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BUILDING CONSUMER-BRAND RELATIONSHIP THROUGH MOBILE MARKETING

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"They may forget what you said, but they will never forget how you made them feel."

Carl W. Buechner

ABSTRACT

In an extremely competitive Era, in which the need of value creation for the clients emerge, brands appear to be a fundamental asset for companies and the emotional relationships that are built with consumers are their fundamental source of differentiation. The new interactive media that born of technology and allow new ways for customers and brands to communicate seem to promote that relationship.

A research in Generation Y (people aged between 18 and 35 years old) in Portugal was made using an online survey being obtained 238 valid answers. The objective of this research was the analysis of the impact of mobile marketing (use of mobile phones as marketing communication media) in the strength of consumer-brand relationship.

The interaction with brands through mobile devices do not originate in the respondents perspective positive consumer-brand relationships, however it was obtained for a specific group of consumers.

The brand experience that is felt along the interaction is a factor that influences the strength of consumer-brand relationship, as also the value of communication – it was proved that emotional communications are associated with stronger consumer-brand relationships. The tool of interaction is also an influencer factor, *pull*-based mobile marketing actions empowered the consumer-brand relationship more than *push*-based mobile marketing actions.

The research also allowed to conclude that the strength of consumer-brand relationship has influence in future interactions intentions with the brand, namely in services that imply the providing of personal data.

Key-Words: Mobile Marketing; Consumer-brand Relationship; Brand Experience; Communication Value

JEL Classification System: *M31 – Marketing* and *M37 – Advertising*

RESUMO

Numa Era de competitividade em que a necessidade de criação de valor para o cliente urge, as marcas afiguram-se como os principais activos de uma empresa e as relações emocionais que criam com os consumidores são a sua principal fonte de diferenciação. As novas formas de interação entre marcas e consumidores derivadas das novas tecnologias dão indícios de fomentar e fortalecer essa relação.

Foi realizada uma investigação junto da Geração Y (jovens entre os 18 e 35 anos) em Portugal através de um inquérito online de onde foram obtidas 238 respostas válidas. O objetivo desta investigação era a análise do impacto do *mobile marketing* (uso de telemóveis enquanto meio de comunicação em marketing) na relação consumidor-marca.

A interação com as marcas através dos dispositivos móveis não deu origem a relações consumidor-marca extremamente positivas em termos absolutos, no entanto, para um nicho de consumidores foi possível verificar o contrário.

A experiência de marca sentida aquando da interação revelou-se um factor com influência na força da relação, assim como o valor da comunicação – comunicações emocionais originam relações consumidor-marca mais fortes. A forma de interação é também factor influenciador, sendo que as ações de comunicação *pull* parecem aumentar a força da relação em comparação com as ações *push*.

A investigação permitiu também concluir que força da relação influencia as intenções de interação futuras com a marca, nomeadamente através de serviços que implicam o fornecimento de dados pessoais do cliente.

Palavras-chave: Mobile Marketing; Relação consumidor-marca; Valor da Comunicação; Experiência de Marca

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SUMÁRIO EXECUTIVO

O Marketing está a atravessar uma mudança de paradigma, em que o relacional está a ganhar forma entre empresas e os seus stakeholders, especialmente os consumidores, com várias razões que o justificam: os mercados estão a fragmentar-se, abandonando-se as massas; as formas de comunicação impessoais, especialmente a publicidade em meios tradicionais está a perder credibilidade devido à constante saturação publicitária que nos rodeia (Pelau and Zegrenau, 2010); num mundo eminentemente tecnológico novas formas de comunicação aparecem providenciando novas dinâmicas de interação (Pelau and Zegrenau, 2010) com características muito específicas: interação e comunicação *two-way* (Dionísio *et al.*, 2009); isto dá ao consumidor o poder de escolher o que quer ver, o que quer ouvir, com quem que falar e aquilo em que quer acreditar. Estas novas tecnologias estão principalmente presentes na geração Y, uma geração que vai ditar através das suas opções de hoje, as tendências do futuro e que valoriza as marcas mais do que nenhuma geração anterior (L2, 2010).

São muitos os métodos procurados pelas marcas para se diferenciarem e assim ocuparem um lugar de destaque na vida dos consumidores, mas a diferenciação mais importante parece ser aquela que atinge os seus corações. Assim, a mudança de paradigma do marketing pode ao nível da marca ser traduzida nas relações que se estabelecem entre os consumidores e as marcas, construída através das suas diversas interações. A construção *consumer-brand relationship* já é antiga na literatura, no entanto, hoje parece estar mais actual que nunca. É uma construção maioritariamente emocional e um forte indício da lealdade dos consumidores (Nysveen, 2005).

Tudo o que a marca faz envia uma mensagem ao consumidor e a interação com este nas suas mais diversas formas é o que contribui para a construção dessa relação (Fournier, 2008). O objetivo desta investigação é compreender o potencial do *mobile marketing* para contribuir positivamente para o desenvolvimento de relações entre consumidores e marcas. Este é um novo meio de comunicação que utiliza a tecnologia dos dispositivos de comunicação móvel para comunicar com os consumidores e que possui características únicas enquanto meio de comunicação: personalização, comunicação em tempo real em qualquer lugar, comunicação *two-way*, diversidade de formatos de comunicação e comunicação em função da localização e contexto.

Para tal realizou-se uma investigação cujo método consistiu na aplicação de um questionário *online* a uma amostra não representativa dos jovens portugueses entre os 18 e 35 anos que tinham interagido com marcas nos últimos 2 meses. Obtiveram-se 238 casos válidos.

Não foi possível concluir acerca do potencial do mobile marketing para o desenvolvimento de relações uma vez que na generalidade da amostra os consumidores não avaliaram de forma positiva a sua relação com a marca derivado dessa interação. No entanto, foi possível comprovar que um grupo de indivíduos, que constitui 33% da amostra avaliou de forma muito positiva essa mesma relação devido à interação com a marca no dispositivo móvel – o que atesta que com as características certas para tal o mobile marketing pode efetivamente ser fonte de alimentação entre os consumidores e as marcas.

Algumas interessantes conclusões foram extraídas sobre como retirar o máximo partido do mobile marketing para o desenvolvimento de relações consumidor-marca mais positivas: ações de *pull* marketing (aplicações de marca, *mobile internet* e *check-in*s através de redes sociais) são avaliadas enquanto tendo um impacto mais positivo na relação que as ações de *push* marketing (SMS/MMS e cupões) – ou seja, os consumidores que foram sujeitos a ações de *pull* marketing mostraram ter desenvolvido relações mais fortes derivado dessa comunicação com a marca.

Por outro lado, os consumidores que foram sujeitos a ações de comunicação com um valor emocional/hedónico mostraram ter desenvolvido relações mais fortes com a marca derivado dessa comunicação do que aqueles que foram sujeitos a ações de comunicação com um valor utilitário.

Mostrou-se também que a força da relação consumidor-marca está positivamente relacionada com a experiência de marca, ou seja, o conjunto de respostas internas na forma de sensações, sentimentos e conhecimentos evocados pela interação com a marca. O que significa que o desenvolvimento de experiências de marca positivas nos dispositivos móveis conduz a relações mais forte com essa mesma marca.

Os consumidores mostraram interesses positivos em comunicações com as marcas através de *Location-based Services* (comunicação dependente da localização e context dos indivíduos), em que estes afirmam ter interesse em receber cupões de desconto da marca no seu telemóvel quando passam pela loja da marca. Interessante também constatar que os indivíduos que demonstraram maior interesses em interações futures via *Location-based Services* foram aqueles que através da interação com a marca no dispositvo móvel desenvolveram relações mais positivas.

Numa pequena abordagem ao estudo por sectores foi possível constatar que foram obtidas relações consumidor-marca positivas para os setores de produtos de elevado envolvimento, o que pode ser um indício do poder do mobile marketing nos setores deste tipo de produtos.

Assim, para as marcas serem bem sucedidas no aproveitamento do potencial do *mobile marketing* para a fomentação das relações consumidor-marca é necessário que as mesmas desenhem fortes experiências de marca; que apelem igualmente a emoções e sensações; que não sejam intrusivas e pelo contrário, criem proposições de valor que provoquem no consumidor interesse em procurá-las.

Para campanhas bem sucedidas este estudo revelou, através da consulta da perspetiva do consumidor, que é possível fazer este meio de comunicação avançar em Portugal – os consumidores têm interesse em usar quer aplicações de marca, quer em consultar websites das mesmas (é importante referir que quem usa estes dois *tools* de mobile marketing fá-lo frequentemente no dia-a-dia) e que a aceitação de novas funcionalidades, como o contacto com as marcas no contexto mais propício para o consumidor desperta o seu interesse.

INTRODUCTION

The Industrial Age was dominated by business that sought to mass produce products and to increase its overall market share, so the twentieth-century enterprise would use mass advertising to reach the greatest number of potential customers. Due to the commoditization of the products, branding emerged to offset this perception of being like all the competitors, helping to add value through familiarity, image and trust. For staying competitive brands need to find additional aspects that attract customers other than product superiority. In the interactive Era of the twenty-first century, enterprises are strategizing how to gain sustainable competitive advantage from the information about customers and win space on their shelves. Differentiation in emotional benefits becomes more and more crucial (Pawle, 2008)

If we invest a little time looking for future consumer's trends it is easy to see that the place that brands need to conquer is not that one on the shelve, but on the heart – *emotionology* is leading the way - in our materialistic societies, people want to give meaning to their consumption. Only brands that add value to the product, tell a story, or situate their consumption in a ladder of immaterial values, can provide this meaning. We are leaving in an *emotion economy* context. According to Pawle (2006: 39), consumers are highly emotional and intuitive in their behaviors because they are *"heavily influenced by emotions, not only by reason*".

There are evidences that consumers can see personality traits in brands and build relationships with them (Blackton, 1992; Fournier, 1998; Veloutsou, 2007). Enterprises are trying to create these branded relationships, based on the dialogue between the enterprise and the consumer, suiting their individual needs (Peppers and Rogers, 2004). Consumer-brand relationships are built through the interactions between consumers and brands (Fournier, 1998).

In the past, the interaction took mainly the form of mass marketing, because this was believed to the best media to build brand image. However, today we are constantly bombarded with brand messages, consequently there is a disbelief in the effectiveness of this media so brands have to work a lot harder and smarter to get their share of attention. Also in this new marketing paradigm, an approach that emphasis on close, long-term and interactive relationships, sharing brand messages is important, but responsiveness and shared understanding is just as important (Duncan and Moriarty, 1998). So it involves two-way communication and a more deep notion of interactivity based on conversation and dialogue. Companies are shifting from mass marketing to targeted or one-to-one marketing and mass media are increasingly replaced with more personal and focused media (Leppäniemi and Karjaluoto, 2008).

The digital age has spawned a host of new information and communication tools—from smartphones to the many faces of the Internet (e-mail, social networks, blogs, brand Web sites, and so much more). These explosive developments have had a dramatic impact on marketing communications. Advertisers are now adding a broad selection of more-specialized and highly targeted media to reach smaller customer segments with more-personalized, interactive messages (Kotler, 2012). Mobile marketing is the latest generation of Internet Marketing, one of the areas of communications that has been growing the mostly lately and it is expected to continue growing (Nysveen, 2005). Mobile marketing is *"the use of mobile medium as a mean of marketing communications"* (Leppäniemi and Karjaluoto, 2008). The penetration of mobile devices has been growing, specially Smartphones (Marktest, 2013), and they are an important part of our emotional life being a repository for storing links that engender emotional response and used in order to keep connection with our buddies (Vincent, 2006). This oppens mobile marketing an opportunity for emerge - global mobile marketing & advertising industry will grow 37% over 2016, reaching a value of US$22.6 (Andersson, 2012). This is a relevant and imediate media – it can reach consumers everytime and everywhere[1]; provide customized/personalized, timely and location-specific information (Smutkupt and Krairit, 2010). In Portugal, mobile marketing exibit a delay when comparing to some foreign countries - the dimensions of national campaigns are smaller as also less sophisticated, much due to the small dimensions of the market.[2]

Despite the novelty of this topic, attitudes about it are very well understood in the literature, there are a lot of studies regarding consumer attitudes and perceptions. However, as showed before, more important than attitudes, feelings and emotions seem to stick consumers to brands. Although, research on influential factors of consumer-brand relationship quality/strength are very limited, specially envolving the above referred marketing communication media, some authors have been made attempts to overcome this fact: Thorbjonsen *et al*. (2002) studies' considered the Internet to be a well-suited medium for building consumer-brand relationships, and mobile marketing as an extension of the internet, may be a well medium also. Other author, Nysveen (2005) has focused on effectively study in

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[1] http://www.e-goi.pt/pt/recursos/noticias/mobile-pode-representar-152-dos-investimentos-em-publicidade-online/

[2] http://www.meiosepublicidade.pt/2010/03/mobile-marketing/

practice the potential of mobile marketing on consumer-brand relationship only as effect of a channel addiction (SMS/MMS) to a main channel and concluded about its efficacy.

The fundamental objective of this investigation is to understand the potential of mobile marketing to impact positively the consumer-brand relationship, defined as an emotional construction, and also study the influence of other factors - as communication value, brand experience and type of tool used on this construction. It also pretends to be a contribution for the development of mobile marketing in Portugal through the study of consumer behavior in this specific media – mobile phone utilization habits, brands interaction habits and future interests in new services location based services.

Part I - Contextualization

LITERATURE REVIEW

1. From branding to the brand personality

1.1. Brands in the Marketing context

In consumer marketing, brands often provide the primary points of differentiation between competitive offerings, and as such they can be critical to the success of companies.

Kotler and Armstrong (2012) define three levels of products being each level synonymous of more consumer value: the core product (problem-solving benefits and services that consumers seek); the actual product (product and service features, design, quality level, brand name and packaging); and the augmented product (consists in offering additional consumer services and benefits).

As it stays clear, brand is a central issue in the product strategy namely in the actual product, as stated by Kotler *et al.* (1999: 570) "*Consumers view a brand as an important part of a product, and branding can add value to a product".*

Brand as part of a product strategy is one of the possible approaches to a brand integration in the marketing mix, but it can also be though as a more holistic approach. In the holistic approach the fundamental focus is not on the product but on the definition of the brand itself - through using the marketing mix, the brand is tailored to the needs and wants of a specified target group (Ambler and Styles, 1997). According to the same authors, the elements of the marketing mix are unified by the brand such that the individual elements of the mix are managed in a way which supports the brand message.

The holistic view seems more relevant to the current environment dominated by brands and line extensions, as it takes into consideration all the different product lines which come under a single brand umbrella. I will assume this approach during this research.

1.2. Branding

In the literature, authors agree that brands are becoming increasingly important. In an attention economy, Kapferer (2008) states in his book that there is so much choice and opacity and consumers cannot spend their time comparing before making a choice. This brings to mind the increasingly importance of brand building. Duncan and Moriarty (1998) considered branding as a signaling concept, which is still current nowadays according to AMA: "*Brand is a differentiating sign, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers*" (American Marketing Association, 2013). So given this definition it becomes clear that the essence of the brand is captured by a name with power to influence buyers, and it is considered by Kapferer (2008) as a set of added perceptions with an emotional component, which conduct to an attitude of non-indifference knitted into consumers' hearts that goes from emotional resonance to liking. Brands allow consumers to facilitate choice and reduce perceived risk, as brands are powerful repositories of meaning purposively and differentially employed in the substation, creation and reproduction of concepts of self in the marketing age (Fournier, 1998).

According to Kotler *et al.* (1999) a brand can deliver up to four levels of meaning:

- Attributes – when we think about a brand it comes to mind several words that we associate to the branded products;
- Benefits – customers do not buy attributes they buy benefits, so they translate it into functional and emotional benefits;
- Values – a brand must identify values that coincide with the delivered benefit package and also say something to the consumers;
- Personality – a brand also projects a personality and will attract people whose actual or desired self-images match the brand's image.

Looking into consumers perspective, branding is a continuous process of creating the totality of meaning, as they learn about a brand through the multiple experiences they have with it - each exposure is integrated with those that are already embedded on their minds (Gordon, 2006).

1.3. Brand experience

In the multiple contacts and interactions consumers have with a brand, they are exposed to brand-related stimulus, through its design (name, logo, symbol), packaging, marketing communications or environments in which the brand is marketed. In those moments consumer experience internal responses, which are referred as brand experience (Brakus *et al.*, 2009).

Brand experience is defined by Brakus *et al.* (2009: 52) as "*subjective internal consumer responses (sensations, feelings and cognitions) and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments"*. It is divided in four main dimensions: sensory, affective, intellectual and behavioral. The authors suggest that brand experiences vary in strength and intensity, ones being stronger and more positive than others. It is important to notice that brand experiences occur whenever there is a direct or indirect interaction with the brand, not only during or after consumption (Brakus *et al*, 2009).

Marketers realize that the way consumers experience brands is critical for developing marketing strategies for products and services, because consumers are looking for unique and memorable experiences (Zarantonello and Schimtt, 2010).

1.4. Brand equity

Brand equity is a concept that structure how consumers respond favorably to marketing activities of brands: perceptions, preferences and behavior arising from marketing mix decisions. It can be defined as "*the differential effect of brand knowledge on consumer response to the marketing of the brand*" (Keller, 1993: 8). Brand equity is not the total value of the brand, but added value quality that makes brands important to consumers; it is invested by the consumer which is a participant in the creation of equity, building brand's idea (Blackston, 1992). It is about the consumers hold positive associations about the brand in memory (Keller, 1993).

Brand equity explains customers' willingness to buy one brand more than its competitors because of the asset is represents in the minds and hearts of consumers: brand awareness, beliefs of exclusivity, superiority of some valued benefit and emotional bonding (Kapferer, 2008).

The relationships consumers form with brands in an interactive process are suggested to be an indicator of brand equity (Veloutsu, 2007; Blackston, 1992).

1.5. Brand personality

Consumers do not just perceive brands; they see it as having their own personality with which the consumer can relate. As stated earlier, brand personality is one of the four levels of meaning that consumers associate to a brand according to Kotler *et al.* (1999). Also Veloutsou (2007) divides brand expression (one of the main dimensions of brand Identity) into brand as a symbol, brand as a product and brand as a person.

Aaker (1997: 347) defines brand personality as being "*a set of human characteristics associated to a brand*". The author found 5 distinct personality dimensions: sincerity, excitement, competence, sophistication and ruggedness. De Chernatory and Riley (2010) also agree with the theme of brand's personality and argue that consumers project human values onto brands. Fournier (1998: 368) believes that the collection of perceptions in mind of consumer evolve through the activities of the managers and marketing actions, so "*personality can be thought as a set of trait inferences constructed by the consumer based on the repeated observation of behaviors enacted by the brand*". Brand personality plays a role of "for me choice" of the brands, it means, *"… I see myself in that brand or I see that brand in myself*" is an indicator for brand choice (Plummer, 2000: 80).

Various authors focus on the contribution of brand personality to analyze the existence of relationships between consumers and brands. As Blackston (1992) states we are comfortable with the idea of personifying brands and brand relationship is a logical extension of the idea of brand personality. Consumer-brand relationships goes one-step further the personality perspective and imply a proactive role of the brand towards the consumer, in other words, consumers not just have an attitude towards a brand but the brand also has an attitude towards the consumer (De Chernatory and Riley, 2010). For the brand to serve as a relationship partner it must surpass the personification qualification and behave as an active, contributing member of the dyad – marketing actions under the rubric of interactive and addressable communications qualify the brand as a reciprocating partner (Fournier, 2008).

2. Moving to a relationship paradigm

In the literature, the marketing mix management paradigm, based on the 4 P's of Marketing (product, price, placement and promotion) has dominated marketing since it was introduced. However, we are assisting to a paradigm change since two decades ago. Grönroos (1994) was one of the first authors to study the concept of Relationship Marketing. The same author defines relationship marketing in the following way: "*Marketing is to establish, maintain, and* *enhance… relationships with customers and other partners, at a profit, so that the objectives of the parties involved are met. This is achieved by a mutual exchange and fulfillment of promises*". (p. 355)

Mass markets are fragmented and impersonal marketing communication, especially media advertising, has become less effective whereas relationship marketing is getting more important (Peppers, Rogers and Dorf, 1999). Relationship marketing is grounded in the idea of establishing a learning relationship with each customer, developing and maintaining successful relational exchanges (Peppers, Rogers and Dorf, 1999; Morgan and Hunt, 1994). In this new paradigm, the individual is in focus instead of masses because long term relationships are founded to be more profitable than one shot transactions. This new approach of building and management relationships is still current nowadays (Kumar and Singh, 2011).

Within the relationship marketing paradigm, it is underlined that customers build relationships with brands not with companies (Peppers and Rogers, 2004).

2.1. Consumer-brand relationship

The term brand relationships grew in the 90's along the drive to develop improved consumer's satisfaction (Heath *et al*. 2006). It is clear that brands create value for their customers as we see many times consumers who postpone their purchase, or even switch stores when they cannot find their desired brand, as stated by Veloutsou (2007: 11), "*this attitude indicate that a bond with the brand exists*". A consumer-brand relationship can be defined as a lasting bond between the brand and the consumer (Thomson *et al*., 2005).

Blackstone (1992: 80) established a parallelism with human relationships "*it is an analogy of the complex cognitive, affective and behavioral processes which constitute a relationship between two people*." Veloutsou (2007) in a studied that aimed to unfold the dimensions of the consumer relationship with product brand proved this point of view, revealing that consumers form an interaction with brands expression feelings towards branded products very similar to those that one expects when describing interactions with other humans; consumers didn't specifically accept that they have relationships with brands; however they understood that brands were very important to them. The author also pointed that the consumer-brand relationships formed vary according product categories - complex and high involvement products imply stronger bonds. When a relationship is established, the meaning of the brand becomes inseparable from the value of the product per se (Fournier, 1998).

Consumer-brand relationships involve reciprocal exchange between active and interdependent relationship partners; it can be described as exchange relationships where "*people are concerned with how much they receive for how much they give*" (Esch and Langner, 2006: 100). If there is positive equity in the relationship for each of the parties they will continue in the relationship (Peterson, 1995). Consumer-brand relationship are also communal relationships *"involve feelings (...); transcend self-interest"* (Esch and Langner, 2006: 100).

The costumer-brand relationships are different from a one-dimensional brand image (Blackstone, 1992), however they seem to be created mainly inside consumer's heads. Consumers play active roles as meaning makers in their brand relationships, adapting the marketers' brand meanings to fit their projects, concerns and tasks in life (Fournier, 2008). Besides that, the development of relationship is a two-way process and the brand has an important role to play in the creation and maintenance of the relationship, when the customer construct the meanings in his mind he analyses the brand's attitudes and behaviors toward him, so it is necessary for brands to spend effort in creating and communicating the correct ones (Blackstone, 1992).

Nowadays, the idiographic notion of brand relationships has matured into a vibrant psycho-socio-cultural construal, because the brand relationships include the one-to-many of community brand relationships that characterize consumer societies (Heath *et al*., 2006).

2.2. The role of emotions in consumer-brand relationship building

Managers should recognize the growing strategic significance of emotions when brand building. Human behavior is heavily influenced by emotions and consumers are often highly emotional and intuitive in their behavior. In what respect to brands, they are coded in memory on a cognitive and emotional basis, but it is mainly the emotional somatic coding rather than reasoned that determines whether we take notice of a brand stimulus, how we process information about it and how we are open to its initiatives (Gordon, 2006). If the foundations of consumer behavior are emotional, so it follows that the strongest foundations of consumer-brand relationship are similarly emotional (Pawle and Cooper, 2008).

Blackston (1992) has identified a connection between feelings and brand relationships reveling that feelings tend to exert the great influence in this interaction. But he wasn't the only one, Fournier (1998) in her study of consumer-brand relationships realized that consumers appear to develop feelings towards the brands – value them, sense a closeness to them and feel that they benefit from the interaction; Veloutsou (2007) considered consumer-brand relationship as a multidimensional concept, including two dimensions: two-way communication and emotional exchange. This leaves us to the idea that cognitive characteristics and affective needs of consumers should be taking into account in brand management.

It is not clear which dimensions of the brand could be used to develop and maintain consumer-brand relationships over time because in each case it is necessary to identify what the brand really represents and then attempt to identify which component could work as a relational builder (Veloutsou, 2007). However, authors that studied this thematic found some similar and crucial elements in a successful, positive and long-term relationship with brands:

- Satisfaction (Blackston, 1992; Esch and Langner, 2006) – it is the primary positive outcome of an exchange relationship and can be defined as the cognitive evaluation of whether or not the exchange relationship with the brand is rewarding (Esch and Langner, 2006); it involves supportiveness brand's attitude – brand respond to customer needs (Blackston, 1992);
- Trust (Blackston, 1992; Morgan and Hunt, 1994; Esch and Langner, 2006; Xie *et al*., 2010) – focus on cognitive aspects of consumer response (Xie *et al*., 2010). Trust has to be earned and it's dependent of intimacy brand's attitude – creating a personal link with the consumer and show him that it knows him (Blackston, 1992);
- Attachment (Fournier, 1998; Esch and Langner, 2006) - it is a strong affective concept leading to a condition of emotional dependence involving separation anxiety and irreplacibility (Fournier, 1998); it can be defined as the reflection of brand relationship over time (Esch and Langner, 2006);
- Commitment (Fournier, 1998; Morgan and Hunt, 1994) – defined as an intention to maintain a valued continuous relationship with a brand (Fournier, 1998).

Consumers are more likely to indicate higher level of satisfaction and commitment towards brands that are able to afford them happiness, comfort, security and other favorable affects. Brands with such capability are more likely to build good relationship with their consumers (Xie *et al*., 2010).

2.3. Importance of consumer-brand relationships

Marketing mix has become commoditized. Producers need to improve their approach to the final customers and they are forced to use their brands to achieve this goal since most of them have little other contact consumers (Veloutsou, 2007). The most valuable assets to them are brand relationship with consumers, as the major determinant of brand value for consumers is the sum of brand relationships (Duncan and Moriarty, 1998).

In the literature we can learn about the importance of consumer-brand relationship in loyalty. Xie *et al*. (2010) tell us that consumers in positive emotions, which is the case when they develop relationships with brands, may indicate higher brand loyalty compared with negative emotions. Nysveen *et al*. (2005) underlines the importance of building strong consumer-brand relationships to avoid consumers switching to another brand and increase brand loyalty.

Consumer-brand relationships are assets capable of impact the consumer decision making process. Esch and Langner (2006) developed a study to show how brand knowledge and brand relationships affect current and future purchase and their results indicate that to secure future purchases, a familiar brand with a positive image must build a positive brand relationship with the customer. The emotional bonds seem to manifest in committed repurchase against all odds, despite the incentives to switch.

This links the customers establish with brands allows customers to be more open-minded about its communications, become advocates of it and help to promote it through networks (Gordon, 2006).

2.4. Why consumers enter into consumer-brand relationships

From the customer's perspective, the principal gain is entering on relationships with brands lies on diminished economical, functional, psychological and social risk when trusting the brand and deepening the relationship (Kapferer, 2008). Customers expect to reduce their choice and receive positive value of their participation: "*Consumers enter into exchange relationships on the basis of expected equity and the desire to increase the predictability of exchange outcomes*" (Peterson, 1995: 280).

