We explore empirically, using quantitative methods, factors affecting extreme-user response to mobile device promotional offers. A convenience sample of expert users was surveyed from a US Executive MBA Program. The data, consisting of survey responses (Likert-type scales and dummy variables), were analyzed using ordinary least squares (multiple) regression. Our findings show that (1) use of text media, (2) use of email media, (3) providing personal information, and (4) concern about privacy issues predict increased response to mobile phone promotional offers. This preliminary study offers insights for academics studying new technology adoption, as well as for retailers interested in enhancing their promotional strategies through pushing the frontier of mobile device technology. Our approach additionally has value for user-centric research under a design thinking framework; it represents a potentially powerful tool for data analysis that mitigates some of the issues with (more qualitative) anthropological ethnographic work, notably observer bias.
Reference


- The March of Mobile Marketing: New Chances for Consumer Companies, New Opportunities for Mobile Operators


- Perry, J. 2008. The message is clear. Retail Week, June 27.


- Klaassen, A. 2009. Twitter proves its worth as a killer app for local businesses; New Orleans pizza joint, Chicago yogurt chain see results from promos on microblogging service. Advertising Age, May 18.

Mobile Device-Based Offers: Determinants of Consumer Response in Sophisticated (Extreme) Users


Index Terms

Computer Science
Wireless Networks

Key words
Mobile device-based offers
consumer response
extreme users
interface design
retail consumers