An empirical investigation of the profitability of mobile marketing organizations in Nigeria

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Keywords

Profitability, Mobil Advertising, mobile marketing strategy, Mobile marketing communication, mobile customer relationship management.

Abstract

The purpose of this study was to investigate the profitability of the mobile marketing organizations in Nigeria. The objective of the study was to examine the influence of mobile marketing strategy, mobile marketing communication, mobile advertising and mobile customer relationship management on profitability of mobile marketing organizations. This study employed survey research instrument through the administration of questionnaires to one-hundred (100) employees of Konga.com.ng, Jumia.com.ng, Kaymu.com.ng, Cheki.com.ng, OLX.com.ng, Multi-choice Nigeria Limited and Communication Trend Nigeria Limited (CTL) Table Television Companies. The study adopted a Pearson correlation, Variance Inflation Factor and multiple regression analysis for the empirical analyses. The empirical findings from the empirical results showed that mobile marketing strategy has a significant positive influence on profitability of mobile marketing organizations. Mobile marketing communication and Mobile advertising has an insignificant influence on profitability of mobile marketing organizations while mobile customer relationship management has a significant positive influence on profitability of mobile marketing organizations. This study therefore recommended that management of mobile organizations should adopt mobile marketing strategies that would influence customer patronage and development of dynamic marketing for improved profit margin. The study also suggested that managers and policy makers of mobile marketing organizations should provide customers with time and location-sensitive, personalized information that promotes goods, services and ideas used in the marketing of mobile products.