Fournier (2008) believes that relationships are facilitators, not ends in themselves, customers engage into relationships to meet functional needs and enjoy the social links that come from brand relationships, new social connections. Brand relationships "*are meaning-laden resources that help people live their lives"* (Fournier, 2008: 596), providing functional and emotional meanings to the persons who engage them. Still according to the author, the strongest brands are the ones who recognize and fulfill the needs of real people.

2.5. Consumer-brand relationship metric

Fournier (1998) developed an indicator of costumer-brand relationship quality, depth and strength, a six-faceted brand relationship quality construct (BRQ). According to this measure, the brand relationship quality evolves through the reciprocity principle – consumer/brand meaningful actions can enhance or dilute BRQ. It consists of six-dimensions, each capturing unique aspects of the richness of costumer-brand relationships:

- Affective and socio-emotive attachments:

Love and Passion – refers to the intensity of the emotional ties between the consumer and the brand. The affect supporting brand relationship endurance and depth is much greater than that implied in notions of brand preference. It can be found feelings of dependency in the relationship.

Self-connection – reflects the degree to which the brand delivers on important identity concerns, tasks or themes thereby expressing a significant aspect of the consumer's self.

- Behavioral ties:

Interdependence – refers to the degree to which the actions of relationship partners are intertwined, involving frequency of interactions, scope and diversity of activities and intensity of individual interaction events.

Commitment – captures the intention to behave in a manner supportive of the relationship longevity.

- Supportive cognitive believes:

Intimacy – refers to the degree of closeness, mutual understanding, and openness between relationship partners.

Brand partner quality – represents consumer evaluation of the brand's performance in its partnership role. It include, among others, trust, reliability and feelings of positive orientation to consumer.

The BRQ qualify the strength of a consumer-brand relationship but according to the author it suffers from a bias that restricts its application and scope: if focus on highly committed and affective-laden relationship ideal. However, it is a scale largely used in the literature when it refers to the measure of quality of consumer-brand relationships and especially in the effects of new technologies, as for example, the development of online brand relationships (Thorbjornsen *et al.*, 2002)

2.6. Interaction in building consumer-brand relationships

It is common accepted in the literature that the building of the relationship between customers and brands is a phenomenon that comes from the interaction they develop over time; consumer-brand relationships evolve and change over a series of interactions. As argued by Fournier (1998) according to whom brand relationships represent the cumulative result of positive interactions with a brand. The relationships are developed through stages: initiation, growth, maintenance and decline; they evolve and change over a series of interactions and also in response to fluctuations in the contextual environment, so they require active management over time (Fournier, 2008). Also Morgan-Thomas and Veloutsou (2011: 3) argue that consumers form relationships with brands they interact with, *"as the frequency and duration of interaction increases, the relationships become stronger and more sustainable"*. One can be sure of the importance of constantly interact with customers in a relevant way.

Throbjornsen *et al.* (2002: 40) in their study of the impact of Internet in the consumer-brand relationship development establish the bridge between interactivity and communication as part of interactivity enabling-technologies in marketing: *"Interactivity is a characteristic of communication, not a medium (…) Different applications, media and communication formats may enable interactivity to a larger or lesser extent"*. It stays clear that to develop relationship with consumers, brands have to communicate with them because no relationship can be created and further developed if the brand is unknown (Veloutsou, 2007). Everything a brand does affects relationship – from the personality-suggestive colors of the company website to the tonality of communications from the brand (Fournier, 2008 citing Aaker (2004) – when good brands do bad). Brand relationships have a broad relevance for all areas of marketing communications, because all of them can express brand attitudes and behaviors (Blackston, 2002).

In the multidimensional concept of consumer-brand relationship by Veloutsou (2007), he add an important point to this interaction provided by communication, the two-way communication, in which consumers are able not only to hear news about the brand but also to provide feedback, being actively involved in the communication process receiving and providing information.

3. Marketing Communications

In the literature, the definition of Marketing Communication in the literature is not unanimous.

Kotler and Armstrong (2012) define marketing communications mix — also called promotion mix – "*as a specific blend of advertising, public relations, personal selling, sales promotion, and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships*". The authors define five major promotion tools:

Table 1 – Marketing Communication Mix

Promotion tool	Definition	Examples
Advertising	*Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.*	broadcast, print, Internet, outdoor
Sales promotions	*Short-term incentives to encourage the purchase or sale of a product or service.*	discounts, coupons, displays, demonstrations
Personal selling	*Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.*	sales presentations, trade shows, incentive programs
Public relations	*Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.*	press releases, sponsorships, special events, Web pages
Direct marketing	*Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships.*	catalogs, telephone marketing, kiosks, the Internet, mobile marketing

According to Pickton and Broderick (2001) marketing communications represent the collection of all elements in a brand's marketing mix that facilitate exchanges by establishing shared meanings with the brand's stakeholders. The authors believe that the number of factors have led to a move away from the traditional promotions mix for marketing communications (personal selling, advertising, sales promotion and public relations) to the development of the concept of integrated marketing communications (IMC).

3.1. Integrated Marketing Communications

Brand messages need to be strategically consistent, which is achieved at marketing communication level through the concept of Integrated Marketing Communications (IMC). According to Peltier *et al*. (2003: 93) IMC can be defined as "*a concept of marketing communication planning that recognizes the added value of using a comprehensive plan to evaluate the strategic roles of a variety of communication disciplines*". This concept recognizes the role of a variety of communication tools – all forms of communication and all message delivery channels - in the communication planning, in a consistent way, generating a maximum communication impact. IMC is the way to integrate new media into the communication plans.

Pickton and Broderick (2001: 5) point a lot of reasons for the emergency of the IMC approach: "*First, a reduced faith in the effectiveness of the mass media and, consequently, the move towards highly targeted communication methods and, secondly, due to the greater demands being placed on marketing communication suppliers and the increased need to demonstrate return on investment. Thirdly, there is the need to coordinate and integrate the ever-widening array of communication tools and media available to the marketer*".

The authors also distinguished the traditional marketing communications from IMC:

Table 2 – Differences from Traditional and Integrated Marketing Communications

Traditional Marketing Communications	Integrated Marketing Communications
Separate functions: fragmentation	Integrated into one strategy: synergy
Starts with organization (goals, products)	Customer oriented
Fragmented communication programs	Consistent communication programs
Short-term incentives	Relationship/brand building objectives
Mass audiences	Targeted to stakeholder segments

3.2. Tone of voice in Marketing Communication

According to Kotler and Armstrong (2012) there are three types of appeal in the communication message that the brand wants to transmit to the consumers: emotional, rational and moral.

Emotional appeals attempt to stir up either negative or positive emotions that can motivate the purchase. It is an execution to appeal to the receiver's emotions by using drama, mood, music and other emotion-eliciting strategies (Yoo and MacInnis, 2005) that can range from love, joy or humor to fear and guilt.

Rational appeals relate to the audience's self-interest. It is an execution designed to appeal to the rationality of the receiver by using objective information describing a brand's attributes or benefits (Yoo and MacInnis, 2005), showing product's quality, economy, value of performance.

3.3. Relationship communication

Finne and Grönroons (2009: 180) introduced the concept of relationship communication, which take off the consumer from a passive object of communication to an active subject:

"Relationship communication is any type of marketing communication that influences the receiver's long-term commitment to the sender by facilitating meaning creation through integration with the receiver's time and situational context. The time context refers to the receiver's perception of the history and envisioned future of his/her relationship with the sender".

According to the authors, relationship communication defines a consumer-centric perspective on IMC based on the factors that have impact on the consumer's meaning (the outcome of perception) creation – is the customer who performs the integration of communications and in this integration process meaning creation takes place. So there is a need to focus on the customer instead of only on the message sent.

Hedonic vs. Utilitarian value

Value is a key concept in marketing strategy and previous studies suggest that value perception is about what customers believe they get from marketing activities, occurring during the various stages of the purchase process (Woodruff, 1997).

According to Park (2006) consumer make value considerations upon whether an offering intends to provide:

- Hedonic value - if the use is pleasure-based, enjoyable and experiential;
- Utilitarian value – if the use is utility-based focused on functional benefits and productivity.

Applying this topic to the communication thematic and switching the focus to consumer activity as performer of messages integration and meaning maker suggested earlier, one can conclude that the consumer is able to make judgments about his interpretation of the appeal of communication according to the value derived: hedonic value is expected to be generated by an emotional appeal, while utilitarian value is expected to be generated by a rational appeal.

3.4. Communication as an integrative element in brand relationships building

Everything a brand does can send a brand message and multiple touch points shape the meaning of the brand (Gordon, 2006). Interactivity between the various messages sources, including marketing communications, and the consumers let the consumer-brand relationships develop (Duncan and Moriarty, 1998). So communication is a tool in dispose of brands to build brand relationships and may play a decisive role in the relationship marketing process. It provides an understanding of the exchange partners' intentions, thus forming the groundwork for the relationship development (Andersen, 2001).

Duncan and Moriarty (1998) defined a communication-based model of relationship marketing, in which communication is the primary integrative element in managing brand relationships. The communication based model adds the idea that information sharing can strength brand relationships.

3.5. New paradigms in communication

The last years have brought a number of changes in all communication areas. Traditionally communication was dominated by the brand, which pushed it messages to consumers through promotion. Traditional mass media have been popular for building brands since they reach a large number of audiences at a time, but it also provide a one-way, non-personal communication, not allowing the interaction between the sender and the receiver (Hongcharu and Somkiat, 2009). Advertising is no longer king because we are assisting to a general disbelief in its power to achieve its target (Pelau and Zegreanu, 2010). Brands are now looking for the technology to transmit the advertising message in a non-traditional way (Pelau and Zegreanu, 2010); they have taken center stage and are built and maintained through multiple channels of activity (Gordon, 2006).

According to Dionísio *et al.* (2009) the emergence of new technologies, especially internet, brings a deep change in the way companies generally act in the market and in communication.

Table 3 – Differences between Traditonal and Interactive Communication

Traditional	Interactivity
Average consumer	Individual consumer
Anonymous consumer	Consumer profile
Standard product	Personalized product
Mass production	Customization
One-way communication	Two-way communication
Conquer new clients	Customer loyalty

Marketers face two realities: the traditional and the digital, so they have to manage the business in a blended version (Dionísio, 2009). Two-way communication and interactivity are key words in this time. Marketing communication has evolved from one-way to two-way due to the new communications technologies that allow companies to contact customers more closely and with channels that allow feedback. The customer left the passive approach behind and adopt a more proactive and interactive approach (Dionísio *et al*, 2009). Interactive media includes four elements: the two-way nature of the communication system, the level of response each part has on the communication process, the personalization of the communication relationship and the use and involvement of database technology (Peltier *et al*., 2003).

With the Internet emergence customers became more empowered, with tools that give them more influence in the companies and social communication environment (Dionísio *et al*, 2009). According to the same authors, the consumer can nowadays initiate itself the process of communication through comments, posts and uncontrollable conversations per part of the brands. This is leading brands to implement tools such as one-to-one marketing, customer engagement and brand advocacy.

Internet has been used for marketing communications as it provides a two-way interaction with target customers, persuade, change attitudes and elicit repurchase (Hongcharu and Somkiat, 2009). Mobile phones are gradually receiving all the features of computers in which regard to communication (Hongcharu and Somkiat, 2009).

4. Mobile Marketing

In the context of a development of technologies, especially that of mobile phones, and consumer behavior, a new way of marketing was developed: the mobile marketing. This ultimate marketing vehicle enables business entities to establish a persuasive electronic presence alongside their customers anytime, anywhere (Varnali and Aysegul, 2010). It considered a new form of Web Marketing by some authors (Krum, 2010).

4.1. Mobile Marketing definition

There is not a consensual definition of Mobile Marketing in the literature, although all of them point the involvement of Mobile Marketing in communication through mobile devices. Leppäniemi and Karjaluoto (2008: 51) define Mobile Marketing as *"the use of mobile medium as a mean of marketing communications"*. Mobile Marketing Association completes this definition as a *"set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network"* (MMA, 2012). Mobile Marketing allows communication to be conducted without the restriction of being at a fixed location at a certain point of time (Smutkupt and Krairit, 2010).

There are two types of communication in mobile marketing depending on the request of the customer or not: the pushed-based marketing and the pull-based marketing. Push-based mobile marketing refers to "*any content sent by or on behalf of advertisers and marketers to a wireless mobile device at a time other than when the subscriber requests it. Push Messaging* *includes audio, short message service (SMS) messages, e-mail, multimedia messaging, cell broadcast, picture messages, surveys, or any other pushed advertising or content*" (MMA, 2012). Pull-based mobile marketing is defined as "*any content sent to the wireless subscriber upon request, shortly thereafter, on a one time basis. For example, when a customer requests the local weather from a WAP-capable browser, the content of the response, including any related advertising, is Pull Messaging*" (MMA, 2012).

Mobile Marketing is experiencing a considerable development do to the evolution of the technology in mobile phones; the new generation of mobile devices is Smartphone, which offers a far wider range of possibilities. The term Smartphone refers to *"a phone that has an operating system that allows applications to be added and removed, that can take and send data, and that can access Web content"* (Krum, 2010). Mobile phones can be used in more ways; they are no longer just the "conversation" machine with which we can make calls on the move, but it also offer games, access to various information and interactions such as cameras or music in MP3 format, mobile video and TV.

Initially used by cash rich and businessmen, mobiles are now accessible to most people – the mobile subscriptions are equivalent to 87% of the world population (ITC, 2011). Consumers start to recognize that convenience and comfort of mobile devices: feature-rich generation of attractive mobile devices has arrived (iPhone, BlackBerry, etc) and also high speed connectivity (3G and 4G) – 45% of the world's population is now covered by 3G mobile network (ITU, 2011). Also, the cost per megabyte of this connectivity continues to fall (Portio Research, 2011).

Besides the statistics which give exact information regarding the spread of mobile phones, and specially Smartphone, it is enough to look around and observe the importance of mobile phones in our lives. Mobile phones are not shared; they are a uniquely targeted mean of communication. They are the most personal piece of technology because they are with the user all the time and go to the person wherever she moves; they have access to entire address book and calendar of the user (Krum, 2010). Mobile phones are becoming a highly personal utensil; they are a repository for storing links to things that engender emotional response, as well as performing a functional role in the management of day-to-day life (Vincent, 2006).

The high global penetration of mobile communication devices is only one indicator of the high potential of mobile marketing (Bauer *et al*., 2005). Mobile Marketing will evolve just like traditional online marketing did, over time – we can expect the growth and acceptance of mobile marketing to follow a normal or slightly accelerated acceptance curve (Krum, 2010).

Given the fragmentation of the markets, the development of mobile marketing is seen as a solution for overcoming the ineffectiveness of mass communication (Leppäniemi and Karjaluoto, 20008). Mobile Marketing has what the traditional media don't have, as for instance: personal environment, interactivity and independence upon time or space (Pelau and Zegreanu, 2010 citing MMA, 2008).

Mobile Marketing has been changing the communicating between customers and companies, increasing the interactivity (Pelau and Zegreanu, 2010) and two-way communication. It enables the recipient to affect the communication process actively and to reply to it immediately (Bauer *et al.*, 2005). It simplifies interaction, removing barriers and making it much easier for customers to interact (Krum, 2010).

4.2. Mobile Marketing and IMC

To develop an effective mobile marketing strategy it is imperative to consider not only the specific set of activities that a firm undertakes to perform the mobile marketing campaign but also all the combination of communications channels to deliver a clear, consistent and compelling message, so authors studying Mobile Marketing emphasize the need for an integration of Mobile Marketing efforts into a firm's overall marketing communication planning. Pelau and Zegreanu (2010: 113) considered that the key successful implementation of mobile element is "integration", according to the author "*this marketing form cannot and will not replace traditional communication tools and channels, but it will strengthen it to obtain better results"* through its main advantage: the interactivity. Nysveen *et al*. (2005) defends that mobile devices should be used as a channel addiction rather than a stand-alone channel; being integrate into multi-channel marketing campaigns, and used to complement such traditional media as TV, print, radio (Smutkupt and Krairit, 2010). Mobile Marketing has the power to convert traditional marketing efforts into direct-response campaigns – TV and radio commercials that were previously just one way broadcast messages can be made interactive by giving instructions to potential customers to interact with the brand through mobile phones that are kept with the users all the time (Krum, 2010).

Because of the unique attributes of mobile media and the characteristics of the new technology savvy generation, Mirgabheri and Meisan (2010) consider that marketers should select mobile marketing beside other options in the process of the marketing communication mix selection. Mobile Marketing still has a small weight in the communication business versus the traditional channels; however it is expected to have the biggest growth in next year's (Andersson, 2012).

4.3. Mobile Marketing's tools for customer interaction

Various mobile tools and options can be used for marketing communications to be integrated in the mobile platform. According to Pelau and Zegreanu (2010) those are: mobile internet (websites), mobile applications (apps), Short Message Service (SMS), Multimedia Messaging Service (MMS), mobile video & TV and Location-Based Marketing. MMA (2011) add couponing to this list; and also classify mobile internet as mobile advertising (including displays and searches).

Summing up the literature we have the following categories of mobile tools:

- Mobile Internet

Mobile technology concepts naturally include the Internet system in a wireless form. Through the use of mobile internet, consumers are able to access important sources of information, communication and entertainment increasing consumer connectedness (Smutkupt and Krairit, 2010). Use the Internet through a mobile device has created new opportunities and challenges for brands, as consumers can now access several platforms and touch points on the go simultaneously – having a mobile optimized site and cross-channel strategy seems to be mandatory nowadays.

The QR codes (Quick Recognition Codes) are small square dot matrices that can be included on billboards, packaging, print media, etc. The users can capturing the bar code by taking a picture, once that the QR can perform different actions, such opening a web page (Krum, 2010).

- Mobile Applications

Mobile applications are software solutions for mobile marketing initiatives (MMA, 2012), specifically designed for pull mobile marketing because it implies the customer to request it. The number of mobile applications continues to growth in order to increase the convenience for the consumer, nowadays consumers can browse products on the mobile device, access detailed information at the point of sales, access mobile banking or mobile micropayment (Smutkupt and Krairit, 2010). Technology have changed the way we conceived mobile phones, leading us to believe that we can always add additional functionalities to achieve our specific needs, just like computers. Providing a valuable service through apps can engender trust and brand affiliation (Krum, 2010). The same author distinguished eleven types of mobile applications: phone utilities, educational, financial, news & entertainment, weather, business productivity, navigation & travel, shopping, multimedia, lifestyle and social networking.

Dinca and Engling (2012), after analyze the branded apps (apps released with the name of the brand) of the top 50 brands worldwide (according to Interbrand, 2011) defined seven categories of branded apps based on the content that are employed by brands to communicate in different ways with consumers:

- *Game & Competition* – apps ranging from the more traditional games (e.g. Disney's "Where is my water") to more creative apps that invite to personalize content (e.g. Coca-Cola's "Snow Globes" which allows users to create their own Christmas cards). The purpose of these apps is mainly to entertain and engage the user, mostly in order to kill time);
- *Multimedia & Entertainment* – this category includes videos, music and other entertaining content, as it is the case of mobile TV ("Mercedes-Benz TV" for example). The content can sometimes not be related with the product or brand itself ("Pepsi QR Reader", for example). The purpose is to create an entertaining virtual experience, pass the time and inform about the brand and its different products in a digital way;
- *Mobilized Product* – apps that mainly transfer the product (core product or closely related services) to the mobile channel. It can come from already online services (such eBay or Amazon), or from brands that have transferred their products to the online channel (e.g. managing of bank accounts in Smartphone). The purpose of these apps is to keep the brand competitive position while adapting to the ever developing technologies, keeping a continuous presence in its customer's life;
- *Extension* – represent an extension of the core product on the mobile phone (Kellogg's "My special K" management product), they can be closely related to the product and to the brand or only broadly related (e.g. American Express "Travel app"). These apps offer an add-on value to customers, aiming to expanding the range of customer needs that a brand can satisfy and increasing its presence in their life;

- *Information and Selling* – these apps provide users with additional information about the product and the brand and also act as a sales channel (for example, McDonald's "Restaurant Finder"). The goal is to offer information that will possibly lead to increased sales in the offline medium.
- *CSR and Sharing – Sharing* means that the apps includes a link to the users' various social network accounts such as Facebook, enabling them to share content from the app with their friends. *CSR* refers to apps that include social marketing feature.

- Messaging - SMS and MMS

Li and Stoller (2007) describes SMS as the earliest form of mobile advertising, consisting of written messages of 160 characters maximum sent to mobile phones of a predetermined audience. MMS is an extension of SMS, containing multimedia objects (images, audio, graphic and video), which allow more creativity than SMS (Krum, 2010). This media can be very effective mainly because it is estimated that over 90% of text messages are read. It also has some advantages: able to offer incentives (discounts coupons, etc.) and it's relatively inexpensive.[3]

- M-couponing

The goal of m-coupons is basically the same as that of traditional coupons: they should drive revenue by encouraging higher volume and repeat sales. Mobile couponing can be much more tailored to the needs of the specific consumer and less costly than traditional print coupons; for the user they also have advantages because they don't have to be clipped and carried around (Krum, 2010).

- Location-based Marketing (LBS)

Mobile Marketing allows location-based marketing – reach consumers when they are most likely to make a purchase (Krum, 2010). It consists in adapting a service in mobile phone to take into consideration the position of the user (Bauer et al., 2005). According to Krum (2010), there are different technologies associated with LBS Marketing: from Bluetooth (is an opt-in process using this functionality incorporated in mobile phones); Wi-Fi (is known for providing an internet access and brands use it to send messages using the WIFI signal); Radio Frequency Identification (RFID) – allows to be targeting using radio waves; near field communication (NFC) – the person receiving the message must swipe their phone over the

[3] http://mobilemarketingvoice.com/marketing-methods/top-mobile-marketing-methods

sending technology to receive the message; to ultra-wide band signal (UWB, not commonly used).

Location-based Marketing can be used for several Communication activities: advertising exposure (get brand messages deliver) when the customer is on the move and close to a particular store or service provider; and mobile couponing consisting in customer redeem coupons in point-of-sale by clicking a mobile banner (Murphy, 2011).

According to McCourtney, quoted by Krum (2010) the advantages of location and proximity marketing are: captured target (the consumer is already in or near your place of business); increased impulse buying (prompts benefits of immediate response); development of one-to-one relationship marketing; direct marketing spending effectiveness; and psychological nurturing (the consumer feels like a somebody, building brand recognition and loyalty); and increased return on investment (ROI).

Social media application with location check in features, such as Facebook and Foursquare are also applying LBS, by enable consumers to receive promotional offers from outlets close to where they are at a specific time (Murphy, 2011).

Location-based services can be considered as intrusive for customers, so for using it the brands should first ask permission and prepare the customer to enable the smartphone to receive it by an opt-in if he wants to, in order not be considered unpolite and disrespectful (Krum, 2010).

4.4. Mobile Marketing unique characteristics

Mobile phones have great marketing potential due to the characteristics of these devices. Above are the characteristics that make it a good communication media:

- Information personalization

Mobile phones are personal and "*rarely used by anyone except its owner*" (Bauer *et al*., 2005), so it enable market segmentation at the individual level. It is an opportunity for brands to reach customers with highly personal, relevant and timely messages and services, providing different offers and meeting individual customer's needs (Nysveen *et al*., 2005; Smutkupt and Krairit, 2010). Messages can be personalized to reach a maximum limit, it is the most personal direct marketing channel and the most targeted form of web marketing (Krum, 2010).

- Ubiquity

The mobile phones are portable devices, are switched on most of the time (Smutkupt and Krairit, 2010) and people use it the whole day. Ubiquity is related with the lack of constraints related to time and space; this media gives the potential of everywhere and anywhere access to marketing communication (Nysveen *et al.*, 2005; Hongcharu and Somkiat, 2009; Krum, 2010).

This characteristic affects the level of interactivity and frequency of communication between the sender and the receiver, comparing to other communication media (Hongcharu and Somkiat, 2009), as the message is immediately available (Krum, 2010) in real time. Time is a resource very limited for modern person, so channels that give flexible access to information should be highly valued.

- Information dissemination

The penetration of mobile devices is so great that it enables marketers to reach a wide range of people (Mirbagheri and Meisam, 2010), as information can be sent to all mobile users within a specific geographic region (Nysveen *et al*., 2005). The mobile phones lends to enlarging a campaign's reach through viral effects (Bauer *et al*., 2005), through the spreading of the message in a social network – information received by one member of the network is often forwarded to other members of the network thanks to the social interaction of the members. Mobile phones make people feel more connected than ever (Smutkupt and Krairit, 2010).

- Two-way communication

The "always on" characteristic of mobile phones offer the most instantaneous responses among all of the interactive media, so quick response to mobile marketing communication is viable (Hongcharu and Somkiat, 2010; Mirbagheri, 2010).

- Multiple channels and formats

Mobile Marketing is more actionable than other forms of web marketing, as mobile phones combine a lot of technologies that close the gap between the "real" and "interactive" worlds (Krum, 2010). The current mobile environment offers multiple channels to reach customers ranging from simple messaging services, such SMS and MMS to Mobile Internet (Smutkupt and Krairit, 2010).

- Localization & Context

Through the Location Based Services it is possible to target location-specific products or services to potential customers (Smutkupt and Krairit, 2010). The fact that mobile phones phone can pinpoint where the customer is at a given moment in time, enables advertisers to deliver ads that are relevant to his physical location, which increases the relevancy of messaging for advertisers and provides publishers with a hook to drive direct response (Murphy, 2011).

4.5. Permission-based mobile marketing

Mobile marketing has a lot of benefits and advantages, however it must be used carefully as stated by Krum (2010: 255) "*For marketers to be truly successful in the mobile space, they must be able to leverage the personal nature of the channel without jeopardizing or compromising the customer relationship or the private information that it provides (...) In the world of mobile marketing, trust is at a premium*". It can be considered a controversial issue; especially in what permissions is about.

There are concerns of privacy among customers in what mobile marketing is about, so in order to adrees those concerns it is better to always consider mobile marketing a permission-based channel. Basheer and Ibrahim (2010) in their study of the impact of trust and privacy concern on customer's attitudes in mobile marketing discovered that the consumers who had been impacted by mobile marketing presented high privacy concerns and suggest that their permission should be obtained first. That permission must be acquired in each level of bond between the brand and it's customers. Also all marketing messages should be relevant as possible and mobile marketing is not an exeption (Krum, 2010).

Varnali and Aysegul (2010) in a comprehensive review of articles classified under the category "strategy of mobile marketing" uncovered six important strategic best practices: mobile marketing messages need to be permission-based, highly relevant, highly targeted, attention grabbing, to the point, personalized and of value-added content; the benefit/incentive provided by the mobile marketing should be instant and recognizable; security/privacy concerns of the mobile users should be well addressed; mobile applications must be innovative, user-friendly despite technological limitations of mobile devices, and be able to provide solutions for needs related with exclusive value propositions of mobile medium; mobile technologies are suitable for various industries and task-types, and successful implementation is likely to enhance efficiency and effectiveness of management and integration of the value chain.

4.6. Mobile phones as emotional devices

There is a kind of emotional tethering brought about owing a mobile. Mobile phones have become embedded in our daily lives to such an extent that people cannot imagine the life without one – "*people have an essentially emotional relationship with their mobile phones"* (Vincent, 2005: 99).

