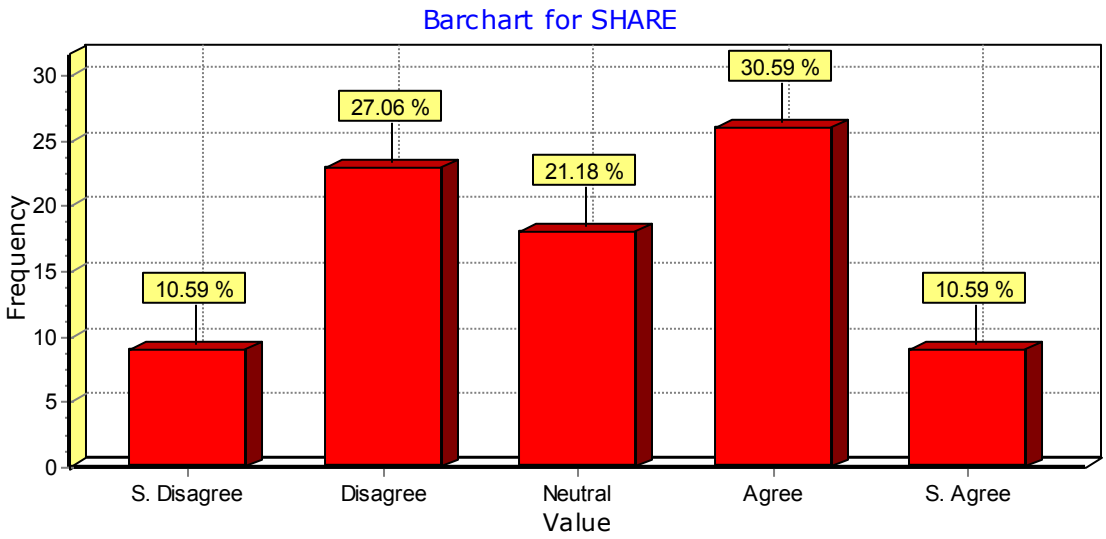


Figure 4.14 Analysis on content sharing

This question was designed to test whether mobile marketing is not following the same route as email marketing, and test whether consumers regard it, as spam. But figure 4.14 shows that 10.59% strongly disagreed, to forwarding SMS's to friends and family, while 27.06% disagreed, 21.18% were neutral. 30.59% agreed to share content and 10.59% strongly agreed. It would be interesting to marketers to research what means of communication do consumers use to forward content, especially in this digital era.

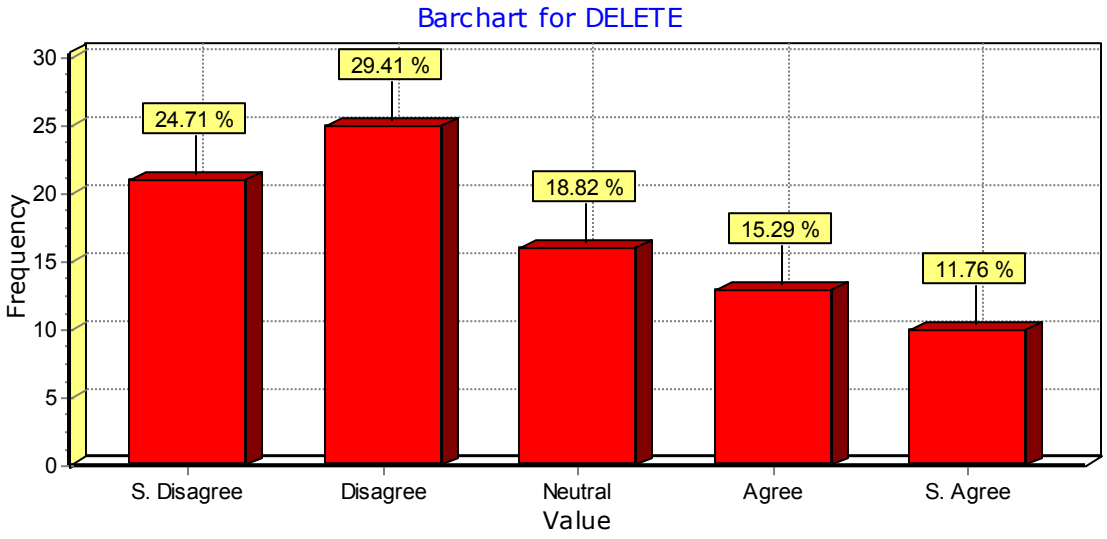


Figure 4.15 Destruction of content

Figure 4.15 depicts that there is no possibility of consumers regarding mobile marketing as another form of spam; this can be deduced from the large volume (54.12%) of respondents who disagreed to deleting the content without reading it compared to the 27.05% who agreed to destroying it and only 18.82% being on the fence.

