Exploring the Irish consumers intention to use location-aware mobile advertising and its effects on consumer brand loyalty. A study of the Irish FMCG market from the consumer perspective

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Abstract

This dissertation seeks to assess if location based marketing is an effective communication tool for Fast Moving Consumer Goods (FMCG) manufacturers in building consumer loyalty. It will be conducted from the consumer viewpoint. Grocery shoppers purchase behaviour has changed greatly over the last decade and these changes in behaviour have created major challenges for FMCG brand manufacturers. One worrying change is that the degree of loyalty consumers once held for FMCG manufactured brands seems to be eroding away or disappearing all together. As a result there lies a widespread believe that FMCG brand manufacturers need a change of strategy when communicating with their consumers, that a shift away from marketing to the masses is needed which is traditional approach used by FMCG brand managers. This study aims to identify if location based marketing can act as an alternative in building brand loyalty for FMCG manufactured. The widespread adoption and use of Smartphone's amongst the Irish population makes it the ideal channel to reach the vast majority of consumers. To achieve this, an analysis of the literature is undertaken leading to research objectives. These objectives are then assessed through a quantitative analysis of 101 Irish grocery shoppers. The result demonstrate the Irish grocery shoppers willingness to adopt and use location based marketing while shopping. They also show the it can lead to the consumers feeling more valued as a customer, a positive change in attitude toward the communicating firm and an decrease in brand switching behaviour. The final chapter of the dissertation draws conclusions, outlines the implications for brand managers and makes recommendations for future research.
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1 Introduction

“Mobile marketing is the most personal medium available. People run their lives off of mobile. It’s business, it’s personal, it’s information gathering. It’s on 24/7. We call it the “brand in the hand” -- Mobile Media Manager, ADIDAS International (Rohm & Sultan, 2005)

Fast-moving consumer goods (FMCG) are products that are sold quickly and at relatively low cost. Examples include non-durable goods such as soft drinks, toiletries etc. Typically these products are produced by manufacturers (FMCG manufactures) which are then sold through 3rd party retail channel members such as supermarkets. Given the nature of the industry the majority of the product’s on offer are low involvement purchases for the consumer. Today the average shopper has approximately 30,000-40,000 products to choose from in an average supermarket. AT an ECR conference in late 2011, it was pointed out that there are twice as many grocery products on sale in 2011 than there were in 2001 (Doogue 2013). This highly competitive environment means that branding is the number one marketing objective of companies who operate in this space as they look for ways to differentiate themselves and get noticed. As Keller (1998) notes "physical goods are traditionally associated with brands. As more and more different kinds of products are sold or promoted directly to consumers, the adoption of modern marketing practices and branding have spread further"

According to the American Marketing association in 1985, “marketing involved the integrated analysis, planning and control of the marketing mix variables (product, price, promotion and distribution) to create exchange and satisfy both individual and organisational objectives”. This view on marketing can also be viewed as transactional marketing which is a business strategy that focuses on single point of sale transactions. It focuses on maximising the efficiency and volume of individual sales rather than developing relationships. Brodie Et Al (1997) found that larger older consumer good firms rely heavily on transactional marketing. A number of academics considered this view to be overly clinical and based solely on short-term economic transactions. Moller (1992) argued that it "presumes primarily a stimulus-response relationship between the firm and its customers where the customer markets are comprised of passive, independent actors".

The FMCG environment has radically changed over the past decade, this change was caused by a combination of technological advancements and the latest European recession. Technological advancements such as the internet and mobile has lead to the proliferation of media choices which caused a major shift in consumer media consumption away from passive traditional forms (TV, Radio Print) which FMCG brands have relied heavily on for brand building. This resulted in a widely
fragmented audience that is harder to reach and has 24/7 access to unlimited information on the move. This has given rise to the on the go digitally empowered modern day savvy consumer that no longer takes brands on what they say but rather on what they do and offer. Recent research by Schultz and Block (2012,2013) found that this shift in media consumption has caused a major decline in consumer loyalty for FMCG brands with majority of consumers displaying no brand preference in a wide range of categories.

The latest global recession has made consumer re-evaluate their spending habits in the grocery industry which gave rise to the private label brands (PLB). PLBs products are generally cheaper than manufactured brands products thus more appealing for overly price sensitive customers. A worrying sign for FMCG brands is that even though Ireland is exiting out of the recession and the GDP is rising consumers are sticking with PLBs. Lenehan (2013) states "this presents a problem for FMCG manufacturers as retailers have introduced their own private labels which they are aggressively expanding while removing or constricting the presence of the national brand". On top of this retailers have a major competitive advantage over FMCG manufacturers as their stores are the final touch point for Irish shoppers in the FMCG value chain. This gives opportunity’s for retailers to actively build relationships with their customers. A prevalent example of this is the use of loyalty cards in an attempt to keep the consumer coming back. Lenehan (2013) further states "that transactional marketing leaves customer attachment to brands at a slim margin when loyalty is threatened by private labels, struggling retailers and desperate competitors".

The implications of all these factors; fragmented audiences, price sensitive informed consumers and the shift of retailers as channel partners to competitors may mean a change in thinking is needed from FMCG manufacturer brand managers. This is an observation and recommendation made throughout recent academia (Keller 2013, Papadopoulos; A. and Shah, N, 2013; Schultz and Block 2013 and Lenehan 2013). A common view shared among academics is a need for a more integrated approach to marketing communication process that combines the use of passive traditional channels to inform and active digital channels to engage. A number of studies have shown that 75% of all brand decisions are made in-store (Hillesland, 2013). This statistic would emphasise the need for FMCG brand manufacturers to move away from mass media transactional communications to one-one communications with a view of influencing the purchase decision when it matters most at the point of purchase. Traditionally brands have relied on in-store sales promotions to stimulate sales at point of purchase, but this reliance has resulted in a highly cluttered promotional environment where consumers have come to expect deals and actively seek them out, thus products are judged on the quality of the deal rather than the quality of the product or brand. Due to this customers are
demanding a higher level to which they expect the product offerings in a store to be customized, or customize-able to their individual needs. Henceforth FMCG brand manufacturers must find new innovative ways to deliver their message in-store, for many in the industry and academia there is a common belief that the answer lies in almost every consumers pocket, the Smartphone. This view is further reinforced by research conducted by Cheil Worldwide in Britain which found 50 percent of consumers considered their mobile device a shopping tool when they bought it and 55 percent use it when they are in a shop. (Proctor and Gamble 2009)

Although the digital landscape in Ireland is altering the consumers behaviour, it has also given rise to a new attractive medium for marketers to communicate their advertisements. Ireland’s rate of internet usage is the highest in the EU, 80 % of Irish adults use the internet compared to the EU standard of 78% (PWC 2015). Another exciting trend for Irish marketers is the growing amount of the Irish population that is accessing the internet through their mobile digital devices. 61% of the Irish adult population now own a Smartphone. Furthermore 65% of Irish adults go online via mobile devices (eu standard 50%) and 52% choose their Smartphone as their first device to go online (PWC 2015). This combined with the advancement in location based technologies such as GPS, RFID and beacons has presented marketers with a dream opportunity to target consumers at the point of purchase with a relevant message in the right context at the right time. For FMCG brand manufacturers the potential of location based marketing has yet to be realised as Doogue (2013) noted "Digital will undoubtedly have a major role to play but there is still no clearly defined digital solution that has been adapted for large retail stores in the Irish and European markets.

Even with the high level of adoption of Smartphone’s in the Irish market and the interest in location based marketing as a way of tapping into the modern consumer, there has been little academic research around location based marketing in the context of the FMCG market. Mobile marketing literature is in its infancy but there has been a number of studies that have identified consumers attitude towards mobile advertising and their intention to adopt mobile marketing. (Tsang, M.M., Ho, S.C. & liang, T.P. 2004 & Choi, Hwang and McMillan, 2008). Majority of these studies have been conducted in Asian countries as the rate of mobile adoption grew at a quicker pace. As some cross cultural mobile studies have indentified there is substantial differences in the way different cultures view mobile advertising (Choi, Hwang and McMillan, 2008). In the context of Ireland the author believes that this is the first study of its kind. This illustrates a gap in the literature as if Irish brands wish to implement location based mobile advertising they will need to know what factors will result in Irish consumers having a positive attitude towards it. Also this study will aim to identify if location based marketing will have an effect on consumers loyalty towards FMCG brands.
1.1 Research Objectives

The research objectives listed below guide the reader through the main issues explored throughout the dissertation. The research objectives have been highlighted as the following:

Title: Exploring the Irish consumers intention to use location-aware mobile advertising and its effects on consumer brand loyalty. A study of the Irish FMCG market from the consumer perspective

Questions:

1. Are consumers loyal to FMCG brand manufacturers in the Irish market?
2. What are consumers attitude towards location based marketing?
3. Can location based marketing be used as an effective tool to build brand loyalty for FMCG manufacturing brands?

Objectives

1. To identify what factors affect Irish consumers brand loyalty towards FMCG brand manufacturers.
2. Determine the impact of the factors of prior permission, entertainment, information, incentives, trust and relevance have on consumers intentions to adopt location based marketing in Ireland.
3. Rank the order of importance that Irish consumers give to those factors in order to accept location based mobile advertising.
4. To predict if location based marketing will affect the Irish consumers brand loyalty towards FMCG manufacturing brands.
2 Literature review

2.1 introduction

This section will give an overview of the literature reviewed by the researcher, the researcher believes he has identified appropriate and useful sources that will be capable of building relevant knowledge in order to accomplish the objectives of this research. The knowledge gained in this section proved crucial in the design of the questions with the data collection method.

This section will cover:

- **Section 1**: how brand managers traditionally built brand loyalty.
- **Section 2**: The behaviour and loyalty of consumers in low-involvement setting.
- **Section 3**: how the changing FCMG environment has effecting consumer behaviour and traditional marketing practices.
- **Section 4**: How technology specifically mobile fits into the FMCG environment. (Shopper Marketing).
- **Section 5**: The different factors that make up location based mobile marketing communications.
- **Section 6**: The effects of location based mobile marketing on consumer loyalty.
2.2 Traditional forms of branding

2.2.1 The Brand

Branding has been around for centuries as a means to distinguish the goods of one producer from those of another (Kotler 2000, Keller, 1998). According to the American Marketing Association (AMA), "a brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition". In the early days of consumerism for a company to succeed it meant that producing a product of good quality was enough. Consumers had little choice and there often a standout quality product in each category. Factors such as increased competition, the standardisation of production techniques, technologies and globalisation resulted in a more homogenous product offering in most markets.

This led to a dilemma for both consumers and companies, consumers where presented with plenty of choice and no way to differentiate each product offering and companies had no way to differentiate themselves from their competitors. The solution was the widespread use of branding. According to Kapferer (2008) "branding has become a priority for most companies". The brand is used as a key differentiator for many business's as it enabled them to showcase their core competences that they feel are needed by consumers (Hamal and Parahald, 1994). For the consumer, brands facilitated purchase so that consumers don't have high levels of indecision as what to buy, reduce the perceived risk in the purchase situation and reduce the time needed to shop or purchase (Kotler, 2000)

It is arguable that one of the most important tasks for a marketer is to build strong brands. The value of a brand to an organization can be seen by recognizing some of the marketplace advantages that are created from having a strong brand. One review of academic research documented a wide range of possible advantages (Hoeffler and Keller 2003):

- improved perceptions of product performance;
- greater customer loyalty;
- less vulnerability to competitive marketing actions and marketing crises;
- larger margins;
- more elastic customer response to price decreases and inelastic customer response to price increases;
• greater trade or intermediary cooperation and support
• increased marketing communication effectiveness
• additional licensing and brand extension opportunities

2.2.2 Customer based brand Equity

As mentioned the primary role of a marketer arguably is to build the brand. This is also known as building brand equity. Kotler (2000) defines brand equity as "the measure of the brands ability to capture consumer preference and loyalty". A brand has positive brand equity when consumers react more favourably to it than a generic or unbranded version. To understand the role of all different types of marketing communications for brand building a comprehensive, cohesive model of brand equity is needed (Keller 2013). There is two main school of thoughts in brand equity, namely,(1) financial performance increases for brands possessing high brand equity; and (2) positive customers’ perceptions creating brand equity (Choudhury 2013). Keller and Lehmann (2006) state "from the customers point of view, brand equity is part of the attraction to or repulsion from a particular product from a particular company generated by the "non-objective part of the product offering i.e. not the product attributes per se". Villas-Boas (2004) found that "ultimately consumers decide with their purchases, based on whatever factors they deem important, which brands have more equity that others". Keller (1998) states, "the firm-related side of brand equity emphasizes such brand-related outcomes as relative price and market share, whereas customer based brand equity appears to hinge at its core on psychological associations with the brand. As part of this study, the researcher will aim to identify what factors Irish consumers deem important when choosing FMCG brands.

One model used to measure the customer perspective is Keller’s Customer based brand equity model. We can define the customer based brand equity as the differential effect that brand knowledge has on consumers response to the marketing of the brand (Keller 1998). Customer based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favourable and unique brand associations in memory (Keller 1998). In 2001 Keller extended this to more specifically express how brands should be built in terms of consumer knowledge and structures. The model involves the following four steps, they are the building blocks that are required to get to the final desired step of brand resonance or brand loyalty.
1. Brand Salience: Ensuring identification of the brand with customers and associations of the brand in customers minds with a specific product class or customer need
2. Brand Imagery: Firmly establishing the totality of brand meaning in the minds of customers by strategically linking a host of tangible and intangible brand associations
3. Brand Feelings: eliciting the proper customer response in terms of brand related judgements and feelings
4. Brand Resonance: Converting brand response to create an intense active loyalty relationship between customers and the brand

Figure 1.0 Customer based brand Equity Pyramid

Source: Keller (1998)

The CBBE model emphasises the duality of brands, the rational route is the left hand side, whereas the emotional route is the right hand side (Keller 2013). As FMCG products typically are low involvement purchases marketers usually try move consumers up the right hand side of this pyramid.
2.2.3 Brand Loyalty

As mentioned previously the number one goal of any brand manager is to create brand loyalty or brand resonance among their consumers. Academics have noted the positive effects of brand loyalty throughout the literature. Reichheld (1996) found "brand-loyal consumers may be willing to pay more for a brand because they perceive some unique value in the brand that no alternative can provide. Aaker (1991) has discussed the role of loyalty in the brand equity process and has specifically noted that brand loyalty leads to certain marketing advantages such as reduced marketing costs, more new customers, and greater trade leverage. In addition, Dick and Basu (1994) suggest other loyalty-related marketing advantages, such as favourable word of mouth and greater resistance among loyal consumers to competitive strategies.

