

A Review of Customer Acceptance and Mobile Marketing

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Abstract

Purpose: This article aims to organize and classify research on consumer behavior in mobile marketing, namely customer acceptance.

Methods/design: To facilitate the search and synthesis of studies, the first step in the approach is to build a classification model that will be used to synthesize articles and research proposals. In the second step, the author conducted a thorough review and analysis of the content of selected articles from 2014 to early 2019 and removed sections that were not related to consumer acceptance of mobile marketing. In the third step, after an accurate review, the relevant studies were identified. Seventy-eight publications were selected for detailed analysis.

Results: Through classification and analysis, articles are divided into groups of topics: fields in mobile marketing, research models, research methods. The results provided a conceptual framework of mobile marketing materials that can assess the researcher's level of attention for each sub-area.

Research limitations: This study has certain limitations. The classified publications appeared only in a few journals found. Therefore, the synthesis may not cover all the research on consumer adaptation to mobile marketing. Extensive research is essential in the future.

Originality/value: A results framework is analyzed and provided, summarizing the customer acceptance research process as regards mobile marketing. From there on, new research directions are established for the future.

Keywords: mobile marketing, mobile customer behavior, mobile marketing research, customers' acceptance.

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Przegląd akceptacji klientów i marketingu mobilnego

Streszczenie

Cel: uporządkowanie i scharakteryzowanie badań nad zachowaniami konsumentów w marketingu mobilnym, a mianowicie nad akceptacją klientów.

Metodologia: aby ułatwić wyszukiwanie i syntezę badań, na pierwszym etapie zbudowano model klasyfikacyjny, który posłużył do syntezy artykułów i propozycji badawczych; na drugim – dokonano dokładnego przeglądu i analizy treści wybranych artykułów od 2014 do początku 2019 roku oraz usunięto sekcje niezwiązane z akceptacją marketingu mobilnego przez konsumentów. Na trzecim etapie, po dokładnym przeglądzie, zidentyfikowano odpowiednie badania. Do szczegółowej analizy wybrano siedemdziesiąt osiem publikacji.

Wyniki: artykuły poprzez klasyfikację i analizę zostały podzielone na grupy tematyczne: obszary marketingu mobilnego, modele badawcze, metody badawcze. Wyniki dostarczyły ram koncepcyjnych dla mobilnych materiałów marketingowych, które mogą ocenić poziom uwagi badacza dla każdego podobszaru.

Ograniczenia/implikacje badawcze: sklasyfikowane publikacje pojawiły się tylko w kilku znalezionych czasopismach. Dlatego synteza może nie obejmować wszystkich badań dotyczących adaptacji konsumentów do marketingu mobilnego. W przyszłości niezbędne są szeroko zakrojone badania.

Oryginalność/wartość: przeanalizowano i dostarczono ramy wyników, które podsumowują proces badania akceptacji klienta w marketingu mobilnym oraz zapewnia ono nowe kierunki badań na przyszłość.

Słowa kluczowe: marketing mobilny, mobilne zachowania klientów, mobilne badania marketingowe, akceptacja klientów.

1. Introduction

Due to the recent development of mobile technology, mobile channels have become a popular form of marketing. It allows business entities to establish their presence and reach customers anytime, anywhere. The implications and developments in the consumer market have made mobile marketing an attractive research area over the past few years. This trend has led to an increase in the number of publications related to mobile marketing in scientific journals and conferences. Scientific journals dedicated to this field include International Journal of Mobile Communications, International Journal of Mobile Marketing; among prestigious journals are International Journal of Advertising, Journal of Electronic Commerce Research, Journal of Targeting, Measurement and Analysis for Marketing, International Journal of Electronic Business.

