“The influence of branded mobile applications on consumers’ perceptions of a brand: the importance of brand experience and engagement.”

*How can branded mobile applications influence consumers’ perceptions of a brand?*

Postgraduate Master’s degree dissertation

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I Stefan Sproson declare that this dissertation and the work related is my own, except where otherwise stated, and has not been submitted as a whole or part for any other degrees or examinations at this or any other universities.

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Abstract

**Purpose:** This study aims to understand the real impact of branded mobile applications on consumer’s brand perception. Secondly, this study also aims to understand the importance and influence of the design of the application, and of the concepts of brand experience and engagement created by the application.

**Methodology:** The researcher used a mixed approach. First, he used secondary data by reviewing the literature linked to mobile applications, experience and engagement. The researcher then used primary data, obtained thanks to a mixed of qualitative and quantitative studies.

**Findings:** The experience and the “in-app” engagement created by the application are the key elements influencing consumer brand perceptions. Positive engaging experiences will greatly impact consumer behaviors resulting in more loyalty and word of mouth communication. Additionally, the design of the application, especially the content will have a huge impact on the brand experience created by the application and thus on the brand perceptions.

**Limitations:** The questionnaire was administered via Facebook and Twitter, which can lead to issues linked to the representativeness of the sample. In addition, as this is the first academic research conducted by the researcher, some limitations exists in relation to the lack of experience from the researcher.

**Practical implications:** Practitioners have to understand the concept of brand experience and engagement to implement a successful application and enhance consumer perceptions. They also have to understand the value of design and the role it plays on the two concepts.

**Value of paper:** This dissertation can help practitioners or academics seeking information related to mobile applications in a marketing context. It will also help to understand their impact on consumers brand perceptions and the role experience and engagement plays in shaping these.
Chapter 1: Introduction

1.1 Background

Mobile applications are part of the fast new emerging mobile trend. This technology existed before the creation of the Apple app store, and worldwide companies already used such a tool to enhance consumer relationship (Yang, 2013). Nevertheless, it is only since 2008 that the mobile applications became important in consumers’ life, leading to a booming market.

Thanks to this incredible evolution of the use and acceptance of smartphones and tablets, consumers are now more familiar with mobile applications. The markets shows impressive figures in the last five years, and if we consider the Apple app store, according to an Apple press report, 50 billion apps were downloaded since the creation of the app store with 20 billion of them downloaded in 2012 (Apple, 2013). This number is of course increasing constantly, with consumers downloading applications at a rate of 800 per second (Apple, 2013).

Moreover, the app store only has generated $10 billion alone in 2013, generating an income of $15 billion for developers, encouraging them to create applications. Latest figures showed the apple app store offered more than a million applications in early 2014. (Apple, 2014)
Without a doubt the success of mobile applications is related to the increasing equipment rate of consumers, who are buying and using smartphones and tablets more frequently (Portio Research, 2013). Berg Insight (2013) forecasts “over 80 percent of all handset shipments will be smartphones, building a large user base that will spur the number of app downloads to reach 108 billion during 2017” (figure 1) (Berg Insight, 2013).

Furthermore, on the whole, application usage grew by 115% in 2013, with messaging and social applications and utilities and productivity applications growing respectively 203% and 149%. In general, each app category grew over the year (figure 2) (Flurry Analytics, 2014).

Mobile applications have impacted consumers’ lifestyles over the last few years. As highlighted by Kim, et al (2013) and Yang (2013), consumer use mobile applications in all kind of situations, and for all kind of tasks – as buying products, locate places, review offers, play games – which improve and simplify consumers daily life. Moreover, today, the smartphone is becoming more an extension of the user (Bellman, et al., 2011), and thus encourages adoption of new technologies as mobile applications. In addition, Kim et al (2013) noted that “given their prevalence and mobility, apps occupy more of their consumers’ time than does the web” (Kim, et al., 2013).
On the other hand, mobile applications represent opportunities for marketers and are view as efficient new tools, especially in the communications area (Wang, et al., 2013).

“Marketers know that these small downloadable programs not only can expand the functionality of mobile devices but also can carry advertisements or are advertisements themselves. So, they create customized mobile applications for promoting their brand as well as adding sustainable value to mobile devices” (Yang, 2013)

Yang (2013) also explains this tool is used by companies to create interactive communications with the consumer and enhance his overall loyalty. A fact also supported by Bellman et al, (2011) who explained mobile application defeat the biggest barriers of advertising, because the consumer talks to the brand when using them, and consent to being advertised as they download and personalize the application. The major opportunities mobile application represent is the creation of distinctive brand experiences to engage consumer in a more efficient way (Kim, et al., 2013).

As a final point, mobile apps have gain a huge importance either for consumer or for marketers today, and it is crucial to study such a concept from a marketing perspective, to better understand how it affects consumers and how marketers can use it accurately as a communication tool.

1.2 Dissertation working title and research question

This dissertation is focusing on the world of mobile applications. The researcher aims to understand the influence of this tool on consumers, by studying two key concepts related to the use of branded mobile applications; experience and engagement.

The title of the dissertation will be the following one:

“The influence of branded mobile applications on consumers’ perceptions of a brand: the importance of brand experience and engagement.”

Moreover, the research question will be:

“How can branded mobile applications influence consumers’ perceptions of a brand?”
In order to answer this research question, and to provide a more comprehensive guideline of what the researcher will be investigating, the researcher will answer the following main objectives:

- Obtain a picture of the main consuming trends of branded mobile applications in France and England.
  - To highlight how consumers perceive branded applications.
  - To highlight what type of branded applications are preferred by consumers.
  - To capture the main factors influencing consumers to download branded mobile applications.
  - To enlighten which acceptance and use barriers of branded applications are the strongest for consumers

- Understand the impact of brand experiences created by mobile applications on consumers perceptions of the brand:
  - To compare and evaluate branded mobile applications as touch points.
  - To understand consumer’s responses to brand experiences created by the use of applications.
  - To highlight what types of experiences will have the most influence on consumers’ perception.

- Understand the impact of engagement created by mobile applications on consumers perceptions of the branded application and the brand:
  - To discover what types of branded applications are the most engaging for consumers.
  - To demonstrate the impacts of engaging consumer through a branded mobile application.

- Understand the impact of the design of the branded application on the experience and engagement of consumers
  - To determine if design has an impact on brand experience
  - To determine if design has an impact on engagement.
  - To discover which engagement attributes based on the work of Kim et al (2013) are the most influential attributes.
1.3 Researcher’s background and suitability

The researcher has a great interest in digital marketing. Moreover mobile applications are part of a new emerging, and fast growing trend, thus the author is motivated to discover more about the impact of mobile applications on consumers, as this could become a professional field for him, or help him in a more general way in his future marketing career.

1.3.1 Academic background

The researcher has been studying marketing for five consecutive years. He started his course in Strasbourg, France, where he obtained a Bachelor in marketing and communications awarded by ISEG Business School followed by a master’s degree with a specialization in brand management and product manager. Furthermore, in order to obtain a double master’s degree, the researcher enrolled on the MA Marketing course at the Dublin Business School in Dublin, Ireland. These five years gave the researcher a confident experience in the marketing area which will be beneficial throughout this investigation.

1.3.2 Professional background

The researcher has a more limited professional background, compiling three internships over his five years of studying. The three internships gave the authors more knowledge in marketing and sales, in the business to business and business to consumer area. Moreover, the researcher had the chance to participate to different seminars more related to the subject of the dissertation, focusing on e-marketing and e-communications.

1.4 Contribution of the study

First, the research will help to provide an overview of the general trends linked to mobile applications and help practitioners and scholars to have a better picture of this fast and new emerging marketing tool.

Secondly, the researcher aims to provide literature related to mobile applications with more data, as the topic is still in its early years. This research will thus increase data in the literature and hopefully help future research.

Finally, the researcher will investigate the role of brand experience and engagement in the mobile marketing world by focusing on branded mobile applications. This study will contribute the current literature because a gap exists concerning mobile applications; most of the academic literature related to mobile applications is focusing on acceptance of consumers.
Some important influential aspects, quoted by academics in the literature haven’t been fully studied yet. Among them, design, brand experience created by mobile applications and the influences of engagement are still yet to be studied with more depth.

1.5 Scope and limitations

This research will include secondary and primary research, meaning a review of the literature concerning mobile marketing, mobile applications, experience and engagement will be conduct. Moreover, the researcher will also conduct a combination of qualitative and quantitative research allowing him to reach his objectives, including interviews and a questionnaire.

The main limitation of this study would include the lack of experience of the researcher. This lack of experience could lead to a lack of reliability of the data collected and on the results obtained. The Researcher also has limitation in budget and time which could influence the data and result of the dissertation.

1.6 Dissertation organization

Chapter 1: Introduction, will give a brief overview on the topic selected, the researcher, and the dissertation itself.

Chapter 2: Literature review is a review of the current academic literature existing. It will incorporate broader subject as the literature directly dealing with mobile applications is not yet well developed.

Chapter 3: Research methodology will give details on how the researcher will conduct the research, from the philosophy employed to the limitations of the research and including the type of interviews and questionnaires used.

Chapter 4: Data analysis and Findings will provide the reader with the findings of the study.

Chapter 5: Conclusions and Recommendations will explain the findings and suggest action to be taken in relation to the findings.

Chapter 6: Self reflection on own learning and performance will highlight the researcher’s thoughts about the experience of conducting his research.
Chapter 2: Literature review

2.1 Introduction

In this chapter the researcher will study the existing literature related to mobile applications, brand experience and engagement.

First, the researcher will focus on the literature related to mobile applications by defining the concept, explaining the importance of the factors of acceptance and use and of their design and lastly, explain their effectiveness.

Furthermore, as enlightened later in this chapter, as experiences and engagement created by mobile applications are two major explanation of their effectiveness (Bellman, et al, 2011; Kim, et al., 2013) the researcher will focus on these. As they haven’t been widely studied in relation to mobile applications yet, the researcher will consider them on a broader scale and will define them, explain their importance, and review their main link to mobile applications.

This literature review will highlight some gaps in the literature:

- Mobile application consumption behaviors
- Mobile application design elements’ influences on experience/engagement.
- The effects of branded mobile applications’ experiences and engagement

The researcher will try to fill up these gaps thanks to its primary research.
2.2 Mobile applications

2.2.1 Definitions

To understand what mobile applications are, it is important to explain its parent concept: mobile marketing, defined as “the two- or multi-way communication and promotion of an offer between a firm and its customers using a mobile medium, device, or technology” (Shankar & Balabsubramanian, 2009). Different tools of mobile marketing exists and thanks to the development of the technology in this area, marketers can now reach consumers via “mobile web sites, mobile applications, Short message services (SMS), Multimedia messaging service (MMS), video and TV” (Mirbagheri & Hejazinia, 2010), (More information available in appendix 1).

Definitions of mobile applications have been established by scholars on a technologic level and also on marketing and communications level.

First, it is important to define what an application on a broader level is. As stated by Cindy Krum, mobile applications are “the multitude of small programs that can be installed after market on phones” (Krum, 2010).

However, for Ryan and Jones (2012), mobile applications are not only the one that can be installed after the purchase of the phone. The authors defend that mobile applications are “software that are pre-installed on your mobile phone or are available to download from the internet”. (Ryan & Jones, 2012)

In addition, even if the whole concept is recent, Ryan and Jones argue mobile applications are brand new: “They are nothing new. There have been mobile applications available for multiple handsets for year now – ranging from games to currency-conversion tools to more complicated applications.” (Ryan & Jones, 2012)

Chiem et al give a deeper definition of the technology and add the idea of value creation: “Downloadable applications (apps) are defined as programs designed specifically to add functionality to mobile handsets and are able to interact directly with the technical features of the phone” (Chiem, et al., 2010).

Purcell et al, agree with Chiem et al, and give a pretty similar definition, but include a user experience aspect: “End user software applications that are designed for a cell phone
operating system and which extend the cell phone’s capabilities by enabling users to perform particular tasks.” (Purcell, et al., 2010)

Nevertheless, Cindy Krum (2010) also pointed out that applications can be “developed and sold as independent revenue-generating programs or they can be developed as marketing tools to help promote a specific brand, product or service” (Krum, 2010). The last way of developing an application is the most relevant for this study.

Secondly, some authors focused on marketing definitions of mobile applications. Bellman et al, 2011, pioneers in the study of mobile applications effectiveness define branded mobile applications as “software downloadable to a mobile device which prominently displays a brand identity, often via the name of the app and the appearance of a brand logo or icon, throughout the user experience“ (Bellman, et al., 2011).

Moreover, Kim, et al (2013) goes further, and specifies branded mobile apps have been created by marketers and are a “brand communication channel that reaches out to their current and prospective clients” (Kim, et al., 2013).

In addition, Bhave et al (2013), add the important aspect that “a branded application provides valuable utility to the consumer and establishes emotional connection with them [...] and are useful in brand building” (Bhave, et al., 2013).

However, as explained by many authors, this literature is still in its early development stage thus scholars have not yet fully studied and understood the concept. (Bellman, et al., 2011; Kim & Yoon, 2013; Magrath & McCormick, 2012 and 2013; Rishi, 2012; Wang, et al., 2013)

2.2.2 Factors influencing the acceptance and use of mobile applications

Most of the existing literature related to mobile applications has been focusing on the factors influencing consumer to accept and use this technology (Bellman, et al., 2011). It is important to study these factors, because “if apps are not accepted and used, it is irrelevant to use them in a marketing context” (Shankar & Balasubramanian, 2009)

Chiem et al (2010) studied acceptance and discovered consumers’ perceived utility, consumers’ receptiveness of mobile devices, consumers’ data privacy concerns and discoverability of the mobile application on the market place are the most influential success factors. The authors explain consumers’ data privacy concerns and discoverability of the mobile application are an everyday problem for marketers because they can become barriers

Wang et al (2013) disagree with Chiem et al (2010) and specify perceived enjoyment and excitement linked to novelty are the strongest factors. Moreover, the authors also highlight specificity of the situation of use as a major factor.

Then again, Verkasalo et al (2010) argue the fact consumer’s receptiveness to the mobile device is relevant. In his study aiming to understand non-users and users of applications, the authors discovered owning a device does not automatically mean using mobile applications. Moreover, the authors introduced the factors of consumer control of the application and perceived enjoyment as powerful influencers.

Correspondingly, Yang (2013) and Ryan and Jones (2012), support the idea that the consumers’ wish of control is a dominant factor. “Today’s consumers want to be in control, they decide what they want, when they want it and how they want it delivered”. (Ryan & Jones, 2012). In addition, Yang (2013) also confirms the influence of consumers’ perceived enjoyment, especially when consumers see a mobile application as entertaining.

Davis et al (2011) considered acceptance on a broader level, studying mobile marketing and trust. The authors demonstrated trust had an impact on consumers’ attitudes, especially “institutional trust” thanks to its high influence factors as structural assurance, privacy and third party assurance. Moreover, some aspect of “calculative trust” as reputation of the vendor, and knowledge based trust as perceived ease of use were also considered as having a high impact on attitudes. Jayawardhena et al (2008) also support trust is a major factor influencing consumers’ attitudes.

Furthermore, a study of the influence of social networks on the use of applications undertook by Taylor et al (2011) proved that “social contacts played an important role in the diffusion of this technology” (Taylor, et al., 2011). The study also highlighted the fact that it is not a word of mouth effect, where influencers direct people to a specific apps; it is a more general effect. The social environment has also been highlighted more recently has a high influential factor by Bhave et al (2013). The authors explained “Friends’ recommendations are important in deciding which app to download”. However, the study is focusing on Generation Y – people born between the 1980’s and the early 2000’s – and thus non applicable to the whole
population. Moreover, Kim and Young (2013) also highlighted social environment had an influence on consumers. The authors highlighted the importance of feedback or reviews made by peers and explained the reviews are an interesting way of breaking barriers of the hyper-competitive nature of the mobile application market by helping consumers’ evaluation.

Nevertheless, Yang (2013) argues that social environment have only a very small impact on acceptance. Indeed, his study confirmed consumers “adopt mobile apps for their various utilities, instead of expressing their identities and impressing their friends” (Yang, 2013). Likewise, Verkasalo et al (2010) and Zagreanu (2012) could not prove any links of the influence of the consumers’ social environment on mobile applications.

Another important factor influencing the acceptance of mobile applications is consumers’ perceived ease of use (Adhami, 2013; Kim & Yoon, 2013; Yang, 2013). As consumers’ privacy concerns and applications’ discoverability, consumers’ perceived ease of use can also become consumers’ perceived technological barrier depending on the type of consumers, creating another challenge for marketers (Verkasalo, et al., 2010). This factor is closely related to age. Persaud & Azhar (2012) and Roach, G (2009) studied age on a broader level, and found it had an important influence on acceptance of mobile marketing. They explained new generations are more likely to adopt such a technology, mainly due to their familiarity, knowledge and knowhow with these new technologies (Roach, 2009).

Moreover, studies focusing on consumers’ attitudes towards mobile marketing, highlighted another barrier that is consumers negative attitudes to this type of communication unless they accept and give the permission to be reached by companies (Tsang, et al 2004; Al-alak and Anawas, 2010).

In addition to these barriers, Zagreanu (2012) also highlighted price as a main influential factor on consumer attitudes and acceptance, and enlightened that “gratuitousness is another factor that facilitates the download of a mobile application to the user’s mobile phone” (Zagreanu, 2012).

However, Kim & Yoon (2013) did not find any relations between price and adoption and acceptance of mobile applications, and explain this could be mainly due to “the particularity of app price fixed at 99 cents mostly” (Kim & Yoon, 2013).

To conclude, a multitude of factors can influence positively or negatively consumers’ acceptance and use of mobile applications. Chen et al (2012) emphasized these concepts are
important to the success of mobile applications and enlightened the key to a successful mobile application is that consumers’ perceived benefits are stronger than consumers’ perceived sacrifice or barriers. As highlighted by Ryan and Jones (2012), the key to successful implementation of a mobile application “seems to be giving people something that adds a level of value or engagement” (Ryan & Jones, 2012).