One of the explanations for emotional attachment to mobile phones is the assertion that the mobile phone is an icon for the user, an articulation of who he are, reflecting the users' life at that point of time; as holding the memories and feelings stored there (Vincent, 2005).

Is the emotional content of the social communications that drives the relationships people have with their mobiles, it means the emotional attachment for the owner is not the device itself but the contact it provides (Vincent, 2005). The devices have become lifestyle icons that consumers decidedly want because it provides that link to other parts of their offline and online lives (Friedrich *et al*., 2009). The mobile has the effect of making the owner feel that others are with him (Vincent, 2005). Vincent (2005) uses the term absent presence that refers to the effect of mobile phones keep people in touch regardless of their actual distance. Each person is part of a community of mutually connected people. In a study made by IDC & Facebook (2013) about Smartphone and social connection revealed that 49% of the respondents feel connected when texting/messaging, 43% when talk on phone and 40% when messaging on Facebook.

Consumers say that an array of social and communication activities in their hands make them feel connected, excited, productive, trendy/cool and loved. The more we use our phones to be connected, be productive, etc, the more value is delivered to us. This perceived value in turns encourages even more the use (IDC & Facebook, 2013).

It can be argued that the use of mobile phone, strengths emotional attachments enabling people to be close to those that are important. Will it be the same with brands?

4.7. Building consumer-brand relationships through Mobile Marketing

Mobile marketing is an ideal mean to establish strong, favorable and unique brand associations as it has the ability to provide time-sensitive alerts to customers (e.g. credit card payment dates) to complete tasks as scheduled and have one's life run as smoothly as possible, which results in increased satisfaction with the brand (Nysveen *et al*., 2005).

Smutpukt and Krairit (2010) believe that mobile phones are a great media for brands to create relationships with customers. First, according to the authors, the consumer-brand relationships depend mostly on how the company knows what customer wants and how those needs are satisfied. Through Mobile Marketing companies segment carefully the customers being able to satisfy their needs and send specific messages adequate to them. Also, mobile phones are a great opportunity to correspond interactively with customers, allowing two-way communication, which is a way to enhance brand relationships, initiating or retaining them. Nysveen *et al*. (2005) studied the effects of mobile service as a communication/distribution channel addition on consumer-brand relationship dimensions and get three fundamental conclusions: be available anytime and anywhere make customers use added services; through helping customers organize their everyday life it can be intertwined part of customer's life; and offering personalized, timely and relevant information, the relationship between a brand and its customers is deepened.

Friedrich *et al*. (2009) distinguish five ways in which Mobile Marketing outperforms all other marketing channels, providing a distinct context for marketers to present a unique value proposition to connect with their customers and building interactive relationships:

Table 4 – Value propositions for mobile as relationship builder

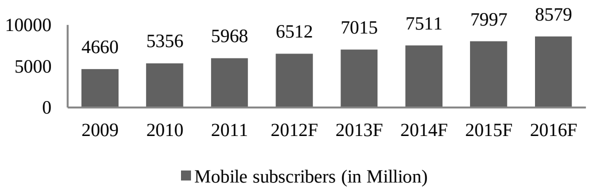
Customer access	It provides continuous access to consumers via voice, messaging, or portal platforms. It is available to the primary users not just in fixed locations but wherever they go
Customer's insight	It gives companies access to a wide range of consumer data, including demographics, communication, social patterns and geographic movement patterns. In the future, with mobile commerce, business can also add shopping history and store preferences
Customer dialogue	The mobile phone is a distinctly personal device that reflects the use and interests of its primary user. It is interactive, allowing consumers to respond by click, voice, text, or multimedia message
Customer emotions	A consumer's choice of a mobile device often is a strong lifestyle statement, so because of that emotional statement users are highly attached to their mobile devices as not only essential tools, but familiar parts of their everyday lives. This channel is a universal presence in people's lives
Customer transactions	There are few physical boundaries for mobile devices, so solutions as direct-click through, e-commerce applications, or mobile payment solutions are easily available to consumers no matter where they are

5. Mobile Marketing in the world and in Portugal

5.1. The evolution of mobile phones/Smartphone's use

The number of mobile subscriptions is growing since the very beginning of the first Smartphone launch and is expected continue to grow. In the end of 2011, there were 6 billion mobile subscriptions (ITU, 2011) and figure 1 shows the evolution of this indicator since then. In 2017, 80% of all handset shipments will be Smartphone (Berg Insight, 2012). The mobile revolution is moving at different speeds across the globe and Japanese are the more active Smartphone users (MMA & Google, 2011).

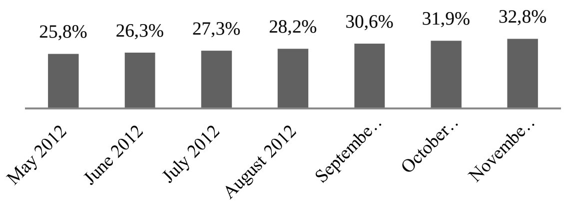
Figure 1 – Mobile subscribes worldwide



Source: Portio Research, 2011

Despite the economic crisis in Portugal, the usage of mobile phones accomplishes the world trend and is growing on a daily basis. According to Marketest (2013) we have assisting to an increase in the penetration of mobile devices, specially Smartphone: in December of 2012 32.5% of the individuals with a mobile device referred to use a Smartphone; this penetration is even bigger if we consider the individuals aged between 15 and 34 years old in which this percentage was around 50.1%. According to the same source, 92,8% of Portugal population is client of a mobile communication service.

Figure 2 – Evolution of Smartphone penetration in Portugal



Source: Barómetro de Telecomunicações da Marktest, 2013

5.2. Consumer’s patterns use of Smartphone

Smartphone have become an indispensable part of consumer daily life – Smartphone owners are becoming reliant on their devices as 78% of Smartphone users affirm that never leave home without it, while in USA this number rises to 80%; they also affirm to use it everywhere – home, on the go, on work, in a store, in a café, public transportation, etc (Google/IPSOS Media CT, 2012). This shows an opportunity for brands to engage the new constantly connected consumer.

This device has become so important that 33% of users in the US would rather give up TV than their Smartphone (Google/IPSOS Media CT, 2012).

Smartphone have transformed consumer behavior – mobile search, video, app usage and social networking are prolific – 80% of Smartphone users in the UK and 86% in the US affirm using their phone while doing other things, such listen to music, watch TV, use internet, watch movies, etc (Google/IPSOS Media CT, 2012). This calls the attention for the need of integrated campaigns. Fewer than 1 in 3 advertisers have an app (MMA & Google, 2011), which is still considered a very small number given the opportunities.

Smartphone users are video consumers – in UK 64% watch video on Smartphone, while in USA this number rises to 73% - and frequent social networkers – more than 70% use social media in their Smartphone and around 50% do it every day (MMA, 2011).

Smartphone help users to navigate the world, as 85% of UK Smartphone users and 94% of US users look for local information on their phones and most of the actions result in making a purchase or contact the business (Google, IPSOS Media CT, 2012). Leveraging location based services on mobile make it easy to consumers to connect directly with business.

Smartphone have changed the way consumers shop – Smartphone research influences buyer decisions and purchases across channels – 95% of Smartphone users in the UK and US have research a product or service on their device while home, on the go or in a store (Google, IPSOS Media CT, 2012). Smartphone are generally shopping companions, as in USA 37% of the researches on Smartphone result on purchase via computer and 32% via store (Google/IPSOS Media CT), so it is fundamental for brands to have an optimized mobile site. Despite that, only 33% of the companies in USA and 17% in UK have optimized sites (MMA & Google, 2011).

Smartphone help advertisers to connect with consumers – in the UK 84% of Smartphone users noticed mobile ads, while in the USA this number raises to 89%, most of them noticed an advertisement while in an app, while on a website or while using search engine (Google, IPSOS Media CT, 2012). Making mobile ads a part of an integrated marketing strategy can drive greater consumer engagement.

All this data opens opportunity for brands to use the mobile media to connect more closely with consumers.

5.3. Mobile Phone, more than a phone call device

Consumers interaction with Smartphone begins as soon as they awake – within the first 15 minutes of waking up, 4 of 5 Smartphone owners are checking their phone before doing anything else (IDC & Facebook, 2013).

Mobile devices have evolved to be multi-functional consumer products, merging the mobile phone with other consumer products, such as MP3 players and digital cameras. Consumers are using mobile technologies to acquire diverse entertainment opportunities. Mobile handsets have become increasingly advanced, making it possible to deliver highly compelling advertising experiences, incorporating rich media, video and interactive content (Andersson, 2012).

Users see Smartphone as multi-activity portals, in the US, 83% use it for communication (including email, and access social networks), 53% to stay informed (read newspapers, review blogs) and 88% for entertainment (browse the internet, play games, listen to music, watch videos) (Google/IPSOS Media CT, 2012).

According to ICD & Facebook (2013), in the top of most commonly used applications are Email, Facebook, Web Browsing, Maps/Directions, Games, Share/Post photos and Read News/Sports.

Smartphone is more than a voice device - 84% of the respondents of a study about Smartphone and social connectedness conducted by IDC & Facebook (2013) affirm to spend time on phone communicating via text, email and social and only 16% on phone calls.

5.4. Mobile Phones and brand communication

Mobile Marketing still represents a small portion of brands promotion mix investment. Although, global mobile marketing & advertising industry will grow 37% over 2016, reaching a value of US$22.6 (Andersson, 2012) this is due to the continued Smartphone adoption and increasing availability of mobile media. Andersson (2012) about Berg Insight study of Mobile Marketing & Advertising states: *"brands are now progressively embracing the mobile channel, including the entire range of apps from games and entertainment to utility applications. Also mobile Web advertising and opt-in SMS campaigns are popular*". According to the same source, by 2017 mobile marketing will make up an estimated 15.5 per cent of the total digital advertising industry.

The global expenditure on mobile ads in 2011 was US$5.3 billion; the great expenditures were in Asia/Pacific (IAB, June 2012). The global expenditure on mobile ads is forecast to double every year to US$20.6 billion in 2015 (Gartner, 2011). According to the same source, brand spending on mobile advertising will grow from 0.5 percent of the total advertising budget in 2010 to over 4 percent in 2015.

Table 5 – Expenditures in mobile marketing across the world

Region	Display	Search	Messaging	Total
Europe	367	900	114	1380
North America	572	811	295	1677
Latin America	31	74	83	188
Asia/Pacific	491	1384	41	1916
Middle East & Africa	44	124	4	172

Global	1504	3292	536	5333

Source: IAB, 2012

This resonates well with the continuously increasing share of time people spend on the mobile channel contrasting to the decreasing traditional media consumption.

5.5. Consumer utilization of mobile marketing tools

The SMS traffic is expected to grow from 5.9 million in 2011 to 9.4 million in 2016, however due to mobile instant messaging and apps the traffic will fall from 64.1% to 42.1% (Clark-Dickson, 2012). In Portugal the use of SMS has accompanying the worldwide growth tendency, but in the last year this changed - it registered a decreasing of 1,9% from the final of 2011 to the final of 2012 (Anacom, 2012). This is explained by a migration of SMS service users to the Internet service, which denote the trend of new technologies adoption among Portuguese people. Although, each user still send an average of 10 SMS per day (Anacom, 2012); also still 75% of mobile communication services users use this service and if considerer the ages between 15 and 24 this number is 98% (Marketest, 2013)b.

In contrast, the use of MMS for communication between users is growing significantly worldwide – 2.07 billion were sent in 2011 and this number it expected to grow to 2.4 billion in 2016 (Portio Research, 2011). In Portugal, the same indicator increased 9,5% since the final of 2011 until the final of 2012 (Anacom, 2012). Although the number of users of MMS is relatively low – only 15,9% of mobile communication services users use it. Each user sent an average of 7 MMS per month (Anacom, 2012).

In the world and specific in Portugal we are assisting to an increase of Internet accesses using mobile devices. Since 2012 that China has more users accessing the Internet through mobile devices that through personal computers (CNNIC, 2012). In the UK, 59% of Smartphone users access the internet everyday on their Smartphone, while in USA this number rises to 66% (Google/IPSOS Media CT, 2012): the most used services are emailing, social networks and search engines in both countries. In May 2012, 10.11% of website hits/page views came from a handheld mobile device (Statcounter, 2012). As stated earlier, in Portugal the users of SMS are starting to use Internet to communicate, and this reflects in an increase of 6,1% of mobile internet utilization through 3G services in the final of 2012 comparing to the final of 2011 (Anacom, 2012). IM (instant messages sending from messaging mobile applications) will increase from 1.6 trillion messages in 2011 to 7.7 trillion in 2016 (Clark-Dickson, 2012).

Berg (2010) estimates that users of m-baking and related services (money transfers and international person-to-person payments) have been doubled since 2008 and in 2015 there will be 894 million users globally.

The download of mobile applications is growing worldwide due especially to the introduction of app stores (Apple App store and Google Play) - the download of mobile application duplicate worldwide during 2012 for 60 billion of downloads and it is expected to reach 108 billion by 2017 (Berg Insight, 2012). In the UK, the Smartphone users have 23 apps installed on average (Google/IPSOS Media CT, 2012).

The number of coupons delivered via mobile is also raising and will dominate mobile retail marketing spending in 2013: Japan have the highest rate with 20% of all coupons being delivered by mobile, while in the US this number is 13% (Microsoft Advertising, 2012).

According to Jupiter (2011), 1 in 8 mobile subscribers will use m-ticketing in 2015 for airline, rail and bus travel, festival cinemas and bus travel. According to the same source, by 2015 over 750 million users (compared to the 230 million today) will either have a ticket delivered to their mobile phone by SMS, bar codes, mobile web, Smartphone apps or NFC.

5.6. Mobile Marketing in Portugal

According to specialists in the sector, Mobile Marketing in Portugal is still not very forward comparing to USA or UK for example. Here, the dimensions of national campaigns are smaller as also less sophisticated, much due to the small dimensions of the market.[4]

Despite that, it is important to take a look around what is being done in Portugal.

In order to find what mobile marketing tools and communication tools in mobile marketing have been applied in Portugal I have looked for digital tables of advertising and reach the conclusion that Controlinvest, for example, already has interesting mobile marketing services available: banners and video players (with geotargeting possibility) in mobile sites & apps of the most important communication media in Portugal (TSF, Diário de Notícias, etc); and in-game advertising.

About the best practices one can find some successful cases of Mobile Marketing in Portugal in each one of the promotion tools.

- SMS/MMS –

[4] http://www.meiosepublicidade.pt/2010/03/mobile-marketing/

Simultaneously with voice is the most traditional way of mobile marketing, present in Portugal for a long time. One good example of it is "Fox" TV channel that offers SMS alerts with information of its TV series.[1]

- Apps & Mobile Marketing –

The specialists of mobile marketing in Portugal are unanimous, the expansion of mobile marketing is more explicit in what mobile internet and apps is about – brands are investing in apps for iPhone, BlackBerry & Android and in mobile optimized sites.[1] One of the great examples is from the retailer *Continente* that developed an app and mobile site that allow people to be followed by *"online chef"* while cooking.[1]

- M-Couponing -

It is still in embryonic stage in Portugal, although some cases have emerged. One of the first companies to distribute mobile coupons in Portugal was Groupon, enabling the usage of promotional offers through the mobile phone. Besides that, the company also offers an app that allows clients to access directly to their personal account.

Also, and although not being purely m-couponing, brands like Sumol and Lipton include in their promotions mobile awards as mobileticketings to the cinema.[1]

- Location-Based Services –

There are not a lot of brands taking potential of LBS in Portugal, although, some of them have already made their bets. Vodafone is one of them, through foursquare platform, the brand is using location to offer promotions to its clients.[5]

6. Generation Y – the empowered consumer

Previously it was referred the empowerment of the customer due to the growth use of technology, active conversations and information power. Within this context a more proactive and demanding generation has emerged: Generation Y.

Generation Y respect to people born in the period between the end of 70's[6]/beginning of 80's and 1994 (Dionísio *et al,* 2009). Around 70 million people around the world fall into this group (Kane, 2013).

[5] http://mattersofgrey.com/forum/discussion/554/vodafone-portugal-badge/p1

[6] http://www.jewellermagazine.com/Article.aspx?id=813&h=Study-reveals-Gen-Y-favourite-brands

This new generation of consumers is highly-educated, want to decide for themselves what they want to do, want to take responsibility over their own decisions, have the power of the mobility and have discovered the infinite world of online communities (Pelau, 2010). Besides that, they look for individuality (adapt product and services for themselves and according to their personality) and are curious taking them into a constant looking for information. They also value the relationship that they build with their peers and feel the necessity of always being connected to the world (Dionísio *et al.*, 2009). According to the same authors this generation values the experience, looking for strong, engaging and interactive experiences – it is an opportunity for companies to invest and extend brand experience. This is a brand consciousness generation, according to a L2 study (2010) - Gen. Y, Prestige Brand Ranking - considered that 65% of women and 61% of men surveyed were brand conscious.

Generation Y customers have grown up with the Internet, living from the first day in a social and technological reality (Dionísio *et al.*, 2009). This is reflected in the search for information - this generation does not use the traditional media (TV, radio and press) to look for it, they use mainly the internet (Dionísio *et al.*, 2009). Gen. Y has witnessed all the radical technological transformations of the past decade, including the evolution of mobile marketing.

It is a smart(phone) generation - according to a recent comScore research report (2012) in the USA and EU5, Smartphone adoption continues to be more popular among generation Y than to other segments in the market.

Armed with iPhones, laptops, cell phones and other gadgets, Generation Y is plugged-in 24 hours a day, 7 days a week[7]: "*In this mobility era, companies have to find a new way to communicate with its consumers*" (Pelau and Zegrenu, 2010: 102).

7. Objectives of the research

After the review of literature it stays clear that Marketing is undergoing now a change in the relationship paradigm between companies and its stakeholders special consumers, due to several reasons: mass markets are fragmented and impersonal marketing communication, especially media advertising due to its saturation, lost its credibility and efficacy in the transmission of messages (Peppers, Rogers and Dorf, 1999); in an ever changing technological world, new ways of communication have arrived providing new dynamics of interaction (Pelau and Zegrenay, 2010); the new ways of communication have specific characteristics: two-way communication and interactivity (Dionísio *et al.*, 2009); the new

[7] http://legalcareers.about.com/od/practicetips/a/GenerationY.htm

technologies provided empowered consumers that can choose what they want to ear, what they want to see, to whom they want to talk and what they want to believe (Dionísio *et al.*, 2009); the new technologies are specially present among generation Y, a generation that will lead the trends of the future and a generation that value brands more than any other generation before (L2, 2010).

The relationship paradigm change conduct to needs of relationship also at a brand level more than ever, translated into the emotional bonds that brands create with customers, which are fundamental to assure a competitive position in a commoditized marketing mix (Nysveen *et al*., 2005; Esch and Langner, 2006; Xie *et al*., 2010) – in this new paradigm the individual is in focus instead of masses. It stays clear that all a brand does can send a brand message, and that communication has a great role to play in building consumer-brand relationships (Fournier, 2008). The purpose of this thesis is to understand the potential of mobile marketing (as a new way of interaction and communication using mobile devices technology with unique characteristics as personalization, ubiquity, two-way communication, multiple channels and formats; and localization & context) to develop and sustain the consumer-brand relationships.

Several authors (Smutpukt and Krairit, 2010; Friedrich *et al*., 2009; Nysveen, 2005) have noticed that mobile marketing can be a great media to build consumer-brand relationships with brands. They point some fundamental reasons for this: mobile communications can help customers manage their daily life; satisfaction of customers needs by send specific and targeted messages; allowing the interactive and two-way communication. In order to effectively verify the total potential of this media, it was developed the first research hypothesis:

- **H1:** *The interactions brands have with customers in the mobile device, through the form of mobile marketing, influence positively the strength of the consumer-brand relationship.*

Each of the mobile marketing tools has different objectives and generate different levels of commitment (apps are generally repeatedly used, unlike web sites consultancy generally happens sporadically) which is considered by Veloutsou (2007) one of the two main dimensions of the relationship multidimensional concept. So it is expected that different tools generate different outcomes in consumer-brand relationships. Similarly, Thoboernsen (2002) studying Internet Marketing impact of costumer-brand relationships proved that the type of technology of Internet mattered when comparing experienced users and to that less experienced – one must have in mind that mobile marketing is an extension of Web Marketing (Krum, 2010). When we talk about mobile marketing customers value permission-based and highly relevant interactions (Varnaly and Aysegul, 2010) and have privacy concerns. This lead to the assumption that *pull*-based mobile marketing (content sent to subscriber upon request) must be better accepted than *push*-based mobile marketing (content sent at a time other than when the subscriber requests it):

- **H2:** *The interaction with brands in the mobile devices through the form of mobile pull tools (Apps, Mobile Internet and Check-in through Social Networks) impact more intensly the strength of the consumer-brand relationship than the interaction through the form of mobile push marketing (SMS/MMS and couponing)*

In the study of Heath *et al.* (2006: 418), the authors concluded that is not the rational message that builds brand relationships, but the emotional creativity: "*if advertising wishes to build strong brand relationships, it needs to incorporate high levels of emotional content"*. This conclusion is expected to be applied to mobile communication according to a study of mobile in the shaping of grocery shopping conducted by Microsoft Advertising (2012). It concluded that being mobile phones personal and intimate devices brands have space to leverage this opportunity to engage the customers by the "heart" – providing excitement, sense of emotion, care, and fun - and truly win over consumers. This translates into the third hypothesis:

- **H3:** *The emotional appeals of mobile communication have greater positive contribution to the strength of the consumer-brand relationship than rational appeals.*

In the multiple interactions consumers have with a brand, they are exposed to brand-related stimulus and have internal responses, which are referred as brand experience (Brakus *et al***,** 2009). According to the same authors "*Over time, brand experiences may result in emotional bonds*" (pp. 53). Pawle and Cooper (2008) argue that the foundations of consumer-brand relationship are emotional, as also Fournier (1998) defend that customer brand relationship are formed by emotional bonds (Fournier, 1998). Then it brings the following hypothesis:

- **H4:** *The mobile brand experience influences positively the strength of the consumer-brand relationship.*

The last hypothesis is about the frequency of interaction and its impact on the strength of the consumer-brand relationship. Strongest the consumer-brand relationship, strongest the commitment (intention to maintain a valued continuous relationship with a brand (Fournier, 1998)) and attachment (dependence involving separation anxiety and irreplaceability (Fournier, 1998)), so the frequent is expected to be the interaction.

- **H5:** *The frequency of interaction with brands in the mobile devices is positively related with the strength of the consumer-brand relationship.*

The research can be summed up in the next framework:

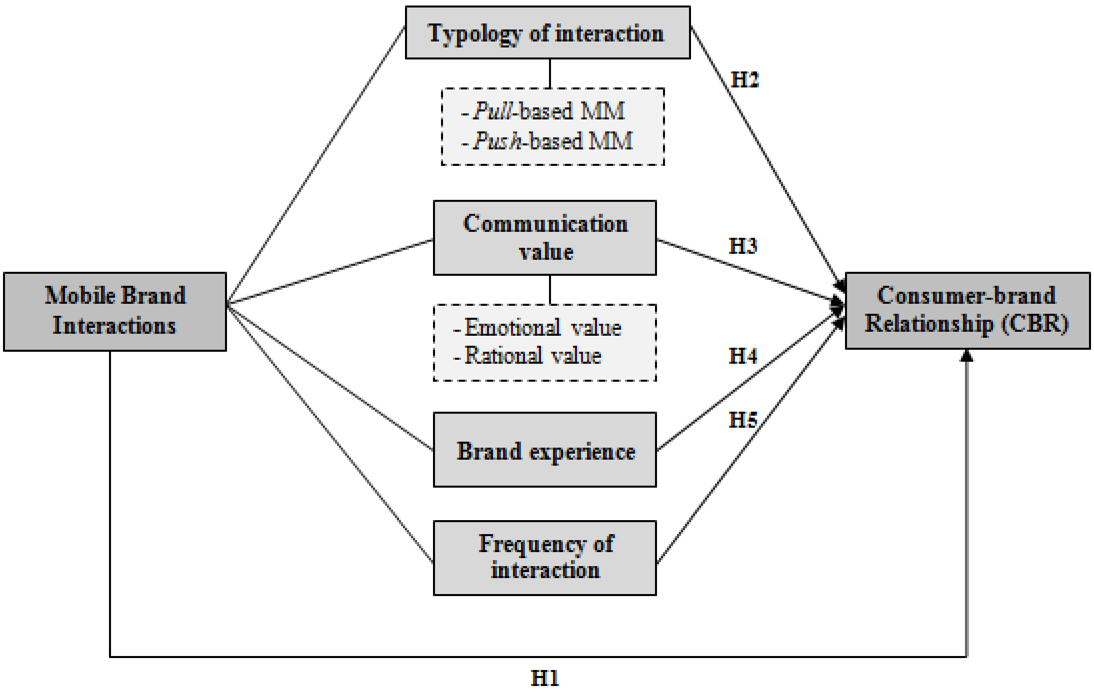


Figure 3 - Research framework

METHODOLOGY

This chapter characterizes the methodological options and the type of research for the collection and analysis of the data in order to sustain scientifically the empirical research.

1. Methodological choices

As seen in the previous chapters the main objective of this research is to understand the potential of Mobile Marketing to develop consumer-brand relationships. This study will be sustained in an empirical research, which according to Hill and Hill (2000) is a research in which we make observations to better understand the phenomena in study. In this case it is an extension of works presented in the literature by applying the assumptions of Mobile Marketing as *Consumer-brand Relationship* builder to new realities (Portugal), as well as deduction of new hypothesis about the influence of *appeal of communication* (*rational vs. emotional*), *Brand Experience*, and the different *mobile tools* on it. Beside and because mobile marketing in Portugal is still in an embryonic state, the deep understanding of this phenomena in the population in study will also be conducted.

Given the primary objectives of the research it is clear that the test of the specific hypotheses is needed, as also the examination of specific relationships between the variables above considered. According to Malhotra and Birks (2006) the most appropriate research design is a *conclusive* one as it is generally used for some purposes that correspond to the ones of this study: it is adequate to describe characteristics of the consumers, to estimate percentages in a specified population exhibiting a certain form of behavior – this characteristics fit with the objective of study the mobile marketing phenomena in Portugal; this research design is also used to: determine the perceptions of service characteristics and to determine the degree to which marketing variables are associated – which fit with the objective of understand the relation between mobile marketing interaction and consumer-brand relationships. It is specifically a descriptive research with a cross-sectional design, because the collection of information from a given sample of population elements only happens once.

In conclusive research the data obtained are subjected to quantitative analysis (Malhotra and Birks, 2006). So this study relied upon a positivist paradigm, which, according to Malhotra and Birks (2006) is a measurement paradigm. It was assumed that the reality in study can be quantified.

This approach followed the hypothetical-deductive scientific method or test hypotheses, embodied in the techniques of quantitative research, and specifically the research by surveys. This strategy enables to generate primary data that met specific objectives and research hypotheses.

2. Population and sampling

Any empirical research implies data collection in a form of observations in order to gain information about certain characteristics of the individuals in study: "*Population is the aggregate of all the elements sharing some common set of characteristics that comprise the universe for the purpose of the marketing research problem*" (Malhotra and Birks, 2006: 357). Information about population may be obtained by taking a sample, that consider a part of the cases that constitute the population to participate in the study (Malhotra and Birks, 2006; Hill and Hill, 2000).

