

The impact of mobile phone channels on brand awareness and brand choice

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Keywords

Brand awareness, brand choice, mobile phone choice, privacy, location sensitivity

Abstract

Due to the continuous technological advancement, mobile phones have become one of the most used tools among users around the world. Mobile phones now are more attractive and used by individuals than ever before (Green, 2003). Mobile marketing is a multi-way communication that enables the business to directly promote and engage with the customer (Nysveen, 2005). The focus of this paper is to examine the impact of mobile phone channels on brand awareness and brand choice. A conceptual model has been developed with 15 hypotheses. The channel members considered in this research are SMS marketing, email marketing, content marketing, in-app-marketing, games-based marketing, video marketing and social media marketing. A quantitative research method will be employed. Data will be collected from 250 to 300 targeted participants. It's expected that mobile marketing channels have an impact the brand awareness and brand choice.

Introduction

Promotion is described as all the marketing activities performed by a business in order to promote and market its products or services (Honea and Dahl, 2005). Among all the direct marketing communication channels, mobile marketing is considered to be one of the latest and lately most popular among business practices in the market (Amirkhanpour, Vrontis and Thrassou, 2014). Mobile Marketing started by focusing on advertisement messages that are sent to mobile phones where the major target for businesses was to build relationships with their customers (Nysveen, 2005). Mobile marketing now is using many features available for the newest smartphones in the market such as using the location of the customers to start advertising campaigns in certain places (Rafieian and Yoganarasimhan, 2021). Due to the increment of the usage of smartphones, more direct communication is initiated between the business and their customers. This direct method of communication and connection through mobile marketing can be integrated at any time and place (Kumar and Mittal, 2020). It's demonstrated due to the advancement of technology that mobile devices will be the most used technology tool among the users in the world. Mobile devices are more attractive and popular among online customers than ever before (Hutton, 2012).

Mobile marketing is rapidly increasing between small and big businesses and as more customers use mobile devices to get products online, it became necessary for businesses to adapt through this online network business platform where the use of fun tools is very useful for the customers (S, 2019). Businesses who implement their marketing plans through mobile devices have much higher read rates and return on investment when compared to other methods of direct marketing used like sending emails or TV advertisements (Sun and Xu, 2019). The implementation of mobile marketing has many opportunities including the increase of brand awareness (Rafieian and Yoganarasimhan, 2021). Mobile marketing has started with methods such as sending emails, search engine optimization, creating content for social media platforms, video and in-games advertisements and many more ways to reach the customers through their mobile devices. Mobile marketing strategies can also include having a friendly mobile device website, sending emails, SMS, MMS and either having a business personal app or showing business advertisements on different apps (Kumar and Mittal, 2020). Moreover, mobile marketing can be integrated through mobile devices and can be done through QR codes, social media platforms, mobile applications and mobile advertising (Amirkhanpour, Vrontis and Thrassou, 2014). Businesses must

consider mobile marketing strategies and campaigns, as mobile devices are the most preferable and useful way now to search and access information for the business's consumers (Kumar and Mittal, 2020). The purpose of this research is to integrate the mobile phone channels, and its impact on brand awareness and brand choice.

Literature review and conceptual framework

Features of mobile marketing: Some of the most important features and the key aspects of today's mobile marketing efforts are as follows (Kumar and Mittal, 2020):

Ubiquity: Due to the wide scale adoption and their versatility, smart mobile devices are becoming progressively acknowledged around the world.

Alterable multi-way communication: It is the interaction between the consumer and the marketer and vice versa.

Continuous round-the-clock availability: Mobile phone devices are commonly actively switched on which results in guaranteed delivery of the marketing content no matter when and wherever the targeted customer is.

Marketing Channels: The availability of several useful tools and different marketing channels.

Personalisation: Provides inflated potential for highly localized and personalized campaigns with satisfactory objectives due to the effective utilization of analytics.

Opportunities & challenges in the mobile phone environment: Mobile marketing adheres many opportunities for marketers which includes localisations, customer personal preferences and user preferences. Moreover, the challenge of integrating mobile marketing includes the security of transactions and the privacy of customer information (Scharl, Dickinger and Murphy, 2005). Some of the top opportunities and challenges in the implementation of mobile marketing include:

Permission-based marketing: It's rather essential that mobile marketers need to settle a strategy to assure that customers are not annoyed by unwanted SMS and all other forms of mobile marketing in their smart devices. The permission of the customer to receive promotions and advertisements in his/her mobile phone is an important aspect that contributes to the success of a business marketing campaign. The marketing campaign should have the feature of an opt-out process to address the customer permission issues (Kumar and Mittal, 2020).