2.2.3 Design elements of mobile applications

In addition to influential factors, some authors studied mobile applications’ design and found it impacted on consumers, their experiences and their engagement (Kim, et al., 2013; Rondeau, 2005). Adhami (2013) explained that in the discovery phase images and graphics will have a higher impact whereas in the selection phase the consumers will focus on prices and descriptions.

➢ Content design elements

Kim et al (2013) and Magrath and McCormick (2012 and 2013) respectively studied the design attributes used by brands in their mobile applications, and mobile applications’ marketing and branding design elements. Both highlighted major content design elements:

o Customer led interactions/Customization allows consumers to adjust the application to their preferences.

o Entertainment content (e.g. videos, games, photos, interactive tools).

o Informational messages are practical and trendy information/advices.

o Product promotions are vouchers, discount and rewards offered to consumers through the application (Magrath & McCormick, 2012).

o Brand content represents elements that changes regularly but are consistent with the overall brand (Magrath & McCormick, 2013).
  - Imagery as photos and headers.
  - Copy: words used, tone, information
  - Quick links to elements beyond the applications
  - Sound and video.

In contradiction with Kim et al findings of the importance of customization, Rishi (2012) emphasizes the importance of building content that enables the application to be accessed and understood globally –thus less customizable – could triple the number of users and increase revenues.
However, even Kim et al (2013) and Magrath and McCormick (2013) warn marketers of the technological difficulties sound and video can create if not managed well and the negative impact they can have on users.

- Graphic design elements

Graphic design elements can be described as visual stimuli. Consumers have a higher positive engagement towards a mobile application, if visual stimuli are included (Adhami, 2013).

Kim et al (2013) and Magrath and McCormick (2013) discovered important elements related to the graphic design elements of a branded application:

- Control – zoom in, navigate – allowing consumers to interact at their pace with the brand, and increase the enjoyment and willingness to use it.
- Vividness, regrouping graphic images, background sounds, and videos. Vividness is an essential element today and thanks to the high technology of the mobile devices, it helps to enhance visual cues especially in the case of a product brand. (Kim, et al., 2013).
- Brand identity regrouping the name, logo or colors, ideal for recall, awareness and differentiation (Kim et al, 2013; Magrath and McCormick, 2013).
- Brand design is defined as “visual methods that a brand chooses to employ to communicate and express the organization’s identity” (Magrath & McCormick, 2013). The brand design regroups anything related to graphic design, as typeface, layout of text and images, colors, presentation style and graphic stimuli as shape of buttons or pictures (Magrath & McCormick, 2013).

As a final point, Ryan and Jones (2012) emphasize that marketers need to concentrate on users when building an application and create an efficient user interface and an enjoyable user experience. “The best, most popular applications are simple, effective and look good” (Ryan & Jones, 2012). Adhami (2013) supports this idea, and describe that “user prefer simple, convenient and easy to use experience with rich visual imagery” (Adhami, 2013). Creating an accepted and efficient application can bring many advantages to a brand.
2.2.4 Effectiveness of branded applications

Bellman et al, 2011 was among the first to have produced a direct study of the effectiveness of branded applications on consumers’ brand attitudes. His study demonstrated mobile applications have the influence of “increasing the interest of the brand and also the product category” (Bellman, et al., 2011). Moreover, this study also showed informational style applications were more efficient in influencing purchase intentions than emotional applications. The authors also highlighted a strong link existed between the influence branded mobile applications have and the brand experiences and engagement they create.

Furthermore, as explained before, the main barrier mobile marketing encounters is its perception of intrusive and irritating (Roach, 2009; Persaud & Azhar, 2012; Huang, 2012). Bellman et al (2011) discovered the factor making mobile applications are so powerful is that they are considered as a pull advertising. In other words, the consumer is willing to talk to the brand, and has control on the exposure and the information given. The authors highlighted that “branded apps are welcome as useful, which suggest that they may be one of the most powerful form of advertising” (Bellman, et al., 2011).

Moreover, Kim et al (2013) give three main reasons explaining the power of applications:

- The democratization of use and necessity of smartphones.
- The interactivity of mobile applications.
- The non perception of intruding people’s lives.

The authors also indicate that brand experience and consumer engagement created by branded mobile applications could affect consumers attitudes toward a brand, a fact also confirmed by Bellman (2011): “The most likely explanation for the effectiveness of branded apps is that they offer a high level of user engagement, based on rich experiences” (Bellman, et al., 2011).

On a broader level, Adhami (2013), also discovered that mobile applications could have an effect on the perception of a brand. However, according to the same author, the experience of using the mobile application can affect negatively or positively consumers’ brand perceptions. The study also showed “72% of the participants believed mobile applications should be an extension of a brand’s website” (Adhami, 2013).

Furthermore, a comparative study by Wong (2012) demonstrated mobile applications were effective and had a very similar usage compared to normal websites. The study demonstrated
that thanks to the power of marketplace such as the “Appstore” mobile application can be better distinguish and reach consumers internationally in comparison to a website only promoted locally and thus less competitive. Similarly, Rishi (2012) enlightened that being in the “latest” section of the “Appstore” was more profitable.

Finally, Chen, et al (2012) agreed mobile applications were effective and established that the effectiveness of mobile applications can be determined by its adoption rate and consumers’ feedbacks and reviews of the applications.

To conclude, branded mobile applications are an effective way for brand to shape the image in consumers’ minds. Moreover, the authors all seem to agree the positive impact generated by brand experience and engagement had a role in impacting consumers’ brand perceptions.
2.2 Brand experience

The previous section noticeably highlighted the importance brand experience had in shaping consumers brand perceptions. In this section, the researcher will try to understand its impact on a broader scale and in a branded application context.

2.2.1 Definitions

Authors have been focusing on experience since the 1940’s but it is only in the early 1980’s (Holbrook and Hirschman, 1982) that experience first received theoretical recognition and was recognize as a marketing concept (Ismail, et al., 2011).

Experiences are “emotions provoked, sensations felt, knowledge gained and skills acquired through active involvement with the firm pre, during and post consumption” (Ismail, et al., 2011). Ismail et al (2011) adds “the constructive, co-creative role of the consumer” is an important aspect of experience (Ismail, et al., 2011).

Additionally, Robinette et al (2002) gave a relevant definition for this study: “the collection of points at which companies and consumers exchange sensory stimuli, information and emotion”. These points of contact, also called “touchpoints” are defined as “any place where people come in contact with a brand” (Neumeier, 2004). Mobile applications are thus considered as touchpoints as they are considered as channels displaying brand identity to consumers (Bhave, et al., 2013; Brakus, et al, 2009; Kim, et al., 2013).

Furthermore, Brakus et al (2009) gave a more brand oriented definition: “Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments” (Brakus, et al., 2009).

Finally, researchers have tried to establish experience’s dimensions. Holbrook and Hirschman (1982) identified “fantasies, feeling and fun” as major dimensions, Pine and Gilmore (1999) identified “entertainment, education, aestheticism and escape”, and more recently Brakus et al (2009) explained four dimensions were linked to customer experiences: behavioral, sensorial, intellectual and affective (figure 4).
Yet, no real agreement exists on which dimensions are linked to customer experiences (Ismail, et al., 2011).

Figure 4 Experience dimensions (Brakus et al, 2009)
2.2.2 Importance of experience

The main concept being described, the researcher will now explain how brand experiences affect consumers.

To begin with, Maklan & Klaus (2011) argued customer experience is measured in a correct manner, and criticize the way most of the firms currently fail to capture the full value of experience by utilizing the wrong tools as SERVQUAL (developed by Parasuraman, et al, 1985) or Total Quality Management (TQM) models created in the 1980’s “more suited to evaluate product and services” (Maklan & Klaus, 2011).

However, Brakus et al (2009) developed a scale helping the measurement of the concept based on the four dimensions they have identified. Thanks to their model they demonstrated that brand experience has an impact on customer satisfaction and loyalty. This model is now an important tool utilized by various authors.

Among these authors, Chen & Ma (2011) demonstrated experience is a crucial factor to enhance customer equity. They have identified 4 major touch points – brand communication, physical environment, personal and product usage– being a part of customer experience and using the dimension model of Brakus et al (2009) identified which intellectual dimension, behavioral dimension and sensory plus behavioral dimensions impacted them.

However the study also demonstrated that the brand communication contact point – in which mobile applications belong by definition – had less impact on brand equity (Chen & Ma, 2011).

Similarly, Biedenbach & Marell (2010) who studied experiences in a business to business context discovered customer experience have a positive effect on the 4 dimensions of brand equity – brand awareness, association, perceived quality and loyalty –. The authors highlighted the important influence of direct interaction experiences have on the development of brand equity (Biedenbach & Marell, 2010).

On the other hand, Lee & Soo (2012) discovered the impact of experience on the quality of the relationship is not effective for all brand experiences. The study, based on Brakus et al (2009) model showed only affective and behavioral dimensions have an impact on the relationship quality, increasing trust and commitment, leading to higher customer loyalty.
Moreover, Qader & Omar (2013) studied the effects of experiences on generation Y and discovered they value experiences. The authors agreed that if a company or a brand delivers good experiences to these consumers, they will be more loyal, which will improve brand equity.

However, Qader & Omar (2013) also add that this generation represents a challenge for marketers because they grew up in the digital age continuously in contact with new technologies and thus being accustomed to and expecting a certain level of experience.

Accordingly, Dumistrescu et al (2012) emphasize the digital era is a “consistent provider of customer experiences, where customers are empowered and engaging in different online tools that companies provide for personalized and co created experiences” (Dumitrescu, et al., 2012) and support the idea that well managed marketing experiences will affect positively brand advocacy, word of mouth, loyalty, and purchase intentions. Accordingly, Nasermoadeli, et al (2013) discovered that emotional and social experiences affect positively purchase intentions.

Besides, Ratiu & Negricea (2008) emphasize the quality and consistency of touch points must be improved in order to gain important advantages as: “constantly positive customer experiences, differentiation, increase sales, retentions” (Ratiu & Negricea, 2008).

On the other hand, Ismail (2011) studied customer experiences from a customer’s perspectives, and enlighten that factors as price perception, core services, and word of mouth have a direct impact on their interpretation of experiences (Ismail, 2011).

To finish, brand experience is an important concept and can shape consumer behaviors positively. However, these studies had a look at experience on a broader scale and might not be applicable to a mobile applications’ context.
2.2.3 Experience in a mobile application context

Although the literature is still not widely developed, same authors focused on branded applications’ experience. In 2005, Rondeau studied branding of mobile applications. The author found experiences are key to the success of the application and the brand and supports marketers should built a positive experience based on utilitarian’s values, including efficient aesthetics including brand cues to create a positive experience and strengthen differentiation.

Secondly, in the field of mobile applications, Kim et al (2013) partially studied brand experiences. The authors explained “the extent to which consumers have contact with a brand through branded apps can influence to the same extent their overall brand experience” (Kim, et al., 2013). Furthermore, “the engaging experiences consumers have with this form of brand communication can affect their responses to the brand messages” (Kim, et al., 2013).

Kim et al (2013) also highlighted the fact that mobile applications are “contact points” that marketers can manage and control in order to influence the experiences consumer have. Thus mobile applications are important in brand building because consumers interpret brands by experiencing them.

Moreover, the authors gave three main reasons experiences created by mobile application are a major factor for their effectiveness:

- The focus of consumers on their mobile devices, thus engaging with the application.
- The range of features provided by mobile applications allowing marketers to offer exclusive experiences.
- The nature of mobile applications welcomed as useful experiences by consumers (Kim, et al., 2013).

Finally, Bellman et al (2011) studied two kinds of experiences a mobile application could provide – utilitarian experience and entertainment experiences – based on the experiences from Calder, et al (2009). The authors found the effectiveness of applications is due to the quality of the experience they provide and the engagement associated with it. Yet the authors enlightened utilitarian experiences applications had a greater effect on purchase intention.
2.3 Engagement

As it did for experience, the first sections clearly highlighted the importance engagement had in shaping consumers perceptions. In this section, the researcher will try to understand the concept and its impact on a broader scale and in a branded application context.

2.3.1 Definitions

Engagement is a very recent concept in marketing studies still lacking literature and practitioners and academics have not fully understood it yet (Gambetti & Graffigna, 2010, 2012; Vivek, et al., 2012). Engagement is originating from other fields of study, as psychology, sociology or political science and only a few definitions concerning engagement in the marketing field exist (Hollebeek, 2011).

Many different expressions are used to define engagement, as customer engagement, consumer engagement, customer brand engagement, customer engagement behavior, or advertising and media engagement (Gambetti & Graffigna, 2010; Hollebeek, 2011). But, “consumer brand engagement” is seen as the “only significant concept” (Gambetti & Graffigna, 2010).

Van Doorn et al (2010) defined engagement as the customer’s behavioral expression toward a company or a brand beyond purchase due to motivational drivers (Van Doorn, et al., 2010). More recently, Cambra-Fierro et al (2013) took a more co-creative view of engagement and defined it as “a two-way customer-company communication/interaction process aimed at getting clients involved in company activities and fostering customer participation in decision-making” (Cambra-Fierro, et al., 2013).

On the other hand, Hollebeek (2011) gave a broader definition: “the level of an individual customer’s motivational, brand related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioral activity in brand interactions” (Hollebeek, 2011).

Another important aspect to consider while trying defining engagement is its dimensionality. Authors argue engagement can either be uni-dimensional (Heath, 2007; Sprott, et al., 2009) or multi-dimensional.

Even though no agreement on what are the different dimensions has been reached, most of the literature agrees engagement is a multi dimensional concept (Gambetti & Graffigna, 2012;
Hollebeek, 2011; Bowden, 2009; Calder, et al., 2009; Gambetti & Graffigna, 2010; Van Doorn, et al., 2010).

Gambetti & Graffigna (2012) highlighted five main dimensions in engagement literature:

- The cognitive dimension: engagement is a “mental activation process towards a brand”.
- The affective dimension: the “central role is played by feelings activated in the process.
- The conative dimension: the focus is on the “consumer behavioral manifestations toward a brand or a firm”.
- The experiential dimension including “physical corporeal and multi sensory elements”.
- The social dimension including “interaction, participation, dialogue” (Gambetti & Graffina, 2012).

Similarly, Hollebeek (2011) present these three main dimensions:

- Immersion of consumers: “time flying, absorbing”.
- Passion of consumers: “positive effects, obsession, adoring”.
- Activation: “the willingness to spend time” (Hollebeek, 2011).

Most of these studies focus on overall consumer engagement. However, some more applicable studies focusing on technological engagement exist.

2.3.2 Engagement in an online and technological context

As a mobile application is considered to be a new technology, it is important to understand engagement in an online and technological environment. Typically, online engagement is only possible if actors use up to date communication tools offered through web 2.0 “and that engagement can be” on- or offline (Fliess, et al., 2012). By communication tools, the authors mean “platforms, chat rooms, web pages” (Fliess, et al., 2012). According to the authors, online tools allow customer to interact and engage in a way that would be impossible in an offline context.

Furthermore, Calder et al (2009) studied engagement in an online environment, more precisely, a website. The authors explain online engagement is defined by “the collection of experiences with the website”, and highlights 8 different types of online experiences (figure
5). These experiences create two different type of online engagement. “Personal engagement”, which is similar to an offline engagement, when the action becomes a simple habit – as reading an article using a real newspaper or a website – and “Social-interactive engagement”, which is more exclusive to an online environment, as online interactions through a website (Calder, et al., 2009).

![Figure 5 Types of engagement (Calder et al, 2009)](image)

Lastly, O’Brien & Toms (2008) studied the concept of engagement linked to technology. Based on the existing literature related to technological engagement, the authors established a model explaining how engagement toward a technology works (figure 6). The proposed model of technological engagement highlights several steps of engagement – point of engagement, engagement, disengagement, re-engagement – and emphasize for each of these steps, several attributes influencing the user engagement such as aesthetics, novelty, interest, motivation, control, interactivity, feedback, interest based on key attributes of important technological engagement concept such as Flow (Csikszentmihalyi, 1990), aesthetic theory (Beardsely, 1982), play theory (Stephenson, 1967), and information interaction (Toms, 2002).
2.3.3 Importance of engagement

The concept being defined, it is now important to understand its effects. Today, engagement takes a more important place and represents the long term success of the company since consumers are in the center of the focus (Fliess, et al., 2012). Gambetti & Gaffigna (2010) highlight three factors highlighting the importance of engagement in the building of a successful customer relationship:

- The customer related factor: customers are willing to co-create and participate in the building of the brand.
- The media related factor: the advances in technology and the changes in media preferences push companies to react to consumer with more engaging advertising.
- The company related factor: the evolution of consumers behaviors change marketing approaches now mixing customer relationship and experiences management (Gambetti & Graffigna, 2010).

On the other hand, some studies focused on the impact of using such a concept. As explained by Mc Ewen (2004) the “emotional and rational bond with the brand” created by engagement have a positive impact on the quality of the relationship.

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**Figure 7 Model of engagement (Hollebeek, 2011)**

Hollebeek (2011) agrees with the idea customer brand engagement is positively related to relationship quality, and adds that the relationship quality has a positive impact on loyalty. In other words, customer engagement can lead to customer loyalty (figure 7).

Cambra-Fierro, et al (2013) also emphasize that a well managed customer engagement has a direct impact on loyalty, but also on commitment, word-of-mouth and can enhance the overall company performances (Cambra-Fierro, et al., 2013). Similarly, Vivek et al (2012) highlighted value, trust, commitment, brand involvement and loyalty (figure 8) in their model underlining the outcomes of engagement.
Additionally, Tripathi (2009) suggested customer engagement positively impacts the relationship with the brand and explained an engaged consumer thinks in a dissimilar way, being less price sensitive. In addition, engagement also increases the level of feedback and interactions, which will also affect the customer relationship (Tripathi & Siddiqui, 2008).

Sprott et al (2009) confirms the decrease in consumer price sensitivity, and found a positive influence of engagement on the consumer decision making process. Besides, Calder et al (2009), highlighted engagement had a positive effect on advertising.

However, even if Vivek et al (2012) agrees customer engagement is closely related to relationship management, they highlighted that most of the literature is focusing on the defensive approach of retaining consumer, but customer engagement is also strongly associated with the offensive strategy of capturing new consumers (Bowden, 2009; Vivek, et al, 2012). Furthermore, Vivek et al (2012) highlighted the concept of engagement is not only associated to high involvement offers, but also to lower ones (Vivek, et al., 2012).
Nevertheless, Hollebeek (2011) warns marketers on the excessive use of customer brand engagement, and highlights that the concept could be detrimental for a brand rather than beneficial and could affect negatively the development of loyalty.