The target population in this research is Generation Y – young Portuguese males and females between 18 and 35 years old - that possess a mobile phone or a Smartphone. The study is limited to Portuguese population because it is a much delayed country in which Mobile Marketing acceptance is about, when compared to other countries like Japan or United States, so it is interesting to understand the perceptions of Portuguese consumers in order to give recommendations for the future. It is also restricted to Generation Y, because generational cohorts provide a relevant basis for segmentation due to educational, attitudinal and lifestyle differences. This specific segment was chosen because is more likely to be constantly using their phone for social media purposes and enjoy mobile interactivity, according to Mintel (2010) as cited by Wells (2012). Also, this generation tends to be an initial adoptant of new technologies – eg. Smartphone adoption continues to be more popular among generation Y than to other segments in the market (comScore, 2012).

According to INE (2011), the size of the universe in study is around 1.97 million people. Due to time and resources constraints, a non probabilistic sampling process was choosen, this is a process that relies on the arbitrarily or consciously chose of what elements to include in the sample (Malhotra and Birks, 2006). The selection of respondents was made by convenience and proliferation (snow-ball). Convenience sample consists in the interviewers selecting the sampling units, mainly the respondents are selected because they happen to be in the right place at the right time (Malhotra and Birks, 2006). In the snowball sampling, the respondents after being interviewed are asked to identify others who also belong to the target population (Malhotra and Birks, 2006). The application of these methods in this specific study will be clarified in the 4th topic of this section.

The main problem of this process is that a sample obtained is a non-representative one, so it is not possible to extrapolate the findings obtained in the sample to the Universe with confidence because there is no guaranty the sample being representative of the population (Hill and Hill, 2000). Although the same authors defend that in an academic research is better to make an investigation of limited scope, while considering a weak research in a great scale.

The minimum number of elements to be included in the study, or sample size, was defined according to two main rules: Law of Big Numbers (a minimum of 30 individuals to ensure the approaching of the normal distribution) and the *rule of thumb* (Hill and Hill, 2000). The objective of this rule is estimate the minimum size of the sample to make possible apply statistical analysis adequate to the data. It was considered the test that needs the biggest minimum number of individuals: ANOVA Factorial with two independent variables (r x k levels of two independent variables, in this case, 4 * 4 levels – 160 responses). In order to have a margin to eliminate the invalid responses a target of 200 individuals as minimum size of the sample was defined.

The final results don't allow the extrapolation with confidence for the Universe, although it allows understanding the perception of the inquiries and extracting valid conclusions to the acceptation or not acceptation of the hypotheses and to answer to the research objectives.

3. Instrument construction, scales and research variables

As mentioned earlier on the first topic of this chapter, the quantitative observation technique used was a survey – interview form or measuring instrument - that is based upon the use of structured questionnaires given to a sample of a population (Malhotra, 2006). The questionnaire applied in this study can be found in **Appendix 1**.

The questionnaire was written in Portuguese, as it would be applied to Portuguese population only. At the beginning the respondents were informed about the scope of the study – context and objectives -, as well of the anonymity of the answers.

In the first question respondents were confronted with a filter question that "*enable the researcher to filter out respondents who were not adequate*" (Malhotra and Birks, 2006: 332). It corresponded to a quantitative answer chosen in a pool of alternative answers and it was measured in an ordinal scale. This question asked the respondent to select its age group, and if the respondent were not part of the target population than the survey finished in that step.

The questionnaire was constituted by homogeneous blocks. At the beginning of each block the instructions to the answer of the next questions were given.

The first block focused on the utilization habits of the mobile device. It had only multiple choice questions - qualitative answers chosen in a pool of alternative responses, (Hill and Hill, 2006). These variables were measured in a nominal scale.

The second block asked the respondents to remember the interactions they had with brands in the mobile device in the last two months - generally the studies ask for customers to remember a space of a month (eg: Microsoft, 2012), but the objective was for customers to remember as much as they could in order to averiguate also what brands have been doing in Portugal relatively to mobile marketing – with only one month, the customer could stay stuck in the short term and information would be lost. It had multiple choice questions in which the respondents could select more than one answer (ways of interaction with brands in the last months), qualitative answers written by the respondent (names of brands with which the respondent interacted). These variables were measured in a nominal scale.

The third blocks implied that respondents focused on the last brand interaction and answer some questions regarding only that interaction and that brand. The questions of this block were all measured in scales. Each one of this scale consisted in a group of items to measure the attitudes/perceptions in study. As recommended by Hill and Hill (2000), each of these constructions was measured in a Likert Scale that "*requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements*" (Malhotra and Birks, 2006: 304). It had five point measuring system where the respondent could indicate in what level he agreed or disagreed with the sentence and the medium point of the scale was an indifference point.

The scales of this third block were all taken from the literature and translated to Portuguese in order to be understandable by all young Portuguese. Some adaptations were made in the scales to take the customer to consider the phenomena in measure specifically in the mobile device context.

To measure brand experience the scale developed by Brakus (2009) was used. This scale is divided in 4-four dimensions: sensorial, affective, intellectual and behavioral those all together measure the construction of brand experience. The objective was to evaluate how the consumer felt the brand and experienced it through the interaction in the mobile context.

To measure the emotional *vs.* rational appeal of communication the scale of Lee *et al*. (2002) was chosen. The application of this scale in the questionnaire pretended to measure the value of communication in the customer perspective. The same scale had been applied in similar studies by other authors, as for example, Park (2006) who used this scale to measure the hedonic and utilitarian values in the mobile context.

To measure the consumer-brand strength it was used the scale developed by Fournier (2008). This scale is composed by three dimensions that were already addressed in the literature review and is commonly used in many studies that pretend to measure this emotional construction. Breivik and Thorbjornsen (2008) argue the power of this model compared with traditional attitude to explain relationships between customers and brands.

The last block intended to understand the future interests in interactions with brands in the mobile device. The options of future interests in what Location Based Services (LBS) is about were based in the application of LBS technology to the various tools of communication that one can found in Mobile Marketing: advertising, sales promotion and Public Relations. These intentions were measured in a positive ordinal scale of interest from 1 to 5.

When we design a questionnaire we always have to be conscious of the consumer, how he will interpret it and have the concern to make it the more interesting as possible. The sequence of blocks was not random, it intended to take the consumer through a travel in his mind, first he answered simple questions to be comfortable, then the questions went deep in his mind until he reminded the last experience with brands in the mobile and finally deep into his heart trying to understand how the last experience made him feel and increased his relationship with the brand. Finally when he was realizing all that the brand means to him, he was asked to classify the future interests of brand communications in his mobile device.

In total the survey had 25 questions (23 mandatory), maximum of 2 per page (in scale elements this number was reduce to one) in order to increase the focus in one single question per moment. Most of the questions were closed, in which the respondent has to choose between alternative answers, because according to Hill and Hill (2000) it makes easier to apply statistical analysis; and in the customer point of view it is also less tedious. All items that were measured through scale, a balanced scale was adopted, in which, "*the number of favorable and unfavorable categories is equal*" (Malhotra and Birks, 2006: 308) – it follows the recommendation of the same authors that affirm this method being the better to obtain objective data. The respondents could not go back and re-answer the questions, which increased the veracity of the answers.

In order to verify the adequacy of the questions, alternative answers and structure of the survey, a pre-test was done, as recommended by Malhotra and Birks (2006). This pre-test was conducted in the online environment to 10 people (5% of the intended sample) that were part of the target population (the future real conditions in which it would be applied), selected by convenience. Some adaptations were made after this pre-test: re-phrasing of the explanations and introductions of the questions in order to be better understandable and Portuguese corrections. Those answers were not considered in the final valid results.

4. Data collection

The data was collected through a quantitative web-based survey using the *Google Docs* platform, during 14 days, from March 25^{th} to April 7^{th} 2013.

According to Malhotra and Birks (2006), this method presents some general advantages: it is faster when compared to other methods (in presence, telephonic, etc.) in terms of data collection, since it doesn't imply the researcher to collect the answers; is also faster in terms of data analysis, since it doesn't require the introduction of the data in the data base (it is automatically done); it is less expensive in its execution because it doesn't imply printing; is also less expensive in the data collection since it doesn't imply the movement of the researcher, for example; the interviewer bias is removed; and also the perceived respond anonymity is higher. Despite this advantages, web-based surveys also present some limitations: it is easiest for the respondents to quit and not answer the entire survey (response rate is low); and the data collected usually is not representative of the population, not only because not everybody has access to internet, but also because all the population does not have the same access to the survey itself (Malhotra and Birks, 2006).

This method was chosen mainly because of the flexibility of data collection - it is easier to apply as it doesn't imply the researcher presence; and as also allows a faster dissemination – it allows the collection of data from a large number of respondents in a very limited time.

Regarding the limitations, one can affirm that the Internet limitation can be overcome in this specific topic due to respondents' characteristics – the target is very familiar with the Internet (Dionísio *et al.*, 2009).

There was no stimulus to the responses, so in order to increase the response rate and dissemination of the survey, some Marketing actions were taken. The survey was hosted in an appellative website domain (www.omelhorinqueritodomundo.pt.vu); it was created a Smartphone image with the link of the survey on it that was spread with the survey every time it was spreaded, due to the fact that the impact of an image is stronger than mainly words.

The spread took place mainly through two media: Social Networks (Facebook and LinkedIn) and Web Mail. The link of the survey was sent to the personal and professional contacts of the researcher that were known as part of the target. To those personal contacts it was asked also to re-send the link to other target individuals in order to assure maximization in the number of responses.

Some measures were taken to increase the degree of application control of the survey: an age filter question – in order to avoid the participation of members out of the target – and the impossibility of more than one answer per personal computer through *cookies* – in order to avoid duplication of answers.

274 answers were collected, with only 238 complete and valid answers that were used in the analysis. Some cases were not valid due mainly to one of two reasons: the individuals didn't

get interaction with brands in the mobile devices for the last two months; and the answers were not consistent (for example, affirming that the cellphone doesn't allow apps and next affirm that had contact with brands through apps).

As almost of the questions had an obliged answer to pursue the questionnaire (only those that could not be applied to the individual because he was not eligible), the non-response rate was not significative.

5. Data analysis procedures

Data was not inserted, because it was sent automatically to Excel through Google Docs exportation, then it was transferred to SPSS 20 and analyzed.

In the three first groups of the analysis it was mainly used descriptive statistics (absolute and relative frequencies) as also cross tables in order to characterize the sample, its habits of mobile phone usage and past interactions with brands. Clusters analysis was also conducted in order to better study the phenomena.

In the three last groups of the analysis the tools used relapsed upon parametric hypothesis tests: ANOVA *one-way*, *Factorial* ANOVA, *t*-Student tests, χ^2 test. When it was needed assumptions tests were conducted, as the Levene's test for the verification of equality of variances. When the assumptions to apply the hypothesis tests were not verified, non-parametric test were used: Kruskal-Wallis. Also *clusters* analyses were conducted when it was appropriate to divide the sample into relevant groups. To complement the analysis in some points profile means were used.

The distributions were considered normal in almost all situations by application of Limit Central Theorem that assumes that a distribution is normal when $n > 30$. However the test of Kolmogorov-Smirnov was used in some distributions to evaluate deviations from normality. For the analysis of equality of variances when this assumption was required, it was used the Levene's test.

The signification value (p) for choice criteria in the hypothesis test was considered 0,05 in accordance to the literature and best practices in data analysis in social sciences.

Part II – Results and analysis

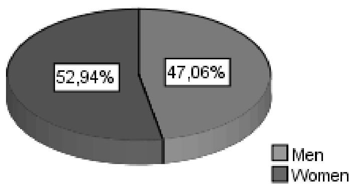
This section pretends to represent the results of the study done previously, regarding the analysis of the results in a critical and future based vision, as also the validation of the research hypothesis. It is divided in five main topics:

- Socio-demographic characterization;
- Mobile phones' habit usage;
- Past mobile interaction with brands in the mobile phones;
- What have been brands standing for in Portugal;
- The interaction with brands in the mobile phone and its impact on the consumer-brand relationship;
- Future interests of interaction with brands in the mobile phone.

1. Socio-demographic characterization

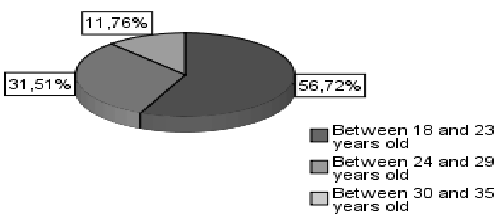
Regarding socio-demographic factors there are some distributions of the sample that we must be aware of in order to better understand the rest of the analysis. In the sample there is a small but not significant major presence of the female gender as can be seen in figure 4.

Figure 4 – Distribution of the sample by gender (%)



One can verify **a big presence of the 18 to 23 age group** in the sample (Figure 5) which can be explained by the non probabilistic sampling process used that collect mostly answers of the researcher's professional and social network. This attests the non-representativeness of the sample when we compare these results to the ones of Portuguese population given by INE (2011).

Figure 5 - Distribution of the sample by age (%)



Through the observation of figure 6 it is possible to understand **that more than half of the sample is constituted by individuals who are still studying**, being 13,03% of them workers at the same time. A very small part, only 7% of the respondents have no occupation and the rest of them work on behalf of others or are self-employed – the entrepreneur attitude is present in 3,4% of the sample. Figure 7 tells us that the **sample is high qualified**, since 82,2% of the individuals have college education, having 36% of them inclusive a Master Degree or superior education (PhD). This phenomena show us that in this generation there is a trend to possess high qualifications at an early age.

Figure 6 - Distribution of the sample by Occupation (%)

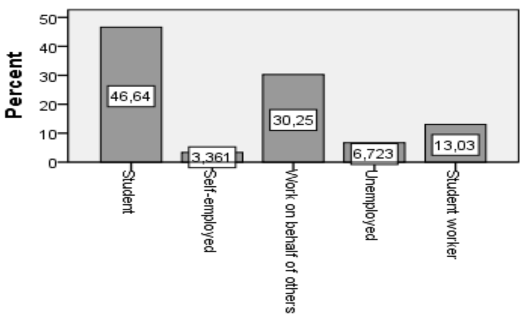
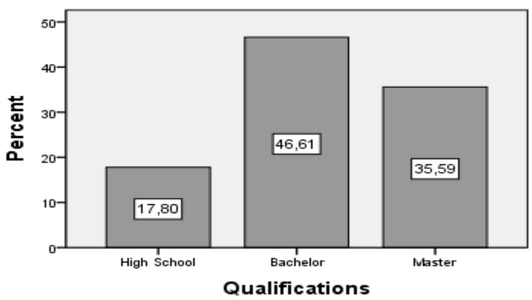


Figure 7 - Distribution by Qualifications(%)

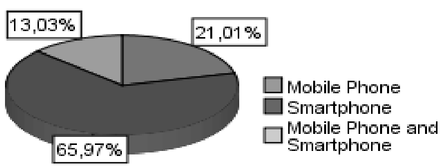


2. Mobile phone's usage

2.1. Penetration of mobile communication device

Smartphone's – a phone that has an operating system that allows applications to be added and removed (Krum, 2010) – adoption is growing in Portugal in a monthly basis (Marketest, 2013). In this specific sample **79% of the individuals declare to have a Smartphone**, in which 13,03% of them have also a simple mobile phone (figure 8). The high penetration of Smartphone in the sample can be explained by the appetence of younger generations to adopt the new technologies – one must remember that the respondents belong only to Generation Y.

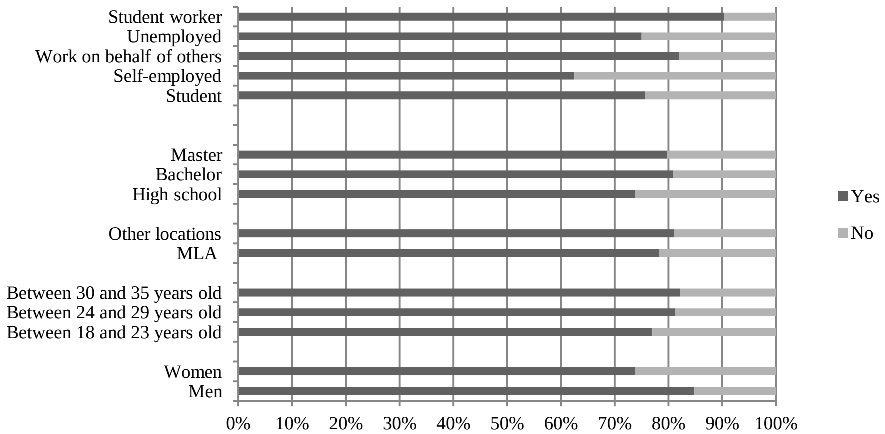
Figure 8 – Distribution of the sample by type of mobile communication device (%)



Smartphone give brands the opportunity to create more appealing campaigns due to its vast array of characteristics and functionalities, so it is important to understand who the "Smartphone enthusiastic" groups are. By carefully looking at figure 9 one can see that the **penetration of Smartphone vary** according to the different socio-demographic groups. **This**

penetration is higher in men (85% have a Smartphone) than in women (only 74% have one) and **in those who are employed** than in only students – this is due to the fact that generally Smartphone are more expensive devices, being those who are employed more able to buy it. One can also see that the penetration is higher in those **who have superior education** (80% of the respondents with a Bachelor or Master degree have it).

Figure 9 - Penetration of Smartphone by age, gender, occupation, qualifications and location (%)



2.2. Interaction with mobile communication devices

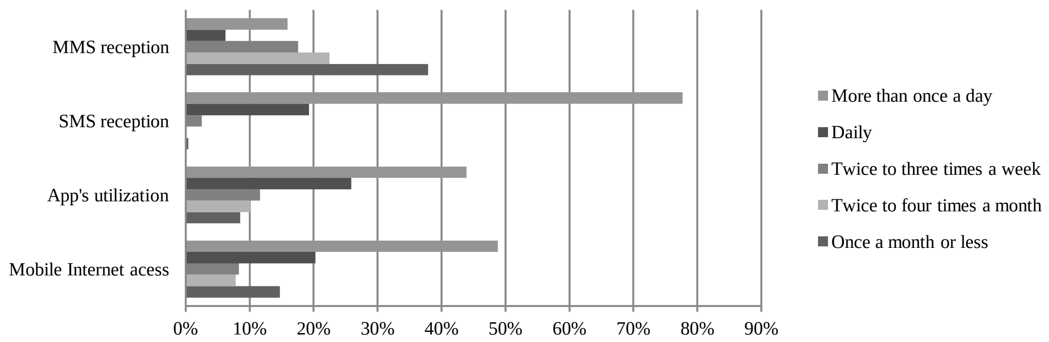
This is a mobile phone addicted generation that grew up with technology and likes to be in social contact always and everywhere, which can be verified by the analysis of Figure 10.

SMS reception is the most frequent communication used in the mobile **phones** – all the sample affirms receive SMS (as can be seen in appendix 2 that shows the total frequency of usage for each one of the tools) and 78% affirm receive it more than once a day. **Regarding MMS**, 5% never receive it because the mobile phone doesn't allow it (it is the case of iPhone old versions). Of those who receive it 38% affirm receive it once a month or less and **only 15% affirm to receive it more than once a day**. These results are aligned with the national data presented in the literature review about this topic.

App's utilization and Mobile Internet access have very similar patterns. Firstly it is necessary to consider that not all the sample uses Apps and Mobile Internet: only 79% of the sample use Smartphone applications (the ones who do not possess a Smartphone are not consider to use) and 92% use Mobile Internet (the rest 8% wasn't consider because they affirm that their mobile phone doesn't allow the internet access). Those who access apps, 71% affirm to use it daily or more than once a day, while in Internet Marketing this indicator is not very different: 69%.

As main conclusion one can notice that those who are able to use apps and Internet Marketing do it very frequently.

Figure 10 - Frequency of mobile activities (%)



2.2.1. Interaction with mobile communication devices across socio-demographic factors

Men seem to be much more kin to use applications than women – while 79% of them use apps daily or more than once a day, in the female gender this number decreases substantially to 60% (Appendix 2 – Figure 40). Those who are **employed** also exhibit a tendency to **use it much more than students** – probably they use it to functions related with job's tasks. The use of applications is, in this sample, **inversely related with the qualifications** (those with high levels of education use less frequently applications). Maybe those who have higher education consult other forms of information to substitute the applications.

Once again, as seen in apps frequency usage by groups, the young individuals **that are working access the Mobile Internet more frequently than the students**. Also again the **male gender access it much frequently than woman**. The big difference to apps comes from the qualifications groups – in this case the **individuals with superior education access the internet more frequently** than those with lower education (figure 41 – appendix 2).

Regarding SMS reception, there is a fundamental conclusion after the analysis of figure 42 (appendix 2) **the frequency of SMS use tends to decrease with the age**.

There are not a lot of differences in MMS reception between groups; it tends to follow the distribution of the sample previously analyzed. The most relevant to notice is that **students don't seem to be very active in the interaction through this media** - only 18 % receive it in a daily basis (figure 43 – appendix 2) - by the other side the **workers exhibit high levels of its utilization** – 38% of the employed and 25% of the self-employed receive it on a daily basis.

2.3. Typology of individuals relatively to the frequency of mobile usage

Considering the frequency of interaction using each one of the mobile phones' communication tools (SMS, MMS, Apps and Mobile Internet), the researcher found it relevant to group the individuals regarding their appetence (or not) to use the mobile phone on a daily basis and develop more interaction with it. In order to do this it was conduct a *cluster* hierarquical analysis using the Ward Method and the Square Euclidian Distance as dissimilarity between subjects. As decision making criteria it was used the distance between clusters after dendogram analysis (Maroco, 2003). A solution with two *clusters* was chosen and the characterization of the *clusters* took was based on the information found in Appendix 3.

- ***Cluster* 1** (78%) – **The Mobile Addicted** – the members of this group reveal a great interaction with mobile phone in all its dimensions: they access Internet daily or more than once a day (95,5%) and also access apps in the same frequency (87,1%). Regarding the MMS receiving, they show better indicators that the general of the sample: 32% receive it every day. The great majority of the members of this group are between 18 and 23 years old (59%), have a bachelor as qualification (59%) and are still studying (62,9%).
- ***Cluster* 2** (22%) – **The Mobile Soft Users** – these individuals don't show a great dependency on the mobile tools: they access apps and internet not very frequently, inclusive 43,4% of them do it only twice a month or less for Mobile Internet and 50,9% for apps. Also 90,5 % of them only receive MMS once a month or less. Women have a big weight in this group (58,5%) as also individuals that already have a Master Degree (52,8%).

The above descriptions allows to clarify two type of individuals relatively to the frequency of interaction with the mobile phone: those who are constantly interacting, showing a great dependency and likely to be connected; and those only seem to use their mobile phones to fundamental contacts. This difference can be very important for marketing and brands, so it deserve some form of attention in the future because one can speculate about the different acceptance of mobile marketing for each one of the groups. In this study this groups will allow to study differences between them in the future interest in location-based services, for example.

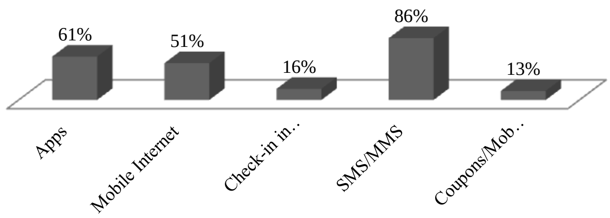
3. Past mobile interactions with brands in the mobile phone

3.1. Past brand interactions

Customers interacted with brands in the mobile devices in the last two months mainly through 5 ways: apps, mobile internet, check-in in social networks, SMS/MMS and mobile couponing/mobile ticketing.

Through the observation of figure 11 one can conclude that most of the individuals interacted with brands in the form of SMS/MMS (86% of the sample). The tool less used in this interaction was mobile couponing (only 13% of the sample). Mobile couponing is a technique very used in mobile marketing internationally, the indicator of its low performance in Portugal, sustain the delay of mobile marketing in Portugal as stated in the literature.

Figure 11- Past brand interaction by mobile marketing tool (%)

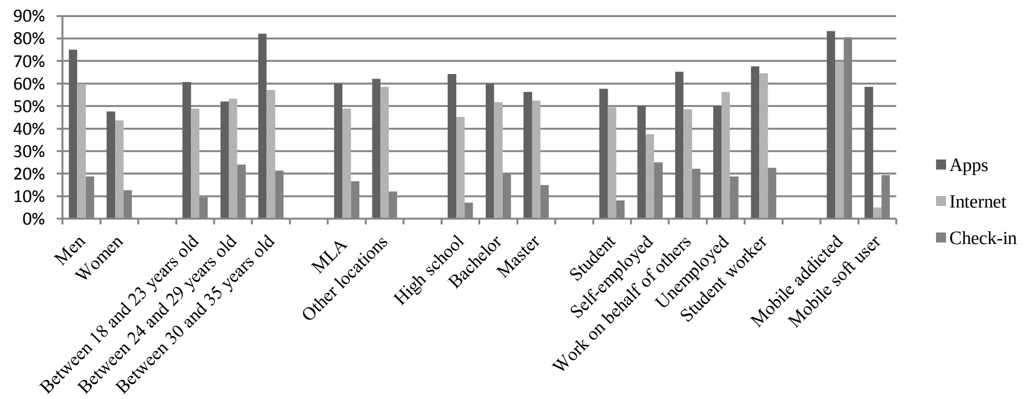


3.2. A comparison of the interactions with brands in the mobile device through brand initiative vs customer initiative

Pull marketing and Push marketing are concepts very old and explored in the marketing literature. As showed in the theoretical part of this study, those concepts can be applied in the mobile context. The tools of Pull-based mobile marketing (the ones that the consumer requires) in the mobile context studied in this research are: Apps, Mobile Internet and Check-in in Social Networks. **73% of the respondents** (Appendix 4) state that they **interacted autonomously with brands in the mobile context** over the last two months. From those who did it, **70% used Internet marketing** to contact with brands, **83% used branded apps** and **21% affirm to done check-in in social networks** in the last two months. These numbers prove that mobile marketing is a two-way communication media, not only the brands contact with customers, but also **customers search the brands pro-actively**.

The penetration of pull-based mobile marketing in the socio-demographic groups is extremely interesting as it allows brands to understand who are the individuals in each group that are more favorable to interact through it. As seen before **men are more active** in the mobile devices as also **in the look for brand interactions** - they present high levels of interaction through each one of the mobile pull marketing tools (figure 12). The use of this interaction tools in the mobile device seems to **increase with age**, **except in check-in** in social networks maybe because the youngest higher the frequency of use of social networks and a need of affirmation across peers. The individuals with **higher qualifications seem to be more interesting in using Mobile Internet** for interactions with the brands than apps, being the opposite for the individuals with lower qualifications. The **workers present high use levels of all tools for active brand interactions** when compared to students – this can be attributed to the high level of income available to them that allow that the majority of them access the internet in mobile phones in a more frequent basis. Lastly and most important one can notice that those **respondents who have high frequencies of interaction with their mobile phones also interact a lot with brands in a pro-active manner** (the percentage of individual who interact with each tool is above 70% for all).

