

T.C.

MARMARA ÜNİVERSİTESİ

SOSYAL BİLİMLER ENSTİTÜSÜ

İNGİLİZCE İŞLETME ANABİLİM DALI

ÜRETİM YÖNETİMİ VE PAZARLAMA (İNGİLİZCE) BİLİM DALI

**THE IMPACT OF MOBILE MARKETING ON YOUNG CONSUMER ATTITUDES
AND PERMISSION MARKETING EFFECT**

Yüksek Lisans Tezi

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Danışman: Doç. Dr. A. Müge YALÇIN

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TEZ ONAY BELGESİ

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ABSTRACT

Mobile marketing is the new and alternate way to access people. The mobile phone has made a revolutionary contribution towards one of the marketer's demands; to be able to communicate with current and potential customers and to contact them anywhere and anytime. Mobile platform offers an essentially different type of consumer experience as a personalized and customized communication channel. The unique value of mobile marketing is that it enables both brand-consumer interactivity, consumer engagement and location specificity that cannot be achieved with other approaches (Barutçu, 2007; Scharl et al. 2005; Bauer and Barnes, 2005).

Mobile technologies have been developed to the utmost with new innovations such as 3G technologies, Bluetooth, applications, social media, push notifications, QR codes making mobile marketing one of the most efficient channel for brands (Kautonen et al., 2007; Eren, 2008) and most attractive channel for the tech-savvy young consumers or called generation-Y (Taylor et al., 2011). Those consumers' communication and social life is constantly defined through e-mail or text messages rather than actual face-to-face contact. They also have constant access to modern technology, such as computers, laptops and especially smartphones. 16.5 % of the population in Turkey is tech-savvy and young; ages between 14-34 years old; that means 12.782.381 tech-savvy young people (Tüik, 2015). So, Turkey is a considerable market in the view of foreign marketers. Leading international brands such as Frito-Lay, Unilever, KFC, Avon and Adidas have already launched campaigns using the mobile marketing tools in Turkey. However, sometimes firms don't respect the privacy of the customers by their mobile marketing strategies. The concept of permission marketing seems more important at this point.

This study attempts to investigate if mobile marketing strategies have an impact on young consumers' purchase intention and trust towards mobile activities and if the permission marketing has any mediating effect. Contribution of parameters (1) content: innovativeness, credibility, interactivity, entertainment, useful of information, irritation, customization, remembrance and message appeal, (2) convenience: ease-of-use, localization and ubiquity perceived on this study. As consumer attitudes dimensions (3) behavior: access, accept, trial, adopt, purchase intention (4) trust: mobile marketing activities, brand, company are

conducted. And the mediating variable is (5) permission. These hypotheses are empirically tested by regression and correlation analyses that are used Y generation as sample in the study. Theoretical implications to mobile marketing research are discussed and practical suggestions are proposed.

Keywords: Mobile Marketing, Mobile Advertising, Permission Marketing, Privacy, Purchase Intention, Young Consumers, Trust

ÖZET

Günümüzde mobil pazarlama insanlara ulaşmanın yeni ve alternatif bir yoludur. Cep telefonları pazarlamacıların istediği en büyük katkılardan birini gerçekleştirmiştir; mevcut ve potansiyel müşteriler ile her an ve her zaman ulaşabilmek. Esasen, kişiselleştirilebilen ve özelleştirilebilen yapısı sayesinde mobil platform müşterilere tamamıyla farklı nitelikte bir tecrübe sunmaktadır. En değerli yanı ise şirket-müşteri etkileşimini sağlayarak müşteri ilişkilerini geliştirmesi ve diğer kanallar ile ulaşılamayacak düzeyde kullanıcı lokasyon bilgilerini verebilmesidir (Barutçu, 2007; Scharl et al. 2005; Bauer and Barnes, 2005).

Bluetooth, 3G teknolojisi, uygulamalar, sosyal medya, QR kodları gibi pek çok inovasyon mobil teknolojilerin gelişmesini; hatta mobil pazarlamanın markalar için en etkili kanallardan biri olmasını sağlamakla beraber (Kautonen et al., 2007; Eren, 2008) teknoloji seven genç kuşak müşteriler için en çekici kanallardan biri olmasını sağlamıştır (Taylor et al., 2011). Bahsi geçen genç kuşak müşterilerin iletişim ve sosyal hayatı yüzyüze olmaktan çok tamamıyla e-mail ve mesajlaşma üzerine kuruludur. Ayrıca genç kuşak olarak bilgisayar, laptop, akıllı telefon gibi teknolojilere eğilimlidirler. Tüik (2015) raporuna göre Türkiye nüfusunun % 16.5'i gençtir; burada 12.782.381 gençten söz edilmektedir. Bu sebeple ülkemiz, yabancı menşeli markalar için dikkate değer bir ülkedir. Frito-Lay, Unilever, KFC, Avon ve Adidas gibi lider markalar mobil pazarlama aktiviteleri ile Türkiye pazarında girişimler yapmaktadır. Ancak firmalar mobil pazarlama yaparken kimi zaman müşterilerin mahremiyetine saygı duymamaktadırlar. Bu noktada izinli pazarlama kavramı önem kazanmaktadır.

Bu çalışma mobil pazarlama stratejilerinin tüketicilerin satınalma eğilimi ve güveni üzerindeki etkisini ve izinli pazarlamanın bu değişkenler üzerindeki etkisini incelemeyi hedeflemektedir. Araştırmada kullanılan parametreler: (1) içerik: bilgilendiricilik, eğlendiricilik, güvenilirlik ve interaktivite, bilginin faydalılığı ve rahatsız edicilik, (2) kolaylık: kullanım kolaylığı, lokalizasyon ve aynı anda her yerde olma. Tüketici tutumu parametreleri: (3) Kabul eğilimi: erişim/ulaşım, kabullenme, deneme, benimseme, satınalma (4) Güven: mobil pazarlama aktiviteleri, marka ve firma kullanılmıştır. Etkileşimli değişken olarak (5) tüketici izni kullanılmıştır. Bu hipotezler deneysel olarak Y jenerasyonu

örnekleme ile test edilmiştir. Bu çalışma ile mobil pazarlama araştırmasının teorik etkileri tartışılmış ve pratik öneriler sunulması amaçlanmıştır.

Anahtar Kelimeler: Mobil Pazarlama, Mobil Reklamcılık, İzinli Pazarlama, Mahremiyet, Satınalma Eğilimi, Genç Tüketiciler, Güven

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1. MOBILE MARKETING

1.2. Definition of Mobile Marketing

Mobile marketing is discussed and defined by many authors. The most comprehensive definition of mobile marketing is the two-way or multi-way communication and using interactive wireless media as a means of conveying commercial content with time and location sensitive, personalized information that promotes goods, services and ideas thereby generating customer value through mobile devices. (Bauer and Barnes, 2005; Scharl et al., 2005; Shankar and Balasubramanian, 2009; Varnalı, 2010; Barutçu, 2007; Suher and Ispir, 2011; Rizwan et al., 2007; Becker and Arnold, 2010). From the marketing communication aspect, MMA suggested a new and more comprehensive definition “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.” (MMA, 2014). Consequently, mobile marketing is a way of using mobile channels for marketing communication to create customer value by all personalized characteristics and advantages of mobile technology.

Mobile phones were originally introduced as a new form of interpersonal communication, allowing people continuous communication while they are on the move (Leppäniemi and Karjaluoto, 2008; Varnalı et al., 2011). Mobile marketing benefits from mobile technology through personal messages in contrast traditional marketing’s mass mentality (Stewart and Pavlou, 2002). Now mobile users do not only communicate with each other through mobile devices, but they also engage in various types of services provided by business entities. For example they shop and entertain themselves (Varnalı et al., 2011). Mobile marketing communication channels offer variety of possibilities and opportunities that cannot be gotten from other forms of marketing; provides interactivity, personality and traditional communication, allowing for one-to-one, many-to-many and mass communication models. Sending and receiving messages improves service and feedback between companies and consumers (Rohm et al, 2012; Dickinger et al., 2004, Eren, 2008; Bauer and Barnes, 2005). Because of mobile devices are always with their owners, companies can reach consumers anywhere at any time by mobile marketing and they prefer to advertising by mobile media more than mass media (Dickinger et al., 2004). Mobile uniquely ensures

continuous customer touch, enables human-like interaction and empowers people to connect with brands and companies that have asked in advance for the privilege (Vlad, 2011).

As mentioned before, it is possible for companies to reach consumers anywhere at any time by mobile marketing. Geo-location technologies such as Cell of Origin (COO) or Global Positioning System (GPS) enable operators to localize the user and to adapt the marketing impulse to individuals' current position. By utilizing these technologies consumers can be kept informed about new product offers at the point-of-sale thus inducing them to engage in motive purchases (Barnes and Scornavacca, 2004). These cases created two forms of mobile advertising: push-based or pull-based. Push advertising sends unsolicited messages, usually the campaign messages directly to the consumers without any prior request. Pull advertising messages, usually placing information on browsed mobile content; promoting free information such as weather forecasts or traffic reports (Dickinger et al., 2004). Push-based strategy has dominated the mobile advertising activities for years, and is often criticized for spreading out unwanted messages or spam, a primary barrier for consumer acceptance of mobile advertising (Smutkupt et al., 2011). SMS messages are heavily used in push-based type of campaigns (Suher and Ispir, 2011).

MMA (2011) report mentioned the six C's of mobile marketing:

- *Choice*: Choice means that consumers have a right to privacy and therefore marketers must obtain permission from consumers before content is sent, and include clear directions on how to unsubscribe from mobile activity. This ensures consumer pull rather than consumer push.
- *Control*: Consumers should have control of when and how they receive marketing advertisements and activities on their mobile devices and must be allowed to easily end of an unwanted mobile activity.
- *Customization*: All data supplied by the consumer must be used to personalize content, for instance limiting categories that specifically requested by the consumer, making content more relevant and useful to the consumer as possible.

- *Consideration*:The consumer must be offered something of perceived value in return for receiving mobile activities such as product and service enhancements, discounts,entry into competitions.
- *Constraint*:The marketer must effectively manage and limit mobile messaging programs to a reasonable number of programs.
- *Confidentiality*:Marketers should commit to avoid sharing consumer information with inappropriate third-parties.

While these guidelines work greatly in favour of the consumer, they act as limitations on the frequency and type of communications that marketers can use. (MMA, 2011)

A key mobile marketing use is advertising and called “mobile advertising” in the literature. Leppäniemi and Karjaluoto (2008), defines mobile advertising as “Any paid message communicated by mobile media with the intent to influence the attitudes, intentions, and behavior of those addressed by the commercial messages.”.Haghirian and Madlberger (2005) say that mobile advertising refers to transmission of advertising via mobile devices such as smartphones. Furthermore, MMA has a definition for mobile advertising “A form of advertising that is communicated to the consumer/target via a handset.”(MMA, 2014). According to MMA (2014), mobile advertising is most commonly seen as a mobile web banner or poster, which appears while a requested mobile web page is loading, SMS and MMS advertisements, mobile gaming advertisements, and mobile video advertisements (pre, mid and post roll) . Anyway, mobile marketing is defined as advertising or marketing related messages sent to a mobile phone in this paper.

1.3.Mobile Devices

Mobile marketing is connectedmainly to mobile devices because of widespread use and provide a direct dialogue between the company and the potential customer. Many people carry them around everywhere with themselves and most users maintain a very personal

relationship with their mobile phone (Cengiz and Tetik, 2010). People purchase accessory products to personalize their phones, including customized ring tones, wallpaper backgrounds, covers etc. (Demir, 2013).

In fact, for many people around the world, mobile devices have become their primary communication and commerce tool. Mobile device isn't really just a device anymore; it presents the opportunity to interact directly with everyone and get responses. Today's mobile devices are also newspapers, cameras, calendars, radios, maps, calculators, stores, game tables, video or music players, stereos, TVs, movie theaters, address books, and concert halls. (Becker and Arnold, 2010; Naismith et al. 2004) Some examples of mobile devices can be tablets, personal digital assistants (PDA), mobile phones, smartphones and global positioning system (GPS) navigation devices (Cleff, 2007).

Mobile Phones: A mobile phone (or cell phone) is a phone that can make and receive telephone calls over a radio link while moving around a wide geographic area. (Becker and Arnold, 2010) Mobile phone is the most common mobile device out in the market (Naismith et al. 2004). The capability of the mobile phone is important for brands because it means they will be limited to engaging these consumers with SMS, MMS, voice, Bluetooth and limited mobile internet. (Becker and Arnold, 2010 and Naismith et al. 2004)

Smartphones: Smartphone is a mobile device that integrates mobile phone capabilities with the more common features typically associated with a PC, including internet, applications, e-mail and rich media services (Becker and Arnold, 2010; MMA, 2014). Smartphones can also connect to Wi-Fi; that allows using the internet without using up individuals' monthly data allotment (Naismith et al., 2004; GCF Global, 2015). Moreover, smartphones increasingly include location, motion and related sensors, touchscreens, and full keyboards (Nosrati et al., 2012).

Tablets: A tablet is a mobile computer with touch-screen display, virtual keyboard and a mouse pointer (Wikimedia Foundation Inc., 2015b). It is a device that leverages mobile networks, but is primarily not a phone. This includes tablet computers, e-readers, portable gaming devices, etc. (Becker and Arnold, 2010; Nosrati et al., 2012). Tablets are designed to be portable. However, the convenience of a tablet computer means it may be ideal as a second

computer. Tablets can't necessarily do everything traditional computers can do (GCF Global, 2015). According to student mobile device survey of Poll (2014), usage of smartphones is still outpacing the usage of tablets. 56% of college students (18-30 ages) regularly prefer a smartphone while 33% of them prefer tablets (Poll, 2014).

Wearable Computer: Wearable computers are small electronic devices that are worn with clothes. They are especially useful for applications that require more complex computational support than just hardware coded logics (Nosrati et al., 2012). Wearable computer items have been developed for and applied with behavioral modeling, health care monitoringsystems, electronic textiles, mobile phones, smartphones, service management, fashion design and other usage at first.As an example can be Google Glass, which combine innovative displays with some novel gestural movements for interaction (Wikimedia Foundation Inc, 2015c).

*PDA:*A personal digital assistant (PDA), is a mobile device that functions as a personal information manager. The term evolved from a software term for an application that prompts or prods the user of a computer with suggestions or provides quick reference to contacts and other lists (Nosrati et al., 2012). Commonly current PDAs are able to connect to the Internet. All models have capabilities that enabling use an appointment calendar, a todo list, an address book for contacts, email client, a web browser, a calculator, and some sort of note program (MMA, 2014). The unique characteristics of a PDA are a touchscreen for entering data, a memory card slot for data storage, Bluetooth and/or Wi-Fi. They were discontinued in early 2010s after the widespread adoption of smartphones (Cleff, 2007; Nosrati et al, 2012; Naismith et al. 2004).

GPS Navigation Device: It is a receiver that exactly calculates geographical location by receiving information from GPS satellites and designed for a specific purpose such as a car, hand-held device or a smartphone application (TechTarget, 2015b). GPS devices may have capabilities such as: maps via text or in a graphical format, detailed navigation directions to individuals via text or speech, traffic jam maps, suggestion of alternative directions, information on nearby amenities such as restaurants, fueling stations, and tourist attractions (Naismith et al. 2004; Cleff, 2007; MMA, 2014).Before, it was used by the United States military, but now most receivers are in cars and smartphones. Most of mobile phones and

smartphones have GPS capabilities or there are GPS navigation applications (TechTarget, 2015b).

Pagers: A pager is a wireless telecommunications device that receives and displays voice messages, alert signals and/or short messages(TechTarget, 2015a). One-way pagers can only receive messages, while response pagers and two-way pagers can also confirm, reply, and originate messages using an internal transmitter.Today, pagers exist largely as niche products, finding preferred use in applications such as hospitals, public safety, and retail locations where their simplicity, high reliability, and low cost represent significant advantages. (Naismith et al. 2004; MMA, 2015; TechTarget, 2015a)

1.4.Mobile Marketing Services

The improvedtechnology made mobile devices a portable entertainment performer, a multi-channel shopping device, a navigation tool, a new type of ticket and money a new marketing tool for companies (Barutçu 2008). When companies decide to use mobile channels in their marketing activities, it may be critical to store, as there are many alternative mobile media tools to reach customers. Different mobile media tools can be summarized as; SMS, mobile Internet, LBS, mobile applications, advergame, IVR and many others as it is given in continuing parts of the study. It can be seen in the Figure 1 which shows the usage of mobile media tools by smartphone users below (Salz, 2013).

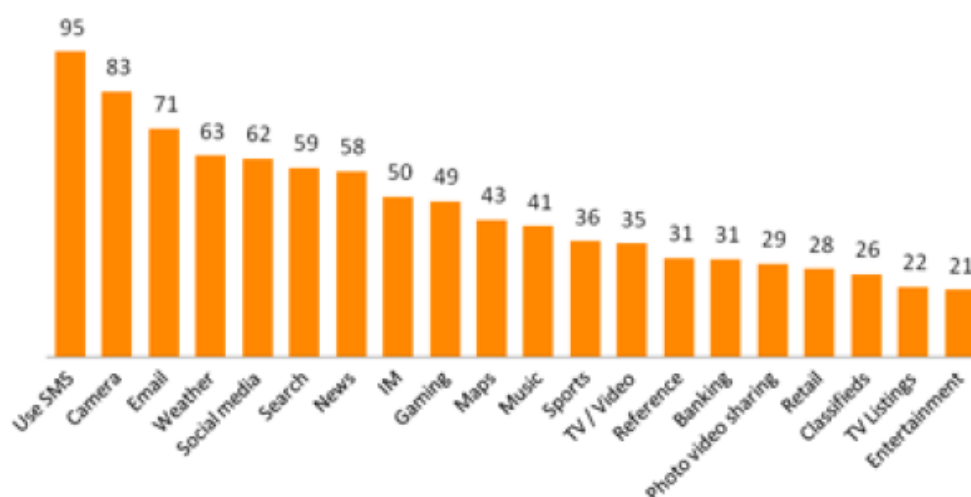


Figure 1: The Usage of Mobile Media Tools by Smartphone Users

Source: Salz (2013)

As Barutçu (2008) noted that the new range of mobile technology offers endless choices to users including banking, reaching web pages, booking or buying tickets, shopping and receiving real time news via mobile devices; without computer. Because of mobile is a very effective channel as it enables to communicate with consumers instantly in an interactive way, mobile media tools can be used in conjunction with traditional or other digital marketing channels. For example, mobile applications, may be used together other interactive campaigns in order to integrate mobile into the overall marketing campaign or marketing strategy. (MMA, 2014 and Akin, 2010) Moreover, CRM is supported by mobile media tools such as text messages by allowing listed consumers to receive newsletters, special discounts, coupons and prizes (Dickinger et al., 2004; Patat, 2011).

Developments in mobile technology have leaded variety of mobile data services. Usually, mobile data services can be classified into four categories: communication services, information content services, entertainment services, and commercial transaction services (Demir, 2013). Mobile communication services are the most used services include SMS, MMS, e-mails, and instant messaging. Otherwise, entertainment services are becoming popular fastly among consumers such as mobile games and social network. Information content services transmit information content, such as applications for news headlines, maps, weather and traffic information, etc. or location based services. Commercial transaction services enable consumers to e-commerce, purchase tickets, conduct financial transactions for example; applications for paying bills, QR codes or push notifications (Demir, 2013; Barutçu, 2008). The most popular mobile media tools are seen below in Figure 2 (BTK, 2014).



Figure 2: The Most Popular Mobile Media Tools

Source: BTK (2014)

SMS: SMS is text messages that sent and received on customers' mobile devices and up to 160 characters without any images or graphics. If the phone is turned off or is out of range, the message is stored on the network and is delivered the next time, when individual power on (Kamphuis and Ramnarain, 2012; Tetik, 2008; Shankar and Balasubramanian, 2009). Although there are many different channels and applications promising in mobile marketing, one of the most popular tools is still SMS (Grant and O'Donohoe, 2007; Rizwan et al., 2007; Chowdury et al., 2006). 90% of text messages are read in the 4-6 minutes of delivery (MMA, 2015). By SMS it is east to reach customers including, people who use cell phones. A stored SMS may act as a reminder of the advertisement each time a user takes a look at his or her inbox (Varnalı et al., 2011). However, as usage of smartphones like iPhone, Android or Blackberry increase and people start to access internet via their mobile phones, mobile search is predicted to dominate mobile marketing. Shankar and Balasubramanian (2009), states in their study 90% response and 30% conversion rate of SMS.

According to BTK (2014) survey for Turkey; how much billion SMS are sent to consumers by three operators in Turkey (Avea, Vodafone and Turkcell) in 2011, 2013 and 2014 is seen below in the Figure 3. It is seen that popularity of SMS is decreasing year by year (BTK, 2014).

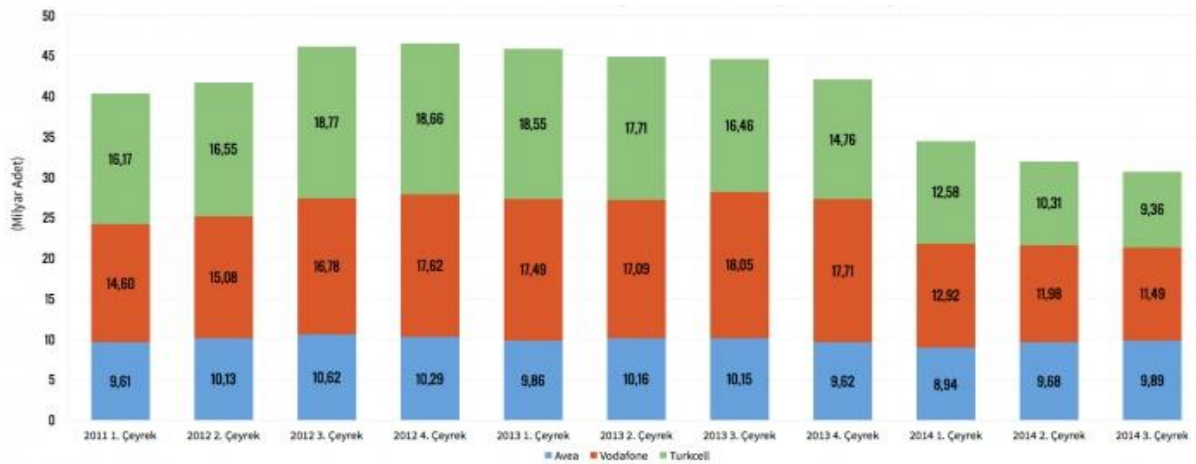


Figure 3: Quarterly Distribution of SMS Sent via Mobile Operator in Turkey

Source: BTK (2014)

MMS: MMS is a developed version of SMS, which brings new dimension to mobile marketing with colour images, video clips, text, and sound files to be sent and received by mobile devices (Kamphuis and Ramnarain, 2012; Tetik, 2008). It provides multimedia services, for instance, taking pictures with mobile phone and sending or emailing them to friends (Kamphuis and Ramnarain, 2012; Eren, 2008). MMS has not proved to be successful as was predicted when it was introduced as an extension of SMS (Varnalı et al., 2011). Even though MMS is used less than SMS, The marketing opportunities are too much for this technology such as music, videos, sounds and visuals (Patat, 2011).

According to BTK (2014) survey for Turkey; how much billion MMS are sent to consumers by three operators in Turkey (Avea, Vodafone and Turkcell) is seen below in the Figure 4 in 2011, 2013 and 2014. It is seen that popularity of MMS is decreasing year by year. It is seen that popularity of MMS is decreasing year by year. It is also seen that, popularity of MMS is fewer than SMS (BTK, 2014).

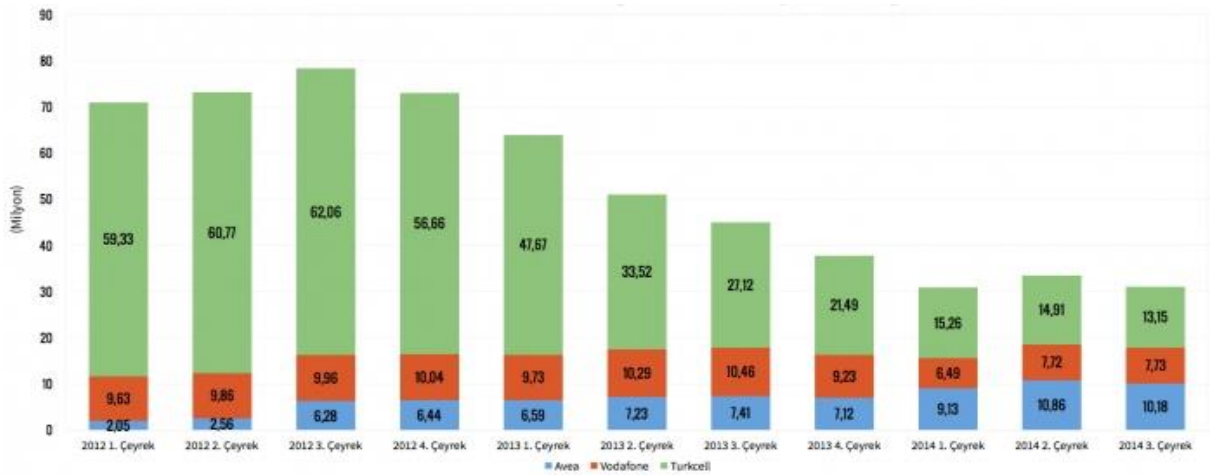


Figure 4: Quarterly Distribution of MMS Sent via Mobile Operator in Turkey

Source: BTK (2014)

Wi-Fi: Mobile devices become capable of communicating with other devices over a wireless network (Varnalı et al., 2011). Wi-Fi hotspots are providing free internet for everyone who is carrying a mobile device with Wi-Fi function. Nowadays, Wi-Fi is available through wide range of mobile devices as a default function. So, connect to the internet by

mobile devices rather than other technologies is becoming more popular, for example; people use Wi-Fi connection in the office, in hotels or at the university (Patat, 2011).