However, despite the increasing number of publications, the subject of this field is still being developed and researched, and the documentation system of mobile marketing is sometimes fragmented and inconsistent (Varnali & Toker, 2010). It is important to summarize and build a generalization of mobile marketing in each specific topic, thereby grasping the nature of the phenomenon. Therefore, the purpose of this study is to focus on classifying and organizing knowledge about mobile marketing and consumer behavior, in particular, consumer acceptance. A comprehensive review of

mobile marketing and consumer acceptance research published in scientific publications was conducted to assess the status of the study. The analysis includes 78 peer-reviewed articles from 40 journals published between 2014 and early 2019. The results framework summarizes the research process regarding the topic of consumer behavior in mobile marketing.

2. Research Problem and Questions

The driving force behind this research is the need to capture and explore the various research arguments made by scientists in the field of mobile marketing and consumer acceptance. From there, the author summarizes and analyzes the different methods applied in the studies to provide a comprehensive view of the appropriate means as a premise for future research. On the other hand, it is necessary to prepare a complete archive of past publications in the field of mobile marketing. It will help identify the various gaps in previous studies and thus help build a comprehensive theoretical framework for later studies.

The following research questions have been asked to do this:

- What are the different research points covered by the researchers in the field of consumer acceptance research into mobile marketing from 2014 to early 2019?
- What are the most common methods used in the selected articles?
- What are the main contributions of the articles in question?

3. Mobile Marketing

Although it is outside the scope of this article to provide a comprehensive analysis of cellular marketing and consumer acceptance, a summary should outline the concept of mobile marketing. While there are many definitions of mobile marketing, it should be noted that most descriptions are focused on technology. There is a tendency to confuse technology concepts as such (Leppäniemi & Karjaluoto, 2008). In this article, we adopt the definition of mobile marketing of Mobile Marketing Association (2009), as follows: “Mobile Marketing is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through and with any mobile device or network.”

Mobile marketing makes a difference compared to other traditional marketing means through high interactivity that provides constant access to consumers instantly and anywhere (Persaud & Azhar, 2012). This means allowing marketers to send personalized messages, deploy ads based on time of day or location and design interactive ad formats that effectively attract specific consumers – thus making it one of the most personal and effective

means to market. It is assumed that mobile marketing methods would include: Short Message Service (SMS); Multimedia Message Service (MMS); Quick Response Codes (QR); Location-Based Services; Push Notifications; Mobile Advergaming.

However, besides the favorable opportunities for developing mobile marketing, exploiting such potential still faces challenges. Among them, many obstacles related to consumer behavior still exist and have not been discussed. Today, there is a significant increase in the number of mobile phone users, thereby establishing a potential network connection between companies and consumers. The challenge in this regard is that access must stem from the desire of the consumer to grant their mobile phone access to privileged access. The next problem lies in how marketers anticipate consumer reactions to mobile marketing and whether they will feel a personal rights infringement. This infringement refers to marketers needing to consider a consumer's permission to receive business messages via their cell phones (Suher & Ispir, 2011). Since phones are highly personal devices for users, sending marketing messages without their consent can negatively impact the corporate brand (Bamba & Barnes, 2007). These challenges show that research in this area is appropriate, timely and necessary.

4. Methodology

Mobile marketing articles are scattered across various journals in many areas such as marketing, business, engineering, information technology, information systems because research on mobile marketing is difficult to limit to specific fields. Therefore, to facilitate the search and synthesis of studies, the first step in our approach is to build a classification model that will be used to synthesize articles and research proposals.

The author has chosen to adopt several recently classified publications which have been published on the subject of mobile marketing and consumer behavior, with the focus on their acceptance. Varnali and Toker successfully presented an overview of mobile marketing research during 2000–2008. It divides the studies into four categories: theory, strategy, consumer behavior, and legal issues and public policy. Following this research, Ismail and Razak provided a summary of mobile marketing research trends in the period 2005–2010. These authors have begun to delve into the research methods and research models used in publications. Another study by Lamarre et al. provided an overview of mobile marketing and consumer behavior research studies from 2000–2008. We have assessed that they provide a relatively complete reference base for our research purposes. The following online databases have been selected and searched to provide a comprehensive directory of academic literature on mobile marketing and consumer acceptance:

- ABI / TIN;
- EBSCOhost;
- Emerald;
- IEEE Xplore;
- Inderscience Publishers;
- Science Direct;
- Wiley InterScience.