A conceptual framework presented by Oliver (1999) covers the full extent of brand loyalty based on a hierarchy of effects modelled on cognitive, affective, and behavioural intent, and the behaviour dimensions of repeated purchase. According to Oliver (1999), brand loyalty means "a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour." Loyalty can be broken can be considered in two dimensions, behavioural loyalty and attitudinal loyalty. The concept of behavioural dimension uses actual purchases that occur in a given period and the concept of attitudinal dimension explains brand loyalty by means of stated preferences in terms, commitments or purchase intention (Rundle-Thiere & Mackay, 2001). According to Allender and Richarda (2009), "the attitudinal element is based on a customer’s brand preference, which reflects a consumer’s psychological disposition towards a brand. The behavioural concept of customer loyalty focuses on customers’ observable behaviour in purchasing. The biggest mistake by brand managers is to confuse behavioural loyalty with attitudinal loyalty. Dick and Basu (1994) postulated a series of antecedents that could prove helpful in identifying what kind of loyalty different individuals hold towards a brand. They are:

- cognitive antecedents (eg. those associated with informational drivers);
- emotional antecedents (i.e. those associated with emotions involving a brand);
- conative antecedents (i.e. those antecedents related to behaviour versus the brand);
- relative attitude, which leads to repeat purchase.
According to Day (1969), when loyalty is the focus of an evaluation, both attitudinal and behavioural criteria should be considered to prevent an incorrect evaluation of loyalty. It is commonly found among academics that attitudinal loyalty is stronger than behavioural, although attitudinal loyalty should lead to behavioural loyalty, behavioural loyalty is much more susceptible to rival marketing efforts.

A recent study by Schultz and block (2012) provided evidence of the rise of consumer no brand preference in several FMCG product categories. When consumers were asked what brand they preferred they responded by saying they had no brand preference and that response has grown over time. They also claimed to have found a negative correlation between consumers use of social media and those same consumers lack of preference for manufacturers brands in several brand categories. Studies by Y&R BAV have also reported declines in manufacturer product brand preferences and usage over the past several years. Stahlberg and Maila, (2010) also confirm this and add that "only 5% of shoppers are loyal to a brand of one product group. There is a shared believe that the major shift in media usage by consumers has caused this decline in manufacturer brand preference as historically brand managers have relied heavily on advertising delivered through traditional mass media to build and maintain their brands. (Jaffe, 2005, Schultz and Block, 2013 and Young 2011)

As attitudinal loyalty is based on brand preference (Allender & Richarda, 2009), the results of Schultz and Blocks (2012) study would suggest challenging times ahead for FMCG manufacturers attempting to build brand equity through traditional techniques. Schultz and block (2012)(2013), found "brand loyalty, the loyalty all marketers assume exists, and on which they can count, seems to be disappearing. Not just declining but, actually eroding quite quickly". Schultz and block (2013), also found, In the US marketplace, there are few, if any product differentiators in many product categories. The government controls and assurances have taken away most safety and even some quality concern. Thus they ask the following questions "are we plummeting into a ‘no brand, commodity focused’ marketplace?. Have product brands served their purpose and do we need to move on? and have consumers transitioned into a marketplace where unlimited amounts of consumer-available information now make product brands irrelevant and unnecessary?".
2.3 FMCG consumer buying behaviour

2.3.1 Consumer involvement

Krugman (1965) incorporated the theory of low involvement into advertising. He found that the process of receiving advertising information consumers is different in high involvement situations to low involvement situations. Johar and Sirgy (1991) later reinforced this, they argued that when the product is perceived as value expressive, audience persuasion is influenced through self-congruity, where as when the product is perceived as utilitarian, audience persuasion is influenced through functional congruity. Kotler (2000) states "some purchases are simple and routine, even habitual. Others are far more complex, involving extensive information gathering and evaluation." Kotler (2000) identifies 4 different kinds of buying behaviour based on the degree of buyer involvement and the degree of differences among brands. This research will only focus on the low involvement behaviours as majority of purchases within the FMCG market are low involvement in nature.

Figure 2: Consumer buying behaviour

![Figure 2: Consumer buying behaviour](image_url)

Source: Kotler (2000)
2.3.2 Habitual buying behaviour

Consumer behaviour literature suggests that consumers follow certain habits when purchasing brands. They also tend to buy from a reasonably stable repertoire of brands (Martins 2008, Sharps, et al 2002). Kotler (2000) states that "habitual buying is characterised by low consumer involvement and few significant perceived brand differences. Consumers appear to have low involvement with most low cost, frequently purchased products". A study carried out by Bogomolova and Grudinina, (2011) reconfirmed the presence of habitual buying. They stated "Our initial observation was that when asked to talk about everyday purchases many participants had no ready answers. There were pauses in conservation and non-verbal behaviour. This indicated that on a daily basis consumers do not engage in much brand and choice re-evaluation. Instead their habit governs many of their decisions and simplifies their choices". This observation is consistent throughout consumer behaviour literature (Martins 2008, Sharps et al 2002).

Consumers who perform repeat purchases of the same brand through habit are said to be demonstrating behavioural loyalty. There is an importance to make a distinction between attitudinal loyal customers and behavioural customers. Loyal customers are actively engaged in choosing a brand whereas habitual customers are not. If another brand captures a habitual consumer’s interest, they could switch. As previously stated according to Oliver (1999), brand loyalty means “a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour.” Martins (2008) does not see the distinction and states "for brand loyalty most people would probably agree that a major ingredient is habit. Individual consumers develop convenient habits to choose certain brands that they know to be all right rather than laboriously re-evaluate all the brands and their attributes on each purchasing occasion". There is a understanding that switching from one brand to another is an indicator of a break in habitual buying (Martins 2008). As habitual behaviour is characterised as passive information processing, which can easily be broken if routine purchasing patterns are disrupted, once disruption has occurred, consumers become more receptive to alternatives (Macbeth 2002).
2.3.3 Variety seeking behaviour

According to Kotler (2000), "consumers undertake variety seeking buying behaviour in situations characterised by low involvement but significant perceived brand differences. In such cases, consumers often do a lot of brand switching. Brand switching occurs for the sake of variety rather than because of dissatisfaction". Bogomolova and Grudinina, (2011) found that trial was a reason for brand switching among variety seekers. They state "trial can occur as a one-off experience or a long term/recurring interaction with the brand". In their study some participants found that their experience with a new brand was a positive one and chose to either switch or add the new brand to their repertoire. They also found lifestyle changes and stages, financial circumstances and marketing activities to be major triggers for brand switching behaviour (Bogomolova and Grudinina, 2011).

From the marketers perspective there lies a need to influence these triggers in-store. Shankar et al (2011) states "a critical element of shopper marketing program is the recognition that key triggers points in the shopping cycle can occur both outside and inside the store. At these trigger points, the attitudes and behaviours of shoppers change significantly. They gave an example, "during the store navigation stage, a shopper could change from being a browser to a buyer because of an in-store targeted mobile coupon". According to Kotler (2000), "In such product categories with significant brand differences, the marketing strategy may differ for the market leader and minor brands. The market leader will try to encourage habitual buying behaviour by dominating shelf space and using repetitive emotional cues and advertising. Challenger firms will encourage variety seeking by offering lower prices, special deals, coupons, free samples and advertising that presents reasons for initiating trial or breaking habitual routine."

As part of this study, the researcher will aim to identify which triggers influence the Irish consumers in-store decision making process. Throughout the literature a number of factors have been found that have influenced the consumers habitual and variety seeking behaviour which many authors believe have resulted in the decline of consumer attitudinal and behavioural loyalty towards FMCG brand manufactures. These factors are technological advancements, the European recession and in-store sales promotions. These factors will be discussed in detail in the next section, the changing environment.
2.4 The changing environment effects on FMCG brand loyalty

2.4.1 Technological advancements.

According to the customer-based brand equity model, marketing communications can contribute to brand equity by creating awareness of the brand; linking points of parity and points of difference associations to the brand in consumers memory; eliciting positive brand judgements or feelings and facilitating a stronger consumer brand connection and brand resonance(Keller 1998). As previously stated FMCG brands rely heavily on transactional traditional marketing strategies in an attempt to build brand equity, with the use of advertising and in-store promotions. (J, Lenehan 2013, Reynar, Philips and Heumann, 2010). According to Aaker (1996), historically, large FMCG manufacturers used national advertising and promotion campaigns to build up brand equity with shoppers and consumers. It was argued that a sufficiently high level of brand equity would render it “actionable,” meaning sufficient to persuade shoppers to a store purchase (Areni, Duhan, & Kiecker, 1999).

According to Keller (2013) "Technology and the internet are fundamentally changing the way the world interacts and communicates". This is presenting a major challenge for brand managers. The modern day consumer is spoilt for choice when with comes to media options, entertainment and points of access. They are now consuming media online, through mobile devices, through games consoles, video on demand or social media. This proliferation of media and channels has led to a fragmented audience that is harder to target. Stahlberg and Maila, (2010) stated " Reaching people using traditional means has become more difficult. Media audiences have fragmented and people are increasingly annoyed by unsolicited advertising intrusions". Many researchers agree that the traditional forms of mass media that used to be so effective are losing their grip on consumers. (Jaffe, 2005, Keller, 1998, 2013, Schultz and Block, 2012 and Hillesland, 2013). To put this in context, in 1995 it took three television adverts to reach 80% of women in the united states while in 2000 it took 97 ads (Thomassen, Lincoln and Aconis, 2006).

This presents a problem for FMCG brand manufactures as Kotler (2000) states, "low involvement consumers do not search extensively for information about the brands, evaluate brand characteristics and make weighty decisions about which brands to buy. Instead they passively receive information as they watch television and read magazines. Ad repetition creates brand familiarity rather than brand conviction". Kotler (2000) also states that "Consumers do not form strong attitudes towards a brand they select a brand because it is familiar. Aaker (1996) states "that a common brand philosophy has developed that posits that brands are created, supported and
reinforced through mass-media advertisings. According to Wills et al. (1990) marketing communications role is to perform three functions: to inform, to remind, and to persuade. Although Duncan and Moriarty (1998) argue "that the notion of persuasion as traditionally used in short-term, transaction marketing is considered manipulative as persuasion is commonly associated with words such as influence and induce. Through technological advancements consumers are gaining more power and are less likely to tolerate marketers being manipulative". Keller (2013) reinforces this and states traditional approaches to branding that put emphasis on mass media techniques seem questionable in a marketplace where customers have access to massive amounts of information about brands, products and companies and in which social networks have, in some cases, supplanted brand networks. New perspectives are needed to understand branding guidelines in this rapidly changing communication context.
2.4.2 Recession gives rise to the private label brands (PLBS)

PLBS are present in more than 90% of consumer packaged goods categories. Market shares across Europe have reached 23% (Europanel 2009). Shares are higher in other countries such as the UK (46%), Switzerland (45%) and Germany (37%). Their growth significantly exceeds that experienced by manufacturer brands (18% vs. 4.5%, respectively) (Europanel 2009). Many academics believe this impressive market growth was caused by the latest global recession. The recession across Europe has made consumers think again about their grocery expenditure. They must mitigate the effects of price increases and they want less waste (Eales 2015). Grewal Levy, & Kumar (2009) also found that one of the contributing factors to the new market reality described above is the economic slowdown, which decreased spending on FMCG products and rendered shoppers more value-driven, as evidenced by the growth of private-label brands. This led to price sensitive customers that were willing to sacrifice quality for price. Ailawadi and Harlam (2004) found that PLBS can deliver higher margins and offer consumers greater prices gaps with manufacturer brands if retailers manage to keep their cost structures under control. Shankar et al (2011) state "shoppers have cut back on hedonic spending and are now shopping for best offering at the best price."

Sethuraman (2006) stated, "although consumers are willing to pay more for manufacturer brands than for PLBS in many categories, higher price differentials between PLBS and manufacturer brands constitute an incentive for consumers to buy or switch to PLBS". This highlights the risks of running transactional based marketing strategies in an attempt to induce habit and not loyalty. In Bogomolova and Grudinina, study (2011) mentioned previously one of the triggers they found for breaking habitual purchase patterns and generating brand switch was financial circumstances. The recession drastically effected the average grocery shoppers expenditure which forced them to seek cheaper alternatives. Rubio and Yaguie (2009) further reinforce this by stating "Establishing greater price differentials between PLBS and manufacturers brands is important to increase consumer demand, especially for price sensitive consumers.

What is commonly found that after trial period consumers tend to stick with the cheaper alternative. Lamey, et al(2007) noted that "not only are consumer more likely to buy private labels during economic downturns, but many of them, once they try a private label, keep buying, even when the economic struggles end". Shankar 2011 reinforces this, he found "Many shoppers are buying more private label brands and are permanently shifting to these new habits rather than reverting to their less diligent prior spending behaviour". Standardised cost of effective production technologies have
resulted in similar quality between products within different product categories including private labels. Marketers today sell a multitude of similar products which are produced by the same technology. In this case, price is a key element during the decision making period for buying. Day-to-day customers are losing their loyalty as a result of brands becoming increasingly similar." Brand Keys, the consultancy group, have noted that in their brand engagement studies over the last few years, brand preference has declined. They attribute this to the lack of the manufacturer's ability to differentiate their products sufficiently from those of private label competitors. (Schultz and Block, 2013).
2.4.3 Sales promotions

According to Peattie & Peattie (1994), sales promotions are defined as “marketing activities usually specific to a time period, place or customer group which encourage a direct response from consumers or marketing intermediaries through the offer of additional benefits.” According to Kotler (2000), "sales promotions include a wide variety of tools—coupons, contests, price reductions, premium offers, free goods, and more. Each has specific qualities. Their goal is to attract consumer attention, provide information, and to lead customers to buy products. Sales promotion tools are used by companies to invite and reward a quick response. Therefore, promotions are only valid for short time periods" According to Srinivasan and Anderson (1998), when it comes to FMCG markets, the use of sales promotion has become inevitable and almost every company needs to use sales promotions as either an offensive (trigger change in habit) or a defensive tool (prevent a brand switch).