Third-generation (3G) network: 3G is the most used mobile internet technology. It offers the internet ‘in user pocket’ for intranet/extranet access, in relation to mobile portals, banners, interstitials etc. including banking, booking, shopping and real-time news (Bauer and Barnes, 2005). By 3G technology, phone users can be frequently connected to the mobile internet and have access to a set of services worldwide. (Eren, 2008) There are some advantages of 3G like being without time and place limitations, which are becoming a chance for mobile marketing to develop (Patat, 2011).

According to BTK (2014) survey, the number of mobile internet subscribers and penetration by the population in Turkey could be seen below in Figure 5 3G subscribers are increasing year by year while 2G is getting down. It will be seen the change of these numbers with the arrival of the 4G (BTK, 2014).

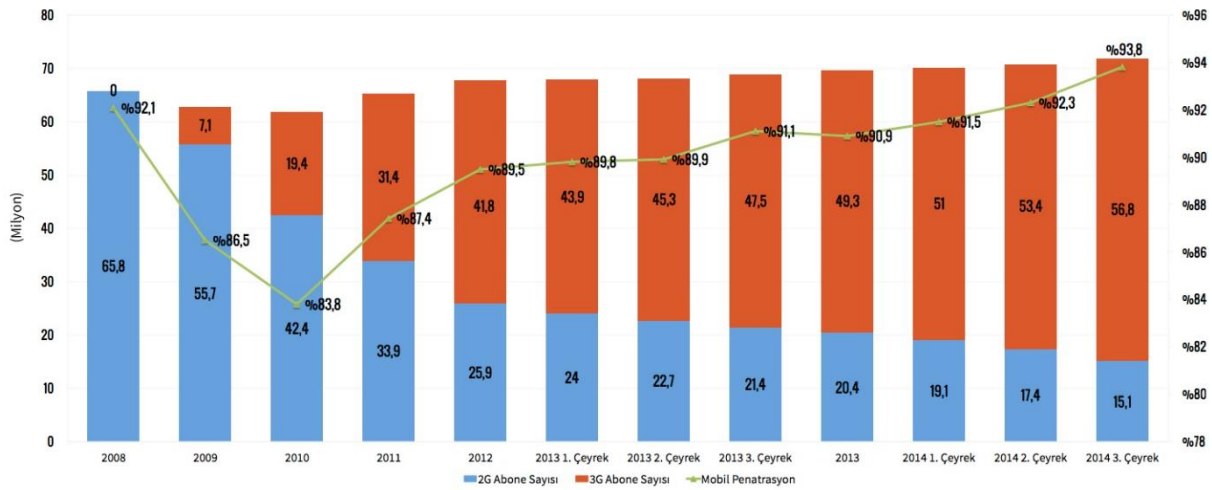


Figure 5: The Number of Mobile Subscribers by Year and Penetration Relative to The Total Population in Turkey

Source: BTK (2014)

Fourth Generation (4G) network: Even though the real mass-market adoption is still a small while off for 4G, the introduction of very fast mobile broadband offers exciting inventive opportunities for running media campaigns on mobile (MMA, 2015). 4G technology is seeking convenience and ease-of-use with faster capabilities that they will have little tolerance for waiting for things to load (Varnalı et al., 2011). Turkey toggled directly 4.5G instead of using 4G.

Bluetooth: Bluetooth is an inexpensive radio interface short range connections between electronic products without cables such as PCs and printers (Eren, 2008). Mobile devices can connect to other mobile devices with Bluetooth if it is in range and this makes easy interaction is possible. Bluetooth technology ensures a powerful advantage for marketers to use location specific areas to reach consumers with rich content by cheaper and less complex way than SMS and MMS (Patat, 2011). As an example, English famous rock group Coldplay used bluetooth when launching their new album X&Y and 20.000 people downloaded content like sample tracks and clips from main rail terminals in London for two weeks (Ebsco Host, 2005).

E-mail: A lot of people access their e-mails using mobile devices (Cleff, 2007). Marketers use e-mail to teach the consumer about the benefits of the product (Godin, 1999). An important point to remember is that the tiny screens on mobile devices make it important to use a clear and simple design for clarity. Short and sweet e-mails will usually get a better response from mobile users and memorable (Cleff, 2007; Stokes, 2010).

IVR (Interactive Voice Response): IVR is a technology which a computer is able to sense voice and DTMF (Dual Tone Multi Frequency Signaling) inputs of keyboard. Speech recognition or telephone keypad is used to enable customers' access database of a company and follow instructions to serve themselves. Variations include calls from celebrities endorsing products or teasing other content (Shankar and Balasubramanian, 2009; Stokes, 2010; MMA, 2014). IVR is heavily used in telephone banking and televoting, companies started to use it as a tool for their mobile marketing strategy (Varnalı, 2010). Companies are able to send IVR messages for their targeted customers. By IVR, it is possible to share information with customers automatically and orient customers according to their responses

(Akin, 2010). According to Shankar and Balasubramanian (2009), phone calls need to be short, smart and relevant.

Instant Messaging: It is a type of online chat which offers real-time text transmission over the Internet. It helps effective and efficient communication, allowing close receipt of confirmation or reply. For example, users may see each other via webcams, or talk directly for free over the Internet using a headphones and microphone or loudspeakers (Nosrati et al, 2012; MMA, 2014). Wireless providers include instant messaging as part of their services. The second annual AOL Instant Messaging Survey showed that mostly teenagers use instant messaging; it is being used by 90% of online 13- to 21-year-olds, 71% of 22- to 34-year-olds, 55% of 34- to 54-year-olds, and an amazing 48% of those over 55 (Patat, 2011).

QR Codes: Another type of mobile marketing is Quick Response (QR) codes which is a two-dimensional barcode (Patat, 2011; Lowette, 2012). Marketers may use QR codes to provide additional information about their products (Lowette, 2012 and Varnalı et al., 2011; Stokes, 2010). While conventional bar codes are capable of storing a maximum of approximately 20 digits, QR Code is capable of handling several dozen to several hundred times more information. Furthermore, it is readable from any direction 360° (Denso Inc., 2015). It is seen in the Figure 6 an example of QR code.



Figure 6: An Example of QR Code

Source: Lowette, 2012

QR codes may appear in brochures, in magazines, in newspapers, on buses, on billboards, on signs with particularly any object that users might need information about (Stokes, 2010). Such tagging of objects with this technology created a new layer of linkages

between the physical and electronic worlds, which positioned QR codes and as hyperlinks of the physical world (Varnalı et al., 2011).

Location Based Services (LBS): Location based services benefit the location by using individual consumers to target consumer in particular location (Barnes and Scornavacca, 2003). By using the information on the users' identity, position, access time and profiles, GSM operators or retailers can offer the users optimal information or services, when customers pass the point of purchase (Kotler and Armstrong, 2010; Kamphuis and Ramnarain, 2012). LBS is time sensitive, people should receive messages when in front of the shop and not half an hour later. So, this technology plays a significant role in mobile marketing (Scharl et al., 2005). There are two LBS models for delivering information as derived from applications and researches done. First one is push based LBS, which means advertising message is sent to the user automatically. The second one is pull based LBS, in which consumer demands receiving advertising or promotional requests by sharing their locations on social network (Bauer and Barnes, 2005; Barutçu, 2007). For example, a restaurant offers a promotional campaign in which a customer who checks in at its place for 3 times will receive a special discount. Each check-in means a great deal of brand awareness if friends of the person who checks in are of great number (Demir, 2013).

Akbank, launched a location-based campaign in which the company promised its cardholders to pay back 10 percent of the Wings credit card expenditures they incurred abroad. Leveraging location-based services, Akbank identified Wings card holders who were abroad and sent SMS messages informing these specific customers about campaign. The campaign has successfully increased the Wings usage rate abroad (Varnalı et al., 2011).

Mobile Applications: Mobile applications are similar to computer programs which are installed on mobile devices like tablets or smartphones, and applications can serve in many ways like bank account balances, games (Patat, 2011; Rohm et al, 2012). The receiver of the services would pay money or nothing for the application. It can be used to create rich software experiences for consumers in branding and advertising purposes (Scharl et al., 2005). Simple applications exist for standard mobile phones, but today's mobile applications are typically associated with smartphones or tablets where their functionality is enhanced by rich graphics, animations and video (Kamphuis and Ramnarain, 2012; Demir, 2013).

According to Flurry (2014) survey, most growing category of mobile applications in the world between December 2013 – 2014 could be seen below in Figure 7. The first three rates belong to life and shopping (174%), manufacturing and efficiency (121%) and social messaging (103%). Health and fitness (89%), travelling (89%), sports (74%), news and magazines (49%), music and entertainment (33%) and games (30%) follow them.

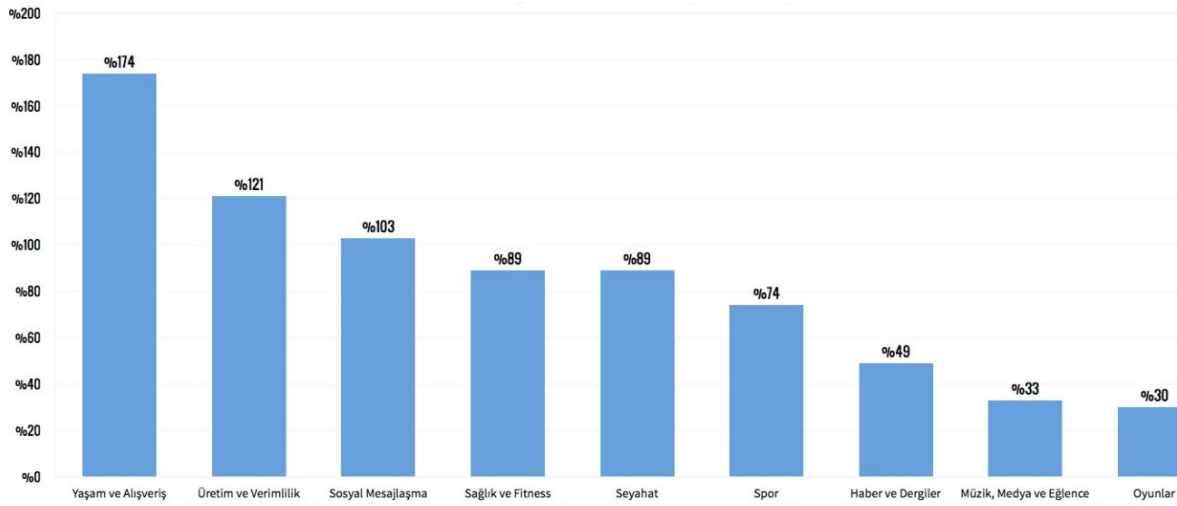


Figure 7: The Most Growing Category of Mobile Applications in 2014

Source:Flurry (2014)

Mobile Games (Advergames): It can be defined as the use of interactive gaming technology to deliver advertising messages of a product, service, brand or organization to consumers (Demir, 2013). “Advergames” may be used in same meaning with, which is formed by “advertising” and “games”. (Shankar and Balasubramanian, 2009) Sending games and prizes to the customer’s mobile device is a fun way to attract and keep customers (Scharl et al., 2005). It is very useful tool that companies reach a specific audience, easy to collect customer data and develop databases by encouraging users to register in order to win some prizes with the advergames (Akın, 2010). Barutçu (2007) says that there is no doubt that mobile entertainment services will be one of the most important drivers in mobile marketing.

Figure 8 shows the mobile gaming revenue volume according to the regions in the world (BTK, 2014). Asia- Pacific, North America and the West Europe are the most profitably as it is seen below.

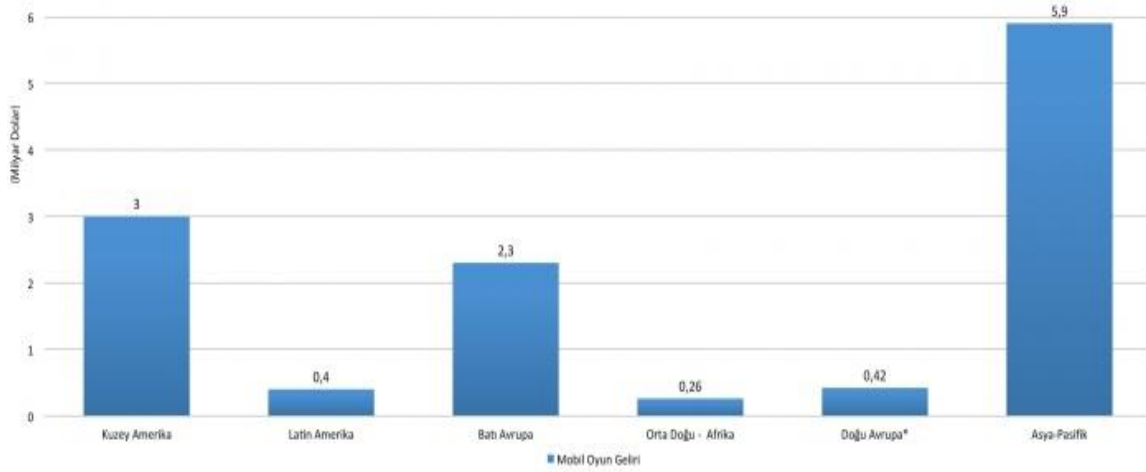


Figure 8: The Volume of Mobile Gaming Revenue by Region in the World

Source: BTK (2014)

Social network: Another type of mobile marketing tools is social network including sites such as linkedin, facebook, twitter and mobile blogs. The ability to network with friends and relatives is a major benefit for customers in online environments (Shankar and Balasubramanian, 2009). Clearly, mobile has allowed people to expand our real and virtual networks to include communities, brands and personalities with who we feel a close affinity. (Vlad, 2011) The mobile device's attractive properties make it an ideal device for social communications. Mobile marketers need to look for ways to creatively embed social networking opportunities within their mobile marketing strategy (Shankar and Balasubramanian, 2009).

Mobile Website: Mobile websites represent a convenient channel for marketers to provide their customers with branded content that can be downloaded to their personal handheld devices. Branded mobile content also reinforces brand communities as well. Today, many global brands have mobile internet sites where their customers can download various types of branded mobile content to their mobile devices. Because of the convenience for

mobile users mobile websites may play a more significant role than traditional internet websites (Varnalı et al., 2011).

1.5.Characteristics of Mobile Marketing

1.5.1. Content

Companies use several mobile marketing activities and these activities should have a content that will attract their customers. Entertainment, informativeness, credibility, irritation, entertainment, interactivity, customization, useful of information and remembrance dimensions includes in content factor (Patat, 2011; Bauer and Barnes, 2005; Scharl et al., 2005; Chowdury et al., 2006; Rizwan et al., 2007; Shankar and Balasubramanian, 2009; Tetik, 2008; Carroll et al, 2007; Haghirian and Madlberger, 2005).

Mobile advertisements or activities should contain an attractive idea, for example language of mobile advertising SMS should be understood by the target consumer group, and use the available 160 characters effectively. Messages should also reveal on how to stop receiving further messages. When targeting young people, messages should be entertaining and show relevance with the abbreviations style typical of SMS or instant messaging. Scharl et al. (2005), Haghirian and Madlberger (2005), Eren (2008) and Patat (2011) stated in their study combination of different contents would be more effective rather than just depending on information or entertainment. These days' consumers are exposed to lots of mobile marketing activities but only ones that make difference worth attention. Creative communication strategies make customers feel exclusive and service will rise in value and price (Scharl et al., 2005; Patat, 2011).

1.5.1.1. Informativeness

The quality of information placed on a company's web site shows a direct influence on the customers' perceptions of the company and the company's products (Haghirian and Madlberger, 2005). Consumers are already exposed to lot of mobile marketing activities; informative content of mobile marketing message increases the value of it. (Patat, 2011) mentions that the main reason that using mobile device is to reach information, as a result

informative content of mobile marketing motivates owning and using mobile devices. Accordingly, the information delivered to customers' via mobile devices needs to show qualitative features like accuracy, timeliness, and usefulness for the consumer. (Bauer and Barnes, 2005)

Informativeness mobile activity services include news, traffic reports, weather, new products, market rates and details about discounts currently played on the radio. Although the receiver pays little or nothing for this information, advertisements must complement consumer interests (Haghirian and Madlberger, 2005). Scharl et al. (2005), emphasized that success depends upon a strong relation between informational needs and the advertisement. Informativeness is effected from other dimensions such as accuracy, user needs and level of relevance.

1.5.1.2. Credibility

Credibility is about consumers' perception of the truthfulness and believability of advertising in general (Eren, 2008). Credibility of an advertisement is influenced by different factors, especially by the truthfulness, strength of brand, honesty, reliability and believability of mobile activities. But it is also influenced by the advertising medium (Chowdury et al., 2006; Luxton and Ferraro, 2009). For instance, Patat (2011) found out that be truthful first, this is the most important credibility attribute for the customers. He highlights that mobile marketing actually depends on the company, it has to be credible.

Credibility is based on the extent to which consumers believe that the marketer has the expertise and honesty to perform a transaction effectively and reliably. Building this trust is a complex process that involves technology and business practices but it is crucial for growth and success of mobile marketing activities (Haghirian and Madlberger, 2005). A number of empirical studies have demonstrated that ad credibility has a significant effect on attitudes toward advertising and behavioral intentions (Chowdury et al., 2006; Haghirian and Madlberger, 2005; Yang et al., 2013). However, according to Luxton and Ferraro (2009) credibility of the message is influenced by corporate and endorser credibility.

1.5.1.3. Interactivity of the Message / Interactivity

This factor implies for the mobile audience is that it provides them with the ability to “choose and respond” to a particular advertisement of their liking (Stewart and Pavlou, 2002). Godin (1999) specified, the traditional customer - marketer relationship would have to change and become an "engaging dialogue," with both sides participating in an interactive relationship. The marketers can easily connect to their target customers by being interactive. Mobile devices allow for greater two-way communication than any other tool because of their “always on” connectivity and direct dialogue between the advertiser and the target audience (Smutkupt et al., 2011). Not only does mobile marketing provide the opportunity for direct interaction between the customer and the advertiser, but also facilitates immediate feedback from recipients (Luxton and Ferraro, 2009).

Young consumers, who usually open to all kind of offers, are part of the youth segment using mobile phones as a life style that may be more inclined towards these kinds of activities (Vlad, 2011; Cengiz and Tetik, 2010). The effect will increase with the presentation of the offer, offers delivered as cartoons or melodies will trigger word of mouth marketing and viral marketing which are main parts of mobile marketing activities (Tetik, 2008).

1.5.1.4. Entertainment

Entertaining of message is tendency to interact spontaneously, inventively and imaginatively with mobile devices (Varnalı et al., 2011). The first think about entertaining content advantages that are provided especially achievement and winning instinct motivates individuals a lot in mobile marketing. When individuals think of entertaining content they draw attention to prizes and rewards. Especially including games provide prizes are definitely increasing the value of the company in consumers mind (Chowdury et al, 2006; Patat, 2011; Luxton and Ferraro, 2009; Haghirian and Madlberger, 2005).

It is essential that the message is aesthetic and funny, and thus immediately captures consumers’ attention (Luxton and Ferraro, 2009; Eren, 2008; Yang et al., 2013). Chowdury et al. (2006) and Eren (2008) identified in their research that needs related to emotional experience such as high degree of pleasure and strengthening aesthetic are important for

consumers because they consciously select and use certain media and contents to satisfy specific needs. In this regard, need for entertainment explains why consumers form positive attitudes towards mobile advertising when the entertainment element is used (Haghirian and Madlberger, 2005; Chowdury et al., 2006). Half of the experts noted that most people have a natural playfulness and therefore providing games and prizes by mobile activities yields high participation and helps attract and keep customers. These features can be used to involve customers more deeply and make them more familiar with the advertised service or product (Scharl et al., 2005; Luxton and Ferraro, 2009).

1.5.1.5. Useful of information/Usability

Many authors argued that mobile marketing will be accepted by consumers only if they perceive a benefit in receiving advertising messages on their mobile devices (Kavassalis et al. 2003). Consumers should perceive mobile marketing activities as an opportunity to gratify the needs for information, knowledge and social acceptance (Bauer and Barnes, 2005). Reaching the useful content for free and easy, such as applications that companies provide to use their services makes customers have more positive opinion about mobile marketing activities (Rohm et al, 2012; Patat, 2011). Customers may find different motivations to believe mobile marketing is useful because of gaining information through mobile devices anywhere anytime, without place limitations, especially when in need for it, is much more beneficial (Patat, 2011). Therefore, companies are looking for effectively reach and engage youth consumers using mobile platforms must recognize the usefulness of their mobile content, applications and other activities for their target audience (Amin et al., 2011).

Usefulness of mobile marketing is depending on occasions and different variables, if customers can get the information when they need, information or discounts than it is useful (Chowdury et al., 2006). Rohm et al (2012), says that usefulness of mobile content as well as mobile user's individual characteristics influence both attitudes and more activity, is an important first step toward campaign effectiveness. However, if frequency of mobile marketing activities is too high it becomes burdensome (Patat, 2011).

1.5.1.6. Irritation

Communication with consumers may even step over the line of discretion and attack their privacy. They could easily get an unsolicited message as far more intrusive on their mobile devices (Haghirian and Madlberger, 2005). This is becoming a critical issue as the mobile platform becomes more widespread; consumers could feel particularly violated and blocked when receiving unwanted calls or messages (Sultan and Rohm, 2005, Chowdury et al, 2006; Eren, 2008). Patat (2011) stated that unpermitted mobile marketing activities would be very annoying, especially concerning the very personal nature of mobile devices. Pointing out the consumer privacy, every mobile marketing activity taking place without permission creates disturbance and consumers may react negatively (Chowdury et al, 2006; Rizwan et al., 2007).

Too long and unnecessary information is disturbing and taking more time to read it on mobile device and turns into a waste of time.(Chowdury et al, 2006; Patat, 2011) When mobile marketing messages become annoying and overly manipulative, consumers are likely to perceive it as unwanted and irritating influence. Companies need to take into account such differences as they develop their mobile marketing strategies (Eren, 2008; Yang et al., 2013).

1.5.1.7. Customization

Customized mobile marketing activities offer new opportunities to marketers to apply effective and efficient promotions on mobile mediums. It refers to sending advertising messages to mobile devices based on customers' preferences and choices (Godin, 1999). Smutkupt et al. (2011), found that customized mobile messages effects on brand awareness. After getting permission from the consumer the advertising messages should be personalized in order to increase the value the consumers attribute to mobile marketing activities (Cleff, 2007, Eren, 2008; Chowdury et al, 2006).

Customized messages increases their impact, such campaigns rely upon databases with enough active and potential clients to reach the target group profitably (Scharl et al., 2005). It is more welcomed than generalized messages, because of very personalized nature of mobile phones and customer control (Kautonen et al., 2007; Patat, 2011). Carroll et al., (2007) found

that customization of mobile marketing activities are time saving, because it prevents customers to go through all the unnecessary content. Individuals receive what they like instead of irrelevant information that is not wanted to read about (Godin, 1999). Shankar and Balasubramanian (2009), emphasize on targeting carefully customized messages to selected customers or, at a minimum customer groups. Developing a database of mobile customer profiles and preferences, often using data that are collected outside the mobile medium, is a crucial first step in this context (Shankar and Balasubramanian, 2009).

1.5.1.8. Remembrance

Remembrance is only modelled in both Tetik's studies. According to these studies; the probability for consumers' to remember any kind of offers made by mobile marketing tools to the differentiation of the mobile marketing messages and the value proposed to the consumer (Tetik, 2008; Cengiz and Tetik, 2010). Even though, consumers would not participate in a mobile marketing activity immediately; remembrance factor of message content may increase the potential to win participants later (Nikulainen, 2003).

1.5.2. Convenience

Convenience is a key advantage for customers who use their mobile device to complete a broad range of activities in a more comfortable way, thereby reducing costs and/or time (Smutkupt et al., 2011). The mobile world is exceptionally convenient because of mobile devices are always with the users and always connected. Therefore, consumers can now access detailed information about products or services at the point-of-sale, allowing for a better purchasing decision to be made in the moment even they are engaged in another activity, such as meeting people and travelling (Varnalı et al., 2011; Smutkupt et al., 2011). So, convenience factor of mobile marketing is may be time saving for consumers.

Value of the information received may influence consumers' perceptions of what they are receiving relative to what they have to give up. That is their privacy when they give permission to receive marketing messages on their mobile phones (Persaud and Ajax, 2012). In this study, it is conducted that the increasing perceived convenience with its sub-

dimensions ease of use, localization and ubiquity (Shankar and Balasubramanian, 2009; Varnali et al., 2011; Amin et al., 2011).