The articles are aggregated based on peer-reviewed journals and use related keywords: “customer acceptance”, “Short Message Service (SMS)”; “mobile advertising”; “mobile shopping”; “conceptual”; “technologies”; “QR code”.

In the second step, the author conducted a thorough review and analysis of the content of the selected articles and removed sections that were not related to consumer acceptance of mobile marketing. The removed reports focused on technical aspects of wireless network infrastructure or technical aspects of developing mobile applications.

In the third step, after an accurate review, the relevant studies were identified. Seventy-eight publications were selected for detailed analysis. Wishing to build a representative non-probability sample from the literature to provide a comprehensive view of mobile marketing acceptance, the author reviewed all of the literature studies. Because the number of articles is relatively limited, they have been completely read, sorted and then analyzed.

5. Data Collection and Analysis

5.1. Mobile Marketing Research

Research on mobile marketing and consumer behavior has been relatively noticeable in recent years (Varnali & Toker, 2010). Varnali and Toker (2010) conducted a review of academic studies published from 2008 to 2010 with 126 publications related to mobile marketing extracted from reputable data sources. The study also pointed out the importance of consumer behavior in mobile marketing. The number of articles accounted for 42.1% of articles published over 9 years. Categories include consumer acceptance, attitude, trust, perceived value and value creation. However, the classification has not been updated recently and does not present studies that may serve to guide future research. This article aims to fill that gap by addressing recent mobile marketing articles and collecting their main proposed research paths focusing on the subcategory of consumer behavior.

The selection method has helped identify 78 publications published from 2014 to early 2019 that are directly related to consumer behavior towards mobile marketing. As illustrated in Figure 1, the study of consumer behavior towards mobile marketing is gradually developing. Therefore, it is

worthwhile to describe the current situation and outline a research program for future research.

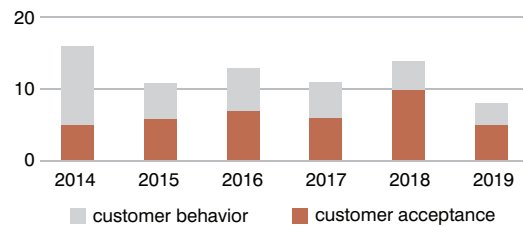


Fig. 1. Yearly frequency of customer behavior articles by subcategory. Source: Author's synthesis.

Besides, to determine the research focus of the studies, each publication has been carefully reviewed and categorized into the following areas: consumer acceptance, attitude; trust; loyalty & satisfaction and perceived value & value creation. Table 1 provides details on the number of publications published in each field of study. The remainder of this section will be dedicated to discussing consumer acceptance of mobile marketing in more detail.

Characterization	N	Percentage
Acceptance	39	50.0
Attitude	15	19.3
Loyalty & satisfaction	13	16.7
Trust	6	7.7
Perceived value & value creation	5	6.3

Tab. 1. Percentage of articles about customer acceptance of mobile marketing. Source: Author's synthesis.

Table 1 also shows consumer acceptance of mobile marketing as the most researched area, including 39 publications out of a total of 78 articles, accounting for 50%. Other topics include attitude (15), loyalty & satisfaction (13). At the end of the report is trust and perceived value & value creation with the numbers of articles: 3 and 4, respectively, published over four years. This shows that there is a field of research left open, which can be considered for future research.

5.2. Customer Acceptance Research Trend

This section presents and thoroughly analyzes the research regarding consumer acceptance in the field of mobile marketing. The results are based on a review of articles retained and organized by subcategories by which the articles are classified.