Sales promotions are categorized into two main groups by Peattie & Peattie (1994): value increasing promotions (price-based promotions) and value adding promotions (non-price promotions). Value increasing promotions are related to price, which a company sets in deals with its customers, like coupons or refund offers. These kinds of promotions change the price or quality to increase the value of the offering. In market literature, value increasing promotions are predominantly used. Value adding promotions offer something extra bundled to customers. Free gifts, complementary products, and sweepstakes are all examples of value adding promotions. According to Yeshin, (2006), ”price reductions and coupons are some of the most widely used techniques. This is due to fact nowadays, price sensitive customers are more aware of promotional activities and more active in searching for price promotional offers”.

Many researchers agree that price promotions may have a positive short-term effect but reduce the value of brands long-term. The evidence of the short term effects are well documented in the literature. It is suggested that sales promotion can build awareness, motivate trial, influence sales and expand the target market (Yeshin, 2006). However there is academics who believe that the long term implications of sales promotions will outweigh the short term success. Madan and Suri’s (2001) study highlights the negative results of price promotion such as price sensitivity, losing the power of a brand franchise and the cannibalization of regular price sales. According to Mullin and Cummins
(2008), price promotions can negatively affect brand value and undermine the added value which companies have created over years.

Over the recessionary years consumers have come to expect deals and are now adept at hunting out the best, happily switching brand and store to take advantage of them. This erodes brand loyalty and makes it difficult for manufacturers and retailers to raise prices to cover increasing cost. Eales (2015) states "for manufacturer brands the need to move away from transactional based price promotions could be vital for building long-term brand equity". However sales promotions if applied correctly can be a powerful substitute for brand building advertising (Eales 2015). As advertising is not necessarily powerful enough to differentiate brands or affect brand image in the current climate an integrated approach is needed.
2.5 Shopper Marketing

As mentioned previously according to a study undertaken by POPA "more than 75% of all brand decisions are made in-store in Europe, this is in line with similar research they conducted in 1995 which found more than two-thirds of purchase decisions involve some sort of in store decision making (Hillesland, 2013). Over the last decade this has caused retailers and manufacturers s alike to increase their attention and resources allocated to the practice of shopper marketing. This concept was brought to the retail market by Proctor and Gamble as the first moment of truth in 2005. Popais shopper marketing industry council (Popais) defines shopper marketing as: The application of shopper insights along the path to purchase, to affect purchase behaviour in order to increase sales for both retailers and manufacturers. Another definition by Deloitte grocery manufacturer association in the US in 2007 states that shopper marketing relates to all marketing stimuli, developed based on a deep understanding of shopper behaviour, designed to build brand equity, engage the shopper and lead him or her to make a purchase. Egol and Vollmer (2008) state that marketers are diverting a growing proportion of their promotional budgets from traditional out-of-store media advertising to in-store marketing. A study by Deloitte and the grocery manufacturers association in 2007 found that manufacturers shopper-marketing budgets had grown more than 20% per year since 2004 with the growth expected to continue to 2010.

There is important differences that need to be considered between the two approaches of traditional marketing and shopper marketing. Shankar, et al (2011) states "traditional marketing does not consider that consumers play a different role when they are in their role as shoppers (eg in active decision mode, prepared to make a choice), while shopper marketing targets consumers when they are in this role". Shankar, et al (2011) further states the main difference is "The dominant focus of traditional marketing is the brand and/or product category while shopper marketing is a complete 360 degree view of the shopper, whatever the product categories marketed by the firm. On the tactical front they mention that " traditional marketing promotions are directed at intermediaries (e.g. wholesalers, distributors, and retailers) and consumers (not shoppers), whereas shopper marketing promotional programs are addressed to individual shoppers when they are in shopping mode". In short shopper marketing is consumer centric in nature while traditional marketing is based on generalising larger groups of consumers into the same segment and labelling them with the same behaviours.

The underlying principle of shopper marketing is to influence triggers in the shopping cycle. However the increase of in-store promotional activity has resulted in a cluttered promotional environment
which means in-store triggers have become more difficult to influence. According to Eales (2015) "In an environment in which consumers are over whelmed by special offers, marketers for both retailers and manufacturers need a creative innovative approach to engage with promotion- weary shoppers. This is a view shared by Kopalle (2009) who states "deregulation and heightened competition in many countries are forcing retailers and manufacturers to find more creative ways to market to individuals who are in shopper mode. Karson and Korgaonkar (2001) state "with the recession affecting the world’s economy, companies have to maintain their customers wisely and efficiently. Therefore, achievement depends upon successful communication with clients. Using traditional mass-marketing channels to reach your target audience is now costly and inefficient, for that reason a direct marketing approach should be considered to reach best customer groups."
2.5.1 Innovations in Shopper Marketing

According to Shankar et al (2011) "innovations in the practice of shopper marketing are being demanded by significant changes in shopper behaviour". Further certain environmental factors drive shopper behaviour and innovation in shopper marketing. These factors are, technology, economy, regulation and globalisation. A framework has been developed by Shankar et al (2011) to analyse innovations in shopper marketing. The framework helps explain how shopper behaviour influences innovations in shopper marketing, which in turn, reshape shopper behaviour. Thus, the relationship between shopper behaviour and shopper marketing innovations is bidirectional.

Figure 3: Innovations in Shopper Marketing Framework

As found from the review of literature in the changing FMCG environment, technological advancements, the latest European recession and the increased use of traditional in-store sales promotions have had a negative effect on consumer brand loyalty for FMCG brand manufactures. Furthermore with the increased emphasise retailers are putting toward expanding their own private labels, brand manufacturers can no longer rely on retailers to build relationships and encourage repeat purchases of their products. A number of practitioners in the Irish market agree that brand manufacturers should utilise the use of the Smartphone's in achieving direct re-connection with their most loyal consumers and that it can be used as a tool to influence in-store shopper triggers.
This view would seem justified by the mobile marketing association predictions on mobile coupons. They predict that mobile coupon usage will rise from 200,000 in 2009 to 70 million by 2013 and over 400 million by 2016 (Lenehan 2013b). (Lenehan 2013a) states FMCG brands should now be moving rapidly to ensure their mobile strategies are in-line with this growth and that they are investing in the various mobile marketing offerings available to take advantage in the opportunity for their specific needs. (Lenehan 2013a) states "Valuable consumers will continually engage with the brand and even the proper channels, if their communications reward are available through digital touch points. (Lenehan 2013a) believes that the successful utilisation of mobile marketing for FMCG brand manufacturers will help in building "One-to-one relationships between the programme sponsor and its targeted audience". (Lenehan 2013b) states that mobile marketing will help generate loyalty for FMCG brand manufacturers. He states it will help " Build a regular mobile relationship with customers and communicate previews of new products and services on mobile using a mobile website and even mobile video streaming. It will enable identification of your most profitable customers and enable them to receive exclusive VIP offers from third party, Spas and airlines."

This view is also shared among academics. Shankar and Balasubramanian (2009), state " the deep penetration of technological developments such as mobile devices and media among the population has opened up new opportunities to influence shopper attitudes and behaviour. Kalyanam, Lal, and Wolfram, (2008) share this view they state "retailers have growing opportunities to influence shopper decisions in-store using technologies such as RFID, mobile technology, TV network, holograms, and virtual reality. Although as previously mentioned Doogue (2013) notes " Digital will undoubtedly have a major role to play in influencing shopper behaviour but there is still no clearly defined digital solution that has been adapted for large retail stores in the Irish and European markets. This research will aim to identify if the use of location based marketing will effect Irish shopper behaviour thus fitting into Shankar, et al (2011) Bi-directional framework."
2.6 Location based Mobile Marketing introduction

Okazki et al., (2012) defined mobile advertising as "any marketing communications that generate or support new customer acquisition, with textual or visual messages". This definition fits into a transactional mindset of marketing in which acquiring new customers is the number one priority of a company’s. Balasubramanian, Peterson, & Jarvenpaa, (2002) believe that inclusion of a mass advertising biased definition fundamentally contradicts mobile advertising, which is one-to-one, personalised, and interactive". A more suitable definition to match this believe would be the Mobile Marketing Association (2008) definition which states “mobile marketing is a set of practices that enable organisations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network”. Mobile marketing advertisement could take two different forms (Oh & Xu, 2003):

1. **pull-based** – user requests information or s/he needs to initiate communication; and/or
2. **push-based** – content is sent to hand-set when a marketer initiates communication.

One of the key opportunities for marketers in relation to mobile is the fact that consumers take it everywhere with them. The advancements in localisation based technologies such as GPS, RFID and the latest Beacon technologies is improving ways in which marketers can communicate their messages to their target audiences. They are able to more accurately target specific contexts which in turn improves message relevance. The most exciting prospect for the FMCG market could potentially be beacon technologies as it can target consumers within a specific section of stores up to 70 meters away. Once the recipient is identified by the beacon a mobile message is then pushed to their mobile device. According to analysts at Berg Insight (2014) , the global market for location based advertising and marketing will grow from US$1.66 billion in 2013 to US$14.8 billion in 2018. This growth prediction has been caused by the latest location based technology released by Apple in 2013, the I-beacon. As Scully (2015) notes "The emergence of beacon technologies represents a massive change to how location based marketing is likely to be carried out." According to Apple (2013), the new beacons would be "a new class of low-powered, low-cost transmitters that can notify nearby iOS 7 devices of their presence.” Therefore beacon technologies could potentially facilitate FMCG brand manufacturers in the delivery of highly personalized communications in-store to customers which are highly specific to the context thus improving relevance.

Localisation has been identified as one of the main major advantages of mobile marketing throughout mobile literature. In conceptual studies, the additional value created by mobile pushed services for consumers is derived from being accessible independent of time and place.
(Balasubramanian et al., 2002) and being customized based on time, location and personal profile (Figge, 2004). According to Smutkupt, Krairt, Vatcharporn (2010) mobile marketing has a number of unique characteristics over other marketing communication tools such as "Ubiquity, personalisation, two way communication and localisation. In his research to classify mobile marketing literature Varnali reviewed 255 peer-reviewed journal articles from 82 journals published between 2000 and 2008. Varnali points out the main characteristics of mobile marketing (Varnali, 2010, p. 147): 1. Messages are highly targeted to the specific audience, relevant, eye-catching, personalized, and permission-based; 2. The benefit or motivation of mobile marketing should be instant and identifiable; 3. Security/privacy issues of mobile users should be addressed; 4. Mobile applications have to be user friendly, creative and innovative; 5. Mobile marketing campaigns have to be suitable for the industry and successful implementation can lead to enhanced efficiency; 6. Participants of mobile marketing communication should collaborate and co-operate to create dialogue, mutual benefits; 7. Consumer centric.

As the literature shows mobile marketing gives marketers the opportunity to improve relevance and target the customer in the right context at the right time. With regards to FMCG brand manufacturers the latest development of beacons technologies will enable them to practice mobile marketing effectively within cluttered retail grocery stores. Mobile as a medium should empower marketers in practicing shopper marketing as it is highly personal and allows for a consumer centric view of separate individuals. However as Varnali (2010) points out "Mobile marketing campaigns have to be suitable for the industry and successful implementation can lead to enhanced efficiency. Scully 2015 points out" An initial issue for brands developing mobile strategies capable of utilizing the opportunities presented by beacon technology is the need to gain user adoption of the technology". As there has been no previous study conducted on localisation based marketing in the context of the FMCG market environment in Ireland, this research will aim to indentify location based marketing is suitable for the Irish FMCG industry and determine what factors will determine Irish shoppers adoption of location based marketing.
2.7 Factors effecting consumers intention to use location based marketing

According to Ajzen 1991, "Behavioural intentions are the indication of the effort an individual is willing to exert in order to perform a particular behaviour. Behavioural intentions, like actual behaviour, are impacted by attitudes, subjective norms, and perceived behavioural control. Attitude towards a behaviour is an individual's level of favourability towards a particular behaviour". Fishbein (1975) defined an attitude as “a learned predisposition of human beings, that cause them behave in a consistently favourable or unfavourable way with respect to a given object. According to most researchers, attitudes are comprised of three components, affect, behaviour and cognition, which refer to the individual's feeling, the intentions to do something regarding an attitude object and the knowledge of that attitude object (Solomon et al, 2008). As there is no identifiable research regarding location based marketing within Ireland, the researcher is unsure of the current knowledge that the general population has towards location based marketing.

As Solomon et al (2008) point outs knowledge towards an attitude object is essential cognitive characteristic linked to forming an individual's attitude toward that object. Therefore if knowledge of location based marketing is low, individuals will not be able to form true attitudes towards that object. Also if knowledge is low, the feelings that are formed may not be a true reflection of their actual feelings towards that object than if they were to have a higher knowledge base of location based marketing practices. Consequently these two factors will have an effect on the individual actual behaviour towards the object. Therefore this section of the literature review aims to gather all the relevant knowledge regarding location based marketing with an aim of identifying the different factors that have been proven to either positively or negatively impact the individuals attitude towards location based marketing. The researcher will then use the knowledge gained to test among the sample chosen among Irish grocery shoppers.

