

A Review and Model Development of the Factors that Affect Mobile Marketing Acceptance by Customers

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Abstract: *The use of mobile is growing rapidly and it is expected to surpass all other media. Nevertheless, the academic studies related to mobile usage such as mobile marketing are few. The purpose of this study is to review the factors that affect the acceptance of mobile marketing and to develop a new model of mobile marketing acceptance. A total of eight models were found related to mobile marketing were reviewed and analyzed. A frequency analysis was used to identify the extracted and frequent factors. The findings indicated that the acceptance of mobile marketing is influenced by attitude toward mobile marketing, usefulness, enjoyment, content access, content sharing, personal attachment, and information provision. Discussions of the findings were given and directions for future work were highlighted.*

Keywords: Mobile Marketing, Enjoyment, Attitude toward Mobile Marketing, Usefulness

1. Introduction

The advancement of the technology, which associated, with the development of the internet during the 1990s has moved the marketing activities to new era. During the last twenty years, the internet as a global communication and exchange medium has witnessed huge growth [21]. The number of created website increased from 23,000 in the year of 1995 to more 700 million website in 2014. Similarly, the online sales have grown in the same period from almost no sales in 1995 to more 1.5 trillion in 2014 [1]. In United States alone, the online sales expected to reach 327 billion in 2016. Similarly, the online sales in Europe expected to reach 230 billion in 2016. The growth in the sales will be driven by the growth of mobile application and the improvement of mobile and tablet technology. In the long term, the mobile marketing is expected to surpass other traditional and non-traditional marketing methods [2].

The huge development of mobile technology has created a new marketing channel for marketers. Marketing through mobile devices (m-marketing) allows for innovative forms of customer relationships and is expected to lead to the development of numerous mobile commerce-based services [3]. Mobile marketing are characterized by some unique features such as being personal and always carried by the users. Further, the new mobile or Smartphone are built in payment systems and it is available at the point of creative inspiration and provides accurate audience measurement. Furthermore, the mobile marketing can capture the social context of media consumption. All these features provide the mobile marketing with unique advantages [4].

The most important advantages of mobile marketing are the cost. Mobile marketing is cheaper than web marketing. It provides instant results and it is easy to work with. It enables marketers to use it conveniently and provides the ability to send direct marketing message. Huge viral potential and mass communication along with niche and micro blogging

benefits and easy payment methods are all the advantage of mobile marketing [5].

Some prestigious research center predicted that the mobile marketing trend in the next following years would be based on programmatic buying and new advancement in technology such as wearable technology. They suggested that marketers have to utilize the location targeting and they predicted that mobile ad formats and big data along with mobile video and rising mobile currency would be the trends of next years of mobile marketing. Their prediction focus also on the mobile messaging and great attention paid to the app marketing which are developing phenomena and it will dominate the mobile marketing [6].

Nevertheless, the academic studies related to mobile marketing are few. Many researchers have attempted to discover the factor that affect the acceptance of mobile marketing. While some of them related it to privacy, risk and access [7]; [8] other view it related to the ease of use and usefulness [9]; [10]. Researchers have not yet come to an agreement related to the factors that affect the acceptance of mobile marketing. Thus, this study aims to review and integrate the literature to identify the factors that affect the acceptance of mobile marketing. The study consists of five sections. In the first section, the study provides the introduction along with the issues and the objectives. In second section, the study reviews the related article to mobile marketing. The research methodology is explained in section three. Fourth section presents the findings and draws the conceptual research model of this study. Lastly, the fifth section discusses and concludes the findings along with the direction for future work.

2. Literature Review

2.1 Mobile Marketing

Mobile marketing is an innovation that creates marketing

opportunities because of its ability to create frequent, fast and direct communication with millions of consumers at any time [11]. Although it is still in its infancy, Persaud and Azhar [12] predict that mobile marketing will grow as technology continues to evolve. This has led other scholars such as Shankar et al. [13] to assert that over the years, there has been a global explosion of the use of mobile devices such as mobile phones for short message systems (SMS), personal digital assistants (PDAs), internet-enabled laptop computers with wireless access capacity, digital music players, hand-held internet access devices and other mobile devices in order to market products and services [13].

