MARKETING COMMUNICATION STRATEGIES FOR MOBILE ONLINE SERVICES

15/08/2013

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Dissertation

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Word Count: 19,139

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ACKNOWLEDGEMENTS

The author wishes to thank several people for helping in the process of writing this dissertation. Firstly is my supervisor Eva Perez for providing excellent advise over the last few months. This would not have been as smooth a task without the help and support of friends and family for testing surveys and proof reading drafts and but mainly for their patience and support during this busy time. My employer also contributed greatly by allowing me time and space to concentrate on this when needed, particularly in the last few weeks.

ABSTRACT

Over the last five years a new software industry has exploded rapidly into existence stemming from the creation of the smartphone and the applications that run on them. These applications can be developed for a multitude of services types given the powerful and portable nature of these devices. This research endeavours to provide a better understanding of how these applications can be marketed to consumers given that their usage differs greatly from previous software products and services due to their ease of access.

Being available online these products lends themselves very easily to digital marketing. However being available to use at any time means that non-digital marketing can also be a powerful tool to engage the user and create an immediate response action on their mobile phone. This research uses an online survey to compare the differences between consumer attitudes to both digital advertising and more traditional offline channels with respect to mobile services. It shows that though many users prefer traditional channels to digital it is the online channels that are better at generating a response. It also demonstrates that digital channels don't reach the entire target market, therefore a combination of communication channels should be used for the best response. This research also studies the ease at which consumers transition from offline channels to using online services and discovers that this can be a major problem and will reduce the effectiveness of offline advertising despite it being preferred by consumers.

1. INTRODUCTION

1.1 Context for Research

The launch of Apple's iPhone in 2007 signified the beginning of an entirely new industry of mobile digital services. The iPhone was the first smartphone in this new industry that has expanded to include many other brands of manufacturer and also other devices such as larger tablet computers that have similar technical abilities and freedom of movement to smartphones.

In the last few years there has been a dramatic rise in the number of mobile connected devices in use both globally and in Ireland. In late 2012 there were 2,387,125 active mobile devices in Ireland (ComReg, 2013, p. 8) and these numbers are growing steadily year-on-year. Accenture in a 2012 survey of internet users from around the globe found that 69% of internet users accessed it though mobile devices, be that smartphone, table or netbook (Accenture, 2012).

A few years ago these users were mainly early adopters, tech savvy users with a keen interest in being ahead of the curve with new technology, but this market has expanded in the last year. At the lower end of the market and in emerging markets smartphones are most users only access to the internet so this is a market that cannot be ignored by companies. The late majority now own smartphones and which means mobile digital services are accessible to the majority of the whole population, all of the time. Research also shows that 91% of adults have their phone within arm's reach 24 hours a day, so mobile digital services are always accessible to the majority of consumers (Pijnz.com, 2013).

The rapid uptake in usage of mobile digital devices has vast implications for commerce in the new mobile connected environment (WARC, 2013). These powerful new phones have facilitated the creation of an industry for software products and services that can be accessed by consumers at any time and any location. These mini computers have the ability to run a wide range of powerful software applications, to provide online entertainment services such as watching video, playing games and news media and also business services such as e-commerce and enterprise software. This is now a global billion dollar industry with millions of applications available to over a billion smartphone owners all over the world (Ramanathan, 2012). Since Apple introduced the App Store five years ago there have been 900,000 apps made available on it and Apple have paid out over €10 billion of revenue to app developers (Ogg, 2013).

There are many industry reports showing the affect that this change in customer behaviour has had on digital commerce over the last few years both globally (Accenture, 2012) and also in Ireland (KPMG, 2013). This is rapidly become one of the most important markets on the planet for companies given the ubiquity of devices and their accessibility to customers. It is clearly a new business paradigm that needs to be researched fully to understand the changing implications to the market place. It is not only creating new industries but also revolutionising many traditional business models and also the marketing activities associated with them. This body of research helps to provide a greater insight into this new and highly dynamic industry with respect to how software development companies can best market their mobile services to the consumer.

For the purposes of this research online services will be considered to be any service provided solely over the web, for free or at a price. These include web-sites, smartphone apps, digital media and online stores; this will also include downloadable digital products such as music, books and games as they can be accessed instantly by users. Mobile devices will be considered any electronic device that is convenient for a user to access the internet from almost any location over a wireless connection, including smartphones, tablets or small netbook computers. Though various devices will be used by different people in a variety of ways this dissertation is mainly concerned with the implications for business marketing communication strategies given the ability for their target audience to easily access their online services at any time and any location.

1.2 Hypothesis for this research

The overall hypothesis for this research is that while a large portion of the population owns mobile devices many are still generally unaware of the range of services available to them on these devices. There is a very high level of competition in the smartphone marketplace at present and certain demographics have bought their devices primarily due to their great value and not for the features available on them. The market share of smartphones now exceeds that of older functional phones (Amárach Research, 2011, p. 8), this shows that they are now being used not only by the tech savvy early adopters but also the mainstream population. These market segments do not actively search for new and innovative services online but they have very few barriers to trying new services. This research is to ascertain if marketing communications are required to reach the market for online services and to determine if there is a need to use offline communication channels as well as digital channels to reach the broadest possible audience.

1.3 Justification for new research

With the smartphone and tablet markets expanding at a rapid rate the marketing community is still learning how best to communicate with this target market. Traditionally digital marketing techniques were used extensively for online services as the users would access the content at a fixed location of a computer at home or in the office. Now that users can access digital services at any time on their mobile devices it is important to understand the triggers that cause a user to take out their phone to use a service and what criteria they use for picking the service they want. Whereas traditional offline companies used advertising to gain brand awareness now advertising can act in a similar way to point of purchase in-store advertising to provide an instant call to purchase as well as brand awareness.

The main reason that new research is required is this is a young emerging industry that is maturing all the time to the extent that both services providers and consumers are still learning what they are capable of. This means that as new innovative software becomes available the consumer needs to be informed of this through both regular marketing communication channels and new channels on these devices such as the app store. This research is to determine whether the general population is aware of all the new services available by proactively searching the app store or reading relevant media sources or if the companies developing this software need to advertise their products to the market. If so then research needs to be carried out to determine the best communication channels to use and which ones can best lead to an instant response from the customer.

1.4 Recipients of Research

This research is primarily intended to provide marketing professionals with a greater insight into the general preferences and practices of mainstream smartphones users. The primary focus will be on how to draw people from advertisements, both online and offline, into online services. This may be for services with mass market appeal to a large target audience or to service with small niche target markets. These products and services can include free and paid services in such areas as news and weather, video and audio, online stores both pure-play (online only) and multi-channel, travel and leisure booking.

1.5 Researcher's Background

The Researcher works for RTÉ Digital, the department of Ireland's national television and radio broadcaster that delivers their services online to all connected devices. Products include delivering websites, online video, radio and news apps for computers, phones, tablets, televisions and games consoles. The ambition of the company is to make its content available on all connected devices with a target market of all connected users in Ireland and those abroad with an interest in Irish news and media. Part of this research will be to gain insight in to the behaviour of all demographics and how best to inform them of the services available to them. RTÉ have not sanctioned or sponsored this research and do not have a vested interest in the outcome, it has been carried out purely as a personal interest of the researcher.

1.6 Organisation of the Dissertation

The rest of the dissertation will be laid out five chapters, literature review, methodology, data analysis, conclusions and a reflective piece on what the author has learned during the process of writing this dissertation.

Chapter two is the literature review discussing many articles from both industry and academic fields. It discusses the scale of the mobile market, the wide range of services currently available and the potential for further innovation and growth. It shows how these services can be marketed to the consumer through both digital and offline channels. It outlines methods that can be used to transition people from offline channels directly into the online services. It demonstrates that areas of this industry are changing rapidly and shows where current information is lacking and therefore showing that there is a need for further research.

Chapter three will discuss the methodology that will be used for the research and the reasons for choosing to carry it out in the format of an online survey. It will propose the hypothesis to be tested by the research and the data analysis tools that will be used to examine the results. This chapter will also outline limitations and biases that will need to be taken in to account when studying the data and also any ethical issues that needed to be addressed.

The results of the survey responses will be described in Chapter four along with a detailed analysis of what they mean to the hypotheses proposed. It will go further than just presenting the top level results but will also discuss differences between various sub-sets and demographics where it may be relevant to the overall findings. This will confirm or reject each of the hypotheses, citing data from the research. It will also correlate data between various questions and segment of the respondents to see if the findings hold true for all segments or if there are segments that may need to be reached with different marketing channels.

Chapter five will discuss the conclusion of this research and how these findings might contribute to the industry. It will propose potential actions that need to be taken by companies in the digital services industry based on this added knowledge. This chapter will also present potential areas of further research that this body of work raises as issues that the industry needs a better understanding of to make more effective use of their marketing communications.

Chapter Six will be a reflective piece on what the author has learned during the process of writing this dissertation. This focuses on the theory of various learning styles and how the author's style suited the research method and the areas where it did not. It will also discuss problems that were encountered and how they were overcome. It will reflect on what the author has personally gained from this in educational terms and what the benefits of this process will be to his future career.

2. LITERATURE REVIEW

2.1 Mobile Digital Services Marketing

Initial research for the this dissertation began by looking at marketing strategies for digital services and what was evident quite quickly was that the vast majority of research already done focused almost entirely on digital marketing. Traditionally users of online services were tied to desktops so the most effective channel was to target users with digital advertising when they were online. Now technology has moved on and times have changed for digital services, there is a huge market of users accessing these services from mobile devices while not at a PC. These users are on the move and can avail of the service where and when they like. When people access digital services solely on a desktop computer digital advertising targets them in the right place at the right time, at their computer accessing the internet. Now users have their smartphone on them the whole time, but are not necessarily using it the whole time. Is it now better to use traditional advertising of billboards or television to generate an action by the user to take out their smartphone to access a service?

2.2 Adoption of Mobile Devices in Ireland

With the huge competition in the market at present Ireland has reached a point where main stream users now have the same technology in their pockets as the early adopters. The majority of phones sold in Ireland have been smartphones since November 2010 (Amárach Research, 2011, p. 8). This Amárach Research (p. 11) also shows that in May 2011 smartphone penetration was low for Females and over 55s with 29% and 27 % respectively. Now Accenture's more recent research in late 2012 shows 78% of women using mobile devices as opposed to 76% of men (Accenture, 2012, p. 9), making Ireland one of the few countries to have more female users then male. This is a dramatic rise in the market and shows Ireland to be one of the most progressive countries in the world in this regard. These statistics highlight how new up-to-date research in this area is not just important for the industry in the Irish market but also shows that examining the market in Ireland has value for predicting future developments in other countries.

2.3 Various Services People Use

This research is important to a wide range of industries as many are being transformed by new innovations in digital media and communications technologies and they are being used by many different demographics. People are willing to adopt technological innovations that bring convenience and comfort in service usage. (Singhi & Agarwal, 2011). Mothers are core early adopters looking for greater utility, apps to make shopping trips easier and more organised (Hartnoll, 2011).

In 2012 in the UK the online extensions of high street retailers outperformed the internet pure-players for the first time. (Mintel, 2012). Fashion retailing is growing faster online than offline; this is due to the advantages of comparing prices, reviews and purchasing at the same time. This then reduces time spent in stores. (Mintel, Online fashion sales grow faster then high street, 2013)

The video on-demand industry is expanding despite being curtailed by rights issues with productions studios still pushing distribution towards more profitable offline channels despite the audience's demand for digital services. There is an increased use of digital music, but this has led to a 6% drop in profits for Warner Bros. (Mintel, Digital music is on the rise, but problems remain for digital video, 2011).

Many newspapers have been moving to a digital first strategy which shows that they have progressed beyond their initial distrust of the online medium and have now embraced the advantages it holds for them (Mintel, Guardian's "digital first" move: a tipping point for newspapers, 2011).

For many users there is still a reluctance to pay for some content online, but consumer attitudes are beginning to change, particularly for certain industries, with 43% of music buyers now willing to pay online, with books, video and games also performing well (Accenture, 2012, p. 9).

The Travel and Leisure industry is now dominated by digital companies allowing customers for plan and book activities online, this has pushed many of the high street stores out of business. More customers still buy at home on PC/Tablet, but people are now majorly influenced by consumer-led content from online reviews and ratings. (Deloitte, 2011)

2.4 Differences in Usage based on Device

Research has shown that there is often a large difference in the way devices are used depending on their manufacturer and software. This may be due to the fact that purchasers of high-end devices are also willing to pay extra for services or are more tech-savvy and enjoy using more mobile services as part of their lifestyle. Research shows that 83 apps are sold per iOS device sold by Apple and only 53 apps per device with the Android operating system (Warman, 2013). This also leads to far more money being generated by Apple's iOS App Store where revenues are 2.6 times that of Google Play Store (App Annie, 2013). This difference inspired Business Insider to publish and article entitled "Is It Time To Conclude That Android Gadgets Are Bought By People Who Don't Actually Do Anything With Them?" (BI Intelligence, 2012). At the time in 2012 20% of mobile commerce was done though Android phones despite having 53% of the market share in the United States, conversely iPhones accounted for 60% of commerce with only 34% of the phone market. These large differences in usage very clearly have implications for how online services are developed and marketed and to which audience they are targeted. Any research conducted in this area will need to take this into account and get responses from of all types of users.

2.5 Locations Mobile Devices are Used

Users use their devices in a wide range of places, home, work, while travelling and even while shopping. Studies have shown patterns between what services are being used and in what locations (Accenture, 2012). Phones are used a great deal in numerous outdoor areas that can host traditional advertisements. These can be hotels, restaurants, bars, concert, public transport, queues, stores/malls. (Ali, Wong, Meeker, & Gill, 2011).

People use their devices for different tasks depending on their locations, web searches on Google have shown some patterns; restaurant and travel information is sought while “on the go”, technology and entertainment are more likely to be viewed at home and food and shopping are more likely to be viewed with in stores shopping (Google, 2013, p. 10).

Even with this ability to assess online services anywhere 77% of mobile searches are done at home even when there is a computer nearby; this is for speed and convenience. 75% of mobile searches trigger follow up action, with about 55%

within an hour. (Google, 2013). This shows that mobile users are often engaged in tasks they are performing on the device. A motivated consumer is aroused, ready and willing to engage in an activity (Arnould, Price, & Zinkhan, 2005, p. 259).

60% of smartphone users have used the device in-store for further product research. (Miller, 2012).