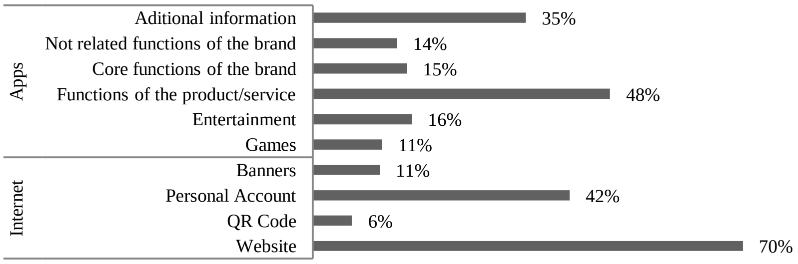
Figure 12 - Penetration of Mobile Pull Marketing Tools by gender, age, location, qualifications, occupation and typology of mobile use by frequency (%)



Regarding the respondents last brand interaction, 46% affirm that had interaction with the brand through apps (it could be the only media of interaction or not) and 54% by Internet Marketing, as can be seen in appendix 5. From those who interact through mobile apps (figure 19), **48% affirm that the app was a mobilized product** – it is, app that mainly transfer the product to the mobile channel (Dinca and Engling, 2012), as for example, the read of news from a brand of social communication in the branded app; and 35% information and selling – apps that provide users with additional information about the product (Dinca and Engling, 2012), as for example a catalog of the branded products. **The less used app content was games**, maybe because brands in Portugal don’t invest a lot in the development of apps that have not a functional design.

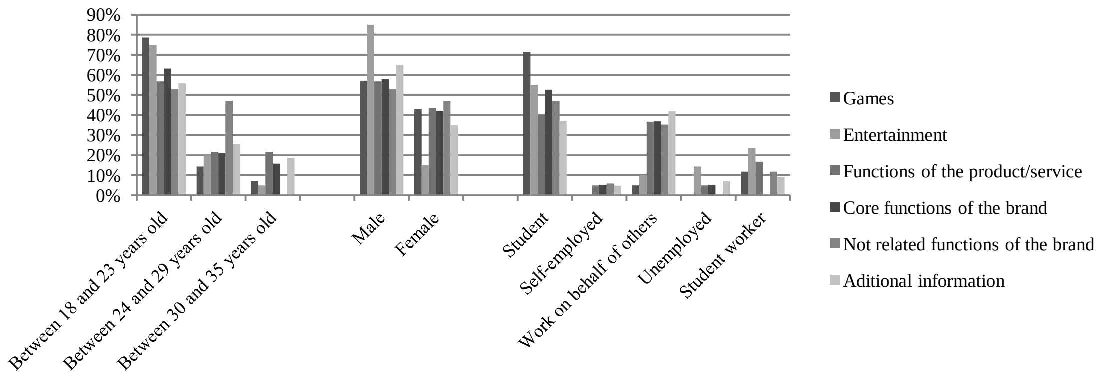
Regarding Mobile Internet (see also figure 13) the majority of the respondents affirm that their interaction with the brand in the **mobile internet context took a form of website** (70%). Only 7% of the respondents affirm that the contact was conducted by a QR Code, which is a very small proportion confirming the delay of mobile marketing in Portugal.

Figure 13 - Frequency of apps use and Mobile Internet contact by typology (%)



In the younger individuals, **between 18 and 23 years old**, all the app types seem to be well accepted, but **the most adopted ones are games and entertainment** (Figure 14). **After the 24 years old** the respondents seem to better adopt the **apps with functionalities** (the same as the product or not). Men use all types of apps much more than woman, and the major difference is in what entertainment is about – for men is the most used type of app and for woman the less used (they value more the ones related with functions of the product and not only). A parallel can be found between student and workers – students adopt more entertainment apps and workers more functionality apps.

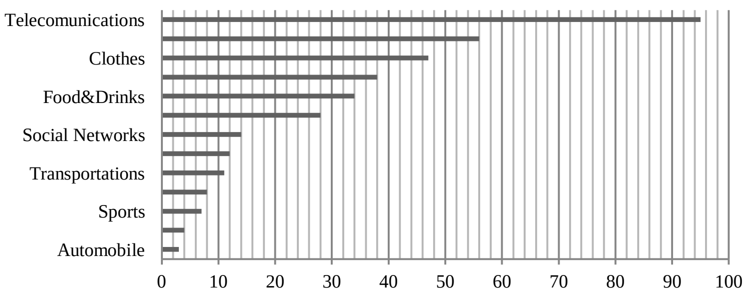
Figure 14 - Penetration of app typology by gender, age and occupation (%)



3.3. Interactions by sector

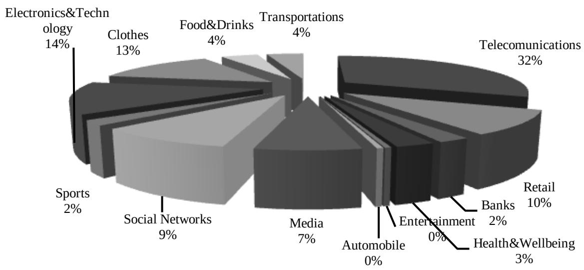
The brands that respondents affirm to have contact through mobile marketing were grouped in the respective sectors. The most referred sector as telecommunications, with almost half of the sample referring interacted with this sector (Figure 15). The second most referred sector was retail, followed by clothes in third place. These sectors seem to be betting more in mobile marketing than any others in Portugal. In the Telecommunications sector the brands remembered were: Vodafone, TMN, ZON, PT, MEO, MOCHE and Optimus. In the retail sector: Continente, Sportzone, Fnac and perfumeries (Companhia dos Pefurmas & Douglas) were the most referred ones. In the clothes sector, individuals remembered Zara, Blanco, Sacoor, Mango and Lacoste among others.

Figure 15 - Frequencies of interaction by sector



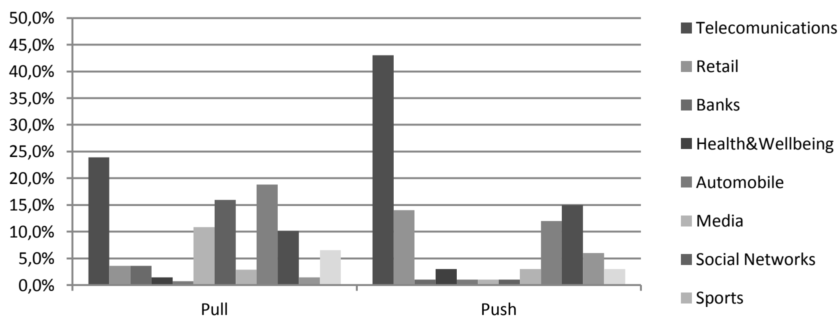
It is important to take a look also at the last interaction sector with which customers interact because it will guide all the following analysis. The most considerer sectors were: telecommunications, electronic & technologies, clothes and retail (figure 16).

Figure 16 - Distribution of the last interaction by sector (%)



Regarding the pull-based and push-based mobile marketing, one can notice that the sectors that generate more interaction through the initiative of consumers (pull-based mobile marketing) are: telecommunications, electronics & technology and clothes (figure 17).

Figure 17 - Distribution of Pull based Marketing and Push based Marketing of last interaction by sector (%)



4. What brands in Portugal have been standing for in what mobile marketing is about

4.1. The choose of rational instead of emotional value

In order to measure the rational and emotional value costumer attributes to last interaction with a brand through mobile marketing the constructions of Lee *et al.* (2002) was used as stated in the methodology description of this study, having each one of that measures 5 items. Each item measures some aspects of the construct measured by the entire scale (Malhotra and Birks, 2006).

Malhotra and Birks (2006) argue that a multi-item scale should be evaluated for accuracy and applicability, which involves an assessment of reliability and validity. Consistency reliability of a summated scale is about the items being consistent in what they indicate about the construct and the result is expressed by the Cronbach's Alpha. The Cronbach's Alpha of these constructions is respectively for rational and emotional value 0,876 and 0,899. As these indicators are above the value of 0.6, these scales reveal satisfactory internal consistency reliability and can be used as a construct (Malhotra and Birks, 2006).

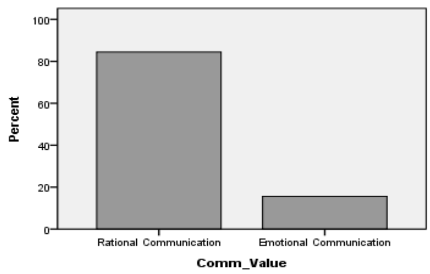
By other side, validity is the extent to which the measurement represents characteristics that exist in the phenomenon under investigation. The validity of these scales can be supported in this research because it was already tested by the authors in their investigation.

The respondents measured rational and emotional values in the communication they had with the brand, in order to measure their interpretation of the value of brand communication – as stated in the literature review, consumer act as performer of messages integration and meaning marker. Those individuals in whom the mean of the rational scale was superior to the mean of emotional scale, the communication was assumed as having a rational value. Those individuals in whom the mean of the emotional scale was superior to the mean of rational scale, the communication was assumed as having an emotional value. Yoo and MacInnis (2003) in their study about the brand attitude formation process of emotional and informational used the same method to affirm about the emotional/rational format of ads in pré-tests of their study.

From this analysis it was possible to conclude that the great majority of the respondents evaluated the communication as being rational (84,5%) – mainly utility based, with functionalities that satisfy customer needs - so it is possible to conclude that **brands have**

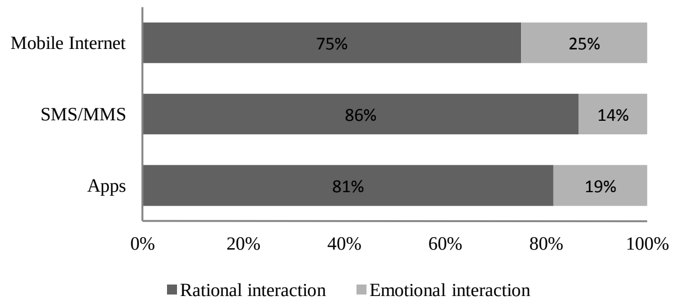
been betting in rational campaigns to reach customer attention in the mobile marketing context (figure 18).

Figure 18 - Frequency of emotional and rational value in the last brand interaction (%)



A cross table analysis was done to consider the intersection between the communication value and the tool of mobile marketing (figure 19). In this sense, **25% respondents who used mobile marketing internet evaluated the communication as emotional**, being this the tool with superior value for emotional communication. The tool with lower communication emotional value is SMS/MMS so one can conclude that the **new forms of mobile marketing tend to be emotional**.

Figure 19 - Distribution of emotional vs rational communication by mobile marketing tool



4.2. The brand experience in the mobile context – the customer perspective

Brand experience is internal responses evoked by interactions with brands, as defined by Brakus (2009). In order to measure the brand experience individuals had through the last interaction they had in the mobile device it was used a construction as stated in the methodology description of this study, having 11 items. One item of the scale was eliminated *"this brand provokes bodily experiences"*, because it considers a contact with brand when brand is used that cannot be had through mobile marketing.

The Cronbach's Alpha of this construction is 0,851, as this indicator is above the value of 0.6, this scale reveals a satisfactory internal consistency reliability and can be used as a construct (Malhotra an Birks, 2006).

Each item of the scale was measured in a *Likert Scale* from 1 to 5, which means that the midpoint of the scale (3) is the neutral point. For some items that were enunciated in a negative way in the survey, the scale was inverted. In this case we will consider that the individuals had a good brand experience when the items of the scale are rating above 3.

The mean of the scale in this sample was negative: 2,78 (inferior to 3, the midpoint of the scale).

4.2.1. Typology of individuals by brand experience

According to Brakus (2009) the scale of brand experience is constituted by 4 dimensions: Sensory, Affective, Behavioral and Intellectual. It was obtained a summated scale for each dimension and having as basis the four dimensions defined by the author of the scale a cluster analysis was conducted.

It was used a *cluster* hierarquical analysis using the Ward Method and the Square Euclidian Distance as dissimilarity between subjects. As decision making criteria was used the distance between clusters after dendogram analysis (Maroco, 2003). A solution with two *clusters* was chosen and the characterization of the *clusters* was based on the information found in Appendix 6.

- ***Cluster* 1** (55%) – **Good brand experience** – the members of this group get a good experience of the brand in the last interaction they had with a brand in the mobile device. All those individuals had a positive experience (superior to the midpoint of the scale) in all the dimensions.
- ***Cluster* 2** (45%) – **Weak brand experience** – the members of this group get a weak experience of the brand in the last interaction they had in the mobile device. All those individuals had a negative experience (inferior to the midpoint of the scale) in all dimensions.

The objective of this analysis was to found different groups based on the brand experience that respondents had in last brand interaction through mobile marketing. This groups will be used in this research mainly to study the impact of different brand experiences in the construction under analysis: consumer-brand relationship.

4.2.2. Brand experience and the type of mobile device

In order to test if the brand experience is different for those who interacted through mobile phones and Smartphone, a *t*-Student test for two independent samples was used. The assumption of normality is assumed by the Limit Central Theorem ($n > 30$), but the equality of variances by Levene's test is not assumed, so it was used the t value for *"equality of variances not assumed"*. The output of the Test is on table 6.

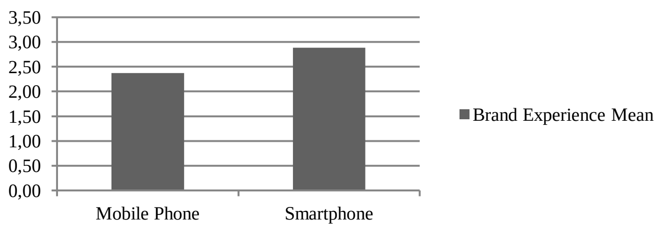
Table 6 – *t*-Student test for brand experience mean by type of mobile device used

Variable	T	Sig.	Mean difference
Type of mobile device	-4,042	0,000	-0,514

Being p-value = 0,000 < α = 0,05 and the mean difference positive, the analysis of the values given by the test affirms the existence of a statistically difference between the mean of the brand experience for those who interact with brands through Smartphone and those who interact with brands through mobile phone.

Brand experience for those who interact with the brand through Smartphone present better values (figure 20). So it is possible to conclude that **Smartphone is a device that allows to create better brand experiences**.

Figure 20 – Mean of brand experience by type of mobile device



4.2.3. Brand experience and the communication value

In order to test if the brand experience was different for those who had an emotional and rational communication, a *t*-Student test for two independent samples was conducted. The assumption of normality was assumed by the Limit Central Theorem ($n > 30$) and the equality of variances by Levene's test was also assumed. The output of the Test is on table 7.

Table 7 - *t*-Student test for brand experience mean by communication value

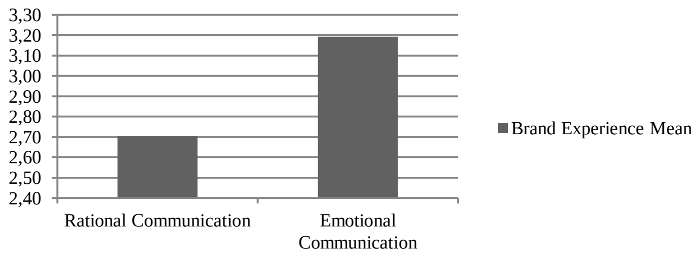
Variable	T	Sig.	Mean difference
Communication value	-3,857	0,000	-0,487

Being p-value = 0,000 < α = 0,05, the analysis of the values given by the test affirms the existence of a statistically difference between the mean of the brand experience for those who had an emotional communication value and those who had rational communication value.

Those individuals who had an emotional interaction with the brand in the mobile device present bigger values for brand experience (figure 21). One can conclude that

communications with emotional appeals in the mobile marketing provoke a better brand experience.

Figure 21 - Mean of brand experience by communication value



4.2.4. Brand experience and push-based vs pull-based mobile marketing

To test if the brand experience is different for those who had contact with a brand through pull and push mobile marketing, a *t*-Student test for two independent samples was used. The output of the Test is on table 8.

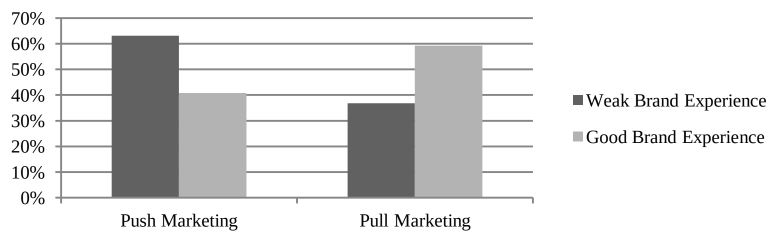
Table 8 - *t*-Student test for brand experience mean by communication value

Variable	T	Sig.	Mean difference
Pull/Push Mobile Marketing	-3,857	0,000	-0,487

Being p-value = 0,000 < α = 0,05, the analysis of the values given by the test affirms the existence of a statistically difference between the mean of the brand experience for those who had an interaction through mobile pull marketing and those who had an interaction through mobile push marketing.

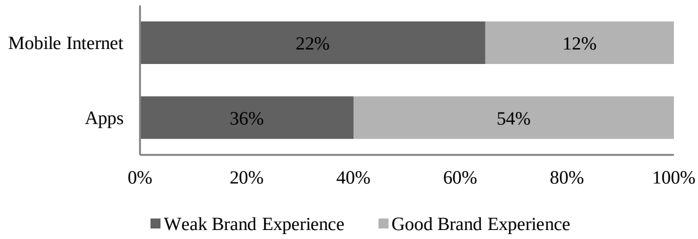
Figure 22 proves the t-test by showing the distribution of the typology of consumer's brand experience by push and pull marketing. It is possible to see that the majority (around 60%) of individuals who interact through mobile pull marketing had a good brand experience. One can conclude that **pull-based mobile marketing tools are better designed to obtain a better brand experience**.

Figure 22 - Distribution of brand experience groups by typology of Mobile Marketing (%)



Also, according to figure 23, **apps are better to develop a good brand experience than mobile internet**.

Figure 23 - Distribution of brand experience groups by pull mobile marketing tools



5. The interactions with brands in the mobile phone and the consumer-brand relationship

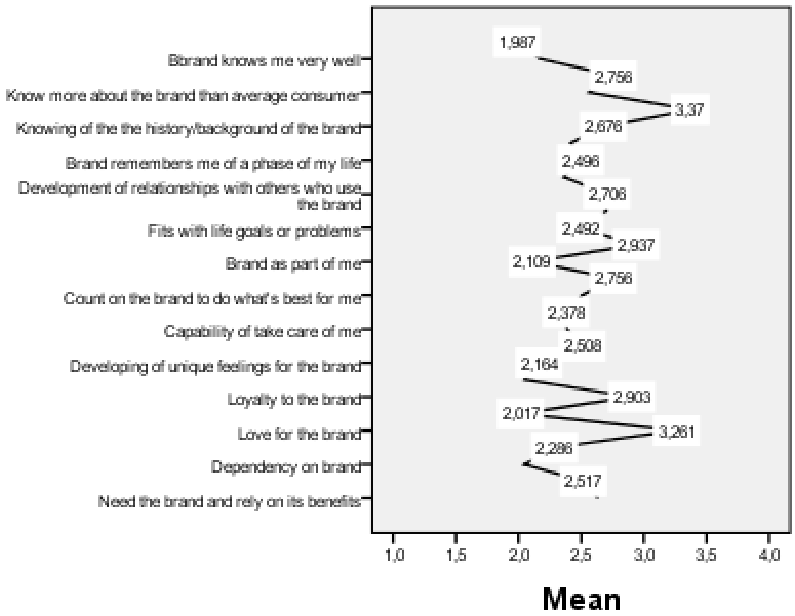
5.1. The impact of consumer-brand interaction in the mobile context on the strength of consumer-brand relationship

In order to measure the strength of the consumer-brand relationship as an output of the last interaction through mobile marketing, the construction of Fournier (2008) was used as stated in the methodology description of this study, having 28 items. It was asked to the respondents to focus on the last brand interaction in the mobile device and measure their perception of that interaction impact in the strength of the relationship they have with that brand (through the scale of BRQ).

The Cronbach's Alpha of this construction is 0,954, as this indicator is above the value of 0.6 this scale reveals a satisfactory internal consistency reliability and can be used as a construct (Malhotra an Birks, 2006).

Each item of the scale was measured in a *Likert Scale* from 1 to 5, which means that the midpoint of the scale (3) is the neutral point. In this case it is consider a positive consumer-brand relationship when the items of the scale are rating above 3. Figure 24 shows the mean of each item of consumer-brand relationship regarding the brand with which customers had the last interaction. Almost all items exhibit values below 3, which mean that apparently mobile marketing doesn't seem to impact much positively the consumer-brand relationship. Although there are some items that have positive values, so consumers seem to state that because they interact with the brand in the mobile context they feel that *"they really love the brand*" and also they know "*what brand is standing for*".

Figure 24 - Mean of each item of consumer-brand relationship scale due to mobile interaction



5.1.1. The hypothesis testing

The influence of the interaction through mobile marketing in the consumer-brand relationship is the fundamental topic of this research. The mere observation of the figure doesn't allow to take conclusions, so it is necessary to test this hypothesis.

H1: *The interactions brands have with customers in the mobile device, through the form of mobile marketing, influence positively the strength of the consumer-brand relationship.*

To understand if the interaction brands and customers develop through mobile marketing impact positively the strength of the relationship between both, it is necessary to analyse if due to that interaction the customers classify the relationship as positive. So it was analyzed if the summated mean of the BRQ construction is positive, it means higher than the midpoint of the scale, 3.

HO1: The mean value of the strength of consumer-brand relationship for those who interact with brand through mobile marketing is higher than the midpoint of the scale: 3.

To test the hypothesis it was used the parametric test *t*-Student for one population mean. The assumption was validated: the distribution of the variable is near to the normal distribution due to Central Limit Theorem (n = 238, > 30) (Maroco, 2003).

The output of the Test is on table 9. In order to verify the acceptance or rejection of the null hypothesis the *p-value* has to be divided by two, as we are considering an *one-tailed* test, as also checked if the signal of test value is consistent with the null hypothesis.

Table 9 - *t*-Student test for consumer-brand relationship mean

Variable	T	Sig.	Mean difference
Consumer-brand relationship mean	-10,028	0,000	-0,494

Being p-value = 0,000 < α = 0,05 and the mean difference positive, the analysis of the values given by the test reject the existence of a statistically significant positive difference between the mean of the consumer-brand relationship and the midpoint of the scale. **The research hypothesis is rejected**. The mean value of the summated scale is 2,51, so one can conclude that **consumer-brand relationship is not significantly impacted by the mobile marketing interaction**.

5.1.2. Typology of individuals by the strength of customer-brand relationship

A *clusters* analysis was conducted considering the 3 main dimensions of the scale listed by Fournier (2008): affective and socio-emotive attachments, behavioral ties and supportive cognitive believes. The objective was to group the individuals of the sample according to their strength of consumer-brand relationship. A *cluster* hierarquical analysis was conducted using the Ward Method and the Square Euclidian Distance as dissimilarity between subjects. As decision making criteria it was used the distance between clusters after dendogram analysis (Maroco, 2003). A solution with three *clusters* was chosen and the characterization of the *clusters* took was based on the information found in Appendix 7.

- ***Cluster* 1** (29%) – **The Brand Lovers** – the members of this group reveal high means (3,32 minimum and 3,34 maximum) in all dimensions of customer-relationship comparatively with the rest of the sample.
- ***Cluster* 2** (44%) – **The Brand listless** – present values of consumer-brand relationship strength aligned with those of the sample.
- ***Cluster* 3** (26%) – **The Brand rejecters** – these individuals present low levels of consumer-brand relationship in all the dimensions considered (the highest mean is only 1,77 in the dimension of supportive cognitive believes).

The **brand lovers' *cluster*** shows that beside the interaction through mobile marketing had not been efficient in developing relationships with the generality of the sample, it was for 1/3 of the sample individuals, so it can be an effective method for a niche. A *t*-student test for one sample mean was conducted to confirm that for this group the customer-brand relationship was positive, it means superior to the midpoint of the scale: 3. The result of the test (table 10) shows that for this *cluster* the **strength of consumer-brand relationship is positive due to interaction by mobile marketing**.

Table 10 – T-test for *brand lovers' cluster* mean

Variable	T	Sig.	Mean difference
CBR mean for brand lovers	7,373	0,000	0,374

Brand lovers *cluster* is constituted for more women than men on the contrary of the sample distribution. The great majority has between 18 and 23 years old (60%), already has a bachelor degree (50%), but are still studying (48,6%). **The great majority is mobile phone addicted (79,3%)** – Appendix 7.

5.1.3. The impact of mobile marketing on the strength of consumer-brand relationship by socio-demographic characteristics

Although the mean value of this construction in the sample are not so positive, it may be interesting to find out if there are differences between groups of consumers by socio-demographic characteristics in order to understand if in different groups mobile marketing has a different impact in building relationships. In order to test if the mean of customer brand relationship is the same across the variables age, occupation and qualifications, the test ANOVA *one-way* was applied to each one of the variables. The assumptions were verified: it is possible to considerer the that the distribution of each one of the variables is near to the normal distribution due to Central Limit Theorem ($n > 30$) and tests to equality of variances between groups were conducted by using the Levene's test (sig. > $\alpha = 0{,}05$). All the outputs can be found in appendix 7. By the observation of table 11 that contains the results of the tests, it is possible to see that all the null hypothesis are not rejected (sig. > $\alpha = 0{,}05$), which means that **there is no differences in the means of consumer-brand relationship across groups by each one of the variables in test: gender, occupation and qualifications**. The tables of appendix 7 show that in all groups the mean of consumer-brand relationship is very similar to the one of the sample.

Table 11 – ANOVA *one-way* for differences of consumer-brand relationship means across socio-demographic groups

Variable	F	Df	Sig.
Age	0,419	235	0,658
Occupation	0,844	233	0,498
Qualifications	0,696	232	0,555

For the variable gender a *t*-Student test for two independent samples was used. The assumption of normality is assumed by the Limit Central Theorem ($n > 30$) and also the equality of variances by Levene's test. The null hypothesis is rejected as can be seen by table

12, so there are no statistically significant differences in the mean of the strength of consumer-brand relationships between male and female gender.

Table 12 – *t*-Student test for mean differences of consumer-brand relationship across genders

Variable	T	Df	Sig.
Gender	-3.023	205	0,03

5.1.4. The impact of mobile marketing on the strength of consumer-brand relationship by type of mobile device

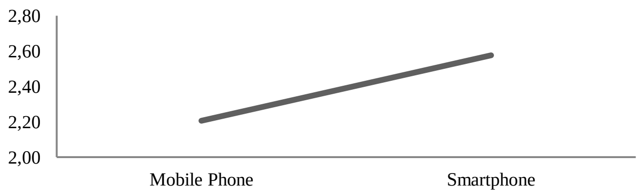
Given the increase adoption of Smartphone it is important to understand if this new device has an impact on the strength of consumer-brand relationship major than old mobile devices. A *t*-Student test for two independent samples was used. The assumption of normality is assumed by the Limit Central Theorem (n > 30) and also the equality of variances by Levene's test. The null hypothesis is rejected (sig. = 0,00 < α = 0,05) which means that there is a difference in the strength of consumer-brand relationship for those who use Smartphone and for those who use mobile phone.