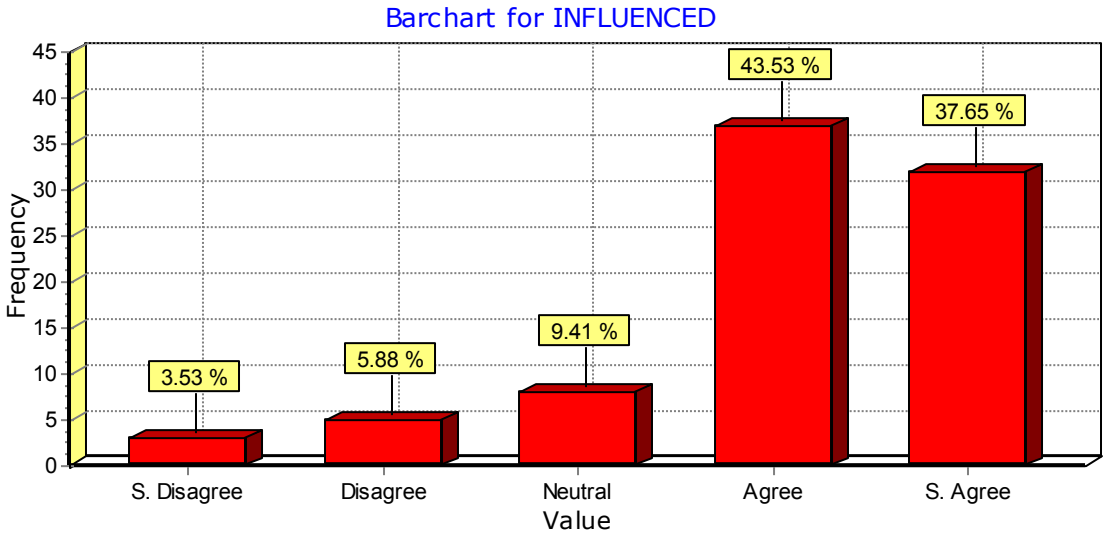


Figure 4.16 Testing influence

Figure 4.16 depicts that consumers are easily influenced by mobile marketing; this is deduced from the large number (81.18%) of consumers who agreed to this statement. Only 3.53% strongly disagreed, 5.88% disagreed and 9.41% were neutral.
This is major insight for marketers and small businesses, which don't have a huge budget to target their target audience, now there's a cheaper and more direct form to influence consumers.

4.5 QUESTIONS OF GENERAL INTEREST

These questions are of more general interest for the study. They helped to create a general understanding of the respondents, as well as to qualify the other answers. These questions are about their response rate, service provider and brand awareness.

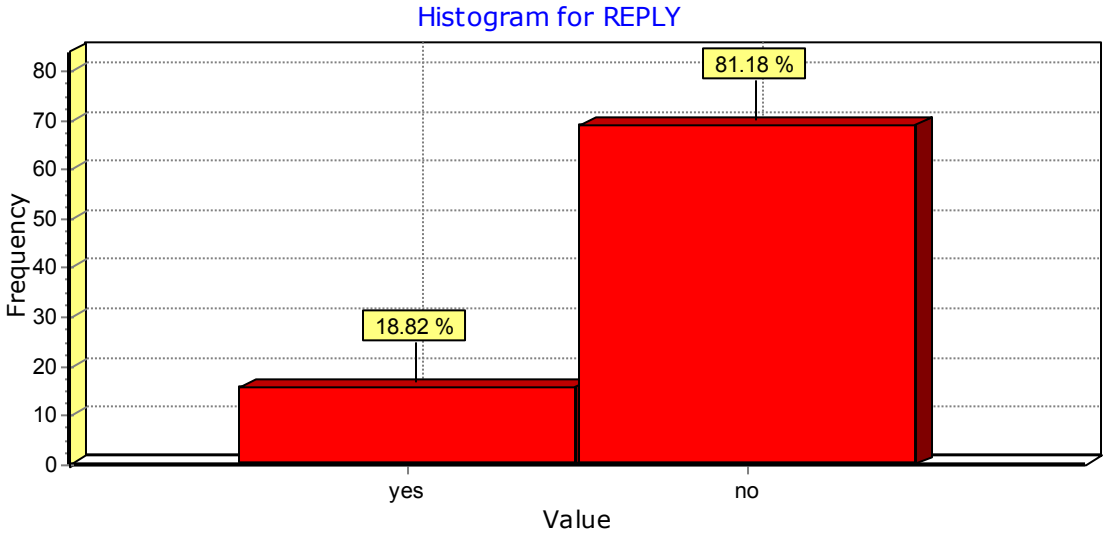


Figure 4.17 Response rate

Figure 4.17 depicts that 18.82% of consumers respond to promotional messages, while 81.18% do not respond to promotional SMS's.