2.3.4 Engagement in a mobile application context

The last section showed many academics studied consumers’ responses to engagement. However, a gap in the literature exists; only a few have studied it in relation to mobile applications.

Engagement is strongly linked to brand experience. As explained by Kim et al (2013) “the collection of motivational experiences that consumers have with branded apps contributes to their overall level of engagement with the apps”. The authors also add that “the engagement grows out of experiencing the app” (Kim, et al., 2013).

Kim et al 2013 were the first to study the influential attributes of engagement used in the creation of branded mobile applications (figure 9). Focusing on engagement on a mobile application scale implies focusing on engagement in a more technological way. Kim et al (2013) based their study on the technological engagement model of O’Brien and Tom (2008) and other important attributes such as vividness, motivation, or multiplatforming and tried to identify which attributes were the most used by branded mobile applications.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Customization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vividness (the entire app)</td>
<td>Sign in/log in</td>
</tr>
<tr>
<td>Animation</td>
<td>Keyword search</td>
</tr>
<tr>
<td>Graphic image</td>
<td>Personal-choice helper</td>
</tr>
<tr>
<td>Background sound</td>
<td>Location-based data</td>
</tr>
<tr>
<td>Human voice</td>
<td>Push notification</td>
</tr>
<tr>
<td>Vividness (the entry page)</td>
<td>Saved personal info</td>
</tr>
<tr>
<td>Animation</td>
<td>Saved game level</td>
</tr>
<tr>
<td>Graphic image</td>
<td>Saved social network</td>
</tr>
<tr>
<td>Background sound</td>
<td>Scan bar code</td>
</tr>
<tr>
<td>Human voice</td>
<td>Change settings</td>
</tr>
<tr>
<td>Novelty</td>
<td>Feedback</td>
</tr>
<tr>
<td>Welcome</td>
<td>Order status tracking</td>
</tr>
<tr>
<td>News</td>
<td>Comment</td>
</tr>
<tr>
<td>Promotion</td>
<td>Location-specific</td>
</tr>
<tr>
<td>Motivation</td>
<td>Click a “Like” button</td>
</tr>
<tr>
<td>Location-service</td>
<td>Click a “Share” button</td>
</tr>
<tr>
<td>Download</td>
<td>Send e-mail to others</td>
</tr>
<tr>
<td>Sign in/log in</td>
<td>Feedback from others</td>
</tr>
<tr>
<td>Sign in with other media</td>
<td>Multiplatforming</td>
</tr>
<tr>
<td>Click “start”</td>
<td>Connect to the brand website</td>
</tr>
<tr>
<td>Agree with terms of use</td>
<td>Connect to social media</td>
</tr>
<tr>
<td>Control</td>
<td>Connect to map services</td>
</tr>
<tr>
<td>“Home” button</td>
<td>Connect to other websites</td>
</tr>
<tr>
<td>“Back” or “Cancel” button</td>
<td>Connect to e-mail</td>
</tr>
<tr>
<td>“Next” button</td>
<td></td>
</tr>
<tr>
<td>Pinch-and-zoom feature</td>
<td></td>
</tr>
</tbody>
</table>

Figure 9 Engagement attributes (Kim et al, 2013)
The authors emphasized that branded mobile applications were mostly using control, personalization and vividness attributes allowing respectively interactions, personal choices, and a better view of the offer. Yet, no researches have tried to determine which of these attributes have the most influence on consumers’ engagement toward the application and the overall brand.

Finally, in their 2011 study, Bellman, et al implied the power of mobile applications, and their positive influence on the brand and the product could be due to the level of engagement they provide to the consumers.

2.4 Conclusion

This literature review helped the researcher understand the main concept and gain information to respond totally or partially to some of its objectives, as:

- To understand consumer’s responses to experiences created by the use of branded applications
- To demonstrate the impact of engaging consumer through a branded application
- To determine if design has an impact on engagement

However, the literature has not been able to provide all the answers. The primary research will thus help the researcher to reach all his goals. The researcher will rely on some models or concepts highlighted in the literature review in his primary research as:

- The engagement models of Hollebeek (2011).
- The engagement model of Gambetti & Gaffina (2012).
- The design attributes of branded applications from Kim et al (2013)’s article.
Chapter 3: Research Methodology:

3.1 Introduction

Saunders et al (2009) described research methodology as an onion and emphasize the fact that each layer from the outside to the centre must be clearly defined before moving forward. The onion helps to create a coherent methodology to the research.

This chapter describes the research design used by the researcher in order to collect data and to answer to the research question.

First, the chapter will describe the major research philosophies and research approaches and highlight the chosen ones.

Additionally, research strategies, research choices, time horizon, and the techniques and procedures used in relation to data collection and analysis will be explained.

Finally, this chapter will also include ethical concerns and limitations of the research.
3.2 Research philosophy

Research philosophies are interpreted as the way researchers consider knowledge and its development. Saunders et Al (2009) explained the research philosophy a researcher adopts contains assumptions on how he interprets the world and that his view of knowledge and how to develop it will be a major influence on his philosophy. Johnson & Clarks (2006) strengthened this idea by explaining that researchers focusing on the business and management field needed to be conscious of their philosophy, because it has a major effect on their actions and their understanding of the study. Explaining and clarifying the researcher’s philosophy will lead to a better understanding of the methods and results. Saunders et al (2009) identifies three major ways of thinking influencing the research process: ontology, epistemology and axiology.

Saunders et Al (2009) explained that **ontology** relates to the way researcher views the nature of reality. The authors also state that ontology is divided in two major aspects, objectivism and subjectivism, where objectivism relates to the detachment of social entities from social actors, and subjectivism, on the other hand, relates to the creation of social phenomena from perceptions and experiences of social actors.

**Epistemology** relates to “what constitutes acceptable knowledge in the field of study” (Saunders, 2009) in a way that researchers have different opinions of what they judge significant knowledge in their study. Finally, **axiology** relates to the impact of the value of the researcher on what is being researched, “the role your own value play in all stages of the research process is of great importance if you wish your research results to be credible” (Saunders, et al., 2009).

Saunders et al (2009) describe three main research philosophies used in business researches; positivism, interpretivism, and realism.

- **Positivism** is more scientific. Saunders et Al (2009) showed major aspects need to be taken into consideration. First, researchers consider the social world exists externally and observes it objectively. Secondly, the researcher’s approach is considered value free and finally the information collected is independent to the researcher. Remenyi et Al (1998) explained that in scientific researches positivists are interested in observable facts, which can bring to a generalization of the knowledge. Its research
design is based on the creation of hypotheses, being verified through research, implying a more deductive approach.

- Conversely, in interpretivism “the social world of business is far too complex to lend itself to theorizing by definite laws” (Saunders et Al 2009). The authors explained that the richness of the knowledge is lost when it is enclosed in a series of hypotheses, and indicate the need “to understand differences between human in our role as social actors” and that the researchers have to enter and understand the role of the subject from their point of view. This implies subjectivity and empathy and means “the researcher is part of what is being observed and cannot be separated” (Saunders et Al 2009).

- Realism is a mixed philosophy. As positivism, realism supports a scientific approach, and a separation between objects and the human mind. As interpretivism, realists think the social environment influences the understanding of reality. Saunders et Al (2009) spotted out two different type of realism. Direct realism supports what the researcher observes through his senses is considered as the truth whereas critical realism supports what is observed is just an illustration of the reality, an interpretation of what is seen.

For this dissertation, the researcher adopted an interpretivist philosophy. The nature of this research was focusing on consumer behaviors and thus due to the complexity of the social world, needed a more socially oriented approach. The researcher had to understand and interpret the world of the subjects, and thus had to use a high level of subjectivity and empathy. Furthermore, the researcher was value bounded as he is part of what was researched.

### 3.3 Research approach

Two main different kind of research approaches are highlighted by Saunders et Al (2009), deduction and induction.

- **Deduction** is a more scientific approach. While using deduction, the researcher creates hypothesis or theories, and tests them thanks to the data collected in order to come to a conclusion. Deduction supports an independent relation between the researcher and the subject.

- **Induction** is the action of creating theories based on data collection and interpreting the data collected. According to Saunders et Al (2009) the strength of an inductive approach is related to the understanding of the interpretation of the social world, additionally “the researcher is part of the research process” (Saunders, et al., 2009).
The researcher used an inductive approach. Indeed, the inductive approach was more adapted to the study of consumer behaviors where the social world is complex and qualitative facts are predominant. The researcher was clearly part of the process. The deductive approach would not have allowed any flexibility in the findings.

Finally, an inductive approach understood the researcher was not yet an expert whereas the deductive approach required the researcher to be an expert to build hypotheses.

3.4 Research Strategy

Saunders et Al (2009), underlines three main purposes of research, exploratory, descriptive and explanatory.

- **Descriptive researches** aim to explain the area researchers are working on in order to “have a clear picture of the phenomena” (Saunders, et al., 2009). The authors also notify that descriptive researches are often part of exploratory and explanatory researches.

- **Explanatory researches** are “studies that establish casual relationships between variables ... The emphasis here is on studying a situation or a problem in order to explain the relationship between variables” (Saunders, et al., 2009).

- **Exploratory studies** have the purpose of understanding “what is happening; to seek new insight; to ask questions and to assess phenomena in a new light”. (Robson, 2002). According to Saunders et Al (2009), exploratory studies can be performed in three ways; search of literature, interviewing “experts” in the subject and conducting focus group interviews.

The purpose of this research was a mix between descriptive and exploratory researches. The researcher needed to describe the area of research and understand it, before exploring it to answer to its research question and objectives.

Moreover, Saunders et Al (2009) stress different research strategies: experiment, surveys, case study, action research, grounded theory, ethnography and archival research. Yin (2003) emphasize that each of these strategies can be used whatever the research purpose is.

In this dissertation, the researcher used the survey strategy. As stated by Saunders et al (2009), “It is a popular and common strategy in business and management research and is most frequently used to answer who, what, where, how much, and how many questions....
Surveys are popular as they allow the collection of a large amount of data from a sizeable population in a highly economical way”. Survey brings control to the research and the use of sampling should allow researchers to have more representative findings (Saunders, et al., 2009). Additionally, surveys use different modes of administration, not only questionnaires, but also structured interview (Saunders, et al., 2009).

### 3.5 Research choice

Research choice is define as “the ways you chose to combine quantitative and qualitative techniques and procedures” (Saunders, et al., 2009).

In business research, two methods are used to conduct a research, qualitative and quantitative methods, Saunders et al (2009):

- **Quantitative methods** are “used as a synonym for any data collection technique or a data analysis procedure that generates or uses numerical data” (Saunders, et al., 2009). Put differently, the data will be mainly numbers and will “emphasize quantification in the collection and analysis” (Bryman & Bell, 2011).

- **Qualitative methods** are “used as a synonym for any data collection technique or data analysis procedure that generates or use non-numerical data” (Saunders, et al., 2009) That is, the data will be mainly words. As emphasized by Hollensen (2011), this method is more exploratory and due to a need of interpretation of the answers, subjective.

![Research choices](Image)

*Figure 11 Research choices (Saunders et al, 2009)*

Saunders et al (2009) highlighted researchers have two choices, either mono methods, or multiple methods. Mono methods imply choosing either qualitative or quantitative, and
multiple methods imply either using one type several times or combining the two methods. “What matters is not the choice between quantitative and qualitative, but the quality of research design and how well the study is conducted” (Blumberg, 2008).

Four types of multiple methods choices exists (Saunders et al, 2009). First the multi methods choices (qualitative or quantitative studies) are methods using different data collections procedures, but limited to one type of research. On the other hand, mixed methods are procedures mixing qualitative and quantitative data collection and analysis. Mixed methods are divided in mixed method and mixed model research. Saunders et al (2009) indicated mixed method combine qualitative and quantitative data collection but do not merge them when analyzing, whereas mixed model research blend qualitative and quantitative data collection and analysis.

For this research, the researcher used a mixed methods research, using a sequential procedure, starting with a qualitative study, followed by a quantitative study. Hollensen (2011) highlighted these were complementary and lead to more precise findings. Moreover, multiple methods are advantageous, and can help capture more relevant data to answer different aspects of the research question (Tashakkori, 2003). Concerning this research, qualitative research was key because a strong understanding of consumer behaviors and feelings in relation to mobile applications was necessary. The qualitative research guided the researcher towards the key aspects and helped him to build a stronger quantitative research.

3.6 Time horizon

The researcher has two choices, either studying repetitively a subject on a longer period of time (longitudinal study), or studying a subject only at a specific time (cross sectional study).

- **Longitudinal** studies try to demonstrate the impact a variable will have on a longer period of time. Thus the researcher will need a longer amount of time.

- **Cross sectional studies** in contrast, are defined as “the study of a particular phenomenon at a particular time” (Saunders, et al., 2009), meaning the study is more a prompt study, requiring less time.

Being time constrained, the researcher performed a cross sectional study. In addition, the researcher was seeking to understand a phenomenon in a given time period and not trying to understand its development over the years, thus a cross sectional study was more apt. Finally even if Saunders et al (2009) denies any relation between the research design and the time
horizon, cross sectional studies tends to use more the survey strategy (Easterby-Smith, 2008), including quantitative and qualitative studies.

3.7 Data collection

3.7.1 Secondary Data Collection

Secondary data is defined as “data that have been already collected for some other purpose.... Secondary data includes both raw data and published summaries” (Saunders, et al., 2009).

Secondary data is a great help to understand the research area, and should as highlighted by Saunders et al (2009) be evaluated based on three aspects; The data should help to answer the research question and objectives; the advantage of using the data should be higher than the cost of procurement; and the access to it should be guaranteed. Saunders et al (2009) built a typology of secondary data (figure 12)

![Figure 12 Type of secondary data (Saunders et al, 2009)]
The researcher used a mix of documentary, multiple source and survey secondary data and focused mainly on:

- **Documentary:**
  - Written materials (journals and newspapers).
- **Multiple source:**
  - Area based sources (books, journals, publications and reports)
- **Survey:**
  - Ad hoc surveys (academics’ and organizations’ surveys)

The access of most of the secondary data was guaranteed by the Dublin business school, authorizing the researcher to access to academic databases and libraries.

### 3.7.2 Primary Qualitative Data Collection

Saunders et al 2009 explained interviews were an efficient way of collecting qualitative data and highlighted different ways existed to collect this type of data.

**Semi structured interviews** give flexibility to the researcher. In these, “the researcher will have a list of themes and questions to be covered, although these may vary from interview to interview” (Saunders, et al., 2009). Conversely, **non structured interviews** are informal: the respondent can talk freely and no existing list of question exists. Saunders et al (2009) explains that even if this type of interview is more informal, a clear thinking of the themes studied.

These two types of interviews are classified under the **non standardized interviews** in Saunders et al (2009) typology and can be use either with a single respondent or with a group. The authors explained that focus group interviews have a clear and precise topic and the focus is on creating, encouraging and managing a discussion between the respondents. Saunders et al (2009), also added focus group interviews have a real advantage, the dynamic of the group, which will lead to a better flow of discussion, and a snowball effect (Malhotra, 2006) in the idea shared by the group, whereas in an interview with one respondent only, the discussion is only based on two points of views. The data collection is also faster using a group than many one to one interviews.
The mode of administration can be different for each of these techniques. Either in a one to one or a group interview, the interviewer can use technology to perform his task, as telephones, or internet interviews. Despite a few advantages (location, time, costs) using technology can bring bigger issues as a negative impact on the reliability of the collected data (Saunders et al, 2009).

![Diagram of Forms of Interview](Saunders et al, 2009)

The researcher both included one-to-one and group semi structured interviews. Qualitative studies were done first, because “they are typically used at preliminary stages of a research to identify the basic factors” (Baines, et al., 2011) and thus helped the researcher having more knowledge to built a better quantitative study.

First, the researcher undertook one focus group, including 6 people chosen based on the research population described later in this chapter. The interview was on a face to face basis, to avoid issues relating to the quality and reliability of the data, and not to miss clues given out by body language (Bryman & Bell, 2011). The researcher followed Malhotra & Dash (2010) process of conducting a focus group (appendix 3).

As highlighted by Saunders et al (2009) these interviews must have a certain structure and the interviewer must define clear topics he wants to focus on. The main objective of the researcher was to understand feelings of consumers linked to the use of branded mobile application. Thus the interviews had three main themes, general consuming trends; the impact of branded applications’ experience and design; the impact of the applications’ engagement.
Moreover, individual internet mediated interviews were undertaken with two practitioners (see figure 14) in order to gather more specific information and have a better expertise in the field. Its administration was internet mediated mainly due to the researcher’s and interviewee’s limitations. The interviews dealt with consumer behavior, engagement, experience and design questions. The researcher used open questions, probing questions and specific and closed questions. Saunders et al (2009) explained open question will encourage respondent to give wider definitions or descriptions, probing questions will help to explore a precise topic and specific and closed questions will help to obtain or confirm specific information.

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Position</th>
</tr>
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<tbody>
<tr>
<td>Anita Brown</td>
<td>Samsung electronics</td>
<td>Channel Marketing Manager: B2C and B2B channels within the O2 Telefonica account</td>
</tr>
<tr>
<td>Richard Shepherd</td>
<td>CANON Europe Ltd. (CEL)</td>
<td>Product marketing team leader - Consumer EOS</td>
</tr>
</tbody>
</table>

Figure 14 Structured interviews with Marketing professionals

3.7.3 Primary Quantitative Data Collection

Questionnaires are the main tools used to collect primary quantitative data. Saunders et al (2009) enlightens that questionnaires are useful when doing descriptive and exploratory researches and allow researchers to “identify and describe variability in different phenomena” and “to examine and explain relationship between variables” (Saunders, et al., 2009). The authors also emphasize questionnaires are more valuable when used in a multiple methods approach.

Figure 15 Types of questionnaire (Saunders et al, 2009)
As described above, Saunders et al (2009) identify two major types of questionnaires: interviewer-administered and self-administered ones (the respondents answer alone to the questions).