Since the introduction of academic research in mobile marketing a number of researchers have common findings in what forms the consumers attitude towards mobile marketing and their intention to use mobile push marketing. These findings are, the message content must be relevant (Li et al., 2002 and Heinonen and Strandvik, 2005), entertaining (Tsang, M.M., Ho, S.C. & Liang, T.P. 2004 and Choi, Hwang and McMillan, 2008) and informative (Richard and Meuli, 2013, Choi, Hwang and McMillan, 2008) and include some form of incentive (Barwise and strong 2002, Richard and Meuli, 2013). That the practice of mobile marketing must be, permission based (Barwise and strong 2002, Tsang, M.M., Ho, S.C. & Liang, T.P. 2004 & Choi, Hwang and McMillan, 2008) and the there must be a level of trust between the communicating firm and the recipient (Emrah and Hakan,
From reviewing the literature, the researcher has identified these factors as the most prevalent throughout academic research and also the most influential on consumers' attitude toward mobile marketing. Therefore, the main findings from each of these studies will be outlined in the next section. Previous research has been conducted across many different cultures and contexts; therefore, the researcher for this study will take the main findings and use them in the design process of the data collection method for testing in the context of the Irish Market.
2.7.1 Informative and entertaining content

Tsang, M.M., Ho, S.C. & Liang, T.P. (2004) conducted an empirical study among consumers in Taiwan with the aim of identifying the consumers attitudes towards SMS advertising. Through the empirical study it was found that the respondents held negative attitudes about receiving mobile ads. They found them irritating given the personal, intimate nature of mobile phones. Although they did find that attitudes where favourable if they were sent with permission. They also found that entertainment was the most significant driver of attitudes. Choi, Hwang and McMillan, (2008), and Richard and Meuli, (2013) also found that entertainment was the most positive significant driver of attitude while irritation, as expected, was negatively related to attitude. Choi, Hwang and McMillan, (2008) conducted a cross cultural study among Korean and American consumers. They found that for attitudes towards mobile advertising, cross cultural differences were more prominent than similarities. In the U.S, in formativeness positively influenced attitude toward mobile advertising. However, information and irritation did not have any significant effect on Korean consumers. They noted that "this may be because Koreans, in a high-context culture, are more familiar with emotional or transformational appeals and tend not to pay much attention to the informational component in the mobile ad when they decide whether to like it". This corresponds with Tsang, M.M., Ho, S.C. & Liang, T.P. (2004) who found information had no significant affect on consumers in Taiwan which is also an Eastern country. Similarly there were connections found through Choi, Hwang and McMillan, (2008) study of US consumers and Richard and Meuli, (2013) study of New Zealand consumers, these two countries could be considered part of Western culture. They both found that mobile advertising must be it must be entertaining, informative, not irritating.
2.7.2 Incentives

Richard and Meuli, (2013) study was one of the first studies to test the role of incentives within permission based location mobile advertising as noted by the authors. They found that incentives significantly and positively influence behavioural intentions of using mobile advertising. They state, "this research provides evidence that including incentives as part of the marketing mix can make mobile advertising more attractive". The results indicate that incentives and/or discounts on either the product being advertised or the mobile service itself positively influences the individuals’ intention to use permission based location mobile advertising. The results correspond with field research conducted by Barwise and Strong (2002). They examined the young UK consumers acceptance of a trial of permission-based push SMS message advertising. Respondents were paid cash incentives and received an average of more than 100 messages over the 6 week trial. Almost all were satisfied or very satisfied by the experience. Eighty-one percent read all the messages; 63 percent responded or took action; and 17 percent forwarded at least one message. As many as 84 percent of respondents were likely to recommend the service to their friends, whereas only 7 percent said they were likely to abandon the service. The researcher believes that for grocery shoppers incentives will play a major role in forming their attitude towards location based marketing as identified in the changing environment literature review, the recession and the increase in sales promotions tactics has caused consumers to become more price sensitive.
2.7.3 Permission

Alrubaiiee and Al-Nazer (2010) identified a common understanding among academics that for mobile marketing campaigns to be accepted they must be permission based. In today’s digital age, it is increasingly apparent that customers can also enthusiastically interact with firms by joining their e-mail programs voluntarily, proactively downloading their mobile applications, and following their social media accounts. Kumar, Zhang and Luo (2014) argue that customers are not reluctant to receive marketing materials if they are first asked for consent. Prior studies have discovered that permission marketing can increase customers’ brand loyalty and purchase intentions (e.g., DuFrene et al. 2005; Jolley et al. 2013). The three main characteristics of permission marketing are “anticipated, personal, and relevant (Godin 1999). In contrast to spam, a permission-based message is anticipated, and customers trust its sender. Firms can personalize the marketing messages according to customers’ specific interests, which customers can indicate at the time of their opt-in decision. To improve targeting precision, marketers also can tailor the promotional information included in the message on the basis of the customer’s past purchase behaviour. The common finding from all academics mentioned above is that of the need for mobile advertising to be permission based. Tsang, et al (2004 ) and Choi, Et al (2008) found attitude was more favourable towards mobile push marketing if prior permission was sought. They also found that irritation towards mobile advertising had less of negative effect on attitude if the marketing messages where permission based. Richard and Meuli, (2013) state "the ability of mobile advertisers to use location-aware advertising heightens consumers’ concerns for privacy and protection of their personal information. These concerns illustrate the need for mobile advertising to be permission-based, where the consent of the recipient is required before any mobile advertising activity is enacted”. The combination of incentive and permission led to outstanding results for Barwise and strong’s field research in 2002 as mentioned above.
2.7.4 Relevance

Li et al., (2002) found "One aspect that influences the consumer’s responsiveness to marketing communication is interest in and relevance of the marketing message. The intrusiveness of advertisements may be moderated by the utility that consumers derive from the content. Haghirian and Madlberger., (2005) suggest that since mobile phones are personal items, relevant advertising to individuals would enhance their attitude towards mobile phone advertising, this was also highlighted by Smutkupt, Krairt, Vatcharporn in 2010. According Heinonen and Strandvik, (2005)," It may be difficult to create universally relevant marketing communication content, as relevance is most likely consumer specific. In other words something that is relevant for one consumer is probably less relevant for another". They found, "High relevance may have two roots. High commitment to a certain brand or service provider may make the consumer more responsive to marketing communication concerning that specific brand or service firm. Similarly, high involvement in a product category or activity may lead to higher consumer perceived relevance for corresponding marketing communication". In relation to the FCMG market products are typically low-involvement for the vast majority of consumers and as the many sources in the literature have identified, consumer brand preference is declining so will consumers be interested in receiving marketing stimuli from FMCG brand manufacturers as the current industry norms are polar opposites to what Heinonen and Strandvik, (2005) identified as the two main roots to achieving high relevance. Previous studies have found personal relevance to have no effect on consumers intention to use mobile advertising (Richard and Meuli ,2013)

As Heinonen and Strandvik, (2005) stated marketing communication contains value for the consumer and this value consists of the content as well as the means for delivering information. They found "high content relevance and/or media acceptance adds value, whereas low content relevance and/or media acceptance decreases value of marketing communications. As previously explained the use of beacon technologies can facilitate FMCG brand manufacturers in delivering contextually relevant messages to consumers while they are in shopper mode therefore consumers should deem the marketing communication highly relevant as the message will be relevant to the current task they are trying to achieve and it is being delivered at the right time and the right place. From the literature the researcher for this study as identified two different constructs that will improve overall relevance with the FMCG market and they are choice and context.
2.7.5 Trust

According to Baur and Barnes (2005), the ability for marketers to target and track consumers based on their location has led to a heightened sense of fear among consumers over privacy concerns and protection of their personal information. Baur and Barnes (2005) in their study found that risk perception negatively determines the attitude toward mobile marketing. Risk perception in the context of mobile marketing mainly results from the fear of data misuse and the reception of unwanted mobile marketing messages. They state, "clearly, the establishment of a well-founded basis of trust for mobile marketing as a generic form of marketing communication has to be a major goal for all marketers. This is the prime prerequisite for consumers’ attitude to permit the reception of mobile marketing activities on their mobile phones and to provide personal data for the personalization of those messages. Thus, it is a prerequisite for the consumer acceptance of mobile marketing". Invasion of a consumer’s privacy is a prime concern, especially for push-based marketing, since customers are wary of being tracked whenever and wherever they are, or of potentially being spammed with mobile ads (Oh & Xu, 2003). Oh and Xu, (2003), found "If location based marketing is used correctly it can create a very personal relationship between the marketer and the customer, but, on the other hand, the potential for damaging a relationship is also very high". From reviewing the literature the researcher has identified, frequency of message delivery and fear of data misuse to be important constructs that form an individual’s trust to a firm when participating in mobile marketing programmes.
2.8 Mobile marketing creating brand loyalty

Interactivity has been widely identified as a critical factor that differentiates new media from traditional ones (McMillan, 2005). There are three widely accepted components of perceived interactivity: “Control,” “Two-way communication,” and “Time” (McMillan & Hwang, 2002; Liu, 2003). Perceived interactivity (of advertising in new media environments) is improved as (1) users have more controlling power over the ad, (2) the ad offers two-way communication, and (3) the ad operates in real time without delay. Keller (2009) states "that basically every aspect of the brand resonance pyramid can be positively impacted by interactive marketing but believes that in current marketing climate interactive communications are perhaps most useful in terms of building brand resonance in that it permits daily or frequent encounters and feedback opportunities for consumers with a brand". Throughout the literature there has been examples through which mobile advertising has demonstrated the ability to improve brand loyalty.

Kondo and Nakahara (2007) found that Mobile marketing is assumed to function as a tool improving activities in retailers' value chain, indicated to improve consumer communications, service interactions resulting in improved output value and potentially higher margins. The improved output value was both related to transaction-based results as traffic to stores and sales, and brand relationship results in brand awareness, associations, attitudes, purchase intentions and loyalty. Their results also indicated the potential to increase service quality, perceived value and satisfaction using mobile marketing in-store during service interactions, creating the foundations for increasing consumer loyalty to retail brands. Nysveen et al. (2005) also verified mobile push media as a tool to improve consumer brand relationships between purchases or interactions. These were measured as brand satisfaction and relationship investments. By adding mobile marketing, retailers may increase loyalty to a store network, using mobile push media to drive traffic to mobile pull media, as the higher interactivity and media richness were more effective creating category and branding effects.

Rettie, Grandcolas and Deakins (2005) found that SMS advertising is effective both as a branding vehicle and in stimulating response that was demonstrated by significant improvements in brand attitude and purchase intentions. They found that s that perceived relevance is related to change in purchase intention, as predicted by permission marketing theory. They also found that SMS advertising is an effective interactive medium that combines the impact of telemarketing, the digitalisation of e-mail, and the localisation of commerce. Its precise targeting makes SMS advertising particularly suitable for time and place sensitive advertising. Unlike traditional direct
mail, text messages on mobile phones are available in otherwise dead time while travelling, when recipients may be looking for entertainment.
3 Methodology

3.1 Methodology introduction

The main aim of this research is to identify if the use of location based marketing techniques by FMCG brand manufacturers can have an effect on consumer loyalty towards that brand. As this is the overarching objective of the study the researcher must first satisfy different objectives in order to arrive at a satisfactory conclusion to the main objective. The research must firstly identify the samples current in-store behaviour and level of loyalty towards FMCG manufactured brands in Ireland. This is to be used as a benchmark to measure the change in loyalty and behaviour if found from. Secondly the study must identify the current level of knowledge held by the sample in relation to location based marketing, how they feel about it and their general attitude towards it. It is understood that these three factors will have an effect on the samples intention to use location based marketing. In order to achieve the overarching objective the researcher aims to identify which factors of location based marketing add value to the customer experience within the grocery store and predict if these factors will have an effect on current consumer loyalty towards FMCG brand manufacturers.

For this reason a quantitative approach has been chosen for conducting this research. Creswell, (1994) states “If the purpose is to test a theory, or identify or predict factors that influence an outcome then a quantitative approach is best. This method was chosen over qualitative research as it will permit the collection of a sizeable amount of data that is standardised and comparable. In order to follow a clear structure and ensure a valid and credible outcome from the research, this chapter follows the research onion framework proposed by Saunders, et al (2012) which illustrates the research process in the shape of an onion, highlighting the layered approach to research. Therefore, each layer of the research onion framework will be explained throughout this chapter, followed by considerations about the research sample, limitations, ethics and personal biases, discussing the paradigm and approach chosen in each case as per the below illustration.
3.2 Philosophy

The term research philosophy relates to the development of knowledge and the nature of that knowledge (Saunders et al 2012). Saunders et al (2012) states "It contains assumptions about how the researcher views the world and these assumptions will underpin your research strategy and the data collection methods you choose as part of your strategy". Saunders et al (2012) also states "There are three major ways of thinking about research philosophy: epistemology, ontology and axiology. Each contains important differences which will influence the way in which you think about the research process". Schiffman and Kanuck (2007) explain "quantitative research is descriptive in nature and is used by researchers to understand the effects of various promotional inputs on the consumer, thus enabling marketers to predict consumer behaviour". For this reason this research will take the epistemological stance of positivism, as it aims to understand the effects of location-based marketing on consumer behaviour.

If your research philosophy reflects the principles of positivism then you will probably adopt the philosophical stance of the natural scientist. You will prefer ‘working with an observable social reality and that the end product of such research can be law-like generalisations similar to those produced by the physical and natural scientists’ (Remenyi et al., 1998). Positivism presumes the social world exists objectively and externally. Knowledge is valid only if it is based on observations of this external reality. Therefore, another important component of the positivist approach to research is that the research is undertaken, as far as possible, in a value-free way (Saunders, et al 2012). The assumption
is that ‘the researcher is independent of and neither affects nor is affected by the subject of the research’ (Remenyi et al., 1998). This is the approach taken for this research, as the quantitative survey method was adopted and distributed to a random sample. This was done with in attempt to get an unbiased and uninfluenced view from the consumers perspective of their current in-store behaviours and predict how the use of location based marketing may affect their behaviour.

Schiffman and Kanuck (2007) state "marketers realise that the more they know about their target consumers decision making process, the more likely they are to design marketing strategies and promotional messages that will favourably influence these consumers” From obtaining an unbiased uninfluenced view of the different objectives mentioned above, Irish brand manufacturers will be better equipped with the necessary knowledge required to know what factors they must manipulate in order to get a desired consumer response from the implementation of an in-store mobile marketing strategy. This research may also be considered scientific research, as the main objective is to describe "what" is changing consumer behaviour towards FMCG brand manufacturers and "how" location based marketing may affect those behaviours which further fits into the epistemological approach. As Saunders et al (2012) states "epistemology considers views about the most appropriate ways of enquiring into the nature of the world and what is knowledge."
3.3 Approach

Due to the fact that this research is quantitative in nature this research will take the deductive approach. Saunders et al (2012) stated that “quantitative research is usually associated with a deductive approach, where the focus is on using data to test theory”. Creswell (1994) argued that quantitative studies use theory deductively, placing it at the start of the study, and following the goal of testing the theory, to confirm or refute it. It involves the development of a theory that is subjected to a rigorous test (Saunders et al 2012). It is dominant research in natural sciences. Science as a whole can be characterized by empirical study, while the various phenomenon's can be attributed to the indicators underlying the research which portray the truth (Sale, et al, 2002). The objectives mentioned earlier will be tested aiming to reach findings that represent the truth with regards to the phenomenon under study.

