Chapter 13

Reaching Consensus About the Impact of Mobile Marketing Tools on Iberian Consumer Purchase Intention:
A Delphi Study

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ABSTRACT

Mobile is becoming central to communication and the development of marketing actions. This study aims to obtain a consensus from a panel of Iberian experts on which mobile marketing tools have the most impact on the Iberian consumer's intention to purchase. It was decided to carry out a qualitative methodology using the Delphi method to obtain the opinion and consensus of experts on which tools most influence purchase intention (N=21). The results show that location-based mobile service is the tool that experts believe will have the most impact on purchase intention and that message alerts, advertising, and promotions triggered by the user's location in messages and local search and exploration advertising are the LBS options that impact intention. The insights produced by this chapter are pertinent for researchers and organizations, namely managers and digital marketing professionals, as they provide valuable information from the point of view of experts on the most effective mobile marketing tools for interacting with consumers and making better decisions.

INTRODUCTION

Consumers are increasingly using a range of mobile devices and bringing these with them wherever and whenever they go. Thus, these devices and their ability to connect instantly allow companies to establish contact with consumers at any time and through the channels that enable them to reach their

audience most effectively (e.g., e-mail, SEO, social media, SMS, MMS, apps) (Kumar & Mittal, 2020). Although mobile marketing is not a recent concept, it is increasingly changing. Therefore, companies need to be more aware of it and its tools to adapt their strategies to new technologies, devices, and even new audiences. Mobile marketing is supported by various tools to disseminate information/communication from the company to its target audience. As a result, there is a need to understand which tools are the most important for reaching the consumer and which ones encourage a greater intention to purchase. There is no agreed division of terminology associated with mobile marketing tools. The following tools associated with mobile marketing will be studied - mobile advertising, mobile sales promotion, mobile entertainment, location-based mobile service, and mobile banking (Barutçu, 2007, 2008; Megdadi & Nusair, 2011).

This research seeks to identify, through the opinion of experts and their consensus, the mobile marketing tools that, from their point of view, have the most influence on the Iberian consumer's intention to purchase. A qualitative methodology was used through the Delphi method. This method sought to obtain the opinion of a group of experts on the subject under study and to obtain their consensus. A questionnaire was used to collect, and statistics were used to analyse the data obtained from the experts (Avella, 2016). Two rounds of questionnaires were sent to the experts.

This research aims to let organizations know which tools are most effective for connecting with consumers and which can generate the highest purchase intention. This study will be an asset, as it aims to provide all those interested with progress in knowledge about mobile marketing in the Iberian market, which may be relevant to the scientific, academic, and business communities. It will be relevant to digital marketing professionals as it will provide insights into the mobile marketing tools that boost purchase intention from the perspective of experts in the field.

BACKGROUND

Mobile Marketing

Increasingly, mobility is part of the business world. With a connected mobile device, it is possible to e.g. access any information, access social networks, make purchases, etc. (Kumar & Mittal, 2020). Therefore, companies need to adapt to market trends to create strategic opportunities with the consumer. Marketing activities always have to take into account existing developments, such as mobile network devices and technology, and companies need to modify their strategies to deal with technology-dependent consumers (Alameer et al., 2022; Fritz et al., 2017). The use by companies of a mobile marketing strategy is a differentiating element from other marketing strategies because of the capacity for personalized hyper-context segmentation. Therefore, marketers can provide highly relevant and personalized content via mobile channels based on the customer's instant context of location, time, environment, company, and dynamic competition. The behavioural and environmental data obtained allows marketers to generate more adaptable and personalized pricing and communication strategies (Tong et al., 2020). Segmentation without any help from marketing professionals is more complicated to carry out. Increasingly, we are faced with personalized or even individualized mobile marketing. The use of AI (artificial intelligence) can send messages to thousands of consumers in a short period in an efficient and individualized way, using the consumer's characteristics, location, data, and rules. This makes it easier to attract consumers' attention and increases the effectiveness of marketing (Barutçu et al., 2017).

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