Location sensitivity: Using artificial intelligence and mobile analytics is considered very important to efficiently use the location of targeted customers. When marketers have the location information of the customer, they would send notifications of promotions and discounts of brand shops nearby the customer's current place (Kumar and Mittal, 2020).

Privacy: Customers often don't feel very confident to give their personal data to mobile applications. Giving such information puts the person's financial information and records at risk. In addition to tracking the person's location by mobile apps. It's rather very important to give the customer a choice of revealing their information or data as a business can provide a guest user or taking permission to share such information (Rafieian and Yoganarasimhan, 2021).

Mobile marketing channels: Through the evolution of technology in mobile phones to now, it was gradually growing starting with SMS and MMS reaching out to provide many useful channels to reach out to customers using the network in their smart devices. Using the smart devices internet allows access to all the channels, those channels now come with greatly improved features and tools to better reach out to possible customers in the market. The mobile marketing channels give better access to customers (Rafieian and Yoganarasimhan, 2021). To better understand mobile marketing as a concept, description must include the activities that are implemented by business in the customers' mobile devices. However, choosing what type of mobile marketing channel to use depends on the strategy of the brand or the business owners.

The Conceptual Framework

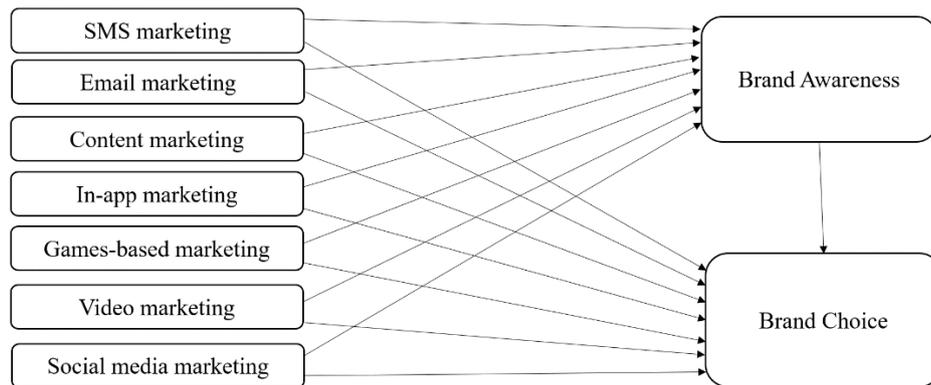


Figure 1: Mobile phone channels

SMS marketing: During the initial phase of mobile marketing, SMS was the primary method to communicate as an easy and less costly approach that resulted in good promotional results. One significant reason is that SMS does not depend on the availability and usage of the internet in customers' mobile phones. SMS can include website links or links to download apps inside the text message itself. Many businesses in the market promote their products and services through SMS in order to get the attention of the customer and for the customer to be interested in more information about their brands (Frolick and Chen, 2004).

H1: SMS through mobile marketing influences customer brand awareness.

H2: SMS through mobile marketing influences customer brand choice.

Email marketing: Smartphones are considered to be the first and primary method for sending and receiving emails. Modern technology customers who are using iPhones and Android mobile phones and tablets tend to integrate their personal emails in their personal smart devices, while on the other hand, their official emails are accessed through their desktop computers and laptops from their workplace. Personal emails are the target of the marketers as it's an opportunity for them to influence the buying behavior of customers by directly communicating and sharing their promotional and contact information with the targeted customers (Zhang, Kumar and Cosguner, 2017).

H3: Email through mobile marketing influences customer brand awareness.

H4: Email through mobile marketing influences customer brand choice.

Content marketing: Content Marketing is the business process and marketing for establishing and distributing valuable and relevant content to acquire, engage a defined target audience, and attract customers to promote beneficial actions for the business (Pikuła-Malachowska, 2017). It involves the creation and sharing of various forms of media, including newsletters, articles, social media posts, and podcasts that are relevant to as many people as possible. The business designs the content in a manner that shows the audience that the organization values its consumers (Plessis, 2017). The primary goal is to not only attract new customers but also retain the current customers. A study by Plessis (2017) shows that the businesses that use content marketing experience a higher growth rate of about 30 percent than the ones that do not use content marketing. The difference could be due to the possible impact that content marketing creates in the nurturing of relationships between the consumers and the business. The idea is also based on the assumption that consumers that have already developed a relatively strong relationship with a specific business have a relatively high likelihood of purchasing from the same business anytime they think of buying a product or service offered by the business. A good example of content marketing is the case in which an architecture company creates and shares an article on the "things to consider" when hiring an architect. Another form of content marketing is search marketing. Search marketing involves the use of online search engines to achieve the desired online presence. Some of the search engines which are

appropriate for that purpose include Yahoo, Bing, and Google (Ward, 2017). It's definite that technological advancement achieved over the past few decades has led to widespread access to smartphones and other technological devices that allow people across the globe to access such search engines. The individual types a text in the "search query" section of the relevant search engine. The search engine then directs the individual to the Search Engine Results Page or SERP. The number of search engine users accessing a specific page is directly proportional to the position of the website in the SERP rank in most cases. Businesses try as much as possible to rise to the highest level in the search engine rank to be more reachable to customers. They use strategies such as pay-per-click and search engine optimization. The Search Engine Optimization or SEO involves the use of unpaid tactics to raise the website's search engine ranking. Content marketing is one of viable approaches to achieve that goal. The pay-per-click or PPC involves the use of paid advertising to increase the website's search engine ranking (Green, 2003).