1.5.2.1. Ease of Use

A number of important issues were raised with regard to mobile technology and the convenience of the marketing message. The main point is that it shouldn't be difficult for consumers to receive marketing messages or in another words it should be easy to use (Carrol et al., 2007). Usability is explained as behavior of the consumer from a mobile device usability point of view. The offer in the message should be delivered at the right time and place, it should be useful for the consumer, and it should not be recognized as 'spam.' The result is that the consumers' attitude toward mobile marketing may increase (Cengiz and Tetik, 2010; Yang et al., 2013). Amin et al. (2011) stated in their study that, ease of use is a stronger motivation for using goal-directed mobile services whereas enjoyment and expressiveness were stronger motivators for experimental services. According to Scharl et al. (2005), consumers focused on ease of use to the information services. Carrol et al., (2007) also, used ease of use in their model.

1.5.2.2. Localization

Localization refers to the ability to identify the geographical position of a mobile user by locating the mobile device (Smutkupt et al., 2011). Many mobile devices have GPS capabilities to identify their physical location. This property provides marketers the opportunity to target location-sensitive promotional offers to consumers. By localization, such information can be essentially targeted at the location of the individual user based on their stated preferences and revealed behaviors (Shankar and Balasubramanian, 2009; Smutkupt et al., 2011).

Information on weather, transportation, news and location specific needs may effect consumers' behavior. Knowledge of a discount in a nearby store that sells favorite brands is very valuable for consumers (Barnes and Scornavacca, 2004). This kind of messages can guide consumers and may result in impulsive behavior in low-involvement decision making. Localized information may be especially useful in special situations, such as when consumers

are navigating in unfamiliar environments, when they are looking for a specific service, in emergency situation, accessibility information for disabled users, and speech-based guidance for visually impaired (Smutkupt et al., 2011; Varnalı et al 2011).

1.5.2.3. Ubiquity

Ubiquity is a primary advantage of the mobile medium. It refers to the ability of users to receive information and perform transactions at the right location, when it is most need. Such ability can be realised due to the fact that a mobile device is portable and is switched on most of the time (Smutkupt et al., 2011). The relevance of the message is very valuable for consumers in helping in situations that require instant decision-making (Varnalı et al 2011). Additionally, the ubiquitous nature of mobile marketing provides value to users by fulfilling their critical needs (Okazaki et al., 2009). As an example, some mobile services allow for the delivery of time sensitive information on certain topics that the user identify as urgent. Weather-related alerts for surfers, stock-related alerts for traders or anything to user requirements are example of these kinds of services (Varnalı et al 2011). This shows the significance of sending message at the right place at the right time.

According to MMA (2011) research, permission should be taken before consumers receive mobile marketing messages. This is principally substantial considering how personal some consumers consider the ubiquity with which consumers carry around mobile devices. Unwanted marketing messages come across as intrusive, and take on the dimension of spam, which reduce their value as marketing tools (Okazaki et al., 2009; MMA, 2011). It should be noted that the perceived value of the mobile devices will definitely differ for different customer groups, such as; young consumers may differ from older generations (Varnalı et al 2011).

2. MOBILE MARKETING AND CONSUMER BEHAVIOR

In many sectors, companies need to get to know their customers, keep in touch with the customers with timely and relevant communications, ranging from promotions to useful information, identify the customers' needs and identify quickly when customers are not being serviced well and react (Tetik, 2008). Mobile marketing allows for a new level of engagement between consumer marketers and customers (Kirkpatrick, 2012). It allows marketers to immediately trace success of their campaign and provide an opportunity to be more precise about place and how advertisements are conveyed to the consumers (Smutkupt et al., 2011). According to Patat (2011), the fact is that mobile phones are the most individual device we own and it is possible to interact and target individually.

Kirkpatrick (2012), says customers want to do at least some of the things they are doing on the desktop and want to have access to many of the same services when they use mobile or customers won't prefer to interact with the companies' mobile offering. If the mobile activity channel of a company is easy to use and fast, this makes it entire online presence mobile friendly. As an example; to offer a coupon or promotional content for scanning a QR code (Lowette, 2012). The customer has to scan the code to get the coupon. If a company gives coupons, they are basically empowering their customers to go experience some discount purchase and their redemption rate will go up if it's a mobile-friendly experience. These activities lead customers a website, a video commercial about the product or service in the advertisement or anything that will strengthen relationship between company and customer (Kotler and Armstrong, 2010; Kirkpatrick, 2012).

Mobile devices are essential to many youth lifestyles: not only do they serve as fashion statements but they also help their owners connect with and participate in. It is found that younger people are faster than older people about adoption of new technology (Grant and O'Donohoe, 2007). Consequently highest usage of mobile phone is the 18- 34 years old age group that is called "young consumers" in this study (Furlow, 2011; Eticaretmag, 2013; Cone, 2006). Researches indicate that mobile phone is the most common way of communication among young people who uses messaging applications more than traditional voice calls (Okazaki et al., 2009 and Rohm et al, 2012). As technology behind mobile devices improves

more and increase their capacity to download and store video and music content, they are going to become more popular for young people (Grant and O'Donohoe, 2007; Patat, 2011).

According to a Cone (2006) survey of young consumers: It is a generation of young people, who developed a strong social conscience amplified by technology, accustomed to choices and options. They are acutely aware of their marketing power and influence. They demand customization and instantaneous feedback. 90% of them “could not bear without it” (Eticaretmag, 2013). Furlow (2011), believe that this group is better educated as well as more disciplined and achievement-oriented than the generations that have preceded it. They are described as being in tune with social issues and willing to show their support of socially responsible businesses while turning against companies that are not. As expected, Millennials are active with social media, most notably Facebook and Twitter (Furlow, 2011). Watching video about a product or service is 62% more effected for them (Eticaretmag, 2013). Cone (2006) survey respondents described themselves as friendly, open-minded, intelligent, responsible, socially minded and informed. Figure 9 that highlights the Top 10 self-selected descriptors.

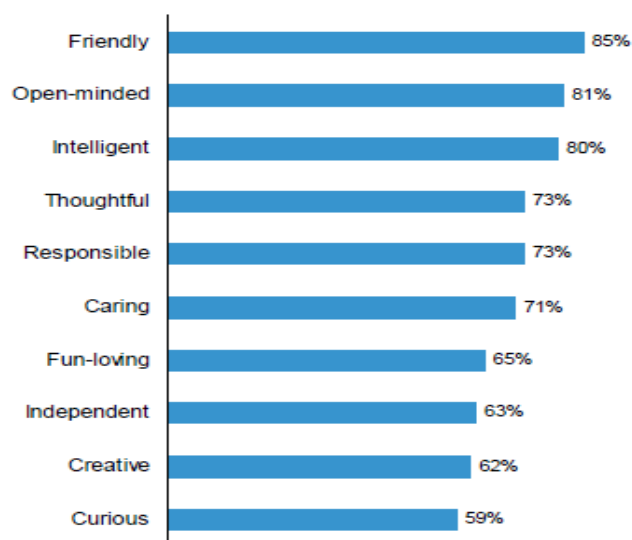


Figure 9: Top 10 Phrases or Adjectives that Best Describe Millenials

Source: Cone (2006)

It is estimated that there are 12 million young people in Turkey (Türk, 2015). Turkish young consumers are addicted to their mobile devices as all other countries. 75% of them share their experiences about their purchases in social media and other channels. 55% of them say that they are informed about new trends by their friends. Technology has made this participation easier than for past generations. 78% of them care about the brands social responsibilities and sponsorships. When they decide to buy something, they firstly look search engines, secondly product review sites and finally ask their environment. It is not hard to see that their most important network of information is internet, however their attention span is very limited (Okazaki et al., 2009; Eticaretmag, 2013). To be effective, companies must not only create meaningful, sustainable cause-related programs, but also consistently engage young consumers and clearly communicate the impact of those programs (Cone, 2006).

2.2. Profile of Mobile Marketing Consumer

Mobile consumers may differ from one to another in their motivation to use the mobile technology. There are differences in mobile usage across cultures, generation and geographic areas as well. In some parts of the world such as parts of Africa, the basic applications are used, whereas in some parts of Europe and Asia, mobile usage is much more sophisticated and advanced than in the U.S. (Shankar, 2010). A segment of consumers may seek prompt satisfaction of their members' desires and because a mobile marketing offer provides an opportunity to satisfy someone's needs on the spot, the segment members respond to such offers. Another segment of customers may be using mobile devices primarily for networking with friends. Yet another segment may see the mobile as a reminder medium and other segments based on Maslow's (*) motivation theory can also explain differences in the adoption of mobile devices among consumers (Shankar, 2010). Consistent with Maslow Theory, a segment of consumers who live in underdeveloped regions such as parts of Africa may be using the mobile devices to communicate for physiological needs such as hunger and thirst. At the other end of the segment, another segment could be using the mobile devices to satisfy self-actualization needs through intelligent mobile games.

(*) Maslow Theory, 1943

Junco and Mastrodicasa (2007), explains primary mobile consumer segments in their study that contains the three most commonly identified segments; are the Millennials (teens and tweens), the Road Warriors, and the Concerned Parents. There are important differences among these three segments with respect to mobile usage.

The Millennials: These consumers are between 10-25 years old and they have grown up with electronic technologies where have been advancing at a rapidly (Junco and Mastrodicasa, 2007).The Millennials quickly adapt to innovations that fit their socially connected and fast-paced lifestyle and they are quite suspicious about the business world and often resent it if marketers disturb their private life (Shankar et al., 2010).

The Road Warriors: This segment is much more concerned in managing the challenges associated with their personal and professional lives and business. They are older than millennials, usually work in a variety of occupations such as engineering, sales management, law and consulting. They are also more adapted to new technologies to gain more control over their fast-paced and often stressful lives. Even though the road warriors are quite adept at using mobile commerce devices, it is unclear if this segment is interested in using these devices for mobile retailing (Shankar et al., 2010).

The Concerned Parents: These groups of consumers are oldest ones in all three groups of consumers and primarily uses mobile to connect with their children. They use the device to stay in touch and communicate important messages through voice and text (Shankar et al., 2010).

2.3.Benefits of Mobile Marketing for Consumers

Mobile marketing gives the user far more advantages, such as lower cost, customization, easy tracking and so on, thereby reducing manpower and yet giving the entrepreneur better business benefits and profits. MMA (2015) report and Varnalı et al (2011) give the benefits of mobile marketing for customers. Also, some points of Islam and Mazlumder's (2010) study included below. According to the report some considerations are:

- *Mobile creates one-to-one relationship:* As a highly personal device, mobile helpsto turn on the possibility of knowing customers to a level of detail not possible before for companies. This interactivity open up controlling their relationships with companies and they get more relevant services by the change of companies that analyzing customer by profiling and segmenting their buying patterns. For instance; clever CRM campaigns will change their marketing messages according to changes in consumer behavior and feedback (Varnalı et al., 2011 and MMA, 2015).
- *Information can be received in real time:* The delivery of relevant and up-to-date communication that can inform and serve the customer faster and better is the key to create a conversation between the brand and the consumer. This up-to-date information can be possible only through mobile devices, because of the opportunity of real time communications. There are such services available that reach people when it is needed to help them deal with their everyday travels, such as FourSquare, the London Bus Checker and Real Time Ireland (Varnalı et al., 2011; Islam and Mazlumder, 2010; MMA, 2015).
- *Easy to reach information:* Growth of free Wi-Fi networks outside of the house will increase desire among consumers for international data roamingand greater connectivity. Consumers reach anything by mobile devices through the day; check their e-mails to receiving, acting on the local promotions andchoosing the source of daily news and information. Nielsen has found that 68% of UK consumers have used their mobile to check emails in the last 30 days, combined with 63% of people deleted an email immediately if not optimized for mobile (MMA, 2015).
- *Save time and increase productivity:* In society or in developed country consumers can do their daily work like check email, contact with others at any time in bus, train, car or walk. In this way to save the time and people can get more time to work. The manpower's productivity of society or country is increasing gradually (Islam and Mazlumder, 2010).
- *The rise of mobile discounts:* Innovative approaches to integrating payments with loyalty systems create new opportunities. Consumers can get or win mobile discount coupons and QR codes to enhance shopping experiences, creating a closed loop between mobile phone and retail point of sale (MMA, 2015).

- *Post-PC growth*: The growth of mobile in the post-pc period of time has meant that marketers have been forced to invest in mobile optimization that is needed to meet the online behavior and new shift in content consumption. Especially, applications and social media integrated with mobile enable to better connected and increase the ease of use of mobiles (MMA, 2015; Islam and Mazlumder, 2010).
- *Has immediate impact*: Mobile marketing activities allow instant customer response and it is more likely to be effective. It also makes mobile marketing a strong viral element that allowing immediate sharing of marketing messages among social network (Varnalı et al., 2011).

2.4.Mobile Consumer Attitudes

2.4.1. Behavioral intentions

The extended literature review is conducted in order to explore the effects of mobile marketing on consumer attitudes. Customer purchase behavior in the mobile environment is rapidly evolving (Shankar and Balasubramanian, 2009). Kamphuis and Ramnarain (2012), mentioned the theory of cognitive dissonance (*) which is one of the most important theoretical concepts in explaining the integration of a single attitude into an individual's attitudinal system. The theory is based on the assumption that if discrepancy between several cognitions (i.e. consumer attitudes, opinions) arises, consumers experience feelings of discomfort. The behavioral intention are additionally connected by a causal relationship such that attitude toward the act predicts behavioral intention (Kamphuis and Ramnarain, 2012). Furthermore, according to Solomon (2012), consumer behavior is much more than buying things; it also embraces the study about how having or not having things affects consumers' lives, and how their possessions influence the way feel about themselves – their state of being. Behavioral intentions mean various determinants in the buying process; access, accept, intention, trial, purchase and adopt (Solomon, 2012; Shankar and Balasubramanian, 2009).

(*) Festinger, 1978

To identify and understand the determinants of the consumer's acceptance of mobile marketing it is thus necessary to measure the factors determining the attitude toward mobile marketing. The impact of mobile marketing on young consumer attitude towards mobile marketing measures by behavioral intentions in this research. In the model developed for this study the acceptance construct is represented by purchase intention. To identify and understand the determinants of the consumer acceptance of mobile marketing it is thus necessary to measure the factors determining the attitude toward mobile marketing. Bauer and Barnes (2005) studied in order to find out the consumers' attitude toward mobile advertising. In 2005 mobile advertising was such a new phenomenon that not enough consumers had been using this service for such a significant amount of time in order to allow the researchers to conclude on a stable attitude toward mobile advertising (Bauer and Barnes, 2005). This means a consumer's attitude toward mobile marketing can be best predicted by one's intention to use this form of marketing. With this research for mobile marketing conducted ten years later, mobile concept has become more accepted by consumers.

2.4.2. Trust

As mobile marketing budgets continue to rise, it becomes more important for marketers to understand how youth consumers perceive mobile marketing activities by the side of company and trust (Rizwan et al, 2007; Okazaki et al., 2009). Actually, considering the previous studies, a degree of trust is required in mobile marketing activities (Barnes and Scornavacca, 2004; Rizwan et al, 2007; Rohm et al., 2012; Okazaki et al., 2009; Carrol et al., 2007). Based on Rohm et al. (2012) research, it is important for companies building greater long-term engagement with younger consumers to design their mobile marketing strategies by defining an entirely trust-based strategy that will help facilitate ongoing consumer activity resulting from their mobile experiences. For instance, in some markets (e.g., Western Europe), firms focus on greater consumer engagement that will help to particularly consider trust development in the mobile space (Rohm et al., 2012). In fact, according to a recent research in UK, one of the main reasons of the slow uptake of mobile marketing is lack of consumer's trust (Rizwan et al, 2007).

Brand trust was Barnes and Scornavacca's (2004), one of the important variables. It was justified that consumers may be more likely to permit messages from 'known names' that

they trust and align their values and beliefs with. For this reason, inappropriate use of personal information may leave consumers unwilling to trust not only the offending firm, but mobile marketing activities as a whole (Barnes and Scornavacca, 2004). In addition to this finding, Carrol et al. (2007) argued that it would be communications from the more well-known brands that would be received, some felt they may prefer to receive messages from smaller local shops they were aware of, and that the system should make this possible. It is not sufficient to analyze only trust in mobile marketing, it will be more accurate to examine against the company and brand as a trust dimensions. In this study, mobile marketing, brand and company dimensions include in trust factor.

3. RELEVANT DEMOGRAPHIC VARIABLES

Exposure to the mobile marketing messages and mobile marketing user profile (innovativeness, personal attachment to their phones, existing knowledge/experience and attitude towards privacy) are also discussed and examined as the variables that have influence on purchase intention and trust. Additionally, age, gender, education, occupation and income level dimensions are used as relevant demographic variables in this study.

3.1.Exposure

Frequency and time of the mobile marketing message measures the direct effect of exposure. According to Varnalı et al., (2011), time-conscious consumers are more prone to recognizing the shortage of time as a resource. The delivery of time and frequency sensitive information is valuable for consumers (Luxton and Ferraro, 2009; Varnalı et al., 2011; Carrol et al., 2007; Haghirian and Madlberger, 2005). By this way, mobile marketing services gives to time-conscious consumers' possibilities for increased productivity with less blocked time in during day. According to Carrol et al., (2007), time and frequency play important role in the acceptance of mobile advertising messages. As the quantity of promotional message rises, the attitude of the individual towards may be effected. There should be a limit to the timing of mobile advertising messages consumers wished to receive, and that there should be some control over the number of messages they are receiving depending on what good or service was being marketed or what industry (Eren, 2008; Haghirian and Madlberger, 2005). The result of the Carrol et al., (2007) study shows that, if consumers were to be hounded by marketing messages, it may result in switching providers, or deleting messages without reading them.

3.2.User Profile

Innovativeness, personal attachment to their phones, existing knowledge/experience and attitude towards privacy will influence the direct effect of content and convenience characteristics of mobile marketing as the dimensions of user profile. Rohm et al. (2012), argue that as innovativeness, risk avoidance, attachment and attitude toward privacy rise,

perceived usefulness will also rise, thereby enhancing customers' attitudes of mobile marketing (Rizwan et al, 2007; Rohm et al. 2012; Cleff, 2007).

3.2.1. Innovativeness

Innovativeness is the willingness of an individual to try out any new information technology (Varnalı et al., 2011). Consumers' innovativeness in terms of rapidly adopting new products and services may differ significantly across global markets (Rohm et al., 2012). Based on Kamphuis and Ramnarain's (2012) study, actual innovativeness refers to the actual adoption of a specific innovation by a particular individual. Moreover, highly innovative consumers form favorable attitudes toward mobile marketing simply by virtue of companies' initiative to engage them in such an innovative platform whereby the medium itself is central to the message, and by providing activities on the mobile platform that tap into their interests and creativity (Rohm et al., 2012).

Bauer and Barnes (2005), state that the concept of innovativeness is highly relevant for investigating the acceptance drivers of mobile marketing. According to their research, actual innovativeness refers to the actual adoption of a specific innovation by a particular individual (Bauer and Barnes 2005). Consumers characterized by a high degree of innovativeness are usually very open to new experiences and tend to make constructive use of information received (Kamphuis and Ramnarain, 2012). Young generation is generally developing a strong social conscience amplified by technology, accustomed to choices and options (Eticaretmag, 2013). According to Cone (2006) study, they describe themselves as friendly, open-minded, intelligent, responsible, socially minded and informed. Considering the mobile advertising investments of companies, individuals with high level acceptance of mobile technology influence attitude toward mobile advertisements and more likely to receive a large amount of information on mobile communications (Yang et al., 2013).

3.2.2. Personal Attachment to Their Phones

Mobile phone had a direct influence on youth consumers' attitudes toward mobile marketing. Personal attachment refers to the extent to which a mobile device represents a complementary part of an individual's life such that they not only use it 24/7, but also

consider themselves addicted (Rohm et al., 2012) and defines his or her role in a cultural subgroup (Varnali et al., 2011). An interesting addition is that among U.S. and Chinese respondents, personal attachment influenced attitudes by diminishing the effect of perceived usefulness on attitudes. This means that consumers who are highly attached to their phones possibly expect higher expectations from mobile marketing activities (Rohm et al., 2012).

3.2.3. Existing Knowledge/Experience

A main psychological determinant of consumer behavior is an individual's existing knowledge/experience (Bauer and Barnes 2005; Smutkupt et al., 2011; Kamphuis and Ramnarain, 2012; Okazaki, 2009). Brand associations exist in consumer memory as a result of individual experiences. The unique characteristics of mobile marketing help increase consumers' positive experiences with a brand, which could result in strong, favorable and unique brand associations (Smutkupt et al., 2011). Kamphuis and Ramnarain (2012), searched in his study if information seeker individuals display strong tendency toward exploratory behavior. The personal relevance of advertising messages also depends on the individual's propensity to receive information. It is reasonable to assume that an individual's tendency to search and use information partly determines his/her attitude toward mobile advertising (Kamphuis and Ramnarain, 2012).

According to Bauer and Barnes (2005), existing knowledge/experience affects the cognitive processes related to the consumers' decisions and is also an important factor of the acceptance decision. Existing knowledge thus affects the consumer's perception of the innovation. A consumer's existing knowledge/experience defines his/her ability to understand the innovation's complexity. The innovation is perceived to be less complex if the consumer already has a certain amount of knowledge or experience about the innovation (Bauer and Barnes 2005). In this case, the knowledge or experience relevant to reducing the perceived complexity of mobile marketing is the knowledge about it. If a consumer is more familiar with mobile marketing activities, it is less difficult the use of mobile marketing services (Bauer and Barnes, 2005) Perceived complexity of mobile marketing is negatively influenced by existing knowledge/experience about mobile marketing activities (Kamphuis and Ramnarain, 2012; Bauer and Barnes; 2005).

3.2.4. Attitude Toward Privacy

Privacy issues already exist in direct marketing; it becomes infinitely more worrisome for mobile business as companies online (Okazaki et al., 2009; Haghirian and Madlberger, 2005). Varnali et al., (2011) defines attitude toward privacy as anxiety or concern about various types of threats to the person's state of being free from intrusion. Mobile marketing campaigns must consider a number of public policy concerns, such as privacy, for their full potential can be realised. If mobile users do not have confidence that their privacy will be protected, this will influence the customers negatively (Haghirian and Madlberger, 2005; Cleff, 2007). Mobile users are providing passive and constant access to such personal data as mobile phone number, demographic and location information through their mobile devices. Consumers may be unaware of who has access to these data, especially, if used without the knowledge or consent of the consumer (Kautonen et al., 2007; Cleff, 2007; Rizwan et al, 2007; Rohm et al., 2012). Consequently, privacy fears may be limiting the growth of mobile advertising and affecting the validity and completeness of customer databases and profiles, leading to inaccurate targeting, wasted effort, etc.(Cleff, 2007; Kautonen et al., 2007).

According to Cleff (2007) privacy is a complex concept. An acceptable use of private information in one situation may be an unacceptable invasion of privacy in another. Consumers differ in their tolerance for unsolicited commercial communication. However, a mobile marketing message delivered to a mobile user supposedly at the right place in order to make the message relevant, could be very intrusive if the message is unanticipated by the user (Okazaki et al., 2009; Cleff, 2007; Rizwan et al, 2007). Rohm et al., (2012) conducted in their study, in both China and Western Europe, youth consumers' attitudes toward mobile marketing are negatively affected by participants' desire for privacy and risk avoidance. Bauer and Barnes, 2005) test a model and find that the most important factors that affect attitude toward mobile marketing perceived risk in terms of privacy and data security. Specifically, consumers' attitude towards privacy factor including spam messages, risk avoidance and personal privacy may influence young consumers' attitudes towards mobile marketing (Cleff, 2007; Bauer and Barnes, 2005; Rizwan et al, 2007; Rohm et al., 2012; Kautonen et al., 2007).

4. PERMISSION MARKETING

4.1. Definition of Permission Marketing

In many countries, mobile marketing is subject to government regulation, which demands prior permission from the customer before a mobile marketing message can be sent (Barnes and Scornavacca, 2003; Tezinde et al., 2002; Haghirian and Madlberger, 2005). Mobile marketing requires the customer to provide personal data to the marketer. In addition to the mobile phone number, such personal data may include demographic and location information are collected by companies (Suher and Ispir, 2011; Kautonen et al., 2007). In many countries government deals with the regulation of mobile marketing as a subject, which gives the priority to the permission of the consumer before sending the mobile marketing message. Including the mobile phone number, mobile companies can utilize a class of consumer information such as their personal information and effectiveness of that in their mobile marketing messaging is likely to be (Rizwan et al., 2007). It is very important that marketers get permission before they use push strategy in their marketing activities (Akın, 2010). Consumers negatively influenced from the message when interrupted by an advertisement (Dickinger et al., 2005; Chowdury et al, 2006). Given the personal nature of a mobile device, only permission-based advertising is regarded as an appropriate approach for mobile advertising (Suher and Ispir, 2011; Cleff, 2007).