2.6 Marketing Communication Methods

The great opportunity now with digital services is that once a need is recognised it can be acted on straight away wherever the customer is, be it by searching for more information such as reviews or product usage. The ideal scenario is that consumers go directly from seeing an advertisement to use the service. It is important to have an Integrated Marketing Communication plan so that all communications lead to a direct action using the service.

Marketing communication can be used to encourage problem recognition by suggesting the current state is not desirable. "Information must be transmitted at the right time and in the right or appropriate manner" (Fill, 2011, p. 67). So with mobile devices being available in many locations the communications strategies should focus on the physical locations where the services are likely to be used, not just virtual locations online.

2.7 Digital Communication Channels

Research by eMarketer shows that only 15% of people trust online banner ads, whereas 29% trust television advertisements (Morrissey, 2013). Research by Mintel shows that older users, 50+, are more inclined to ignore online ads and younger users, 16-24, see more online advertisements than anyone else (Mintel, 2010, p. 13) and have a more positive attitude towards it (Wells, Kleshinski, & Lau, 2012).

Research shows that 18 and 19 year olds are most responsive to social media marketing while older demographics are far less responsive (Mintel, PeerIndex - spearheading innovation in savvy shopping, 2013).

There were five ways users got information about apps in 2011, App Store, Word-of-mouth, Web search, online adverts, social media (Amárach Research, 2011, p. 19). This clearly limits knowledge to those who use their devices to go online regularly and those who have contacts to discuss services with.

Some very important tools in the digital marketing suite are Search Engine Marketing or Search Engine Optimisation. This is where products are promoted along-side search results or companies take certain steps in an attempt to improve their ranking in the organic search results generated by the major web search engines. This is shown to send more product aware customers to a promoted platform and leads to twice the amount of cash-affecting memberships (Pfeiffer &

Zinnbauer, 2010). This method of marketing has the drawback of selection bias, this is where behaviour online and exposure to brands is driven by intent, therefore leads to customers already familiar with your brand or product, it is less effective as a brand awareness tool (Duckworth, 2013). This behaviour is also seen in Social Networking marketing campaigns such as those targeting the users of Facebook and Twitter. These are excellent at targeting frequent or heavy users and interacting with your audience, but are less successful then other methods for promoting brand awareness (Barger & Labrecque, 2013)

One of the great advantages that digital advertising has over traditional is its ability to track users and measure their responses. Yann, Rod and Kitchen state that "as a rule of thumb, performance-based media should prevail over less traceable media in terms of metrics provided" (Yann, Rod, & Kitchen, 2010). These better metrics allow businesses to better measure of the potential return on investment for every campaign. This is also one of the reasons that digital service providers have shied away from more traditional offline adverting techniques as they can't confidently track the uptake of their products back on the advertising campaign.

2.8 Traditional Non-digital Communication Channels

While the attraction of digital marketing strategies is obvious for digital services due to the ability to track users from the time they see the advertisement though to using the product. This whole interaction can be logged and the overall success of a marketing campaign can be measured and subsequently analysed. However research still shows that traditional advertising is still more effective at attracting a broader spectrum of those who are not already strongly attached to the brand (Smith, 2010). While researching marketing for a pure-play social network Pfeiffer and Zinnbauer concluded that "classic advertising remains a necessity" (Pfeiffer & Zinnbauer, 2010).

A survey of the traditional channels of television, radio, newspapers and direct mail shows that their attributes of trust and reliability of information mean they are preferred by the recipients of the marketing communications, even by "tech savvy" younger consumers (Danaher & Rossiter, 2011).

Awareness for Low Involvement purchases is best done by broadcast media (Fill, 2011, p. 74). Television is perceived by respondents to be the most powerful advertising medium and is most suitable for brand awareness-related objectives (Yann, Rod, & Kitchen, 2010).

"Multi-channel campaigns are more effective than single-channel ones" (Cox, Crowther, Hubbard, & Turner, 2011). They find that television is still the most effective medium but press and outdoor can play an extremely important role as a lead medium.

2.9 Integrated Marketing Communication

Companies should consider all Media Tools available for advertising in the Marketing Communications Mix; these are broadcast, print, outdoor, in-store and other channels as well as digital communications (Baines, Fill, & Page, 2011, p. 413). The number of channels available to advertisers has risen from three in 1990 to seven in 2011, effective campaigns lie in integrating all of these channels successfully (Broadbent, 2011).

Cox, in research finds that offline advertising has a direct effect on online marketing initiatives. 40% of online searches are influenced by offline channels and 60% of online purchases are based on offline word of mouth (Cox, 2012). Similarly in Warc's Trends for 2012 they highlighted the factors that influenced people to initiate a search on their mobile device. Interestingly 68% were influenced by traditional media, 60% word of mouth and 44% from something they saw in a store. Conversely only 27% were influenced by a mobile advertisement and 18% by and online advertisement. This clearly shows users are seeing adverts in everyday life and then looking to continue their purchase online (Warc.com, 2012).

60%-80% of television viewers watch TV with other people (Warncke, 2012), potentially generating valuable word of mouth based on advertisements they see together. There is a new trend among television viewers of using another device at the same time, this is known as two-screening. 34% of people regularly two-screen, 86% have two-screened in the past and those using two screens are more likely to stay watching during ad breaks (Warncke, 2012). Only a small percentage of these two-screeners are shopping, most are discussing what they are watching with friends on social media. Word of mouth is critically important for diffusion of innovation to the majority of customers, however only 7% of word of mouth occurs online (Google, 2013).

In 2010 Pfeiffer and Zinnbauer cited ComScore's 2009 report saying that Internet pure-play companies are becoming increasingly important. In 2009 they accounted for almost 60 percent of e-commerce revenue opposed to multi-channel (Pfeiffer & Zinnbauer, 2010). This report also shows that television campaigns tend to strongly affect the success of all players both multi-channel and pure-play. Also shown in this report is that television has a highly positive effect on brand image and recognition when compared with Search Engine Marketing which has higher conversion rate but no effect on brand equity.

A study of forty five successful mobile marketing case studies in 2010 showed that the mobile channel should be considered in an integrated manner along with traditional communication channels and not as a substitute for traditional channels. (Mirbagheri & Hejazinia, 2010)

Research on advertising across different devices has shown that various forms of media can be used to reach certain demographics, without sacrificing advertising effectiveness. (Varan, Murphy, Hofacker, Robinson, Potter, & Bellman, 2013)

Positive word of mouth and social media also skewed to heavy brand users. This knowledge can help advertisers select media to reach certain types of buyers. (Romaniuk, Beal, & Uncles, 2013)

A mixed-media campaign may be successful if it broadens reach in a effective manner, but still may not generate additional sales synergies. (Taylor, Kennedy, McDonald, Larguinat, El Ouarzazi, & Haddad, 2013)

2.10 Transitioning from Offline to Online Environments

One of the challenges facing marketers of online services is how and when users transition from an offline advertisement to an online service. As part of an offline advertisement users need to be encouraged to search for the product online. This will need to be done in the correct manner, there ways to make this more straight forward for the customer to help them go directly to the service quickly and efficiently.

Many see Quick Response (QR) codes as a mechanism to bridge the gap between print or outdoor advertising and the digital world. These are square barcodes that can be scanned directly by the cameras on smartphones which can read the code and interpret it as a link to some form of online content. This can be used for many purposes such as a media or app download, a link to a website or some form of electronic coupon to provide a promotional incentive to the scanner. Usage of this grew proportionally quite strongly though-out 2012 but from very small user base initially. Though QR codes are far more popular with the under 35s (Pitney Bowes, 2012) they are still failing to gain traction generally in many areas with just 2% usage in the UK (SKOPOS/Internet, 2012).

A study on the usage and effectiveness of QR codes carried out in 2011 showed that despite low usage levels they were effective as part of an integrated marketing campaign (Sago, 2011). This survey also shows that there is higher usage among women in comparison to men. These findings are also backed up by a report done in Japan, which has some of the highest QR code usage in the world. It showed that QR codes are most successful when used in conjunction with promotions and loyalty schemes (Okazaki, Li, & Hirose, 2012).

QR codes may give way to Near Field Communication technology on phones in the next year or two, this can not only take over the function of information search but it is also being developed for use as a mobile payment system. Research has shown that customers are ready to accept this form of technology for payment for goods and services provided it is proven to be secure (Nordlund, Bentsen, & Guaus, 2012), this has also been confirmed by research in Ireland (Duane, Andreev, & O'Reilly, 2011).

Other innovative technologies are also being developed to achieve this task. One is Shazam which used the microphone on the device to listen to music that is playing such as on the radio or television. This software can recognise the track and link to appropriate content, such as to download the track or link to a product if the music is being played in an advertisement (Shazam, 2011). Another new technology is Aurasma, this is quite similar to Shazam but can recognise pictures taken with the devices camera and link to related content. Debenhams have used this in one of their advertising campaigns (The Drum, 2011).

All of these technologies have been around for a few years now but their usage has not grown as rapidly as advertisers would like. However the 2012 report from Warc mentioned earlier shows that the majority of users are searching online based on external offline stimulus without the need for a technological solution to draw them into the online environment (Warc.com, 2012).

2.11 Market Penetration

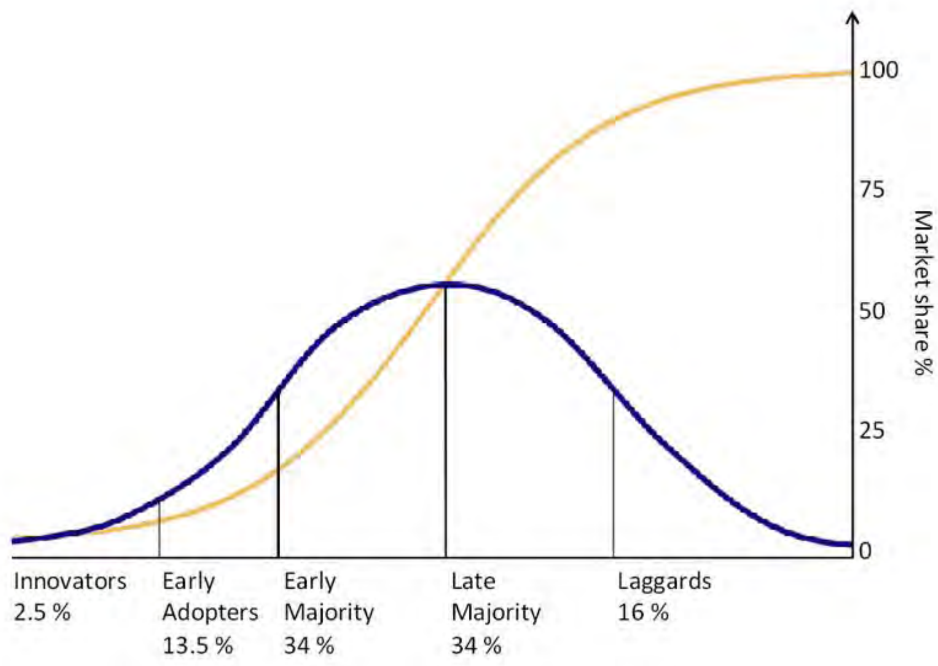

FIGURE 1 - ROGERS' DIFFUSION MODEL (IMAGE: DEVELOPMENTAL OBSERVER, 2010)

Using the process of diffusion model in the diagram above (Rogers, 1962) we can see that smartphones, with over 50% market penetration, are no longer just the owned by innovators and early adopters but are now also being used by the late majority. The early majority "rely more heavily on interpersonal information sources than impersonal media in making their decisions" (Arnould, Price, & Zinkhan, 2005, p. 738) showing that word of mouth is critically important for communicating with these consumers. The late majority are slower to adopt innovations but are "vulnerable to bandwagon effects" (Arnould, Price, & Zinkhan, 2005, p. 738), showing again that it is likely that non-digital means of communication may be more effective at targeting these groups. Both early and late majorities are each defined as being about 34% of the market (Baines, Fill, & Page, 2011, p. 311); these are significant proportions of the target market that cannot be ignored.

2.12 Consumer Behaviour Models

Vitally important knowledge for any mobile services provider is to understand how the consumer decides when to use an online service and then how they choose which services to use.

There are five stages of decision making as described by Hoyer and MacInnis (2010, p. 12). These are need recognition, information search, evaluative alternative, decision making and post-purchase evaluation.

There are two types of decision making process, high and low involvement (Fill, 2011, p. 72). These processes are different in that low-involvement consumers search less for information on a product or alternatives and prefer to just try it out. Low involvement is the type of behaviour that would be expected to be used for most for mobile services; usage is often free or has a free trial period. Low involvement advertising is usually designed for brand awareness but with mobile services it can also lead to services usage.

Arnould, Price and Zinkhan have described four steps in the decision making process, awareness, interest, trial, adoption (2005, p. 740). This is a low involvement model as there is little or no information search and consumers go straight to a trial to decide whether or not to adopt the service further. This should be appropriate for advertising online services in offline environment as the objective of the information will be to direct a customer straight from the advertisement to try the product on their device.

TechCrunch (2011, March 15) describes mobile app users as both fickle and loyal, they will download new apps quite readily to try them out, but only use a select few on a very regular basis. Pak shows that most smartphone users are willing to try new apps, shown by the billions of downloads from the iTunes store, 26% of the time an app is downloaded it is used just once and never again. Conversely 26% of app users become loyal, repeat customers, using it more than 10 times (Pak, 2011). This demonstrates that the quality of the product is very important to users. Personalization and perceived enjoyment have significant positive influences on key brand equity factors, including brand loyalty, perceived quality, brand awareness and brand associations. (Wang & Li, 2011)

2.13 Gaps in the Literature

This literature demonstrates that for low involvement purchases, such as mobile app, brand recognition plays a key role in the purchase decision as the decision to purchase can be taken quickly at any time. However digital marketing communications methods are fairly poor are raising brand awareness when compared to more traditional marketing channels. This is shown to be even more important by the fact that the majority of online mobile searches are initiated from offline stimulus, such as advertisement or word of mouth. Traditional marketing can be used to play a very important role in raising brands awareness as part of an integrated marketing communication campaign for mobile services.

There is a huge amount of evidence to show that a very large proportion of the Irish population own and regularly use mobile devices. Word of mouth is very important for mobile services for both the early and late majority demographics that have recently purchased smartphones and entered the mobile online services market. It also shows that awareness of services may be a barrier to usage and that offline marketing may be more effective to reach these demographics.

There are gaps in our knowledge about when and how users decide on which services to use on their devices and what may be the most effective methods to encourage a trial of the services. A study of mainstream advertisers has concluded that they seem to lack insight on many issues, such as how to respond to shifts in consumer behaviour, or what synergies exist for using traditional and new media (Yann, Rod, & Kitchen, 2010).