Table 13 – *t*-Student test for mean differences of consumer-brand relationship across type of mobile device

Variable	T	Df	Sig.
Gender	-3.023	205	0,03

The observation of figure 25 shows that the **people who interacted through Smartphone have great mean for the strength of consumer-brand relationship than people who interact through a simple mobile phone**. It represents a great future opportunity for brands – customers will tend to possess a Smartphone and this is the device that generate strongest consumer-brand relationships.

Figure 25 - Mean of consumer-brand relationship by mobile device



5.1.5. The impact of consumer-brand interaction in the mobile context on the strength of consumer-brand relationship by sector

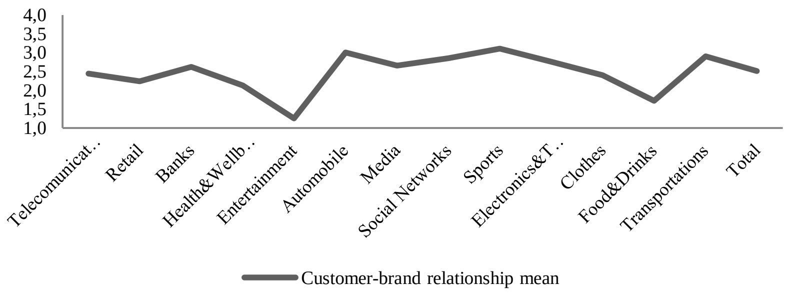
In order to test if the mean of customer brand relationship is the same across the different sectors to which the individuals interacted, the test ANOVA *one-way* was applied. The assumptions were verified: it is possible to considerer the that the distribution is near to the normal distribution due to Central Limit Theorem (n > 30) and the test to equality of variances between groups was conducted using the Levene's test, and the hypothesis of equality of variances was accepted (sig. > α = 0,05). By the observation of table 14 that contains the results of the tests, it is possible to see that the null hypothesis is rejected (sig. = 0,000 < α = 0,05), which means that at least one of the sectors presents a different mean of consumer-brand relationship.

Table 14 – ANOVA *one-way* test for mean differences of consumer-brand relationship across sectors

Variable	F	Df	Sig.
Sector	3,110	12	0,000

The observation of figure 26 shows the consumer-brand relationship strength mean across the different sectors. ***Sports* and *Automobile* sectors seem to present means for consumer-brand relationships.**

Figure 26 - Consumer-brand relationship mean by sector



To test this observation was used a *t*-Student test. The number of cases in both sectors was very small (*n*=6), so to test the normality of this distribution a Kolmogorov-Smirnov was applied – the result (sig. = 0,774 > α = 0,05) make not reject the null hypothesis so one can assume that the distribution of CBR mean for this sectors is near to the normal distribution. In the *t*-Sudent test the null hypothesis was not rejected (sig. = 0,089 > α = 0,05), which means that the mean for *Sports* and *Automobile* is not statistically different from the midpoint of the scale. By this observation one can conclude that mobile marketing was positive in developing consumer-brand relationship. Aparentely this sectors justify the investment in mobile marketing for the development of relationships with the customers. By opposite, the *entertainment* sector as also *Food & Drinks* present weak means.

Table 15 - T-test for CBR mean of automobile and sports sectors

Variable	F	Df	Sig.
Sector	3,110	12	0,000

5.2. The impact of different tools of the mobile marketing in the consumer-brand relationship

***H2:** The interaction with brands in the mobile devices through the form of mobile pull tools (Apps, Mobile Internet and Check-in through Social Networks) impacts more intensily the strength of the consumer-brand relationship than the interaction through the form of mobile push marketing (SMS/MMS and couponing)*

In order to test the hypothesis, this was operationalized in the follow manner:

HO1: The mean value of the strength of consumer-brand relationship for those who interacted with brand through only mobile pull marketing is superior to those who interact with the brand through only mobile push marketing.

The individuals of the sample were grouped into 3 different groups: those who had interact with the brand in consideration only through mobile pull tools, those who had interact with the brand only through mobile push tools and those who had interact with the brand through both methods.

In order to validate this hypothesis a *t*-Student test for two independent samples was used. To apply this test were selected in the sample only the individuals that had interacted with brand through only of the possible forms: pull (n = 93) or push (n = 100). The assumption of normality is assumed by the Limit Central Theorem (n > 30) and also the equality of variances by Levene's test.

The output of the Test is on table 16. In order to verify the acceptance or rejection of the null hypothesis the *p-value* was divided by two, as we are considering an *one-tailed* test, and also checked if the signal of test value was consistent with the null hypothesis.

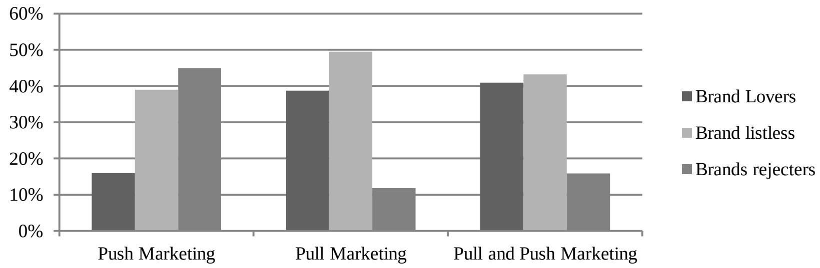
Table 16 – *t*-test for mean differences of consumer-brand relationship across pull/push based mobile marketing

Variable	T	Sig.	Mean difference
CBR_Mean	5,538	0,000	0,525

Being p-value = 0,000 < α = 0,05 and the mean difference positive, the analysis of the values given by the test affirm the existence of a statistically significant positive difference between the mean of the consumer-brand relationship strength for those who interact with brands through mobile pull-based marketing and those who interact with brands through mobile push-based marketing. **The research hypothesis is accepted**.

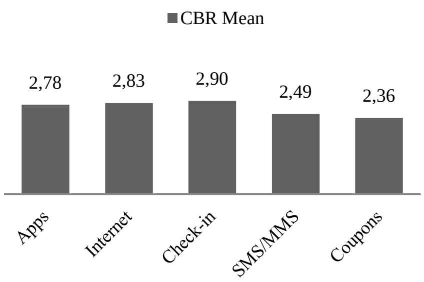
Figure 27 shows that from the individuals who interact with brands through the form of pull-based mobile marketing, 45% are considered brand lovers and only 16%; also from those who interact only through push-based mobile marketing are brand 45% are brand rejecters. It is possible to conclude that the **pull tools of mobile marketing impact greatly the consumer-brand relationship in a positive direction**.

Figure 27 - Typology of consumer-brand relationship by push vs pull marketing



The finding from this hypothesis of investigation can be seen also by the analysis of the mean of consumer-brand relationship strength by mobile marketing tool (figure 28). The **individuals who present higher consumer-brand relationship values were those who interacted by apps, internet and check-in through social networks**.

Figure 28 - Consumer-brand relationship mean by mobile tool of interaction



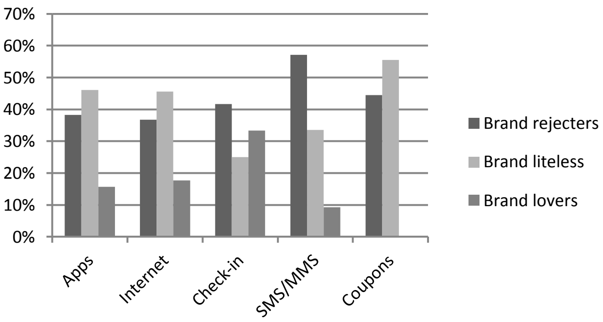
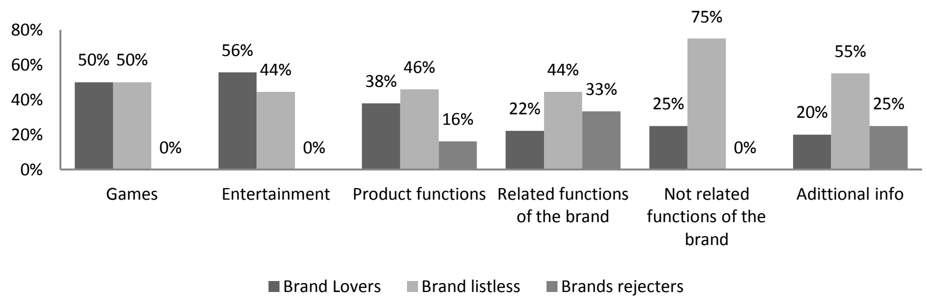


Figure 29 - Distribution of typology of consumer-brand Relationship strength by mobile marketing tool

5.2.1. Impact of the different pull media in the customer brand-relationship

Each different type of apps evokes different brand relationships. By the observation of figure 30 it is possible to see that **brand lovers are generated more through games and entertainment than any other type of app**, which give indications that the emotional communication aspects (fun, love, joy, humor) of mobile marketing can be the best to build consumer-brand relationships.

Figure 30 - Distribution of consumer-brand typology by app typology (%)



5.3. The impact of the emotional value of communication in the consumer-brand relationship

H3: *The emotional appeals of mobile communication have greater positive contribution to the strength of the consumer-brand relationship than rational appeals.*

HO3: The mean of consumer-brand relationship strength is superior for those who had an interaction with emotional value than for those who had an interaction with rational value.

In order to validate this hypothesis a *t*-Student test for two independent samples was used in order to comparing the means of the consumer-brand relationship strength between individuals who had been impacted by an emotional communications and individuals who had been impacted by a rational communication. It is necessary to consider the assumptions in order to apply the test: the assumption of normality is assumed by the Limit Central Theorem ($n > 30$); the equality of variances provided by Levene's test is not assumed so it must be used the t value for "equal variances not assumed".

The output of the Test is on table 17. In order to verify the acceptance or rejection of the null hypothesis the *p-value* was divided by two, as we are considering an *one-tailed* test, and also checked if the signal of test value was consistent with the null hypothesis.

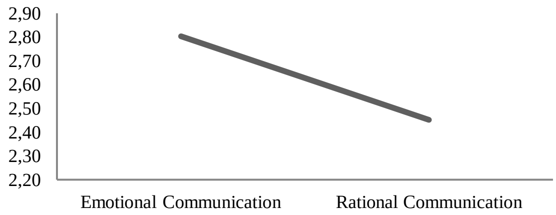
Table 17 - *t*-Student test for mean differences of consumer-brand relationship by communication value

Variable	T	Sig.	Mean difference
Communication value	2,187	0,034	0,352

Being p-value = 0,017 < α = 0,05 and the mean difference positive, the analysis of the values given by the test affirm the existence of a statistically significant positive difference between the mean of the consumer-brand relationship strength of those who had interactions with an emotional value and of those who had an interaction with rational value. **The research hypothesis is accepted**, which seems confirm the studies of Microsoft Advertising (2012) that brands have an opportunity to engage customers by "heart" and this can be applied to

Portugal. The mean difference in the strength of consumer-brand relationship for different communication values is very big as can be seen in figure 31 – the **individuals who had an interaction with emotional value present means of consumer-brand relationship near to midpoint of the scale.**

Figure 31 – Consumer-brand relationship strength mean by communication value



5.4. The impact of the brand experience in the mobile context in the consumer-brand relationship

H4: *The mobile brand experience influences positively the strength of the consumer-brand relationship.*

HO4: There is a positive correlation between the strength of customer-brand relationship and the level of brand experience.

Through the observation of the figure in appendix 9 is possible to observe a linear association between the two variables. A correlation test was applied to prove that the two variables are correlated, the Pearson test. The results can be found in table 18.

Table 18 – Pearson correlation coefficient between customer-brand relationship and brand experience

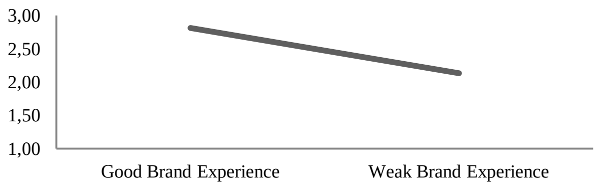
		BE_Mean
MeanCBR	Pearson Correlation	,544**
	Sig. (2-tailed)	,000
	N	238

**. Correlation is significant at the 0.01 level (2-tailed).

Being p-value = 0,000 < α = 0,05, the hypothesis ρ = 0 is rejected. The Pearson correlation coefficient reveal a positive and medium correlation between the two variables because the Pearson coefficient is 0,544 major that 0,5. **The research hypothesis is accepted**.

It is possible to conclude about the impact of brand experience in the consumer-brand relationship, observing figure 32 - **the individuals who had a good brand experience of the brand in the mobile context present superior means of consumer-brand relationship strength.** Great the brand experience of the consumer through the interaction in the mobile device, great the strength of consumer-brand relationship.

Figure 32 - Consumer-brand relationship mean by cluster of brand experience



5.5. The impact of the frequency of interaction with brand in the mobile context on the consumer-brand relationship

H5: *The frequency of interaction with brands in the mobile devices is positively related with the strength of the consumer-brand relationship.*

HO5: The mean of customer brand relationship strength is the same for each group of frequency of interaction with the brand.

To test the hypothesis above mentioned an ANOVA *one-way* was applied to see if the mean for the consumer-brand relationship strength is equal between groups of frequency of interaction with the brand (twice to four times a month, twice to three time a week, daily or more than once a day). The assumptions were verified: it is possible to considerer the that the distribution of the variables follow a normal distribution due to Central Limit Theorem ($n > 30$) and also the equality of variances between groups is assumed by the result of Levene's test (sig. = 0,222 > α = 0,05). All the outputs can be found in appendix 10. By the observation of table 19 that contains the results of the tests, it is possible to see that the null hypothesis is not rejected (sig. = 0,702 > α = 0,05), which means that there is no differences in the means of consumer-brand relationship across groups of frequency interaction with the brand. **The research hypothesis is rejected**.

Table 19 - ANOVA *one-way* test for mean differences of consumer-brand relationship across frequency of interaction groups

Variable	Df	F	Sig.
Frequency of interaction	3	2,139	0,096

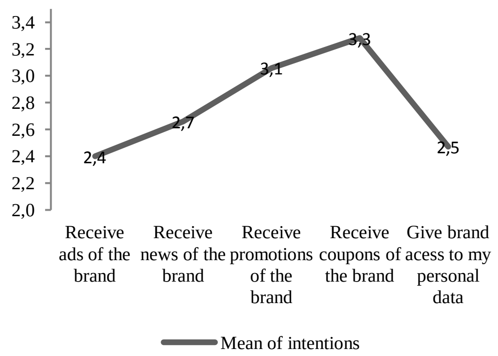
One possible explanation for the rejection of this hypothesis is pointed by Basher and Ibrahim (2010:34) that referred a negative relationship between extensive advertising and trust, i.e. *"consumers who were subjected to extensive advertising pointed out that they were less likely to trust firms".* Being trust one dimension of consumer-brand relationships, it is possible that the frequency of interaction had a negative influence in the consumer-brand relationship.

6. Interest in future interactions with brands in the mobile phone

6.1. Interest in Location-Based Services

Interest of individuals in future intentions can be very useful to give brands indications for next steps. In foreign countries, like Japan and United States, the location-based services are used in a day-to-day basis, so the technology is highly developed internationally and it is not easy to copy; the major aspect that brands have to get in attention is the acceptation by the consumers and their attitudes. Taking in consideration the possible functions of Location-Based Services possible to apply in Portugal in the future, customers seem to be more interested in receive discount coupons of the brands compared to other options (Figure 33) – 53% of the sample classify their interests in a very positive way, with ratings of interest of 4 and 5 in a scale of 1 to 5 (figure 34). The consumer seems to valorize the functions that have immediate benefits for him (coupons and promotions) and not merely information about the brand. However, regarding the permission access to personal data of individuals in benefit of location-based services, only 25% of the individuals affirm that interested/totally interested in this aspect.

Figure 33 - Mean interest in access to location based marketing services by type of service



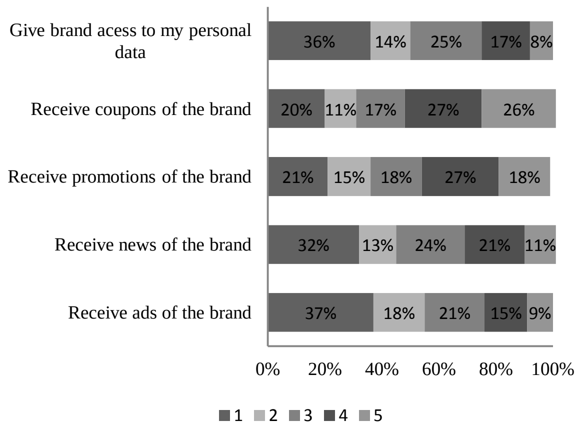


Figure 34 - Distribution of interest in accessing to Location Based Services by type of service (%)

A *t*-Student test was applied to confirm the existence of future interests, and the results are shown in table 20. By the observation of those results it is possible to conclude that there are statistic significant positive interests in receive coupons of the brand (Sig. = 0,003 < α = 0,05; and positive mean difference).

Table 20 - T-Student test for mean interests in receive coupons and promotions of the brand

Variable	Df	Sig.	Mean difference
Receive coupons of the brand	237	0,003	0,282
Receicve promotions of the brand	237	0,524	0,059

6.1.1. Interests in Location-Based Services by socio-demographic factors

In order to test if the mean of interests is the same across the variables gender, occupation and qualifications, the test ANOVA *one-way* was applied to each one of the grouping socio-demographic variables (age, occupation and qualifications) for each possible future location-based interaction (ads, coupons, promotions and news). For gender variable it was used a *t*-Student test. The assumptions were verified: it is possible to considerer that the distributions are normal distributions due to Central Limit Theorem ($n > 30$) and tests to equality of variances between groups were conducted by using the Levene's test (sig. > $\alpha = 0{,}05$). The tables 21, 22, 23 and 24 contain the results of the tests.

For gender variable it possible to see that all the null hypothesis are not rejected (sig. > $\alpha = 0{,}05$) which means that there is no differences in the future interests across groups by this variable (Table 21).

Table 21 – *t*-Student test for mean differences of interest in Location-Based Services by Gender

Variable	T	Sig.	Sig.
Receive ads of the brand	0,220	0,826	0,826
Receive news of the brand	-0,176	0,860	0,860
Receive promotions of the brand	-0,692	0,489	0,489
Receive coupons of the brand	-0,314	0,754	0,754
Give acess to my personal data	-1,138	0,256	0,256

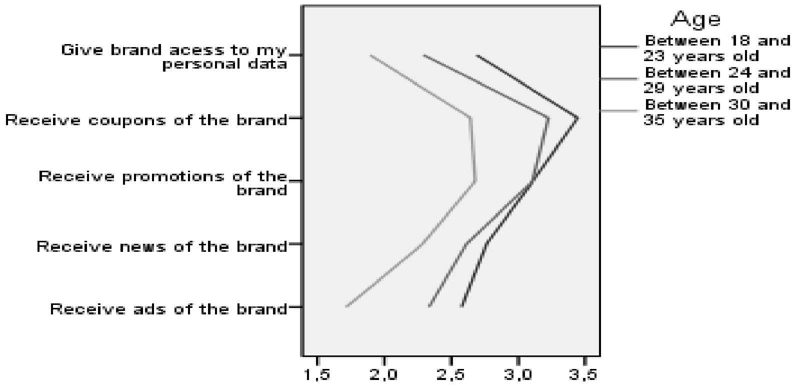
For age variable it possible to see that for interest in ads of the brand and give access to personal data, the null hypothesis are rejected (sig. < $\alpha = 0{,}05$) which means that there is differences in the future interests across age groups (Table 22).

Table 22 - ANOVA *one-way* test for mean differences of interest in Location-Based Services by Age

Variable	F	Df	Sig.
Receive ads of the brand	5,051	2	0,007
Receive news of the brand	1,447	2	0,237
Receive promotions of the brand	1,136	2	0,323
Receive coupons of the brand	3,675	2	0,027
Give acess to my personal data	5,259	2	0,006

Taking a careful look at figure 35 it is possible to see that individuals with **ages between 18 and 24 years old present clearly higher interest in all possible interactions through location-based services**.

Figure 35 - Profile means for the future interests in Location Based Services by age



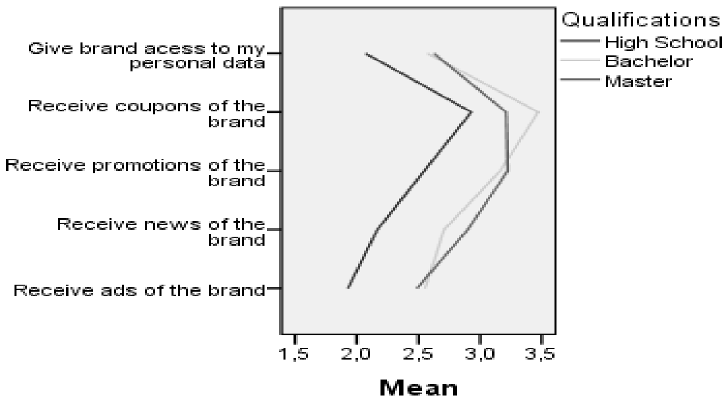
For qualifications variable it possible to see that for interest in receive ads of the brand, receive news of the brand and access to promotions of the brand, the null hypothesis are rejected (sig. < α = 0,05) which means that there is differences in the future interests across qualifications groups (Table 23).

Table 23 - ANOVA *one-way* test for mean differences of interest in Location-Based Services by Qualifications

Variable	F	Df	Sig.
Receive ads of the brand	3,491	2	0,032
Receive news of the brand	4,023	2	0,019
Receive promotions of the brand	3,607	2	0,029
Receive coupons of the brand	2,271	2	0,105
Give acess to my personal data	2,716	2	0,068

Regarding this aspect, **higher qualifications is synonymous of highest interest in interact with the brand through location-services** (figure 36).

Figure 36 - Profile means for the future interests in Location Based Services by qualifications



For occupation variable it is possible to see that all the null hypothesis are not rejected (sig. > α = 0,05) which means that there is no differences in the future interests across groups of this variable.

Table 24 - ANOVA *one-way* test for mean differences of interest in Location-Based Services by Occupation

Variable	F	Df	Sig.
Receive ads of the brand	0,968	4	0,426
Receive news of the brand	1,280	4	0,279
Receive promotions of the brand	0,434	4	0,784
Receive coupons of the brand	1,043	4	0,386

Give acess to my personal data	2,093	4	0,083

6.2. Typology of individuals relatively to the interest in Location-Based Services

Considering the future interests in location-based services according to the different dimensions measured it was found relevant to group the individuals regarding their level of future interests. In order to do this it was conduct a *cluster* hierarquical analysis using the Ward Method and the Square Euclidian Distance as dissimilarity between subjects. As decision making criteria it was used the distance between clusters after dendogram analysis (Maroco, 2003). A solution with three *clusters* was chosen and the characterization of the *clusters* was based on the information found in Appendix 9.

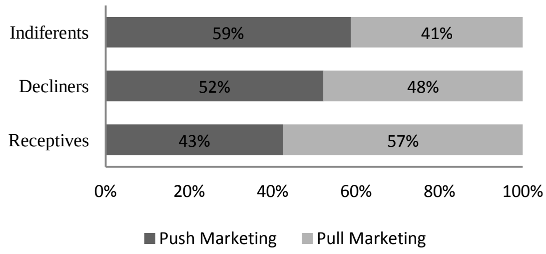
- ***Cluster* 1** (32%) – **The Receptives** – the members of this group present high means in all possible types of location-based services considered as can be seen in the appendix, inclusive in the intention of give personal data.
- ***Cluster* 2** (34%) – **The Indifferents** – they are very interested in coupons and promotions of the brand through location-based services but not in the other dimensions.
- ***Cluster* 3** (34%) – **The Decliners** – these individuals don't show a great interest in interact with brands in the future through location based service; the mean of interest is above 2 for all dimensions in the scale from 1 to 5. The majority of the decliners are women.

It is possible to conclude that are differences of interests across groups of individuals, which can open opportunities for brands to offer to each group the services that they are able to receive. For example, the indifferents don't show high means of general interest but they are interested in coupons and promotions – the exploration of the characteristics of each group is beyond the scope of this study but it can be the initiation of future studies.

6.3. The interest in future interactions regarding the tool of mobile marketing

The majority of the **individuals that are greatly interested in contact with the brand in the future through location-based services, interacted with it through their own initiative in the present**, it means through tools of pull-based mobile marketing. By the other side, from those individuals that don't demonstrate interest in location-based the majority interacted through push mobile marketing (Figure 37).

Figure 37 - Type of mobile marketing by typology of future LBS intentions



6.4. The intentions of future interactions and the strength of consumer-brand relationship

This thesis aimed at study the consumer-brand relationship and the possible of contribution of mobile marketing for it development. But it is interesting look also to the reverse perspective - the influence of the strength of consumer-brand relationship in the future intentions of contact with the brand through mobile marketing. In order to see if there are any differences in the distribution of the future intentions across *clusters* of consumer-brand relationship, the χ^2 *test* was applied. The assumptions of the test are fulfilled as 0 cells have expected count less than 5 and the minimum expected count is 19,72.

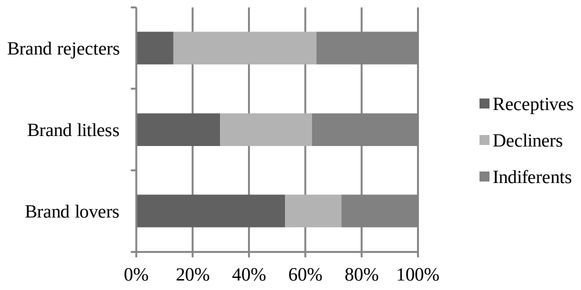
The result of the test can be found in table 25, being *p-value* = 0,00 < 0,05 the null hypothesis is rejected, which means that there exist different future intentions across the groups of consumer-brand relationship by strength.

Table 25 - χ^2 *test* for future intentions across consumer-brand relationship *clusters*

Variable	Df	Sig.
Future intentions	4	0,000

The group of brand lovers is the one that presents higher future intentions of communicate with the brand in the future through location-based services. And the reverse also happens; the group that developed a weak relationship with the brand through mobile marketing is the one that presents lower future intentions of interact with the brand in the future (figure 38). This can be also seen by the observations of mean interests in all future possibilities of location-based services across the consumer-brand relationship groups (figure 39). **The strength of consumer-brand relationship is a driver of adoption of new brand functionalities in the future.**

Figure 38 - Distribution of future LBS interest by strenght of consumer-brand relationship



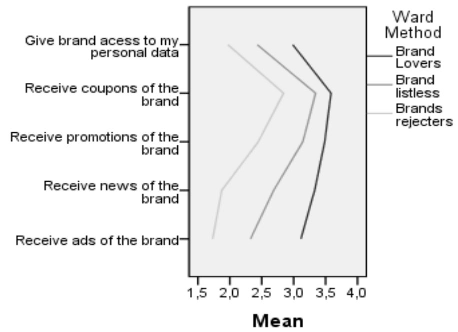


Figure 39 - Profile means for interest in location-based services by consumer-brand relationship strength

6.5. The interest in future interactions by sector

In order to analyze if there are any differences between the sectors of interaction and interests in future contact via each of the possible LBS (ads, news, coupons and promotion), a ANOVA analysis was used. However, the assumptions were not verified, because the equality of variances was not assumed for any of the possible LBS. So a parametric alternative test was used, the Kruskal-Wallis test. The results can be found in table 26. They allow to conclude that there are differences in the mean interest in receive ads of the brand and promotions of the brand across sectors (sig. < α = 0,05)

Table 26 – Kruskal-Wallis test of mean differences in interests in location-based services across sectors

Variable	Sig.
Receive ads of the brand	0,000
Receive news of the brand	0,136
Receive promotions of the brand	0,011
Receive coupons of the brand	0,05

The clothes sector is the one that presents higher intentions of interaction through location based services regarding all future possibilities of these services (appendix 10). In receiving coupons and promotions of the brands, electronics&technology seem to be leading the way. About receiving news of the brand, sports demonstrate the major interests and in what ads is about automobile is winner.