An deductive approach also explains casual relationships between variables and in order to pursue the principle of scientific rigour deduction dictates that a researcher should be independent of what is being observer which fits into the philosophical approach of positivism . Another important element of the deductive approach is the principle of reductionism, this holds that problems as a whole are better understood if they are reduced to the simplest possible elements (Saunders et al 2012). The variables for this study have been extracted from previous academic research and are believed to be the simplest possible elements in relation to the environmental factors affecting consumer loyalty towards FMCG brand manufacturers and the factors that make up the value of location based marketing from the consumer perspective.
3.4 Strategy

After highlighting the research philosophy and approach for this research the next three layers of the research onion must be decided on which are the research strategy, research choice and time horizons. These three layers are thought of as focusing on the research design, that is turning the research question into a research project (Robson 2002). A quantitative research study consists of research design, the data collection methods and the instruments used and that sample design. Three basic designs are used in quantitative research: observation, experimentation or a survey (Schiffman and Kanuk 2007). The design used for this research was an online survey. This method was applied in order to reinforce the positivist view of the researcher and remain as far away from the respondents as possible in order not to influence their responses. A major benefit of online surveys is the anonymity that the internet offers to respondents which encourages them to be more forthright and honest (Schiffman and Kanuk 2007). From the positivist approach this is ideal in comparison to telephone or mail surveys as respondents may not give as true of a reflection of their actual behaviours. The survey also fits into the deductive approach as the survey strategy allows the researcher to collect quantitative data which you can then be analysed quantitatively using descriptive and inferential statistics (Saunders 2012). The data collected can then be used to suggest possible reasons for particular relationships between variables and to produce models of these relationships (Saunders 2012).
3.5 Sampling

As it would be impracticable to collect data from an entire population, there is no budget allocated to the research and it is subject to time constraints a sample of the population must be taken. The research will use probability sampling. With probability samples the chance, or probability, of each case being selected from the population is known and is usually and is usually equal for all cases (Saunders 2012). This makes it possible to answer the proposed questions and achieve the objectives based on statistical estimations of the characteristics of the sample population. Probability sampling is often associated with surveys (Saunders 2012), which fits into the methodology of this research. The target population was chosen with regards to answering the research objectives. According to Saunders (2012) a population is the aggregate of all elements that share some common set of characteristics and that comprise the universe for the purpose of the market research problem. As the study is interested in how location based marketing can effect consumer loyalty in the context of the FMCG market, only frequent grocery shoppers were considered as potential respondents. Due to the short time frame and limited budget only grocery shoppers within Ireland were considered as respondents.
3.6 Data collection method

According to Saunders et al. (2012) the questionnaire is one of the most widely used survey data collection techniques. As each respondent is asked to answer the same set of questions it offers the researcher an efficient way of collecting responses from a large sample prior to quantitative analysis. Saunders et al. (2012) states that a "well-designed questionnaire is an important and effective way in which a researcher can better understand what people are thinking and doing. Much planning and consideration is required during the design stage of the questionnaire to insure reliability and validity of the questionnaire". Saunders et al. (2012) contends that this means that the time you spend planning precisely what data you need to collect, how you intend to analyse them and designing your questionnaire to meet these requirements is crucial if you are to answer your research question and meet your objectives. During the design stage, the research objectives were always at a fore to insure that they were being met throughout the questionnaire that was being designed.

A questionnaire is a data collection technique were each person is asked to respond to the same set of questions in a predetermined order (De Vaus 2002). They work best with standardised questions that you can be confident will be interpreted the same way by all respondents (Robson 2002). Descriptive and explanatory research have different research design requirements (Gill and Johnson 2002). Dillman (2007) distinguished between three types of data variable that can be collected through questionnaires. Opinion variables, attribute variables and behavioural. The questionnaire will be designed and developed using survey monkey. The questions type will ideally be presented within a closed format, in the form of multiple choices and likert-style rating in order to gather opinion data and behavioural data from the respondents, and to help drive completion and simplify data processing and analysis. Saunders et al. (2012) state "that closed question format makes it easier for the respondents to answer the predetermined questions and for the researcher to process the answers and examine the relationship between variables, or make comparisons between respondents and type of respondents". The proposed method of administering the questionnaire is through Facebook as it allowed for wide reach and timely responses. The questionnaire was split into 4 sections in order to satisfy the 4 objectives of this study.

Section 1 was designed to collect demographical information on the respondents. Section 2 was designed to identify the samples current consumer loyalty towards FMCG brand manufacturers. Section 3 was designed to explore the different variables that effect the consumers attitude towards
location based marketing and their intention to use it. Section 4 was designed to predict if the use of location based marketing will affect the consumers current brand loyalty toward FMCG brand manufactures. The wording for each section was carefully chosen from the most important factors found to influence the different objectives throughout the literature. The researcher assumed that knowledge of the existence of and the factors that make up location based marketing among the Irish population would be relatively low. As a result the questions in section 3 were designed to both inform the respondents of the different variables that make up location based marketing and collect the appropriate data in relation to those variables.
3.7 Ethics

According to Schiffman and Kanuk (2007), "consumer researchers must ensure that studies are objective and free of bias". Some researchers seeking to support a predetermined conclusion often do so by using biased samples and biased questions, manipulating statistical analysis, or ignoring relevance (Schiffman and Kanuk 2007). The researcher understands the relevance this statement has on this study. As this study aims to identify the effects of location-based marketing on consumer loyalty, it is important that the results offer a true reflection of the data gathered from the sample surveyed. Failure to do so could have significant effects towards Irish FMCG brand manufactures as they could potentially use the data gathered to form future strategy, leading them to either write off a future strategy that could potentially be successful in building consumer loyalty or investing large portions of revenue into developing the infrastructure to support a medium that just won’t work. Therefore the researcher understands the need to leave personal bias’s aside and over a true reflection of the environment studied.

The researcher was also conscious of the different ethical problems that could be involved in gathering the data. The respondents would be taking time out from their normal routine in order to complete the online survey. It was designed to clearly state its purpose, with a clear well laid out title page in order to avoid any confusion. The privacy of respondents was also concern. To tie in with the anonymity of online surveys, the respondents were not asked to supply their name or any other private details that could lead to their identification. Although the IP address was noted in order to eliminate any duplication of correspondence.
3.8 Limitations

Throughout the development of the methodology numerous limitations were identified. By conducting the questionnaire among Grocery shoppers in Dublin it may not be completely representative of all grocery shoppers in Ireland, for example behaviours could be different between regional and rural areas. Also a broader quantitative as well as qualitative research may have been considered, however the timeframe and budget was limited. For example an effective way to measure consumer behaviour is through in-store observation but this data collection method was beyond the researchers capabilities. Also in measuring the effectiveness of different advertising mediums it could be effective to run an experiment in the form of a test campaign and actually expose the respondents to different advertisements through their mobile devices and then measure the results with a questionnaire after the exposure had occurred. The researcher did not have access to such tools in order to run such an experiment.
4 analysis and findings

The fourth chapter of the dissertation is the analysis and findings chapter. This chapter discusses and analyses the findings of the primary research. As previously discussed in chapter three the primary research was conducted through a self administered questionnaire. The total number of respondents for this questionnaire was 101. This chapter begins by outlining the demographical and techno-graphical profile of the respondents. It then aims to satisfy the four research objectives that have been outlined above.
4.1 Overview of respondents

4.1.1 Demographics

To give a clear view of the respondents, the results from the questionnaire were analysed. This was firstly addressed by determining the gender of the respondents. As can be seen by Figure 5, the gender allocation among respondents is very similar with males only outweighing females by only seven per cent.

**Figure 5.0: Gender of respondents**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>57%</td>
</tr>
<tr>
<td>Female</td>
<td>43%</td>
</tr>
</tbody>
</table>

The respondents were then analysed by age. As illustrated by Figure 6, the majority of respondents fell into the generation Y bracket of 23-32 with a total of 63. 19 respondents fell into generation X of 33-42 while only 6 respondents fell into the baby boomers category of over 42. There were 13 respondents from generation Z in the age bracket of 13-22.

**Figure 6: Age of respondents**

<table>
<thead>
<tr>
<th>Age Bracket</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-22</td>
<td>6%</td>
</tr>
<tr>
<td>23-32</td>
<td>62%</td>
</tr>
<tr>
<td>33-42</td>
<td>19%</td>
</tr>
<tr>
<td>Over 42</td>
<td>13%</td>
</tr>
</tbody>
</table>
The sample consisted primarily of respondents who have attended university with a combined total of 63% answering that they have completed some form of further education after the leaving certificate. While 37 percent did not attend or complete a university degree. (refer to figure 7)

Figure 7: Education of respondents

Majority of the respondents are currently employed full-time, 72 percent are employed full-time, 12 percent are in part-time employment and 15 percent of respondents are currently undertaking some form of education. Only 1 respondent claimed to be unemployed. (refer to figure 8)

Figure 8: Occupation of respondents
4.1.2 Technographics

The analyses from this questionnaire emphasises the rapid growth in the adoption of Smartphone technology in Ireland with 99 percent of respondents claiming to own a Smartphone(Figure 9). The split between the two most popular forms of Smartphone device is well balanced. 51% of respondents claim to own an IOS device while 47% claim to own an android device(Figure 10). This could have important implications for brand manufacturers who wish to use beacon technologies in store as different beacons will be needed when targeting consumers.

Figure 9: Smartphone Ownership

Figure 10: Type of Smartphone
4.1.3 Profiling the Smartphone shopper

The respondents were asked if they have ever used their Smartphone to assist with their grocery shopping. Among the respondents 51 percent have never used a Smartphone to assist with their grocery shopping while 49 percent have (Figure 11). For the respondents who do or have used their Smartphone to assist them with their grocery shopping only 20 percent claim to use it frequently or very frequently while 80 percent claim they use it occasionally or rarely (Figure 12).

**Figure 11: Respondents Smartphone Usage While Grocery Shopping**

**Figure 12: Frequency of Smartphone usage while grocery shopping**
For the respondents who used their Smartphone while grocery shopping they were asked to state the reasons why? The most popular reason was to check product information (41%) followed by access a shopping list (28%) and perform a price comparison (27%) with only 4 percent claiming they use it to access digital coupons (Figure 13).

**Figure 13: Reasons for using Smartphone while grocery shopping**

The chart below (Figure 14) represents the results from different age groups that use their Smartphone while shopping. The analyse highlighted an interesting trend, for the age group of 13-22 or generation Z, 65% of the respondents use their Smartphone while shopping and for the age group of 23-32 or generation Y, 51% use their Smartphone while shopping. In these age groups the majority will have used a Smartphone while grocery shopping but this shifts among the older age groups where the majority have not used a Smartphone to assist them. For the 33-42 age bracket or generation x only 31 percent said yes and for the over 42 age bracket or the baby boomers only 33 percent said yes. This illustrates the generational differences when it comes to adopting and using new technologies. Although it is important to note that the samples in each age group are relatively small the largest population consists of generation Y which are thought to be the most attractive for marketers as they have recently entered the jobs market and are thought to have the highest spending power. As Kondo and Nakahara (2007) found different customers, especially in terms of high-technology related services such as mobile Internet, have critically different responses to mobile mail coupons. Therefore, this research implies that segmentation by acceptability of the mobile Internet should be a primary consideration for mobile marketers. The easier the segment of customers perceives the use of the mobile Internet, the more favourable will be their response to mobile mail.
4.2 Objective 1 - Factors affecting in-store behaviour of the Irish grocery shopper

In order to determine the current factors effecting the Irish shoppers in store behaviour a number of questions were asked throughout section 2 of the questionnaire in order to satisfy objective 1 of this research. The researcher chose the oral care category (toothpaste) for respondents to base their answers off. This was chosen as they is plenty of competition and view perceived brand differences within this category so based of Kolters (2000) views the researcher made the assumption that choice would be governed by habit and expected a large degree of brand switching to occur. As the results will demonstrate this assumption was proven accurate.

4.2.1 Brand preference

From the analysis it is evident that brand preference is low among Irish consumers. Within the oral care category (toothpaste) 49 percent of shoppers display no brand preference (Figure 15). This is similar to the findings of Schultz and block (2013), study of the American Market. They found " that over 50 per cent of all consumer responses over the ten-year period were for no brand preference in the manufacturer product brand category. Furthermore, of the 51 percent that did claim to have a brand preference, 59 percent had switched brand within the last 6 months (Figure 16). These statistics do not read well for FMCG brand manufacturers as it would appear that the level of loyalty to their products and brands is relatively low. As mentioned previously brand loyalty can be defined as "a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour (Oliver 1999). This level of commitment has been be found to be formed through attitudinal loyalty which academics such as Allender & Richarda, (2009) say is based on brand preference.
The results of this study would suggest contrary to this understanding of attitudinal loyalty as 59 percent of the sample had switched brand which was triggered by a combination situational influences and marketing efforts which will be highlighted later. This would suggest that even though these respondents had claimed to hold a brand preference within the category they are only demonstrating behavioural loyalty towards their preferred brand. This could be an indication that the respondents are performing habitual purchases which reinforces Steidels (2009) belief on loyalty that "for brand loyalty most people would probably agree that a major ingredient is habit. Individual consumers develop convenient habits to choose certain brands that they know to be all right rather than laboriously re-evaluate all the brands and their attributes on each purchasing occasion". This is also reinforced through this research as 72% of who did not switch brand in the last 6 months put it down to habit (Figure 17). This could cause difficulties for FMCG brand manufacturers in the future. As Bogomolova and Grudina (2011) found habitual purchases are much more susceptible to situational influences and marketing efforts which could leave FMCG brand manufacturers vulnerable to competitive marketing actions and marketing crisis and result in lower margins.
4.2.2 Triggers causing brand switch and choice.