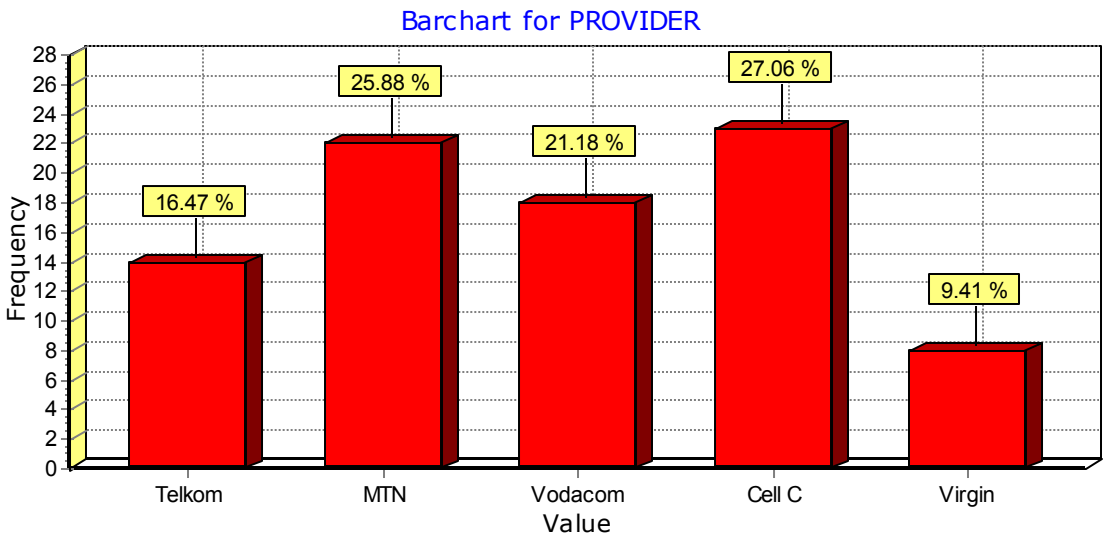


Figure 4.18 Service providers

The purpose of this question was to determine whether the service providers play a role towards, the level of awareness of the consumer, considering receiving these SMS you require your network provider to have stable network in which ever area you are in.

Telkom mobile had 16.47%, while MTN the second largest network provider in South had 25.88% which was the second highest network provider among the respondents. Vodacom had 21.18% which was strange considering they the largest service provider in the country. Cell C had the highest at 27.06%, but are the third largest service provider in the country and Virgin mobile had 9.41%.

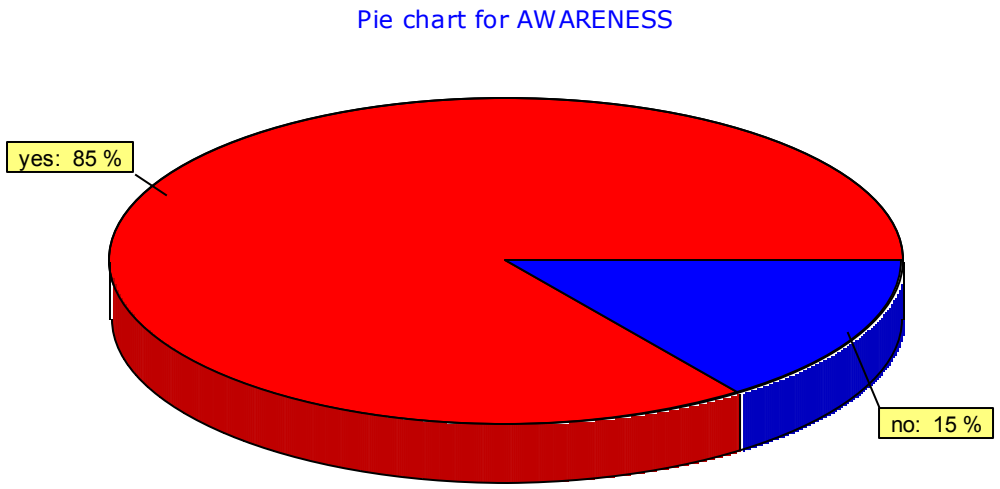


Figure 4.19 Testing brand awareness

This question was aimed at determining whether mobile marketing increases brand awareness or not, as depicted by figure 4.19 85% of consumers believe it does and only 15% don't agree.

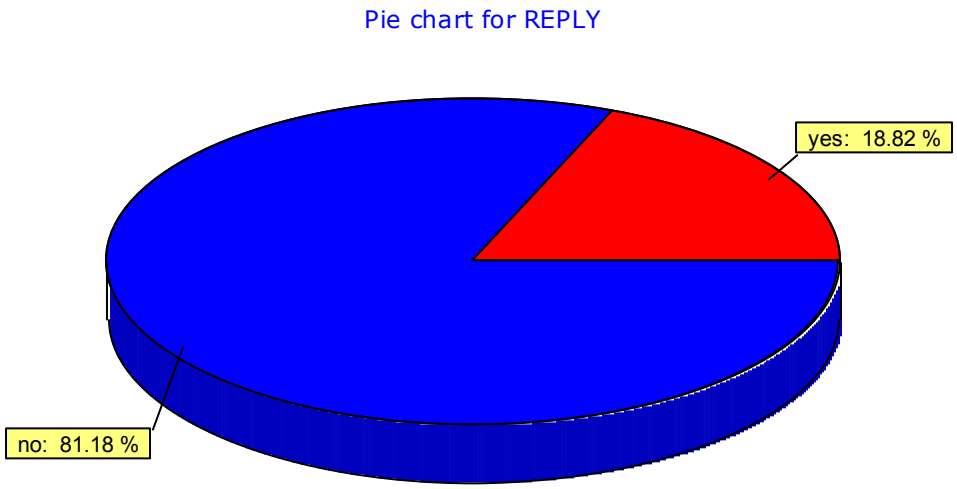


Figure 4.20 Testing mobile marketing as a means of promotion

Figure 4.20 is designed test whether consumers are open to receiving information on where to buy certain products or services on their cellphone.

18.82% answered yes, meaning they are willing to receive any product information about purchases and so forth, while 81.18 answered no.