This research hopes to gain insight in to the mindset of those using mobile digital services in one of the most mature markets in the world. Advertisers both like and dislike online advertising for reasons already discussed, however many stick exclusively to this channel for digital services due to the synergies available with both advertisement and services being online. This research will endeavour to determine whether this is the correct course of action or whether other channels are preferred by consumers. Highlighted below are some aspects of Digital Marketing that this body of research is looking to gain insights into.

- Are many users unaware of the services that are available to them and therefore don't independently search for new services unless they feel they need a particular service. This would mean there may be a need for product awareness advertising to promote the availability and advantages of new services.
- Do users ignore advertisements from digital sources and ignore online advertising? If certain people are not heavy users of their devices digital media may not have the reach required indicating that traditional advertising would be required as a complement.
- Are users likely to buy services having seen them offline, do they prefer offline advertising and does this in turn follow through to actions online?
- Does the technology being used have a bearing on these results considering the considerable differences seen in the behaviour of Apple devices users when compared to others?

- Does the type of user have an influence on this? Is digital communications more successful with early adopters than the late majority? This could influence the marketing strategies of companies depending on their services' stage in its product life-cycle or who its target market may be.

3. RESEARCH METHODOLOGY

3.1 The Research Onion

The methodology used for this research follows the steps described by Saunders' Research Onion model (Saunders, Lewis, & Thornhill, 2009, p. 106). This model outlines a process beginning with the type of knowledge you wish to gain and follows through a set of steps for choosing the research strategy that is best suited to the particular information that is being acquired. Below is a diagram of the Research Onion model as laid out in Saunders 2009 edition of "Research Methods for Business Students". The specific methodologies that were used in this particular research paper have been highlighted in red.

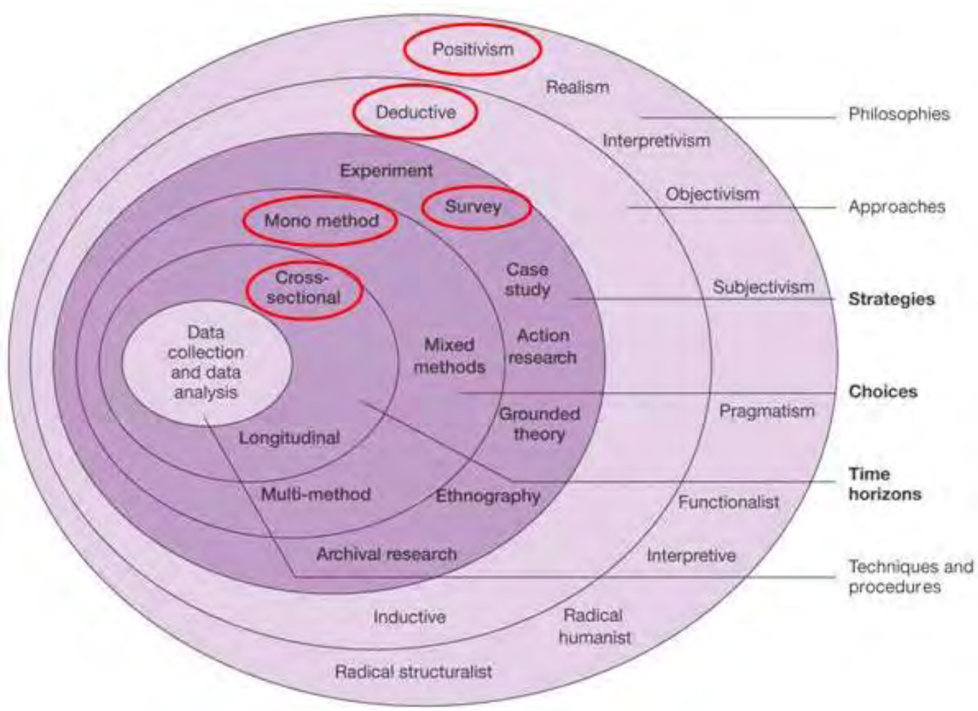

FIGURE 2 - RESEARCH ONION (SAUNDERS ET AL., 2009, P. 106)

3.2 Philosophy - Positivism

There are ten different research philosophies given as possible options by Saunders in the outer layer of the onion (Saunders, Lewis, & Thornhill, 2009, p. 107). There is no need to discuss them all at any length here but the philosophy that was be used for this research is positivism which affirms objective statements about the observable social reality that are not based on the nature of the viewer. This philosophy is very similar to that of the natural sciences which generates hypotheses and then gathers facts that subsequently support or reject the hypotheses. Many argue that the world is too complex to be viewed in this manner by generalising this complexity down to a number of laws.

Other philosophies that could be used for the research are interpretivism which considers the subjective views of reality from the point of view of the participants and may change over time as the participants change. Pragmatism takes both interpretivism and positivism into account to integrate different perspectives in to the results to get a balanced perspective.

3.3 Approach - Deductive

There were two possible approaches that can be used for analysing primary research in the Research Onion Model, these are inductive and deductive (Saunders, Lewis, & Thornhill, 2009, p. 124).

This research uses the deductive approach which has a lot in common with the scientific method where theories are developed first and then tested rigorously to deduce whether or not they hold true. This approach is more suited to the positivism philosophy of research and the quantitative method. The deductive approach does not generate new theories but is used to test the validity of previously devised hypotheses. Quantitative research is interested in understating a particular phenomenon and how it might be generalised to a larger population (Allen, Titsworth, & Hunt, 2008).

The alternative of inductive research is associated more with the interpretivism philosophy of research and usually involves acquiring broad and detailed knowledge of the subject matter from a few sources and developing theories based on the findings. While this can be quite detailed and in-depth it can also be quite subjective to the opinions of the participants, this approach is more suited to developing theories rather than testing them.

3.4 Strategy - Online Survey

There are a number of strategies that can be used to gather data that are described by Saunders (Saunders, Lewis, & Thornhill, 2009, p. 136). These are experiment, survey, case study, action research, grounded theory, ethnography, and archival research. Most are associated with the inductive approach, which is not being used for this particular research, but both strategies of experiment and survey can be used with the planned deductive approach. This research was done by means of an online survey which was considered best suited to gathering a large amount of data for a broad group of people over short period of time. A survey is best used to understand the why, what, when, where types of questions which is precisely the data this research wishes to ascertain from a broad sample of people. Saunders says that a survey is used to provide results that "describe what exists, in what amount, and in what context". Another advantage of a survey is to collect broad demographic related data to compare the responses of various set of the population for difference. This is of interest to this research as it compares the different views of respondents based on their age and location as well as the particular mobile devices respondents use.

3.5 Method – Mono-method

Saunders indicates that there are three possible primary research methods to choose from; they are mono-method, multi-method and mixed-methods (Saunders, Lewis, & Thornhill, 2009, p. 151). Mono-method uses a single research strategy which may be either qualitative or quantitative. Multi-method research uses more than one data collection method but these sources will be of a similar type, either qualitative or quantitative. Whereas the mixed-methods type of research uses a number of different data collection methods, including both qualitative and quantitative. There are advantages to using mixed-methods and multi-method research if you wish to use two sources to corroborate your findings or aid the interpretation of the findings. Qualitative research can be used to formulate hypotheses that then go on to form the basis of quantitative research.

This research was done using a mono-method strategy using a single quantitative data collection method for acquiring the data. It was considered the most appropriate for the task due the large population sample required. There were also time and cost constraints to be taken into account which meant that using a single method of research was the most practical solution as it is easier to plan and implement (Maxwell, 2005).

3.6 Time Horizon – Cross-sectional

There are two possible time horizons as outlined by Saunders (Saunders, Lewis, & Thornhill, 2009, p. 155), cross-sectional and longitudinal. Longitudinal is used to collect data over a period of time and is generally used to assess the changes that occur during that period. This may also allow for predictions to be made by indicating some of the trends that may happen over time.

As this research is endeavouring to provide a view of the current state of the online services consumer environment in Ireland it uses the cross-sectional time-horizon. This means that the data is collected over a short period of time to provide an accurate view of the market at a single point in time. The online survey was available for a period of only three weeks during July 2013 and so provides a record of the views of the respondents at that time. The cross-sectional method was also the most appropriate to use considering the restricted time with only three months available to complete the research.

3.7 Hypotheses

For developing hypothesis we must first understand the knowledge that we have gained already from the literature review and determine the gaps in the current body of knowledge. We then develop hypotheses as to what may fill these gaps, the research is then carried out to deduce whether or not these hypotheses hold true. The literature outlines that there is a very large segment of the Irish population that owns mobile digital devices; these are used daily and are used for many diverse online services. The literature review has already outlined the gaps in up to date research with regards to consumer behaviour. A number of gaps in the literature were outlined at the end of the last chapter in section 2.14, below they are expressed as hypotheses to be tested by this research.

Hypotheses

H1 a: Users are unaware of most online services and don't keep up-to-date with latest developments.

H2 a: Digital Marketing cannot be relied on to reach all users.

H3 a: Users easily make the transition from offline advertisement to online purchase

Null Hypothesis

H1 o: Users are fully aware of the range of online services available on their mobile devices.

H2 o: Digital Marketing reaches all users.

H3 o: The transition from offline advertisement to online services is a blocker for many users.

3.8 Population

The population covered for this research is very broad, as there are about 2,387,125 active mobile devices in Ireland (ComReg, 2013) so it covers a very large proportion of the Irish population. It is obviously not possible to research this entire population or even a reasonably high percentage. This research has endeavoured to get a reasonable non-probability sample to provide enough responses to give a representative view of the overall population. It was considered important to get at least one hundred returned surveys to get valid results.

3.9 Sampling Frame

The research uses a non-probability sample of the population as it would be difficult to get a sample sub-set that is completely representative of the overall population. With this method the overall numbers cannot be used to determine the views of the whole population. However efforts were made to get responses in a reasonable number from as heterogeneous a set of participants as possible so as to give a good indication of main trends within the overall population and give indications of how various different demographics compare. The overall results are however biased towards people in their thirties as this demographic is over represented in the respondents.

The collection method uses the Snowball sampling method, also known as chain-sampling, whereby respondents are asked to pass the survey on to other people in an effort to get the widest set of results possible. When passing out a free online survey it is possible for respondents to give extraneous answers as they are not monitored while completing the questionnaire. This factor will be reduced if they receive the survey from a person they know as they will be more likely to participate honestly.

Snowball sampling does have the disadvantage of creating a bias towards a particular community. During the collection period the incoming responses were monitored to see if some demographics are underrepresented, these were then specifically targeted later in the process to provide as balanced a set as possible.

There was also a specific request made at the end of the survey to pass it on to other respondents that are outside the expected majority of people in their thirties. This was an effort to bias the snowball effect towards people who were not in a similar demographic group to the researcher. This was not as successful as hoped but did reduce and initial percentage of 80% respondents in their thirties down to about 60%.

3.10 Data Collection Methods

The internet is an excellent tool for gathering quantitative data due to the easy access to a large group of respondents (Poynter, 2010). The data was collected using an online survey provider that can be accessed from mobile devices as well as computers. A few different providers were reviewed initially, such as surveymonkey.com, simple-survey.co.uk and kwiksurveys.com; it is clear there are also many other good options to choose from. The main criteria for choosing a supplier was the ability to disperse the survey to as wide an audience as possible so as to return responses from a diverse set of users and for each individual to be able to complete the survey in a quick convenient manner. The survey package was also required to be cost effective and provide a mechanism for exporting the resultant data. A key feature that these packages can also supply is the functionality of a built in data-analysis tools to allow for a large amount of information to be gleaned from the results without the need to export them into a more powerful tools such as Microsoft Excel or SPSS.

The suppliers mentioned above provide the ability to create a survey to many different specifications, all of which provided an excellent interface for both the researcher to manage the survey and the results and also a very user friendly interface for the respondents to participate easily in the survey. They also all provide straight-forward ways to share the survey via e-mail and online social networks and also the ability for participants to access them using their mobile devices. The easier it is for people to complete and share the survey will have a large impact on the number of responses received.

Survey Monkey was chosen as the service for this partly due to its high reputation in the industry and its excellent results analysis functionality. Though it is more expensive than the other packages, at €25 per month, it provides better value for money due to the superior features it offers.

3.11 Nature of questions and aim of questioning

The survey consisted of twenty three questions, the full survey is provided in the appendices. The first few questions are used to determine the types of devices owned by the respondents. This will be narrowed down by type and brand of device as research has shown considerable differences in the usage patterns between users of Apple products and other similar devices (BI Intelligence, 2012).

Then there are a couple of questions to determine the type of user they are, be it a novice or fairly tech-savvy, while also determining how active they are on their mobile devices. The body of the survey is questions in various formats to provide information relating to the proposed hypotheses. There are two questions for respondents to rank various advertising channels in order of preference. These are able to provide the information that may otherwise take a number of questions to ask and provides the respondent opinions on each channel relative to others. There are questions as to where the user has accessed online content from offline advertising and also to determine the methods used, be it search some direct mechanism such as QR codes or Shazam.

The survey finishes with some basic questions relating to the respondents' demography to ascertain their age bracket and basic location such as city, town or rural area. This will be used to compare the respondent's likely exposure to various types of adverting and to determine if there is as difference in device usage between city and rural dwellers. The questions relating to personal information such as age and location has been left until the end of the survey as some users may be put off by this and could be deterred from completing the survey if it was at the beginning.

3.12 Ethical issues

Ethical issues are very important while doing research as often it can require respondents to provide personal information about their lives and behaviours or even confidential corporate information. It is important that it is treated with the utmost respect and in a fashion that is acceptable the participants. Some questions may be considered by participants to be too personal or sensitive and hence they may feel uncomfortable in completing the survey.

Many of the ethical actions associated with the collection of quantitative research online have been highlighted by Poynter (Poynter, 2010). Though the snowball method of research may be considered unwanted and an imposition on users this is mitigated by the fact that it can be completed on a voluntary basis and individuals are not required to participate if they do not wish.

The purpose of the survey has been communicated upfront to the participants on the opening page. This indicates in as clear and concise a fashion possible the purpose of the survey, the reason it is being undertaken and who the beneficiaries of the research will be. This also highlight that the survey would take about five minutes and that the results would be anonymous and not be given to any third party. This also informed them that the data collected would be for the sole purpose of completing the dissertation; it would be stored in a secure location during this period and deleted once it is no longer needed. This was intended to alleviate any initial fears that potential participants may have in regards to providing personal information to the survey.