Even though mobile marketing is growing rapidly in popularity, no universal accepted definition so far exists. Scharl et al. [11] define mobile marketing as the use of wireless media to provide potential consumers with information that is personalized, time and location sensitive. Tsang, Ho and Liang [14] view mobile marketing as wireless marketing and it can either be permission, incentive or location-based. Mobile marketing is permission based as messages about products are sent to those consumers who are willing to receive them. It is incentive-based because the consumers who are willing to receive messages are rewarded. In addition to this, it is location based because marketers target consumers in specific locations [14]. According to Leppaniemi and Karjaluo [15] if mobile media is integrated into the marketing mix of organizations, it becomes more attractive to consumers as personalized messages are provided. The benefits of mobile marketing are that marketers are able to directly send pictures or videos of products and to answer customer questions and queries, marketers are able to access several consumers at anytime, marketers are able to establish close relations with consumers and this helps to influence purchase [13]. Similarly, Yousif [16] assert that while on the one hand mobile marketing assists marketers to access consumers of various identities, locations, behavioral and social patterns, it also helps consumers to access a wide range of diverse information about varied products and services.

2.2 Acceptance of Mobile Marketing

Many studies have attempted to identify the factors that affect the acceptance of mobile marketing. For example, Ashraf and Kamal [7] examined the effect of usage characteristic, privacy vulnerability, personal attachment, behavioral intention, attitude toward mobile, and consumer innovativeness on the acceptance of mobile marketing. Data was collected from 164 consumers in Pakistan. The findings indicated that all the hypotheses were accepted and the mentioned factors have significant effect on the acceptance of mobile marketing.

Roach [17] investigate the perception of mobile marketing of 254 university student in Australia. The study incorporated factors such as relative advantage, compatibility, complexity, and product involvement. The findings showed that relative advantage, compatibility and product involvement have significant effect on the acceptance of mobile marketing among students. Chinomona and Sandada, [18] investigated the acceptance of mobile marketing and the consumer purchases' decision making. Data was collected from 151

respondents in South Africa. The findings indicated that information provision, content access and content sharing has significant effect on mobile marketing acceptance. In addition, mobile marketing acceptance affects significantly the consumer purchase intention.

Al-Meshal and Almotairi [8] conducted a study to examine the female acceptance of mobile marketing in Saudi Arabia. Data was collected from 226 females. The findings indicated that providing information, content sharing, content access, personal attachment, and perceived value have significant effect on the acceptance of mobile marketing.

Du [19] investigated the acceptance of mobile marketing in the Chinese youth market. The study incorporated factors such as risk acceptance, personal attachment, providing information, sharing content, accessing content. Data was collected from 268 respondents in China. The findings showed that providing information, accessing content; significantly affect the mobile marketing acceptance. In addition, risk acceptance influence providing information accessing content while personal attachment influences sharing content and accessing content.

Ismail and Razak [9] conducted a study to identify the factors that affect the acceptance of mobile marketing in Malaysia by young consumers. The study incorporated factors such as ease of use, usefulness, perceived enjoyment, perceived image, family, friend, subjective norm, and attitude. Data was collected from 277 consumers. The findings indicated that perceived usefulness, image, enjoyment influence significantly the attitude. Friend and family influence the subjective norm. Both subjective norm and attitude influence the acceptance of mobile marketing. Ryu and Murdock [10] investigated the consumer acceptance of mobile marketing using N United States. The study incorporated ease of use, usefulness, enjoyment, attitude, consumer innovativeness, market mavenism. Data was collected from 340 respondents. The findings indicated that perceived usefulness, ease of use, enjoyment, and market mavenism affects the consumers' intent to adopt QR code.

Martí Parreño et al. [20] conducted a study to identify the factors that affect the teenagers' acceptance of mobile marketing in Spain. Variables of the study are irritation, entertainment, perceived usefulness, and attitude. Data was collected from 355 Spanish consumers. The findings showed that entertainment, irritation, and usefulness influence significantly the attitude toward the mobile advertisement which in turn affects the acceptance of mobile marketing.

3. Research Methodology

This study has reviewed the literature to find the factors that influence the acceptance of mobile marketing. Mainly the study has followed quantitative approach. Search engine was used to find the related articles. Key words such as online marketing, mobile marketing, phone marketing acceptance, factors, and a combination of these terms have been used to identify the related articles. A total of 45 articles were identified. However, after refinement, it was found that only eight articles were mainly related to the topic. Thus, this study is based on eight articles in the area of mobile

marketing acceptance. The articles have covered many geographic areas in Asia, Europe, and America and it covers period of time from 2009 to 2015. Based on the eight articles the findings of this study are presented. Frequencies analyses were used to identify the factors which have been used by researchers in investigating the acceptance of mobile marketing.

4. Findings and Model Development

The findings of the study are based on frequency analysis of the factors that have been used by the researchers in their studies that investigated the acceptance of mobile marketing. Eight models were found to investigate the acceptance in different countries. Table 1 presents the frequencies of the factors that have been used by the researchers. The letter M represents the model that has been reviewed in the literature while the letter F refers to frequency.