Journal	N
International Journal of Mobile Communications	8
Information Technology Journal	3
Journal of Marketing Management	3
Journal of Hospitality Marketing & Management	3
Psychology and Marketing	3

Tab. 2. Journals with at least three articles on customer acceptance of mobile marketing. Source: Author's synthesis.

The review found that articles about customer acceptance of mobile marketing appeared in numerous business and IS journals. In particular, the International Journal of Mobile Communications has published most articles on research on mobile marketing acceptance. This journal is dedicated to the field of mobile marketing. More such journals are expected, which will increase the depth of cellular marketing research. Besides, many other journals such as The International Review of Retail, Distribution and Consumer Research, Information Technology Journal, Journal of Marketing Management and Psychology and Marketing have published articles focusing on customer acceptance of mobile marketing.

The next step is to categorize articles into groups of topics: areas in mobile marketing, research models, research methods. The purpose of categorization is to provide an organized conceptual framework of mobile marketing materials that can assess the researcher's level of attention for each sub-area. As a result, it is possible to highlight areas that have not been researched and give future research directions.

5.2.1. Research area

a. Short Message Service (SMS)

These research questions often analyze SMS consumer acceptance critical factors, thereby influencing the consumer decision-making process. Suhaib et al. (2015) emphasized that customer acceptance plays an essential role in SMS success. Studies are also beginning to focus on customer-related variables and factors related to SMS itself in analyzing customer acceptance. Arli et al. (2015) suggested that consumer control over SMS is critical. Agreeing with this statement, Dix et al. (2016) showed that businesses

need their customers' permission before sending messages. Besides, Yousra (2019) stated that marketers should pay attention to the news's advertising content; this will help businesses avoid spam. They also concluded that the advertising message content has a tremendous impact on the attitude towards advertising via mobile devices. It is found that many customers often accept messages with content related to discounts or promotions or areas of interest (Dix et al., 2016). This leads to the concept that is personalization of ads to different customers. Chutijirawong and Kanawattanachai (2014) agreed that personalization has a positive effect on the acceptance of mobile messages, thereby changing consumer attitudes towards this form. However, marketers need to be careful about personalizing mobile marketing messages to avoid violating customer privacy regarding the use of personal and location data (Leppäniemi et al., 2011).

The studies during this period focused on:

- What role does advertising content play for consumer acceptance of mobile advertising messages?
- What is the impact of personalization in using SMS?

b. Mobile advertising

According to Alzubi et al., the ease of use and perceived usefulness have a more substantial effect on customer acceptance, affecting customer attitude towards mobile advertising. Shoter (2016) devised a conceptual model in which critical factors that influence consumers and allow for assessing their readiness to accept advertising on mobile devices are set out. The author emphasized that usefulness, entertainment, and cognitive ability positively and significantly impact mobile marketing adoption. Meanwhile, to fully utilize the potential of the mobile as an advertising channel, Salem and Althuwaini (2018) recommended that marketers understand its unique and relevant characteristics as well as the different approaches that customers use to interact with this channel. They examined the relationship between message relevance, information value, message delivery time and consumer permission to receive advertising messages in the form of independent variables and consumer acceptance of mobile advertising. Furthermore, they also analyzed the effect of the above factors on the intention to purchase a mobile-advertised product or service. The study of Donga et al. (2018) emphasized that two factors of concern about trust and privacy are the most significant factors affecting consumers ready to participate in marketing on mobile devices.