Explicit consumer permission is not only necessary for ethical reasons but is also critical for the acceptance and success of mobile marketing (Varnalı et al., 2011). Barnes and Scornavacca (2004) establish that mobile marketing acceptance depends on users' permission. Permission marketing is a term defined by Seth Godin and it is used in marketing in general and in mobile marketing. Godin (1999), defines permission marketing as is "the privilege (not the right) of delivering anticipated, personal and relevant messages to people who actually want to get them." According to him, instead of interrupting the customer with unwanted information, permission marketing aims to sell goods and services only when the customers give consent in advance to receive the marketing activities or messages (Godin, 1999). This approach thus recognizes that the majority of anonymous mass advertising is despised by consumers leading them to reject the messages (Bauer and Barnes, 2005). The process of

getting new customers' needs to be reengineered by permission marketing, which goes through a five-step cycle, starts with strangers and ends with formal customers. All levels in the circle increasingly progress.

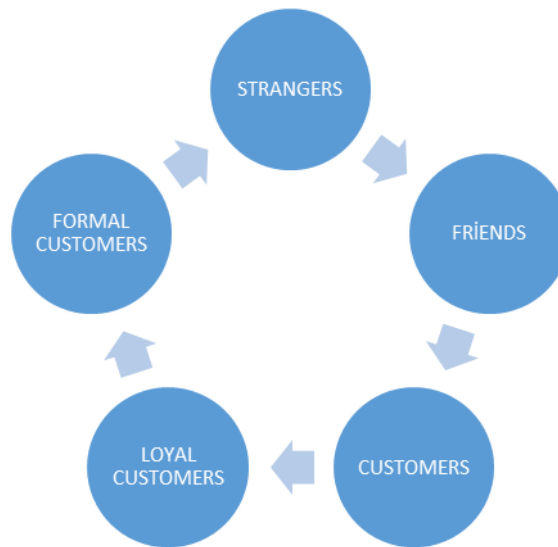


Figure 10: Five steps of getting new customers by permission marketing

Source: Godin (1999)

Permission marketing is still a matter of considerable interest and has been described by other authors as a method of marketing which depends on the willingness of the permission from the consumer to send promotional messages. (Rizwan et al., 2007; Cleff, 2007; Amin et al., 2011; Chowdury et al, 2006) Permission marketing is a tool that unlocks the power of the Internet. It allows marketers to tell their story, without fear of being interrupted by any marketing activities and serves both consumers and marketers in a symbiotic exchange (Godin, 1999).

According to MMA's (2011) paper, four Ps of mobile advertising are:

- *Penetration:* Reaching out to the focused target consumers.
- *Permission:* Consumers decide what they want to see, receive or engage with.
- *Privacy:* Consumers decide where their information should be and how it is used.

- *Preference:* Consumers decide on what content is relevant to them.

Permission marketing, establish the legal ground for the control of personal data (Cleff, 2007). It differs from traditional mobile marketing in that activities or messages about specific products, services, content etc. are sent only to individuals who have indicated their willingness to receive the message (Chowdury et al, 2006; Rohm et al., 2012). Customers are asked to subscribe their cell phone numbers to services parallel to their interest. After subscription, the information is used in targeting users, so that they are sent advertisements and different messages about new product releases, seasonal discounts or other promotional messages related to their concerns. Thus, the customers are really advantageous with the messages or coupons they receive, and they redeem by going to the stores (Akın, 2010; Godin 1999; Haghirian and Madlberger, 2005; Cleff, 2007; Rohm et al., 2012). These processes allow a new kind of interactivity; right at this point, “permission” plays an important role. (Haghirian and Madlberger, 2005) As Vlad (2011) correctly observed, permission marketing builds trust and profits by doing more than kick off a continuing conversation between marketers and individuals (Vlad, 2011).

Table 1 shows the result of MMA (2011), study that is conducted people 72% are aged between 20-39 years old. The table below indicates the types of verticals/brands who have effectively used permission marketing to reach their consumers. As it is seen, the technique has been most popular with FMCG (fast-moving consumer goods), with results that are still substantial. For example, Finance accounts for 18% of all campaigns undertaken, and those campaigns reached 2% of the consumer base which reflects their targeted audience (high-income professionals). Opt-in marketing and advertising caters to all verticals. The most actively engaged verticals are FMCG, Beauty & Fashion, Finance and Automotive. The findings demonstrate the effectiveness of having a pool of highly-engaged participants, particularly in terms of response rates. Standard online advertising, which does not include a permission component, has a far lower response rate, compared to permission-based marketing which has an audience that is ready and engaged (MMA, 2011).

Table 1: Types of Verticals Who Have Effectively Used Permission Marketing

Vertical	% Campaigns
FMCG	26%
Beauty & Fashion	20%
Finance	18%
Automotive	11%
Consumer Electronics	9%
Education (University)	6%
Dining	5%
Travel	5%

Source: MMA (2011)

Permission marketing represents a huge threat as well as a huge opportunity. It is possible that consumers may cancel their permission at any time (Godin 1999). As Rizwan et al. (2007) emphasize on their study, in European countries marketing companies must attain the permission from the consumer before contacting him/her via different electronic medium like mail or SMS. In this context, the permission can be considered as the personal skills in consumer to identify before he or she get contacted by a marketing company through mobile that he/she is interested or not in an advertisement message (Rizwan et al, 2007; Haghirian and Madlberger, 2005). So, marketers offer additional incentives to get even more permission from the consumer such as courses, membership, discounts (Godin, 1999).

Combined with the widespread clutter that infects internet and virtually every other medium, it makes permission marketing the most powerful trend in marketing for the next decade (Godin, 1999). The Mobile Marketing Association (MMA), released a white paper in October 2011 that adapts Godin's visionary views to define the approach now known as Permission Based Mobile Marketing. According to the MMA, this form of mobile marketing encompasses "the practice of gaining consent from consumers in advance of a continuing marketing dialogue taking place on mobile devices and in return for some kind of value exchange" (O'Neill and Haslam, 2011; MMA, 2011).

4.2.Consumer Privacy

Privacy refers to the degree to which personal information is not known by others (Amin et al., 2011). Westin (1968) defines privacy as the claim of individuals or groups in society to determine for themselves when, how, and to what extent information about them is communicated to others. Customer privacy has always been a critical issue in marketing, but has a greater significance in recent years with the rise of internet-based commercial transactions (Rust et al, 2002). Privacy issues already exist in direct marketing; it becomes infinitely more worrisome for mobile business as companies online (Haghirian and Madlberger, 2005). Mobile technologies are considered “personal” technologies (Green et al., 2001) and customers are very sensitive about receiving messages to their mobile devices from unknown persons or organizations. Most of them are quite uncomfortable with the concept of mobile business and they are sceptical whether these businesses are feasible and secure (Haghirian and Madlberger, 2005). According to the MMA (2011) report, Apple and Google both collect and use location data from their users. Consumer privacy has two aspects in the mobile marketing context: freedom of choice and confidentiality; that improves consumers' willingness to accept and engage in mobile marketing (Varnalı et al., 2011). Bauer and Barnes (2005) test a model and find that the most important factors that affect attitude toward mobile marketing perceived risk (in terms of privacy and data security). Data control by unknown individuals can easily lead to annoyance among receivers (Haghirian and Madlberger, 2005).

The concept of privacy has been defined in terms of control over the disclosure of personal information in order to ensure an effective right for privacy. Irrespective of how beneficial the above-mentioned technologies may be, without enough privacy protection they have the potential to create an environment of profiles, blacklists, and constant surveillance of people that may affect their behavior (Cleff, 2007). The protection of privacy must be achieved in combination with a number of efforts. Laws regarding consumer privacy are applied in some countries such as the United States and European countries (Rizwan et al, 2007; Haghirian and Madlberger, 2005). Turkey government has enacted new regulations about the privacy issue and the telecom sector more tightly, putting in place more protections against unanticipated data charges or misleading advertising (Resmi Gazete, 2014). Because of the complexity of the regulations, businesses may not comply with the rules. Cleff (2007),

emphasizes on there is a need for appropriate technology to protect personal data in the digital world in order to provide users with a clear, integrated opportunity to manage and control their personal information.

The core principle of the directives, which shall guide the development of privacy policies, is to guarantee the mobile user to be able to make an informed choice. (Cleff, 2007) Permission marketing is considered the easiest way to tackle privacy (Godin, 1999). The user should be informed about the applied information practices and have the opportunity to choose whether or not to disclose personal data and to receive mobile advertisements (Cleff, 2007; Tezinde et al., 2002; Haghirian and Madlberger, 2005). In order to ensure transparency, the advertiser must provide his name and address, the purpose of the processing, the recipients of the data, and all other information required to ensure that the processing is fair. The law also requires that the mobile user gets information about the right to access, rectify, and delete all personal information during the mobile advertising campaign. It is also important that the users have knowledge of the logic behind the data collection (Cleff, 2007).

4.3.Components of Permission Marketing

4.3.1. Opt-in

The opt-in approach is chosen to avoid customers being overwhelmed with messages since the current technology enables companies to send online/offline commercial communications easily and inexpensively. Opt-in requires that a customer totally agrees to receive messages before the provider is allowed to send them (Cleff, 2007; Varnalı et al., 2011). It is important to get users to opt-in to receive mobile marketing communications through mass communication media such as the TV and print. Users opt-in when they experience significant benefits of receiving messages (Godin, 1999). The opt-in approach is expensive, and slow. Because of this, many marketers may decide to skip it and just rent or buy a list of e-mail addresses. This is not a good way of advertising, as it is called spam or unsolicited message and that practice will literally destroy their business (Godin, 1999; MMA, 2011). Actually, a completely personalized list means loyal and profitable customers

of hundreds of thousands. In many cases it may be the most valuable asset in the company (Godin, 1999).

The marketer should offer additional incentives to get even more permission from the consumer such as courses, membership, discounts. (Godin, 1999) Initially, the messages could deliver direct and tangible benefits such as a complimentary offer for a desired product or service, but in the long-run, the messages have to be highly relevant to the customer to be successful (Shankar and Balasubramanian, 2009). For example, if Pizza Hut were to send every loyal Pizza Hut customer with kids an e-mail offering them a free soda with purchase, but just tomorrow, and just at their particular local store. If Pizza Hut can contact 2 million people by this way, overnight and for free, what will be their return on investment? It is more efficient than spending \$1 million on TV advertising (Godin, 1999).

In that case, permission also implies to the user the type, frequency of received m-advertising and how much information to share with the marketer. This will ensure that he will be actively involved in the process and be able to make a free decision on which m-advertising he will receive and from whom, as well as over which period of time (Cleff, 2007). The essential issue is that opt-in messages should be clear, easy to understand and explicit (Varnalı et al., 2011). A successful opt-in is one where the individual has completed the profile, freely providing information about their hobbies and interests that is well distributed across categories. Clearly, the choice architecture must encourage people to respond with the necessary flexibility (Vled, 2011). Considering public awareness of mobile marketing, it is reassuring to consumers when marketers allow them to decide for themselves whether to receive marketing material or not. Opt-in guarantees the privacy of the consumer, and gives the consumer's attention a valuable return that savvy marketers can use to optimum effect (MMA, 2011).

4.3.2. Opt-out

Permission marketing also includes the option for consumers to opt-out at any point, to stop receiving communications from the brand before the end of a specific marketing programme (MMA, 2011). In the case where the user gives his consent he must at any time,

easily and at no charge, have the option to opt-out of the receipt of further messages. This will ensure that the mobile user is able to choose freely whether or not to participate in an mobile advertising campaign that is based on the use of personal data (Cleff, 2007; Tezinde et al., 2002).

User opt-out is one of the critical components of permission marketing. Ease of opt-out refers to the ease of getting out of marketing message service (Varnalı et al., 2011). Next to obtaining the information that personal data are processed, a mobile user must also be informed of the opt-out process of the marketing campaigns (Cleff, 2007). The information regarding how to unsubscribe from the service should be in immediate reach, clear and explicit (Varnalı et al., 2011).

4.3.3. Double Opt-in

Permission marketing can take many forms, with the most common being some form of the single opt-in (opt-in) or double opt-in method. Whether registration takes place through mobile or other marketing channels such as SMS, a website registration or an application, a single opt-in system requires that the consumer need only provide contact information and permission to be marketed to in order to start receiving messages. Marketers should offer a double opt-in system, where consumers only consent to a specific program of messaging. Even within the standard double opt-in process, there can be variations. For instance, in some cases, single and double opt-in stages help profiling users to gather some demographic information about the consumer. This process includes ensuring that the messages are tailored (MMA, 2011).

4.3.4. Spam

Unanticipated advertising messages, commonly called spam or unsolicited or unwanted messages are considered to be a form of privacy violation (Cleff, 2007). Unsolicited messages come across as intrusive and reduce their value as marketing tools MMA, (2011). According to Godin (1999) spam is the most dangerous level of permission, actually spam means zero permission. Spam messages may be viewed as intrusions into the personal sphere.

Intrusiveness refers to feelings of avoidance and irritation that result from unexpected exposure to mobile advertisements and is related to the interruption (Varnalı et al., 2011).

The concept of permission marketing addresses the common problem of spam in new media communication by demanding the obvious deal with the users to receive marketing information. Also, this approach recognizes that the majority of mass advertising is undervalued by consumers leading them to reject the messages. Another fundamental of permission marketing is the systematic adaptation of marketing impulses to individual consumer profiles. If completely personalized, commercial messages may become perceived as valuable information and help to reduce the probability of a negative reaction (Bauer and Barnes, 2005).

5. RESEARCH DESIGN AND METHODOLOGY

5.1. Research Objective

The main objective of this study is to measure the effects of content and convenience as mobile marketing strategies impact on young consumers' purchase intention and trust towards mobile activities and if the permission marketing has any mediating effect. In addition to the main objective, it is aimed to estimate the effect of exposure and user profile on young consumer attitudes and trust.

In order to measure the effects of mobile marketing over young consumers' behavior; the relationship between content, convenience (independent variables) and purchase decision and trust (dependent variables) are tested.

5.2. Research Type

In this study, exploratory and descriptive methods are used for the research's specific purpose that is previously stated. For the purpose of this study, first secondary data analysis has been conducted to view literature based on mobile marketing, permission marketing and consumer behavior. Then pre-questionnaire is prepared and conducted in order to test the main questionnaire to explore which variables should be eliminate for the main questionnaire in order to avoid errors. Moreover, pre-questionnaire enables to see possible problems such as misunderstanding of the questions or redundant cases. The pre-questionnaire has been conduct among fifty young consumers.

After the analysis of pre-questionnaire, the main questionnaire for this study is developed for descriptive research and descriptive research has been conducted. According to the model of the study, the variables of the study and the relationship between those variables are measured by descriptive research.

5.3. Conceptual Model and Framework Development

The focus of this study is exploring the effects of mobile marketing and permission marketing on young consumer behavior. It would be right to estimate the effectiveness of mobile marketing by content and convenience factors, so content and convenience are used to represent mobile marketing activities. Additionally, purchase intention and trust factors represent young consumer behavior. Other constructs that are included in the model are consumer related variables as exposure, user profile and relevant demographic variables.

Similar topics are merged as conceptualized themes and these themes were analyzed according to the number of times they were mentioned, whether these comments were implying that they were important factors or not and whether or not the participants explicitly stated them as being one of the most important factors. Figure 11 presents the conceptual model of this study based on varying combinations of the identified factors. Content, convenience, exposure and user profile are taken as the constructs of the model that influence trust and purchase intention. Permission is taken as the mediating variable influence relationship between content, convenience (independent variables) trust and purchase intention. Demographic variables are used to see the profile of the sample and to examine the effect of demographics on mobile marketing and consumer behavior. The relationship between those variables constitutes the conceptual framework of this study.

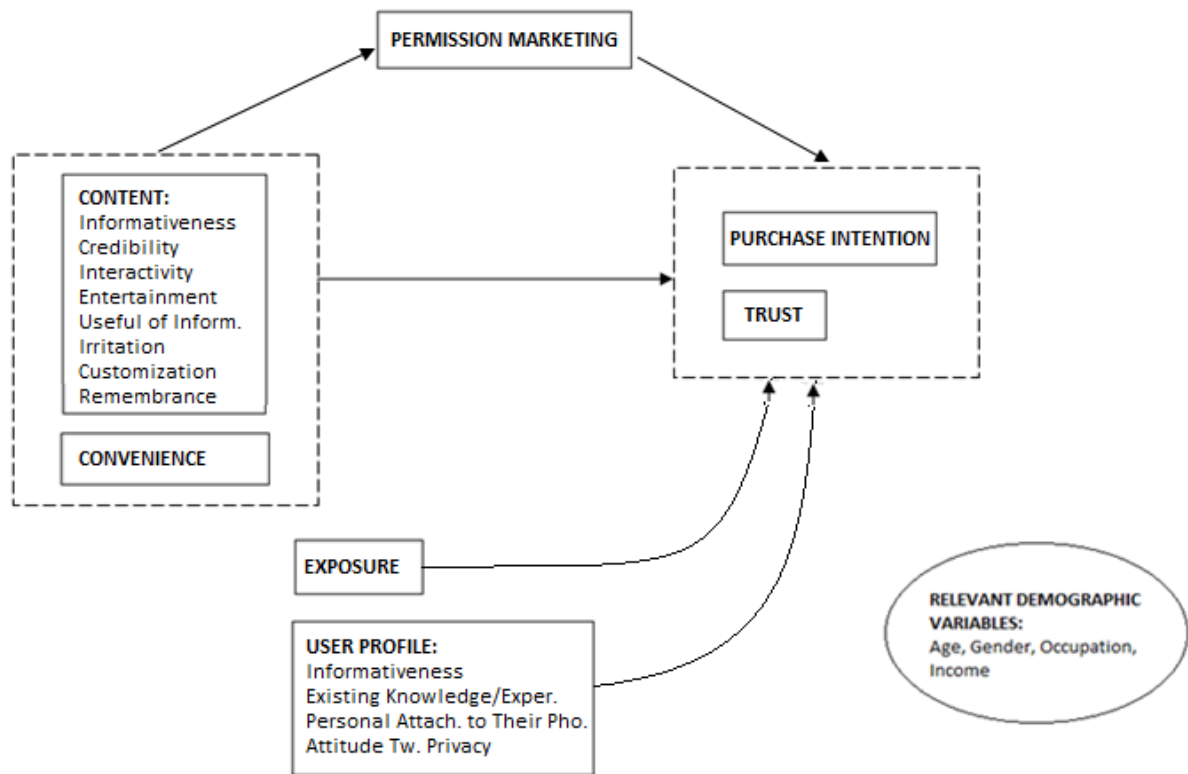


Figure 11: Theoretical Model of the Study

Regarding literature review related hypotheses are also developed for this study:

- H₁: There is a relation between content and purchase intention.
- H₂: Informativeness of content has positive effect on purchase intention.
- H₃: Credibility of content has an positive effect on purchase intention.
- H₄: Interactivity of content has positive effect on purchase intention.
- H₅: Entertainment of content has positive effect on purchase intention.
- H₆: Irritation of content has negative effect on purchase intention.
- H₇: Useful of information of content positive effect on purchase intention.
- H₈: Customizatiin of content has positive effect on purchase intention.
- H₉: Remembrance of content has positive effect on purchase intention.
- H₁₀: Permission marketing positively effects the relationship between content and purchase intention.
- H₁₁: Convenience has positive effect on purchase intention.

- H₁₂: Permission marketing positively effects the relationship between convenience and purchase intention.
- H₁₃: There is a relation between content and trust.
- H₁₄: Informativeness of content has positive effect on trust.
- H₁₅: Credibility of content has positive effect on trust.
- H₁₆: Interactivity of content has positive effect on trust.
- H₁₇: Entertainment of content has positive effect on trust.
- H₁₈: Irritation of content has negative effect on trust.
- H₁₉: Useful of information of content has positive effect on trust.
- H₂₀: Customization of content has positive effect on trust.
- H₂₁: Remembrance of content has positive effect on trust.
- H₂₂: Permission marketing positively effects the relationship between content and trust.
- H₂₃: Convenience has positive effect on trust.
- H₂₄: Permission marketing positively effects the relationship between convenience and trust.
- H₂₅: Exposure has negative effect on purchase intention.
- H₂₆: Exposure has negative effect on trust.
- H₂₇: Innovativeness of user profile has positive effect on purchase intention.
- H₂₈: Existing knowledge/experience of user profile has positive effect on purchase intention.
- H₂₉: Personal attachment to their phones of user profile has positive effect on purchase intention.
- H₃₀: Attitude toward privacy of user profile has negative effect on purchase intention.
- H₃₁: Innovativeness of user profile has positive effect on trust.
- H₃₂: Existing knowledge/experience of user profile has positive effect on trust.
- H₃₃: Personal attachment to their phones of user profile has positive effect on trust.
- H₃₄: Attitude toward privacy of user profile has negative effect on trust.
- H₃₅: Trust has positive effect on purchase intention.

Research Question: Do demographic variables have effect on any of the variables exist in this study?

5.4.The Questionnaire and Variables of the Study

This study proposes two principal dimensions of mobile marketing that influence consumer behavior. The questionnaire includes two parts which represents the variables of this study. First part contains questions for all variables and second part is about relevant demographic variables. Content, convenience user profile and exposure are independent variables. Credibility, interactivity, useful of information, customization, remembrance, irritation, informativeness and entertainment questions are asked to understand content factor (Table 2). Ease of use, localization and ubiquity questions are asked to understand convenience factor (Table 3). Time and frequency questions are asked for exposure (Table 4). Finally, innovativeness, personal attachment to their phones, existing knowledge/experience and attitude towards privacy questions are asked to understand user profile (Table 6).

Table 2: Source of Content Variable

Content	Number of Questions	Questions	Source
Entertainment	5	Q1-Q5	Chowdury et al (2006), Patat (2011), Haghirian and Madlberger (2005), Eren (2008), Bauer and Barnes (2005)
Informativeness	4	Q6-Q9	Haghirian and Madlberger (2005), Bauer and Barnes (2005), Patat (2011), Eren (2008), Chowdury et al (2006)
Irritation	5	Q10-Q14	Chowdury et al (2006), Eren (2008), Patat (2011), Haghirian and Madlberger (2005)
Credibility	5	Q15-Q19	Yang et al. (2013), Chowdury et al (2006), Haghirian and Madlberger (2005) Patat (2011), Eren (2008)
Customization	2	Q20-Q21	Chowdury et al (2006), Carroll et al (2007), Scharl et al. (2005)
Interactivity of the Msg/Interaction	2	Q22-Q23	Stewart and Pavlou (2002), Smutkupt et al (2011), Cengiz and Tetik (2010)
Useful of Information / Usability	3	Q24-Q26	Rohm et al. (2012) Patat (2011), Cengiz and Tetik (2010)
Remembrance	2	Q27-Q28	Cengiz and Tetik (2010)

Table 3: Source of Convenience Variable

Convenience	Number of Questions	Questions	Source
Ease of Use	1	Q29	Patat (2011), Yang et al. (2013), Okazaki et al. (2009), Scharl et al. (2005)
Ubiquity	1	Q30	
Localization	1	Q31	

Table 4: Source of Exposure Variable

Exposure	Number of Questions	Questions	Source
Time	1	Q32	Carrol et al. (2007), Haghiri and Madlberger (2005), Eren (2008)
Frequency	1	Q33	

Table 5: Source of User Profile Variable

User Profile	Number of Questions	Questions	Source
Innovativeness	3	Q34-Q36	Kamphuis and Ramnarain (2012), Rohm et al. (2012), Bauer and Barnes (2005), Yang et al. (2013)
Existing Knowledge / Experience	3	Q37-Q39	Bauer and Barnes (2005), Kamphuis and Ramnarain (2012), Okazaki (2009), Yang et al. (2013)
Personal Attachment to Their Phones	2	Q40-Q41	Rohm et al. (2012)
Attitude Toward Privacy	5	Q42-Q46	Haghiri and Madlberger (2005), Cleff (2007), Okazaki et al. (2009), Eren (2008), Demir (2013)

Permission is mediating variable and four questions are asked to measure permission effect (Table 6). Purchase intention and trust are dependent variables. Access, accept, intention, trial, purchase, adopt, satisfaction and WOM questions are asked to understand purchase behavior (Table 7). Trust questions are about trust for mobile marketing, company and brand (Table 8). The research constructs that are integrated from the literature review are given in various tables below with the source used and the questionnaire can be found in the appendix 1 and appendix 2.

Table 6: Source of Purchase Intention Variable

Purchase Intention	Number of Questions	Questions	Source
Access	1	Q51	Kamphuis and Ramnarain (2012), Bauer and Barnes (2005), Eren (2008), Scharl et al (2005), Rizwan et al (2007)
Accept	1	Q52	
Purchase	1	Q53	
Trial	1	Q54	
Adopt	1	Q55	
WOM	1	Q56	
Satisfaction	1	Q57	

Table 7: Source of Trust Variable

Trust	Number of Questions	Questions	Source
Mobile Marketing	1	Q58	Rizwan et al. (2007), Okazaki et al. (2009), Carrol et al. (2007), Kautonen et al. (2007)
Company	1	Q59	
Brand	1	Q60	

Table 8: Source of Permission Variable

Permission	Number of Questions	Questions	Source
Permission	4	Q47-Q50	Kautonen et al (2007), Rizwan et al. (2007), Carrol et al. (2007), Eren (2008), Suher and Ispir (2011)

5.5. Sample and Data Collection and Measurement of the Study

Since the study aims to investigate the young consumer behavior of mobile marketing, the main population of this study includes young Turkish consumers who are more likely to interact with mobile devices. Research targets were people in Istanbul, Turkey which have experience in using mobile devices and are aged between 18 and 35 years. The respondents are selected from different educational levels, occupational groups and incomes. In addition, convenience sampling and snowball sampling methods are used for sampling. Convenience sampling is inexpensive, fast, easy to access, easy to measure and cooperative (Sekaran, 2003).