7. Hypothesis validation summary

To sum up, below there is a table with all the research hypothesis and the results after the investigation.

Table 27 – Results of the Research Hypothesis

Hypothesis	Result of Research
H1: The interactions brands have with customers in the mobile device, through the form of mobile marketing, influence positively the strength of the consumer-brand relationship.	Rejected
H2: The interaction with brands in the mobile devices through the form of mobile pull tools (Apps, Mobile Internet and Check-in	Accepted

through Social Networks) impact strongly the strength of the consumer-brand relationship than the interaction through the form of mobile push marketing (SMS/MMS and couponing)	
H3: The emotional appeals of mobile communication have greater contribution to the strength of the consumer-brand relationship than rational appeals.	Accepted
H4: The mobile brand experience influences positively the strength of the consumer-brand relationship.	Accepted
H5: The frequency of interaction with brands in the mobile devices is positively related with the strength of the consumer-brand relationship.	Rejected

DISCUSSION AND CONCLUSIONS

This chapter pretends to sum up and interpretate the results of the research obtained in order to give response to research investigations and objectives defined. Through the achievement of those conclusions it will be possible to understand the scope of the research in the literature, its contributions and also the theoretical and pratical implications for marketing and management. Suggestions for future investigations are also contemplated.

1. Conclusions

The penetration of Smartphones is very big in Generation Y, as the great majority of the respondents (79%) affirm to have a Smartphone. This is an indicator that brands must have in attenttion when designing a mobile marketing campaign – it is revealed as an opportunity for brands' creativity as it allow more diverse and appealing campaigns than antiquate mobile phones. Still in this aspect men are more "smartphone enthusiastic". Individuals that currently have a job show higher acceptation of Smartphone, however this paradigm is changing and with the emergence of low-cost Smartphone and gambling functionalities for it, so students are starting to largely adopt it.

SMS is the most used form of interaction with the mobile device – almost all the younger individuals affirm to use it daily – however this frequency seems to decrease with age. MMS are not generally used, specially by students. Regarding the most recent tools of mobile devices – apps and mobile internet – yet not all the individuals have access to it because not all mobile devices are able to receive it, however all the inviduals that are allowed to use it seem to do it frequently (more than once a day in the majority of the cases). With the increase penetration of smartphones in all groups, it is expected that the use of this tools still growing in the future.

Relatively to the last interactions in the mobile device one can notice that brands are still using mostly the traditional tools (SMS/MMS) – 86% of the sample remember an interaction with brands through this tool in the last 2 months. And mobile couponing is still not in the straight front of brands options for interaction with customers (only 13% affirm to had contact with it). However the paradigm of mobile marketing looks to be changing: younger generations show an active approach in the contact with brands through this media. 73% of the respondents interacted autonomously with brands in the mobile devices through apps, mobile internet or check-in in social networks. The individuals that are more addicted to their mobile devices tend to develop interactions with brands through apps, mobile internet and check-ins in social networks.

Regarding apps specifications, through the analysis of the data it was possible to conclude that users affirm to use more functional apps, it means, apps that have functions of the product or other related functions and also informational ones. Games and entertainment don't seem to be a bet of brands in Portugal, however this is the kind of app better accepted across people between 18 and 24 years old. Regarding mobile Internet, mobile websites of brands show a high frequency of use, which is aligned with the international tendency of looking and research for brands/products information in Smartphone. By other side habits in QR Codes are totally disaligned, as only 7% of the respondents affirm to have interacted with a brand through QR Code.

Brands have been designing communications mainly with rational appeals to reach customer attention in the mobile marketing context, however, the new tools (apps and internet) have been classified more with a emotional value than old tools (SMS/MMS) – but yet in a small extent. Individuals don't classify last brand experiences in mobile devices through brand interactions a very positive way, so there is a long way for brands to improve in this aspect in order to give customers good and related brand experiences in the mobile context. However, Smartphones can be a salvation because generally individuals that interacted through this type of device have greater brand experiences. Also, the emotional value in communication contribute to give the sensation of an increase in brand experiences to customers. Other aspect that brands have to bare in mind is that pull-based mobile marketing (apps, mobile internet and social network check-in) is better designed to increase the brand experience in the mobile context – and having a comparison between them, apps seem to lead the way.

Regarding the principal aspect of this investigation: the mobile marketing and the development of consumer-brand relationships – the research doesn't allow to show a positive statistically significant impact of mobile marketing interactions in the consumer-brand relationship. Given that other researches have proven this topic (even not in its all scope as it is example of Nysveen *et al.*, 2005 that study the role of mobile marketing as a communication/distribution channel addiction), it seems fair enough not to disconstruct the all theory, but try to find justifications for this specific time and space contextualization: the most probable justification is that in Portugal the mobile as communication media is not been used in its maximum power (as it was shown theoretical and pratical) and also not in the direction of consumer-brand relationship building. However the potential of the media is there as will be seen.

The study allowed to understand that the pull-based tools (apps, internet and social networks check-in) of mobile marketing impact the consumer-brand relationship in a positive direction, much more than push-based mobile marketing tools. Games and entertaining apps provoke great means of consumer-brand relationship than any other types of aps, so emotional aspects (fun, love, joy, humor) in apps are a great bet for brands in this sense.

Emotional communication value in the mobile device originate stronger consumer-brand relationships than rational value communication, which reveals an opportunity for brands to engage by “heart”. Brand experience, internal responses as sensations, feelings and cognitions evoked by the interaction with the brand, are antecedents of consumer-brand relationship in the mobile context, it means that good brand experiences are sinounimous of positive consumer-brand relationships. Also, the interaction through smartphone increases the mean of consumer-brand relationship comparatively to the interaction through simple mobile phones (Smartphone is a device that allow good brand experiences).

Brands have to be carefully and not subject customers to extensive advertising because it doesn’t increase the strength of the consumer-brand relationship and by opposite can reduce the trust in the brand.

Relatively to the next steps of mobile marketing in Portugal, Location-Based Services will rule the way - customers demonstrated positive interests in receive mainly coupons and promotions of the brand – functionalities with immediate benefits for them. The individuals that interact with brands through their own initiative today are the ones that demonstrate greater interest in future interactions in Locaiton-Based Services, so they are the first opportunity for brands to give this new services.

The importance of the consumer-brand relationship can also been proved in this study: it is a driver of adoption of new brand functionalities in the future. The individuals with higher consumer-brand relationship means today have bigger interests in being contacted by the brand using location-based services. This oppens a lot of opportunities for brands as they can use location-based services for up-selling and cross-selling of products to this customers leveraging the relationship paradigm.

The sectors that have been betting more in mobile marketing in Portugal are Telecommunications, Retail, Clothes and Electronics&Techology. There are sectors in which the interaction through the mobile device contributed to a positive consumer-brand relationship, as is the case of sports and automobile. If we think correctly, this are emotional sectors: persons who interact with the automobile sector are cars' passionate, as cars are products of high envolvment. The same happens with Sports, the brands considered were mainly sports clubs, so the involvement is also big for this sports' lovers. Relatively to interest in location based services, clothes are the sector that show higher intentions of location-based services, but in receive news and ads of the brand automobile and sports are also taking the place.

2. Implications for Marketing and Management

As more mobile devices – even beyond Smartphone – are adopted, social, sharing and communications will expand even further than where they are today, enabling people to engage, discover and interact in wholly new ways. Companies should focus on the power of the personal nature of mobile devices because if the right campaigns and tools are developed, mobile marketing can be a great way to be close to customers. After the complete analysis and conclusions taken, some recommendations can be made:

- ***Design brand experiences*** – when designing mobile marketing campaigns put passion on it, be creative, put emotions and value on it, and above all invoke experiences – the stronger relationships in the mobile device are built by brands that make customers feel something that involved sensations. Design emotional content, this one provoke better brand experiences and stronger relationships – use fun, storytelling. Smartphone are here to stay, think mainly in them when designing your experiences – adapt the mobile websites for the reality on the go, this increases the feelings of good experiences.
- ***Take risks*** – leave behind the old tools, they seem to only be disturbing customers: bet in apps, mobile internet and location-based services also. Customers show positive interests in promotions and coupons through location-based services, bet on it, don't be alarm with the delay of mobile marketing in Portugal. Take risks, be first mover and take advantages.

- ***Make customers wants you*** – it is necessary to change the scope, not be intrusive, let customers search for your brand – it is obvious that they are proactive in the search for brands that have a good value proposition. Show customers that you are there and you can integrate in their lifes, because it is a way for customer to value you – see what they need and how can you add value, design unique, useful and relevant value propositions (product tips, how-to's, DIY information for example); don't be intrusive when customers don't desire it, it will only ruin the relationship, so ***be also careful***.
- ***Integrate -*** people use mobile phones every time, and in a lot of situations, the better way to be successful is through the integrated way, leveraging all the opportunities to be remembered and used. Mobile marketing is the best medium to stimulate the simultaneous consumption between the different media, designing integration with other communication tools is to potentiate the combinated effect of all of them.
- ***Treat each customer as if was the only one*** – mobile marketing is mainly about personalization, of time, of space, of content. Get to know each customer one by one through CRM tools and apply the results here, conquering space of communication simultaneously with the formation of bonds, remember that the customers that had interaction through their own initiatives demonstrate more interest in future contacts – be gentle, be comprehensive, show that we know the consumer is a great way to get to his heart and there is better way to show that you know him than through mobile marketing?

3. Limitations of the research

- <u>Projection of the results for the population</u> - the major limitation of this research, that was priory assumed when the research design was adopted, relates to the impossibility of results' extension to the population due to utilization of non-probabilistic methods. However the statistical techniques used and sample size ensure empirical evidence to answer the research hypothesis;

- <u>Preliminar studies</u> – the research was a direct and imediate application of constructions from the referenced authors and due to time constraints, the traduction of these constructions was not subject to a test of reverse tradition to check if it was adequated; the research also missed a quantitative exploratory phase;

- <u>Absence of focus on specific sectors</u> – this was a study that averiguated relations between varibales in a generic point of view, it means, it was not focus on a specific sector or type of products. This can skew the results because after the analysis it is understanble that there are differences in the outcomes of high and low involvment products;

- Control in the hands of respondents – the study evaluate in all points and measures the perceptions of individuals in respect to the specific topics, which can originate deviations in respect to reality if individuals don't understand correctly or mistake what is asked.

4. Directions for future research

The potential of mobile marketing is underinvestigated, as this is a relatively new topic, so the thematics to work in this area are extensive. However, for a researcher with interest to focus specifically in the power of mobile marketing in the consumer-brand relationship can do it by:

- Apply this study in another countries where mobile marketing is well developed and then compare the conclusions – it will be very interesting understand if the potential of mobile marketing for consumer-brand relationship is context dependent and also development of mobile marketing dependent;
- Optimize the sampling process – use a probabilistic method to allow the extrapolation of the results for the population;
- Possibility of new research designs – there are other research designs that could specifically give contributions: namely a longitudinal study with more than one observation, in which between observations the individuals were subjected to major interactions through mobile marketing; also studies with control groups could be indicated.
- By sector approach – replicate the study in different sectors could bring new data for each sector specifically and generate different conclusions. Also a comparison of those conclusions could enrich the literature and also allow the comparison for example between products of high and low involvement.
- Mobile tools individually – it will be interesting studying individually and specifically the potential of each mobile tool for the strengthener of consumer-brand relationship.

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LIST OF APPENDIXES

Appendix 1: Survey of the study

ISCTE Business School
Instituto Universitário de Lisboa

Questionário sobre interação consumidor-marca no telemóvel/smartphone

Olá! Bem vindo/Bem vinda!

Estou, no âmbito de uma dissertação de mestrado no ISCTE-IUL, a realizar uma investigação sobre o impacto da interação dos dispositivos de comunicações móveis (telemóveis/smartphones) nas relações entre as marcas e os jovens portugueses na faixa etária dos 18 aos 35 anos.

Venho assim pedir a tua preciosa colaboração para mais rapidamente acabar a tese.

Para tal, basta responderes a algumas perguntas que não demoram mais de 10 minutos. Não te preocupes porque as tuas respostas vão ser sempre anónimas e apenas utilizadas neste estudo.

Desde já agradeço a tua disponibilidade e colaboração.

Qual o teu escalão etário? *

- Até 18 anos
- Entre 18 e 23 anos
- Entre 24 e 29 anos
- Entre 30 e 35 anos
- Mais de 35 anos

Interação com o teu telemóvel/smartphone

Que tipo(s) de dispositivo(s) de comunicações móveis possuis? *
(Assinala todas as opções aplicáveis)

- Telemóvel – aparelho básico de comunicações móveis
- Smartphone – aparelho de comunicações móveis que permite o acesso à internet através de rede wifi ou 3G e/ou dá a possibilidade de instalação de aplicações
- Não possuo nem telemóvel nem smartphone

O meu telemóvel/smartphone permite... *
(Assinala todas as opções aplicáveis)

- Receber mensagens escritas (SMS)
- Receber mensagens multimédia (MMS)
- Aceder à Internet
- Instalar aplicações

Com que frequência realizas cada uma destas atividades no teu telemóvel/smartphone? *

	1 vez por mês ou menos	2 a 4 vezes por mês	1 vez por semana	2 a 3 vezes por semana	Diariamente	Várias vezes por dia
Aceder à internet móvel	○	○	○	○	○	○
Aceder a apps (aplicações instaladas no teu smartphone)	○	○	○	○	○	○
Receber mensagens escritas (SMS)	○	○	○	○	○	○
Receber mensagens multimédia (MMS)	○	○	○	○	○	○

Interação com marcas no teu telemóvel/smartphone

Peço-te que recordes agora interações que tenhas tido com marcas no teu telemóvel/smartphone nos últimos 2 meses.

Interagiste com marcas no teu telemóvel/smartphone de alguma destas formas? *

(Assinala todas as opções aplicáveis)

- ☐ Apps - utilização de aplicações desenvolvidas por marcas (considera todas as aplicações que tens instaladas no teu smartphone e que foram desenvolvidas por alguma marca - inclusivé marcas de meios de comunicação social)
- ☐ SMS/MMS enviadas por marcas para o teu telemóvel/smartphone
- ☐ Internet móvel – qualquer contacto online (websites, anúncios da marca noutros websites) com marcas utilizando rede wifi/3G através do web browser do smartphone
- ☐ Cupões digitais – cupões de desconto e mobile ticketing
- ☐ Check-in numa loja/espaço comercial de uma marca com o teu telemóvel/smartphone utilizando aplicações de redes sociais (Facebook, Foursquare, etc)
- ☐ Other: ____

Quais as marcas com que interagiste? *

____

Última interação com uma marca no teu dispositivo móvel

Foca-te agora na última marca com que tiveste uma interacção no teu telemóvel/smartphone.

Qual foi essa marca? *

____

Qual(ais) o(s) meio(s) de interacção com essa marca no teu telemóvel/smartphone? *

(Assinala todas as opções aplicáveis)

- ☐ Apps – utilização de aplicações desenvolvidas por marcas (considera todas as aplicações que tens instaladas e que foram desenvolvidas por alguma marca – inclusivé comunicação social)
- ☐ Internet móvel – qualquer contacto online (website da marca, anúncios noutros websites) com marcas utilizando rede wifi/3G através do web browser do smartphone
- ☐ SMS/MMS
- ☐ Cupões digitais – cupões de descontos e mobile ticketing
- ☐ Check-in numa loja/espaço comercial de uma marca com o teu telemóvel/smartphone utilizando aplicações de redes sociais (Facebook, Foursquare, etc)
- ☐ Other: ____

Com que frequência interages com essa marca no teu dispositivo móvel? *

- Apenas interagi uma vez
- Uma vez por mês ou menos
- 2 a 4 vezes por mês
- 1 vez por semana
- 2 a 3 vezes por semana
- Diariamente
- Várias vezes por dia

Responde às questões desta página apenas se interages/interagiste com essa marca através de apps ou internet móvel.

Que tipo de aplicações dessa marca utilizas/utilizaste?
(Seleciona todas as opções aplicáveis)

- Jogos cujo nome inclua o nome da marca
- Vídeos, música ou outros conteúdos de entertenimento relacionados com a marca. Ex: canal de TV da marca
- Disponibilização das mesmas funcionalidades do produto/serviço no telemóvel/smartphone. Ex.: plataforma do banco; consulta de notícias numa app de um jornal
- Disponibilização de outras funcionalidades do produto/serviço que não as principais da marca, no entanto, relacionadas com o serviço core da marca. Ex.: tracking de encomendas de um supermercado
- Disponibilização de outras funcionalidades do produto/serviço que não as principais da marca fora do serviço core da marca. Ex.: disponibilização de gps com a marca de uma empresa de outro setor
- Providencia informação adicional sobre o produto/marca. Ex: catálogos/mapas com as lojas mais próximas e/ou informações sobre a marca

Que tipo de interação online através de internet móvel tens/tiveste com esta marca?
(Seleciona todas as opções válidas)

- Visita do website da marca no telemóvel/smartphone
- Página com informação sobre a marca visitada por leitura de um QR Code
- Acesso a conta pessoal através do telemóvel/smartphone
- Anúncios da marca noutros websites consultados no telemóvel/smartphone
- Other:

Classifica de acordo com o teu nível de concordância com cada uma das seguintes afirmações sobre a interação que essa marca teve contigo no teu telemóvel/smartphone. *

	Discordo totalmente	Discordo	Não concordo nem discordo	Concordo	Concordo totalmente
A interacção com a marca no telemóvel/smartphone provoca/provocou um forte impacto no meus sentidos visuais ou outros sentidos.					
A interacção com a marca no telemóvel/smartphone é/foi interessante pelo que me fez sentir					
A interacção com a marca no telemóvel/smartphone não apela/não apelou aos meus sentidos					
A interacção com a marca no telemóvel/smartphone induz-me/induziu-me sentimentos					

Não sinto/não senti emoções fortes quando interajo/interagi com esta marca no meu telemóvel/smartphone					
A interacção que estabeleço/estabeleci com a marca no meu telemóvel/smartphone é emocional					
A interacção que tenho/tive com a marca no telemóvel/smartphone provoca-me/provocou-me acções ou comportamentos					
A interacção que tenho/tive com a marca no telemóvel/smartphone não é/não foi orientada para me fazer agir					
Penso/pensei muito quando tenho/tive a interacção com a marca no telemóvel/smartphone					
A interacção que tenho/tive com a marca no telemóvel/smartphone não me faz pensar					
A interacção que tenho/tive com a marca no telemóvel/smartphone estimula/estimulou a minha curiosidade e resolução de problemas					

A interacção que a marca tem/teve comigo no telemóvel/smartphone... *
(Classifica de acordo com o teu nível de concordância as seguintes afirmações)

	Discordo totalmente	Discordo	Não concordo nem discordo	Concordo	Concordo totalmente
É confiável					
Tem/teve boas funções					
Providencia/providenciou um serviço adequado temporalmente					
Satisfaz/satisfez bem as minhas necessidades					
É/foi bem providenciada					

Classifica de acordo com o teu nível de concordância as seguintes afirmações sobre a interação que a marca teve contigo no teu telemóvel/smartphone. *

	Discordo totalmente	Discordo	Não concordo nem discordo	Concordo	Concordo totalmente
A interacção que a marca tem/teve contigo no telemóvel/smartphone é/foi interessante					
A interação que a marca tem/teve contigo no telemóvel/smartphone é/foi divertida					
A interação que tenho/tive com a marca no telemóvel/smartphone faz-me/fez-me querer voltar a repeti-la					
Sinto-me/senti-me relaxado quando tenho/tive interação com a marca no telemóvel/smartphone					
Sinto-me/senti-me bem quando tenho/tive interacção com a marca no telemóvel/smartphone					

Porque interajo/interagi com essa marca no telemóvel/smartphone, sinto que... *
(Classifica de acordo com o teu nível de concordância as seguintes afirmações)

	Discordo totalmente	Discordo	Não concordo nem discordo	Concordo	Concordo totalmente
Preciso da marca e dependo dos seus benefícios					
A marca se tornou uma parte integral da minha vida diária					
Tornei-me dependente dessa marca					

Porque interajo/interagi com essa marca no telemóvel/smartphone, sinto que... *
(Classifica de acordo com o teu nível de concordância as seguintes afirmações)

	Discordo totalmente	Discordo	Não concordo nem discordo	Concordo	Concordo totalmente
Eu e a marca somos perfeitos um para o outro	○	○	○	○	○
Gosto mesmo da marca	○	○	○	○	○
O pensamento de não poder usar a marca me deixa perturbado	○	○	○	○	○
Tornei-me mais leal à marca	○	○	○	○	○
Estou disposto a fazer sacrifícios para continuar a usá-la	○	○	○	○	○
Desenvolvi sentimentos únicos pela marca	○	○	○	○	○
Fez-me não procurar alternativas a esta marca	○	○	○	○	○

Porque interajo/interagi com essa marca no telemóvel/smartphone, sinto que... *
(Classifica de acordo com o teu nível de concordância as seguintes afirmações)

	Discordo totalmente	Discordo	Não concordo nem discordo	Concordo	Concordo totalmente
A marca cuida de mim	○	○	○	○	○
A marca ouve-me	○	○	○	○	○
Posso confiar na marca para fazer o que é o melhor para mim	○	○	○	○	○
A marca responde às minhas preocupações	○	○	○	○	○

Porque interajo/interagi com essa marca no telemóvel/smartphone, sinto que... *
(Classifica de acordo com o teu nível de concordância as seguintes afirmações)

	Discordo totalmente	Discordo	Não concordo nem discordo	Concordo	Concordo totalmente
A marca é parte de mim	○	○	○	○	○
A marca comunica o que é importante para mim	○	○	○	○	○
A marca encaixa nos meus objetivos e problemas de vida	○	○	○	○	○
Por usar a marca sou parte de uma comunidade partilhada	○	○	○	○	○
Desenvolvo relações com outros que usam a marca	○	○	○	○	○

Porque interajo/interagi com essa marca no telemóvel/smartphone, sinto que... *
(Classifica de acordo com o teu nível de concordância as seguintes afirmações)

	Discordo totalmente	Discordo	Não concordo nem discordo	Concordo	Concordo totalmente
Tenho sentimentos pela marca	○	○	○	○	○
A marca relembra-me alguma fase da minha vida	○	○	○	○	○
Os pensamentos sobre a marca contém memórias pessoais	○	○	○	○	○

Porque interajo/interagi com essa marca no telemóvel/smartphone, sinto que... *
(Classifica de acordo com o teu nível de concordância as seguintes afirmações)

	Discordo totalmente	Discordo	Não concordo nem discordo	Concordo	Concordo totalmente
Conheço a história/passado da marca	○	○	○	○	○
Sei o que a marca representa	○	○	○	○	○
Sei mais sobre a marca que a média dos consumidores	○	○	○	○	○
A marca compreende as minhas necessidades	○	○	○	○	○
A marca conhece-me muito bem	○	○	○	○	○
A marca sabe muito sobre mim enquanto pessoa	○	○	○	○	○

Intenções de interacções futuras com marcas no teu telemóvel/smartphone

Focando-te ainda na marca que consideraste até ao momento neste questionário, classifica de 1 a 5 as seguintes afirmações consoante o teu interesse para as seguintes situações. *
(1 - nada interessado; 5 - totalmente interessado)

	1 - Nada interessado	2	3	4	5 - Totalmente interessado
Estaria interessado em visualizar anúncios da marca X no meu telemóvel/smartphone quando passasse pela sua loja/local onde a mesma a comercializada	○	○	○	○	○
Estaria interessado em receber as últimas novidades da marca X no meu telemóvel/smartphone quando passasse pela sua loja/local onde a mesma é comercializada	○	○	○	○	○
Estaria interessado em ser informado das promoções da marca X no meu telemóvel/smartphone quando passasse pela sua loja/local onde a mesma é comercializada	○	○	○	○	○
Estaria interessado em receber cupões de desconto da marca X no meu telemóvel/smartphone quando passasse pela sua loja/local onde a mesma é comercializada	○	○	○	○	○

Estaria interessado em que a marca X tivesse acesso a alguns dados pessoais meus de forma a que personalizasse a comunicação/promoções/ofertas para mim quando passasse pela sua loja/local onde a mesma é comercializada	○	○	○	○	○

Caracterização Sócio-demográfica

Género *

- ○ Feminino
- ○ Masculino

Concelho de Residência *

Habitações literárias *

- ○ Ensino Secundário
- ○ Licenciatura
- ○ Pós-graduação/Mestrado
- ○ Doutoramento
- ○ Não respondo

Ocupação profissional *

- ○ Estudante
- ○ Trabalhador por conta própria
- ○ Trabalhador por conta de outrém
- ○ Trabalhador/estudante
- ○ Desempregado

O questionário terminou.

Obrigada pela tua disponibilidade e colaboração!