The reason given for respondents as to what triggered them to change brand from their preference were in order of the most popular price difference (42%), sales promotions (30%), better quality product (24%), advertising (4%) (Figure 18). When presented to respondents as a likert-scale (Figure 19) the results were similar thus reinforced. Respondents place reasonable priced products as the number one influence with 34 percent selecting almost always true and 33 percent often true followed by sales promotions selecting 27 percent and 33 percent respectively. Their lack of loyalty towards FMCG brands manufacturers was also reinforced with 75 percent claiming that they would consider changing brand from their preference with only 11 percent claiming that they would not change under any circumstances. As the findings would suggest the primary factor that influences in-store purchases is price and promotions which use price reduction to encourage immediate purchase, furthermore the quality of the product seems to have little bearing on consumers purchase behaviour. Only 10 percent of respondents stated that the offering of a better quality product at a higher price triggers them to switch brand.
Similar results were also gathered from respondents you were noted as have no brand preference. (Figure 21). Their in-store decision making was found to be based primarily around price. When asked when choosing a brand, do you rely heavily on price?. 24 percent of respondents answered almost always true, 18% often true and 36% occasionally true while only 13 per cent answered usually not true and 9% with never true. Similarly when asked if they buy the lowest price brand that suits their needs the response was, 14 percent, 22 percent, 29 percent, 22 percent and 13 percent respectively. This indicates that the majority of the respondents with no brand preference are price sensitive in nature.

As noted in the literature review the reliance on price as key deciding factor has been found to have been brought on from the latest global recession (Grewal, Levy and Kumar 2009, Ailawadi and Harlam 2004) and from the findings found for this research, this would appear to be the case in the
Irish market also. Bogmmolova and Grudina (2011) also confirmed changes in the consumers financial situation as one of the primary triggers to cause brand switching behaviour. The lack of preference placed on the quality of product should also act as a major concern for FMCG manufactured brands as they often where able to demand higher prices as their products where perceived as higher quality to the competitions (Sethuraman 2006). As marketers today sell a multitude of similar products which are produced by the same technology price is a key element during the decision making period for buying. This has resulted in competitors such as private label brands being able to bridge the gap on quality while maintaining a lower price. The trigger of the recession caused trial and consumers perceptions changed. Thus as Lamey et al (2007) and Shankar (2011) found "shoppers are buying more private label brands and are permanently shifting to these new habits rather than reverting to their less diligent prior spending behaviour". Therefore the findings from this study reinforce the findings of the brand keys consultancy group who found brand preference has declined due to the lack of the manufacturer's ability to differentiate their products sufficiently from those of private label competitors.
4.2.3 Sales promotions

Following a review of the literature the researcher made assumptions that price and promotion would play a dominant role in the consumers decision making process therefore included questions in relation to promotions within the questionnaire. As mentioned earlier there are two forms of price promotion as outlined by Peattie and Peattie (1994): value increasing promotions related to price and value adding promotions offer something extra bundled to the customer like the chance to win a competition for example. The questions where designed to analyse which form of promotion was most effective among Irish consumers. The results found that value increasing promotions were the most popular among the sample for this study when it came to choosing a brand in-store (Figure 21). The two forms surveyed were price reduction and buy one get one free offers. Both showed similar results, with 51 percent claiming price reduction promotions effect their choice of brand in-store and 54 percent for buy one get one free offers. Value adding promotions seemed to have little or no effect on brand choice with competition promotions receiving a response of 11 percent with 42 percent saying they have never considered a brand for this reason. Similarly with free gifts with only 27 percent mentioning this as a reason to consider a brand.

The most worrying statistic from the research gathered is the fact that 22 percent of respondents claimed that it is almost always true that they would switch from their preferred brand if it was not on promotion, 20 percent saying it is often true in fact only 14 percent said it is never true. This further emphasises the preference towards price and price promotions which is a function of price, that shoppers are placing on purchase decisions and that quality is no longer a primary issue. These results would suggest why price reductions and coupons are the most prominent used technique within the FMCG industry. The results are not that surprising given the highly price sensitive nature of the Irish consumers as also found in this study. It would also help explain the heavy turn of investment from above the line spending to below the line spending by FCMG marketers as outlined in the shopper marketing section of this paper. However there is evidence that the heavy use of price promotions can have a negative effect on brand equity which was found by Madan and Suris study (2001) who found it can lead to price sensitive customers and cannibalisation of regular sales and Mullin and Cummins (2008) who found price promotions can negatively affect brand value. The researchers believe that this research reinforces the findings on these negative effects as the statistics mentioned earlier show that consumers are willing to change from their preferred brand if it is not on promotion thus proving their lack of loyalty towards any brand. Thus this research could be a step closer to answering one of Schultz and block (2013), questions "are we plummeting into a ‘no brand, commodity focused’ marketplace?. The results of this study would suggest yes.
Figure 21: Promotional triggers

<table>
<thead>
<tr>
<th>Scenario</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
<th>120%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand switch if preference is not on promotion</td>
<td>22%</td>
<td>20%</td>
<td>14%</td>
<td>30%</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>For a chance to win a competition</td>
<td>4%</td>
<td>18%</td>
<td>32%</td>
<td>42%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Due to samples</td>
<td>11%</td>
<td>28%</td>
<td>39%</td>
<td>19%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Due to free gifts</td>
<td>9%</td>
<td>18%</td>
<td>32%</td>
<td>29%</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Due to buy one get one free</td>
<td>25%</td>
<td>29%</td>
<td>30%</td>
<td>13%</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Due to Price</td>
<td>24%</td>
<td>27%</td>
<td>30%</td>
<td>13%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Legend:
- **Almost always true**
- **Often true**
- **Occasionally true**
- **Usually not true**
- **Almost never true**
4.2.4 Advertising

Throughout this section of the questionnaire, questions were designed in order to judge the effect that traditional forms of advertising have on the Irish consumers in-store decision making process. The researchers can confirm through the results that advertising in the traditional sense seems to be losing its effectiveness on a consumers purchase behaviour in the context of low involvement products. When the 59 percent of respondents who changed brand on the last 6 months were asked what triggered the change only 4 percent said advertising(Figure 18). Further when asked what role advertising plays for the consumers (Figure 22), 23 percent mentioned that it almost always makes them aware of brand and 42 percent saying that it often makes them aware of a brand. When asked if it makes the consumer buy a brand the response was 24 percent almost never true and 36 percent usually not true with only 14 percent saying almost always true. This would suggest that even though advertising seems to be losing its effect at persuading consumers to make the final purchase decision it is still effective at building awareness of a brand.

![Figure 22: Advertising Effectiveness](image)

Given the results mentioned above the researchers have made an observation that advertising still plays an important role in building customer based brand equity for FMCG brands. Although it is not as effective at persuading consumers to make the final purchase it still plays an important role in building brand awareness. The researchers believe that this is due to the rapid increase in technological advancements in recent years and believe that it helps to reinforce Duncan and Moriaritys (1998) and Kellers (2013) view that the notion of persuasion as traditionally used in short-term, transaction marketing is considered manipulative as persuasion is commonly associated with
words such as influence and induce. Through technological advancements consumers are gaining more power and are less likely to tolerate marketers being manipulative.

4.2.5 Conclusion Objective 1

The fact that consumers are gaining more power through technology could also help to explain their heavy reliance on price as a determining factor that persuades them to make the final purchase in-store. Irish consumers have access to large pools of information about any product or service from virtually any location thus this allows them to see straight through the brand to the product behind the brand. This combined with standardisation of product quality in many categories has left consumers with plenty of choice where the previous perceptions of FMCG manufactured products being of higher quality have eroded away. Thus maybe a shift has occurred in which purchase decisions within the grocery industry are becoming more rational rather than emotionally based. This change in behaviour from grocery shoppers could explain the attention shift from FMCG marketers from traditional mass media marketing to traditional in-store marketing such as sales promotions but this is a widely adopted technique used by majority of firms in the space thus resulting in a cluttered environment making it harder to stand out and persuade consumers. The consumer may have been made aware of a firms product through a well targeted advertising campaign but if they fail to see a promotion in-store in most cases it will not result in purchase of the product. Thus new ways are needed in the Irish market to communicate a brands offers to consumers in-store while in shopper mode. The next stage of this research will aim to identify if location based mobile marketing is the answer to the cluttered in-store promotional problem.

Recap of main findings

- Only 51 percent of Irish shoppers hold a brand preference in the oral care category
- Of that 51 percent, 59 percent are still willing to change brand
- Irish consumer rely heavily on price rather than product quality
- In-store promotions act as a major trigger for Irish consumers brand switching behaviour and selection criteria.
- Consumers will switch from their preferred brand if it is not on promotion
- Advertising still proves effective at building brand awareness but is ineffective at persuading consumers to make in-store purchases.
4.3 Objective 2 and Objective 3

4.3.1 Current Awareness, attitude and intention to use location based marketing

In order to determine the Irish consumers awareness and current attitude towards location number of questions were asked throughout section 3 of the questionnaire. This section begins with some general questions in order to determine the level of awareness of the existence of location based marketing. The questions then become more specifically related to the different factors that make up the value of location awareness mobile marketing as identified from the literature review. The findings from the research show that just over half the sample population are familiar with or have heard of location marketing before with 58 percent of respondents claiming they are familiar with location based marketing (Figure 23) while only 32 percent have some kind of experience with location based marketing as they have received marketing communications to their Smartphones based on their location before (Figure 24). Further when asked if the respondents would be interested in receiving location based marketing while conducting their grocery shopping 76 percent said no (Figure 25). This would suggest that Irish consumers are not interested by the prospect of receiving location based marketing.

**Figure 23: Irish Consumers Awareness of location based marketing**

<table>
<thead>
<tr>
<th>Consumers awareness of location based marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>42%</td>
</tr>
</tbody>
</table>

**Figure 24: Irish Consumers previous experience with location based advertising**

<table>
<thead>
<tr>
<th>Previous experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>68%</td>
</tr>
</tbody>
</table>
When asked to specify reasons as to why they are not interested in receiving location based marketing respondents gave the following reasons, in order of most commonly selected, Fear of spam advertising from a brand (56%), Privacy concerns (39%), of no interest (39%) and not worth the effort (22%) (Figure 26). As the results show the number one concern amongst the respondents is fear of spam advertising. This has been highlighted in the literature review as (Kavassalis et al., 2002) identified that the low cost of using mobile advertising/marketing can induce marketers to deliver excessive spam messages and lead to unfavourable beliefs and attitudes towards mobile advertising. Consumers would be use to receiving such messages through email as majority of companies would practice opt-out promotional strategies which results in consumers inboxes be flooded with irrelevant advertising that acts as a source of irritation for them. Privacy concerns was selected by 39 percent of the respondents which is also a common concern found throughout the literature when it comes to location based marketing. (Alrubaiee and Al-Nazer 2010, H. H. Bauer et al., 2005 and Leppaniemi et al., 2006) As Alrubaiee and Al-Nazer (2010) found the ability for marketers to target and track consumers based on their location has led to a heightened sense of fear among consumers over privacy concerns and protection of their personal information.
The researcher of this study believes that the Irish consumers intention to use location based mobile advertising is so low (24 %) due to the following reasons. There is only a small number of firms in Ireland using location based marketing so the public's general level of exposure to it is relatively low and the small number of firms that are using it are not using it in an ethical nature. An example of this came from analysis of the data in this study. Of the 32 percent that have received location based marketing before only 18 percent gave prior permission (figure 27). Throughout academia this is considered as bad practice when using location based marketing and has a negative on trust on the medium and organisations that use it. According to Solomon et al (2006) most researchers believe, attitudes are comprised of three components, affect, behaviour and cognition, which refer to the individual’s feeling, the intentions to do something regarding an attitude object and the knowledge of that attitude object (Solomon et al, 2006, p. 140). Thus lack of familiarity and the existence of bad practice has caused Irish consumers to form negative attitudes towards location based marketing in general.

Figure 26: Irish Grocery shopper reasons for not wanting to receive location based marketing

Figure 27: Respondents who have previously received location based market vs prior permission
4.3.2 Exploring the Irish consumers attitude towards the different factors that make up location based marketing

After determining the Irish consumers current awareness and attitude towards location based marketing, section 3 of the questionnaire aimed to gather data from the respondents based around the various different parameters that have found to have a positive effect on the consumers attitude towards location based marketing and their intention to use it. The questions were designed to gain insight into how respondents felt about the message content they would like to receive, it focused on Information, entertainment and incentives as these have been identified throughout the literature of being important factors that affect consumers attitude towards mobile advertising and their intention to use mobile advertising. Also covered in this exploratory section were questions designed to identify how the respondents felt about the different methods used in practicing location based marketing communications. The methods taken from the literature were one's that were found to have a positive effect on attitude. These were prior permission, trust, choice, relevance.

Although the questions were exploratory in nature they were also designed with another purpose in mind. The researchers made the assumption prior to designing the research that the Irish public's awareness and knowledge of location aware advertising would be limited and this assumption was justified by responses gathered. As the results show 39 percent of respondents answered of no interest to me, as their reason for not wanting to receive location based marketing which is an par with privacy concerns. 22 percent also responded with "not worth the effort" (Figure 26). These two findings would suggest that the sample are unaware of the benefits that location based marketing can deliver to them as a medium, if practiced as a consumer centric medium by advertisers which is mentioned as one of Varnalis characteristics of mobile marketing in his recap of the marketing literature in 2010.

When respondents were asked what characteristics of location based marketing would have the greatest impact on their willingness to accept it they gave the following responses. Results stated in order of preference are, Prior permission being sought (57 %), choice of what marketing stimuli they receive (46 %), trust towards the firm or data concerns (33 %), relevance (31%), and context (21%) (Figure 28). When asked to state the level of importance given to these characteristics 80 percent agreed that companies seeking prior permission was very important (Figure 29). This is not surprising and supports findings throughout the literature from different academics in relation to mobile marketing in general and location based marketing. As mentioned in the literature review, Alrubaiiee and Al-Nazer (2010) identified a common understanding among academics that for mobile
marketing campaigns to be accepted they must be permission based. Prior studies have discovered that permission marketing can increase customers’ brand loyalty and purchase intentions (e.g., DuFrene et al. 2005; Jolley et al. 2013). It also supports the finding of (Tsang, et al 2004, Choi, Et al, 2008 and Barwise and strong 2002).