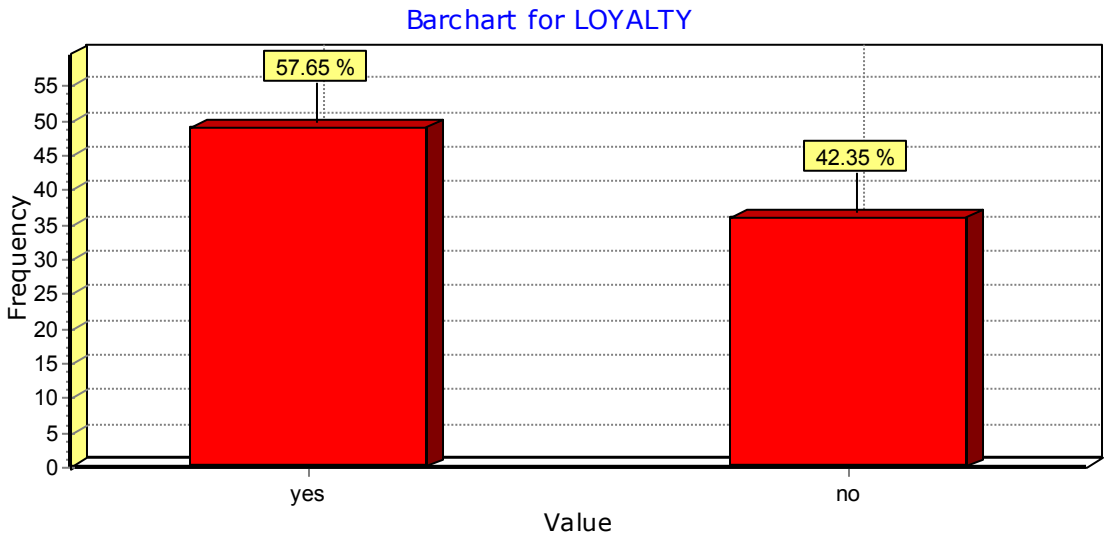


Figure 4.21 Test brand loyalty

Figure 4.21 depicts that 57.65% of the respondents, would prefer to receive offers from companies they have brand loyalty towards, while to 42.35% it doesn't matter.

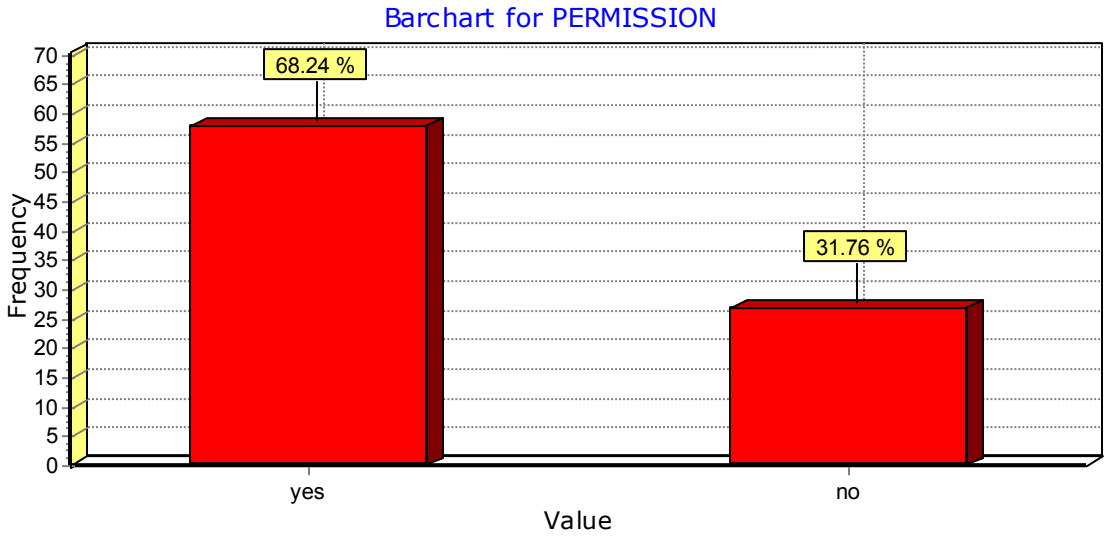


Figure 4.22 Permission based

Figure 4.22 was designed to test whether consumers are open to receiving promotional SMS's, given that they have given that company to do so, 68.24% responded "yes", while 31.76% responded "no".

4.6 PROPOSITION 1 (correlation test)

The grouping variable (independent variable) is age.
The variable being analyzed (dependent variable) is level of awareness.

