

Chapter XVIII

Mobile Marketing

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ABSTRACT

Recently, cellular phones capable of accessing the Internet are prevailing rapidly in Japan. First, their functions and features are examined: Classification of services offered at i-mode; Characteristics of cyberspace communication tools and their comparisons with mobile instrument; Strengths and weaknesses of mobile phones. Then, mobile marketing is discussed on from the following perspectives. (1) Ability to use real-time marketing, (2) Ability to use online coupon marketing, (3) Ability to navigate customer easily to shop, (4) Ability to make purchase procedures seamless—from the notification of special offers (by retailers) to the payment (by customers), (5) Retrieval and utilization of information without time and spatial restriction. Third, we analyze the differences in meaning between so-called four Ps in real commerce marketing and those in cyberspace marketing. Finally, several cases using cellular phones are analyzed: coupon marketing, production/construction status control, and distribution control.

INTRODUCTION

NTT DoCoMo's launching of i-mode service in December of 1999 has drastically changed the landscape of Web business because it enables wireless Internet access. Mobile phone operators now offer a wide range of services using wireless Internet access technology. As of June 30, 2007, there were about 98.1 million mobile phone users, including 74.7 million 3G mobile phone users.

Wireless Internet access technology has created new, innovative services, such as the production status control using mobile handsets. This chapter examines potentials of marketing techniques using mobile Internet technology.

So far, many researches and writings have been made on mobile phone such as the theme of technology (Raina & Harsh, 2001), competition in mobile market (Steinbock, 2002), communication (Garrard, 1997), marketing (Haig, 2002), and so forth.

The abundant applications with wireless Internet access are first developed by i-mode. But the papers of the analysis of the application and its influence of i-mode are few. Some of them are executed by Tsukuda, Takeyasu, and Ono (2001) and Takeyasu, Ono, and Ueda (2003). In this chapter, overall analysis is executed for the mobile marketing focused on the application of i-mode.

BACKGROUND

In this chapter, mobile marketing means marketing on or with a mobile phone. Marketing on a mobile phone has increasingly become popular, especially in Japan (Takeyasu, 2006; Takeyasu et al., 2003; Tsukuda et al., 2001). After the development of i-mode service by NTT DoCoMo, which is well known world-wide (Matsunaga, 2000), other carriers also developed services similar to i-mode. We survey these services and evaluate the characteristics of Mobile Technologies and then the meaning and the characteristics of mobile marketing is investigated. Case studies are executed, followed by the conclusion.

CHARACTERISTICS OF MOBILE TECHNOLOGIES

Mobile communication instruments in a broader sense include hand-carry personal computers (PCs), personal digital assistants (PDAs), and so forth. This chapter, however, focuses primarily on cellular phones capable of Web browsing. We call this “*keitai*.”

While data input on *keitai* is not as easy as on PCs, *keitai* has several advantages—very light, portable, and capable of transmitting voice/sound (Table 1, Table 2).

The characteristics of cyberspace technologies are described precisely by Takeyasu in Tsukuda et al. (2001).

Because *keitai* has unique characteristics as described in Table 2, it will be effective in the following use:

1. Simple and easy retrieval and input of information without restriction of location and time
 - Search train timetables, cooking recipes, and map information
 - Check bank account balance and money transfer.

Table 1. Comparing characteristics of cyberspace technologies with those of mobile telephone

Cyberspace technology	Mobile telephone (<i>keitai</i>)	
Bilateral communication	○	Difficulty in data inputs Strong in voice/sound system
Borderless—beyond time, space, national borders	○	Two separate protocols—European and U.S. standard. Both protocols are adopted by Japanese carriers
Dual Phase communication by word of mouth and mass media	○	Difficulty in data inputs
Virtual nature	○	
Digital nature	○	
Real-time	◎	Compact and easy to carry, anytime, anywhere
Database involvement	○	

*○···characteristics recognized ◎···keitai is better than cyberspace

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