It can be seen that the research on the acceptance of advertising on mobile devices is still attracting much attention from scientists. This helps to provide an adequate and appropriate theoretical framework to learn, test and analyze the factors that impact consumers as regards mobile advertising. In general, scientists argue that marketers should be optimistic about the

choice to implement mobile marketing but beware of the factors that will determine consumer acceptance.

c. Mobile applications

The research related to mobile apps has a relatively wide field of study. Besides the familiar areas such as e-commerce (see, e.g., Chou, 2018; Groß, 2014), e-business, banking (see, e.g., Ahmad, 2018), in recent years, many new fields such as education, health, especially tourism, have appeared. In particular, Ismail et al. (2017) aimed to explore the relationship between customer acceptance and the use of the Mobile Hotel Booking Application (MHRA), on the one hand, and mobile satisfaction, on the other; the UTAUT2 model was used to conduct the analysis. Palau-Saumell (2019) also used the UTAUT2 model to test user acceptance of mobile applications for restaurant search and/or reservations (MARSR). The results showed that the factors that drive the adoption of and the intention to use the application are, in order of impact: habits, positive perceptions, motivation for pleasure, price-driven orientation, an expectation of effort, performance expectation, social influence and favorable conditions. Moreover, the author also conducted a study on the impact of demographics; in this case, the results showed that gender and age do not play an important role.

Yang and Park (2019) proposed how customer's personal characteristics influence their acceptance of mobile applications. Thereby, they learned how three customer characteristics (attitude toward change, mobile literacy, and the mental model) affect the perceived usefulness and ease of use of mobile application services and how these factors affect customer acceptance of services. The analysis showed that, among different user characteristics, the user's mental model has the most definite impact on the usefulness and ease of use of services. Besides, the author argues that these perceptions have a statistically significant influence on customer acceptance and resistance.

d. Technology

Studies related to mobile technology often focus on technical aspects and concepts. However, there are still some studies looking into consumer acceptance of mobile technologies. Surveys usually pay attention to the following:

- The relationship between customers' technological experience and their acceptance of mobile marketing;
- Developing theoretical models to study customer behavior in general, and consumer acceptance of mobile technology in particular;
- What relationship exists between social norms and different types of mobile technology?;
- Do demographic factors influence consumer acceptance of mobile technologies?

5.2.2. Role of trust in customers' acceptance of mobile marketing

Mobile marketing brings significant benefits to businesses, but it also provokes adverse reactions from consumers. This is a big challenge that marketers need to overcome in delivering mobile services. Understanding this problem, researchers also began to expand the factors affecting consumer behavior. Dix et al. (2016) identified issues related to belief as a significant obstacle in the application of mobile marketing and loyalty development. Consumers feel unsafe when conducting transactions and sharing personal information via mobile devices. Chang et al. (2015) also emphasized that technology plays a vital role in accepting mobile marketing. Yousra (2019) found that perceived value, trust in advertising and channel acceptance had a positive influence on the acceptance of and attitudes to advertising via SMS. At the same time, affirming the relevance, content, brand assets and perceived usefulness are the crucial factors that activate the value and belief, which emphasizes the importance of brand equity in trusting discounted advertising. It can be seen that the importance of trust has motivated some researchers to focus on the role and premise of trust in the mobile marketing context.

5.2.3. Model research in customers' acceptance of mobile marketing

Lepanniema asserted that in the embryonic stage of mobile marketing, most of the material is more qualitative. To verify whether customer acceptance of mobile marketing undergoes qualitative analysis rather than quantitative research, it is necessary to categorize selected articles. Based on the classification, in recent years, quantitative studies have been overwhelming. Quantitative research is considered to be all that focuses on the objective measurements and statistical, mathematical or data analysis of data collected through polls, questionnaires and surveys or on the manipulation of previous statistical data using computational techniques (Babbie, 2010).

This article contains a more in-depth analysis of the models that scientists use in understanding customer acceptance of mobile marketing. The distribution of publications according to the research model is shown in Figure 2.