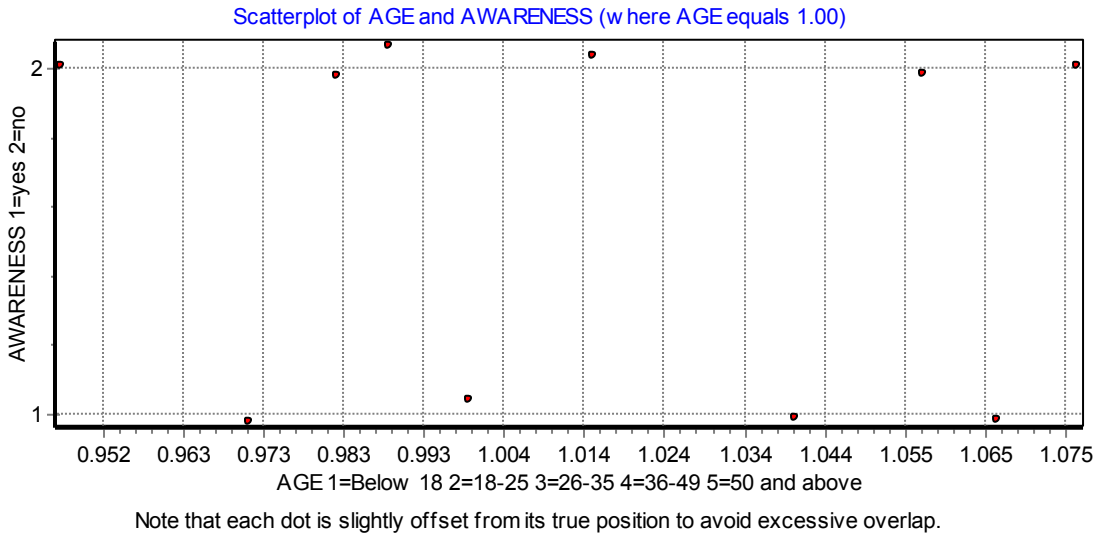


Figure 4.23 Correlation test

Pearson product moment correlation for Age and Level of awareness

(Where AGE equals 1.00)

r(x,y)= 0.00
n = 10
p = 1.000

Excluded cases: 90
(Only cases where AGE equals 1.00 were included.)

A Pearson product-moment correlation shows the strength of the relationship between two continuous variables. It is suitable for use if it can be assumed that the variables are approximately normally distributed.

The r value indicates the strength of the correlation. An r of -1 is a perfect negative correlation, an r of 1 is a perfect positive correlation, and an r of 0 means there is no correlation. The p value indicates if the correlation is statistically significant.
Given a large enough sample size (n), even a very weak correlation can be statistically significant, and given a small enough sample size even a very strong correlation may not be statistically significant.

In this case the value of r is 0.00 which can be considered a weak correlation.
The p value is 1.000 which means that the correlation is not statistically significant. You could report this as follows:

"Considering only those cases where AGE equals 1.00:
Age and Level of awareness are not statistically significantly
correlated (r=0.00; p=1.000)."

Spearman rank order correlation for Age and Level of awareness (where AGE equals 1.00)

rho = 0.00
n = 10
p = 1.000

Excluded cases: 90
(Only cases where AGE equals 1.00 were included.)

A Spearman rank order correlation shows the strength of the relationship between two continuous variables. It is suitable for use if it cannot be assumed that the variables are approximately normally distributed.
The rho value indicates the strength of the correlation. A rho of -1 is a perfect negative correlation; a rho of 1 is a perfect positive.
Correlation, and a rho of 0 means there is no correlation.
The p value indicates if the correlation is statistically significant.
Given a large enough sample size (n), even a very weak correlation can be statistically significant, and given a small enough sample size even a very strong correlation may not be statically significant.
In this case the value of rho is 0.00 which can be considered a weak correlation.
The p value is 1.000 which means that the correlation is not statistically significant. You could report this as follows:

"Considering only those cases where AGE equals 1.00:
AGE and AWARENESS are not statistically significantly
correlated (rho=0.00; p=1.000)."

4.7 PROPOSITION 2 (Chi-square)
The grouping variable (independent variable) is influence.
The variable being analyzed (dependent variable) is educational background.

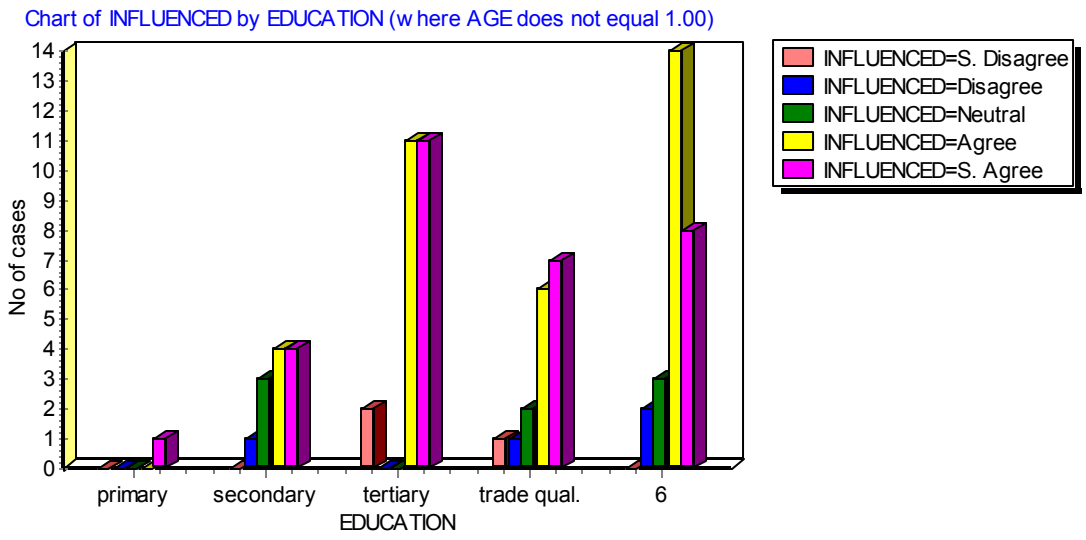


Figure 4.24 Chi-square test

Cross tabulation of INFLUENCED by EDUCATION (where AGE does not equal 1.00)