Questionnaires have three main objectives:

- Interpret the data needed into a group of precise and answerable questions for respondents. “Two apparently similar ways of posing a question may yield different information” (Malhotra, 2006).
- The questionnaire must “uplift the, motivate and encourage the respondent to become involved in the interview” (Malhotra, 2006).
- The questionnaire should “minimize the response errors” (Malhotra, 2006).

As Saunders et al (2009) state, the choice of the type of questionnaires is based on several factors, as the types of respondents, the difficulty to reach respondents, the contamination of answers, the size of sample and finally the types and number of questions needed.

The design of the questionnaire is an important process, impacting on the results obtained. Indeed, Sanders et al (2009) highlighted that questions need to be defined in a clear and precise way before its administration. Foddy, (1994), also adds that the questionnaire needs to be viable and reliable. Researchers must assess these two criteria before administrating the questionnaire. Sanders et al (2009) created a framework of the four main different stages showing valid and reliable questions. (Figure 16)

Figure 16 Stages occurring when question is viable and reliable (Saunders et al, 2009)
The type of question asked is also important in the design of the questionnaire. Researcher tends to design question with three different approaches: adopt questions from another questionnaire, adapt questions or create their own (Bourque & Clark, 1994). Saunders et al (2009) described three main categories of questions, open questions, closed ones and forced choice questions. The authors list six different types of closed question usable for a questionnaire: list, category, ranking, rating, quantity and matrix questions.

However, “The great weakness of questionnaire design is lack of theory. Because there are no scientific principles that guarantee an optimal or ideal questionnaire, questionnaire design is a skilled acquired through experience” (Malhotra, 2006).

The researcher used a self selected internet mediated questionnaire, providing many advantages, as costs, time and reaching abilities. Blumberg (2008) emphasized internet questionnaires have the ability to create a visual stimuli, and increases the feeling of being anonymous for the respondent. Moreover, the existence of software packages allows researchers to design questionnaires and to collect and analyze data through the software.

Moreover, the researcher used social networks as Facebook and twitter; which matched technological behaviors of the respondents allowing a better reach of the target population. To avoid any design issues, the researcher followed the design process of Malhotra (2006) (Appendix 2). The researcher used different types of questions as ranking, rating and lists in accordance with the answer sought. Moreover, as design was crucial and had an impact on response rate it was tested on popular operating systems. Questions were also pre-tested before the administration of the questionnaire by using an individual belonging to the target population sample. This action, defined as Pilot test (Saunders, et al., 2009; Malhotra, 2006) helped reduce the problems linked to the understanding and answering of the questions.

The main objectives the researcher tried to solve using this study were to collect more data related to the impacts of experience and engagement created by mobile applications. The questionnaire also helped to answer the first objective, having a global overview of consuming trends.
3.7.4 Data Analysis

3.7.4.1 Qualitative

Two ways of analyzing qualitative data can be used by researchers, manual data analysis or computer aided data analysis (CAQDAS). Using manual analysis is time consuming. Computer aided software on the other hand are very advantageous and as stressed by Saunders et al (2009) helps among others the work structure, the closeness and accessibility to the data, the exploration of the data, the organization of the data, the search, and the ability to export it on hard copy, or other software.

Saunders et al (2009) describes three main ways of processing data:

- **Summarizing**: the data is transformed from long sentences to short key points in order to have a clearer view on the interview.
- **Categorization**: the action of “grouping the meanings” (Saunders, et al., 2009). Categories are created based on the research objectives and questions helping the researcher to think about links in the findings and test developed propositions (Saunders, et al., 2009).
- **Structuring**: the data must not be put into different categories, and must be kept as one narrative structure (Saunders, et al., 2009).

Moreover, Saunders et al (2009) list six different procedures precisely associated with the qualitative studies:

- **Data display and analysis** process is divided in three sub sections; data reduction data display; and drawing and verifying conclusions (Miles & Huberman, 1994).
- **Template analysis** (King, 2004) is a process where categories are developed and attached to units of data in order to code and analyze them to highlight links and patterns (Saunders, et al., 2009).
- **Analytic induction** starts with a definition of the phenomenon studied, tested through the qualitative collection. This implies a second test, either to verify the findings, or to redefine the phenomenon (Saunders, et al., 2009).
- **In Grounded theory**, “strategic analysis procedures are used to build an explanation or to generate a theory around the core or centre theme that emerges from your data” (Saunders, et al., 2009).
Discourse analysis process focuses on the language used by persons and tries to understand “how language is used to construct and change aspects of the world” (Saunders, et al., 2009).

Narrative analysis usually analyzes the full text. This analysis allows researchers “to explore linkages, relationships and socially constructed explanations that naturally occur within narrative accounts” (Saunders, et al., 2009).

A manual procedure was used to analyze qualitative data; more precisely the data display and analysis in order to display the data through matrices and have a clear view of the data collected thus leading to a more efficient analysis. Data displays are easy to produce, and can be adapted to any kind of qualitative data collected. (Miles & Huberman, 1994).

3.7.4.2 Quantitative

Analyzing the data is achieved through different steps. Saunders et al (2009) describes them as following:

- The researcher needs to prepare, input and check the data before undertaking a quantitative research. It is important to consider the type of data, the format of data, the impact of coding, and the error verification. (Saunders, et al., 2009)
- The researcher needs to explore and present the data in forms of table and diagrams, to help him structure and understand it better. Different types of charts can be used: Bar chart, Histogram, Pictogram, Line graph, Pie chart or annotated box plot... (Saunders, et al., 2009)
- The researcher can also describe data using statistics. Statistics can help to describe main tendencies of the studies and also help researchers to show how the data is spread in relation to the general tendencies (Saunders, et al., 2009).
- Statistics can also help to examine relationships, differences and trends. Researcher can do different tests to help them understand links of variables. Moreover, it also allows testing the strength of relationships or studying a trend. (Saunders, et al., 2009)

The researcher was aware of the mix types of data he collected: categorical and quantifiable data. Saunders et al (2009) describes categorical data as not measurable numerically but can be organized into groups and quantifiable data as measurable numerically. Being aware of the type of data will bring more cohesion in the analysis and the presentation.
The analysis of quantitative data used to be done manually but implied higher risks of mistakes and a huge amount of time. Today, useful software can analyze and present correct data automatically.

For the purpose of this research, the researcher followed Saunders et al (2009) steps to analyze the data and present it. The data presentation includes a combination of charts and statistics. The researcher used the Survey monkey specialized software to analyze his quantitative data helping him being more accurate and save time.

3.8 Population and sample

Sampling is an important part of the research design. Even if sometime it is possible to collect data from the totality of the population (census), a very few researches can use it. When it is impossible to interrogate the whole population, researches use sampling techniques. (Saunders, et al., 2009) Moreover, sampling also saves time, as the number of respondent is smaller, and thus faster to answer.

![Sampling Techniques](Figure_17.png)

Figure 17 Sample techniques (Saunders et al, 2009)

Sampling techniques are divided in two categories (see Figure 17). **Probability sampling** involves “the chances of each case being selected from the population is known and is usually equal for all access” (Saunders, et al., 2009) whereas **non probability sampling** implies “the
probability of each case being selected from the total population is not known” (Saunders, et al., 2009) and thus, generalization to the population cannot be done in a statistical manner. The non probability methods tend to be used more often in business studies as populations might be harder to define accurately and sampling frames harder to access or find (Saunders, et al., 2009).

Here, the researcher used a non probabilistic sampling technique, mainly because representative lists of the population cannot be accessed, using a mix of self-selection sampling technique and snowballing. Self selection sampling happens “when you allow each case, usually individuals, to identify their desire to take part in the research” (Saunders, et al., 2009). The researcher used social networks to publicize his questionnaire to the targets by using appropriate forums and online discussions. Snowballing allowed the researcher to reach new respondent thanks to the respondents’ networks.

The research population was:

- **Elements:** Students, professionals or unemployed people aged from 18 years old having used or using mobile phone applications.
- **Units:** Registered on social networks: Facebook and twitter.
- **Extent:** Living in England and in France
- **Time:** From April 1st, 2014 to April, 22nd 2014.

The size of the sample was hard to define due to the heterogeneity of the population. However, Creswell (2007), suggest that for a general study, at least 30 interviews should be carried out.

### 3.9 Practical and ethical issues:

Saunders et al (2009) defines research ethics as “how we formulate and clarify our research topic, design our research, and gain access, collect data, process and store our data, analyze data and write up our research findings in a moral and responsible way” (Saunders, et al., 2009).

As highlighted by Saunders et al (2009), when undertaking a research in the business and management area, two major ethical points of view exists. The deontological view means “the ends served by the research can never justify the use of the research which is unethical” (Saunders, et al., 2009) meaning the researcher regards the use of non ethical practices not
worthy compare to the findings he wants to establish. On the other hand, the teleological view states “the ends served by your research justify the means” (Saunders, et al., 2009) meaning unethical actions can be justified by the research.

Saunders et al (2009) showed ethical issues can be present at a general level of the research, or affect very specific stages of it (Figure 18).

![Figure 18 Ethical issues (Saunders et al, 2009)]
For the purpose of this research, the researcher pursued this following ethical frame:

- **Respect of the interviewees**
  - Respect the privacy of information and identity
  - Respect the right to withdraw from the research process
  - Be sure of the consent, and the accord of the participant
  - Respect the feelings of interviewees in relation to the nature of the data collection and analysis. (Stress and discomfort generated).

- **Follow an expected researcher’s behavior**
  - Adopt an objective view on the research
  - Respect the code of ethics of the Dublin Business School regarding copyright and plagiarism.

### 3.10 Limitations of research

The researcher encountered some limitations during its research process. First, limitations concerning the data collected, and the data collection process might occur. Indeed, the researcher is not an expert in any of these fields which might influence both of them.

For the qualitative study, the focus groups and their result might be impacted by the lack of experience of the researcher; and for the quantitative study the questionnaire might have a lack of reliability due to its design, and the non control of its spreading. Moreover, generalizations to the whole population are limited due to the use of a non probabilistic sampling design.

Finally, the researcher had limitations concerning his main resources. First concerning the budget, where some data (articles, books and so on) or tools used to analyze the data might not be chosen because of their costs. Secondly, the researcher is limited in time by its awarding body, which might impact on the depth of secondary and primary researches.
Chapter 4: Data analysis/Finding

4.1 Introduction

The aim of the dissertation was to discover how branded applications impact consumers, by studying the impact of application’s experience and engagement on consumer perceptions. As explained previously, the primary research tried to provide more data, especially in relation with the gap in the literature and help the researcher to reach all his objectives.

This chapter aims to present the results of the research. First the researcher will present the results of the qualitative studies including the results from the focus group and the internet mediated interviews. Secondly, the researcher will present the results from its quantitative study.

4.2 Qualitative data

As explained in the previous chapter the researcher used a data display and analysis technique to analyze the qualitative data. This implies three steps: reduction of the data, displaying the data and drawing conclusions (Saunders, et al., 2009).

The qualitative research helped the researcher to obtain a deeper understanding of consumer behaviors in relation to the main topic. Additionally, qualitative studies helped the researcher in the build of his quantitative study.

4.2.1 Focus group

The focus group took place on the Sunday 23rd of March 2014 at 11h00. Seven people present belonging to the researchers’ target population were interviewed for 50 minutes on three topics: Branded mobile applications’ general consuming trends; the impact of branded applications’ experience and design; the impact of the applications’ engagement (appendix 4).
<p>| Interviewee 1 | He perceives branded applications as convenient, mainly because he gave his permission and can customize them. He also understands branded applications’ message as different than advertising. Informational apps are his favorite type and will be seeking information. Word of mouth and brand relationship can influence him to download branded applications. Technical issues and “In-app” advertisement can make him reluctant to use or download a branded application. |
| Interviewee 2 | He perceives branded applications as convenient and not just as a marketing purpose because the message is not as direct as normal advertising. His favorite types of branded applications are entertainment applications and he will mainly seek pleasure through them. Word of mouth and the discoverability of the application will influence him to download branded applications. His main barrier is price. |
| Interviewee 3 | Branded applications are convenient and advantageous for him (time and money saving). His favorite types of branded applications are utility applications and he will use them to seek information. Word of mouth will influence him to download an application Privacy concerns and technical issues are his main barriers. |
| Interviewee 4 | He perceives branded applications as convenient, easy to use and also don’t think they have a bad image, largely due to his permission and the ability of customization. His preferred type of apps are informational apps and uses them to seek information Word of mouth influences his branded application download will. His main barriers are technical and privacy issues, especially repetitive notifications. |</p>
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<tr>
<th>Interviewee</th>
<th>Details</th>
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<td>5</td>
<td>He perceives branded applications as convenient. He is mostly attracted by entertainment applications allowing him to seek pleasure. He is mostly influenced by word of mouth and discoverability of the branded application as he is often going on the top charts of applications stores. Price is his main barrier, and can influence him negatively.</td>
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<td>6</td>
<td>He is aware branded applications are advertisement; however, he does not have a negative perception of them. Lifestyle and social applications are his favorite types and are use mostly to seek information in an easy and fast way. Loyalty and word of mouth will influence him to download applications. Privacy and price are his main barriers. Price is the strongest, as he will not pay for an application.</td>
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**Conclusion**

Branded applications are welcomed and have a positive image. Information and entertainment branded applications are the preferred types. Information and pleasure are the main reasons of use. Word of mouth, brand relationship and discoverability influence the most on the download of the application. Price and technical issues are the two strongest barriers encountered.
| Interviewee | The respondent thinks using a branded application is a good experience. He would rather encounter the brand via an application, a website or the product. He had good experiences with a branded application (e.g. good flow, rapidity) and agrees good experiences can enhances its brand perception. Conversely he had bad experiences (e.g. application not working) but they do not affect its perception (e.g. awareness of the limitation of its device). Highlights the quality of the experience should match its expectation regarding the brand. The type of experiences that will influence him the most depends on the type of offering, but he would think Informational have more influence.  
Design is important and control is the most important attribute. |
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<tr>
<td>Interviewee 2</td>
<td>The respondent rated using a branded application as a good experience. He considers stores as the most preferential encounters with the brand. He already had a good experience with a branded application (e.g. convenient), but is not quite sure if its brand perception was enhanced. He did not have any bad experience so far, mostly due to a reduce use of applications. Design affects his experience. Control is the most important attribute followed by novelty, motivation and feedback. Conversely, vividness is insignificant.</td>
</tr>
<tr>
<td>Interviewee 3</td>
<td>He rated the experience of using a branded application as good. He would rather encounter the brand through the store and the product. He already had good experiences with a branded application and also bad ones experience with a branded app (e.g. slow) Overall, the interviewee argues the experience can affect perceptions either positively or negatively The design affects engagement and experience of the application. Motivation is the most valuable attribute (e.g. has to be straightforward, fast).</td>
</tr>
<tr>
<td>Interviewee</td>
<td>The respondent rated the experience of using a branded application as good and highlighted technological barriers could affect negatively the experience. He would rather encounter the brand in shops. He had a good experience with an app (innovativeness, rapidity) and agrees the experience can shape perceptions. Conversely, he had bad experiences (e.g. irritating notification, too much space) and think they affect perceptions negatively. The interviewee also added the quality of the application should match its expectations regarding the brand, and the type of experiences will have an influence depending on the type of offering. The design influences the application’s experience and engagement and control and customization help to do so.</td>
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<td>4</td>
<td>He rated the experience of using a branded application as good. He would rather encounter the brand in stores or through the product. The respondent already had good experiences with branded applications and agrees the experience of the app enhance its brand perception. He could not recall any bad experiences, but supports a bad experience would affect negatively the brand. He agrees the type of experience will depend on the offering. Design influences the experience and engagement of using the application. Vividness is a significant design attribute.</td>
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<tr>
<td>Interviewee</td>
<td>He rated the experience of using branded application as neutral.</td>
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<tr>
<td>6</td>
<td>The respondent would rather experience the brand through advertising or the product. He already had good experiences via a branded application and agrees they enhance its brand perceptions. Conversely, he also had bad experiences and agrees they affect brand perceptions. Informational experiences are his most influential type of experience; however, the quality of experiencing the application should match its expectations regarding the brand. Design is important and shapes the quality of the experience. Vividness and control are considered as the two most important attributes.</td>
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</table>

**Conclusion**

Poor and bad experiences have been experienced. However, the overall rating of branded application experience is positive.

Branded applications are not the favorite touch point. Only one candidate rated it high.

Positive experiences could affect them positively and negative experiences could affect them negatively their perceptions of a brand. However, two of the candidates are not sure it can influence them.

The experience might be influential depending on the brand and if it matches its image (for high quality brands, high quality applications are expected).

Design is a major aspect of mobile applications influencing consumer’s perceptions. Control and vividness seemed to be the two most important attributes and motivation and customization seemed significant as well.
<table>
<thead>
<tr>
<th><strong>The impact of the applications’ engagement</strong></th>
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| **Interviewee 1**  | The respondent thinks engaging applications can enhance the brand relationship and would result in more word of mouth.  
His brand image and relationship would not be deteriorated by a non engaging branded application.  
Even if he uses more informational application, Entertainment apps will engage him more.  
His strongest in app engagement dimensions would be Activation. |
| **Interviewee 2**  | He agrees engaging branded applications would enhance his brand image and relationship and would result in more word of mouth communication.  
Entertainment and social media branded applications engage him more.  
While being engaged with the application, immersion and participation dimensions are the strongest. |
| **Interviewee 3**  | Engaging branded applications can enhance his brand relationship and would result in more loyalty and word of mouth communication.  
A non engaging branded application will not necessarily deteriorate the brand image and relationship.  
Informational applications are the most engaging, and conversely social media applications are not engaging at all.  
Passion and participation are his strongest dimensions whilst using the application |
| **Interviewee 4**  | Engaging applications can enhance his brand relationship and will increase its word of mouth communication.  
Non engaging application do not necessarily deteriorate the brand image and relationship (e.g. informational applications are less engaging, still perception remains good)  
Social and community applications are engaging.  
Immersion and passions characterize him while being engaged with the application. |
| Interviewee | If engaging applications can enhance the brand relationship and image and would be translated by more word of mouth communication  
Entertainment and participative applications are the most engaging.  
Passion is his strongest dimension when using a branded application |
| Interviewee | Engaging applications can enhance the brand relationship and image and would be translated by more word of mouth communication, trust and loyalty.  
Social branded applications are the most engaging for him.  
The strongest engagement dimension while using a branded application is immersion. |

**Conclusion**

Most people agree engaging branded applications can positively affect brand perceptions and relationship. However, if the application is not engaging, it does not necessarily mean their brand perceptions will be deteriorated.  
Engagement would result in more word of mouth, loyalty and trust toward the brand.  
Entertainment and social experiences stand out as the most engaging.  
Immersion and obsession are the two key engagement dimensions linked to branded applications.  
The favorite types of branded applications are not always the most engaging types.
4.2.2 Interviews

The structured interviews of practitioners were internet mediated ones (appendix 5). The first interviewee is Anita Brown, a Channel Marketing Manager working for Samsung electronics. The second interviewee is Richard Shepherd, Product Marketing Team leader (EOS) for Canon Europe.