The survey was thoroughly tested by six people before it was released to ensure the time needed to complete it will be kept to around five minutes so as not to impose too much on the participant's time. No names or unnecessary data were collected to preserve the anonymity of the participant.

3.13 Description of data editing coding and analysis

The Survey Monkey online package includes a number of analysis tools so quite a large portion of the results can be extracted directly from the online service. It also provided the facility to export to Microsoft Excel and csv to do further analysis there. The results were then entered into the statistical analysis package SPSS to run further analysis and extract cross-tabulation information to compare the results of various subsets of respondents. This allowed the results also to be studied for differences between the various demographics so as determine how their attitudes differ and how this can be exploited for advertising various services. The various demographics will be the difference between different age group, the differences between those who consider themselves tech-savvy and also in relation to the type of device they use, phone, tablet, Apple or Android, as other research shows the behaviour of these demographics to vary to a great degree (BI Intelligence, 2012).

3.14 Limitations and Biases

There are a number of limitations to the research methods being used. By disseminating it to the researcher's contacts it is biased towards similar demographics. A request made at the end of the survey encouraged participants to share it with others, particularly those in harder to reach demographics.

There are a number concerns that need to be considered with online quantitative research outlined by Poynter (Poynter, 2010). Representatively and sampling have been addressed already. Self-completing and remote nature of completion of the survey without personal supervision means misunderstandings will not be clarified and the motivation and honesty of the participants may be questioned. The survey was trialled extensively with a number of test responders on a number of iterations. The text, particularly on the questions involving the ranking of answers, was modified a number of times to provide as clear an explanation as possible of what was being asked. Further options of "I don't know" and "Other" were also added to questions to allow for options that the researcher had not considered.

Using the snowball technique participants will be more willing to answer honestly as the survey has been passed to them from a known source. The privacy concerns of users and the self selective voluntary nature of the survey may mean that important demographics may avoid taking the survey for fear of how their responses may be used. Being upfront and honest about not collecting personal information and limiting the usage of the data will ease the fears of this group of people.

Also outlined by Poynter are potential difficulties with professional respondents who fill in surveys for payment or incentive, these may provide a greater volume of responses but they will be of a low value as there is no incentive for honesty. There is the potential to use paid services to get respondents to complete the survey if there are not enough respondents in certain demographics, it is not currently the intention of the researcher to use this method but it may be needed if responses are lower than anticipated. The option of adding the survey to online forums or chat rooms was considered but the conclusion was that if the respondents did not feel the need to answer the questions honestly than it may contaminate the results from all the other participants so this was not carried out.

4. RESULTS AND DATA ANALYSIS

4.1 Results Introduction

This chapter will outline the results that were returned from the survey and discuss how they relate to the proposed hypotheses to help confirm or reject the premise. It will point out the reasons each question was asked, the results that were returned and the value they provide the overall body of research. This section will also highlight any patterns that are apparent from the results and any biases that might be apparent for the rest of the research. The questions are not discussed in the same order as they were asked but have been rearranged into a more logical structure for analysis. There is a full list of all the questions that were asked and the top level results are in the appendices.

This research is primarily interested in the attitudes of smartphone users in Ireland so unless it states otherwise all results in this chapter will exclude respondents who do not live in Ireland and those who do not own a smartphone. A total of 101 people completed the survey, out of this 89 people both live in Ireland and own a smartphone, so the majority of the results given from now on will be based on that total of 89 respondents.

4.2 Demographics

Demographics are an important factor to consider for any marketer as different products will appeal to various sections of society. It has been shown from previous research discussed in the Literature Review that these different sections of society behave quite differently on their mobile devices. Four questions asked on the survey break the respondents down into some important groups that may differ in the actions they take on their mobile devices and how they may respond to various types of advertising. These four questions are used to determine age, gender, country and the type of area they live in.

4.2.1 Q20: Do you live in Ireland?

As has been discussed already this body of research is mainly focusing smartphone users in Ireland. From the 101 respondents to the survey 94 replied that they were living in Ireland, so those that responded saying they do not live in Ireland will not be included in the main data set being analysed. It was hoped that there could be some comparisons made to the respondents that lived outside Ireland but as there are so few of them the results will not give an accurate indication of the whole population.

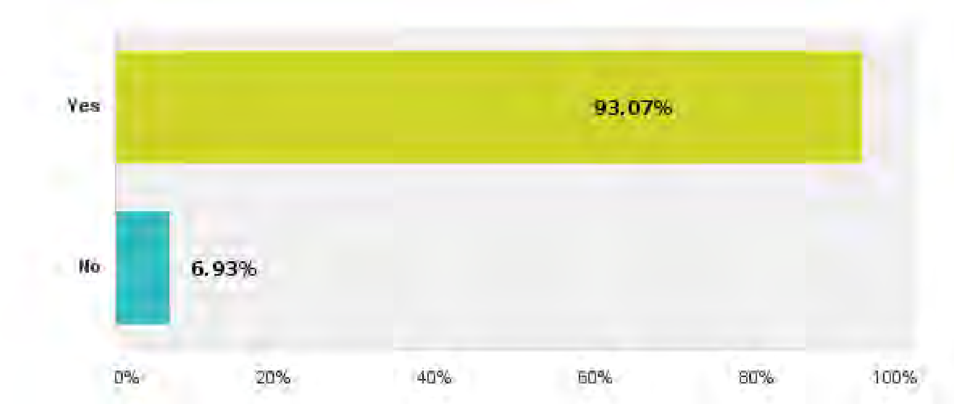

FIGURE 3 - DO YOU LIVE IN IRELAND?

4.2.2 Q22: What is your gender?

62% of the people who completed the survey were men and 38% were women. This means that the overall results are be biased towards the views of the men. The literature review has already described a few areas in which men and women may differ significantly in their responses. If this is the case with these results it will be highlighted when discussing the relevant questions to point out these differences and to discuss what they may mean to the overall body of research.

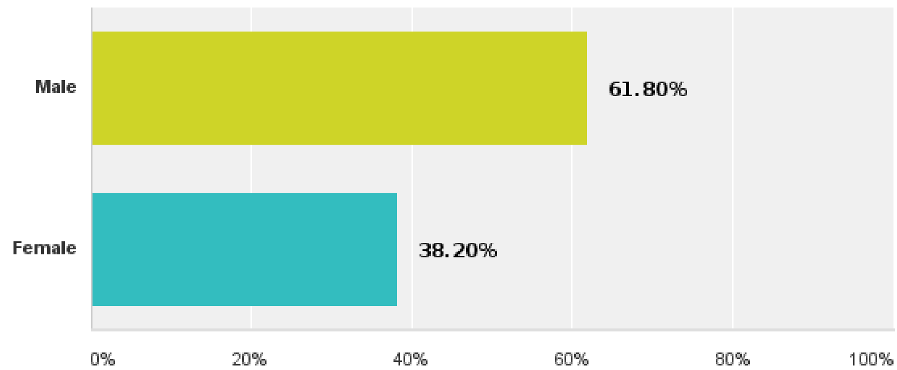

FIGURE 4 - WHAT IS YOUR GENDER?

4.2.3 Q23: What is your age?

The age of the respondent is important, similarly to gender in that users of different ages use their devices in different ways. The survey provided six options for this answer to separate people into groups of similar ages, these were under 21, 21 to 30, 31 to 40, 41 to 50, 51 to 60 and over 60.

The majority of the responses to the survey were from people in their thirties. This means that the overall results are biased towards this age group and are not representative of the entire population. Due to the lower numbers in the other areas for the purposes of making some meaningful generalisations about various age segments the other age groups have been combined into two larger groups, under thirty one and over forty. This will enable the research discern usage patterns by comparing these three generations. In total the results show, those under thirty one have 16% of the results and over forty contribute 19% and the remaining 65% are from the thirty one to forty age group.

It is expected that the young millennial age group of people under thirty one are far more comfortable with the latest technology than the older demographics. People in their thirties should also be quite comfortable with these new devices, however they may use them in a different way from the other groups, they also potentially have more money to spend on services for their devices. The over forty demographic may not be a comfortable with their devices and the latest digital media, they may prefer traditional advertising to digital communications and can be expected not be as active on social media as the other groups.

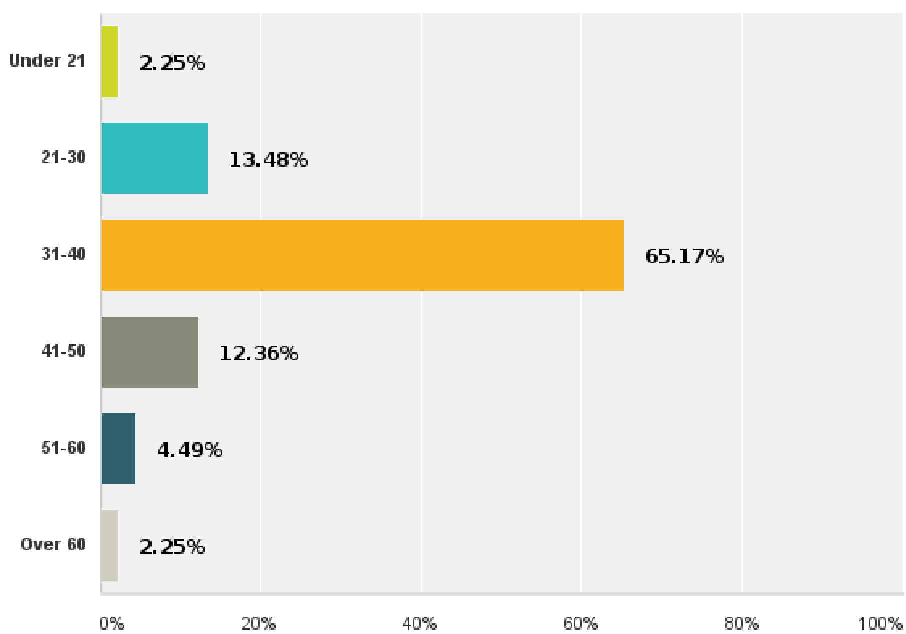

FIGURE 5 - WHAT IS YOUR AGE?

4.2.4 Q21: What type of area do you live in?

This question asked what type of area respondents lived in; this could be city, suburbs, town or rural area. Given that users need for services or access to the internet may vary from place to place there may be differences to note between these various groups. Consumers will also be targeted by differing marketing communication channels depending on their locations. In cites people are more likely to see outdoor adverting on billboard or public transport whereas in the country online advertising may be a more effective communication channel. The results show that there were far more responses from people who live in the city and suburbs rather than from towns of the country.

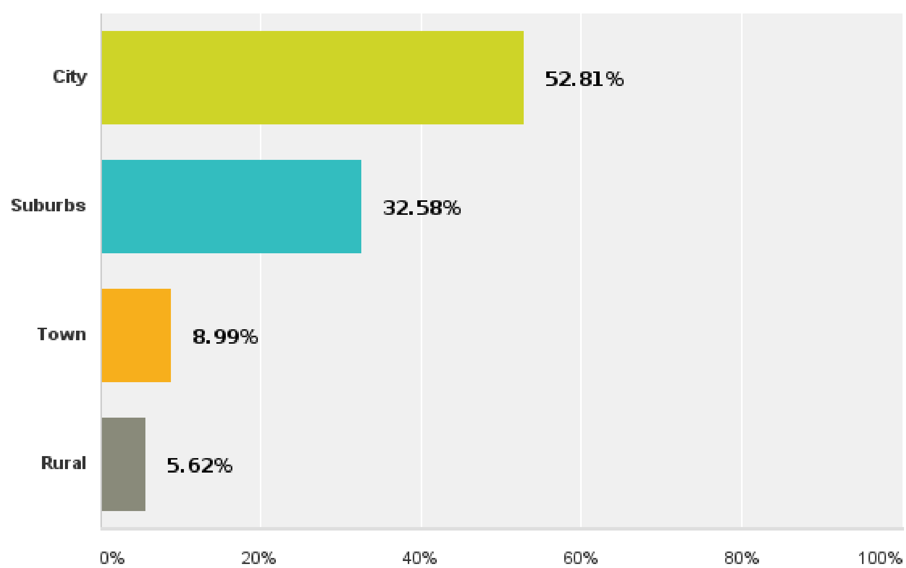

FIGURE 6 - WHAT TYPE OF AREA DO YOU LIVE IN?

4.3 Smartphone and Tablet Ownership

4.3.1 Q1: Do you own a smart phone?

Of the 101 people that completed the survey 95 own a smartphone. This is not representative of the percentage of the overall population that owns a smartphone as the first page of the survey stated that the it was smartphone users that were being researched so many of those without smartphone would not have carried on with the questionnaire. As this body of research is only interested in the attitudes of those people who own smartphones the responses from the people who do not own smartphones are not used for the data analysis.

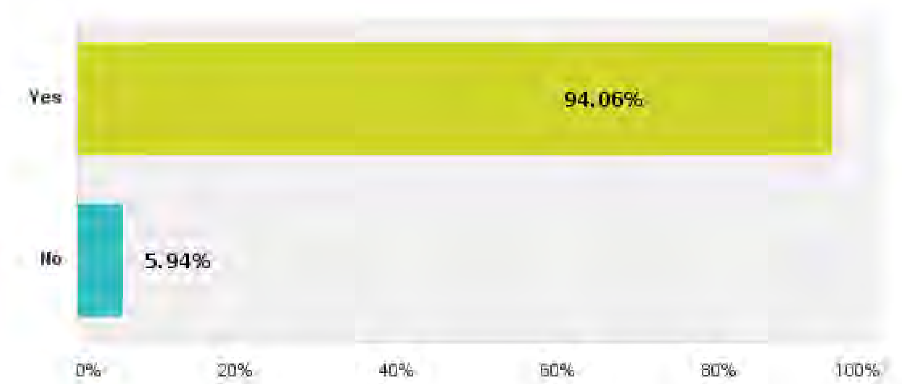

FIGURE 7 - DO YOU OWN A SMARTPHONE?

4.3.2 Q2: What type of smartphone do you own?

52% of people own an Apple iPhone and 33% own an Android device, the remained are split between the other types of smartphone. As has been highlighted already in the literature review there have been notable differences between the behaviours online between the users of different types of devices. It will be part of this research to analyse these difference in relation to the various advertising channels.

Though overall the majority of users had iPhones this was reversed for the under thirty demographic which showed more Android users that iPhone. Whereas the over forty age group were more likely to own iPhones than the others. The research also shows a difference in ownership by region where those in smaller towns and rural areas are less likely to own iPhones than those in the city and suburbs.