	INFLUENCED					
	S. Disagr	Disagree	Neutral	Agree	S. Agree	Total
EDUCATION						
primary	0	0	0	0	1	1
secondary	0	1	3	4	4	12
tertiary	2	0	0	11	11	24
trade qual.	1	1	2	6	7	17
6	0	2	3	14	8	27
Total	3	4	8	35	31	81

Missing: 15
Excluded cases: 4
(Only cases where AGE does not equal 1.00 were included.)

A cross tabulation shows how many cases with particular values on one variable have particular values on another variable. Here the possible values for INFLUENCED are listed across the top of the table, while the possible values for EDUCATION are listed along the left side of the table.

The numbers inside the table are the frequencies, i.e. the number of cases that have a particular value for INFLUENCED and EDUCATION.

For example, in the table above, 0 cases obtained a value of "S.Disagree" for INFLUENCED and a value of "primary" for EDUCATION.

Chi-square test

Chi-square = 13.77

p = 0.6160

df = 16

Caution: 18 cells have expected frequencies smaller than 5. The result of the chi-square test should therefore be interpreted with caution.

The chi-square test shows if there is a relationship between two categorical variables. Simply look at the p value to see if the relationship is statistically significant.

Here the probability value (p) is larger than 0.05, which means that there is no statistically significant relationship.

Considering only those cases where AGE does not equal 1.00:
INFLUENCED and EDUCATION are not statistically significantly related (chi-square=13.77; df=16; p=0.616).

4.8 Proposition 3

The grouping variable (independent variable) is influence.

The variable being analyzed (dependent variable) is family income.

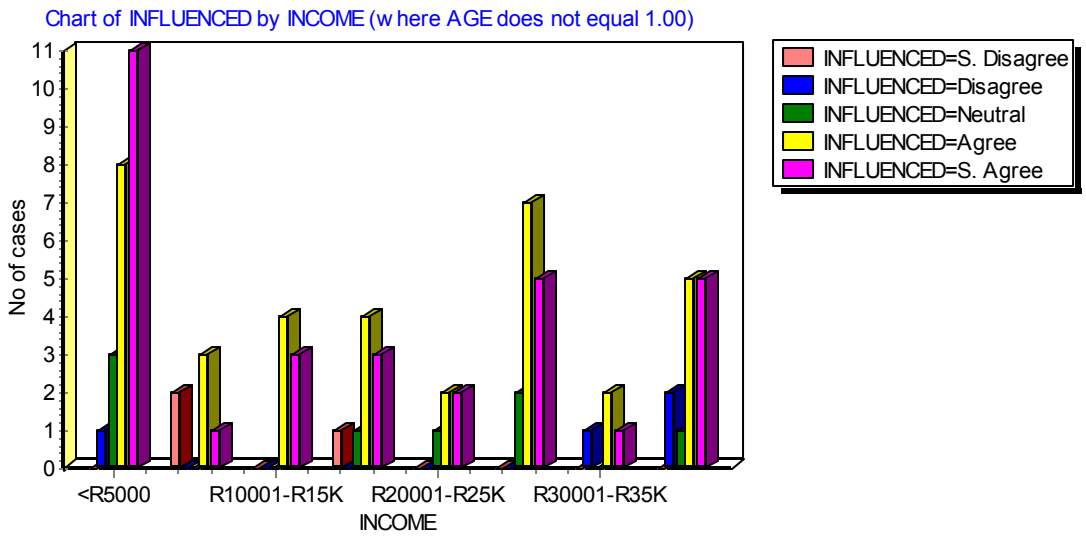


Figure 4.25 Chi-square

Cross tabulation of INFLUENCED by INCOME (where AGE does not equal 1.00)

	INFLUENCED					
	S. Disagr	Disagree	Neutral	Agree	S. Agree	Total
INCOME						
<R5000	0	1	3	8	11	23
R5001-R10K	2	0	0	3	1	6
R10001-R15K	0	0	0	4	3	7
R15001-R20K	1	0	1	4	3	9
R20001-R25K	0	0	1	2	2	5
R25001-R30K	0	0	2	7	5	14
R30001-R35K	0	1	0	2	1	4
8	0	2	1	5	5	13
Total	3	4	8	35	31	81

(Only cases where AGE does not equal 1.00 were included.)

A cross tabulation shows how many cases with particular values on one variable have particular values on another variable.

Here the possible values for INFLUENCED are listed across the top of the table, while the possible values for INCOME are listed along the left side of the table. The numbers inside the table are the frequencies, i.e. the number of cases that have a particular value for INFLUENCED and INCOME.

For example, in the table above, 0 cases obtained a value of "S.Disagree" for INFLUENCED and a value of "<R5000" for INCOME.

Chi-square test

Chi-square = 31.58

p = 0.2921

df = 28

The chi-square test shows if there is a relationship between two categorical variables. Simply look at the p value to see if the relationship is statistically significant.