H5: Content searching through mobile marketing influences customer brand awareness.

H6: Content searching through mobile marketing influences customer brand choice.

In-app marketing: With the developing sorts and number of applications, marketing has added a channel for mobile marketing apps campaigns. Apps for social media, ecommerce, news and games, etc., have chances for the banners, interational surveys/forms, promoted content, and animations. To get more income or revenue by influencing the customers' choices, marketers present their content to these app channels. It's the App engineers who can develop space for accommodating these business marketing contents. Banner ads which can be integrated in different applications seek to influence the customer to purchase a product or service by grabbing the attention of as many app users as possible (Kumar and Mittal, 2020).

H7: In app advertisement through mobile marketing influences customer brand awareness.

H8: In app advertisement through mobile marketing influences customer brand choice.

Games-based marketing: In comparison of both Mobile gaming and Hollywood movies, the revenue within the same time is almost similar (Sutton, 2018). In order to attract customers, marketers tackle the control of play to boost by including gaming components and elements to the marketing blend (Kumar and Mittal, 2020). Advertisements using the In-game strategy considers implanting corporate brands and products inside the video games and computers. There are two types of in-game advertising: static ads which cannot be removed due to it being fixed in the game itself, and dynamic ads which are the opposite of static ads in which they are replaceable and can be used to reveal up-to-date information (Terlutter and Capella, 2013).

H9: Game based marketing through mobile marketing influences customer brand awareness.

H10: Game based marketing through mobile marketing influences customer brand choice.

Video marketing: The demand and popularity of mobile-based video platforms is drastically increasing everyday. Moreover, videos play a major role in businesses. When deciding for a purchase 80% of millennials are considering video contents (Tafesse, 2020). As the clients are finding that paying for subscription-based services through video applications is helpful, the income of the top video mobile apps is increasing as well. This has opened doors for a huge set of opportunities in the field of video marketing. Taking this into consideration, Twitter has executed the live streaming. In contrast, Facebook introduced Facebook Live. On the other hand, Instagram extended the length of the videos to 60 second. These types of various video services in the applications grabs the attention of the users which makes it easier to consider advertisements to the viewers thus attracting more customers to the business (Kumar and Mittal, 2020).

H11: Video marketing through mobile marketing influences customer brand awareness.

H12: Video marketing through mobile marketing influences customer brand choice.

Social media marketing: social media has appeared as a well-known tool for marketing, with the continuous growing use base and a top-level engagement which makes it very important to integrate in

the marketing plan to influence customer buying behavior. 80% of the time on the mobile phone is spent on social media. Variety of different ways of marketing for the advertisers in social media platforms, right from the company pages, banners advertisements, interest groups, embedded videos or social media platform games to direct sales activities, engagements of the customers and branding. Social media platforms presented almost limitless opportunities to the marketer to promote their businesses. (Kumar and Mittal, 2020).

H13: Social marketing through mobile marketing influences customer brand awareness.

H14: Social marketing through mobile marketing influences customer brand choice.

Brand awareness impact on the brand choice: The process of branding requires the business marketers to reach the mind of the customers through two different communication ways, creating the proper brand awareness which leads to a positive brand attitude (Rossiter, 2014). Brand awareness refers basically to the creation of a recognizable name and logo of a business, while brand attitude refers to the expected attitude of the customer toward a business, mostly what are the results and benefits (AAKER, 2014). The creation of brand awareness gives the customer the ability to recognize important details about a brand which is considered a significantly important step to establish brand attitude. Brand awareness and recognition directly affect the customer brand choice at the point of purchase (Rossiter, 2014). Customer brand awareness in the market is considered the first and critical step to influence customer purchasing decisions (OZTURK, 2016).

H15: brand awareness increases brand choice in the mobile environment.

Conclusion

Mobile marketing plays an essential role in today's marketing strategy plans of businesses. Each mobile marketing channel uses its methods to increase the influence of the customers buying behavior and brand choice for a business. For a mobile marketing campaign to succeed, the business should take into consideration the challenges in this aspect, such as tracking the location or actions of customers. Mobile marketing thus needs continuous improvement, monitoring and good control from its marketers.

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