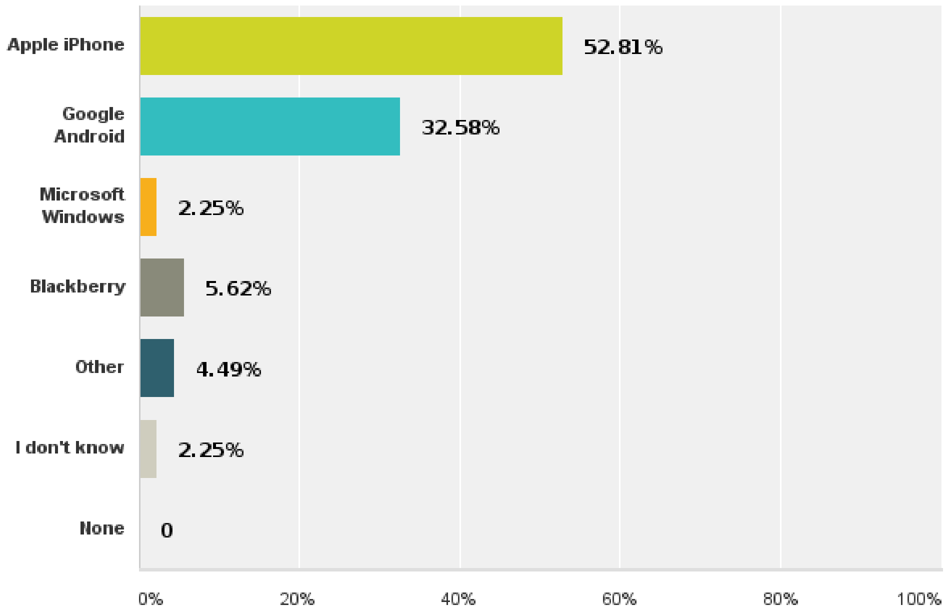

FIGURE 8 - WHAT TYPE OF SMARTPHONE DO YOU OWN?

4.3.3 Q3: Do you own a tablet?

Many of the services being studied are also available on the latest tablet computers. These can be used with as much ease as smartphones and it may be interesting to note if there are differences between the types of people that own tablets and those that just have smartphones. Tablet users may be more expected to use online services as they have more ways of accessing them. 52% of people who own smartphones also own tablets.

There is a lower usage of tablet computers in the under thirty demographic with 59% of those in their thirties likely to own one. The results also show that women are less likely to own tablet then men with responses of 60% and 38%

respectively. 68% of those who already own an Apple iPhone say they own a tablet, which is far more the those who own Google Android devices in which only 37% own a tablet. This knowledge may affect the type of products advertised for these devises and the channels used to sell them.

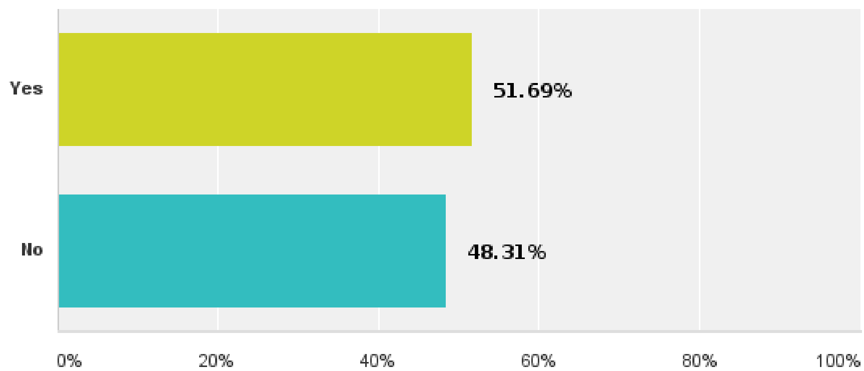

FIGURE 9 - DO YOU OWN A TABLET COMPUTER?

4.3.4 Q4: What type of tablet do you own?

Over three quarters of those who own tablets have iPads. As would be expected those who own Android phones are far more likely to own Android tablets and those who have iPhones are far more likely favour the iPad tablet. Almost 50% of people over 40 own a tablet, all of which were iPads, similarly women also heavily favour the iPad tablet. These figures correspond in a similar way to the pattern seen in smartphone ownership.

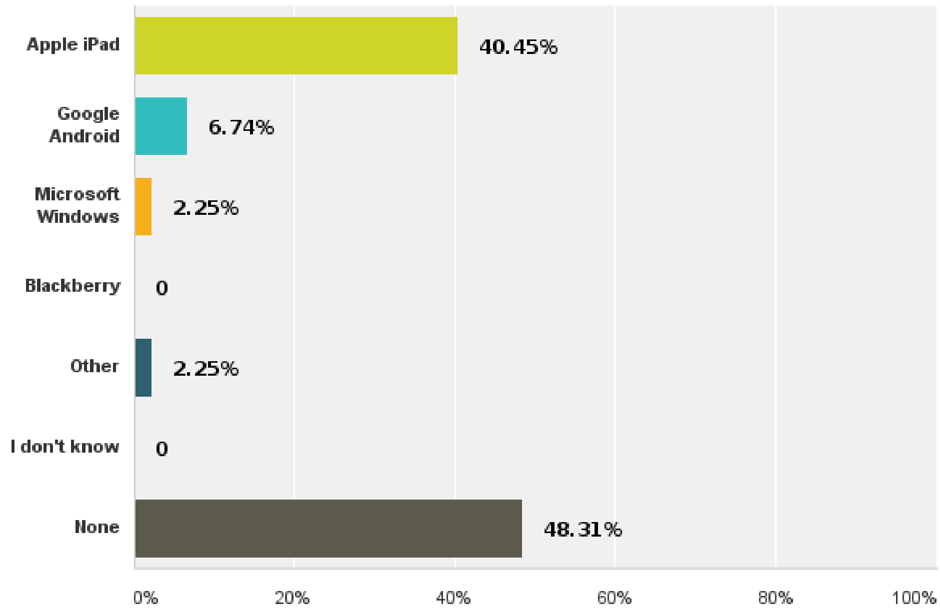

FIGURE 10 - WHAT TYPE OF TABLET DO YOU OWN?

4.4 Payment on Devices

Part of understanding how to communicate with your audience is to determine which segments have a higher propensity to pay for services and also if the users who do pay for content prefer to be contacted through certain channels over others. The following five questions ask the respondents how much money they spend each month on various online services. The five questions ask about apps, music, video, newspapers or magazines and other services such as data storage or software subscriptions.

There were some key trends seen right across all of these questions, but also some interesting points in certain areas too. In general those that describe themselves as late adopters of technology spend less on online services than early adopters, this was seen across the five services. Men tend to spend more than Women, but this was far closer for music and newspapers and magazines than for the other services. Users of iPhones also had a propensity to pay more across all of the services than the users of other devices. In terms of the different age group the general rule was that those in their thirties spend the most followed by those under thirty, but the trends here can vary significantly between the different services. For applications, music and video those under thirty where more likely to spend some money on the service, however this would be a smaller amount than those over thirty.

Analysis also shows that users who paid for one of these services where more likely to pay for the others. This demonstrates that companies may get better engagement by users from online advertising on premium services rather than on free services.

4.3.1 Q15: How much do you spend on Apps?

Overall 49% of respondents said they didn't pay for any apps in a typical month, with another 46% spending less than €10. More of the under thirties age group spent something than the other age brackets, however only users in their thirties spend more than €10. In line with previous research iPhone users tend to spend more then and Android users, however this is less than would have been expected initially with some research saying iPhone users spend three to four times as much. 62% of iPhone users spend some money on apps when compared to 38% of Android users.

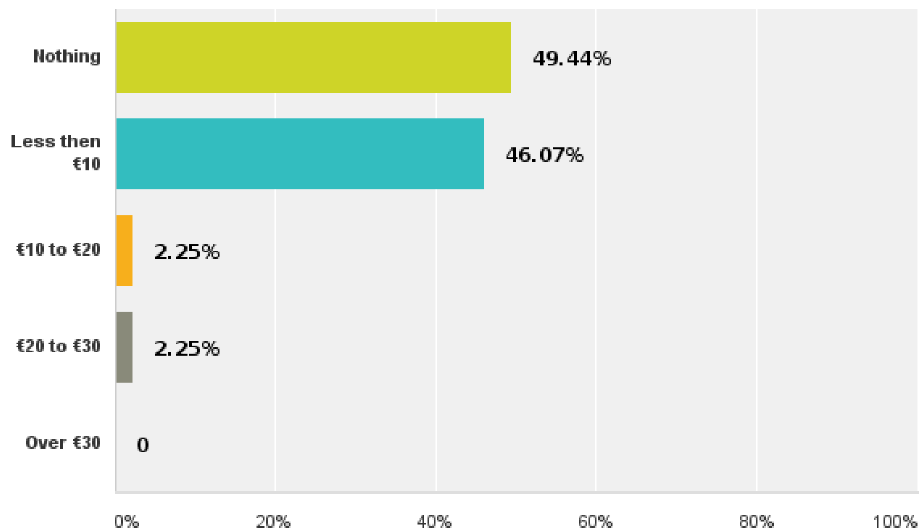

FIGURE 11 - IN A TYPICAL MONTH HOW MUCH WOULD YOU SPEND ON APPS FOR YOUR MOBILE DEVICES?

4.3.2 Q16: How much do you spend on Music?

Music is the most popular online service with 57% of users paying for services and over 20% willing to pay over €10 in a typical month. Over 75% of iPhone users spend something on music each month when compared to only 34% on Android, this may be partly explained by the ease of purchasing music on iPhones where the iTunes music store is built in to the software already installed on the device when it is purchased. Over 70% of those under thirty spend something on music each month, with 15% spending over €10.

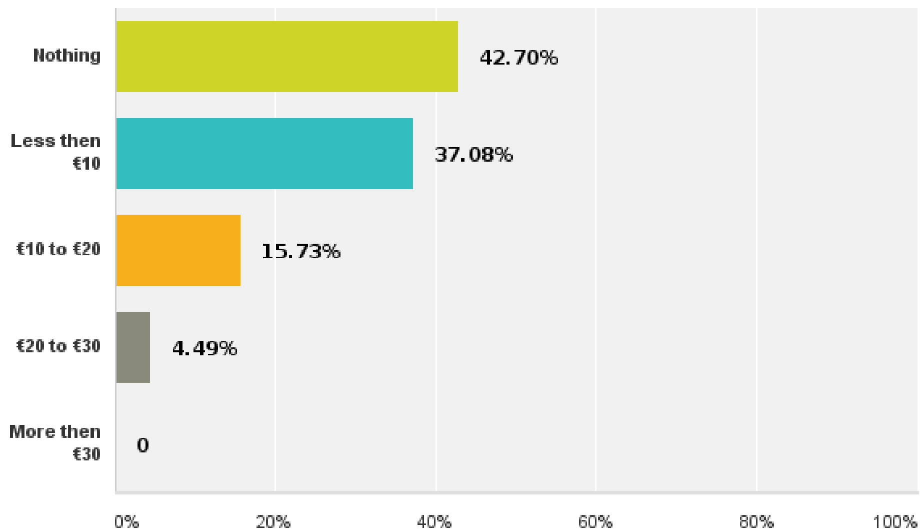

FIGURE 12 - IN A TYPICAL MONTH HOW MUCH WOULD YOU SPEND ONLINE FOR MUSIC, DOWNLOADING OR STREAMING?

4.3.3 Q17: How much do you spend on Video?

Nearly 40% of respondents spend something on watching videos online each month, but only 9% spend more than €10. The younger generation is far more likely to spend money on videos with 57% of under thirties spending some amount of money, this compares to 41% of those in their thirties and to only 18% of those in the over forties age group. Again iPhone users spend more than Android, 45% compared to 31%, with no Android users spending more than €10.

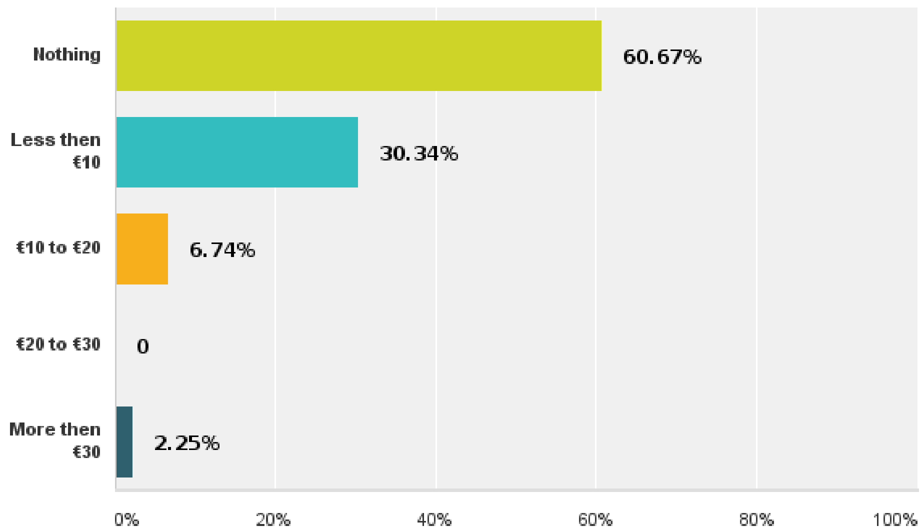

FIGURE 13 - IN A TYPICAL MONTH HOW MUCH WOULD YOU SPEND OF VIDEO CONTENT, DOWNLOADING OR STREAMING?

4.3.4 Q18: How much do you spend on Newspapers and Magazines?

This is the least popular service with over 76% of people not spending any money on newspaper or magazine subscriptions. Most of those that do spend money are iPhone users, with only 7% of Android users spending any money on these types of services. Young people are also less likely to spend money on news as only 15% of the under thirty age group spend anything here.