Here the probability value (p) is larger than 0.05, which means that there is no statistically significant relationship.

"Considering only those cases where AGE does not equal 1.00:
INFLUENCED and INCOME are not statistically significantly
related (chi-square=31.58; df=28; p=0.292)."

4.8.1 Sub - objective

Analyze if gender and age affect consumer's influence to mobile marketing

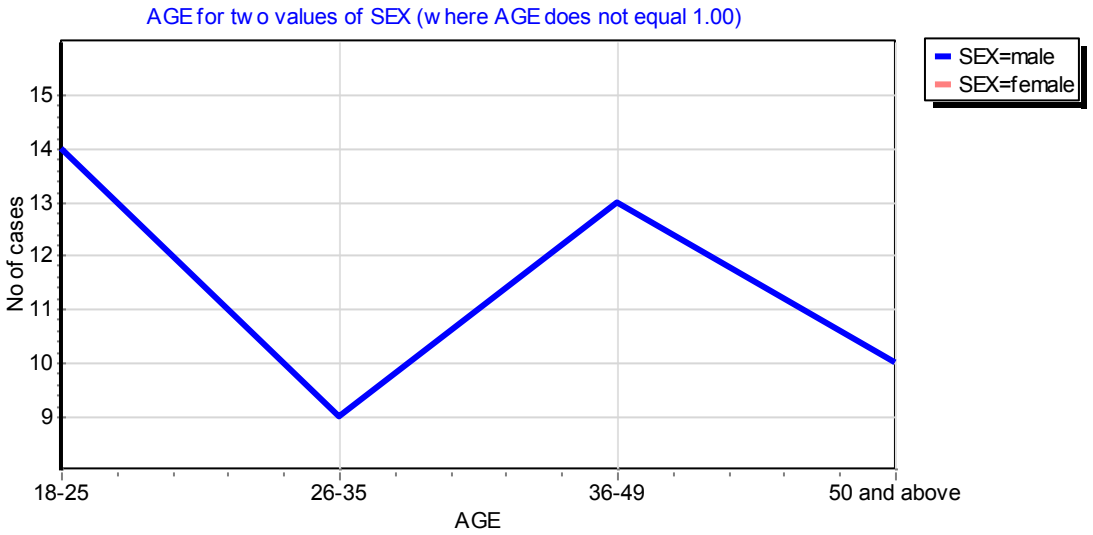


Figure 4.26 T – test for independent

T test for independent groups (where AGE does not equal 1.00)

The grouping variable (independent variable) is SEX.

The variable being analyzed (dependent variable) is AGE.

```
Group      n          Mean       StdDev
-----------------------------------------
Male       46         3.413      1.147
Female     44         3.182      1.126
-----------------------------------------
The difference between the means of the two groups is 0.231
Excluded cases: 10
(Only cases where AGE does not equal 1.00 were included.)


           Assuming
           Equal variance      unequal variance
-------------------------------------------------
t =        0.965               0.965
p =        0.337               0.337
df =       88                  87.935
-------------------------------------------------
Test for equality of variance: F =1.036; p = 0.454
The F test for equality of variance is not significant,
Therefore the variances of the two groups are equal and
The t value for when equal variances are assumed (on the
left of the table above) can be used.
```

The t test for independent groups shows if there is a significant difference between the means of two groups. Look at the p value of the relevant t test above to see if the difference between the two means is statistically significant.
Here the p value is 0.337, which is larger than 0.05. This suggests that there is no statistically significant difference between the means of the two groups.

"Considering only those cases where AGE does not equal 1.00:
The two groups are not statistically significantly different in terms of their mean scores on AGE (t=0.96; df=88; p=0.337)."

4.9 CONCLUSION

This chapter details the results of the statistical analysis and establishes consumer perception and influence towards mobile marketing and the factors hampering consumers from being exposed to mobile marketing.
This study has described the demographics of the survey participants, which showed that demographics do have an influence on consumers assess to mobile marketing and channels.

CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

This section will answer the questions related to the objectives, sub-objectives and propositions, while recommendations section will provide alternatives and recommendations for marketing practitioners, as well as suggestions for further research.

5.2 LIMITATIONS

A specific limitation of this study was the use of a non- probability sample, which limits the ability to generalize the findings to other parts of South Africa and to other situations. It would therefore be advantageous to ensure that further work In this field is based on a probability sample, in order to validate the findings of this study.

5.3 SUMMARY

This study has described the demographics of the survey participants, which showed that age has an effect on the level of awareness. Most of the target market is very young between 18-25 which was 30% of the sample, with 27% having tertiary education.

This study has also found that 85% of consumers are aware of mobile marketing and 84.71% have received promotional SMS's.

More than half the respondents found mobile marketing to be effective and cheaper compared to other forms of direct marketing. With more than 60% saying content is very important to them.

Although the influence of mobile marketing on consumers for future marketing communications activities is widely recognized, deficiencies persist in our understanding of this topic of growing interest and importance. Against this back drop, this literature proposed a comprehensive framework intended to provide guidelines for future research efforts focusing on marketing activities in mobile media.

The framework attempts not only to outline the mobile marketing domain, but also aid marketers in their quest to achieve mobile marketing success.