The study was conducted in February 2014 on the web over a four-week period, 328 respondents attended. The questionnaire was prepared both on internet for online survey and the hard document for paper based survey among graduated and post graduated Marmara University students. However, 16 half completed surveys were not taken into consideration and as a result, totally 312 survey were analyzed in this study.

Factor analysis and reliability analysis are implied to all variables in the study to see the total variance explained, factor loadings and reliability of questions. Regression analysis used to see relationship between content, convenience, purchase intention, trust and permission. Permission is the mediating variable between independent variables (content and convenience) and dependent variables (purchase intention and trust). Mediating variable refers to the transmission of the effect of an independent variable on a dependent variable through one or more other variables. These variables are named as mediator, mediating variable or intervening variable. Mediation can be either complete or partial. With complete mediation, the total effect of an independent variable on a dependent variable is transmitted through one or more mediator variables. Thence, independent variable has no direct effect on dependent variable; rather, its' total effect is indirect. By partial mediation, independent variables have both direct and indirect effects on a dependent variable. The direct effect is not mediated, whereas the indirect effect is transmitted through one or more mediator variables (Johnson and Wichern, 2007).

Finally, to see the exposure and user profile effect, t-test is used. ANOVA and t test are practiced in order to test research question. All statistical tests were performed according to the book of Durmuş et al. (2013).

6. FINDINGS OF THE RESEARCH

6.1.Descriptive Findings

Age, gender, education level, occupation, and income are given in this study as demographic characteristics of the sample. Demographics are provided by the frequency tests on SPSS 17.0 and demonstrated by the frequency tables.

6.1.1. Age

As mobile marketing effect analyzed in this study, it is very important that targeted profile for this study knows or is able to recognize mobile marketing activities. Age of the sample is between 18 to 35 years old individuals. Age is divided into 4 groups as it is seen in Table 9. 7,4% of the respondents are younger than 21, 49% of the respondents are between 21-25 years old; 33,7% of the respondents are between 26-30 years old; 9,9% of the respondents are older than 30 years old.

Table 9: Frequency of the Respondents' Age

Age	Frequency	Percent
<21	23	7,4
21-25	153	49
26-30	105	33,7
>30	31	9,9
TOTAL	312	100

6.1.2. Gender

Respondents are grouped as female and male and given in Table 10. While females are slightly more than males with a ratio of 59%, it is possible to say that distribution is relatively equal with regard to gender. 41% of the respondents are male. Thus, study represents preferences of both males and females equally.

Table 10: Frequency of the Respondents' Gender

Gender	Frequency	Percent
Female	184	59
Male	128	41
TOTAL	312	100

6.1.3. Education Level

The sample includes respondents' from various education levels as it is seen in Table 11. The most effective group 72,1% are graduates and it is followed by undergraduate and lower degree with 16,9% and postgraduate and upper degree with 11% degree. The majority of sample contains graduates. As the highly educated people are so dominant, study represents the preferences and standpoint of educated segment. This distribution is also very good since most of the mobile marketing service is enhanced mobile phone users, and they are mostly educated people.

Table 11: Frequency of the Respondents' Education Level

Education Level	Frequency	Percent
Undergraduate and lower degree	53	16,9
Graduates	225	72,1
Postgraduate and upper degree	34	11
TOTAL	312	100

6.1.4. Occupation

The sample of this study contains various occupational groups, but it is divided in three main groups as in Table 12: students, employees and unemployed ones. 30% of respondents are students, 69% of them are employees and only 0,6% of them are unemployed. Employees and students are dominant groups of the study.

Table 12: Frequency of the Respondents' Occupation

Occupation	Frequency	Percent
Students	95	30,4
Employees	215	69
Unemployed	2	0,6
TOTAL	312	100

6.1.5. Income

Incomes of the respondents are divided in six groups as it is shown in Table 13. 14,7% of the respondents' have less than 1000 TL income; 21,8% of the respondents' have between 1000-2000 TL income; 36,2% of them have between 2001-4000 TL income, 5,4% of them have greater than 4000 TL income and 21,8 of them have no income. As mobile phone usage is independent of income level, it is very satisfying that there are enough participants from every income group.

Table 13: Frequency of the Respondents' Income

Income (TL)	Frequency	Percent
<1000	46	14,7
1000-2000	68	21,8
2001-4000	113	36,2
>4000	17	5,4
No Income	68	21,8
TOTAL	312	100

6.1.6. Mobile Device Usage and Activities

Respondents were also asked whether they use social media or not. The respondents were asked to indicate how many mobile devices they have, how many mobile messages they get daily or about their mobile message usage. According to the question about how many mobile devices (cell phone, smartphone, PDA, tablet etc.) do they have is given in Table 14. 56,4% of respondents have 1 mobile device, 32,7% of them have 2 mobile devices, 7,7% of them have 3 mobile devices, 2,2% of them have 4 mobile devices and 1% of them have 5 mobile devices. It is seen that all of the respondents have one or more mobile devices and it is very important since it is better that questions are evaluated by more experienced users.

Table 14: Frequency of the Number of Mobile Device Usage

Number of Mobile Devices	Frequency	Percent
1	176	56,4
2	102	32,7
3	24	7,7
4	7	2,2
5	3	1
Don't Have	0	0
TOTAL	312	100

Regarding the question about what type of mobile devices they have is given in Table 15. Respondents were able to choose more than one option. Most popular one is smartphone with 83%, 34% of respondents have cell phone, 32% of them have tablet, 6,6% of them have wearable computer, 6% of them have GPS navigation device, 2,4% of them have laptop and 1,2% of them have PDA.

Table 15: Frequency of the Type of Mobile Device Usage

Type of Mobile Device	Frequency	Percent
Cell Phone	107	34,3
Smartphone	277	83,1
Laptop	8	2,4
Tablet	109	32,7
PDA	4	1,2
GPS Navigation	20	6
Wearable Computer	22	6,6

Table 16 shows the frequency of mobile internet usage of the respondents. While 87,5% of them have mobile internet package, 12,5% of them doesn't use mobile internet packages.

Table 16: Frequency of the Mobile Internet Usage

Mobile Internet	Frequency	Percent
Yes	273	87,5
No	39	12,5
TOTAL	312	100

Connection to internet through mobile devices is other indicator, which is crucial in this study, because in most of the mobile marketing applications, especially in potential future applications, users need to have internet connection. Ratio of the respondents' mobile invoice is given in Table 17. Ratio of 64,1% of the respondents pay less than 50 TL, 26% of them pay between 50-100 TL and 9,9 of them pay more than 100 TL. The results show that having mobile experiences are not expensive in Turkey.

Table 17: Frequency of the Amount of Mobile Invoices

M. Invoice (TL)	Frequency	Percent
<50	200	64,1
50-100	81	26
>100	31	9,9
TOTAL	312	100

The frequency of the respondents' reception of mobile message is seen in Table 18. 71,2% of the respondents receive mobile messages every day, 26,6% of them receive every week, 1,9% of them receive every month and 3% of them say that they never receive mobile messages.

Table 18: Frequency of the Period of Mobile Messages/Activities

Period	Frequency	Percent
Everyday	222	71,2
Every Week	83	26,6
Every Month	6	1,9
Never	3	1
TOTAL	312	100

It is conducted that consumers get mobile messages/activities several times in a day. Table 19 shows the frequency of the timing of the mobile messages/activities. The respondents receive mobile messages mostly between 12.00-17.00 o'clock with 61,5%. Following this, 17,3% of the respondents receive between 06.00-12.00, 15,4% of them receive between 17.00-20.00, 3,8% of them receive between 20.00-24.00, 1,9% of them receive between 00.00-06.00 o'clock. Messaging at inappropriate times may be irritating; it will be estimate in following analyses.

Table 19: Frequency of the Timing of the Mobile Messages/Activities

Time	Frequency	Percent
06.00-12.00	54	17,3
12.00-17.00	192	61,5
17.00-20.00	48	15,4
20.00-24.00	12	3,8
00.00-06.00	6	1,9
TOTAL	312	100

Last question about mobile device usage and activities was about the type of mobile activities/messages do they get mostly in their daily life (Table 20). Respondents were able to choose more than one option. 54% of the respondents receive campaign and discount messages, 54% of them receive information messages, 28,5% of them receive messages about new products, 19,2% of them receive warning messages, 16,2% of them receive congratulation or celebration messages, 12,9% of them receive messages about their password and 14,1% of them receive messages about social responsibilities.

Table 20: Frequency of the Type of the Mobile Messages/Activities

Type of Mobile Messages	Frequency	Percent
Campaign Announcement	180	54
New Product	95	28,5
Warning	64	19,2
Congratulations/Celebrations	54	16,2
Password	43	12,9
Social Responsibilities	47	14,1
TOTAL	483	154

The population of the sample is young generation between 18-35 ages mostly between 21-25 years old with ratio of 49%. The respondents were selected from different educational levels, occupational groups and incomes. In addition, convenience sampling and snowball sampling methods are used for sampling. Number of females and males are balanced with a ratio of 59% females and 41% males. The most effective educational group is graduates with 72,1% ratio. Therefore, 69% of the occupational groups are employees. Income level of the respondents mostly between 2001-4000 TL with 36,2% ratio. Mobile device usage is very satisfying for the study as all the respondents have at least one mobile device; 56,4% of respondents have 1 mobile device, 32,7% of them have 2 mobile devices, 7,7% of them have 3 mobile devices, 2,2% of them have 4 mobile devices and 1% of them have 5 mobile devices. Most popular mobile devices are smartphone with 83%, cell phone with 34%, and tablet with 32% ratio. 87,5% of the respondents pay for mobile internet package and all of them participate in mobile marketing activities. The amount of mobile invoice is mostly less than 50 TL that may be because of the respondents' age, income and inexpensiveness of mobile marketing services in Turkey. Moreover, they prefer to receive mobile marketing messages between 12.00 and 17.00. Finally, 54% of the respondents receive campaign and discount messages, 54% of them receive information messages, 28,5% of them receive messages about new products, 19,2% of them receive warning messages, 16,2% of them receive congratulation or celebration messages, 12,9% of them receive messages about their password and 14,1% of them receive messages about social responsibilities.

6.2.Scale Findings

Factor analysis is implied to the convenience, exposure, permission, purchase intention and trust dimensions, and sub-dimensions of content and user profile. After the factor analysis conducted to the all variables of this study on SPSS 17.0, new factor groups were depicted on tables.

6.2.1. Factor Analysis of Content

Credibility, interactivity, useful of information, customization, remembrance, irritation, informativeness and entertainment were sub-dimensions of content and tested by

KMO and Bartlett's test of sphericity in order to decide that factor analysis is appropriate to imply (Table 21). KMO test result is 0,875 which is higher than 0,50 and the significance Bartlett's test result is 0,000 (p value is represented as Sig. at the table) which is less than 0,05 that means the factor analysis is applicable.

Table 21: KMO and Bartlett's Test for Content

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,875
Bartlett's Test of Sphericity	Approx. Chi-Square	3939,739
	df	378
	Sig.	,000

Factor analysis is performed seven times for sub-dimensions of content which were credibility, interactivity, useful of information, customization, remembrance, irritation, informativeness and entertainment. Besides, questions that represent a factor alone and have similar factor loading are removed from the analysis. Finally, five factor groups with twenty-three items were obtained. As it is seen below at Table 22 credibility and interactivity united. Furthermore, customization and remembrance eliminated because of low factor loadings (less than 0,5). There are five new factor groups: credibility and interactivity, useful of information, irritation, informativeness and entertainment. 19,57% variance explained by credibility and interactivity, 14,58% variance explained by irritation, 10,65% variance explained by useful of information, 10,17% variance explained by entertainment, 7,88% variance explained by informativeness, totally 62,86% variance explained of content dimension.

Table 22: Factor Groups of Content

Factor Group	Question No.	Factor Loadings	Variance Explained (%)	Cumulative (%)	Reliability
Credibility and Interactivity	q19	,840	19,574	19,574	,886
	q17	,774			
	q15	,722			
	q16	,714			
	q22	,698			
	q18	,697			
	q24	,657			
	q20	,616			
	q27	,557			
	q23	,519			
Irritation	q12	,855	14,578	34,152	,852
	q11	,836			
	q14	,814			
	q13	,740			
	q10	,679			
Useful of Information	q25	,880	10,653	44,805	,745
	q26	,868			
	q28	,506			
Entertainment	q1	,821	10,172	54,978	,740
	q2	,791			
	q3	,634			
Informativeness	q8	,846	7,881	62,859	,713
	q7	,806			

6.2.2. Factor Analysis of Convenience

Ease of use, localization and ubiquity questions were asked to estimate convenience factor. The results of KMO and Bartlett's test of sphericity are demonstrated at Table 23 and Table 24. KMO test result is 0,609 which is higher than 0,50 and the significance Bartlett's test result is 0,000. So, the factor analysis is applicable.

Table 23: KMO and Bartlett's Test for Convenience

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,609
Bartlett's Test of Sphericity	Approx. Chi-Square	136,339
	df	3
	Sig.	,000

It was enough to perform one factor analysis for convenience that means no items were eliminated. Consequently, one factor group with three items was acquired with factor loadings of higher than 0,650, 0,654 reliability and 58,6% total variance explained.

Table 24: Factor Groups of Convenience

Factor Group	Question No.	Factor Loadings	Variance Explained (%)	Reliability
Convenience	q30	,833	58,612	,634
	q29	,794		
	q31	,659		

6.2.3. Factor Analysis of Exposure

Exposure factor is calculated by frequency and time questions. The results of KMO and Bartlett's test of sphericity are used in analysis. KMO test result is 0,570 which is higher than 0,50 and the significance Bartlett's test result is 0,000 that means the factor analysis is applicable as it is seen in Table 25.

Table 25: KMO and Bartlett's Test for Exposure

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,570
Bartlett's Test of Sphericity	Approx. Chi-Square	135,435
	df	1
	Sig.	,000

It was enough to perform one factor analysis for exposure that means no items were eliminated. As it is seen in Table 26 one factor group with three items was acquired with factor loadings of 0,893, 0,746 reliability and 79,77% total variance explained.

Table 26: Factor Groups of Exposure

Factor Group	Question No.	Factor Loadings	Variance Explained (%)	Reliability
Exposure	q32	,893	79,765	,746
	q33	,893		

6.2.4. Factor Analysis of User Profile

Innovativeness, personal attachment, attitude towards privacy and existing knowledge were sub-dimensions of user profile and tested by KMO and Bartlett's test of sphericity in order to decide that factor analysis is appropriate to imply (Table 27). KMO test result is 0,800 which is higher than 0,50 and the significance Bartlett's test result is 0,000 which is less than 0,05 that means the factor analysis is applicable.

Table 27: KMO and Bartlett's Test for User Profile

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,800
Bartlett's Test of Sphericity	Approx. Chi-Square	1486,013
	df	78
	Sig.	,000

It was enough to perform one factor analysis for user profile that means no items were eliminated. As it is seen in Table 28 informativeness and existing knowledge united. Consequently, three factor groups with thirteen items was acquired with factor loadings greater than of 0,5, high reliability values and 61,35% total variance explained.

Table 28: Factor Groups of User Profile

Factor Group	Question No.	Factor Loadings	Variance Explained (%)	Cumulative (%)	Reliability
Innovativeness and Existing Knowledge	q39	,812	28,419	28,419	,849
	q35	,788			
	q38	,770			
	q36	,768			
	q34	,729			
	q37	,622			
	q46	,525			
Attitude Toward Privacy	q45	,776	19,482	47,901	,784
	q43	,775			
	q42	,762			
	q44	,707			
Personal Attachment	q41	,880	13,451	61,353	,770
	q40	,838			

6.2.5. Factor Analysis of Permission

The mediating variable is permission dimension. KMO and Bartlett's test of sphericity is conducted to the questions that represent permission in order to decide whether factor analysis can be applied or not. Regarding the Table 29, KMO test result is 0,639 which is higher than 0,50 and the significance Bartlett's test result is 0,000 which is less than 0,05 that means the factor analysis is applicable.

Table 29: KMO and Bartlett's Test for Permission

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,639
Bartlett's Test of Sphericity	Approx. Chi-Square	215,959
	df	3
	Sig.	,000

Factor analysis is performed two times for permission. As a result of factor analysis, one item (q47) with factor loading was less than 0,50 was removed from the analysis. Finally, there are three items in permission with factor loadings greater than 0,700 and 65% variance

explained. After the factor analysis, reliability test is performed. Cronbach's Alpha value is 0,718 (Table 30).

Table 30: Factor Groups of Permission

Factor Group	Question No.	Factor Loadings	Variance Explained (%)	Reliability
Permission	q48	,864	65,035	,718
	q50	,829		
	q49	,718		

6.2.6. Factor Analysis of Purchase Intention

Factor analysis applied to the purchase intention. First of all KMO and Bartlett's test of sphericity is conducted to the questions that represent purchase intention dimension (Table 31). KMO test result is 0,915 which is higher than 0,50 and the significance Bartlett's test result is 0,000 which is less than 0,05 that means the factor analysis is applicable.

Table 31: KMO and Bartlett's Test for Purchase Intention

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,915
Bartlett's Test of Sphericity	Approx. Chi-Square	1445,246
	df	21
	Sig.	,000

It was enough to perform one factor analysis for purchase intention that means no items were eliminated. As it is seen in Table 32 three thirteen items was acquired under this dimension with factor loadings greater than of 0,7, ,919 reliability value and 67,85% total variance explained.

Table 32: Factor Groups of Purchase Intention

Factor Group	Question No.	Factor Loadings	Variance Explained (%)	Reliability
Intention to Access	q52	,874	67,852	,919
	q55	,844		
	q56	,838		
	q54	,837		
	q51	,823		
	q53	,822		
	q57	,721		

6.2.7. Factor Analysis of Trust

The last factor analysis applied to the trust dimension. KMO and Bartlett's test of sphericity is conducted to the questions that represent trust as it is shown in Table 33. KMO test result is 0,712 which is higher than 0,50 and the significance Bartlett's test result is 0,000 which is less than 0,05 that means the factor analysis is applicable.

Table 33: KMO and Bartlett's Test for User Profile

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,712
Bartlett's Test of Sphericity	Approx. Chi-Square	570,959
	df	3
	Sig.	,000

It was enough to perform one factor analysis for trust that means no items were eliminated. As it is seen in Table 34 three thirteen items was acquired under this dimension with factor loadings greater than of 0,8, 0,887 reliability value and 82,2% total variance explained.

Table 34: Factor Groups of User Profile

Factor Group	Question No.	Factor Loadings	Variance Explained (%)	Reliability
Trust	q59	,940	82,196	,887
	q58	,892		
	q60	,887		

6.2.8. Model after Factor Analysis

After the factor analysis, content, convenience, exposure, user profile, permission, purchase intention and trust factors are gathered as it is seen in Figure 12. Five dimensions of content are: informativeness, credibility and interactivity, entertainment, useful of information, irritation. In addition, three dimensions of user profile: innovativeness and existing knowledge, personal attachment, attitude towards privacy.

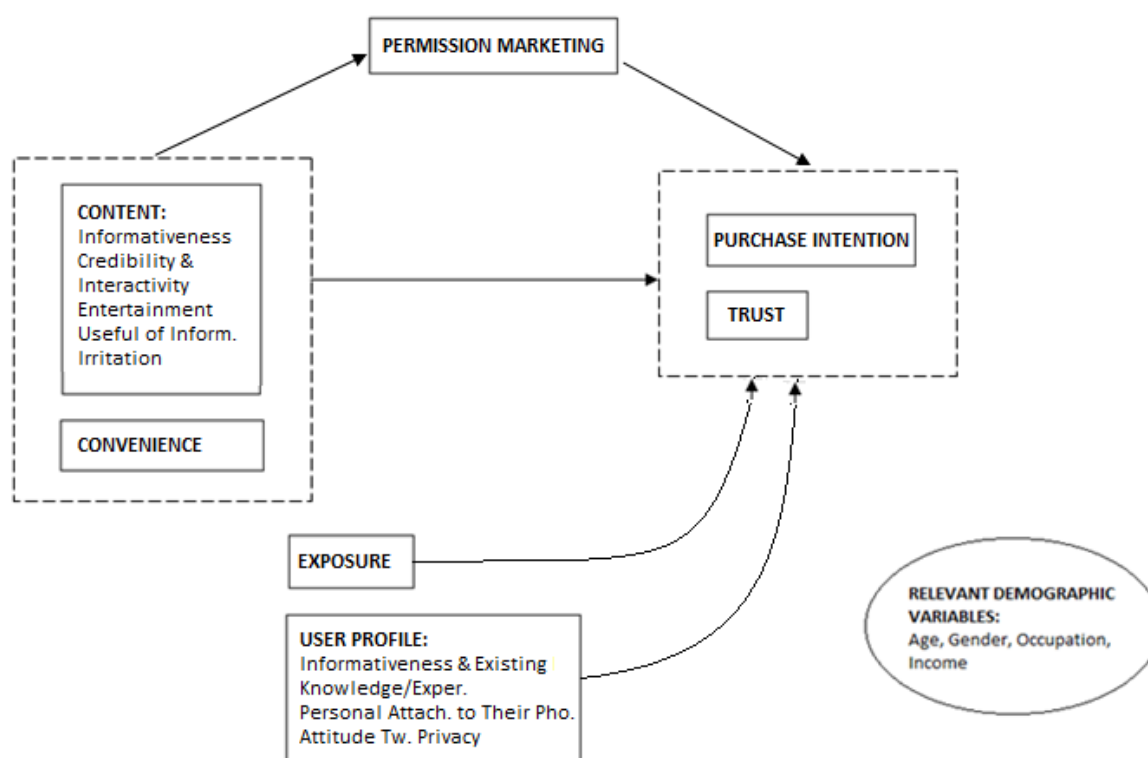


Figure 12: Conceptual Framework after Factor Analysis

Two dimensions of content variable are deleted, two dimensions of content and user profile are united as it is seen in relevant hypotheses are developed regarding factor analysis below:

H₁: There is a relation between content and purchase intention.

H₂: Informativeness of content has positive effect on purchase intention.

H₃: Credibility and interactivity of content has an positive effect on purchase intention.

H₄: Entertainment of content has positive effect on purchase intention.

H₅: Irritation of content has negative effect on purchase intention.

H₆: Useful of information of content positive effect on purchase intention.

H₇: Permission marketing positively effects the relationship between content and purchase intention.

H₈: Convenience has positive effect on purchase intention.

H₉: Permission marketing positively effects the relationship between convenience and purchase intention.

H₁₀: There is a relation between content and trust.

H₁₁: Informativeness of content has positive effect on trust.

H₁₂: Credibility and interactivity of content has positive effect on trust.

H₁₃: Entertainment of content has positive effect on trust.

H₁₄: Irritation of content has negative effect on trust.

H₁₅: Useful of information of content has positive effect on trust.

H₁₆: Permission marketing positively effects the relationship between content and trust.

H₁₇: Convenience has positive effect on trust.

H₁₈: Permission marketing positively effects the relationship between convenience and trust.

H₁₉: Exposure has negative effect on purchase intention.

H₂₀: Exposure has negative effect on trust.

H₂₁: Innovativeness and existing knowledge/experience of user profile has positive effect on purchase intention.

H₂₂: Personal attachment to their phones of user profile has positive effect on purchase intention.

H₂₃: Attitude toward privacy of user profile has negative effect on purchase intention.

H₂₄: Innovativeness and existing knowledge/experience of user profile has positive effect on trust.

H₂₅: Personal attachment to their phones of user profile has positive effect on trust.

H₂₆: Attitude toward privacy of user profile has negative effect on trust.

H₂₇: Trust has positive effect on purchase intention.

Research Question: Do demographic variables have effect on any of the variables exist in this study?

6.3.Relational Findings

6.3.1. Variables Influencing Purchase Intention

Multiple linear regression analysis is implied to analyze the relationship between purchase intention which is the dependent variable, content and convenience which are the independent variables and permission which is the mediating variable of this study. For this purpose hypotheses H₁-H₉ are tested.

6.3.1.1.Linear Multiple Regression Analysis between Content and Purchase Intention

The results of the regression analysis between content dimensions and purchase intention is depicted at Table 35. The R² is 0,610 so, the variables explain each other 61% and it means there is a high correlation between content dimensions and purchase intention. F value is 95,541 and significant at 0,000 significance level ($p < 0,01$) so the model is found significant. The independent variables which are significant to explain the changes on the dependent variable are irritation ($\beta = -0,107$), credibility and interactivity ($\beta = 0,667$), entertainment ($\beta = 0,092$) and useful of information ($\beta = 0,086$) are significant ($p < 0,05$). Informativeness ($\beta = 0,010$) is not significant ($p < 0,05$), so it is not accepted. In addition, VIF is less than 10 and condition index is less than 30.