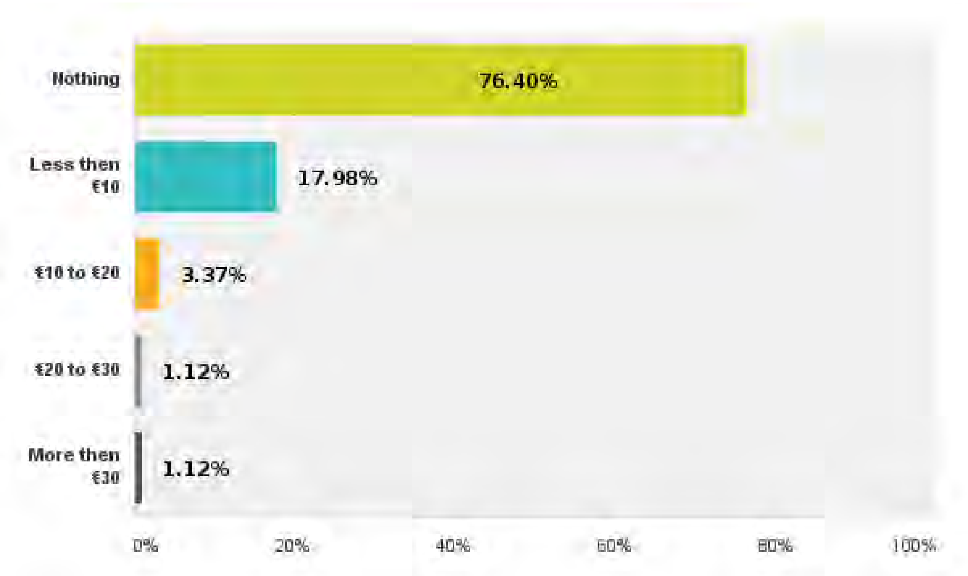

FIGURE 14 - HOW MUCH WOULD YOU SPEND ON SUBSCRIPTIONS FOR ONLINE NEWSPAPERS OR MAGAZINES IN A TYPICAL MONTH?

4.3.5 Q19: How much do you spend on other services?

Over 50% of respondents spend money on other services, with over 15% spending more than €10. Men spend the most in this category with only 45% spending nothing. Also the under thirties are willing to spend higher amounts here than on the services previously mentioned, this may be because they are willing to try more new and innovative types of services rather than sticking to traditional ones.

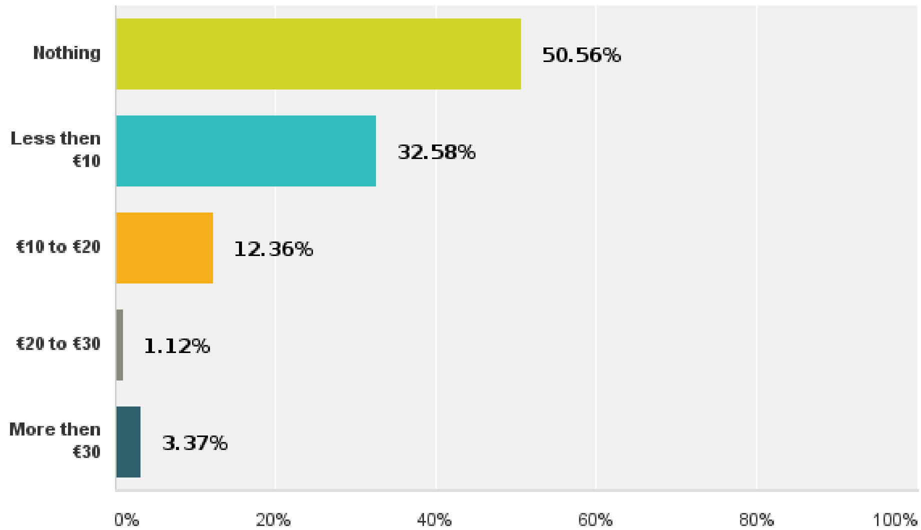

FIGURE 15 - HOW MUCH WOULD YOU SPEND ON OTHER ONLINE SERVICES ACCESSED THROUGH YOUR MOBILE DEVICE IN A TYPICAL MONTH? (SUCH AS DATA STORAGE, SOFTWARE SUBSCRIPTIONS ETC)

4.4 Hypothesis 1: Users are not up to date with services

We begin looking at the intended outcome of the research with the first hypothesis that has already been defined. For businesses it is important to know whether they need to engage in marketing communications strategies to inform users of the services available. If users to not pay regular attention to media to discover what new services have been developed recently or regularly browse the app store on their devices than it will be necessary for companies to advertise products to raise awareness. The null hypothesis for this states that all users do regularly keep themselves up to date with the latest services.

4.4.1 Q6: Are you up to date with new services available?

The first question on the survey that relates to this was question six which simply asked if users were up to date with new services. As the results show only 22% of people keep themselves up to date with what new apps are being created for their phones. The large majority, 65%, only look for new services when they feel they need them. This may be a concern for those developing new services as users don't always feel a need for something until they see it. If a company's target market are not keeping up to date with what's new than a marketing campaign will be needed to promote product or brand awareness.

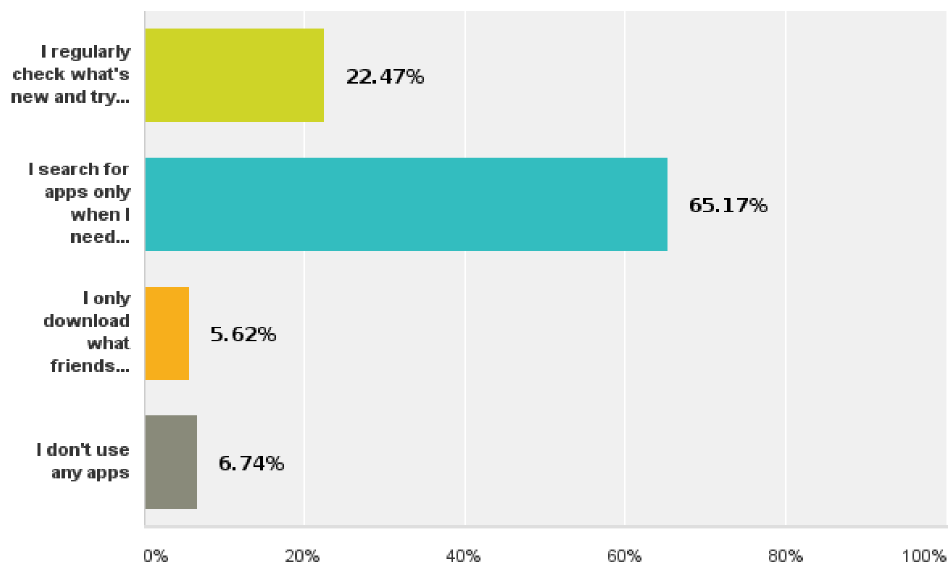

FIGURE 16 - THERE ARE MANY NEW APPS BEING RELEASED ALL THE TIME, ARE YOU UP TO DATE WITH WHAT'S NEW?

Unlike the results for some of the other questions here Android users actually keep more up to date then iPhone users with 34% regularly checking what's new as opposed to only 21% of iPhone owners. The results also show that women and the over forties keep less up to date then the other groups.

4.4.2 Q5: What type of user would you consider yourself?

This question was phrased in a way to determine which section of Rogers' diffusion model, described earlier, that the respondents purchase pattern would put them in (Rogers, 1962). These categories are innovators and early adopters, early majority, late majority and laggards.

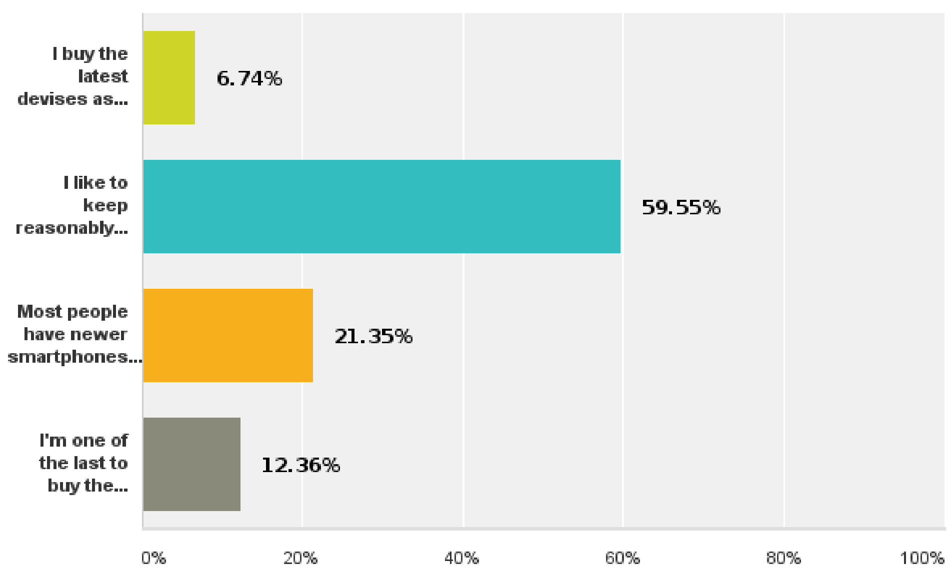

FIGURE 17 - WHAT TYPE OF USER WOULD YOU CONSIDER YOURSELF?

Initially from the research we can see that most responses, about 60%, would consider themselves part of the early majority, with 33% later adopters and about 7% innovators. The 33% of the population that are later adopters is a group that is expanding all the time so it is important for business to note any differences that may need to be taken into account when communicating with them. Interestingly all of the 7% innovators were men in their thirties, they also leaned heavily towards Apple devices rather the Android. Those who are later adopters of technology own a wider variety of devices, with the largest section of 40% owning Android devices.

This research shows that there is a correlation between those who are early adopters for smartphones are also more likely to regularly check for new services on them. This gives a indication for what channels may work best and at different stages of the product life cycle. This could include mainly targeting users of high end smartphones at product launch and expanding to mid-range devises later.

4.4.3 Q7: How do you pick what new apps to buy for your device?

In question 7 people were asked how they choose new apps to buy. This question provided seven different channels and the respondent was asked to order them in preference from the most likely to the least likely to influence their buying decision. The most popular answer here was that users just go to the app store, this was ranked number one by 65% of users. However 70% of those people who ranked it number one also answered question 6 by saying that they only go to the app store when they need a service. This implies that people generally go to the app store with a specific service type in mind rather than to search for new types of services. Users do not generally browse the app store for new products so just releasing an application in the app store without any further promotion is unlikely to effectively gain the attention needed with its target market.

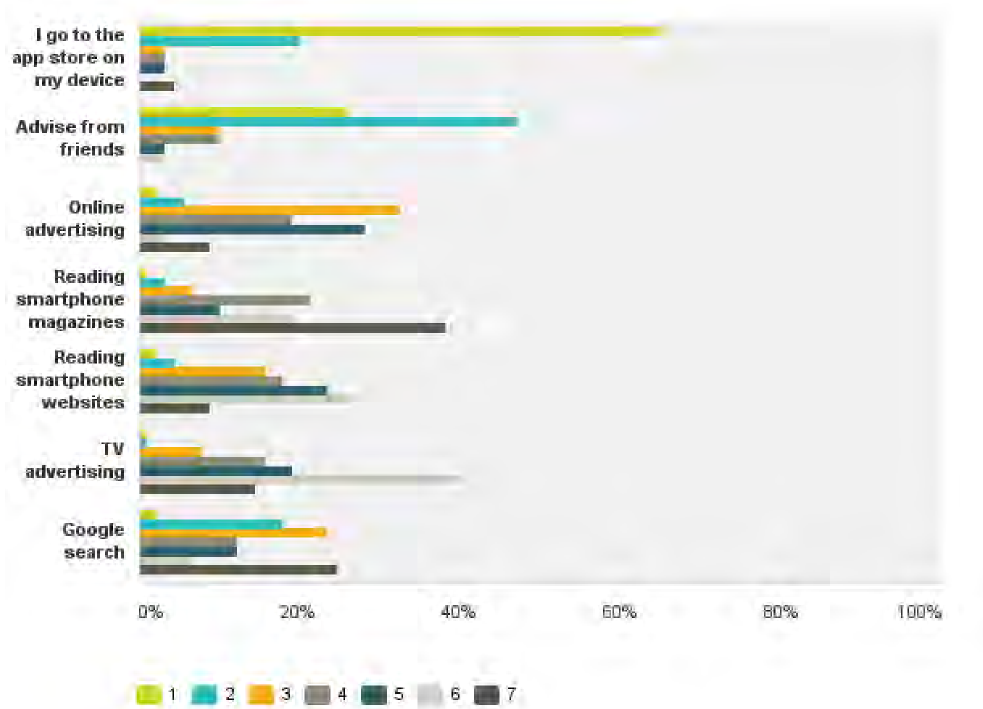

FIGURE 18 - HOW DO YOU PICK WHAT NEW APPS TO BUY FOR YOUR DEVICE? (RANK THE OPTIONS BELOW FROM MOST LIKELY TO LEAST LIKELY)

Two other options provided in this question ask if people read smartphone magazines or websites, this might show that users are interesting in finding out more about what services are available on their smartphones. However, both of these were ranked on in the bottom three of the seven options available, this was also the case even when the results were examined after being broken down into some of the major sub groups.

4.4.4 H1: Conclusion

The evidence from the survey conclusively shows that users are not fully informed of new services available and that only a small minority proactively search for information on new services and applications. The initial expectations of this research was that the early adopters of technology would be aware of what is new and innovative on their devices and the others would be lagging far behind, however the research shows that there are no demographics or sociological segments where this holds true.

People tend to go to the app store only when they have a need for a particular service and they have a very low interest in reading up to date content provided by experts in this area to give them additional information on available services. This further implies that public relations activities are of limited use when trying to inform the general population of services available to them. The clear message from this section of the research is that companies need to engage is some form of communications strategy as the vast majority of the audience will not discover new online services themselves.

4.5 Hypothesis 2: Digital Marketing does not reach all users

This hypothesis is to determine if digital marketing communication methods alone reach the entire target market. Research shows that the vast majority of users have their phones close to them at all the time. However they are not always using their phone, many just using it for quick tasks and not dwelling on advertising content. The null hypothesis for this is that using digital marketing channels exclusively does reach the entire target market. This section will mainly focus on people’s preferences betweens different advertising mediums, both what they prefer and what they currently use.

In question seven respondents were asked to rank mediums that influenced their online purchasing decisions; five of the seven options available were advertising channels. The average rank given by respondents for these channels were online advertising, Google search and Smartphone websites as the top three with the offline channels ranked as the bottom two, TV advertising first and then smartphone magazines. This shows that digital channels do have an influence on people’s decisions and in a greater extent to that of more traditional channels which ranked low with respondents.

4.5.1 Q8: How much attention you pay to advertising?

This question will provide an opinion from the respondents as to which advertising channels they feel are best are getting their attentions. There were five possible answers that respondents were asked to rank in order of preference from one to five.