<table>
<thead>
<tr>
<th>Interviewee/Company information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anita Brown</td>
</tr>
<tr>
<td>Channel Marketing Manager/Samsung</td>
</tr>
<tr>
<td>Samsung has multiple applications. In the IT and mobile divisions, they have one free loyalty/post purchase application called “my galaxy”. The main advantage of application is their ability to engage with customers helping to improve the loyalty program.</td>
</tr>
<tr>
<td>Richard Shepherd</td>
</tr>
<tr>
<td>Product Marketing Team leader (EOS)</td>
</tr>
<tr>
<td>Canon inc. Counts 5-6 applications designed to add functionalities to the products and Canon Europe counts 2-3 applications designed to enhance the customer’s experience (e.g. the “EOS companion” application helps users to have a better understanding of the product) The main advantage of using application for the brand is the ability to provide the consumers with relevant content when and where they need it.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Consumer behaviors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anita Brown</td>
</tr>
<tr>
<td>Channel Marketing Manager/Samsung</td>
</tr>
<tr>
<td>Consumers are attracted by mobile application because they trust them and because of the quality of the information they provide (exclusive, personalized). Conversely, consumers can be reluctant due to their intrusive and advertising related nature. Informational applications have a real impact because they add value to the product and the brand enhancing satisfaction and enjoyment.</td>
</tr>
</tbody>
</table>
Consumers are attracted to applications due to their perceived utility. Their relationship with the brand can also affect them to download branded applications. Overall, the need of the consumer will drive his will to download, and the quality of the content to use them.

Conversely, if the branded application does not provide a balanced view to the consumers it won’t be efficient. It is impossible to say whether an application type has more impact than another, it depends on the consumers behaviors.

### Experience and engagement

<table>
<thead>
<tr>
<th>Anita Brown</th>
<th>Applications are efficient touch points thanks to their ability to be personalized. Engaging content and the simplicity to use are crucial in the way an application can enhance brand perceptions.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richard Shepherd</td>
<td>If the application fulfils consumer’s needs, it will have a good impact on his perceptions.</td>
</tr>
</tbody>
</table>

### Design

<table>
<thead>
<tr>
<th>Anita Brown</th>
<th>Design affects the overall experience and needs to be clean, simple and reflective to the brand values. Content is the key design element as it is customizable.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richard Shepherd</td>
<td>Design is essential as it is the basis of consumer experience. If the design is not good it will impact negatively consumers. Content, especially the function of the application is the key to the success of the application.</td>
</tr>
</tbody>
</table>
Conclusions

The aim of branded applications is to reach consumers post purchase to enhance the product and the brand relationship.
Engaging and reaching consumers whenever and wherever they want with key content is the key advantage of branded applications.
Trust, perceived utility and brand relationship are major influencers of downloading branded applications.
Quality of content is important in the will to use and re use the application.
Intrusion and advertising nature of applications and poor content will make them reluctant to use it.
Any type of application can have an impact as soon as it brings value and satisfaction to consumers.
Branded application can be efficient touchpoints as they can be personalized. Moreover, good experiences will enhance consumers’ perceptions.
Design is significant and can help to shape experiences and perceptions. Content seems to be the most important part of the design.
4.3 Quantitative data

This section will present the findings from the questionnaire. As explain by Saunders et al (2009), raw data lacks meaning and it is important to transform it in order to capture its full utility. The researcher will thus present the data using statistics and graphs.

The questionnaire was online from the 1st of April 2014 to the 14th of April 2014. The researcher collected a total of 62 responses counting 59 completed questionnaires.

The aim of the questionnaire was to highlight the main trends related to branded applications consumption but also to provide more information about brand experience and engagement.

4.3.1 Sample description

- Question 1:

As highlighted above, 51.6% took the questionnaire in English, and 48.4% in French. The rather equal share of type of participants (English and French) allows the researcher to compare the results for both of them and thus highlight the differences between the two.
Question 2:

As seen in figure 21, most of the respondents are aged between 21 and 29 (75.8%). The rest of the responses are split between 18-20 (9.7%) and 50-59 (8.1%). As expected with the means of advertising the questionnaire and its nature, no responses from 60 or older have been collected. This question will help to link some answers in relation with participants’ age.
If we consider the two respondent types (figure 22): French respondents are accordingly to the general trend mostly composed of people aged from 21 to 29 years old (90%). Even if the same happens for English respondent, 18-20 year old and 50 to 59 year old represent together 18.1% of the answers.
4.3.2 Branded mobile applications: overview

In this part of the questionnaire, the researcher focused on perceptions, acceptance and use of branded applications.

- Question 3

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Total</th>
<th>French</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>88.7%</td>
<td>86.7%</td>
<td>90.6%</td>
</tr>
<tr>
<td>No</td>
<td>11.3%</td>
<td>13.3%</td>
<td>9.4%</td>
</tr>
</tbody>
</table>

Figure 24 Question 3: Have you ever downloaded branded mobile applications? (Statistics)

Figure 25 Question 3: Have you ever downloaded branded mobile applications? (Graph)

Figure 23 and 24 show 88.7% of the respondents already downloaded a branded mobile application.
Accordingly to the overall results, figure 24 highlighted a similarity in English and French respondents, respectively, 90.6% and 86.7% already downloaded a branded application.

No correlation exists between the negative answers and the age of the respondents as some authors would suggest (Persaud & Azhar, 2012; Roach, 2009). Indeed, 7 respondents never downloaded a branded application. Among them 5 were in the age group 21-29 and only 2 were above 40 years old.

- Question 4

<table>
<thead>
<tr>
<th>Question 4: Which of the following statement do you most agree with?</th>
<th>Total</th>
<th>French</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Answer Options</strong></td>
<td><strong>Response Percent</strong></td>
<td><strong>Response Count</strong></td>
<td><strong>Response Percent</strong></td>
</tr>
<tr>
<td>Branded apps are only advertising and marketing</td>
<td>14.5%</td>
<td>9</td>
<td>16.7%</td>
</tr>
<tr>
<td>Branded apps are innovative</td>
<td>3.2%</td>
<td>2</td>
<td>3.3%</td>
</tr>
<tr>
<td>Branded apps are entertaining</td>
<td>8.1%</td>
<td>5</td>
<td>6.7%</td>
</tr>
<tr>
<td>Branded apps are advantageous for consumers</td>
<td>16.1%</td>
<td>10</td>
<td>13.3%</td>
</tr>
<tr>
<td>Branded apps are convenient for consumers</td>
<td>58.1%</td>
<td>36</td>
<td>60.0%</td>
</tr>
</tbody>
</table>

answered question 62 30 32
skipped question 0 0 0

Figure 26 Download repartition per respondent type Question

Figure 27 Question 4: Which of the following statement do you most agree with? (Statistics)
The results showed 58.1% of the respondent considered branded applications mostly as convenient (Figure 26-27). Moreover, 16.1% of them think branded applications are advantageous for consumers (Figure 26-27).

However, 14.5% of the respondents also consider branded app in a negative way, and associated them with advertising and marketing purposes.

If we consider the perceptions of branded applications per respondent types both French (60%) and English (56.3%) respondents’ majority consider branded applications as convenient.
However, French answers differ from the overall responses with a higher response rate (16.7%) concerning negative perceptions of branded. Meanwhile English respondents follow the general trend and consider branded applications as advantageous for consumers as well (18.8%).

> Question 5

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Total Response Count</th>
<th>French Response Count</th>
<th>English Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informational</td>
<td>18</td>
<td>11</td>
<td>7</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>7</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Shopping</td>
<td>16</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>Games</td>
<td>6</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Educational</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Social/community</td>
<td>13</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Participation</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*Figure 30 Question 5: What kind of branded applications would you rather use? (Statistics)*

*Figure 31 Question 5: What kind of branded applications would you rather use? (Graph)*

Overall, Informational, Shopping and Social/community branded applications are preferred with respectively 29%, 25.8% and 21% of the responses, followed by lifestyle (11.3%) and games (9.7%) applications. Finally, the least preferred are educational (3.2%) and participation (0.0%) applications.
When focusing on the types of respondents (figure 31), the results showed both had different preferences. French respondents preferred informational (36.7%) and social/community (33.3%) applications whereas English respondents favored Shopping (34.4%) and at approximately the same rate the informational (21.9%) and lifestyle (18.8%) ones.

- Question 6

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Total</th>
<th>French</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>8.2%</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Word of mouth (friends and family)</td>
<td>70.5%</td>
<td>43</td>
<td>17</td>
</tr>
<tr>
<td>Brand relationship/loyalty</td>
<td>49.2%</td>
<td>30</td>
<td>14</td>
</tr>
<tr>
<td>Feedback and reviews</td>
<td>18.0%</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>Top charts (on the Apple/Google play store)</td>
<td>27.9%</td>
<td>17</td>
<td>7</td>
</tr>
</tbody>
</table>

Figure 32 Preferred branded application per respondent type

Figure 33 Question 6: What would mostly influence you to download branded mobile apps? (You can provide more than one answer) (Statistics)
Figure 33 shows what could influence respondents to download a branded application. Respondents are mostly influenced by word of mouth from relatives (70.5%) and by their existing relationship with the brand (49.2%). Moreover, top charts and feedback from other users could also have a small influence with respectively 27.9% and 18% of the responses. However, advertising has almost no impact on the respondents (8.2%).

Figure 34 Question 6: What would mostly influence you to download branded mobile apps? (You can provide more than one answer) (Graph)

Figure 35 Main Influencer per respondent type
Furthermore, figure 34 shows the respondents can be influenced by similar elements: word of mouth and brand relationship. The only real difference is the fact only French respondents were influenced by advertising (16.7%) representing more than feedback and reviews (13.3%) for them.

- Question 7

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Total</th>
<th>French</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Percent</td>
<td>Count</td>
<td>Percent</td>
</tr>
<tr>
<td>Enjoyment</td>
<td>38.3%</td>
<td>23</td>
<td>17.9%</td>
</tr>
<tr>
<td>Utility/Information</td>
<td>81.7%</td>
<td>49</td>
<td>96.4%</td>
</tr>
<tr>
<td>Benefits (coupons/promotional offers)</td>
<td>38.3%</td>
<td>23</td>
<td>21.4%</td>
</tr>
<tr>
<td>Interactivity with the brand</td>
<td>20.0%</td>
<td>12</td>
<td>28.6%</td>
</tr>
<tr>
<td>Control/customization of information</td>
<td>8.3%</td>
<td>5</td>
<td>7.1%</td>
</tr>
</tbody>
</table>

Figure 36 Question 7: What are the main reasons that would make you download branded mobile apps? (You can provide more than one answer) (Statistics)

Figure 37 Question 7: What are the main reasons that would make you download branded mobile apps? (You can provide more than one answer) (Graph)
The results for question 7 captured the main reasons of download of the respondents. Overall, respondents download applications for utility and information purpose (81%) and equally (38.3%) for entertainment and benefits.

These results match the preferred type of branded applications of question 5. On the other hand, control and customization of the information and interactivity are less sought by respondents.

Utility and information accordingly to the overall results are the first reasons why French (96.4%) and English (68.8%) respondents download branded applications.

However, meanwhile French respondents predominantly seek utility and information, English respondent also tend to seek more enjoyment (56.3%) and benefits (53.1%).
Question 8:

As seen on figure 39, price (72.1%) followed by privacy concerns (55.7%) are the main factor that could influence negatively respondents. Moreover, technical issues could also be an important barrier with 34.4% of the answers. Interestingly, 62% of people older than 40 years old chose technical issues as a main barrier.

Figure 39 Question 8: What would make you reluctant to download a branded mobile app? (You can provide more than one answer) (Statistics)

Figure 40 Question 8: What would make you reluctant to download a branded mobile app? (You can provide more than one answer) (Graph)
As highlighted by figure 40, price is the main barrier for English (75%) and French (69%) respondents and accordingly to the general trend, French respondents consider privacy (62.1%) concerns as important as well. However, even if privacy concerns are a main barrier for English people (50%), technical issues seem to be more important to them (56.3%).
4.3.3 Focus on experience

In this part of the questionnaire, the researcher focused on the concept of brand experience created by the application.

- Question 9

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Total Rating Average</th>
<th>Total Response Count</th>
<th>French Rating Average</th>
<th>French Response Count</th>
<th>English Rating Average</th>
<th>English Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ads (billboards and media)</td>
<td>4.65</td>
<td>62</td>
<td>4.60</td>
<td>30</td>
<td>5.09</td>
<td>32</td>
</tr>
<tr>
<td>Websites</td>
<td>2.71</td>
<td>62</td>
<td>2.63</td>
<td>30</td>
<td>2.78</td>
<td>32</td>
</tr>
<tr>
<td>Mobile apps</td>
<td>4.08</td>
<td>62</td>
<td>4.27</td>
<td>30</td>
<td>3.31</td>
<td>32</td>
</tr>
<tr>
<td>Brand stores</td>
<td>2.64</td>
<td>62</td>
<td>2.57</td>
<td>30</td>
<td>3.09</td>
<td>32</td>
</tr>
<tr>
<td>Product and services</td>
<td>2.82</td>
<td>62</td>
<td>3.20</td>
<td>30</td>
<td>2.47</td>
<td>32</td>
</tr>
<tr>
<td>People/employees</td>
<td>4.39</td>
<td>62</td>
<td>4.63</td>
<td>30</td>
<td>4.16</td>
<td>32</td>
</tr>
<tr>
<td>Sms/mms</td>
<td>6.31</td>
<td>62</td>
<td>6.10</td>
<td>30</td>
<td>6.50</td>
<td>32</td>
</tr>
</tbody>
</table>

Figure 42 Question 9: Please rank these way of experiencing a brand from the most preferred (1) to the least preferred (7) (Statistics)

Figure 43 Question 9: Please rank these way of experiencing a brand from the most preferred (1) to the least preferred (7) (Graph)

As highlighted by figure 41 and 42 the respondent mainly preferred to encounter a brand through its website (average rating 2.71), its products and services (2.82) and its brand stores.
The least preferred way to encounter a brand is SMS/MMS (6.31) and normal advertising (4.85). Mobile applications are the 4\textsuperscript{th} preferred way to encounter the brand with an average rating of 4.08.

Accordingly to the general trend, for English respondents products and services (2.47) are there most preferred way to encounter the brand followed by websites (2.78) and for French respondents, the two preferred ways are websites (2.57) and brand stores (2.63).

Moreover, mobile applications are preferred by English respondents with an average rating of 3.91 in comparison to the French rate of 4.27.

\textbf{Question 10}

<table>
<thead>
<tr>
<th>Question 10: Generally how do you find the experience of using a branded mobile application</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Answer Options</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
<tr>
<td><strong>Response Percent</strong></td>
</tr>
<tr>
<td><strong>Response Count</strong></td>
</tr>
<tr>
<td><strong>French</strong></td>
</tr>
<tr>
<td><strong>Response Percent</strong></td>
</tr>
<tr>
<td><strong>Response Count</strong></td>
</tr>
<tr>
<td><strong>English</strong></td>
</tr>
<tr>
<td><strong>Response Percent</strong></td>
</tr>
<tr>
<td><strong>Response Count</strong></td>
</tr>
<tr>
<td>Very bad</td>
</tr>
<tr>
<td>Bad</td>
</tr>
<tr>
<td>Neutral</td>
</tr>
<tr>
<td>Good</td>
</tr>
<tr>
<td>Very good</td>
</tr>
</tbody>
</table>

answered question | 61 | 29 | 32
skipped question  | 1 | 1 | 0

Figure 44 Preferred touchpoints per respondent type

Figure 45 Question 10: Generally how do you find the experience of using a branded mobile application (Statistics)
Overall, respondents have positive experiences with branded applications. 57.4% of the respondents find the experience good and 8.2% very good. However, even if none considered the experience as very bad (0%), 29.5% considered it as neutral. Finally, only 4.9% of the respondents find the experience of using a branded application bad.

As highlighted on figure 46, French and English respondents do not share the same experience quality with branded applications. English respondents predominantly have good experiences with branded application counting 65.6% of the responses.
On the other hand, French respondents are not as keen. Indeed, the experience tends to be rated often as good (48.3%) or neutral (44.8%). However, for both of them, negative answers are very low: very bad is inexistent.

Question 11

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Total Response Percent</th>
<th>Total Response Count</th>
<th>French Response Percent</th>
<th>French Response Count</th>
<th>English Response Percent</th>
<th>English Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Disagree</td>
<td>1.6%</td>
<td>1</td>
<td>3.3%</td>
<td>1</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Neutral</td>
<td>6.5%</td>
<td>4</td>
<td>13.3%</td>
<td>4</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Agree</td>
<td>75.8%</td>
<td>47</td>
<td>63.3%</td>
<td>19</td>
<td>87.5%</td>
<td>28</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>16.1%</td>
<td>10</td>
<td>20.0%</td>
<td>6</td>
<td>12.5%</td>
<td>4</td>
</tr>
</tbody>
</table>

answered question 62 skipped question 0

The question 10 helps understand the effect of the experience of an application on the perception of a brand. The results show most of the respondents agree (75.8%) with the idea a positive experience can enhance their perceptions for the brand. In addition, 16.1% of the respondents strongly agree with the idea. Only 1.6% of the respondents disagreed with the statement, and 6.5% gave a neutral answer.
Accordingly to the general trend both French and English respondents agree perceptions can be enhanced thanks to a good experience with a branded application. The entire English respondents agreed (Agree: 87.5%; strongly agree: 12.5%) whereas the French respondent although predominately agreeing with the idea, counted 13.3% of neutral answers and 3.3% of disagreement answers.