Table 35: Regression Analysis Results for Content and Purchase Intention

Dependent Variable: Purchase Intention			
Independent Variables	β	t	p
Credibility and Interactivity	,667	14,845	,000**
Irritation	-,107	-2,866	,004**
Useful of Information	,086	2,106	,036*
Entertainment	,092	2,180	,030*
Informativeness	,010	,263	N.S.
R=0,781; R²=0,610; F=95,541; p=0,000			

N=312, N.S.: Not Significant, * p<0.05, ** p<0.01

The result shows that credibility and interactivity is the most effective variable on purchase intention. The mathematical equation for the relationship between content dimensions and purchase intention can be demonstrated:

$$Y_{\text{Intention}} = (0,667 \text{ Credibility and Interactivity}) - (0,107 \text{ Irritation}) + (0,092 \text{ Entertainment}) + (0,086 \text{ Useful of Information})$$

6.3.1.2. Mediating Effect of Permission between Content and Purchase Intention

Based on conceptual model of the study, permission is given as a mediating variable between content dimensions and purchase intention. Table 36 demonstrates the linear regression results for content factors and permission in explaining purchase intention with model 1 (F=95,541, R²=0,610, p<0,01), model 2 (F=7,095, R²=0,322, p<0,01) and model 3 (F=93,483, R²=0,610, p<0,01). Although it is enough that model 2 and model 3 to be significant, results show all models are significant. Regarding the results of multiple linear regression analysis for all models permission has direct effect on only credibility and interactivity ($\beta=0,151$) and useful of information ($\beta=0,150$) dimensions, however it is obvious that permission is the influential factor to on explaining relationship between purchase intention and content dimensions.

Table 36: Regression Analysis Results for Permission, Content and Purchase Intention

		F	R²	p	β	t
	Model 1	95,541	,610	,000**		
IV	Credibility and Interactivity			,000**	,667	14,845
	Irritation			,004**	-,107	-2,866
	Useful of Information			,036*	,086	2,106
	Entertainment			,030*	,092	2,180
	Informativeness			N.S.	,010	,263
DV	Purchase Intention					
	Model 2	7,098	,322	,000**		
IV	Constant			,000**	2,159	
	Credibility and Interactivity			,028*	,151	2,215
	Irritation			N.S.	,093	1,657
	Useful of Information			,017*	,150	2,406
	Entertainment			N.S.	,036	,571
	Informativeness			N.S.	,100	1,694
DV	Permission					
	Model 3	93,483	,610	,000**		
	Credibility and Interactivity			,000**	,636	14,758
	Irritation			,000**	-,126	-3,542
	Useful of Information			N.S.	,056	1,409
	Entertainment			,036*	,084	2,102
	Informativeness			N.S.	-,010	-,279
	Permission			,000**	,207	5,753
DV	Purchase Intention					

N=312, N.S.: Not Significant, * p<0.05, ** p<0.01

IV: Independent Variable, DV: Dependent Variable

The mathematical equation for the model 1, model 2 and model 3 is given below. The mathematical equations show that permission is the partial mediator explaining relationship between content factors and purchase intention.

$$Y_1 = (0,667 \text{ Credibility and Interactivity}) - (0,107 \text{ Irritation}) + (0,092 \text{ Entertainment}) + (0,086 \text{ Useful of Information})$$

$$Y_2 = (0,151 \text{ Credibility and Interactivity}) + (0,150 \text{ Useful of Information})$$

$$Y_3 = (0,636 \text{ Credibility and Interactivity}) - (0,126 \text{ Irritation}) + (0,084 \text{ Entertainment}) + (0,207 \text{ Permission})$$

6.3.1.3. Linear Regression Tests between Convenience and Purchase Intention

Linear regression method is used to analyze the relationship between convenience and purchase intention. The result of the regression analysis between convenience and purchase intention is seen at Table 37. The R^2 is 0,473 that means the variables explain each other 47,3% and it means there is a medium correlation between convenience and purchase intention. Moreover, the F value 278,421 is significant with 0,000 significance level so the model is found significant.

Table 37: Regression Analysis Results for Convenience and Purchase Intention

Dependent Variable: Purchase Intention			
Independent Variable:	β	t	p
Constant	,490	3,391	,001**
Convenience	,688	16,686	,000**
R=0,688; R²=0,473; F=278,421; p=0,000			

N=312, * p<0.05, ** p<0.01

Convenience which is the independent variable is significant to explain the changes on the dependent variable ($\beta=0,688$). Also, there is a constant value that is significant ($p<0,01$) with coefficient 0,490. The mathematical equation for the relationship between convenience and purchase intention can be demonstrated as below:

$$Y_{\text{Intention}} = 0,490 + (0,688 \text{ Convenience})$$

6.3.1.4. Mediating Effect of Permission between Convenience and Purchase Intention

Regarding the results of regression analysis for all models Table 38 demonstrates the linear regression results for permission effect on explaining relationship convenience and purchase intention. Model 1 ($F=278,421$, $R^2=0,473$, $p<0,01$), model 2 ($F=53,407$ and $R^2=0,147$, $p<0,01$) and model 3 ($F=145,867$, $R^2=0,486$, $p<0,01$) are all significant.

Table 38: Regression Analysis Results for Permission, Convenience and Purchase Intention

		F	R²	p	β	t
	Model 1	278,421	,473	,000**		
IV	Constant			,001**	,490	3,391
	Convenience			,000**	,688	16,686
DV	Purchase Intention					
	Model 2	53,407	,147	,000**		
IV	Constant			,000**	2,851	19,331
	Convenience			,000**	,383	7,308
DV	Permission					
	Model 3	145,867	,486	,000**		
IV	Constant			N.S.	,060	,284
	Convenience			,000**	,642	14,523
	Permission			,007**	,121	2,736
DV	Purchase Intention					

N=312, N.S.: Not Significant, * $p<0.05$, ** $p<0.01$

IV: Independent Variable, DV: Dependent Variable

The mathematical equation for all models could be demonstrated as below:

$$Y_1 = 0,490 + (0,688 \text{ Convenience})$$

$$Y_2 = 2,851 + (0,383 \text{ Convenience})$$

$$Y_3 = (0,642 \text{ Convenience}) + (0,121 \text{ Permission})$$

The mathematical equation shows that permission is the influential factor to on explaining relationship between purchase intention and convenience. According to the result, permission is the partial mediator explaining relationship between convenience and purchase intention.

6.3.2. Variables Influencing Trust

Multiple linear regression analysis is implied to analyze the relationship between trust which is the dependent variable, content and convenience which are the independent variables and permission which is the mediating variable of this study. For this purpose hypotheses H₁₀-H₁₈ are tested.

6.3.2.1. Linear Multiple Regression Analysis between Content and Trust

The result of the regression analysis between content and trust is given in Table 39. The R² is 0,475 that means the variables explain each other 47,5% and it means there is a medium correlation between convenience and purchase intention. Furthermore, F value 55,312 is significant at 0,000 significance level. So, the model is found significant.

Table 39: Regression Analysis Results for Content and Trust

Dependent Variable: Trust			
Independent Variables:	β	t	p
Credibility and Interactivity	,667	12,800	,000**
Irritation	-,020	-,460	N.S.
Useful of Information	,030	,623	N.S.
Entertainment	,013	,268	N.S.
Informativeness	-,004	-,085	N.S.
R=0,689; R ² =0,475; F=55,410; p=0,000			

N=312, N.S.: Not Significant, * p<0.05, ** p<0.01

As the regression analysis indicates in Table 39, the only independent variable which is significant to explain the change on trust is credibility and interactivity ($\beta=0,667$). The other dimensions of content are not significant ($p<0,05$).

The mathematical equation for the relationship between content and trust can be demonstrated as:

$$Y_{\text{Trust}} = (0,263 \text{ Credibility and Interactivity})$$

6.3.2.2. Mediating Effect of Permission between Content and Trust

The results of multiple linear regression analysis for all models are included in Table 40. Model 1 ($F=55,410$, $R^2=0,475$, $p<0,01$), model 2 ($F=7,098$ and $R^2=0,104$, $p<0,01$) and model 3 ($F=47,943$, $R^2=0,485$, $p<0,01$) are all significant.

According to the results of regression analysis the mathematical equation for all models can be demonstrated as below:

$$Y_1 = (0,667 \text{ Credibility and Interactivity})$$

$$Y_2 = 2,159 + (0,151 \text{ Credibility and Interactivity}) + (0,150 \text{ Useful of Information})$$

$$Y_3 = (0,651 \text{ Credibility and Interactivity}) + (0,107 \text{ Permission})$$

Table 40: Regression Analysis Results for Permission, Content and Trust

	Model 1	55,410	,475	,000**		
IV	Credibility and Interactivity			,000**	,667	12,800
	Irritation			N.S.	-,020	-,460
	Useful of Information			N.S.	,030	,623
	Entertainment			N.S.	,013	,268
	Informativeness			N.S.	-,004	-,085
DV	Trust					
	Model 2	7,098	,104	,000**		
IV	Constant			,000**	2,159	
	Credibility and Interactivity			,028*	,151	2,215
	Irritation			N.S.	,093	1,657
	Useful of Information			,017*	,150	2,406
	Entertainment			N.S.	,036	,571
	Informativeness			N.S.	,100	1,694
DV	Permission					
	Model 3	47,943	,485	,000**		
	Credibility and Interactivity			,000**	,651	12,494
	Irritation			N.S.	-,030	-,693
	Useful of Information			N.S.	,014	,287
	Entertainment			N.S.	,009	,190
	Informativeness			N.S.	-,014	-,322
	Permission			,015*	,107	2,458
DV	Trust					

N=312, N.S.: Not Significant, * p<0.05, ** p<0.01

IV: Independent Variable, DV: Dependent Variable

As it is seen in the results table and the mathematical equation for all models, permission is the influential factor on credibility and interactivity dimension of content factor. So, permission is the partial mediator explaining relationship between credibility and interactivity, either content, and trust.

6.3.2.3.Linear Regression Tests between Convenience and Trust

The result of the regression analysis between convenience and trust is seen at Table 41. The R^2 is 0,315 that means the variables explain each other 31,5% and it means there is a medium-low relation between convenience and trust. Depending on results of regression analysis, the F value is 142,759 and the model is found significant ($p < 0,01$).

Table 41: Regression Analysis Results for Convenience and Trust

Dependent Variable: Trust			
Independent Variable:	β	t	p
Constant	,753	4,253	,000**
Convenience	,562	11,948	,000**
R=0,562; $R^2=0,315$; F=142,759; p=0,000			

N=312, * $p < 0,05$, ** $p < 0,01$

As the regression analysis indicates in table, convenience ($\beta=0,562$) which is significant ($p < 0,05$) to explain the changes on trust. Constant value that is significant ($p < 0,05$) with coefficient 0,753. The mathematical equation for the relationship between convenience and trust can be demonstrated:

$$Y_{\text{Trust}} = 0,753 + (0,562 \text{ Convenience})$$

6.3.2.4.Mediating Effect of Permission between Convenience and Trust

Regarding the results of regression analysis for all models Table 42 indicates the linear regression results for permission effect on explaining relationship convenience and trust. Model 1 (F=142,759, $R^2=0,315$, $p < 0,01$) and model 3 (F=145,867, $R^2=0,317$, $p < 0,01$) are significant. However, model 2 is not significant (F=0,644, $R^2=0,002$, $p > 0,05$).

Table 42: Regression Analysis Results for Permission, Convenience and Trust

		F	R²	p	β	t
	Model 1	142,759	,315	,000**		
IV	Constant			,000**	,753	4,253
	Convenience			,000**	,562	11,948
DV	Trust					
	Model 2	,644	,002	N.S.		
IV	Constant			,000**	3,894	22,777
	Convenience			N.S.	,046	,803
DV	Permission					
	Model 3	73,215	,322	,000**		
IV	Constant			,000**	1,138	3,939
	Convenience			,000**	,565	12,048
	Permission			N.S.	-,079	-1,682
DV	Trust					

N=312, N.S.: Not Significant, * p<0.05, ** p<0.01

IV: Independent Variable, DV: Dependent Variable

The mathematical equation for all models can be demonstrated as below:

$$Y_1 = 0,753 + (0,562 \text{ Convenience})$$

$$Y_2 = (0 \text{ Convenience})$$

$$Y_3 = 1,138 + (0,565 \text{ Convenience})$$

Results show that permission is not the influential factor between convenience and trust variables. So, permission is not the mediator explaining relationship between convenience and trust.

6.3.3. Exposure Effect on Purchase Intention and Trust

Hypotheses H₁₉ and H₂₀ are tested to measure exposure effect on purchase intention and trust. Respondents are wanted to be classified according to exposure level and divided

into two clusters for this purpose. In this study, 5-point interval scale used, from “Strongly Agree” to “Strongly Disagree” and two clusters are used to measure exposure effect on purchase intention and trust variables.

Table 43: Exposure Clusters

Cluster	1	193
	2	119

N=312, 1: High Exposure, 2: Not High Exposure

Cluster 1 is ‘high exposure’ which has less than 3,5 mean and Cluster 2 is ‘not high exposure’ which has higher than 3,5 mean. Table 43 shows the cluster sizes above. High exposure consists of 193 respondents and represents 61% of whole sample, and not high exposure consists of 119 respondents and represents 39% of whole sample.

Table 44: t Test for Exposure

	Exposure	N	Mean	Std. Deviation	t	p
P. Intention	High	193	2,6375	1,08888	1,867	,006*
	Not High	119	2,8727	1,07627		
Trust	High	193	2,6190	1,21842	1,800	,007*
	Not High	119	2,8566	1,07644		

N=312, * p<0.05, 1: High Exposure, 2: Not High Exposure

As it is seen in Table 44, the increase in exposure caused a decrease in purchase intention and trust. Respondents who are in not high exposure cluster are more seemed to agree purchase intention ($\mu=2,8727$) and trust ($\mu=2,8566$). However, respondents who are in high exposure cluster are less seemed to agree purchase intention ($\mu=2,6375$) and trust ($\mu=2,6190$). Thus, it is possible to say that people are aware of negative effects of high level exposure in mobile marketing activities.

6.3.4. User Profile Effect on Purchase Intention and Trust

There are three dimensions of user profile; innovativeness and existing knowledge, personal attachment to their phones, attitude towards mobile marketing. In order to measure the effect of user profile dimensions, two clusters are used to measure effects of innovativeness and existing knowledge, personal attachment to their phones, attitude towards privacy on purchase intention and trust variables. For this purpose, hypotheses between H₂₁-H₂₈ are tested. Cluster 1 is 'high' which has less than 3,5 mean and Cluster 2 is 'not high' which has higher than 3,5 mean between 1 to 5 scale. Table 45 shows the cluster sizes below.

Table 45: Dimensions of User Profile Clusters

Innovativeness and Inf. Seeker Behaviour	Cluster	1	166
		2	146
Personal Attachment to Their Phones	Cluster	1	204
		2	108
Attitude Toward Privacy	Cluster	1	194
		2	118

N=312, 1: High, 2: Not High

Table 46 shows the result of t test for user profile dimensions below. First dimension is innovativeness and existing knowledge, which is defined as two clusters: high level consists of 166 respondents and represents 53% of whole sample, and not high level consists of 146 respondents and represents 47% of whole sample. It is obvious that high level innovativeness and existing knowledge respondents have higher mean of purchase intention ($\mu_1=3,3890 > \mu_2=2,0939$) and trust ($\mu_1=3,3133 > \mu_2=2,1438$), compared to the not high ones. Second dimension is personal attachment to their phones, which is defined as two clusters: high level consists of 204 respondents and represents 65% of whole sample, and not high level consists of 108 respondents and represents 35% of whole sample. Likewise, respondents who are high

level personal attachment to their phones have higher mean of purchase intention ($\mu_1=2,8494 > \mu_2=2,6574$) and trust ($\mu_1=2,8644 > \mu_2=2,5802$), compared to the not high ones. Third and final dimension is attitude toward privacy, which is defined as two clusters: high level consists of 194 respondents and represents 62% of whole sample, and not high level consists of 118 respondents and represents 38% of whole sample. Respondents who are high level attitude toward privacy have less mean of purchase intention ($\mu_1=2,6392 < \mu_2=3,0194$) and trust ($\mu_1=2,6082 < \mu_2=3,0254$), compared to the not high ones.

Table 46: t Test for User Profile Dimensions

	Innovativeness and Existing Knowledge	N	Mean	Std. Deviation	t	p
P. Intention	1	166	3,3890	,85478	12,980	,000**
	2	146	2,0939	,90046		
Trust	1	166	3,3133	1,01550	10,149	,000**
	2	146	2,1438	1,01552		
	Personal Attachment to Their Phones	N	Mean	Std. Deviation	t	p
P. Intention	1	204	2,8494	1,09609	1,498	,020*
	2	108	2,6574	1,06743		
Trust	1	204	2,8644	1,16208	2,047	,025*
	2	108	2,5802	1,16844		
	Attitude Toward Privacy	N	Mean	Std. Deviation	t	p
P. Intention	1	194	2,6392	1,10553	-3,031	,017*
	2	118	3,0194	1,02079		
Trust	1	194	2,6082	1,16018	-3,105	,009*
	2	118	3,0254	1,14492		

N=312, * p<0.05, ** p<0.01, 1: High, 2: Not High

Thus, while the increase in innovativeness and existing knowledge and personal attachment to their phones positively effect purchase intention and trust, the increase in attitude toward privacy negatively effect purchase intention and trust.

6.3.5. Purchase Intention and Trust Relationship

Purchase intention and trust relationship is analyzed by correlation analysis. The result of the correlation analysis between purchase intention and trust is seen at Table 47. There is a high relationship between purchase intention and trust.

Table 47: Correlation Analysis Results between Purchase and Trust

		Trust	Purchase Intention
Trust	Pearson Correlation	1	,830**
	Sig. (2-tailed)		,000
	N	316	316
Purchase Intention	Pearson Correlation	,830**	1
	Sig. (2-tailed)	,000	
	N	316	316

The R^2 is 0,830 that means the variables explain each other 83% and it means there is a high relation between purchase intention and trust as it is seen in Table 48. Depending on results of regression analysis, the F value is 696,682 and the model is found significant ($p < 0,01$).

Table 48: Regression Analysis Results between Purchase and Trust

Dependent Variable: Purchase Intention			
Independent Variable:	β	t	p
Constant	,583	6,710	,000**
Trust	,781	26,395	,000**
R=0,830; $R^2=0,689$; F=696,682; p=0,000			

N=312, * $p < 0,05$, ** $p < 0,01$

The results show that trust is significant to explain the changes on purchase intention ($\beta=0,781$). Also, there is a constant value that is significant ($p < 0,01$) with coefficient 0,583. The mathematical equation for the relationship between trust and purchase intention can be demonstrated as below:

$$Y_{\text{Intention}} = 0,583 + (0,781 \text{ Purchase Intention})$$

6.4.The Effect of Demographic Variables

There are various consumer groups based on their age, gender, education level, occupation, income, mobile invoice and mobile device usage in this study. Since the study aims to analyze effects of mobile marketing activities on attitude toward mobile marketing of young consumers, the difference tests was conducted to the age, gender, education level, occupation, income, mobile invoice and mobile device usage. In this section, ANOVA and t test are practiced in order to test research question.

6.4.1. Age

The differences in all dependent and independent variables used in this study (content factors, convenience, user profile factors, exposure, permission, purchase intention and trust) would be examined among four age groups: younger than 21, between 21-25 years old, between 26-30 years old and older than 30 years old. Firstly, homogeneity of variances is checked and it is seen in Table 49.

ANOVA is conducted for variables with homogenous variances (convenience, informativeness, exposure, permission) as it is given in Table 50. Also, Welch and Brown-Forstyle tests are conducted for variables with heterogeneous variances (credibility and interactivity, irritation, useful of information, entertainment, innovativeness and existing knowledge, attitude toward privacy, personal attachment to their phones, purchase intention, trust) as it is given in Table 51.

Table 49: Homogeneity of Variances

Variable Name	Levene Statistic	df1	df2	p
Convenience	,440	3	308	,724
Credibility and Interactivity	3,156	3	308	,025*
Irritation	3,074	3	308	,028*
Useful of Information	3,908	3	308	,009*
Entertainment	4,309	3	308	,005*
Informativeness	,224	3	308	,880
Exposure	,265	3	308	,850
Innovativeness and Existing Knowledge	2,714	3	308	,045*
Attitude Toward Privacy	3,179	3	308	,024*
Personal Attachment to Their Phones	8,654	3	308	,000**
Permission	1,875	3	308	,134
Purchase Intention	2,700	3	308	,046*
Trust	3,374	3	308	,019*

N=312, * p<0.05

Table 50: ANOVA Results for Age Groups

	Age Groups	N	Mean	F	p
Convenience	<21	23	3,1159	,296	,828
	21-25	153	3,0610		
	26-30	105	2,9841		
	>30	31	3,1505		
Informativeness	<21	23	3,8913	1,503	,214
	21-25	153	4,2516		
	26-30	105	4,1190		
	>30	31	3,9839		
Exposure	<21	23	3,0435	1,722	,162
	21-25	153	3,5163		
	26-30	105	3,3762		
	>30	31	3,6613		
Permission	<21	23	3,8116	,516	,671
	21-25	153	4,0392		
	26-30	105	4,0667		
	>30	31	3,9677		

N=312|

However, both the result of ANOVA (Table 50) and Welch and Brown-Forsythe (Table 51) tests are not significant. So, it is proved that all age groups statistically not differ from each other for all variables. Respondents of this study are homogeneously targeted and most likely have insight about mobile marketing application.

Table 51: Welch and Brown-Forsythe Results for Age Groups

	Age Groups	N	Mean		Welch	Brown-Forsythe
Credibility and Interactivity	<21	23	3,0783	F	,158	,160
	21-25	153	2,9516	p	,924	,923
	26-30	105	2,9333			
	>30	31	2,9000			
Useful of Information	<21	23	3,6087	F	1,054	1,131
	21-25	153	3,8388	p	,375	,340
	26-30	105	3,7492			
	>30	31	3,4946			
Entertainment	<21	23	3,4928	F	,827	,867
	21-25	153	3,0806	p	,484	,461
	26-30	105	3,1016			
	>30	31	3,1613			
Irritation	<21	23	3,6870	F	,428	,567
	21-25	153	3,6418	p	,734	,638
	26-30	105	3,6419			
	>30	31	3,3806			
Innovativeness and Existing Knowledge	<21	23	3,1180	F	,651	,580
	21-25	153	3,0719	p	0,585	0,63
	26-30	105	2,9306			
	>30	31	2,8986			
Attitude Toward Privacy	<21	23	3,5761	F	1,667	1,792
	21-25	153	3,9526	p	,183	,154
	26-30	105	4,0333			
	>30	31	3,7097			
Personal Attachment to Their Phones	<21	23	4,0000	F	1,993	1,796
	21-25	153	3,7516	p	,123	,153
	26-30	105	4,0048			
	>30	31	3,5484			
Purchase Intention	<21	23	2,8696	F	,350	,297
	21-25	153	2,8226	p	0,789	0,828
	26-30	105	2,6952			
	>30	31	2,8203			
Trust	<21	23	2,6377	F	,266	,229
	21-25	153	2,8214	p	,850	,876
	26-30	105	2,7175			
	>30	31	2,7527			

N=312

6.4.2. Gender

In order to find out if gender makes a significant difference in any of the variables, two-tailed T-test is used to determine if the means of females and males are statistically different from each other or not. Gender is significantly different in some of the variables as it is seen in Table 52.

Table 52: t Test for Gender Relation

Variable Name	Gender	N	Mean	Std. Deviation	t	p
Convenience	Female	184	3,0163	,94684	-,419	,060
	Male	128	3,0650	1,07009		
Credibility and Interactivity	Female	184	3,0016	,83708	1,339	,027*
	Male	128	2,8569	,98423		
Irritation	Female	184	3,6337	,99921	,281	,280
	Male	128	3,6000	1,07215		
Useful of Information	Female	184	3,8279	,85285	1,648	,045*
	Male	128	3,6450	1,01423		
Entertainment	Female	184	3,1938	,99872	1,491	,284
	Male	128	3,0136	1,09511		
Informativeness	Female	184	4,2391	,89314	2,048	,458
	Male	128	4,0122	1,03319		
Exposure	Female	184	3,5353	1,11257	1,702	,519
	Male	128	3,3130	1,13513		
Innovativeness and Existing Knowledge	Female	184	3,0287	,90051	,541	,059
	Male	128	2,9686	1,02976		
Attitude Toward Privacy	Female	184	3,9158	,83860	-,305	,352
	Male	128	3,9472	,95022		
Personal Attachment to Their Phones	Female	184	3,8967	1,01367	1,158	,020*
	Male	128	3,7439	1,20682		
Permission	Female	184	4,0525	,86433	,630	,180
	Male	128	3,9837	1,03742		
Purchase Intention	Female	184	2,7368	1,01546	-,746	,012*
	Male	128	2,8351	1,20305		
Trust	Female	184	2,7518	1,12729	-,150	,131
	Male	128	2,7724	1,23792		

N=312, * p<0.05

Convenience, irritation, entertainment, informativeness, exposure, permission, innovativeness and existing knowledge, attitude toward privacy and trust of genders are similar with each other. Credibility and interactivity (p=0,027), useful of information (p=0,045), personal attachment to their phones (p=0,020) and purchase intention (p=0,012)

significantly differ according to gender. Mean of females have higher credibility and interactivity ($\mu_F=3,0016 > \mu_M=2,8569$), useful of information ($\mu_F=3,8779 > \mu_M=3,6450$) and personal attachment to their phones ($\mu_F=3,8967 > \mu_M=2,7469$) than males. However, males ($\mu=2,7368$) have more tend to purchase intention than females ($\mu=2,8351$).