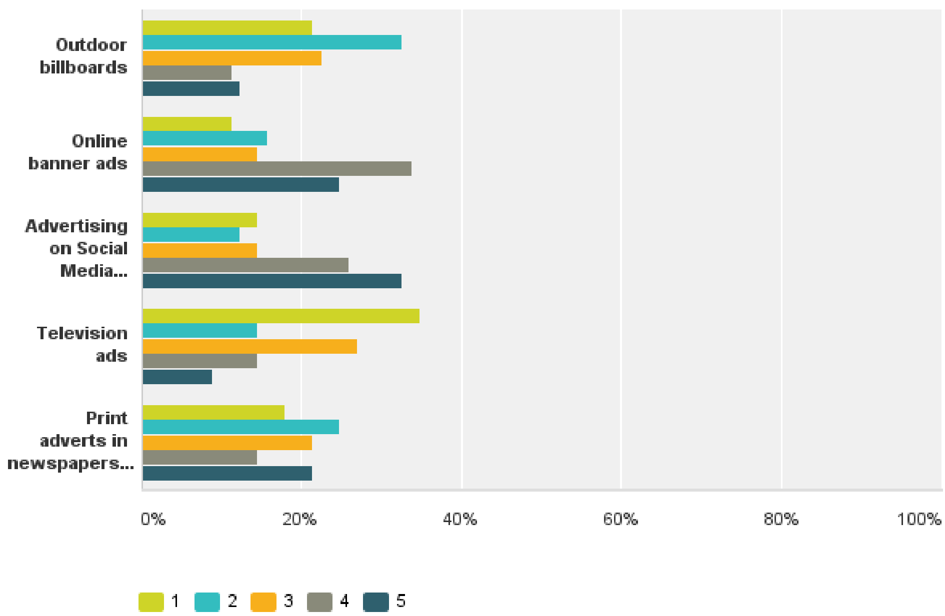

FIGURE 19 - HOW MUCH ATTENTION YOU PAY TO THESE TYPES OF ADVERTISING? (RANK THE OPTIONS BELOW FROM MOST ATTENTION FIRST TO LEAST ATTENTION LAST)

The results show that, on average, the traditional advertising channels coming out on top with average rankings for advertising on television at 3.53, outdoor at 3.39 and print at 3.03. The digital advertising channels had responses of 2.55 for online banners and 2.51 for social media advertising. Television was the most popular with 35% of people ranking it number one where as 33% of people gave social media advertising the lowest rank.

The main point to note from these results is that people gave the opposite responses when compared with how they are actually informed about new services. Here the more traditional channels have a greater number of high preferences, with television, outdoor and print achieving high scores over online banner advertisements and social media marketing. These responses raise some interesting questions as to how users prefer some channels but actually act on others. This could generally be because digital services do not advertise to the same degree on traditional channels so that there isn't the opportunity to act on the advertisements.

4.5.3 Q9: How to inform you of a new product?

This question is used to ascertain from respondents which channels they would consider the best method for a company to inform them of new products that would be likely to suit their needs. Four options were provided for selection; three where the advertising channels of online banners, social media and traditional channels such as outdoor, television and print. There was also the option that the app should just be released in the app store with no marketing communication, this would show that users prefer to find services and are likely to pay little attention to other advertising channels.

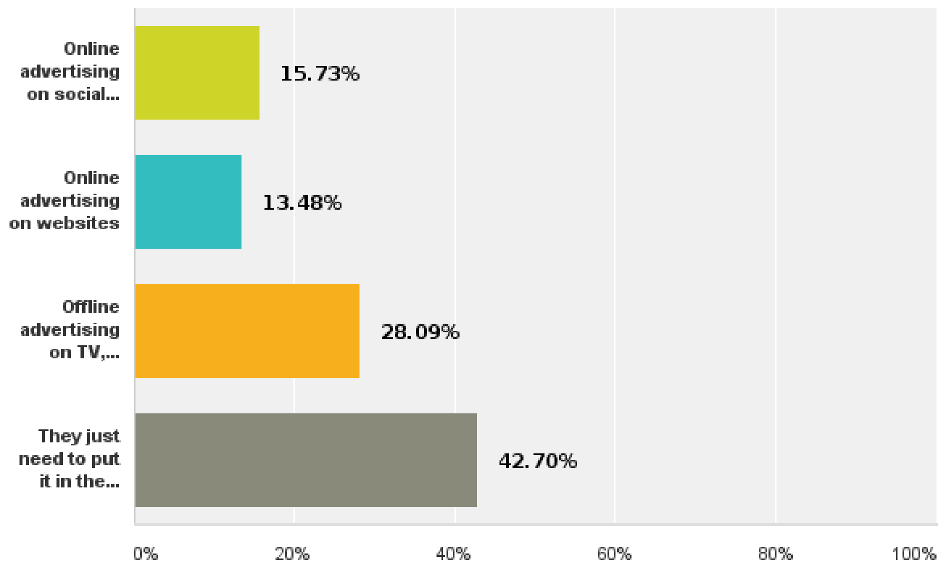

FIGURE 20 - WHEN RELEASING A NEW APP THAT WOULD LIKELY APPEAL TO YOU, WHAT DO YOU THINK IS THE BEST METHOD THAT COMPANIES CAN USE TO INFORM YOU OF THE NEW PRODUCT?

16% of responses selected social media, 14% online banners and 28% chose traditional advertising indicating that it is quite a bit more popular with consumers than its digital alternatives. 42% of people do not think this advertising is necessary as they just go the app store when they need a new service. There is not much difference between the traditional channels and the combination of two digital channels.

The under thirties gave very different answers to the other age groups for this question, mainly choosing traditional advertising and social media at 36% each.

Far fewer, only 21%, say that they use the app store, this shows that they more than any other group feel that advertising is important for finding new products.

Even looking at different market segments there is no clear group that favours one medium or the other. The over forties lean toward online banner ads whereas the under thirties prefer social media advertising, however no one group strongly supports traditional media over digital or vice versa. People are very evenly split about the way they would like to be advertised to, but in reference to the hypothesis there is still a large proportion of smartphone owners who would prefer non-digital means of communication.

4.5.4 H2: Conclusion

With the low attention people pay to online advertising coupled with the fact that people generally go to the app store with a specific purpose in mind shows that for brand awareness exclusively digital media may not be an effective method for introducing a product to the marketplace. In general people prefer traditional communication methods, but when specifically asked what they prefer for the marketing of digital services there is a split in opinion. The actual actions state that they respond more to digital advertising then other kinds.

One statistic that these results have shown is that young people have a different attitude than those over thirty with regards to digital advertising on social media.

This option receives the highest ranking on average from that age group with 36% ranking it number one showing that for services aimed at a younger market segment digital social media marketing has a better reach than for the older segments. This may be a sign of a longer term trend toward social media as an effective way of marketing. Indeed it currently may have the reach needed if a service is being targeted purely at a younger demographic.

4.6 Hypothesis 3: Transitioning from offline to online is easy

This section discusses five questions used to determine respondents attitudes to seeing advertisements for mobile digital services in traditional media and then purchasing that service online. The first three questions ask whether they have seen an advertisement on either the television, print or an outdoor billboard and then purchased the product. The last two questions are about their usage of some of the more popular technological solutions on smartphones to bring a person from an advertisement directly to a related digital service on their smartphone. One of these is related to QR codes that are printed on advertisements and the other is Shazam which is a service that uses the microphone on a smartphone to listen to music being played and then recognises the source.

4.6.1 Q10: Have you ever bought an app from television advertisement?

25% of people said they had bought an app after seeing it on a television advertisement. This was far higher for the under thirty age group where 57% of people said they had. Also 33% of men said they had responded to a television advertisement in comparison to only 11% of women. This was also higher for iPhone users than Android users.

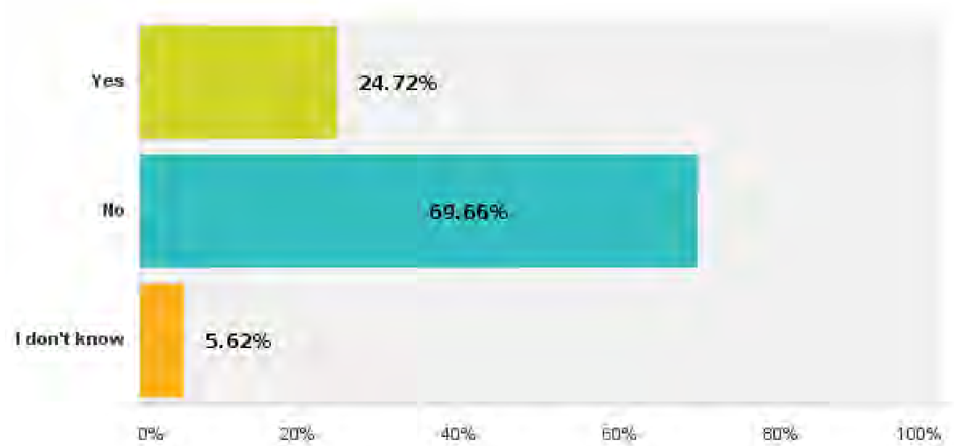

FIGURE 21 - HAVE YOU EVER BOUGHT AN APP AFTER SEEING IT IN A TELEVISION ADVERTISEMENT?

4.6.2 Q11: Have you ever bought an app from a magazine advertisement?

Print media received the highest response rate of the three channels in the questions with 39% of users having downloaded apps after seeing them advertised in magazines. Again those under thirty preferred these types of advertisement with 50% of those answering yes. Also 53% of iPhone user answered yes here when compared to just 27% of Android users.

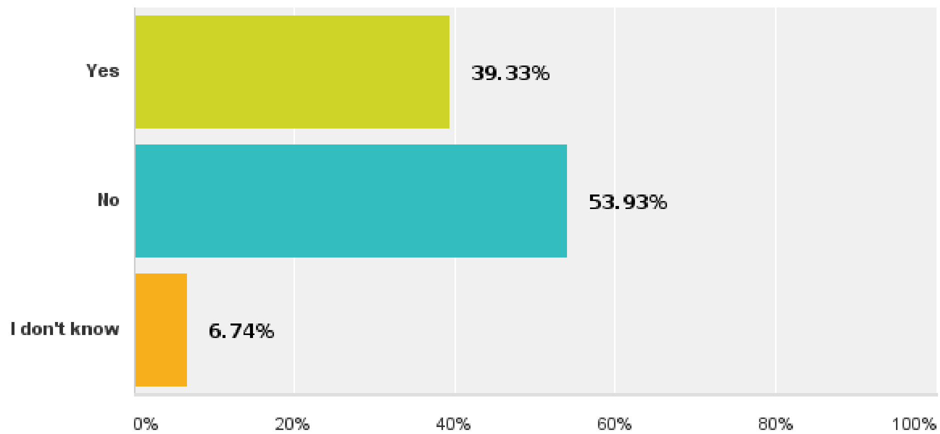

FIGURE 22 - HAVE YOU EVER BOUGHT AN APP AFTER READING ABOUT IT IN A MAGAZINE?

4.6.3 Q12: Have you ever bought an app from an outdoor advertisement?

Outdoor advertisements were the least popular with respondents with only 21% saying they have downloaded an app after seeing it advertised on a billboard. We also see some patterns that we've seen already with more young people preferring this medium, at 50%. Only 9% of women responded yes to this when compared to 29% of men.

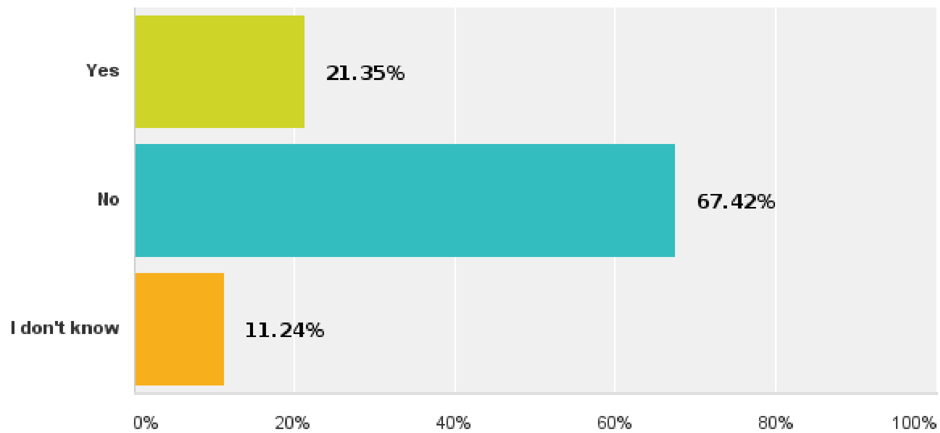

FIGURE 23 - HAVE YOU EVER BOUGHT AN APP AFTER SEEING IT ON AN OUTDOOR ADVERTISEMENT SUCH AS A BUS-STOP OR BILLBOARD?

4.6.4 Q13: Do you use QR codes?

The results of this survey confirm the work that has been carried out in other research papers showing that there is generally very low usage of QR code. This question asked if users knew what QR codes where and how often they used them. Only 11% of people did not know what they were and another 48% never used them with a further 29% saying they rarely used them. This left only 9% saying they sometimes use them and just 2% say that they use QR codes regularly. This shows that although 89% of people are aware of QR codes only a total of 11% use them to a reasonable degree.

The main differences seen between the various segments of the population is in the awareness section, though this does not translate into largely greater usage of

QR codes. The results also shows a difference between the under thirties and the over forties with all of the younger generation being aware of QR codes whereas 23% of those over forty are not aware of QR codes. Men also are more aware of them in comparison to women with results at 26% and 2% respectively; there are also a higher percentage of Android users using these in comparison to iPhone owners.

