

# Chapter 3

## Framework for Mobile Marketing: The Locales Framework

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### ABSTRACT

*This chapter suggests that mobile marketing research take an Interaction Design approach through the adoption of the Locales Framework as an alternative perspective to investigate the context of mobile marketing. The research shows how such an approach can integrate marketing and new technology research, highlighting the issues and opportunities brought about by the technology within a domain context, i.e. mobile marketing. Given that there are not many theoretically based frameworks available to support mobile marketing research, the application of this framework provides a roadmap for future research in mobile marketing and helps build the body of knowledge in this field.*

### BACKGROUND

Many people incorrectly perceive the term “marketing” as the same thing as advertising or promotion (Kerin, Hartley & Rudelius, 2007). This definition only highlights the meaning of “marketing” as a form of activity or tool for delivering marketing contents. In a similar manner, many people also find it difficult to distinguish the term “mobile marketing” (Leppaniemi, Sinisalo & Karjaluo-

toaniemi, 2006). Currently, no clear definition of mobile marketing exists in academic or industry publications (Leppaniemi, Karjaluo & Salo, 2004). Numerous definitions of mobile marketing have been proposed by marketing practitioners and research scholars. Facchetti, Rangone, Renga and Savoldelli (2005) define mobile marketing as “any paid form of impersonal presentation and promotions of goods, services, ideas by well-identified promoter (Kotler, Jain, & Maesincee, 2002) using ‘the wireless’ as delivery channel”. Tsang, Ho, &

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Liang (2004) refer to the phenomenon as sending advertising to mobile devices such as mobile phones or Personal Digital Assistants (PDAs) through wireless network, and the delivery of mobile advertising as involving digital texts, images and voice with interactive, immediate, personalized, and responsive capabilities. A much simpler explanation of mobile marketing is offered by Bauer, Barnes, Reichardt and Neumann (2005) where they describe it as “using the mobile phone as a means of conveying commercial content to customers”. Mobile marketing practitioners like Becker (2005) offer another definition. Becker (2005) states that “the mobile channel is a multi-faceted interactive, interoperable, network composed of various mobile delivery technologies used by companies to market to an individual, and deliver to the individual communication, personalization, information and entertainment products and services”.

Building on these insights into mobile marketing, we define mobile marketing as leveraging the usage of mobile phones for conducting marketing activities over a telecommunication network, to transmit advertising and promotional contents to consumers in the form of time- and location-sensitive, personalized information with the intention of promoting goods and services, thereby generating value for all stakeholders involved. This paper also builds on the traditional definition of marketing which involves advertising and promotion as channels to conduct marketing activities, such that mobile marketing is viewed as a ‘pre-launch’ problem that occurs during the planning of a marketing campaign. Mobile marketing is regarded as a form of technology intervention in the context of a marketing campaign, looking at either advertising or promotion, or both.

## **INTRODUCTION**

According to the marketing literature, the perspective of mobile marketing is often related to

consumers’ traits and behaviors such as acceptance, attitude, experiences, responsiveness and perception. These have been intensively investigated over the past few years by Barwise and Strong (2002), Bauer et al. (2005), Haghirian and Madlberger (2005), Okazaki (2004), Rohm and Sultan (2006), and Tsang et al. (2004). Much of this research was conducted using a single research approach such as interview, experiment or survey. This form of research mainly focuses on the characteristics of individuals in terms of how they view mobile marketing. The outcomes from the analyses may provide justifications for the phenomenon studied but they are not thorough enough to comprehensively detail the full mobile marketing concept (Gopal & Tripathi, 2006).

## **LITERATURE REVIEW**

The means of determining whether marketing communications are effective have been well documented; however such research has largely been predicated on traditional, and more recently Internet, based platforms. There is a distinct lack of literature regarding the mobile medium, particularly in terms of studying the effectiveness of this new marketing communication tool in facilitating marketing campaigns for companies (Perlado & Barwise, 2004). For many companies, mobile marketing still represents a mysterious and challenging new component of a company’s communication mix. There are still challenges that could hinder the effective implementation of advertising through mobile phones. For example, the screen sizes of mobile phones are small and therefore it is unlikely to be possible to exhibit the entire same advertisement as in print.

Furthermore, no studies to date have compared the effectiveness of this medium in delivering advertising or promotions with other more established media such as print (Lee & Muhlberger, 2006). Some of the fundamental issues that marketers are concerned with in evaluating the mobile

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