➤ Question 12:

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Total</th>
<th>French</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Disagree</td>
<td>4.8%</td>
<td>6.7%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Neutral</td>
<td>14.5%</td>
<td>6.7%</td>
<td>21.3%</td>
</tr>
<tr>
<td>Agree</td>
<td>62.9%</td>
<td>60.0%</td>
<td>65.5%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>17.7%</td>
<td>26.7%</td>
<td>9.4%</td>
</tr>
</tbody>
</table>

Figure 51 Question 12: Do you agree with this statement "a negative experience with a branded app can deteriorate your perception of the brand"? (Statistics)
Figure 50 and 51 show respondent agreed bad experiences can lead to a deterioration of the brand perceptions. Indeed, 62.9% of the respondents agree with the idea, and 17.7% strongly agree with the idea. Only 4.8% do not agree with the statement and 14.5% are neutral.

For this question both types of respondents agree with the statement and think a negative experience can deteriorate their brand image. As seen on figure 52, 60% of French respondents agree with the statement and 26.7% strongly agree with it. Moreover, 65.6% of English respondents agree with the statement and 9.4% strongly agree, but also count more neutral responses (21.9%).
The type of experience that would engage the most respondents is informational experiences with 37.1%, followed by Utilitarian experiences with 25.8%. Moreover, social and entertainment experiences arrive third with the same rate: 14.5%. Participative experiences arrive last with 8.4% of the responses.
The most influential type of experience changes if we consider them on the respondent type scale. French respondents are will be more engaged by utilitarian experiences (36.7%) whereas English respondents will be more engaged by informational ones (50%). Secondly, French respondents also tend to be more engaged by informational experiences (23.3%) and rated entertainment, social, and participative experiences similarly (13.3%).

Finally, English respondents’ second most engaging experiences are entertainment, utilitarian and social ones (15.6%), and seemed to dislike participative experiences (3.1%).

Question 14:

Figure 56 Most engaging experience per respondent type

Figure 57 Question 14: Would you say the design of the branded app has an impact on the overall experience? (Statistics)
The results of question 14 show respondents agree with the fact design has an impact on the overall experience of using the application. As seen on figure 57, 45.9% of the respondents strongly agreed, and 42.6% agreed with the statement.

Moreover, the trend for each respondent type is the same as the general one. 51.7% of French respondents agreed and 37.9% strongly agreed with the statement. However, the idea seems stronger on the English side where 34.4% of the respondents agreed and 53.1% strongly agreed with the statement.
4.3.4 Focus on engagement

This part of the questionnaire is dedicated to understand engagement in a branded application context.

➢ Question 15

<table>
<thead>
<tr>
<th>Question 15: Do you agree with this statement: “An engaging branded application can enhance my perception of a brand”?</th>
<th>Total</th>
<th>French</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Response Percent</td>
<td>Response Count</td>
<td>Response Percent</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Disagree</td>
<td>11.9%</td>
<td>7</td>
<td>25.0%</td>
</tr>
<tr>
<td>Neutral</td>
<td>15.3%</td>
<td>9</td>
<td>26.6%</td>
</tr>
<tr>
<td>Agree</td>
<td>69.5%</td>
<td>41</td>
<td>46.4%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>3.4%</td>
<td>2</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

answered question 59 skipped question 3

Figure 60 Question 15: Do you agree with this statement: “An engaging branded application can enhance my perception of a brand”? (Statistics)

Figure 61 Question 15: Do you agree with this statement: “An engaging branded application can enhance my perception of a brand”? (Graph)

As seen on figure 59 and 60, 69.5% of the respondents agree a branded application could enhance their brand perception if engaging, plus, another 3.4% strongly agree with the statement. Only 15.3% of the responses are neutral, and 11.9% are negative.
If we consider the type of respondents, English people seem keener on the statement: 90.3% agree, 6.5% strongly agree with the statement, and no one disagreed with it.

On the other hand, French respondents only agree with the statement with 46.4% of the answers. 28.6% of the responses are neutral and 25% are disagreement with the statement.

- Question 16:
Question 16: Do you agree with this statement “a non engaging app negatively affects my perception of a brand”?

The results of question 16 show the point of view on the fact a non engaging branded applications can affect negatively the brand perception are mixed. Even if highest part of 35.1% of the respondents agreed with the statement, 31.6% disagreed and 7% strongly disagreed which leads us to more negative answer. Additionally, 26.3% of the responses were neutral and none of the respondents strongly agreed.

On a respondent type scale, differences exist. English respondent tend to have a mixed approach, 51.7% agree with the statement. However, the other half of the responses are split into 24.1% neutral, 17.2% disagreed, and 6.9 strongly disagreed.

Conversely, French respondent have a more negative approach to the idea. Only 17.9% agreed with it while 28.6% are neutral, 46.4% disagreed and 7.1% strongly disagreed.
Question 17:

Figure 65 and 66 show what the respondents brand engagement created by the use of an application result in. Word of mouth comes in the first outcome representing 55.5% of the answers. Loyalty or the action of buying again comes close second with 49.2%. The three last actions are purchase intention (35.6%), value creation (33.9%) and trust development (27.1%).
As seen in figure 67, differences exist between the two respondent’s types; French respondents’ brand engagement would mostly result in Purchase intention (53.6%). The second outcome for French respondents is loyalty (46.4%), followed respectively by word of mouth (42.9%), value (32.1%) and trust (28.6%).

On the other hand, English respondents’ brand engagement would result mostly in word of mouth (67.7%), followed by loyalty (51.6%). Value (35.5%) comes third and Trust (25.8%) and purchase intention (19.4%) respectively fourth and conversely to French respondents, last.

➢ Question 18

<table>
<thead>
<tr>
<th>Question 18: What type of application would engage you the most?</th>
<th>Total</th>
<th>French</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Answer Options</strong></td>
<td><strong>Response Percent</strong></td>
<td><strong>Response Count</strong></td>
<td><strong>Response Percent</strong></td>
</tr>
<tr>
<td>Informational</td>
<td>30.5%</td>
<td>18</td>
<td>39.3%</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>13.6%</td>
<td>8</td>
<td>7.1%</td>
</tr>
<tr>
<td>Shopping</td>
<td>22.0%</td>
<td>13</td>
<td>21.4%</td>
</tr>
<tr>
<td>Games</td>
<td>6.8%</td>
<td>4</td>
<td>3.6%</td>
</tr>
<tr>
<td>Educational</td>
<td>3.4%</td>
<td>2</td>
<td>3.6%</td>
</tr>
<tr>
<td>Social/community</td>
<td>16.9%</td>
<td>10</td>
<td>17.9%</td>
</tr>
<tr>
<td>Participation</td>
<td>6.8%</td>
<td>4</td>
<td>7.1%</td>
</tr>
<tr>
<td><strong>answered question</strong></td>
<td>59</td>
<td>28</td>
<td>31</td>
</tr>
<tr>
<td><strong>skipped question</strong></td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
The type of application engaging the most respondents are informational ones (30.5%) – see figure 69 – followed by shopping applications (22%). Social/community applications (16.9%) and Lifestyle applications (13.6) are also appreciated.

Moreover, if we focus on the respondent type, French respondents tend to appreciate respectively informational (39.3%), shopping (21.4%), and social/community (17.9%) applications whereas English respondent appreciate informational (22.6%) and shopping (21.4%), followed by lifestyle applications (19.4%).
On an overall, the strongest dimension that presents similarities with users of branded mobile applications is activation (figure 72). On average, none of the other dimensions have been associated with the behavior of the respondents.
French respondents are also associating activation with their consumption behaviors. Moreover, passion seemed also to be similar to their

On the other end, English respondent overall did not associate any of the dimensions with their consumption behaviors.
Question 20

The result of question 20 shows most of the respondent think the design of the application is strongly associated with their “in-app” engagement. Indeed, 47.5% of the respondents agree with the idea, and 40.7% strongly agree with it.
If we consider the respondent type, French and English respondent have similar thoughts about the idea design impacts “in app” engagement. 53.6% of French respondents agreed and 29.6% strongly agreed with the idea while 51.6% of English respondent strongly agreed and 41.9% agreed with it.

- Question 21

**Figure 78** Impact of design on “in app” engagement per respondent type

**Figure 79** Question 21: Which of the following would you consider to be the most important to build a good experience? (Rank from 1 to 7, 1 being the most important) (Statistics)
Figure 78 and 79 show the preferred attributes to build a good branded application experience. The general ranking puts novelty (2.8) first followed by control (3.14) and vividness (3.14). The ranking ends respectively with motivation (3.73), customization (3.98), multiplatforming (5.58) and feedback (5.64).

Preferences differ if we consider the different respondents. French respondents’ ranking is very close from the general one with novelty (2.25) first, then vividness (3.36), and control (3.57). Only feedback (5.36) arrives second to last before multiplatforming (5.43).
English respondents’ ranking differs from the general one. Customization (2.47) is first, followed by novelty (2.78), control (3.09), motivation (3.91), feedback (4.16), vividness (5.09) and finally multiplatforming (6.5).
Chapter 5: Conclusions and recommendations

5.1 Conclusion

In this chapter, the researcher will present their conclusions and recommendations based on their findings from the primary and secondary researches. Moreover, the aim for the researcher is not only to draw conclusions from the primary research, but also to draw conclusions on the whole project (Saunders, et al., 2009). The main purpose of this chapter will be to answer to the research question:

“How can branded mobile applications influence consumer’s perception of a brand?”

To answer to this question, the researcher has set four main objectives, each of them containing many subsections.

- Obtain a picture of the main consuming trends of branded mobile applications in France and England.
- Understand the impact of brand experiences created by mobile applications on consumers perceptions of the brand:
- Understand the impact of engagement created by mobile applications on consumers perceptions of the branded application and the brand:
- Understand the impact of the design of the branded application on the experience and engagement of consumers
5.1.1 Main consuming trends of branded mobile applications in France and England.

The findings of the focus group and the quantitative research highlighted branded applications have a positive image among consumers. Indeed, most of consumers perceive branded applications as convenient. Moreover, due to their link to mobile marketing some of the authors (Tsang, et al., 2004; Roach 2009; Persaud & Azhar, 2012; Huang, 2012) highlight this type of advertising can have a negative impact created by its intrusive nature. However, the focus group showed consumers are trustful of branded applications and aware they give permission to the brand to reach them, thus welcoming the brand. These results concord with the results of Bellman et al (2011) and Kim et al (2012), also showing branded applications are welcomed by consumers.

Moreover, the survey and the focus group showed consumers seem to be more attracted by informational branded applications with a primary goal of seeking information and pleasure/enjoyment. The structured interviews as the literature (Adhami, 2013; Magrath & McCormick, 2013; Kim, et al., 2013) also reinforced this fact by explaining quality information reachable anywhere at any time is the main advantage of branded applications.

Accordingly to previous authors’ findings (Chiem et al, 2010; Kim & Yoon, 2013; Verkassalo et al, 2010), the quantitative and qualitative studies showed perceived utility is the most important factor influencing the acceptance and use of branded applications, and in accordance with Wang et al (2013) perceived enjoyment seemed also important. Moreover, the research demonstrated, in accordance with Taylor et al (2011) and Bhave et al 2013), that the social environment of consumers was the most external influential factor driving consumers to download a branded application. Additionally, current consumers’ brand relationships and the discoverability of the application through the top charts play an important role as well, notably by increasing differentiation.

On the other hand, joining the findings in the literature and the focus group, the survey showed the price of the application is an important barrier for consumers, as highlighted by Zagreanu (2012), gratuitousness will have a higher positive impact. Moreover, the results showed in accordance with Chiem et al (2010) that consumers are concerned by sharing private information via the application. Additionally, in accordance with Persaud & Azhar (2012) and Roach (2009), aged consumers (+40) appeared to be more reluctant if a technical problem existed.
To conclude, this positive and welcoming nature of branded applications allow them to enhance the acceptance and use, and thus to have a higher positive impact on consumers’ perceptions, making them as explained by Bellman et al 2011 “one of the most powerful forms of advertising”. Information is a key element from a brand and a consumer perspective. High quality information is likely to be sought by consumers and to influence them positively. Moreover, Bellman et al (2011) findings support information is primordial, and that this type of applications has more influences on consumers than emotional applications. Even if information plays an important role on consumers, the questionnaire and the literature revealed enjoyment appears to be key too (Wang, et al., 2013), as consumers want to enjoy themselves while consulting brand information. Moreover, the opinion of relatives will have a positive impact on consumers and conversely applications have fewer chances to be downloaded and used if consumers have to pay or share private information.

5.1.2 Understand the impact of brand experiences created by mobile applications on consumers’ perceptions of the brand:

The results of the quantitative study showed branded applications are not the favorite touchpoints. As expected more powerful touchpoints came before (product, store). However, Mobile applications are mid table, close to the website suggesting they are still considered to be an important touch point as they are more valued than employees, advertising or sms/mms. As Adhami’s findings suggest, most of the consumers think “mobile applications should be an extension of a brand’s website” (Adhami, 2013). The structured interviews also showed branded applications are valuable touchpoints, and demonstrated their abilities (convenience, personalization...) were the main reasons for it. Moreover, the literature also highlighted that the quality and consistency of touch points lead to a better shape of consumer behaviors (sales, differentiation, and retention) (Ratiu & Negricea, 2008).

Moreover, results from the quantitative and qualitative researches support Rondeau’s (2005) findings and show experiences created by branded applications are generally perceived as good by consumers. Moreover, the findings also showed good experiences have a positive influence on consumer perceptions of a brand, and conversely, bad experiences can lead to a deterioration of consumer brand perceptions.

Furthermore, the survey demonstrated informational and utilitarian experiences have the most impact on consumers, a fact also confirmed earlier in the chapter and in the literature review.
by Bellman et al (2011). However, the focus group highlighted the type of influential experiences could change according to the type of brand and the image and values associated with it.

Overall, branded applications are still a major and necessary touch point to implement. In their study, Kim et al (2012) proved branded applications are valuable touch points and pointed out they were important whilst building a brand as marketers can control the experience they provide to shape perceptions. Qualitative and consistent mobile application will, thanks to their abilities, attract consumers and brands which will benefit from them on both sides.

The results confirmed experience is the central element affecting consumer behaviors, and correlate with the findings from Rondeau’s (2005), Kim et al (2012) and Bellman et al (2011) study, showing positive experiences are primordial for applications and shape consumer brand responses by bringing them more value, and thus having an impact on consumers’ brand perceptions.

Informational and utilitarian experiences could impact more consumers’ perceptions. However the focus group revealed that for all types of experiences, the level of consumer satisfaction of the application is based on the image of the brand, and thus brands have to implement an application matching its image in order to avoid brand perceptions’ deterioration.

5.1.3 Understand the impact of engagement created by mobile applications on consumers

The literature revealed engagement is a concept closely linked to experience, and in a mobile application context, Bellman et al (2011) suggested the power of the application on consumers’ brand influences could be closely related to the engagement it provides and Kim et al (2012) highlighted the “engagement grows out of experiencing the app” (Kim, et al., 2013). Accordingly, the primary research exposed consumers tend to be influenced by engaging applications resulting in an enhanced perception of the brand. On the other hand, the primary research also revealed non engaging applications do not always impact consumers brand perceptions. Moreover, correspondingly to previous findings from the literature review (Bellman et al, 2011), the quantitative study suggest informational applications would engage the most consumers.
Concerning the outcome of engaging experiences, the quantitative and qualitative studies demonstrated the brand engagement created by branded applications would result in more word of mouth and loyalty from the consumers. In conjunction with the results of Vivek et al (2012), Tripathi (2009) and Sprott et al (2009) this suggests engagement works in a similar way in a branded application context than any other brand-marketing related context and showing using branded applications has more outcomes than just enhancing brand perceptions.

On the other hand, the findings concerning the most important engaging dimensions are inconclusive due to number of mixed responses.

In conclusion, branded applications’ engagement has a major role in shaping consumers’ brand perceptions. The advantage is if an application is engaging for the consumer, it will affect positively its perceptions, however, a non engaging application will not necessarily deteriorate the image of the brand but might result in a lack of utilization of the application. Information is an important element in engagement as well, joining the previous conclusion explaining it has an important role overall.

Positive experiences supported by an engaging environment are highly beneficial and impact strongly and positively consumer behaviors, increasing not only brand perception but also triggering more word of mouth communication and loyalty from them.

5.1.4 Understand the impact of the design of the branded application on the experience and engagement of consumers

In accordance with Rondeau (2005), the primary research showed design was very important in branded applications’ success because it affects consumers through both their engagement of using the application.

Moreover, following the study of Kim et al (2013) dealing with engagement attributes used in the design of branded application, the survey identified novelty (welcome, news, promotion) as the most important engagement attribute from a consumer perspective, followed by vividness, control and motivation attributes. Moreover, the structured interviews supports content is the most important part of the applications, whereas the focus group highlights control as a major aspect. However, customization, multiplatforming and feedback, even if less important to consumers remain a minimum and are expected to be part of the application.
Additionally, the literature revealed vividness and brand cues were also important in increasing in particular authenticity, differentiation or recall (Magrath & McCormick, 2013), and that consumers like simplicity, convenience and strong graphics (Adhami, 2013; Ryan & Jones, 2012).

As a final point, being linked both to brand experience and engagement, **design has a major impact on consumer behaviors** with the application and thus they also indirectly have an impact on consumer brand perceptions.

**Content attributes are the most important to consumers.** This fact correlates with previous conclusions and reinforce the idea the information sought is key in the success of the branded application. However, **images and graphics elements (vividness) are also important.** As explained by Adhami (2013) vividness will have more impact on the discovery phase and content on the reflective phase.

### 5.1.5 General conclusions

In summary, **the positive and welcoming perception of the application** plays an important role in its acceptance and use and enhances the possibilities of impacting consumers. **Brand information quality** is primary as it is the first functionality of the application and the first element sought by consumers.