Appendix 2: Frequency of apps & internet usage and SMS/MMS reception

Figure 40 - Frequency of apps access by occupation, qualifications, gender and age (%)

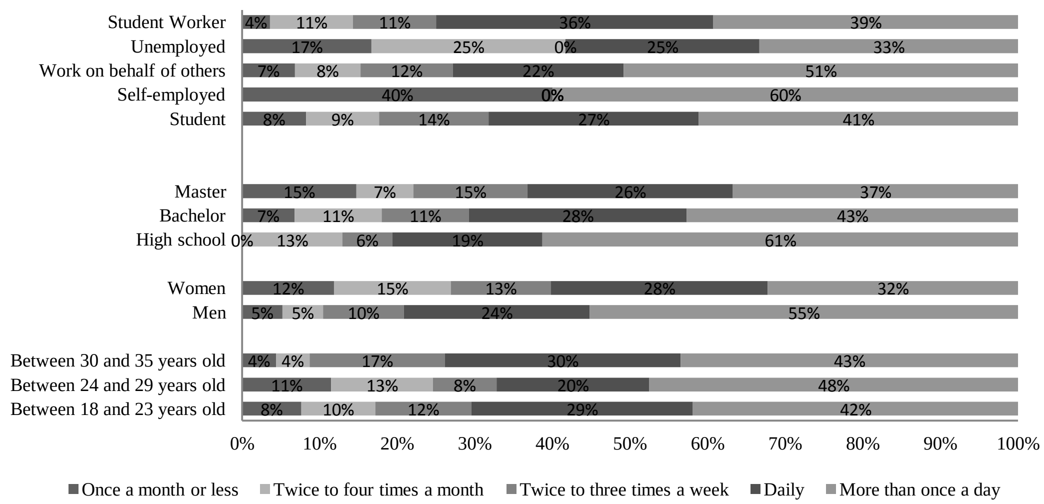


Figure 41 - Frequency of internet access by occupation, qualification, gender and age (%)

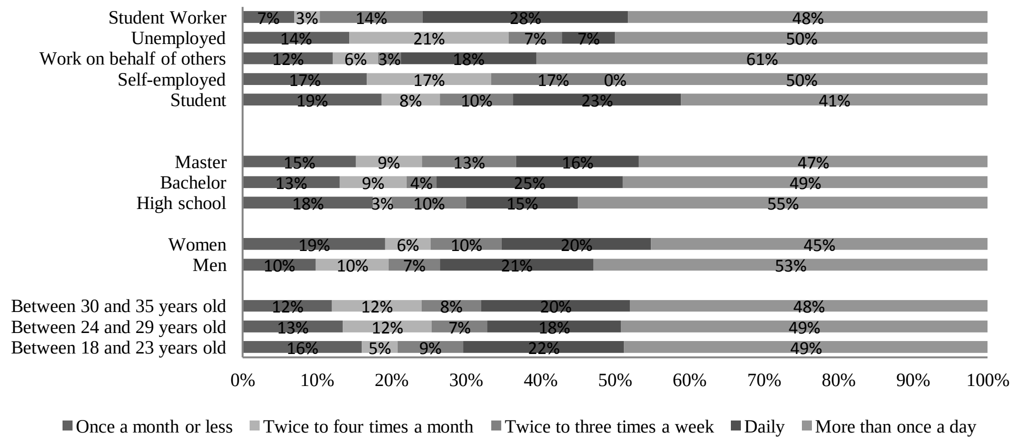


Figure 42 - Frequency of SMS reception by type of mobile device, occupation, qualification, gender and age (%)

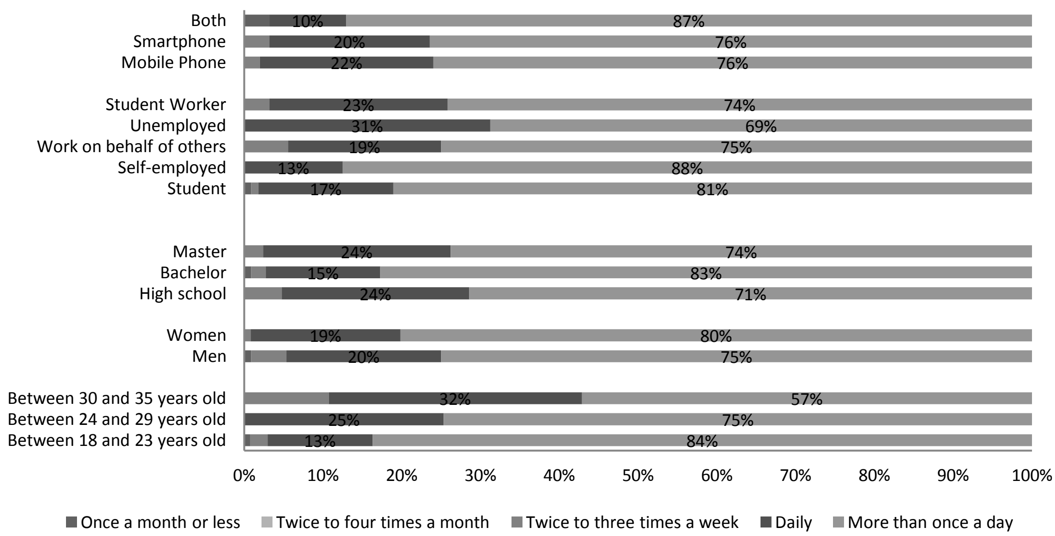
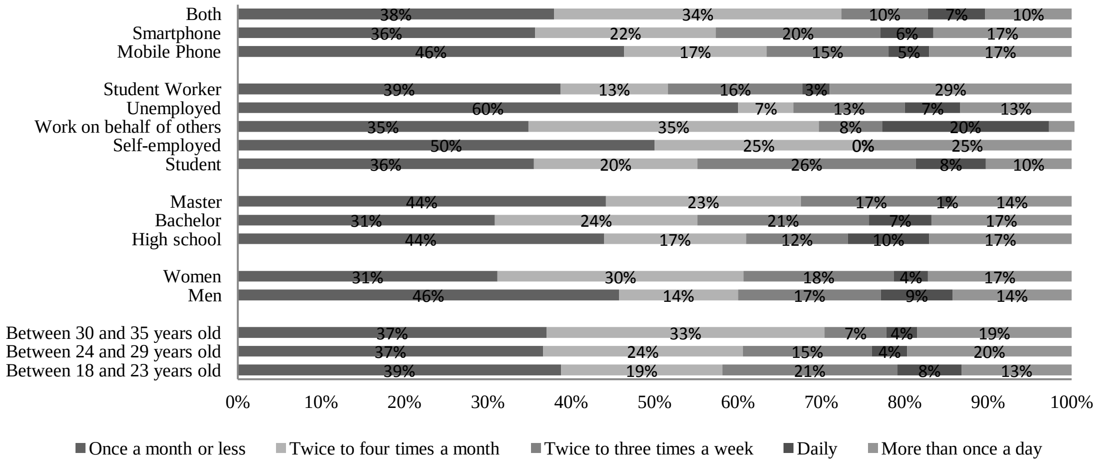


Figure 43 - Frequency of MMS reception by type of mobile device, occupation, qualification, gender and age (%)



Appendix 3: Characterization of clusters based on the frequency of interaction with the mobile device

Mobile Internet * Ward Method Crosstabulation

			Ward Method		Total
			Mobile addicted	Mobile soft user	
Mobile Internet	Once a month or less	Count	0	10	10
		% within Mobile Internet	0,0%	100,0%	100,0%
		% within Ward Method	0,0%	18,9%	5,4%
		% of Total	0,0%	5,4%	5,4%
	Twice to four times a month	Count	3	13	16
		% within Mobile Internet	18,8%	81,2%	100,0%
		% within Ward Method	2,3%	24,5%	8,6%
		% of Total	1,6%	7,0%	8,6%
	Twice to three times a week	Count	3	12	15
		% within Mobile Internet	20,0%	80,0%	100,0%
		% within Ward Method	2,3%	22,6%	8,1%
		% of Total	1,6%	6,5%	8,1%
	Daily	Count	29	11	40
		% within Mobile Internet	72,5%	27,5%	100,0%
		% within Ward Method	22,0%	20,8%	21,6%
		% of Total	15,7%	5,9%	21,6%
	More than once a day	Count	97	7	104
		% within Mobile Internet	93,3%	6,7%	100,0%
		% within Ward Method	73,5%	13,2%	56,2%
		% of Total	52,4%	3,8%	56,2%
Total		Count	132	53	185
		% within Mobile Internet	71,4%	28,6%	100,0%
		% within Ward Method	100,0%	100,0%	100,0%
		% of Total	71,4%	28,6%	100,0%

Frequency of Apps' utilization * Ward Method Crosstabulation

			Ward Method		Total
			Mobile addicted	Mobile soft user	
Frequency of Apps' utilization	Once a month or less	Count	1	14	15
		% within Frequency of Apps' utilization	6,7%	93,3%	100,0%
		% within Ward Method	0,8%	26,4%	8,1%
		% of Total	0,5%	7,6%	8,1%
	Twice to four times a month	Count	6	13	19
		% within Frequency of Apps' utilization	31,6%	68,4%	100,0%
		% within Ward Method	4,5%	24,5%	10,3%
		% of Total	3,2%	7,0%	10,3%
	Twice to three times a week	Count	10	10	20
		% within Frequency of Apps' utilization	50,0%	50,0%	100,0%
		% within Ward Method	7,6%	18,9%	10,8%
		% of Total	5,4%	5,4%	10,8%
	Daily	Count	36	13	49
		% within Frequency of Apps' utilization	73,5%	26,5%	100,0%
		% within Ward Method	27,3%	24,5%	26,5%
		% of Total	19,5%	7,0%	26,5%
	More than once a day	Count	79	3	82
		% within Frequency of Apps' utilization	96,3%	3,7%	100,0%
		% within Ward Method	59,8%	5,7%	44,3%
		% of Total	42,7%	1,6%	44,3%
Total		Count	132	53	185
		% within Frequency of Apps' utilization	71,4%	28,6%	100,0%
		% within Ward Method	100,0%	100,0%	100,0%
		% of Total	71,4%	28,6%	100,0%

Frequency of SMS' reception * Ward Method Crosstabulation

			Ward Method		Total
			Mobile addicted	Mobile soft user	
Frequency of SMS' reception	Once a month or less	Count	1	0	1
		% within Frequency of SMS' reception	100,0%	0,0%	100,0%
		% within Ward Method	0,8%	0,0%	0,5%
		% of Total	0,5%	0,0%	0,5%
	Twice to three times a week	Count	4	1	5
		% within Frequency of SMS' reception	80,0%	20,0%	100,0%
		% within Ward Method	3,0%	1,9%	2,7%
		% of Total	2,2%	0,5%	2,7%
	Daily	Count	17	18	35
		% within Frequency of SMS' reception	48,6%	51,4%	100,0%
		% within Ward Method	12,9%	34,0%	18,9%
		% of Total	9,2%	9,7%	18,9%
	More than once a day	Count	110	34	144
		% within Frequency of SMS' reception	76,4%	23,6%	100,0%
		% within Ward Method	83,3%	64,2%	77,8%
		% of Total	59,5%	18,4%	77,8%
Total		Count	132	53	185
		% within Frequency of SMS' reception	71,4%	28,6%	100,0%
		% within Ward Method	100,0%	100,0%	100,0%
		% of Total	71,4%	28,6%	100,0%

Frequency of MMS' reception * Ward Method Crosstabulation

			Ward Method		Total
			Mobile addicted	Mobile soft user	
Frequency of MMS' reception	Once a month or less	Count	30	36	66
		% within Frequency of MMS' reception	45,5%	54,5%	100,0%
		% within Ward Method	22,7%	67,9%	35,7%
		% of Total	16,2%	19,5%	35,7%
	Twice to four times a month	Count	32	12	44
		% within Frequency of MMS' reception	72,7%	27,3%	100,0%
		% within Ward Method	24,2%	22,6%	23,8%
		% of Total	17,3%	6,5%	23,8%
	Twice to three times a week	Count	29	5	34
		% within Frequency of MMS' reception	85,3%	14,7%	100,0%
		% within Ward Method	22,0%	9,4%	18,4%
		% of Total	15,7%	2,7%	18,4%
	Daily	Count	12	0	12
		% within Frequency of MMS' reception	100,0%	0,0%	100,0%
		% within Ward Method	9,1%	0,0%	6,5%
		% of Total	6,5%	0,0%	6,5%
	More than once a day	Count	29	0	29
		% within Frequency of MMS' reception	100,0%	0,0%	100,0%
		% within Ward Method	22,0%	0,0%	15,7%
		% of Total	15,7%	0,0%	15,7%
Total		Count	132	53	185
		% within Frequency of MMS' reception	71,4%	28,6%	100,0%
		% within Ward Method	100,0%	100,0%	100,0%
		% of Total	71,4%	28,6%	100,0%

Gender * Ward Method Crosstabulation

			Ward Method		Total
			Mobile addicted	Mobile soft user	
Gender	Men	Count	70	22	92
		% within Gender	76,1%	23,9%	100,0%
		% within Ward Method	53,0%	41,5%	49,7%
		% of Total	37,8%	11,9%	49,7%
	Women	Count	62	31	93
		% within Gender	66,7%	33,3%	100,0%
		% within Ward Method	47,0%	58,5%	50,3%
		% of Total	33,5%	16,8%	50,3%
Total		Count	132	53	185
		% within Gender	71,4%	28,6%	100,0%
		% within Ward Method	100,0%	100,0%	100,0%
		% of Total	71,4%	28,6%	100,0%

Age * Ward Method Crosstabulation

			Ward Method		Total
			Mobile addicted	Mobile soft user	
Age	Between 18 and 23 years old	Count	78	23	101
		% within Age	77,2%	22,8%	100,0%
		% within Ward Method	59,1%	43,4%	54,6%
		% of Total	42,2%	12,4%	54,6%
	Between 24 and 29 years old	Count	39	22	61
		% within Age	63,9%	36,1%	100,0%
		% within Ward Method	29,5%	41,5%	33,0%
		% of Total	21,1%	11,9%	33,0%
	Between 30 and 35 years old	Count	15	8	23
		% within Age	65,2%	34,8%	100,0%
		% within Ward Method	11,4%	15,1%	12,4%
		% of Total	8,1%	4,3%	12,4%
Total		Count	132	53	185
		% within Age	71,4%	28,6%	100,0%

		% within Ward Method	100,0%	100,0%	100,0%
		% of Total	71,4%	28,6%	100,0%

Location * Ward Method Crosstabulation

			Ward Method		Total
			Mobile addicted	Mobile soft user	
Location	Other locations	Count	38	9	47
		% within Location	80,9%	19,1%	100,0%
		% within Ward Method	28,8%	17,0%	25,4%
		% of Total	20,5%	4,9%	25,4%
	MLA	Count	94	44	138
		% within Location	68,1%	31,9%	100,0%
		% within Ward Method	71,2%	83,0%	74,6%
		% of Total	50,8%	23,8%	74,6%
Total		Count	132	53	185
		% within Location	71,4%	28,6%	100,0%
		% within Ward Method	100,0%	100,0%	100,0%
		% of Total	71,4%	28,6%	100,0%

Qualifications * Ward Method Crosstabulation

			Ward Method		Total
			Mobile addicted	Mobile soft user	
Qualifications	High School	Count	25	6	31
		% within Qualifications	80,6%	19,4%	100,0%
		% within Ward Method	19,1%	11,3%	16,8%
		% of Total	13,6%	3,3%	16,8%
	Bachelor	Count	70	19	89
		% within Qualifications	78,7%	21,3%	100,0%
		% within Ward Method	53,4%	35,8%	48,4%
		% of Total	38,0%	10,3%	48,4%
	Master	Count	36	28	64
		% within Qualifications	56,2%	43,8%	100,0%
		% within Ward Method	27,5%	52,8%	34,8%
		% of Total	19,6%	15,2%	34,8%
Total		Count	131	53	184
		% within Qualifications	71,2%	28,8%	100,0%
		% within Ward Method	100,0%	100,0%	100,0%
		% of Total	71,2%	28,8%	100,0%

Occupation * Ward Method Crosstabulation

			Ward Method		Total
			Mobile addicted	Mobile soft user	
Occupation	Student	Count	62	22	84
		% within Occupation	73,8%	26,2%	100,0%
		% within Ward Method	47,0%	41,5%	45,4%
		% of Total	33,5%	11,9%	45,4%
	Self-employed	Count	3	2	5
		% within Occupation	60,0%	40,0%	100,0%
		% within Ward Method	2,3%	3,8%	2,7%
		% of Total	1,6%	1,1%	2,7%
	Work on behalf of others	Count	41	15	56
		% within Occupation	73,2%	26,8%	100,0%
		% within Ward Method	31,1%	28,3%	30,3%
		% of Total	22,2%	8,1%	30,3%
	Unemployed	Count	5	7	12
		% within Occupation	41,7%	58,3%	100,0%
		% within Ward Method	3,8%	13,2%	6,5%
		% of Total	2,7%	3,8%	6,5%
	Student worker	Count	21	7	28
		% within Occupation	75,0%	25,0%	100,0%
		% within Ward Method	15,9%	13,2%	15,1%
		% of Total	11,4%	3,8%	15,1%
Total		Count	132	53	185
		% within Occupation	71,4%	28,6%	100,0%
		% within Ward Method	100,0%	100,0%	100,0%
		% of Total	71,4%	28,6%	100,0%

Appendix 4: Pull-based mobile interactions vs push-based mobile interactions

TI_Apps=1 | TI_Internet=1 | TI_Check = 1 (FILTER)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Selected	174	100,0	100,0	100,0

Interaction with brands through apps

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	94	39,5	39,5	39,5
	Yes	144	60,5	60,5	100,0
	Total	238	100,0	100,0	

Interaction with brands through mobile internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	116	48,7	48,7	48,7
	Yes	122	51,3	51,3	100,0
	Total	238	100,0	100,0	

Interaction with brands through SMS/MMS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	33	13,9	13,9	13,9
	Yes	205	86,1	86,1	100,0
	Total	238	100,0	100,0	

Interaction with brands through check-in in social networks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	201	84,5	84,5	84,5
	Yes	37	15,5	15,5	100,0
	Total	238	100,0	100,0	

Interaction with brands through coupons

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	208	87,4	87,4	87,4
	Yes	30	12,6	12,6	100,0
	Total	238	100,0	100,0	

Appendix 5: Interaction by app typology

If last brand interaction include online, it included website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	32	13,4	29,4	29,4
	Yes	77	32,4	70,6	100,0
	Total	109	45,8	100,0	
Missing	System	129	54,2		
Total		238	100,0		

If last brand interaction include online, it included QR Code Redirection?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	103	43,3	93,6	93,6
	Yes	7	2,9	6,4	100,0
	Total	110	46,2	100,0	
Missing	System	128	53,8		
Total		238	100,0		

If last brand interaction include online, it included personal account acess?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	64	26,9	58,2	58,2
	Yes	46	19,3	41,8	100,0
	Total	110	46,2	100,0	
Missing	System	128	53,8		
Total		238	100,0		

If last brand interaction include online, it included Banners?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	98	41,2	89,1	89,1
	Yes	12	5,0	10,9	100,0
	Total	110	46,2	100,0	
Missing	System	128	53,8		
Total		238	100,0		

If last brand interaction include app, was it a game app?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	110	46,2	88,7	88,7
	Yes	14	5,9	11,3	100,0
	Total	124	52,1	100,0	
Missing	System	114	47,9		
Total		238	100,0		

If last brand interaction include app, was it an entertainment app?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	104	43,7	83,9	83,9
	Yes	20	8,4	16,1	100,0
	Total	124	52,1	100,0	
Missing	System	114	47,9		
Total		238	100,0		

If last brand interaction include app, had it the same functions of the product/service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	64	26,9	51,6	51,6
	Yes	60	25,2	48,4	100,0
	Total	124	52,1	100,0	
Missing	System	114	47,9		
Total		238	100,0		

If last brand interaction include app, had it functions related to the brand's core?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	105	44,1	84,7	84,7
	Yes	19	8,0	15,3	100,0
	Total	124	52,1	100,0	
Missing	System	114	47,9		
Total		238	100,0		

If last brand interaction include app, had it functions not related to the brand's core??

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	107	45,0	86,3	86,3
	Yes	17	7,1	13,7	100,0
	Total	124	52,1	100,0	
Missing	System	114	47,9		
Total		238	100,0		

If last brand interaction include app, was it of aditional information?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	81	34,0	65,3	65,3
	Yes	43	18,1	34,7	100,0
	Total	124	52,1	100,0	
Missing	System	114	47,9		
Total		238	100,0		

Appendix 6: Brand experience *clusters*' characterization

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
BE_Sensory	Good Brand Experience	131	3,3969	,72456	,06330	3,2717	3,5222	1,33	5,00
	Weak Brand Experience	107	2,2118	,76533	,07399	2,0652	2,3585	1,00	4,00
	Total	238	2,8641	,94813	,06146	2,7431	2,9852	1,00	5,00
BE_Affective	Good Brand Experience	131	3,0840	,64628	,05647	2,9723	3,1957	1,33	4,33
	Weak Brand Experience	107	1,7726	,56930	,05504	1,6635	1,8817	1,00	3,00
	Total	238	2,4944	,89522	,05803	2,3801	2,6087	1,00	4,33
BE_Behavioral	Good Brand Experience	131	3,5267	,67742	,05919	3,4096	3,6438	2,00	5,00
	Weak Brand Experience	107	2,5514	,73950	,07149	2,4097	2,6931	1,00	4,00
	Total	238	3,0882	,85597	,05548	2,9789	3,1975	1,00	5,00
BE_Intelectual	Good Brand Experience	131	3,2316	,63501	,05548	3,1218	3,3413	1,67	4,67
	Weak Brand Experience	107	2,2243	,79934	,07728	2,0711	2,3775	1,00	4,33
	Total	238	2,7787	,87125	,05647	2,6675	2,8900	1,00	4,67

Appendix 7: Consumer-brand relationship *clusters* characterization

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
MeanCBR_BeahTies	Brand Lovers	70	3,34	,546	,065	3,21	3,47	2	5
	Brand listless	105	2,41	,616	,060	2,29	2,53	1	5
	Brands rejecters	63	1,51	,464	,058	1,39	1,62	1	3
	Total	238	2,44	,882	,057	2,33	2,56	1	5
MeanCBR_AffAtt	Brand Lovers	70	3,50	,465	,056	3,39	3,61	3	5
	Brand listless	105	2,56	,370	,036	2,49	2,64	2	3
	Brands rejecters	63	1,43	,335	,042	1,35	1,52	1	2
	Total	238	2,54	,866	,056	2,43	2,65	1	5
MeanCBR_SupCog	Brand Lovers	70	3,32	,556	,066	3,19	3,46	2	5
	Brand listless	105	2,52	,568	,055	2,41	2,63	1	4
	Brands rejecters	63	1,77	,565	,071	1,62	1,91	1	3
	Total	238	2,56	,810	,052	2,45	2,66	1	5

Appendix 8: Outputs ANOVA *one-way* and *t*-test for differences of consumer-brand relationship means across socio-demographic groups

ANOVA for Age

Descriptives

MeanCBR

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Between 18 and 23 years old	135	2,54	,804	,069	2,40	2,67	1	5
Between 24 and 29 years old	75	2,49	,765	,088	2,31	2,67	1	4
Between 30 and 35 years old	28	2,40	,495	,093	2,20	2,59	2	3
Total	238	2,51	,760	,049	2,41	2,60	1	5

Test of Homogeneity of Variances

MeanCBR

Levene Statistic	df1	df2	Sig.
2,521	2	235	,083

ANOVA

MeanCBR

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,487	2	,244	,419	,658
Within Groups	136,571	235	,581		
Total	137,059	237			

ANOVA for Qualifications

Descriptives

MeanCBR

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
High School	42	2,45	,751	,116	2,22	2,69	1	4
Bachelor	110	2,56	,773	,074	2,42	2,71	1	5
Master	80	2,50	,765	,086	2,32	2,67	1	4
PhD	4	2,07	,228	,114	1,71	2,43	2	2
Total	236	2,51	,760	,049	2,41	2,61	1	5

Test of Homogeneity of Variances

MeanCBR

Levene Statistic	df1	df2	Sig.
1,231	3	232	,299

ANOVA

MeanCBR

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,212	3	,404	,696	,555
Within Groups	134,668	232	,580		
Total	135,880	235			

ANOVA for Occupation

Descriptives

MeanCBR

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Student	111	2,52	,832	,079	2,36	2,68	1	5
Self-employed	8	2,22	,756	,267	1,59	2,85	1	4
Work on behalf of others	72	2,52	,687	,081	2,36	2,68	1	4
Unemployed	16	2,27	,571	,143	1,97	2,57	1	3
Student worker	31	2,62	,743	,134	2,34	2,89	1	4
Total	238	2,51	,760	,049	2,41	2,60	1	5

Test of Homogeneity of Variances

MeanCBR

Levene Statistic	df1	df2	Sig.
1,175	4	233	,323

ANOVA

MeanCBR

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,958	4	,489	,844	,498
Within Groups	135,101	233	,580		
Total	137,059	237			

T-test for gender

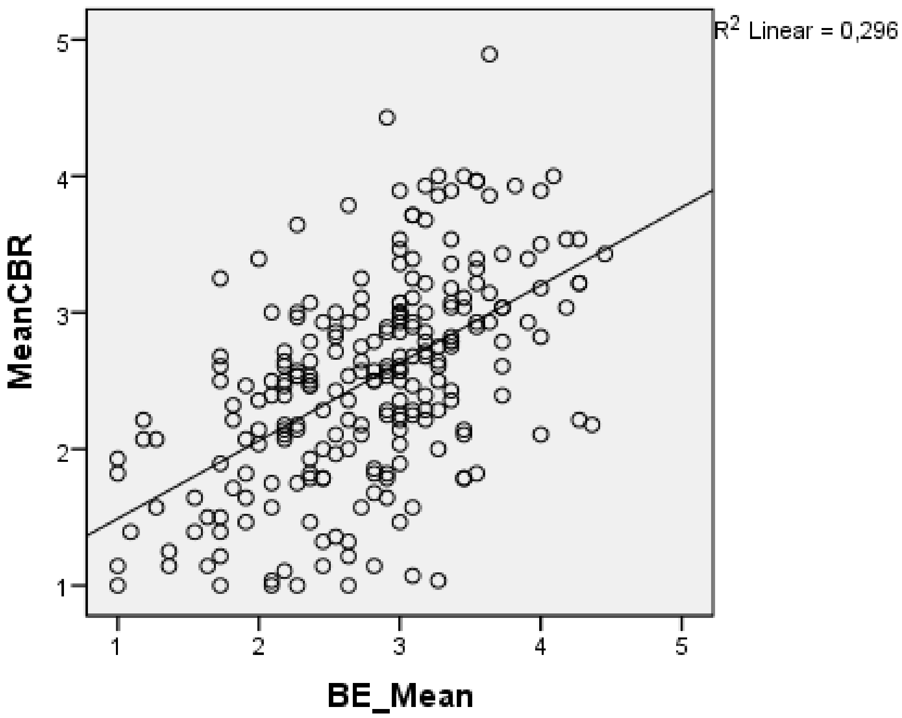
Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
MeanCBR	Men	112	2,55	,752	,071
	Women	126	2,47	,769	,068

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
MeanCBR	Equal variances assumed	,064	,801	,781	236	,436	,077	,099	-,118	,272
	Equal variances not assumed			,782	233,804	,435	,077	,099	-,117	,272

Appendix 9: Simple scatter between Brand Experience and Consumer-Brand Relationship



Appendix 10: Characterization of future interests *clusters*

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Receive ads of the brand	Receptives	75	3,84	1,001	,116	3,61	4,07	1	5
	Decliners	78	1,36	,683	,077	1,20	1,51	1	4
	Indiferents	79	2,11	,920	,103	1,91	2,32	1	4
	Total	232	2,42	1,352	,089	2,24	2,59	1	5
Receive news of the brand	Receptives	75	4,19	,651	,075	4,04	4,34	3	5
	Decliners	78	1,32	,592	,067	1,19	1,45	1	4
	Indiferents	79	2,58	,942	,106	2,37	2,79	1	5
	Total	232	2,68	1,384	,091	2,50	2,86	1	5
Receive promotions of the brand	Receptives	75	4,44	,598	,069	4,30	4,58	2	5
	Decliners	78	1,51	,734	,083	1,35	1,68	1	4
	Indiferents	79	3,32	,927	,104	3,11	3,52	1	5
	Total	232	3,07	1,426	,094	2,89	3,26	1	5
Receive coupons of the brand	Receptives	75	4,57	,524	,061	4,45	4,69	3	5
	Decliners	78	1,53	,716	,081	1,36	1,69	1	4
	Indiferents	79	3,80	,791	,089	3,62	3,97	2	5
	Total	232	3,28	1,464	,096	3,10	3,47	1	5
Give brand acess to my personal data	Receptives	75	3,72	,994	,115	3,49	3,95	1	5
	Decliners	78	1,31	,588	,067	1,18	1,44	1	3
	Indiferents	79	2,52	1,073	,121	2,28	2,76	1	5
	Total	232	2,50	1,335	,088	2,33	2,67	1	5

Appendix 11: Profile means interest in future LBS intentions by sector (%)