**Figure 28: Factors that determine Irish Grocery shoppers intention to use location based mobile advertising**

![Figure 28: Factors that determine Irish Grocery shoppers intention to use location based mobile advertising](image)

**Figure 29: Level of importance given to factors that determine the use of location based marketing**

![Figure 29: Level of importance given to factors that determine the use of location based marketing](image)

Throughout the literature it was found that the ability for marketers to target consumers have caused concern among consumers about the protection of their data and how this concern is directly linked to the trust consumers have towards the advertising brand. (Richard and Meuli 2013)
and Alrubaiiee and Al-Nazer 2010). The findings from this research would suggest that the respondents have similar concerns with 62 percent answering that it is very important that they trust the advertising firm in relation to the use of their data (Figure 29). This is important for marketers to consider as the consumers’ willingness to supply information to the advertiser will ultimately have an effect on the overall effectiveness of their mobile marketing strategy. They will require data from participations in the programme if they wish to make advertising relevant. relevance and choice where important for the sample of this survey also with , 49 percent claiming choice of marketing stimuli to be very important and 39 percent choosing relevance (Figure 29). The researchers have identified a connection between trust and these two factors, as if the firm is not trusted then the consumers will be less willing to supply information thus making it more difficult for advertisers to improve relevance. This is reinforces the believes of Baur et al, (2005) who found in their study found that risk perception negatively determines the attitude toward mobile marketing. Risk perception in the context of mobile marketing mainly results from the fear of data misuse and the reception of unwanted mobile marketing messages. Clearly, the establishment of a well-founded basis of trust for mobile marketing as a generic form of marketing communication has to be a major goal for all marketers. This is the prime prerequisite for consumers’ attitude to permit the reception of mobile marketing activities on their mobile phones and to provide personal data for the personalization of those messages. Similar conclusion were drawn from Oh and Xu (2003).

Within the context of the FMCG industry where consumers primarily interact with brands in-store and consider majority of purchases to be low involvement, trust could play an more important role as compared to other industry’s as Heinonen and Stradndvik (2005) highlighted, high relevance may have two roots. High commitment to a certain brand or service provider may make the consumer more responsive to marketing communication concerning that specific brand or service firm. Similarly, high involvement in a product category or activity may lead to higher consumer perceived relevance for corresponding marketing communication. Thus the likelihood of consumers demonstrating high involvement to FMCG product categories is low so the importance placed on trust will prove crucial. This could emphasise the need for mobile marketing to part of an integrated approach, marketers can use traditional forms of advertising to build brand awareness and familiarity and mobile marketing to deliver the brand promise communicated through traditional forms in-store. The context of which the consumers receive marketing stimulus proved to be the least important with only 26 percent (figure 29) claiming that it is very important but the researchers believe that in the grocery store this will be one of the most important aspects for delivering relevance as the use of beacon technologies become more widespread.
In relation to message content the questionnaire aimed to identify what the Irish consumers would be most interested in receiving. The results were as follows, incentives (84%), loyalty rewards (56%), notifications of competitions or giveaways (26%), product information (20%) and notifications of new products (14%) (Figure 30). The interest given towards incentive is no surprise to the researcher given the importance placed on price and price promotions which was identified in part 2 of this section. When asked to place these in order of importance (Figure 31), 47 percent of the respondents stated that they would be very interested in receiving incentives (digital coupons) to their mobile device. These findings are also interesting given that only 4 percent of respondents who currently use their mobile phone while shopping use it to access digital coupons. Location based marketing would make using digital coupons easier for consumers as they would no longer need to search and find relevant coupons prior to conducting their grocery shop. It just requires them to walk down an aisle and they will receive relevant coupons depending on their location. These results reinforce the findings of Richard and Meuli (2013) who found that incentives significantly and positively influence behavioural intentions of using mobile advertising.

Figure 30: Message content that Irish Grocery Shoppers would like to receive
The researcher was surprised by the findings towards loyalty rewards with 37 percent of the respondents stating they would be very interested in receiving loyalty rewards from FMCG brand manufacturers. Loyalty rewards are normally a tool used by retailers in encouraging return visits to the same grocery store. As identified in the literature review with retailers pushing their own private labels, FMCG brand manufacturers must find ways to connect with consumers directly themselves. The interest in respondents willing to receive loyalty rewards directly from FMCG brand manufacturers would suggest that mobile may be the medium to establish direct relationships with consumers for FMCG brand manufacturers. The notion of a loyalty programme suggests that consumers are interested in some kind of relationship with the company practicing the programme, as the main function of the programmes is to reward participants for performing consistent repeat purchases, this can be considered a form of behavioural loyalty. Although this is contrary to results found through previous research conducted in Ireland. Leahy (2011) found "that relationships do not exist between manufacturing companies and consumers in FMCG markets, the relationship term contributes little to effective development of marketing strategies and that attempting to build relationships is no longer a sustainable strategy". This researcher believes that the use of mobile marketing from FMCG brand manufacturers may make it easier for consumers and FMCG brand manufacturers to establish different forms of loyalty.

With a view of establishing the impact information and entertainment had on location based marketing, the researcher presented questions based on the consumers interest in receiving product updates (information) and notifications of competitions (entertainment). The results suggest that information is not an important factor for consumers with 50 percent claiming to have little or no interest in receiving notifications of new products with only 4 percent claiming to be very
interested. Respondents were more interested in receiving entertaining notifications such as competitions with 34 percent claiming have little or no interest and 10 percent claiming to be very interested, 27 percent moderately interested(Figure 31). Thus the results indicate that Irish consumers are more interested in entertaining content over informational content. These results are contradictory to previous findings mentioned throughout the literature review that identified consumers in western civilizations are more influenced by informative content rather than entertaining content. (Choi, Hwang and McMillan, 2008 and Richard and Meuli, 2013). This could be a result of the context of the study as it involves low-involvement products. As Kotler (2000) states "low involvement consumers do not search extensively for information about the brands, evaluate brand characteristics and make weighty decisions about which brands to buy. Given these findings the researcher would suggest that entertaining content rather than informative may serve better when communicating promotions to Irish consumers in shopper mode.
4.3.3 Conclusion of objective 2 and satisfying objective 3

In order to satisfy objective 3 the researcher aimed to rank these factors in order of importance based on the data gathered from the respondents. The researcher mentions these as a guideline or checklist that FMCG brand manufactures can refer to when considering the implementation of an in-store mobile marketing strategy or conducting their own research.

1. Prior permission
2. Trust (data concerns)
3. Incentives
4. Relevance, choice and context
5. Entertainment
6. Informative

Figure 32: Irish Grocery Shoppers intention to use location based marketing after being made aware of the different factors involved in location based marketing communications

<table>
<thead>
<tr>
<th>Change of mind after questionnaire</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No</strong></td>
</tr>
<tr>
<td><strong>Yes</strong></td>
</tr>
<tr>
<td>63%</td>
</tr>
<tr>
<td>37%</td>
</tr>
</tbody>
</table>

After running through this segment of the questionnaire respondents were asked after seeing the different criteria that make up a well implemented location based marketing programme would you reconsider accepting marketing messages through your mobile? This question was aimed at the 76 percent who were stated that they would not be interested in receiving location based marketing and the results found that 63 percent of this 76 percent would reconsider their decision after being made aware of the different aspects that make up location based marketing (figure 32). This indicates that knowledge of location based marketing amongst Irish consumers is quite low and if
location based mobile marketing is to be successfully introduced by FMCG brand manufacturers a large portion of the marketing budget would have to initially be committed to building awareness of mobile as a valuable channel for consumers to receive marketing stimulus from brands while shopping. Given the fact that 70 percent of the respondents (after being made aware) in total would be willing to use location based marketing suggests that FMCG brand manufacturers should consider implementing a mobile strategy as part of an integrated approach as that is 70 per cent of their target audience that they will be able to gather more real time information on and positively influence their purchase decisions when it matters most in-store. As FMCG brand manufacturers generally speaking have the resources and connections to build effective mass marketing campaigns the idea of them building awareness of mobile marketing as a communication tool is plausible but the researcher realises that this would involve heavy investment and evidence that this investment would result in a return would be needed. For this reason the next section of the questionnaire aims to identify of location based mobile marketing would have an effect on consumers brand loyalty.
4.4 Objective 4: Location based marketing effects on consumer loyalty

In order to gather data on how the use of location based marketing may effect consumer brand loyalty a number of questions were asked in section 4 of this questionnaire. The respondents were asked to imagine that they have taken part in a location based mobile marketing programme that was a delivered based on their requests and followed the criteria outlined in section 3. The scenario set in place that they received mobile marketing stimulus from a brand within the oral care category. The findings seem to be positive is relation to location based marketing's effect on brand loyalty for FMCG brand manufacturers. Firstly 53 percent of respondents mentioned that would view location based marketing as valuable service(Figure 33). While, 63 percent of the respondents said that they would feel more valued as customers if they received advertisings to their phone that met their desired criteria (Figure 34). If delivered effectively the marketing stimulus will be relevant to their interest's, context and choice. Grocery shopping is considered a task by many and anything that can fit effortlessly in assisting consumers in completing their daily tasks more efficiently seems to be highly valued by the modern day consumer.

Figure 33: Irish grocery shoppers opinion on value of location based marketing

<table>
<thead>
<tr>
<th>Valuable Service</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>43%</td>
<td>57%</td>
</tr>
</tbody>
</table>
As identified in the literature review there is a widely accepted understanding that there are two types of loyalty that can be demonstrated towards a brand, behavioural and attitudinal (Oliver 1999). According to the results from the questionnaire 48 percent of the respondents feel that they would have a more positive attitude towards the brand, while 52 percent feel they would experience no change in attitude toward the brand (Figure 35). These results combined with the findings mentioned earlier in relation to customers willingness to receive loyalty rewards would indicate that almost half of the respondents would be willing to form some kind of attitudinal relationship towards the brand if they practiced to their desired requests towards location based marketing strategy.

Figure 35: Change in attitude towards the brand as a result of location based marketing
The results also found that 88 percent of respondents would be less likely to switch brand within the category as a result of using a location based marketing service (Figure 36). This would suggest that location based marketing as a service is a strategy that FMCG brand manufacturers should consider. As the results indicate it should have a positive effect on consumer attitudinal loyalty and behavioural loyalty. It could be the tool used to effectively form relationships with customers on a one to one basis which is the overall purpose of shopper marketing. It can act as a tool to differentiate from the competition, stand out at the point of purchase and help build the power of the brand once again. These findings are similar to the believes of Keller (2009) that interactive communications are perhaps most useful in terms of building brand resonance in that it permits daily or frequent encounters and feedback opportunities for consumers with a brand. Also similar to the findings of Nysveen et al. (2005) who found by that adding mobile marketing, retailers may increase loyalty to a store network, using mobile push media to drive traffic to mobile pull media, as the higher interactivity and media richness were more effective creating category and branding effects. The researcher believes that results indicate that location based marketing would fit into Shankar’s et al (2011) bidirectional model as the change in behaviour created the need for a new form of in-store communication and as the results show the introduction of location based marketing would have a positive effect on these changing behaviours.
5 Conclusion

The aim of this research was to evaluate if location based marketing is an effective communication tool for Irish FMCG brand manufactures to build and maintain consumer brand loyalty. In doing so the researcher set out objectives to assist in answering the research question. In the literature the current FMCG environment was analysed and the impact the current environment had on in-store consumer behaviour were established. When the findings were applied to the sample, the research found that majority of Irish consumers display little or no brand loyalty towards FMCG brand manufactures and that their in-store purchase decisions are more than often governed by price. Also identified in the literature was the different elements of location based mobile marketing that have been found to improve the customer experience while in-store. The results of research show the Irish public's willingness to adopt location based marketing is high providing that it is practiced based on the elements found within this study. Most importantly, as the results from the survey suggest the successful implementation of a location based marketing programme by FMCG brand manufactures should have a positive effect on brand loyalty.

This researcher has contributed to increasing the knowledge of location based marketing as a marketing communication tool for Irish FMCG brand manufactures. More specifically it has identified the different elements that need to be included within an location based marketing programme in order for it to be accepted by the Irish republic. As previously stated the researcher believes that this is the first study conducted of its kind in Ireland so future research is suggested prior to any heavy investment is pumped into location based marketing programmes.
5.1 Implications for brand managers

As mentioned previously the introduction of beacon technology will enable FCMG brand manufactures to introduce location based marketing into their overall marketing strategy. It will allow them to accurately target individual consumers in-store with highly relevant messages at the point of purchase. As found in this study the successful adoption of location based marketing will depend on it being permission based, relevant and the frequency of communication. As every consumer is different there will be a need for firms to effectively collect, analyse and store data on individual consumers. This will call for the introduction of a customer relationship management (CRM) approach by many FMCG brand manufactures. This will require the development and introduction of CRM systems that are capable of storing, separating and automating large pools of individual data. This will not be easy for every FMCG brand manufacturers as with many require initially a large capital expenditure and the introduction of data analysts in order to mine the appropriate insights from the data in order to create relevance.

In short once the infrastructure is set in place this will simply come down to how effectively the data is used. The effective use of data will enable FMCG brand manufactures to communicate relevant messages to each customer individually based on previous interactions that customer has had with the brand or previous requests made by the customer. For example one customer may be interested in receiving price reduction coupons in-store while another may be interested in entering into a competition. The power of data in identifying these difference will eliminate wasted impressions of advertising, reduce frustration felt by the consumer towards the brand and should help to build an relationship with the customer thus building the level of attitudinal loyalty that customer has towards the brand. This will cause a shift from an transactional marketing mind set to one to one and the researcher believes that location based marketing for early adopters within the FMCG market will act as a major source of competitive advantage. It is important to note however as previously explained as knowledge of location based marketing was found to be rather low among Irish consumers, FMCG brand manufactures will need to build awareness of the medium. As found in this study traditional advertising still plays an effective role of informing and building awareness so the researcher believes that investment may be needed to promote the medium through traditional means. As prior permission is needed this will be essential in order to get a reasonable number of customers onto the programme. If these customers have a positive experience the medium could gain momentum through organic avenues such as word of mouth.
5.2 Limitations and recommendations for future research.