Several competing models or theories have been widely used by researchers to predict intentions to adopt mobile marketing. Most studies use TAM or Extended TAM (20 or 51.3% of the total), while UTAUT, UTAUT2 and TRA models account for 15.4%, 10.3%, 2.6% respectively. Besides, researchers have begun to develop and study new theoretical factors or models (other models account for 17.4%). This contributes to increasing the diversity of research models. Salem and Althuwaini (2018) evaluated new factors: message relevance, information value; message received time, permission. Meanwhile, Chang (2015) combined the elaboration likelihood model (ELM) and information-

processing theory to investigate how context-driven personalization technology works and interacts with the need for cognition (NFC) as regards consumers' acceptance. Although there have been very few studies using diverse theories before, nowadays, there are several studies that use multiple theories to compare results between models (see, e.g., Ma et al., 2016). In the study, Ma et al. (2016) used two popular models, TAM and UTAUT, to investigate the acceptance of mobile services among adults in China. The results showed that cost was considered an important factor affecting behavioral intent. Moreover, self-satisfaction and facilitating conditions had a significant effect on perceived ease of use and the perceived usefulness .

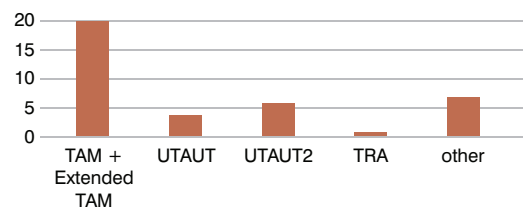


Fig. 2. Research models used for customer acceptance of mobile marketing. Source: Author's synthesis.

Not surprisingly, the TAM model is most often used in various fields: mobile applications (see, e.g., Huang, 2019; Wong, 2018; Pindeha, 2016); mobile advertising (Shoter, 2016); mobile marketing (see, e.g., Alzubi et al., 2018); mobile banking (see, e.g., Siyal, 2019; Ahmad, 2018); SMS (see, e.g., Yang & Park, 2019). On the other hand, the studies also use the TAM extension model with additional variables: social norm, awareness, self-efficacy, privacy, etc. Moreover, UTAUT and UTAUT2 models are also theories that are widely used in technology acceptance studies (see, e.g., Kumar et al., 2016; Habib, 2015; Kiat, Samadi, & Hakimian, 2017; Apolinário-Hagen et al., 2018).

6. Discussion and Conclusion

This research inevitably has certain limitations. The classified publications occurred in only a few journals found. The number of books on this issue will continuously increase, a more in-depth and broader study will provide a more objective view of the research situation and contribute to the references.

Based on the analyzed studies, several conclusions are proposed. First, research on consumer acceptance of or consumer behavior towards mobile marketing is getting a lot of attention. There are 39 articles related to this

content published within about five years, an average of about seven related papers per year. At the beginning of 2019, there were eight articles.

Second, academic literature on mobile marketing in general, and consumer behavior in particular, is still in its infancy. There is no agreement on a clear definition of mobile marketing that captures the true nature of this phenomenon. Therefore, the scope of mobile marketing is still vague. Much research in this area is essential. The analyzed studies mainly used quantitative methods, while qualitative methods or concepts are still left behind. This is probably a new research trend for the future to provide a complete theoretical framework for this content.

Third, the models used in evaluating consumer acceptance of mobile marketing are plentiful, but the differences in the level of impact and importance of the factors in each model have not been studied. The evaluation and contribution of each model to the analysis of this issue should also be clarified.

Fourth, the research results show that the research areas in mobile marketing are often concentrated on the fields of mobile advertising, SMS, MMS, mobile services and mobile applications. Meanwhile, the fields related to engineering are missing, for example, Bluetooth, Near Field Communications (NFC), location-based services using GPS, etc.

Finally, the researcher has paid relatively little attention to the areas of trust, satisfaction, loyalty and public policy or multicultural research in consumer behavior towards mobile marketing. Therefore, in the future, there is the need for a shift in acceptance and adoption of mobile marketing in the direction of trust, loyalty and impact of multicultural factors.

Therefore, it can be concluded that despite significant developments in the field of mobile marketing and consumer behavior, academic research still provides new and useful research paths.

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