6.4.3. Education

All dependent and independent variables that used in this study are examined to see the differences in among four education groups: graduates, undergraduate and lower degree, postgraduate and upper degree. For this purpose, all factors (content factors, convenience, user profile factors, exposure, permission, purchase intention and trust) are examined. Firstly, homogeneity of variances is checked as it is given in Table 53. Only, credibility and interactivity is significant with 0,033 p value, that means it is not homogenous and Welch and Brown-Forstyle test are conducted for credibility and interactivity dimension. All other variables are not significant, that means homogenous. So, ANOVA test is performed for them.

Table 53: Homogeneity of Variances

Variable Name	Levene Statistic	df1	df2	p
Convenience	1,772	2	309	,172
Credibility and Interactivity	3,446	2	309	,033 *
Irritation	,877	2	309	,417
Useful of Information	1,258	2	309	,286
Entertainment	,184	2	309	,832
Informativeness	,999	2	309	,369
Exposure	,910	2	309	,404
Innovativeness and Existing Knowledge	2,545	2	309	,080
Attitude Toward Privacy	2,635	2	309	,073
Personal Attachment to Their Phones	,880	2	309	,416
Permission	,888	2	309	,413
Purchase Intention	1,034	2	309	,357
Trust	,481	2	309	,618

N=312, * p<0.05

Table 54: ANOVA Results for Education Level

Variables	Education Level	N	Mean	F	p
Convenience	Undergraduate and Lower	53	3,0629	,140	,869
	Graduates	225	3,0326		
	Postgraduate and Upper	34	3,1275		
Irritation	Undergraduate and Lower	53	3,7208	,320	,726
	Graduates	225	3,5956		
	Postgraduate and Upper	34	3,6176		
Useful of Information	Undergraduate and Lower	53	3,6981	,664	,515
	Graduates	225	3,7467		
	Postgraduate and Upper	34	3,9216		
Entertainment	Undergraduate and Lower	53	3,1132	,046	,955
	Graduates	225	3,1215		
	Postgraduate and Upper	34	3,1765		
Informativeness	Undergraduate and Lower	53	3,6981	,581	,560
	Graduates	225	3,7467		
	Postgraduate and Upper	34	3,9216		
Exposure	Undergraduate and Lower	53	3,6132	1,535	,217
	Graduates	225	3,3800		
	Postgraduate and Upper	34	3,6471		
Innovativeness and Existing Knowledge	Undergraduate and Lower	53	2,9892	,038	,963
	Graduates	225	3,0197		
	Postgraduate and Upper	34	2,9832		
Attitude Toward Privacy	Undergraduate and Lower	53	4,0142	2,003	,137
	Graduates	225	3,8711		
	Postgraduate and Upper	34	4,1691		
Personal Attachment to Their Phones	Undergraduate and Lower	53	3,8491	,151	,860
	Graduates	225	3,8178		
	Postgraduate and Upper	34	3,9265		
Permission	Undergraduate and Lower	53	4,1006	,473	,623
	Graduates	225	3,9926		
	Postgraduate and Upper	34	4,1176		
Purchase Intention	Undergraduate and Lower	53	2,6173	,771	,464
	Graduates	225	2,8235		
	Postgraduate and Upper	34	2,7731		
Trust	Undergraduate and Lower	53	2,6415	,549	,578
	Graduates	225	2,8089		
	Postgraduate and Upper	34	2,6765		

N=312

Table 54 shows the ANOVA results that are conducted for variables with homogenous variances (convenience, irritation, useful of information, entertainment, informativeness, exposure, innovativeness and existing knowledge, attitude toward privacy, personal attachment to their phones, purchase intention, trust, and permission). According to the one way ANOVA test results, significance level has been determined to be 0.05, and none of the variables are significant. It is found that consumers do not differ by education level in all attributes.

Table 55: Welch and Brown-Forsythe Tests for Education Level

Variable	Education Level	N	Mean		Welch	Brown-Forsythe
Credibility and Interactivity	Undergraduate and Lower	53	2,9208	F	,644	,720
	Graduates	225	2,9516	p	,528	,490
	Postgraduate and Upper	34	2,9824			

N=312

Also, Welch and Brown-Forsythe tests are conducted for credibility and interactivity; variable with heterogeneous variance as it is given in Table 55. The significance of credibility and interactivity is higher than 0,05 so, it doesn't differ by education groups, too. Finally, it is found that there is not a significant difference between three educational groups in terms of variables of this study.

6.4.4. Income

The differences in all independent and dependent variables would be examined among four income level groups between no income up to higher than 4000 TL. To test difference in income levels by variables, firstly homogeneity of variances are checked and it is seen in Table 56. It is demonstrated that all variables are with homogenous variances except irritation. ANOVA (Table 57) is conducted for them and Welch and Brown-Forsythe (Table 58) test is conducted for irritation variable.

Table 56: Homogeneity of Variances

Variable Name	Levene Statistic	df1	df2	p
Convenience	,265	4	307	,901
Credibility and Interactivity	1,818	4	307	,125
Irritation	4,048	4	307	,003*
Useful of Information	1,456	4	307	,215
Entertainment	1,790	4	307	,131
Informativeness	,399	4	307	,810
Exposure	,287	4	307	,886
Innovativeness and Existing Knowledge	1,586	4	307	,178
Attitude Toward Privacy	,095	4	307	,984
Personal Attachment to Their Phones	1,812	4	307	,126
Permission	,395	4	307	,812
Purchase Intention	1,173	4	307	,323
Trust	1,730	4	307	,143

N=312, * p<0.05

However, the results of ANOVA for all variables are not significant as it is seen in Table 55.

Table 57: ANOVA Results for Income Level

	Income	N	Mean	F	p
Convenience	<1000	46	2,9130	1,037	,388
	1000-2000	68	3,0049		
	2001-4000	113	3,0265		
	>4000	17	3,4510		
	No Income	68	3,1176		
Credibility and Interactivity	<1000	46	2,8913	,479	,751
	1000-2000	68	3,0221		
	2001-4000	113	2,8788		
	>4000	17	3,0765		
	No Income	68	3,0029		
Useful of Information	<1000	46	3,6884	,667	,615
	1000-2000	68	3,8971		
	2001-4000	113	3,7699		
	>4000	17	3,6863		
	No Income	68	3,6618		

Table 55: ANOVA Results for Income Level (Continued)

Entertainment	<1000	46	2,9783	1,208	,307
	1000-2000	68	3,1422		
	2001-4000	113	3,1681		
	>4000	17	2,7059		
	No Income	68	3,2451		
Informativeness	<1000	46	3,9348	,934	,444
	1000-2000	68	4,2206		
	2001-4000	113	4,1549		
	>4000	17	4,0588		
	No Income	68	4,2574		
Exposure	<1000	46	3,1087	2,306	,058
	1000-2000	68	3,5515		
	2001-4000	113	3,5398		
	>4000	17	3,8824		
	No Income	68	3,3162		
Innovativeness and Existing Knowledge	<1000	46	2,8882	,385	,820
	1000-2000	68	3,0294		
	2001-4000	113	2,9899		
	>4000	17	3,1597		
	No Income	68	3,0714		
Attitude Toward Privacy	<1000	46	3,8859	,450	,773
	1000-2000	68	3,9081		
	2001-4000	113	3,9845		
	>4000	17	4,0882		
	No Income	68	3,8419		
Personal Attachment to Their Phones	<1000	46	3,7826	,890	,470
	1000-2000	68	3,9118		
	2001-4000	113	3,7832		
	>4000	17	4,2647		
	No Income	68	3,7721		
Permission	<1000	46	3,9203	,292	,883
	1000-2000	68	4,0392		
	2001-4000	113	4,0354		
	>4000	17	4,1961		
	No Income	68	4,0196		
Purchase Intention	<1000	46	2,7019	,451	,772
	1000-2000	68	2,8109		
	2001-4000	113	2,7282		
	>4000	17	3,0588		
	No Income	68	2,8319		
Trust	<1000	46	2,5725	,578	,678
	1000-2000	68	2,7892		
	2001-4000	113	2,7611		
	>4000	17	3,0392		
	No Income	68	2,8137		

N=312

Welch and Brown-Forstyle tests are conducted for irritation; variable with heterogeneous variance as it is given in Table 58. The significance of irritation is higher than 0,05 so, it doesn't differ by income levels, too. The result of ANOVA and Welch and Brown-Forstyle tests for all variables are not significant. So, income level cannot differentiate in the means of variables in this study.

Table 58: Welch and Brown-Forstyle Tests for Income Level

	Income	N	Mean		Welch	Brown-Forsythe
Irritation	<1000	46	3,1087	F	1,687	1,542
	1000-2000	68	3,5515	p	,161	,194
	2001-4000	113	3,5398			
	>4000	17	3,8824			
	No Income	68	3,3162			

N=312

6.4.5. Occupation

All variables of this study (content factors, convenience, user profile factors, exposure, permission, purchase intention and trust) used to examine the differences between two occupation groups. The first group is students and unemployed people, the second group is employees. Actually, there are three occupation groups in this study as students, unemployed and employees. However, it is seen that only two people are unemployed, so students and unemployed respondents united as one group.

In order to find out if occupation makes a significant different in any of the variables, two tailed T-test is used to determine the means of two occupation groups are statistically different from each other or not. As in Table 59, irritation is significant with 0,024 significance level and personal attachment to their phones is significant with 0,020 significance level.

Table 59: t Test for Occupation

Variable Name	Occupation	N	Mean	Std. Deviation	t	p
Convenience	Students and Unemployed	97	3,1615	,89250	1,354	,105
	Employees	215	2,9969	1,03620		
Credibility and Interactivity	Students and Unemployed	97	3,0536	,78436	1,476	,056
	Employees	215	2,9028	,93942		
Irritation	Students and Unemployed	97	3,6474	,91459	,346	,024*
	Employees	215	3,6065	1,06979		
Useful of Information	Students and Unemployed	97	3,7595	,92889	,025	,634
	Employees	215	3,7566	,91892		
Entertainment	Students and Unemployed	97	3,1684	1,08773	,483	,112
	Employees	215	3,1070	1,01619		
Informativeness	Students and Unemployed	97	4,2165	,83824	,780	,556
	Employees	215	4,1256	1,00026		
Exposure	Students and Unemployed	97	3,2216	1,11563	-2,426	,679
	Employees	215	3,5512	1,10846		
Innovativeness and Existing Knowledge	Students and Unemployed	97	3,0412	,91658	,384	,436
	Employees	215	2,9967	,96243		
Attitude Toward Privacy	Students and Unemployed	97	3,8557	,85302	-,971	,676
	Employees	215	3,9605	,89531		
Personal Attachment to Their Phones	Students and Unemployed	97	3,7784	1,16585	-,593	,020*
	Employees	215	3,8605	1,05639		
Permission	Students and Unemployed	97	3,9828	,87582	-,529	,499
	Employees	215	4,0434	,96253		
Purchase Intention	Students and Unemployed	97	2,8336	1,04179	,551	,329
	Employees	215	2,7601	1,11039		
Trust	Students and Unemployed	97	2,7732	1,13809	,073	,290
	Employees	215	2,7628	1,18710		

N=312, * p<0.05

It is demonstrated that students and unemployed respondents ($\mu=3,6474$) are more irritated by mobile marketing activities than employed respondents ($\mu=3,6065$). In addition to this finding, the level of personal attachment to their phones of employed respondents ($\mu=3,8605$) are higher than students and unemployed respondents ($\mu=3,7784$).

6.4.6. Mobile Invoice

The differences in all independent and dependent variables are examined among three mobile invoice groups: less than 50 TL, between 50-100 TL and more than 100 TL. To test difference in mobile income groups by variables, firstly homogeneity of variances are checked and it is seen in Table 60. ANOVA is conducted for variables that have homogenous variances (Table 61) and Welch and Brown-Forsythe (Table 62) test is conducted for variables that have heterogeneous variances.

Table 60: Homogeneity of Variances

Variable Name	Levene Statistic	df1	df2	p
Convenience	2,745	2	309	,066
Credibility and Interactivity	3,260	2	309	,040*
Irritation	3,403	2	309	,035*
Useful of Information	1,611	2	309	,201
Entertainment	1,236	2	309	,292
Informativeness	2,243	2	309	,108
Exposure	,010	2	309	,990
Innovativeness and Existing Knowledge	2,217	2	309	,111
Attitude Toward Privacy	,691	2	309	,502
Personal Attachment to Their Phones	,775	2	309	,462
Permission	3,120	2	309	,046*
Purchase Intention	3,747	2	309	,025*
Trust	3,146	2	309	,044

N=312, * $p<0.05$

ANOVA is conducted for convenience, useful of information, entertainment, informativeness, exposure, innovativeness and existing knowledge, attitude toward privacy and personal attachment to their phones. The results are given below in Table 61. However, the results of ANOVA tests for any variables are not significant. So, it is proved that all groups statistically not differ from each other for convenience, useful of information, entertainment, informativeness, exposure, innovativeness and existing knowledge, attitude toward privacy and personal attachment to their phones variables.

Table 61: ANOVA Results for Mobile Invoice Groups

	M. Invoice Groups	N	Mean	F	p
Convenience	<50	200	2,9917	1,267	,283
	50-100	81	3,0988		
	>100	31	3,2796		
Useful of Information	<50	200	3,7650	,358	,699
	50-100	81	3,6996		
	>100	31	3,8602		
Entertainment	<50	200	3,0967	,236	,790
	50-100	81	3,1687		
	>100	31	3,2043		
Informativeness	<50	200	4,2300	1,850	,159
	50-100	81	4,0370		
	>100	31	3,9677		
Exposure	<50	200	3,3500	2,532	,081
	50-100	81	3,6790		
	>100	31	3,4839		
Innovativeness and Existing Knowledge	<50	200	2,9971	,147	,863
	50-100	81	3,0582		
	>100	31	2,9724		
Attitude Toward Privacy	<50	200	3,9238	,262	,770
	50-100	81	3,9722		
	>100	31	3,8387		
Personal Attachment to Their Phones	<50	200	3,7975	1,548	,214
	50-100	81	3,8025		
	>100	31	4,1613		

N=312

Credibility and interactivity, irritation, permission, purchase intention and trust variables, which have heterogeneous variances, and Welch and Brown-Forstyle tests are conducted for them. It is seen that none of the variables have less than 0,05 significance levels both Welch and Brown-Forstyle. Finally, it is found that there is not a significant difference between three mobile invoice groups in terms of variables of this study.

Table 62: Welch and Brown-Forstyle Tests for Mobile Invoice Groups

	M. Invoice Groups	N	Mean		Welch	Brown-Forsythe
Credibility and Interactivity	<50	200	2,9350	F	,067	,060
	50-100	81	2,9778	p	,935	,942
	>100	31	2,9710			
Irritation	<50	200	3,6380	F	,538	,580
	50-100	81	3,5235	p	,586	,561
	>100	31	3,7484			
Permission	<50	200	4,0350	F	,030	,025
	50-100	81	4,0041	p	,971	,975
	>100	31	4,0108			
Purchase Intention	<50	200	2,7464	F	,424	,349
	50-100	81	2,8783	p	,656	,706
	>100	31	2,7696			
Trust	<50	200	2,7167	F	,928	,948
	50-100	81	2,9300	p	,400	,391
	>100	31	2,6559			

N=312

6.4.7. Mobile Device Usage

Number of mobile devices that people have may have an effect on content, convenience, user profile or other dimensions of this study. Respondents are categorized according to number of mobile devices that they have. All dependent and independent variables that used in this study are examined to see the differences in among three groups of respondents: people who have one mobile device, people who have two mobile devices and people who have three mobile devices and more. For this purpose, all factors (content factors,

convenience, user profile factors, exposure, permission, purchase intention and trust) are examined. Firstly, homogeneity of variances is checked as it is given in Table 63.

Table 63: Homogeneity of Variances

Variable Name	Levene Statistic	df1	df2	p
Convenience	,411	2	299	,663
Credibility and Interactivity	,213	2	299	,808
Irritation	,049	2	299	,952
Useful of Information	4,084	2	299	,018*
Entertainment	,049	2	299	,953
Informativeness	4,219	2	299	,016*
Exposure	1,443	2	299	,238
Innovativeness and Existing Knowledge	,441	2	299	,644
Attitude Toward Privacy	,510	2	299	,601
Personal Attachment to Their Phones	,406	2	299	,667
Permission	,501	2	299	,607
Purchase Intention	,165	2	299	,848
Trust	,092	2	299	,912

N=312, * p<0.05

Convenience, credibility and interactivity, irritation, entertainment, exposure, innovativeness and existing knowledge, attitude toward privacy and personal attachment to their phones, permission, purchase intention and trust variables are not significant, so they are homogeneous. All other variables (useful of information and informativeness) are not significant, that means they are heterogeneous. ANOVA test is performed for the homogeneous variables. Table 64 shows the ANOVA results for number of mobile device that respondents have. However, none of the variables are significant according to the results.

Table 64: ANOVA Results for Number of Mobile Device

	Number of M. Device	N	Mean	F	p
Convenience	1	176	3,0133	,153	,858
	2	102	3,0817		
	3	24	3,0278		
Credibility and Interactivity	1	176	2,8903	1,169	,312
	2	102	3,0539		
	3	24	2,8708		
Irritation	1	176	3,6739	,330	,719
	2	102	3,5745		
	3	24	3,5917		
Entertainment	1	176	3,1648	,698	,499
	2	102	3,0490		
	3	24	3,2917		
Exposure	1	176	3,4261	,138	,872
	2	102	3,4853		
	3	24	3,5208		
Innovativeness and Existing Knowledge	1	176	2,9529	,923	,398
	2	102	3,0560		
	3	24	3,2024		
Attitude Toward Privacy	1	176	4,0057	1,442	,238
	2	102	3,8480		
	3	24	3,7813		
Personal Attachment to Their Phones	1	176	3,9318	2,018	,135
	2	102	3,7745		
	3	24	3,5000		
Permission	1	176	4,1136	1,912	,150
	2	102	3,8922		
	3	24	4,0972		
Purchase Intention	1	176	2,7573	,080	,923
	2	102	2,7773		
	3	24	2,8512		
Trust	1	176	2,6761	1,010	,365
	2	102	2,8824		
	3	24	2,7917		

N=312

Welch and Brown-Forsythe test are conducted for useful of information and informativeness variables (Table 65). The results show that only informativeness is significant with less than 0,05 p values both Welch and Brown-Forsythe.

Table 65: Welch and Brown-Forsythe Tests for Number of Mobile Device

	Number of M. Device	N	Mean		Welch	Brown-Forsythe
Useful of Information	1	176	3,7614	F	1,262	,800
	2	102	3,6993	p	,289	,451
	3	24	3,9167			
Informativeness	1	176	4,1790	F	6,661	3,784
	2	102	4,0490	p	,002*	,024*
	3	24	4,5417			

N=312, * p<0.05

Table 66: Tamhane Test for Informativeness

		Mean Difference	Std. Error	Sig.
1	2	,12996	,12330	,647
	3	-,36269	,11975	,012*
2	1	-,12996	,12330	,647
	3	-,49265	,14366	,003*
3	1	,36269	,11975	,012*
	2	,49265	,14366	,003*

N=312, * p<0.05

Post-Hoc Tamhane test is conducted for informativeness. According to Table 66, respondents who have more than three mobile devices care mostly about informativeness with 4,5417 mean value. Based on, respondents who have one mobile device ($\mu=4,1790$) and respondents who have two mobile devices ($\mu=3,0490$) follows them. Anyway, high value of means show that all groups of respondents give high importance to informativeness content of mobile marketing activities.

7. DISCUSSION, CONCLUSION AND FUTURE RESEARCH

The high penetration of mobile devices has resulted in the increasing use of mobile marketing to deliver advertisements for products and services. This study gives deeper insights to Turkish companies that use mobile marketing and mobile service providers in the means of increasing the adoption of mobile marketing activities with explaining young consumers' behavior with different determinants. Since the study aims to investigate the young consumer behavior of mobile marketing in Turkey, the effects of content and convenience of mobile marketing activities are measured on young consumers' purchase intention and trust towards mobile marketing and if the permission marketing has any mediating effect on these relationships. In addition to the main objective, it is aimed to measure the effect of exposure and user profile on young consumer purchase intention and trust towards mobile marketing.

Based on regression analysis and findings, dimensions of content have different effect on young consumer behavior. Some of the variables have more effect than other variables and some of them have negative effect on dependent variables. For instance, credibility and interactivity perceived as most important factor in content of mobile marketing, whereas entertainment and useful of information found to be less important for purchase intention and informativeness is found insignificant in both cases; with and without permission. Credibility is found to be effective on mobile marketing attitude suggesting a role in reducing uncertainty and vulnerability in consumer decisions in Chowdury et al (2006), Haghirian and Madlberger (2005) and Yang et al. (2013). It is also proved that informativeness is insignificant in Chowdury et al (2006), but Haghirian and Madlberger (2005), Bauer and Barnes (2005) and Patat (2011) found that informativeness is important effect. The result of entertainment is also consistent with the study of Patat (2011), Bauer and Barnes (2005) and Haghirian and Madlberger (2005), while is not consistent with the study of Chowdury et al (2006). Therefore, the effect of useful of information is supported by the study of Patat (2011), Rohm et al. (2012) and Tetik (2008). Irritation of the content negatively influences both purchase intention and trust variables. This finding is supported by the findings of Haghirian and Madlberger (2005), Patat (2011) and Eren (2008).

Surprisingly, irritation, entertainment, useful of information and informativeness are found insignificant for trust, credibility and interactivity perceived as most and only important factor for trust. Permission has mediating effect with content relationship between purchase intention and trust; it positively and indirectly influences the relationship between content dimensions, purchase intention and trust. This finding about permission of the study overlaps with the findings of Carroll et al. (2007) and Suher and Ispir (2011).

Regarding the second important factor, convenience has positively related both purchase intention and trust. Yang et al. (2013), Scharl et al. 2005 and Okazaki (2009) also proved that the effect of convenience on attitude toward using mobile marketing is significant and positive. However, this finding was not supported by Patat (2011) study. Even though, permission positively influences the relationship between convenience and purchase intention; it doesn't have any effect in the mediating analysis between convenience and trust. Especially, Rizwan et al. (2007) and Kautonen et al. (2007) emphasize on the positive relationship between trust and permission however, in this study permission doesn't have direct or indirect effect on trust. This can be explained by the speculative nature of the questions, because of the permission marketing is not fully applied and as the majority of the respondents have not experienced actual permission-based mobile marketing. Hence, their comprehension of the associated benefits may be limited at this point.

As in literature exposure is significantly contributing factor for young consumer behavior. This indicated that the increase in exposure caused a decrease in consumers' purchase intention and trust. This finding of the study overlaps with the findings of Haghirian and Madlberger (2005), Eren (2008) and Carroll et al. (2007). Therefore, the marketers should be sensible about the exposure; especially frequency and time of the messages sent to the consumers not to arouse annoyance. It is important for marketers to keep the attitude of consumers towards mobile advertising and marketing at a positive level to motivate them for purchasing their services and/or products.

The influence of user profile on purchase intention and trust is also examined in this study. All dimensions of user profile (innovativeness and existing knowledge, personal attachment to their phones, attitude towards privacy) are significant and positive. While the increase in innovativeness and existing knowledge and personal attachment to their phones

positively effect purchase intention and trust, the increase in attitude toward privacy negatively effects purchase intention and trust. Thus, the results revealed that the consumers with more positive attitude intend to trust and purchase more. In literature, the effect of innovativeness and existing knowledge is supported by Bauer and Barnes (2005), Rohm et al. (2012), Yang et al. (2013) and Kamphuis and Ramnarain (2012). Rohm et al. (2012) found that personal attachment to their phones is one of the most influential variables for the young consumers' attitudes toward mobile marketing. Furthermore, Cleff (2007), Haghirian and Madlberger (2005), Yang et al. (2013) and Okazaki (2009) suggest that customers who consider privacy very valuable are less likely to attribute a high value and a positive attitude towards advertising via mobile devices

Relationship between purchase intention and trust is found high and positive. The result of analysis shows that the consumer will have higher purchase intention if he/she holds positive perception towards personal trust. Rizwan et al. (2007) also argue that consumer will have positive attitude toward mobile advertisement if he/she has trust on the company. Literature and the analyzes in the study prove that building trust to increase young consumer intentions is considerable. A greater degree of trust is required in mobile marketing environment than in a physical shop. It mitigates the feelings of uncertainty that arise when the shop is unknown, the shop owners are unknown and the quality of the product is unknown.

The demographic variables are also analyzed in terms of their discriminative effect on mobile marketing. Since the study aims to analyze effects of mobile marketing activities on young consumer behavior, the difference tests was conducted to the age, gender, education level, occupation, income, mobile invoice and mobile device usage. According to the results, it is proved that all age, education, income and mobile invoice groups statistically not differ from each other for all variables. Occupation, gender and mobile device usage create a significant difference between respondents with some of the variables that is evaluated in the study. Females are more tend to have higher credibility and interactivity, useful of information and personal attachment to their phones than males. Therefore, males have more tend to purchase intention than females. The results of analysis by occupation groups show that, students and unemployed respondents are more irritated by mobile marketing activities than employed respondents and the level of personal attachment to their phones of employed

respondents are higher than students and unemployed respondents. Based on the mobile device usage results; respondents who have more than three mobile devices care mostly about informativeness, following them respondents who have one mobile device and respondents who have two mobile devices care about informativeness content of mobile marketing messages.