This study was subject to financial and time constraints so the method used to collect data was an online questionnaire that was distributed to a random sample. As the data gathered was generally behavioural based data, the researchers worry that the responses gathered may not be a true reflection of actual behaviour. Therefore, the researcher believe that qualitative studies may serve as useful in eliminating these fears. Observational techniques will allow for identification of consumers while in shopping mode thus improving the validity of the results. A proposed method is designing a mock location based marketing pilot in collaboration with an FMCG current. Selecting a larger predetermined sample with the view of including many different age groups and geographical areas and exposing them to different marketing stimuli through their mobile devices in-store over time. This should allow for the gathering of more confident data that for reinforce the decision for investment in location based marketing for FMCG brand manufactures.
5.3 Reflection

This section outlines the approach to learning observed during the MSC program and particularly in the dissertation assignment, discussing the skills development process and knowledge acquisition achieved. Based on academic theory, the chapter seeks to explain how the learning occurred and the most significant development areas identified in the process that are set to significantly contribute to my future professional career. Pedler, Burgoyne and Boydell (1986) suggest that a record of reflective learning should, in addition to learning itself, include feelings, thoughts, ideas and behaviour. To help explain and record these different elements of my learning, I will be applying the 6 stages of the Gibbs (1988) reflection cycle to this section which are description, feeling, evaluation, analysis, conclusion and finally my action plan for the future. The Gibbs model will be useful for the researcher to extract the most from the reflections to take into the future as it encourages a clear description of the situation, evaluation of the experience and analysis to make sense of the experience to examine what you would do if the situation arose again (Gibbs 1988).
5.3.1 Description

As part of conducting the MSC in marketing (digital media stream), students were required to conduct two semesters upon which passing allowed for the proceeding to the dissertation stage of the programme. The two modules segments were to be used to form a in-depth understanding of current academic and industry marketing trends. The knowledge acquired was to be used to identify a particular topic area that was of interest, current and relevant that could form the basis of an acceptable research topic. In order to gain expert opinion in relation to the chosen topic students would then be required to perform an in-depth literature review, through this analyse of the literature it was expected that a research idea would emerge that would fill a current gap in the academic knowledge and offer a proposed solution to current industry challenges. Throughout the process of reviewing the literature I ran into a number of hurdles which I will explain in the next section.
5.3.2 Feelings

Prior to entering into the MSC programme, I had a particular interest in technology, specifically around the area of mobile marketing. I considered the area of mobile marketing current and in large unfamiliar territory for the vast majority of SME’s within Ireland. Therefore this led to the believe that research conducted in this area would be of value to Irish business. This initial believe formed the basis for the direction of my research and from a very early stage in semester one I began to review the literature around mobile marketing. The main sources used to conduct this research were Open Source, Emerald and reading material within DBS library. Reviewing literature through these sources to begin with, I found very challenging. The main issue I had was connecting the different literature found to form one overarching view of the research idea. This resulted in me changing my research idea on several occasions which acted as a great source of frustration for me as I would have to start the literature review more or less from scratch.

One idea that became the central attention of my focus was the effectiveness of mobile display advertising. I had an in-depth literature review conducted and ideas on how to gather the research but I was not confident in my knowledge of the research approaches. As advertising deals with cognitive processing, I was aware to that in order to gather reliable data I would need to actually expose the respondents to actual advertisements via their mobile device. This would mean collaborating with a company in order to accomplish the data collection. This proved to be an unrealistic goal as I was under time constraints and did not have the necessary connections to arrange such a collaboration. In the later stages it was clear that I needed to change my thinking, I had become obsessed with my research idea and as result my thinking had become very narrow. This caused a great deal of worry for me as I felt I did not have time to rectify the issue.
5.3.3 Evaluation and analysis

After invaluable guidance and advice from my supervisor Shaun Hayden, I decided to change my approach. He made something very clear to me, I had identified my topic area and developed a considerable level of knowledge in that area but did not apply it to a specific context. Following this I arranged a meeting with a brand manager in Britvic, Stephen Cramp. This interview offered me great insights into the current challenges that brand managers are currently facing within the FMCG industry in Ireland. With the knowledge I had developed around mobile marketing I was able to think of proposed ways that mobile marketing can help to resolve these issues. Therefore I was able to take my current literature review but apply it to a specific context. The idea chosen was the research idea conducted within this study, this idea provided me with the motivation and clarity needed to complete the dissertation as I believed with was current, the data could be collected from the consumer perspective and any results gathered may prove to be useful to brand managers within the FMCG industry. Foremost I have both Shaun Hayden and Stephen Cramp to thank for this clarity and extra motivation.

Also through conducting this dissertation process I also feel that I have developed invaluable research skills. Simmons (2002) noted "good writing stems from competency in reading skills leading to a better understanding of written materials while failure to compose an acceptable piece of writing appear to be due to inadequate practice in reading skills". This was the main aspect of the process that worried me the most. I had been out of the academic study environment for 5 years and I had never attempted to achieve a qualification as demanding as a masters. Before I could add any meaningful input to my research I needed to make use of online databases such as the library's ebscohost system, mc Kinsley insights, emerald and relevant uploads from lecturers on moodle. I struggled at this to begin with, I was only able to absorb useful information from one academic journal on a daily basis. I have improved on this, I find myself strategically reading these journals only taking the information I need and through this reading I am more confident in my knowledge of the field of mobile marketing. These skills proved essential in completing the thesis in an effective and timely manner as Dehnad (2013) notes, "graduate students in particular need reading skills to grasp the ideas conveyed by authors, manage their search strategies, save time, make optimal use of the information extracted from different sources, appraise experts writings and conduct peer review".
5.3.4 Conclusion and plan for the future.

Through conducting the academic process of a dissertation, I feel I have gained some useful insights into my thought process that will help me in my future career. After reflecting on the process I took, in hindsight it was not the most effective. If I was to do it again I would start by identifying a current issue that marketers face in the industry and use that to form the basis of my research rather than working from the topic to the issue. Although arguably I more than likely would of arrived at the same research idea it would be less time consuming and worrying. I have improved greatly on my ability to conduct research, I can critically read articles at a quicker pace and extract all relevant information that relates to the issue. I feel these new skill's and approach to thinking would be valuable combination for my career in the future as I should be able identify potential problems within specific industries and suggest proposed solutions to these problems for future employers.
6 Appendices

6.1 Sample of questionnaire

1. **Section 1: Demographical information**

   This questionnaire should take no longer than 5 minutes to complete. Please complete all four sections. The data gathered is strictly confidential and will only be used for academic purposes. All questions must be answered. I would like to thank you in advance for participating.

   * 1. What gender are you?
     - Male
     - Female

   * 2. What age are you?
     - Under 29
     - 30-42
     - Over 42

   * 3. Last stage of education completed?
     - Junior Certificate
     - Leaving Certificate
     - Undergraduate
     - Postgraduate

   * 4. Occupation?
     - Full-Time employee
     - Part-Time employee
     - Student
     - Unemployed

   * 5. Do you have a smartphone/portable device to access the internet?
     - Yes
     - No

6. If yes which type of phone do you use?

   - iOS
   - Android
   - Other

   * 7. Have you ever used your smartphone to assist you with grocery shopping?
     - Yes
     - No

   8. If yes, how often would you use your smartphone to assist you with your grocery shop?
     - Very Frequently
     - Frequently
     - Occasionally
     - Rarely
9. If yes to question 7, what are the main reasons for using your smartphone while grocery shopping?

- Check product information
- Compare prices
- Find digital coupons
- Access shopping list
- Other (please specify)

2. Section 2: Purchase Behaviour

For section 2 all respondents are requested to imagine these questions are related to the oral care category for example toothpaste brands.

* 10. Do you have a preferred brand of oral care. (e.g. toothpaste)
   - Yes
   - No

* 11. Do you usually change brand within this category?
   - Yes
   - No

12. If your answer to question 11 was no, why do you think you stick with the same brand?
   - Out of habit
   - Lack of knowledge of competing brands
   - Fair price

13. If you answered yes to having a brand preference. Have you changed brand in this category during the last 6 months?
   - Yes
   - No

14. If answer to question 13 is yes, state which factors played the most important role in persuading you to switch to another brand?
   - Advertising
   - Sales promotion
   - Peer influence
   - Price difference
   - Better quality product
15. If you have demonstrated having a brand preference. Please select the level of your agreement for each of the following statements:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Almost always true</th>
<th>Often true</th>
<th>Occasionally true</th>
<th>Usually not true</th>
<th>Almost never true</th>
</tr>
</thead>
<tbody>
<tr>
<td>The reason for changing brand is usually because of dissatisfaction with own brand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am usually stimulated by promotion</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am usually attracted by advertisements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I usually change to another brand because its reasonable price and good value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I usually change to another brand because it is a high level of product with relatively higher price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I will not switch from my favourite brand under any circumstances</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

16. Please select the level of agreement for the following statements:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Almost always true</th>
<th>Often true</th>
<th>Occasionally true</th>
<th>Usually not true</th>
<th>Almost never true</th>
</tr>
</thead>
<tbody>
<tr>
<td>I usually buy a brand when there are freebies accompanying them</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I buy the lowest price brand that will suit my needs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>When I am choosing a brand, I rely heavily on price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

17. If you have demonstrated brand preference. Please select the level of agreement for the following statements:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Almost always true</th>
<th>Often true</th>
<th>Occasionally true</th>
<th>Usually not true</th>
<th>Almost never true</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have switched to a competing brand due to price discount</td>
<td></td>
<td></td>
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<tr>
<td>I have switched to other brands due to buy one get one free offer</td>
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<tr>
<td>I have switched to a competing brand due to free gifts</td>
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<tr>
<td>I have switched to a competing brand due to samples</td>
<td></td>
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<tr>
<td>I have switched to a competing brand for a chance to win a competition</td>
<td></td>
<td></td>
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<tr>
<td>If my favourite brand is not on promotion I will switch to a brand that is</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
18. Please select the level of agreement for the following statements

<table>
<thead>
<tr>
<th>Advertising usually makes me aware of a brand</th>
<th>Almost always true</th>
<th>Often true</th>
<th>Occasionally true</th>
<th>Usually not true</th>
<th>Almost never true</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Advertising usually makes me purchase a brand</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

3. Section 3: Location based marketing

Brands have the capability to send you marketing based communications directly to your smartphone based on your location. Technological advancements have made it possible for brands to target you based on what shopping aisle you are in within a grocery store. For the purpose of this section location based marketing will be defined as marketing communication's that are sent to you upon contact with the brands products in-store.

19. Are you familiar with location based marketing?

- Yes
- No

20. Have you previously received location based marketing to your smartphone?

- Yes
- No

21. If your answer to question 20 was yes, did you give prior permission for that company or brand to target you with the location based marketing communication?

- Yes
- No

22. Would you be interested in receiving location based marketing messages to your phone from your favourite brand while performing a grocery shop?

- Yes
- No

23. If no, then please state reasons:

- Of no interest to me
- Privacy concerns
- Fear of spam advertising from the brand
- Not worth the effort

24. Under what circumstances would you accept the use of location based marketing?

- Prior Permission: if prior permission was sought by the brand
- Data Concerns: The level of trust I have towards the brand
- Choice: If I could choose the types of deals that I was sent
- Relevance: If the communications sent were of relevance to me based on my previous interactions with the brand
- Context: If the communication was sent to me at the right time (e.g.) while on the brands aisle in the grocery store
* 25. Please rank these in level of importance to you

<table>
<thead>
<tr>
<th></th>
<th>Very important</th>
<th>Important</th>
<th>Neither important or unimportant</th>
<th>Of little importance</th>
<th>No importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior permission</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Data concerns</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choice</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relevance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Context</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 26. What sort of message content would you like to receive?

- Incentives (digital coupons or price promotions)
- Notifications of competitions or giveaways.
- Product Information (e.g., useful tips on how to best use the product)
- Notification of new product releases from the brand
- Loyalty rewards.

* 27. Please select your level of interest towards each of these

<table>
<thead>
<tr>
<th></th>
<th>Very interested</th>
<th>Moderately interested</th>
<th>Interested</th>
<th>Of little interest</th>
<th>No interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentives (digital coupons or price promotions)</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Notification of competitions or giveaways.</td>
<td></td>
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<td></td>
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<td></td>
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<tr>
<td>Product Information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notification of new product release</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Loyalty rewards</td>
<td></td>
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<td></td>
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<td></td>
</tr>
</tbody>
</table>

28. If you previously stated that you would not be interested in receiving location based marketing, after seeing the criteria you can set with a brand to customise your location based marketing experience would you reconsider receiving location based marketing if a brand adhered to your requests?

- Yes
- No
4. **Section 4: Brand loyalty**

Based on your answers in Section 2, do you think the use of well conducted location based marketing campaign would alter your opinion in the following ways:

* 29. If an oral care brand successfully adhered to your requests towards location based marketing would you see it as a valuable service.
   - [ ] Yes
   - [ ] No

* 30. If an oral care brand successfully adhered to your requests towards location based marketing would it improve your attitude toward the brand.
   - [ ] Yes
   - [ ] No
   - [ ] No change in attitude

* 31. If an oral care brand successfully adhered to your requests towards location based marketing would you feel more valued as a customer.
   - [ ] Yes
   - [ ] No

* 32. If your preferred oral care brand consistently rewarded you for repeat purchases would you be less likely to switch brand for the reasons stated in section 2.
   - [ ] Yes
   - [ ] No
7 References

• Dehnad, A. (2013). Post Graduate ESP Curriculum: Reading and Writing Needs
• Doogue, S.(2013). Driven to the point of purchase. The Irish marketing Journal, (June/July), pg 36
• Europanel (2009), “Key Facts for Decision Makers,” research report.


• Kondo,F, Fand Nakahara (2007) 'Differences in customers‘ responsiveness to mobile direct


• Yeshin, T. (2006), Sales Promotion, P71, Thompson