Moreover, **the experience of the application** is primary as it can shape positively or negatively consumer perceptions of a brand.

Additionally, **the branded application’s engagement** will automatically enhance the experience and thus will also have an impact on consumers.

Finally, **design is a major element**, especially content (information given to consumers) and will impact on the experience and engagement of consumers and consequently influence consumer behaviors. **All these elements help to understand how branded applications can shape consumer perceptions** and will help understand how to implement a successful mobile application.
5.2 Recommendations

As explained in the previous section, branded applications influence consumers’ perceptions and behaviors towards a brand thanks to the experience and engagement created. However, not all mobile applications are efficient and their use can also lead to deterioration of the brand image. The main recommendation for practitioners who wants to implement a successful application would be to understand consumer behaviors and to build a strong positive experience for consumers.

Marketers need to take into account the following recommendations to implement a successful branded application:

⇒ To understand consumer behaviors in order to:
  o Identify the right type of application sought to increase the usage.
  o Reduce barriers to increase the acceptance.

⇒ To build a strong positive experience.
  o Matching consumers’ expectations by providing an application matching the level of your brand image, values and other touch points.
  o Engage consumers by providing enjoyable utilitarian and informational experiences.
Provide an efficient design:

- Providing useful and up to date content and with information
- Inserting brand cues to improve differentiation, recall and the graphics of the applications.
- Allowing the consumer to have a fluid control of the application
- Keeping the application simple and straightforward to use.

Moreover, recommendations on further research can be given. First of all, as information is a major variable in branded applications, it would be interesting to understand what type of information is the most sought by consumers, and also what would be expected to be high quality information. Secondly, to avoid any mistakes on building the experience, it would be interesting to know what makes a poor experience in the eyes of consumers. Moreover, it would be useful to know what experience and engagement dimensions affect the most consumers in order to shift them positively. Finally, the primary goal of the researcher was not to study the concept on a respondent’s type basis, however the findings suggest differences exists, and thus more research could be done to highlight and understand this phenomenon.
Chapter 6: Self Reflection on Own Learning and Performance

6.1 Introduction

In this chapter, I will assess my own learning and highlight its impact on my work, myself and my future. In the first part of the chapter I will develop the main learning styles theories existing and explain how they affected my study. Then, I will reflect on the problems I came across and on the skills I developed whilst working on the dissertation. Finally, I will explain how I will be able to apply what I learned in my professional or personal future.

6.2 Learning styles

In the field of learning, David Kolb is one of the major researchers. He defines learning as “the process whereby knowledge is created through the transformation of experience”. The authors also emphasize knowledge “results from the combination of grasping and transforming experience” (Kolb, 1984).

Moreover, Bloom (1956) highlighted three main fields were important in the learning process of an individual: the cognitive one (regrouping mental skills), the affective one (regrouping feelings) and the psychomotor one (regrouping the physical skills). The author emphasize a mix of the three of these can create a better learning experience (Bloom, et al., 1956).

Different learning concepts exist. Two of the most famous ones are first the one developed by Kolb (1984) known as the “Experiential Learning Cycle” and secondly the “Learning Styles” developed by Honey and Mumford (1992).

While defining his learning cycle, Kolb’s identified four different stages of learning: First, the “concrete experience” where the learner physically or mentally experience something; secondly the “reflective observation” comes after the first experience and is where the learner reconsider what has been done so far and evaluate it; thirdly, the “abstract conceptualization” occurs when the learner decodes and interprets what has been observed in the last stage; finally the “active experimentation” occurs at the end of the circle when the learner think about how apply what they have just learnt (Kolb, 1984). 

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Moreover, Honey & Mumford developed a model regrouping different learning styles based on the learning cycle of David Kolb described above. The authors adapted the learning cycle to a more professional environment in order to apply it to managerial decisions. They highlighted four types of learning styles. First “activists” learn by experiencing and doing; secondly, “reflectors” step back and observe from different angles; thirdly, “theorists” adapt their observations into logical theories; and finally “pragmatists” test out ideas and theories to if they work (Honey & Mumford, 1992).

Based on the learning styles developed by Honey & Mumford, I would classify myself as a Reflector. Indeed, I would rather step back and have a look at every angle possible before reaching a conclusion. In addition, I would also gather every data possible before analyzing it.
I consider myself as very cautious, thoughtful and slow in my decision making and assume all these elements can make me reach better findings.

On the other hand, even if I would not consider myself as a Theorist, some of its aspects as logical thinking and organization also characterize me.

6.3 Self reflection

Reflective practice is according to Schön, “a dialogue of thinking and going through which I become more skillful” (Schön, 1983). Put differently, it is “the capacity to reflect on action so as to engage in a process of continuous learning” (Schön, 1983).

This concept is important in the improvement of the individual as the outcome of a self reflective action could change our way of executing something, could make us understand better the problem, could develop our skills, could solve a problem encountered (Boud, et al., 1985).

Many frameworks helping the action of self reflective practice exists (Argyris & Schön 1978; Gibbs, 1988; Johns 2000). However, Gibbs reflective cycle (figure 85) is the most simple to employ.

![Figure 85 Gibbs' Reflective Cycle (1988)](image)
Gibbs (1988) describes 6 different stages helping to reflect on the work done. First it is important to describe the situation. Secondly, explain the feelings linked to it. Then, evaluate the situation and analyse the situation, followed by a conclusion on the outcomes of it. Finally it is also important to plan the future in case the situation recur.

6.3.1 Skills and performance

The following explanation of the problem encountered and of the skills developed was based on Gibbs reflective cycle (1988).

- Time management

  Time is one of the most important external factors influencing the dissertation. First, the amount of time seemed to be sufficient. However, I quickly noticed it would be an issue and an increase stress as Misra & Mckean (2000) explained. As described above, I consider myself as a reflector and thus, take more time to reach conclusions. However, I am also very cautious, and as soon as I realized time would be an issue, I started to separate, organize and plan my work according to a Gantt chart as suggested by Saunders (2009). In addition to the chart, I also detailed in my diary the work that had to be done weekly. Thank to these tools I was able to keep my work up to date and finish on time.

- Data management

  Primary and secondary data are fundamental in a Master’s degree level dissertation. As branded mobile applications were not widely studied by academics, I wanted to bring experience and engagement to fill up the gaps in the literature. But as I am a reflector learner, I ended up gathering too much data and sometimes had troubles differentiating which was the most important. This situation affected my stress and motivation. However, to target the important data, I started to synthesizing the data and categorizing it and evaluate in relation to my research question and objectives (Saunders, et al., 2009).

- Group management

  During the dissertation I wanted to incorporate a focus group in the qualitative research. I had previous experiences from group meetings in my business school in France and at the DBS in Ireland. However, they were brainstorming meetings and thus different from a focus group. As explained by Page (1985) these experiences are stressful, especially for me as I consider myself as quite shy. The focus group allowed me to enhance my group management
skills as I had to manage the group entirely from the choice of the candidates and questions to the discussion itself, as well as all the technical elements (environment, time, collations...).

- **Research analytical and language skills**

  As my educational background is a French one, I was not used to the English system, involving the use of academic references and critical thinking. Adapting to a new system is difficult and I felt sometimes lost. However, over the 2 semesters, joining Mapp (2012) findings, I gain in cross-cultural adaptability and learn to support my work with academic resources, concepts, or models and on the other hand, also to develop a more critical approach not only to confront academic concepts, models or ideas between them, but also to assess the quality of their quality and reliability.

Moreover, I also improved my skills related to the primary research. Indeed, this dissertation allowed me to perform my own research with a mix of qualitative and quantitative studies. I have thus learnt to conduct structured interviews, a focus group and a survey, and also to critically analyze the data collected and draw conclusions from it.

- **Language and Marketing skills**

  As I explained in the previous section, my educational background is mostly French, thus enrolling in a MA Master's degree in another country and communicating with other students, or lecturer was not always easy. First, the experience allowed me to widen my views of marketing and gain “cross cultural skills” as stated by Kitsantas (2004) by experiencing a different approach in a different educational system; as well as more specialized skills linked to the key concepts I had to develop: mobile marketing, experience and engagement. Moreover, thanks to the variety of tasks I had to accomplish throughout the year (readings, presentations, assignments, and the dissertation), not only were enhanced my oral and written comprehension but my oral and written expression.
6.3.2 Future application and action plan

The experience of conducting a mixed research for the dissertation will be beneficial and helpful to me. All the skills I have learnt and developed during the dissertation will help me both in my personal life and in my professional career.

Time management will be useful on a personal and professional level. Thank to this skill I will be able to manage and balance my professional projects and my personal habits, allowing me to improve my efficiency to offer a higher quality of work to the company in the demanded time.

Moreover, data management skills will mostly enhance my productivity in a professional environment. These skills will allow me to produce a more comprehensive, organized and straightforward work highlighting only important facts. This skill is essential in a professional setting, where important decisions have to be taken on a daily basis.

Group management is also a key element in a professional environment where many different types of meetings (brainstorming, kick-off meetings and so on) occur regularly. Thanks to the focus group, my confidence has grown and I will be able to manage small groups in a professional environment, from organizing the group and topics to analyzing the results and highlighting the crucial elements.

Furthermore, the research skills developed during the dissertation will be helpful to me. In a professional marketing environment, market research has a very important role. Thanks to my skills I will be able to conduct a quality research and provide valid conclusions and recommendations.

Language skills will have a great impact on my personal and professional life. Indeed, my goal is to go abroad to start my career. Being able to understand write and speak two languages on a professional level is a serious advantage, especially in the current globalised world. This skill will help me being more efficient in my work, and also a more competitive candidate.

Finally, the marketing knowledge I have gathered during the dissertation will help me in my future professional career. Indeed, this knowledge will certainly help me understand and achieve my future projects and also achieve my goal of working in a company using the new technologies studied: mobile marketing and apps.


Appendices
Appendix 1: Mobile marketing (definition and effectiveness of the concept).

In a study of the existing literature relating to mobile marketing, Leppäniemi et al (2006) highlighted 4 major approaches, mobile marketing, mobile advertising, wireless marketing and wireless advertisement. The authors draw attention the term wireless is not automatically associated with mobility, and thus “the concept Mobile marketing and its subset mobile advertisement are the most appropriate for this phenomenon” (Leppäniemi, et al., 2006). The authors agreed on the following definition of mobile marketing: “Mobile marketing is the use of the mobile medium as a means of marketing communications”. (Leppäniemi, et al., 2006)

More recently, Shankar & Balabsubramanian defined the concept more precisely as “Mobile advertising can stake a claim to deliver no other medium can :the right message at the right time to the right person via the right channel” (Yaniv, 2008)

Some authors agree mobile marketing is effective and beneficial for companies and for consumers (Barwise & Strong, 2002; Hundal & Grover, 2012). Mobile marketing can help improving companies internally and externally (Smutkupt, et al., 2010) and has many advantages as being cost effective (Shankar & Balabsubramanian, 2009), increase sales, differentiation (Samy, 2012) and help building customer insights (Dow, 2013; Friedrich, et al., 2009).

However, to be effective, mobile marketing has to be part of the overall marketing communications strategy (Leppäniemi & Karjaluoto, 2008 ; Smutkupt, et al., 2010; Omkareshwar, 2012 ; Leppäniemi & Karjaluoto, 2005). This type of cross media advertising had a positive effect on “consumers’ perceived media engagement, message strengh, and brand attitudes” (Wang, 2007).

Nevertheless, Smutkupt et al (2010) highlighted the increase of consumer accessibility to information and thus bargaining power is a risk. Additionally, Tripathi & Siddiqui (2008) are not convinced of its effectiveness, and consider mobile marketing does not have a significant impact on consumer decisions.

To finish with mobile marketing, some authors highlighted that the literature relating to mobile marketing is obsolete due to its focus on older technologies as SMS advertising (Persaud & Azhar, 2012). Moreover, authors also argued that mobile marketing is not yet fully understand by academics (Smutkupt, et al., 2010; Friedrich, et al., 2009; Leppäniemi & Karjaluoto, 2005; Leppäniemi & Karjaluoto, 2008).
Appendix 2: Questionnaire design process (Malhotra, 2006)

1. Specify the information needed
2. Specify the survey administration method
3. Determine the content of individual questions
4. Design the questions to overcome the respondent's inability and unwillingness to answer
5. Decide on the question structure
6. Determine the question wording
7. Arrange the question in the proper order
8. Identify the form and layout
9. Reproduce the questionnaire
10. Eliminate problems by pretesting
Appendix 3: Planning and conducting a focus group (Malhotra & Dash, 2010)

1. Clarifying research problems and objectives
2. Clarify the role of focus groups in fulfilling the objectives
3. Specifying the issues to be developed in the focus group
4. Specifying the types of target respondents to make the focus group
5. Specify the location of the focus group
6. Recruit the members
7. Run a experimental group
8. Conducting the focus group
9. Analysing the data and present the findings
Appendix 4: Focus group guideline

A. Branded applications’ general consumption trends
   ➔ Perception of mobile apps
   ➔ Type of branded app preferred
   ➔ Reasons consumers download branded apps
   ➔ Reason why they reluctant:
   ➔ Factors influencing download

B. The impact of branded applications’ experience and design
   ➔ Experience of using a branded app
   ➔ Where would you rather encounter a brand/ are mobile apps a good touch point
   ➔ Good Experiences enhance perception of brand
   ➔ Bad exp deteriorate brand image
   ➔ Type of experiences preferred
   ➔ The design of the app enhances the experience of the app.
   ➔ Important attributes of design

C. The impact of branded applications’ engagement
   ➔ Engaging apps enhance brand relationship
   ➔ Non engaging apps deteriorate brand relationship
   ➔ How this engagement would result in?
   ➔ Most engaging type of app
   ➔ In app engagement
     ➔ enhance perception of brand
     ➔ engagement dimensions
Appendix 5: Structured interview

- **Anita Brown**

1. What company/organization do you work for?

Samsung Electronics UK

2. How many apps does your company/organization have? (Please provide an estimate value if you are unsure of an exact number)

I don’t know in the company but in my division we have one free app called My Galaxy. My division is IT and Mobile.

3. What types of apps does your company offer?

My Galaxy is a loyalty/post purchase customer engagement app. The purpose is to try and have a relationship with that customer given they are actually a customer with the network or retailer that they bought the phone from.

4. What are the main advantages of using mobile apps for a brand?

It allows us to have a platform to engage with our customers post purchase and we can start to create a loyalty platform/programme.

5. In your opinion, what are the main reasons consumers are attracted by branded apps?

Trust, more information, exclusive information, personalised offers.

6. On the other hand, could you explain why consumers could be reluctant to use branded mobile apps?

Intrusive. Feel like they are being sold other Samsung products they don’t necessarily want.

7. What type of apps would you consider to have the most impact on consumer behaviours, informational or entertainment? Why?

Informational- it helps the customer to get more from their device therefore increasing their level of enjoyment and satisfaction with the product.

8. Would you consider mobile apps as an efficient brand “touch point” in comparison to others (as advertising, website, stores, product/service, people, sms/mms)? Why?

Because of the purpose of this app being after sales then yes I do think it stands alone as an efficient brand touch point as it can be personalised rather than mass reach.

9. In what way can the experience created by the use of the app enhance consumers’ perception of the brand?
The way the information is offered, the content within the app is easy to use and engaging and of benefit to the consumer.

10. Would you say the design of the app affects the overall brand experience and brand engagement of consumers? Why?

Yes I would, it needs to be clean, easy to navigate, reflective of the brand values you see in the ATL/retail so the journey is seamless for the customer and this is just another touchpoint for the customer.

11. What app attribute would you consider the most influential: content (e.g. brand information, promotional offers, and customization), graphics (colours, brand elements, ergonomics and buttons)? Why?

Content as it can be personalized.

About yourself:

12. What is your name:

Anita Brown

13. How long have you been working there for?

2 years

14. What is your position and role in the company?

Channel Marketing Manager- responsible for managing all Samsung marketing activity within all the B2C and B2B channels within the O2 Telefonica account
- Richard Shepherd

1. What company/organization do you work for?
   CANON Europe Ltd. (CEL)

2. How many apps does your company/organization have? (Please provide an estimate value if you are unsure of an exact number)
   - 2-3 – Released by CEL
   - 5-6 – Released by CANON inc. (Tokyo)
   - Others available from other sales regions

3. What types of apps does your company offer?
   - The CEL apps are designed to enhance the customer’s experience of using our products. Specifically EOS Companion is based on the insight that new DSLR (specifically EOS 1200D) owners find their camera intimidating and can be disappointed that they can’t make it perform in the way that they know it can.
   - Canon inc Apps tend to be adding additional functionality to a product (remote operation etc.)

4. What are the main advantages of using mobile apps for a brand?
   - The reason we decided on an App for EOS companion is to give the customer the opportunity to have the content when and where they need it. We could have made a booklet, a DVD or a website but then the likely hood of a customer having that material when they needed to know the answer to a question is somewhat low. Building an App allows the user to have relevant content with them when they want it

5. In your opinion, what are the main reasons consumers are attracted by branded apps?
   - Consumers are attracted to any app, branded or otherwise, if it does something they need. Some users will download any app related to a brand they love but to get them to use it and consume the content within it the app has to deliver something they need, whether that be content in an accessible format or some function related to the smartphone.

6. On the other hand, could you explain why consumers could be reluctant to use branded mobile apps?
   - It all depends on what the app is supposed to be offering. If the app is supposed to be impartial then the brand would need to ensure that it worked hard to provide a balanced view. If that is not possible users would be drawn to third party apps

7. What type of apps would you consider to have the most impact on consumer behaviours, informational or entertainment? Why?
   - I don’t think you can split it like that. Apps must fulfil a customer need in order to have an impact on consumer behaviour
8. Would you consider mobile apps as an efficient brand “touch point” in comparison to others (as advertising, website, stores, product/service, people, sms/mms)? Why?

   We haven’t enough data to make judgement on this

9. In what way can the experience created by the use of the app enhance consumers’ perception of the brand?

   That depends on the app. As long as the app fulfils a need then it can have a good impact on a customer’s perception

10. Would you say the design of the app affects the overall brand experience and brand engagement of consumers? Why?

    The design of the app as critical as it the cornerstone for consumers experience which if not good will have a negative effect

11. What app attribute would you consider the most influential: content (e.g. brand information, promotional offers, and customization), graphics (colours, brand elements, ergonomics and buttons)? Why?