Table 1: Extracted and Most Frequented Factors

Factors	M1	M2	M3	M4	M5	M6	M7	M8	F
Usage characteristic	X								1
Privacy vulnerability	X								1
Privacy concern	X								1
Personal attachment	X			X	X				3
Behavioral intention	X								1
Attitude	X					X	X	X	4
Consumer innovativeness	X						X		2
Permission	X								1
Relative advantage		X							1
Compatibility		X							1
Complexity		X							1
Product involvement		X							1
Information provision			X	X	X				3
Content access			X	X	X				3
Content sharing			X	X	X				3
Risk acceptance					X				1
Perceived usefulness						X	X	X	3
Perceived ease of use						X	X		2
Perceived enjoyment						X	X	X	3
Perceived image						X			1
Friend						X			1
Family						X			1
Subjective norm						X			1
Market mavenism							X		1
Irritation									1

The factor with frequencies of three times or more were considered in this study as the most frequented factors and deployed in the model of this study. This because the high frequency of these factor indicates their importance and the degree to which the researchers believe in their ability to explain the variation in the acceptance of mobile marketing. Table 2 shows the factors with high frequencies.

Table 2: Most frequent factors

Factor	Frequency
Attitude	4
Personal attachment	3
Information provision	3
Content access	3
Content sharing	3
Usefulness	3
Enjoyment	3

It can be seen from the table that the most frequent factors is attitude toward mobile marketing with frequencies of four times followed by personal attachment, information provision, content access, content sharing, perceived usefulness, and perceived enjoyment with frequencies of three time for each. Other factors were excluded because they have frequencies of one or two.

Thus, based on these findings, Figure 1 present the conceptual proposed model. Therefore, based on the figure above, the hypotheses of this study could be as follows:

- H1: Personal attachment has significant effect on attitude toward mobile marketing.
- H2: Information provision has significant effect on attitude toward mobile marketing.
- H3: Content access has significant effect on attitude toward mobile marketing.
- H4: Content sharing has significant effect on attitude toward mobile marketing.
- H5: Usefulness has significant effect on attitude toward mobile marketing.
- H6: Enjoyment has significant effect on attitude toward mobile marketing.
- H7: Attitude toward mobile marketing has significant effect the acceptance of mobile marketing.

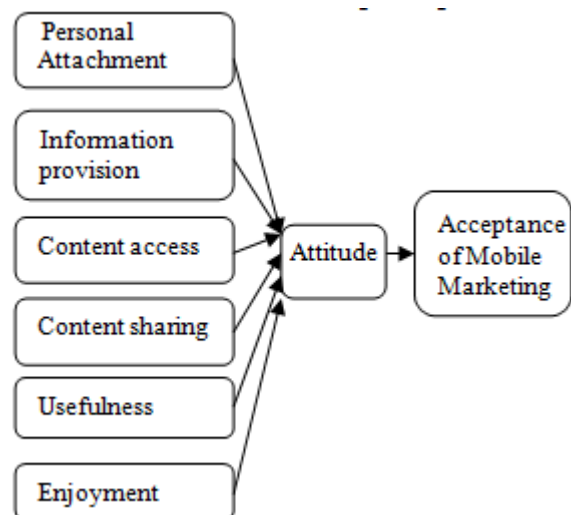


Figure 1: Conceptual Model of Mobile Acceptance

5. Conclusion and Future Work

The purpose of the study was to review the literature and integrate the findings of other researchers to develop a model that can explain the variation in the acceptance of mobile marketing. A total of eight studies have been reviewed and analyzed. The frequency of the extracted factors was considered. The findings showed that the most frequent factor was attitude followed by personal attachment, information provision, content access, content sharing, usefulness, and enjoyment.

The findings of the study were utilized to develop a propose model that can explain the variation in the acceptance of mobile marketing. Thus, a model developed linking the factors to the attitude toward mobile marketing which proposed to affect the acceptance of mobile marketing.

As a way forward, the proposed model will be tested in future work. An empirical study will be conducted using questionnaire to test the propose model. This will be by collecting data from university student in Malaysia.

This paper was based on the review of eight articles. Thus, it is recommended for future work to expand the number of articles so that the result could be more generalizable. In addition future work could focus on the technological factors that affect the acceptance of mobile marketing such as content access, content sharing and information provision or a focus can be on the individual factor such as personal attachment, enjoyment, and usefulness.

It was found from the literature review that the previous studies have used the Diffusion of Innovation (DOI) by [23] and Technology Acceptance Model (TAM) by [22] However, the newly and more efficient model of UTAUT that is Unified Theory of Acceptance and Use of Technology by [24] has not been used by researchers. Thus, it is recommended for future work to utilize the UTAUT model because it has strong ability to explain the variation of acceptance of mobile marketing.

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