Mobile marketing provides new opportunities for companies to profit on unique features of mobile media. Depending on the ability of companies to manage and operate mobile technologies and make use of their features, effective mobile marketing strategies are being used. They should look for new possibilities, tightly monitor advancements and integrate them into their marketing strategies. All of these efforts will assist marketers, satisfy customer needs, making the best use of existing technology. Before benefiting mobile marketing, dimensions of mobile marketing and their effects should be considered well by marketers.

Clearly, the high effect of credibility and interactivity shows that young consumers have basic needs as mobile marketing is very new marketing tool in Turkey. This finding is consistent with Maslow's Theory (1943). Marketers should provide their basic needs such as privacy and security. Actually, Turkish young consumers tend to participate and rely on mobile marketing activities. Following, permission has considerable indirect effect on the relationship between mobile marketing and purchase intention; however, this effect decreases on the relationship between mobile marketing and trust. Because of mobile marketing is very new marketing tool in Turkey, consumers need more time to understand mobile marketing so as permission marketing. The establishment of a well-grounded basis of trust for mobile marketing as a general form of marketing communication has to be a major goal for all marketers. This is one of the most important requirements for young consumers' attitude to permit the reception of mobile marketing activities on their mobile devices and to participate more. Thus, the low ratio of received mobile messages about social responsibilities shows that companies should pay attention to social responsibilities, so that they will be able to enhance their corporate image.

As it is analyzed in this study, there are different profiles of consumers. Innovativeness and existing knowledge, personal attachment to their phones and attitude

towards mobile marketing are the dimensions that are analyzed and their effects are defined in this study. Marketers should target their consumers to make campaigns that are more effective. Thus, there are various mobile applications available; marketers should make sure that their mobile marketing campaigns are using the right application for the right target audience. For instance, a lack of privacy may irritate some consumers and prevent them from responding to the campaign. Similarly, if some consumers' experience or knowledge is insufficient in using mobile applications, they may not response the campaign, too. Innovativeness and existing knowledge means a customer's knowledge of technology. This kind of knowledge includes the know-how and skill of using various kinds of technologies and engaging mobile marketing activities. Young consumers are highly interactive and interconnected with technology. Because of young consumers' attachment and knowledge about mobile media, these characteristics may motivate them to using mobile marketing activities such as product searching through mobile shopping, the purchasing method, the payment process and the company's personal information protection policy, etc.

Marketers also should be careful about exposure level of the message. This study and other studies show the exposure effect on consumers. As Cone (2006) mentioned, especially young consumers are acutely aware of their marketing power and influence. When they feel uncomfortable, they may be prejudiced from mobile marketing and they would immediately avoid mobile marketing activities. It is better sending mobile messages or participating by mobile with consumers at the point of purchase. As Varnalı et al (2011), specified in their study, the relevance of the message is very valuable for consumers in helping in situations that require instant decision-making. That is why localization and ubiquity takes significant role in mobile world. Thus, these kind of mobile activities are more valuable for consumers because of delivery of sensitive information on certain topics that the user identify as urgent.

Further research is also needed on the concept of permission marketing. Research in this context should reveal how consumers prefer to supply permission. Another field of future research should address the issue of a specific sector in Turkish market or another country. For instance, an optimization for banking industry with a successful proposal should be very valuable. Comparisons between countries could be useful for marketers which aim to enter a foreign market. Separate studies could be conducted on the mobile networks and marketing industries to find out the unique problems of each industry and their interaction with one

another or a few marketers could be selected as case studies. With a more detailed analysis of each of these industries, the problems and corresponding strategies of companies can also be investigated deeply. Finally, a longitudinal study can be carried out. The impact of strategies on future success can then be determined.

One of the substantial limitations this study is sampling method: convenience sampling and snowball sampling method. In addition, sample is limitation of this study. It is only conducted with young consumers who live in Istanbul and generally student or graduated from Marmara University. So; individuals from other cities weren't participated to the survey. Besides sample limitation, if the study was conducted with individuals who are more involved in mobile marketing activities the results may be different. Also, this research should be done with senior adult consumers, as older age group of consumers rarely analyzed in technology-based researches. Different segments of consumers tend to have different attitude of mobile marketing. Finally, the feature of that makes this research different from other studies about mobile marketing attitude on young consumer behavior and mediating effect of permission marketing in literature.

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APPENDIX 1

QUESTIONNAIRE IN TURKISH

Bu çalışma Marmara Üniversitesi Sosyal Bilimler Enstitüsü İşletme (İng) Anabilim Dalı Üretim Yönetimi ve Pazarlama Bilim Dalı Yüksek Lisans Tezi için yapılmaktadır. Soruları eksiksiz yanıtlamanızı rica ederim. Katkılarınız için teşekkürler.

Diren TOPTAŞ

Mobil pazarlama aktiviteleri, markaların imaj oluşturma ya da tanıtım amaçlı olarak hedef kitle ile ürün/hizmetini buluşturduğu (SMS, MMS, uygulamalar vs. aracılığıyla) iletişim ve bağlılık kurmaya yönelik hamlelerin tümüdür. Bu çalışmada mobil "mesajlar", "bildirimler" ve "aktiviteler" terimleri birbiri yerine kullanılmıştır.

Lütfen yukarıdaki açıklamaya göre aşağıdaki ifadelere ne derece katıldığınızı işaretleyiniz.

- 1: Kesinlikle Katılmıyorum
- 2: Katılmıyorum
- 3: Ne Katılıyorum Ne Katılmıyorum
- 4: Katılıyorum
- 5: Kesinlikle Katılıyorum.

	1	2	3	4	5
1. Mobil mesaj/aktiviteleri eğlenceli buluyorum	☐	☐	☐	☐	☐
2. Mobil mesaj ya da aktiviteler göze hitap etmektedir.	☐	☐	☐	☐	☐
3. Animasyon, gif vb. içeren komik mobil mesaj/aktiviteler dikkatimi çeker.	☐	☐	☐	☐	☐
4. Mobil aktiviteler aracılığıyla çekiliş hakkı, indirim kuponu vs. sürpriz hediyeler kazanmayı severim.	☐	☐	☐	☐	☐
5. Mobil oyunlar gibi aktivitelerle puan toplayarak gümüş, altın, platin vb. “rütbe”lere yükselmek için çabalarım.	☐	☐	☐	☐	☐
6. Mobil aktiviteler bilgilendiricidir.	☐	☐	☐	☐	☐
7. “Vermiş olduğunuz siparişiniz işleme alınmıştır.”, “Siparişinizi bu takip numarasından takip edebilirsiniz.” şeklindeki mobil bildirimleri yol göstericidir.	☐	☐	☐	☐	☐
8. Mobil mesajların doğruluğu/kesinliği benim için önemlidir.	☐	☐	☐	☐	☐
9. İhtiyaç ve isteklerime yönelik mobil pazarlama mesajları almak hoşuma gider.	☐	☐	☐	☐	☐
10. Genel olarak mobil mesaj ya da aktivitelerin rahatsız edici olduğunu düşünmekteyim.	☐	☐	☐	☐	☐
11. Gereksiz bilgi içeren mobil pazarlama	☐	☐	☐	☐	☐

mesaj/aktivitelerinden rahatsız olurum.					
12. Açık ve net olmayan, gizemli mobil mesajlar sınır bozucudur.	☐	☐	☐	☐	☐
13. Mobil pazarlama mesajlarının o anda yaptığım işi bloke edici/durdurucu olduğunu düşünüyorum.	☐	☐	☐	☐	☐
14. Gereğinden uzun mobil mesajlar rahatsız edicidir.	☐	☐	☐	☐	☐
15. Mobil pazarlama ve reklam mesajlarının güvenilir olduğunu düşünüyorum.	☐	☐	☐	☐	☐
16. Mobil pazarlama aktiviteleri markalar ve müşteriler arasında samimi bir iletişim kanalıdır.	☐	☐	☐	☐	☐
17. Mobil pazarlama mesajları inandırıcıdır.	☐	☐	☐	☐	☐
18. Mobil pazarlama aktivitelerini güçlü markalar kullanır.	☐	☐	☐	☐	☐
19. Mobil pazarlama aktivitelerinin dürüst olduğunu düşünüyorum.	☐	☐	☐	☐	☐
20. Tüketim alışkınlarıma göre oluşturulmuş mobil pazarlama mesajlarını seviyorum.	☐	☐	☐	☐	☐
21. Sıradan bir mobil mail/mesaj yerine bana özel olarak tasarlanmış bir şablonun olması beni daha çok etkiler.	☐	☐	☐	☐	☐
22. Mobil pazarlama aktivite/mesajları sayesinde firmalarla etkileşime geçebiliyorum.	☐	☐	☐	☐	☐
23. Mobil pazarlama aktivite/mesajları sayesinde sosyal sorumluluk kampanyalarına katılabiliyorum.	☐	☐	☐	☐	☐
24. Mobil pazarlama aktivitelerinin tüketici için faydalı bilgiler içerir.	☐	☐	☐	☐	☐
25. Mobil bildirimler doğru yerde gelirse yararlıdır.	☐	☐	☐	☐	☐
26. Mobil bildirimler doğru zamanda gelirse yararlıdır.	☐	☐	☐	☐	☐
27. Mobil pazarlama aktiviteler/mesajlar akılda kalıcıdır.	☐	☐	☐	☐	☐
28. Diğerlerinden farklı olan mobil pazarlama mesajlarını hatırlarım.	☐	☐	☐	☐	☐
29. Mobil pazarlama aktivitelerine katılmanın kolay ve basit olduğunu düşünüyorum.	☐	☐	☐	☐	☐
30. Mobil pazarlama aktiviteleri ile yer ve zaman kısıtlamaları olmadan fırsatlardan faydalanırım.	☐	☐	☐	☐	☐
31. Günün her saati yerine, satış noktalarında bulunduğum anlarda mobil pazarlama mesajları almak isterim.	☐	☐	☐	☐	☐
32. Günün her saatinde mobil pazarlama mesaj/bildirimleri alıyorum.	☐	☐	☐	☐	☐
33. Çok fazla sayıda mobil pazarlama mesaj/bildirimleri alıyorum.	☐	☐	☐	☐	☐
34. Mobil pazarlama mesajları yeni ürünleri tanımak açısından önemlidir.	☐	☐	☐	☐	☐
35. Herhangi bir ürün/hizmette yapılan yenilikleri haber veren mobil mesajlar almak hoşuma gider.	☐	☐	☐	☐	☐

36. Bir ürün/hizmetle ilgili yapılan geliřtirmeler ilgimi çeker.	☐	☐	☐	☐	☐
37. Daha önce mobil pazarlama ile ilgili aktivitelere katıldım.	☐	☐	☐	☐	☐
38. Mobil pazarlama aktivitelerini bilgi alabilmek için kullanırım.	☐	☐	☐	☐	☐
39. Mobil pazarlama aktiviteleri ile öğrendiğim bilgileri günlük hayatta kullanırım.	☐	☐	☐	☐	☐
40. Telefonum hayatımın önemli bir parçasıdır.	☐	☐	☐	☐	☐
41. Telefonum olmadan kendimi eksik hissedirim.	☐	☐	☐	☐	☐
42. Katıldığım mobil kampanyalarda özel bilgilerimin risk altında olduğunu düşünmekteyim.	☐	☐	☐	☐	☐
43. Müşterisi olduğum firmanın, mahremiyet sayılacak bilgilerimi başka firmalara satmasından hoşlanmam.	☐	☐	☐	☐	☐
44. Spam mesaj atan marka veya firmalar gözümde itici bir yer alır.	☐	☐	☐	☐	☐
45. Mobil pazarlama uygulamalarında tüketicinin kişisel bilgilerinin kötüye kullanıldığını düşünüyorum.	☐	☐	☐	☐	☐
46. Mobil aktivitelere kişisel güvenliğim sağlanmaktadır.	☐	☐	☐	☐	☐
47. Müşterisi olduğum firmaların mobil aktivitelere söz sahibi olmak isterim.	☐	☐	☐	☐	☐
48. Mobil pazarlama mesaj/bildirimlerini iznim olmadan almak istemem.	☐	☐	☐	☐	☐
49. Mobil pazarlama uygulamalarını/mesajlarını alıp almamayı ben tercih ederim.	☐	☐	☐	☐	☐
50. İzin vermediğim markalardan veya firmalardan reklam/promosyon mesajı almak istemem.	☐	☐	☐	☐	☐
51. Mobil pazarlama aktivitelere daha çok erişim sağlamak isterim.	☐	☐	☐	☐	☐
52. Mobil pazarlama aktivitelere daha çok katılmak isterim.	☐	☐	☐	☐	☐
53. Mobil pazarlama aktiviteleriyle sunulan kampanyalardaki ürün/hizmetleri denemek isterim.	☐	☐	☐	☐	☐
54. Mobil pazarlama aktiviteleriyle sunulan kampanyalardaki ürün/hizmetleri satın almak isterim.	☐	☐	☐	☐	☐
55. Mobil pazarlama aktiviteleriyle sunulan kampanyalardaki ürün/hizmetleri benimserim.	☐	☐	☐	☐	☐
56. Genel olarak mobil pazarlama aktivitelerini takdir ederim.	☐	☐	☐	☐	☐
57. Arkadaşıma mobil aktivitelere katılmasını öneririm.	☐	☐	☐	☐	☐
58. Mobil pazarlama aktivitelere güvenirim.	☐	☐	☐	☐	☐
59. Mobil pazarlama aktivitelere bulunan firmalara güvenirim.	☐	☐	☐	☐	☐
60. Mobil pazarlama aktivitelere bulunan markalara güvenirim.	☐	☐	☐	☐	☐

Cinsiyetiniz:

- ☐ Kadın ☐ Erkek

Yaşınız:

Eğitim durumunuz:

- ☐ Lise ve aşağısı ☐ Üniversite ☐ Y. lisans ve üzeri

Mesleğiniz:

- ☐ Öğrenci ☐ Çalışan ☐ İşsiz

Aylık net geliriniz nedir?

- ☐ Gelirim yok ☐ 1000 TL'den az ☐ 1001-2000 TL
☐ 2001-4000 TL ☐ 4000 TL üzeri

Mobil cihazlardan hangisi ya da hangilerine sahipsiniz? (Birden fazla seçebilirsiniz)

- ☐ Cep telefonu ☐ Akıllı telefon ☐ Tablet
☐ Giyilebilir Bilgisayar ☐ PDA (Cep Bilgisayarı) ☐ GPS Navigasyon aleti
☐ Pager ☐ Diğer:

Kaç adet mobil cihaza sahipsiniz:

Telefonunuz için bir mobil internet aboneliğiniz var mı?

- ☐ Evet ☐ Hayır

Mobil faturanız veya TL harcama miktarınızın aylık ortalama tutarı ne kadardır?

- ☐ 50 TL'den az ☐ 50-100 TL ☐ 100 TL üzeri

Günlük hayatta hangi mobil mesaj/aktivite çeşidini ya da çeşitlerini kullanıyorsunuz? (Birden fazla seçebilirsiniz.)

- ☐ SMS ☐ MMS ☐ Wi-fi
☐ 3G /4 G ☐ Bluetooth ☐ E-mail
☐ Sosyal medya ☐ Mobil websitesi ☐ Mobil Uygulama
☐ Mobil oyunlar ☐ QR Kodu ☐ Anlık mesaj
☐ USSD ☐ IVR (Sesli yanıt sistemi)

Günlük hayatta en çok aldığınız mobil uygulama/mesaj çeşidi ya da çeşitleri nelerdir? (Birden fazla seçebilirsiniz.)

- | | | |
|-----------------------------------|---|--|
| ☐ İndirim | ☐ Yeni ürün | ☐ Sosyal sorumluluk |
| ☐ Uyarı | ☐ Bilgilendirme | ☐ Tanıtım |
| ☐ Kampanya | ☐ Tebrik/Kutlama | ☐ Şifre |
| | | ☐ Diğer: |

Hangi sıklıkta mobil mesaj alıyorsunuz?

- | | | | |
|----------------------------------|------------------------------------|---------------------------------|------------------------------|
| ☐ Her gün | ☐ Her hafta | ☐ Her ay | ☐ Hiç |
|----------------------------------|------------------------------------|---------------------------------|------------------------------|

Günün hangi zaman diliminde mobil mesaj/bildirim alıyorsunuz? (Birden fazla seçebilirsiniz.)

- | | | |
|---|--|---|
| ☐ Sabah Saatleri 06-12 | ☐ Öğlen Saatleri 12-05 | ☐ Akşam Saatleri 05-08 |
| ☐ Gece Saatleri 08-12 | ☐ Gece Yarısından Sonra 12-06 | ☐ Diğer: |

APPENDIX 2

QUESTIONNAIRE IN ENGLISH

This study is conducted for Master's Thesis of Marmara University Institute of Social Sciences Business Administration Department of Production Management and Marketing Department. I would like you to complete questions. Thank you for your contribution.

Diren TOPTAŞ

Mobile marketing activities are the combination of communication and loyalty moves upon creating company image or making advertisements to meet their products/services (SMS, MMS, applications etc.) with their target groups. In this study, mobile "messages", "notification" and "activities" are used interchangeably.

According to the statement, please indicate to what extent you participate in the following statements.

- 1: Strongly Disagree
- 2: Disagree
- 3: Neither Agree Nor Disagree
- 4: Agree
- 5: Strongly Agree

	1	2	3	4	5
1. I think mobile messages/activities are funny.	☐	☐	☐	☐	☐
2. Mobile messages or activities appeals to the eye.	☐	☐	☐	☐	☐
3. Funny mobile messages/activities (animation,gif, etc..) take to my attention.	☐	☐	☐	☐	☐
4. I would like to win suprise gifts, lottery and discount coupon via mobile activities.	☐	☐	☐	☐	☐
5. I struggle collecting points to rise to the rank of silver, gold, platinum in mobile marketing games.	☐	☐	☐	☐	☐
6. Mobile activities are informative.	☐	☐	☐	☐	☐
7. I think “You can track your order from this tracking number” or “Your order has been processed” in the form of mobile notifications are guiding.	☐	☐	☐	☐	☐
8. The accuracy and precision of mobile messaging is important for me.	☐	☐	☐	☐	☐
9. I would like to get tailored mobile marketing messages according to my needs and desires.	☐	☐	☐	☐	☐

10. In general mobile messages/activities are annoying me.	☐	☐	☐	☐	☐
11. Mobile marketing messages/activities that contain unnecessary information would be disturbing.	☐	☐	☐	☐	☐
12. Unclear, inexplicit and mysterious mobile messages are annoying.	☐	☐	☐	☐	☐
13. I think mobile marketing messages are blocking me at that moment.	☐	☐	☐	☐	☐
14. Too long mobile messages are disturbing.	☐	☐	☐	☐	☐
15. I think mobile marketing and advertising messages are reliable.	☐	☐	☐	☐	☐
16. Mobile marketing activities are sincere way of communication between brands and customers.	☐	☐	☐	☐	☐
17. Mobile marketing messages are credible.	☐	☐	☐	☐	☐
18. Strong brands use mobile marketing activities.	☐	☐	☐	☐	☐
19. I think mobile marketing activities are honest.	☐	☐	☐	☐	☐
20. I would love mobile marketing messages that have been created based on consumption habits.	☐	☐	☐	☐	☐
21. Mobile messaging/mailling affects me more if it has a specially designed template instead of being ordinary.	☐	☐	☐	☐	☐
22. I can interact with the company through mobile marketing activities/messages	☐	☐	☐	☐	☐
23. I can participate social responsibility campaigns through mobile marketing activities/messages	☐	☐	☐	☐	☐
24. Mobile marketing messages include useful information for the consumer.	☐	☐	☐	☐	☐
25. Mobile notifications are useful if it is received at the right place.	☐	☐	☐	☐	☐
26. Mobile notifications are useful if it is received at the right time.	☐	☐	☐	☐	☐
27. Mobile marketing activities/messages are memorable.	☐	☐	☐	☐	☐
28. I remember the mobile marketing messages that are different from others.	☐	☐	☐	☐	☐
29. I think that participation in the mobile marketing activities is easy and simple.	☐	☐	☐	☐	☐
30. I take advantage of opportunities without the constraints of space and time through mobile marketing activities/messages	☐	☐	☐	☐	☐
31. I would like to receive mobile marketing messages at sales outlets instead of every hour of the day.	☐	☐	☐	☐	☐
32. I receive mobile marketing messages/notification at any time of the day.	☐	☐	☐	☐	☐
33. I receive too many mobile marketing messages/notifications are getting.	☐	☐	☐	☐	☐

34. Mobile marketing messages are important to introduce new products.	☐	☐	☐	☐	☐
35. I would like to receive mobile message for any product/service innovations	☐	☐	☐	☐	☐
36. I'm interested in product/service-related improvements.	☐	☐	☐	☐	☐
37. Before, I participated in activities related to mobile marketing.	☐	☐	☐	☐	☐
38. I use mobile marketing activities to get information.	☐	☐	☐	☐	☐
39. I use the information that I learned via mobile marketing activities in my daily life.	☐	☐	☐	☐	☐
40. My phone is an important part of my life.	☐	☐	☐	☐	☐
41. I feel incomplete without my phone.	☐	☐	☐	☐	☐
42. I think that my private information is under risk when I have participated in mobile campaigns.	☐	☐	☐	☐	☐
43. I don't like if a company sell my private information to other companies.	☐	☐	☐	☐	☐
44. The companies or brands which assign spam messages become repulsive in my eyes.	☐	☐	☐	☐	☐
45. Mobile marketing applications are being used to abuse the consumer's personal information.	☐	☐	☐	☐	☐
46. My personal security is provided in the mobile activities.	☐	☐	☐	☐	☐
47. I would like to have a say on the mobile activities that I receive.	☐	☐	☐	☐	☐
48. I don't want to take mobile marketing messages/notifications without my permission.	☐	☐	☐	☐	☐
49. I would prefer receive or not to receive mobile marketing messages/applications	☐	☐	☐	☐	☐
50. I do not want to receive promotional messages from brand or company that I didn't permit.	☐	☐	☐	☐	☐
51. I would like to access mobile marketing activities more.	☐	☐	☐	☐	☐
52. I would like to participate in mobile marketing activities more.	☐	☐	☐	☐	☐
53. I would like to try out the products/services offered by mobile marketing activities in the campaign.	☐	☐	☐	☐	☐
54. I want to buy products/services offered campaigns through mobile marketing activities/messages	☐	☐	☐	☐	☐
55. I adopt products/services offered campaigns through mobile marketing activities/messages	☐	☐	☐	☐	☐
56. Overall I would appreciate mobile marketing activities.	☐	☐	☐	☐	☐
57. I suggest to my friends to participate in mobile marketing activities.	☐	☐	☐	☐	☐
58. I trust in mobile marketing activities.	☐	☐	☐	☐	☐
59. I trust the companies that use mobile marketing	☐	☐	☐	☐	☐

activities.					
60. I trust the brands in mobile marketing activities.	☐	☐	☐	☐	☐

Gender:

☐ Female

☐ Male

Age:

Education Status:

☐ High School or Lower

☐ Undergraduate

☐ Graduate or Upper

Profession:

☐ Student

☐ Worker / Employee

☐ Unemployed

What is your monthly net income:

☐ No Net Income

☐ Less than 1000 TL

☐ 1001-2000 TL

☐ 2001-4000 TL

☐ More than 4000 TL

From mobile devices, which one or which one have you: (You can select more than one)

☐ Mobilephone

☐ Smartphone

☐ Tablet

☐ Wearable Computer

☐ PDA (Pocket PC)

☐ GPS Navigator

☐ Pager

☐ Other:

How many mobile devices do you have:

Do you have a mobile Internet subscription for your phone:

☐ Yes

☐ No

How much is the average monthly amount of spending your mobile bill or Turkish lira:

☐ Less than 50 TL

☐ 50-100 TL

☐ More than 100 TL

Which mobile message /activity variation or variations are you using in daily life: (You can select more than one)

- | | | |
|---------------------------------------|---|--|
| ☐ SMS | ☐ MMS | ☐ Wi-Fi |
| ☐ 3G /4 G | ☐ Bluetooth | ☐ E-Mail |
| ☐ Social Media | ☐ Mobile Website | ☐ Applications |
| ☐ Mobile Games | ☐ QR Kodu | ☐ Instant Message |
| ☐ USSD | ☐ IVR (interactive voice response) | |
- ☐ Other:

What are the types or kinds of messages / mobile application you receive in everyday:
(You can select more than one.)

- | | | |
|-----------------------------------|---|--|
| ☐ Discount | ☐ New Product | ☐ Social responsibility |
| ☐ Warning | ☐ Informational | ☐ Introduction |
| ☐ Campaign | ☐ Greeting/Celebration | ☐ Password |
- ☐ Other:

How often you receive mobile messages:

- ☐ Every day ☐ Every week ☐ Every month ☐ Never

What time of the day in the mobile messaging / notifications you receive: (You can select more than one.)

- | | | |
|--|---|--|
| ☐ Morning Hours 06-12 | ☐ Lunch Hours 12-05 | ☐ Evening Hours 05-08 |
| ☐ Night HGours 08-12 | ☐ After Half the night 12-06 | ☐ Other: |