5.4 CONCLUSION

The overall objectives of the study were to determine the influence of mobile marketing on consumers. And to explore to what extent does mobile marketing provide a new marketing channel and how do consumers react to a proposed change in the way they are marketed to. This study analyzed how knowledgeable consumers are on the issue of mobile marketing. The study also tested whether there was a correlation between gender and age. And also whether age has an influence on the level of awareness about mobile marketing.

All the research propositions showed that the p value is 1.000 which means that the correlation is not statically significant.

5.5 RECOMMENDATIONS FOR FURTHER RESEARCH

The possibility that awareness achieved by mobile marketing was caused by other marketing variables was not investigated. I recommend that it would be worthwhile to investigate the other marketing activities to eliminate the possibility that there were other factors that caused the increased awareness about mobile marketing.

A unique aspect of this research is that this research was based in an urban/city area. As a result, not much research has been done on people living in rural areas, on their level of awareness towards mobile marketing.

A further area that could be worth studying is implementation of mobile strategy into a mobile marketing campaign.

CHAPTER SIX: RESEARCH PLANNING

6.1 TIME TABLE

	September 2014	November 2014	January 2016	February 2016	March 2016
Proposal: submit	Finalize 18.09.2014				
Panel Approval		24th			
Data Gathering			01st-16th		
Data Analysis			17th- 31st		
Write up				01st -15th	
Finalize report				16th- 25th	28th
Submit					31st

Table 1: Time plan for completion of research report by 31th March 2016

6.2 CONSISTENCY MATRIX

Research proposition	Literature Review	Source of data	Type of data	Analysis
Proposition 1 – There is a correlation between age and level of awareness about mobile marketing **Proposition 2**– The influence of mobile marketing is the same across different educational backgrounds **Proposition 3** – The influence of mobile marketing is the same across different family income	(Kotler et al., 2005) (Waterschoot & Van den Bulte, 1992) (Tahtinen, 2006) (MMA, 2009) (Smyth, 2000) (Kotler & Zaltman, 1971) (Shimp, 2000) (Leppaniemi et al., 2008) (Davis, 2002) (Rettie et al., 2005) (Adcock et al., 1998)	(Please refer to questionnaire for full detail)	Quantitative data	Moon stat 2

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Appendix A – Letter of Consent

Boundary Road

Jackal Creek Golf Estate

North-Riding

Johannesburg

2194

Attention: Respondents

Dear Respondents

I am a Master of management in strategic marketing student at the Wits Business. I am currently undertaking a pilot study that aims at getting information about the influence of mobile marketing on consumers. Please assist by filling the confidential questionnaire. It will take +/- 5 minutes of your time. Participation is entirely voluntary and confidential.

Your co-operation will be much appreciated.

Thank you.

Appendix B

Research Questionnaire

Please Tick the Appropriate Box

Demographic Details

1. Please indicate your sex. (Please tick one)

Male	1.
Female	2.

2. Please indicate your age.

Below 18	1.
18-25	2.
26-35	3.
36-49	4.
50 and above	5.

3. Please indicate your highest level of education?

No formal Schooling	1.
Primary	2.
Secondary	3.
Tertiary	4.
Trade Qualification Completed	5.
Other (Please specify).....	6.

4. Please indicate your gross monthly family income?

1. Less than R5000	2. R5001-R10000	3. R10001-R15000	4. R15001-R20000

5. R20001-R25000	6. R25001-R30000	7. R30001-R35000	8. R35001 or more

5. Are you aware of mobile marketing?

1. Yes	2. No

6. Tick factors that prevent you from being exposed to mobile marketing (If there are any). If you answered No for question five, don't continue after this question.

I don't have a mobile phone	1.
I don't have money to buy a phone	2.
I don't know how to use a phone	3.
Other (specify)	4.
None of the above is applicable to me	5.

7. Have you ever received a promotional SMS?

1. Yes	2. No

8. To what extent do you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Mobile marketing is effective.	1.	2.	3.	4.	5.
I would prefer messages to be personalized to my needs.	1.	2.	3.	4.	5.

It is cheaper than other forms of direct marketing.	1.	2.	3.	4.	5.
It is personal and direct.	1.	2.	3.	4.	5.
Good SMS content is important to me.	1.	2.	3.	4.	5.
It is the future of marketing.	1.	2.	3.	4.	5.
I find mobile marketing beneficial to me?	1.	2.	3.	4.	5.
I forward SMS's I like to friends and family.	1.	2.	3.	4.	5.
I often delete advertising SMS's without reading the content.	1.	2.	3.	4.	5.
I am easily influenced by the content of the SMS.	1.	2.	3.	4.	5.

9. Do you reply to promotional messages?

1. Yes	2. No

10. Who is your service/network provider? (Please tick one)

1.Telkom mobile	2. MTN	3.Vodacom	4.Cell C	5.Virgin mobile

11. Do you think mobile marketing increases brand awareness?

1. Yes	2. No

12. Would you be willing to receive information on where to buy certain products or services on your cell phone?

1. Yes	2. No

13. Are you only willing to receive offers on your cell phone from companies you have brand loyalty towards?

1. Yes	2. No

14. Do you only want to receive a promotional SMS from a company you gave permission to?

1. Yes	2. No

Thank you for your willingness to participate in this study. It is highly appreciated.