    Functionality of an app does not fulfil a customer need then it will not be successful

About yourself:

12. What is your name:
Richard Shepherd

13. How long have you been working there for?
8 years

14. What is your position and role in the company?
Product marketing team leader - Consumer EOS
Appendix 6: Questionnaire (English version)

Language/Langage

1. Dans quelle langue souhaiterez-vous répondre au questionnaire?
   In what language would you like to take this survey?
   
   - Français
   - English

Introduction/About you

Dear Sir/Madam,

I am currently studying at the Dublin Business School, completing a MA in Marketing and writing a dissertation on marketing & brand communication entitled: “The Influence of branded mobile applications on consumers’ perception of a brand: the importance of brand experience and engagement”.

The purpose of this study is to understand the role and influence of brand experience and brand engagement created by branded applications and how they influence consumers’ perceptions of a brand. I would greatly appreciate it if you could complete this questionnaire. This study is strictly anonymous. All the information you are giving will remain strictly confidential and will only be used for the purpose of this dissertation.

The questionnaire consists of 20 questions, divided into three main topics: general consumption habits, brand experience and brand engagement. The questionnaire should only take between 1 and 10 minutes of your time to complete. Thank you very much. Please don’t hesitate to contact me should you require any further details: stefanproxoon@gmail.com

To avoid any confusion, I will briefly clarify the main concepts:

- Branded mobile apps are mobile applications developed by brands offering product or service – excluding the app itself– to consumers (e.g. Canon, Tesco, Easyjet, Amazon), thus excluding developer’s apps (e.g. WhatsApp, Instagram).
- Brand engagement is the emotional or rational link the consumer has with a brand.

- “In app” engagement is the involvement the consumer experiences whilst using the app.

2. Which category below includes your age?

   - 18-20
   - 21-25
   - 30-35
   - 40-45
   - 50-55
   - 60 or older
### Branded apps: general overview

**3. Have you ever downloaded branded mobile applications?**
- [ ] Yes
- [ ] No

**4. Which of the following statement do you most agree with?**
- [ ] Branded apps are only advertising and marketing purposes
- [ ] Branded apps are innovative
- [ ] Branded apps are entertaining
- [ ] Branded apps are advantageous for consumers
- [ ] Branded apps are convenient for consumers
5. What kind of branded applications would you rather use?

- International
- Lifestyle
- Shopping
- Games
- Educational
- Social/community
- Participation

6. What would mostly influence you to download branded mobile apps? (You can provide more than one answer)

- Advertisement
- Word of mouth (friends and family)
- Brand relationship/loyalty
- Feedback and reviews
- Top charts (on the Apple/Google play store)
- Other (please specify)

7. What are the main reasons that would make you download branded mobile apps? (You can provide more than one answer)

- Enjoyment
- Utility/information
- Benefits (coupons/promotional offers)
- Interactivity with the brand
- Control/customization of information
- Other (please specify)

8. What would make you reluctant to download a branded mobile app? (You can provide more than one answer)

- Trust issues
- Privacy concerns
- Technical issues (with the device or the app)
- Price
- Other (please specify)
Focus on experience

9. Please rank these ways of experiencing a brand from the most preferred (1) to the least preferred (7):

- Ads (billboards and media)
- Websites
- Mobile apps
- Brand stores
- Product and services
- People/employees
- Social media

10. Generally how do you find the experience of using a branded mobile application?

- Very bad
- Bad
- Neutral
- Good
- Very good

11. Do you agree with this statement: “A positive experience with a branded app could improve your perception of a brand”?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

12. Do you agree with this statement: “A negative experience with a branded app can deteriorate your perception of the brand”?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

13. What type of experiences would engage you the most?

- Entertainment
- Utilitarian
- Informational
- Social
- Participative

14. Would you say the design of the branded app has an impact on the overall experience?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree
15. Do you agree with this statement: “An engaging branded application can enhance my perception of a brand”?
   - Strongly disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly agree

16. Do you agree with this statement “a non-engaging app negatively affects my perception of a brand”?
   - Strongly disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly agree

17. What would your brand engagement created by the app result in? (You can provide more than one answer)
   - Purchase intent (buying more)
   - Loyalty/ buying again
   - Trust
   - Value
   - Word of mouth (sharing the app with relatives)
   - Other (please specify)

18. What type of application would engage you the most?
   - Informational
   - Lifestyle
   - Shopping
   - Games
   - Educational
   - Coasts/community
   - Participation

19. When experiencing branded applications, which of these following sentences describe you the best?

<table>
<thead>
<tr>
<th>Sentences</th>
<th>Very dissimilar</th>
<th>Dissimilar</th>
<th>Similar</th>
<th>Very similar</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am absorbed into the application; I can’t see the time flying</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I can’t stop accessing the application; it has become a habit</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am willing to spend time on the application</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I want to participate and share via the application</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
20. Would you say the design of the branded app has an impact on your “in app” engagement?
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

21. Which of the following would you consider to be the most important to build a good experience? (Rank from 1 to 7, 1 being the most important)

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vividness (Animation, Graphic images, sounds)</td>
<td></td>
</tr>
<tr>
<td>Novelty (Welcome, news, promotion)</td>
<td></td>
</tr>
<tr>
<td>Motivation (Start page, sign in, terms of use agreement, downloading)</td>
<td></td>
</tr>
<tr>
<td>Control (Home, back and next buttons, zoom functions)</td>
<td></td>
</tr>
<tr>
<td>Customization (sign in, search, notifications, saved data, location based data, change settings)</td>
<td></td>
</tr>
<tr>
<td>Feedback (comments, like and share buttons/send e-mails/feedback from others)</td>
<td></td>
</tr>
<tr>
<td>Multitasking (connect to brand website, social media, maps, e-mails or other websites)</td>
<td></td>
</tr>
</tbody>
</table>
Appendix 6: Questionnaire (French version)

**Introduction/ À propos de vous**

Madame, Monsieur

Actuellement étudiant à la Dublin Business School, je mène une étude afin de valider mon Master en Marketing. Le titre de mon étude est :

« L’influence des applications mobiles de marque sur la perception des consommateurs »

L’objectif de cette étude est de comprendre le rôle et l’influence de l’expérience et de l’engagement créés par les applications de marque et de comprendre leur impact sur la perception des consommateurs.

J’apprécie le temps que vous prenez pour répondre à mon questionnaire. Cette étude est anonyme. Toutes les informations collectées resteront confidentielles et ne seront utilisées que pour cette étude.

L’étude devrait vous prendre entre 5 et 10 minutes et est composée de 20 questions, divisées en trois thèmes : habitudes de consommation, expérience, et engagement.

Si vous souhaitez avoir plus de renseignements sur cette étude, veuillez me contacter à l’adresse stefansonson@gmail.com ou par téléphone au +447525568545.

Pour éviter toute confusion je tiens à expliquer certains concepts :

- Les applications de marque sont toutes les applications disponibles sur téléphones, tablettes (ou autres) créées par des marques ayant un produit ou service sur le marché (autres que l’application elle-même) comme par exemple : Evian, Carrefour, L’equipe, EasyJet.
- L’engagement envers une marque se traduit par un lien émotionnel et/ou rationnel entre le consommateur et la marque.
- L’engagement envers une application de marque est représenté par le niveau d’implication ou consommateur dans l’utilisation de l’application.

**22. À quelle catégorie d’âge appartenez-vous?**

- 18-29
- 30-39
- 40-45
- 55-65
- 60 ou plus

**Habitudes de consommation**

**23. Avez-vous déjà téléchargé une application de marque ?**

- Oui
- Non

**24. Parmi les propositions suivantes, laquelle représente le plus votre opinion concernant les applications de marque ?**

- Ce n’est que de la publicité, une technique marketing
- C’est innovant
- C’est divertissant
- C’est un avantage pour les consommateurs
- C’est pratique
25. Quels type d'applications de marque préférez-vous utiliser ?

- Information
- Lifestyle
- Shopping
- Jeux
- Éducationnel
- Social/communautaire
- Participation

25. Quel facteur aura le plus d'influence sur votre décision de télécharger l'application de marque ? (Plusieurs réponses possibles)

- Publicité
- Bouche à oreille
- Fidélisation avec la marque
- Revues/ commentaires
- Sections « Top apps »

27. Pour quelles raisons téléchargez-vous des applications de marque ? (Plusieurs réponses possibles)

- Plaisir
- Utile
- Information
- Bénéfices (coupons, promos)
- Interactivité avec la marque
- Le contrôle et la personnalisation de l'app

Autre (veuillez préciser)

28. Pour quelles raisons seriez-vous réticent à télécharger ce genre d'applications ? (Plusieurs réponses possibles)

- Manque de confiance
- Partage d'informations personnelles
- Problèmes techniques
- Prix

Autre (veuillez préciser)
### Experience

29. Quel type d’expérience préférez-vous avoir avec une marque? (Classez les réponses de 1 à 7, 1 étant la plus préférable)

- [ ] Publicité
- [ ] Site internet
- [ ] Apps
- [ ] Magasin de la marque
- [ ] Produits et services
- [ ] Employés
- [ ] Gens sympas

30. Généralement, comment trouvez-vous l’expérience d’utilisation d’une application de marque?

<table>
<thead>
<tr>
<th>Très mauvaise</th>
<th>Mauvaise</th>
<th>Moyenne</th>
<th>Bonne</th>
<th>Très bonne</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

31. Que pensez-vous de la déclaration suivante: « une expérience positive avec une application de marque peut améliorer l’image que j’ai de la marque »

<table>
<thead>
<tr>
<th>Pas du tout d’accord</th>
<th>Pas d’accord</th>
<th>Je ne sais pas</th>
<th>D’accord</th>
<th>Tout à fait d’accord</th>
</tr>
</thead>
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</table>

32. Que pensez-vous de la déclaration suivante: « une expérience négative avec une application de marque peut détériorer l’image que j’ai de la marque »

<table>
<thead>
<tr>
<th>Pas du tout d’accord</th>
<th>Pas d’accord</th>
<th>Je ne sais pas</th>
<th>D’accord</th>
<th>Tout à fait d’accord</th>
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</thead>
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</tbody>
</table>

33. Quel type d’expérience vous engagerait le plus?

- [ ] Divertissement
- [ ] Utilitaire
- [ ] Internationale
- [ ] Social
- [ ] Persuasif

34. Est-ce que le design de l’application de marque impacte votre expérience avec l’application de marque?

<table>
<thead>
<tr>
<th>Pas du tout d’accord</th>
<th>Pas d’accord</th>
<th>Je ne sais pas</th>
<th>D’accord</th>
<th>Tout à fait d’accord</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tbody>
</table>
### Engagement

35. Que pensez-vous de la déclaration suivante « l'image que j'ai de la marque s'améliore quand je suis engagé envers son application ».

<table>
<thead>
<tr>
<th>Pas du tout d'accord</th>
<th>Pas d'accord</th>
<th>Je ne sais pas</th>
<th>D'accord</th>
<th>Tout à fait d'accord</th>
</tr>
</thead>
</table>

36. Que pensez-vous de la déclaration suivante « L'image que j'ai de la marque se détériore quand je ne suis pas engagé envers son application ».

<table>
<thead>
<tr>
<th>Pas du tout d'accord</th>
<th>Pas d'accord</th>
<th>Je ne sais pas</th>
<th>D'accord</th>
<th>Tout à fait d'accord</th>
</tr>
</thead>
</table>

37. Comment votre engagement envers une marque se traduirait-il ? (Plusieurs réponses possibles)

- Insertion d'achat
- Plus fidèle envers la marque
- Plus de confiance envers la marque
- La valeur de la marque s'améliore.
- Je parle de la marque à mes amis/famille.
- Autre (veuillez préciser)

38. Quel type d'application de marque vous engagerait le plus ?

- Information
- Lifestyle
- Shopping
- Jeux
- Éducatif
- Social/communautaire
- Participation

39. Quand vous utilisez des applications de marque, quelle situation vous décrit le mieux ?

<table>
<thead>
<tr>
<th>Je suis absorbé, je ne vois pas le temps passer</th>
<th>Très différent</th>
<th>Different</th>
<th>Ressemblant</th>
<th>Très ressemblant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Je n'ai pas mal à gérer l'utilisation de l'application, c'est une habitude</td>
<td>Très différent</td>
<td>Different</td>
<td>Ressemblant</td>
<td>Très ressemblant</td>
</tr>
<tr>
<td>J'ai envie de passer du temps à utiliser l'application</td>
<td>Très différent</td>
<td>Different</td>
<td>Ressemblant</td>
<td>Très ressemblant</td>
</tr>
<tr>
<td>J'ai envie d'aider la marque, j'en parle autour de moi</td>
<td>Très différent</td>
<td>Different</td>
<td>Ressemblant</td>
<td>Très ressemblant</td>
</tr>
</tbody>
</table>
40. Pensez-vous que le design de l'application de marque a un impact sur l'engagement envers l'application elle-même ?

<table>
<thead>
<tr>
<th>Pas du tout d'accord</th>
<th>Pas d'accord</th>
<th>Je ne sais pas</th>
<th>D'accord</th>
<th>Tout à fait d'accord</th>
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</tbody>
</table>

41. Parmi les éléments suivants, lesquels ont le plus pour vous ? (classez les éléments de 1 à 7, 1 étant le plus important)

- [ ] Viscosité (animations, images, etc.)
- [ ] Origine (store, news, promotions)
- [ ] Motivation (Page d'accueil, de connexion, mises à jour)
- [ ] Contrôle (bouton retour arrière, précédent, suivant, fonctions de zoom)
- [ ] Personnalisation (connexion, recherche, notification, mises à jour, localisation, paramètres)
- [ ] Feedback (commentaires, bouton like et partage)
- [ ] Multiplaftorming (lien vers le site de la marque ou autre, réseaux sociaux, Google Maps, e-mails)
Appendix 7 Dissertation planning and costs

<table>
<thead>
<tr>
<th>Main Tasks</th>
<th>July</th>
<th>August</th>
<th>November/February</th>
<th>March</th>
<th>April</th>
<th>May</th>
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<tr>
<td>Definition of the objectives</td>
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<tr>
<td>Literature review</td>
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<tr>
<td>Research methods</td>
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<tr>
<td>Design of the interviews</td>
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<td>Design of the questionnaires</td>
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<tr>
<td>Qualitative data collection</td>
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<td></td>
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</tr>
<tr>
<td>Quantitative data collection</td>
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<td>Qualitative data analysis</td>
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<tr>
<td>Quantitative data analysis</td>
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<tr>
<td>Conclusions/recommendations</td>
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<tr>
<td>Editing and finalising</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Costs</th>
<th>Articles/books</th>
<th>Focus group (food and beverage)</th>
<th>Software package</th>
<th>Travel</th>
<th>Printing and Binding</th>
<th>Total costs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>100 €</td>
<td>30 €</td>
<td>60 €</td>
<td>40 €</td>
<td>150 €</td>
<td>380 €</td>
</tr>
</tbody>
</table>
Appendix 8 Watson’s box

What?

- How can Branded mobile applications influence consumer’s perception of a brand?
- Objectives:

  Obtain a picture of the main consuming trends of branded mobile applications in France and England.
  - To highlight how consumers perceive branded applications.
  - To highlight what type of branded applications are preferred by consumers.
  - To capture the main factors influencing consumers to download branded mobile applications.
  - To enlighten which acceptance and use factors are the strongest for branded applications.

Understand the impact of mobile application’s brand experiences on consumers perceptions of the brand:
  - To compare and evaluate branded mobile applications as touch points.
  - To understand consumer’s responses to brand experiences –toward a brand – created by the use of applications.
  - To highlight what types of experiences will have the most influence on consumers’ perception.

Understand the impact of engagement created by mobile applications on consumers perceptions of the branded application and the brand:
  - To discover what types of branded applications are the most engaging for consumers.
  - To demonstrate the impacts of engaging consumer through a branded mobile application.

Understand the impact of the design of the branded application on the experience and engagement of consumers
  - To determine if design has an impact on brand experience
  - To determine if design has an impact on engagement.
  - To discover which engagement attributes based on the work of Kim et al (2013) are the most influential attributes.

Why?

- I have a particular interest in digital marketing, and want to discover more about the impact of mobile applications on consumers.
- Mobile applications are part of a new emerging, and fast growing trend, thanks to an increasing smart phone equipment rate.
- This topic can help me in my future career weather as an entrepreneur, or as an individual in a bigger company.
- The gap in the literature. Apps are a hot topic. Most of the academic literature around apps is focusing on acceptance, but some influential aspects haven’t fully been studied yet. Especially, the concept of experience and engagement created by mobile applications.
How –conceptually?

Applying two concepts (experience and engagement) linked to branding, to the mobile application world in order to discover how can mobile applications influence consumers:

▶ Branded application:

“Software downloadable to a mobile device which prominently displays a brand identity, often via the name of the app and the appearance of a brand logo or icon, throughout the user experience”

Bellman et al, 2011

The design attributes of branded applications from Kim et al (2013)

▶ Brand experience

“Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments”

Brakus et al, 2009


▶ Engagement

“the level of an individual customer’s motivational, brand related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioural activity in brand interactions”

Hollebeek (2011)


How -practically?

Using Primary Researches to understand consumer behaviours linked with the two concepts in relation to mobile applications.

▶ Qualitative

- One focus group.
- Face to face administration
- Composed with adults (18-60 years old)
- Judgemental selection
- 1h session.
- Objectives: To have a deep understanding of consumers’ app experiences and brand engagement and to help me build a better qualitative study.

▶ Quantitative

- Population: Adults (18-60 years old) living in the UK and France in April 2014.
- Internet mediated questionnaire.
- Self selected sampling and snowballing.
- Tool: Survey monkey
- Objectives: To understand the influence of Branded mobile applications on young adults brand perception based on the experience and engagement created by the app.
Appendix 9 Complementary information on the market

Source: (Compuware, 2012)

Total App Downloads

Current Market Share

Android 55%
Apple 23%
Blackberry 7%
Windows 2%
Other 12%

Total Apps Available