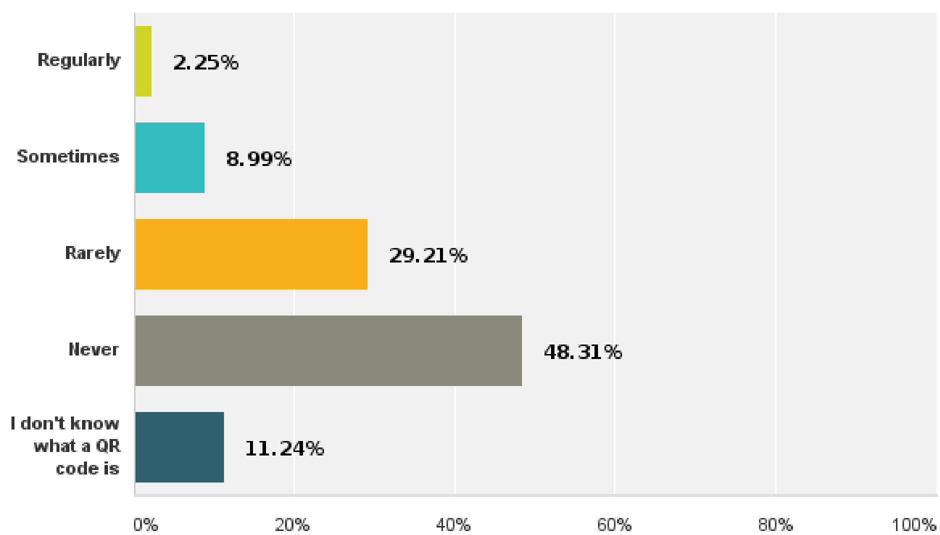

FIGURE 24 - DO YOU USE QR CODES PRINTED ON ADVERTISEMENTS TO GET MORE INFORMATION OR PROMOTIONAL DEALS?

4.6.5 Q14: Do you use the Shazam app?

In comparison to QR codes the Shazam application has higher usage rates, though 16% of people are still unaware of the service and 35% of people never use it.

However 13% of people said they use it sometimes and 13% said they use it on a regular basis.

One statistic that stands out is that 42% of the under thirty age group say they use Shazam on a regular basis and a further 14% say they use it sometimes. Unlike QR codes Shazam is more popular amongst iPhone owners with 62% of people using it at some point when compared to 38% of Android users. As with QR codes those who were late adopters of mobile technology are also unaware of these technologies and rarely use them.

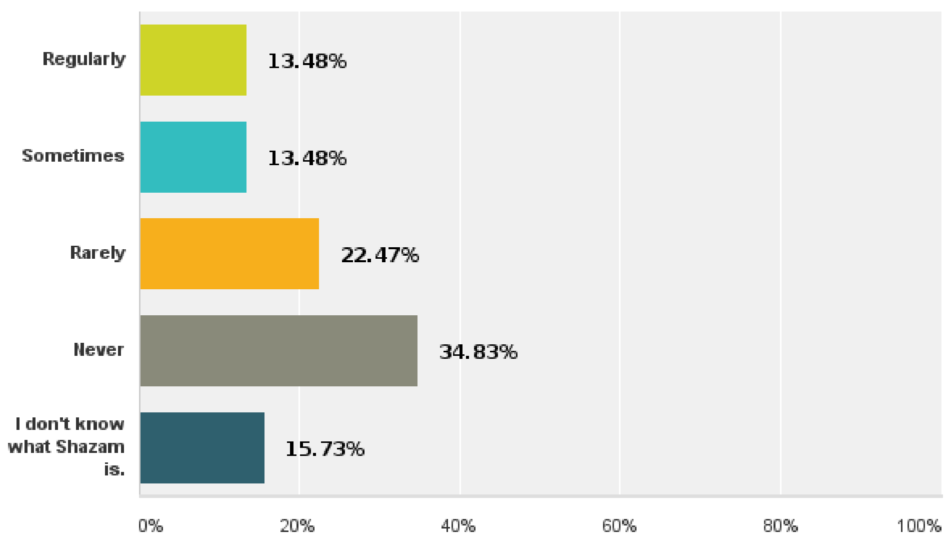

FIGURE 25 - DO YOU USE THE SHAZAM APP ON YOUR SMARTPHONE TO FIND MUSIC THAT YOU HEAR?

4.6.6 H3: Conclusion

The three questions relating to whether users purchases apps based on advertisements on various traditional channels all received a fairly negative response. Very few respondents say that they bought apps based on traditional advertising. Though there is a limited amount of advertising done on traditional channels for digital services the fact that very few people have responded to them is quite significant. This is even more significant when the results from the questions asking about which advertising channels they preferred showed that these three channels all performed better then the newer digital channels. The results for the question about which method they use to inform themselves of new services available also showed that their actions lean towards digital media and not traditional. Deeper analysis also shows that there is a general correlation between those people who pay for online services regularly and those who are more likely to have responded to offline advertising in the past.

The two questions relating to technological mechanisms that can be used by consumers to move from an offline environment to online services shows that very few people use these tools on a regular basis. This is despite an awareness measurement of well over 80% for both QR codes and Shazam. It is clear that users find these transition methods quite difficult to use and potentially find it easier to just search the app store for what they see in adverts as opposed to using one of these tools.

There are better numbers for those with a propensity to pay for services both in how they respond to advertisement and to their use of QR codes and Shazam. This may be a reason to continue to use these tools as it does target and more lucrative audience, however this is not a significant increase.

The conclusion of is hypothesis has to be that it fails because people don't transition easily to the online environment. The clear signs are that people prefer more traditional media types but this does not translate into actions on their mobile devices. This is clearly a factor that will have to be considered by any company making a strategic decision on their marketing communication mix.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

The general synopsis of these results is that the vast majority of users do not keep up to date with new services available on their smartphones or tablets. This therefore implies that companies must advertise their products and services in some way to inform the market of their existence. Due to the different attitudes towards advertising media of various market segments an integrated multi-channel marketing strategy would appear to be the most appropriate to reach the entire target market, balancing the communication mix between both online and offline mediums. However there is still a major blocker in the ability of offline advertising to gain an instant online response from users. Effective offline marketing is key for reaching the entire market and more research and creativity is required to improve engagement levels with the audience through these channels.

This body of research shows that companies must go beyond simply releasing apps to the app store and hoping that people find it. Only a small minority of smartphone owners regularly check what is new in the mobile services market, these results were even lower than anticipated at the beginning of the research. The majority of people only search for new types of apps when they feel the need for a new type of service. This relies heavily on chance and cannot guarantee that the message communicating the launch of new services reaches the whole target market in a timely fashion.

Informing the entire market of a service’s existence and the benefits it can bring to people can be critically important to a company's success or failure. If this is not executed in an effective way a company with a great product may never deliver a message that reaches the whole market and therefore not get the attention and user engagement that the product may deserve. This becomes even more important when companies are developing new services and would like to increase brand awareness at launch to encourage as large an initial user base as possible.

This research demonstrates that people primarily only search online when they have a need that may be fulfilled by an online service. Many of the new services being developed in this emerging industry are highly innovative and are often meeting needs that people never knew they had. These services may set out to replace old services that people depend on to such an extent that they don't even consider other options. Companies developing these types of services will not be able to rely on the chance that users will even search for their services and therefore they will require a marketing communication strategy that goes beyond just making the service available on people’s mobile devices through the app store.

Though the respondents of the survey were generally weighted towards the thirty something early adopters who would likely be more up to date than others the results still overwhelmingly indicate that even these users are not keeping an eye on new innovations in this area. This shows that engaging in product awareness campaigns is a critical aspect of the online services industry for all market segments and demographics and needs to be considered for any company wishing to be successful in this field.

This research provides some very interesting insights into the audience's attitudes to a variety of marketing communication channels. The results are mixed between the different channels and the various demographics. Most people prefer more traditional offline marketing yet the results show they do not act based on these types of messages. The opposite is true for digital marketing where it doesn't have the level of impact that offline advertising has and people tend to dislike it. People do however tend to make more purchase decisions based on online advertising when compared to offline. This may be because there is less offline advertising for online products; however it seems highly likely that the extra step for users having to find the service on their smartphone is a major inconvenience and hence a barrier to purchase.

Current strategies of digital marketing are not successful in reaching the whole market and there is a gap shown by this body of research that a large portion of the market do not see or respond to online advertising channels. A new strategy of marketing for digital services is required, one that does not limit itself to a small number of communication channels but one that uses a fully integrated campaign connecting with people at a number of touch points. Integrated

Marketing Communication is a must, different people respond better to different channels so all communications must lead logically to the same course of action; which is accessing the service on their mobile device.

The main points of interest that come out from this research that the industry needs improve its marketing methods in both the offline and online environments. Methods must be found to improve the reach of digital channels to communicate with a greater portion of the target market and also offline techniques need to be developed to raise the level of engagement with non-digital advertising.

For targeting younger segments social media is an excellent channel that they regularly use; they trust it and it can instantly direct them from an advertisement to an app purchase. Although other research has shown that this type of advertising can be biased in favour of brands that users already know and like so it may not be as effective at introducing them to services that are new to the market (Duckworth, 2013). For the over thirties age groups social media is not as effective a channel and it will be necessary to use other media to complement digital media for a campaign to reach the entire target market.

When viewing offline advertising it is clear that the vast majority of consumers are not engaging with the technological methods developed to bring smartphone users directly to the correct content on their device. This cannot be attributed to lack of awareness for these mechanisms, which was suspected at first. Consumers clearly do not feel the need to interact instantly with advertisements or they do not like the methods used for transitioning from the advertisements to their phones. Either way it is not a tool that can be relied on to any great extent when advertising offline, even using this method to offer incentives such as vouchers or discounts do not engage the audience to a significantly greater extent. This would imply offline advertising would be best utilised primarily for other reasons such as brand awareness and providing information to the consumer. When users see offline advertisements it is not usually convenient for them to access the service on their phone at that exact time so advertisements should be presented in such a way that it is memorable for the user to act on at a later date and can be easily recognised when they see the same service online.

Advertising to such a wide and diverse market as mobile phone users are is obviously a challenge that has yet to be fully understood by the industry with regards to digital services. The main aspect of digital marketing that needs to be addressed in any marketing campaign is that people don't trust online advertisements. For low involvement purchases such as cheap online services this may not be a factor in consumer behaviour. However for companies that offer premium subscription services then levels of audience trust will be very important and offline advertising could be the way to address this issue. When companies do utilise offline channels for promoting their online services they will also need to use a digital element as well due to the lack of engagement directly from the advertisement. The offline channel should be best used as a brand awareness tactic that will allow a customer feel more at ease when clicking on a digital advertisement for the same service at a later date. This relies on a well planned and integrated campaign so that the users fully realise that both online and offline messages are for the same service and from the same company.

These factors are already important in this large industry and they will only grow increasingly critical as the market expands with more and more companies vying for a place on people's smartphones. Companies will need to advertise their own brands as well as the benefits of the services they provide to get recognised in this very large marketplace. To engage fully with the audience companies will have to increase their marketing activities, expand and coordinate the number of channels used to successfully gain market share in such a highly competitive global market.

5.2 Recommendations for further work

Being a very new and rapidly changing industry this is a field of marketing that will require continual research over the coming years as its total audience becomes a large majority of the population and the industry reaches maturity.

This research shows that digital marketing does not have the same reach as traditional marketing so both channels need to be used in an integrated manner to communicate with your entire target audience. Companies will need to employ a multi-channel marketing communication strategy to best promote their services, however the best mix to use between the various channels still needs to be better understood. More quantitative and qualitative analysis could be done to analyse the effects of some current multichannel marketing campaigns. This could test the performance of each channel in the marketplace in terms of how it communicates a message to the audience and also how much of a response it generates. Measurement should be considered in a qualitative way to understand an audiences changing attitude towards product and brands based on the message presented in each channel. This could also quantitatively measure the response of the audience to actually use the service and whether that is at the time of seeing the advertisement or at a later date. A better understanding of the effects of brand awareness is needed to determine if users are more likely to respond to an online advertisement if they have already seen one offline.

More research needs to be carried out in the area of transitioning users from an offline environment to the online service as, in theory, there should be few impediments since users carry their internet enabled devices with them twenty four hours a day. This body of research has clearly demonstrated that the current technological methods of drawing users into the virtual world are not engaging with consumers despite high awareness. Some qualitative research is needed to understand exactly what impediments people have to using this technology. As people are generally aware of the various techniques used they are making a conscious decision not to use them. Is this because it is too cumbersome and it is in fact easier and preferable to just search the app store for the brand name they see rather than open an app on their phone and wait while it recognises a photograph or a music track? More research could be done to determine if it is the method being used that is too difficult or if smartphone users would be reluctant to use any technology developed for this purpose. Research could be carried out into how successful advertisements are that don't provide this mechanism. Is it that users don't need any help in finding an app and that they easily just search on their phones for services when they see them advertised?

It is clear that as an entire new business model that is moving quickly into new markets and changing rapidly there is a need for continual research and there is also a very broad scope for the type of knowledge that is required by the industry.

6. SELF REFLECTION ON OWN LEARNING AND PERFORMANCE

I have learned a huge amount throughout the course of the whole of this masters degree programme and particularly during the dissertation process. This chapter will discuss the knowledge and skills I can take from this process, particularly focusing on what has been learned while writing the dissertation. This is undoubtedly the largest academic project I have ever undertaken in my life and probably the biggest I will ever attempt. This has provided me not only with academic knowledge but also with skills to draw into my future career and even into my life outside of employment. This chapter will provide a focus on what I have achieved over the last number of months and relate this to current theories on learning styles to help me begin to use this added knowledge and experience in a productive manner after the completion of this course.

6.1 Learning Styles

There are a number of studies on differing learning styles and how some people are more suited than others to specific tasks. These can help people to identify what methods of learning suits them best and also to identify area where they may need to focus to improve their abilities.

Kolb has two related models in this particular area that are used regularly by academics, Kolb's Learning Theory and The Experiential Learning Cycle (Kolb, 1984). In Kolb's Learning Theory there are four basic learning styles and people usually fall primarily into one category. The four learning styles are diverging, assimilating, converging and accommodating. I am mainly classified as an assimilator in this model. This is defined as someone who is more suited to tasks that involve observing phenomenon and thinking about subjects. Assimilators like to reflect on organised, logical information and take a systematic approach to data analysis. People that fall into this category also like to take their time to fully explore ideas and theories to ensure that the findings are the logically sound and the best results possible.

Kolb's Experiential learning Cycle outlines a number of stages that take place during the learning process. Each of the stages suits people with the differing learning styles that were described above. All of the stages in the cycle are needed at various points in the learning process so people will need to utilise all learning styles even though they may only have a natural tendency towards one particular style. This will highlight areas in which a person will need to focus more during the learning process. First stage is one of having a concrete experience or a feeling, this then moves on to reflective observation and watching, after that is the abstract conceptualization or thinking about new knowledge and finally the doing or experimentation stage of acting based on this new knowledge.

With this cycle knowledge is gained, considered, theorised and put into practice, then the cycle starts again to continue the leaning process.

Another academic model in this area is the Honey and Mumford's (1986) learning model. This model categorises people into four categories; activist, reflector, theorist and pragmatist. After carrying out a questionnaire online I determined that I fit into the theorist category. This is similar to the Kolb's assimilator learning style as theorists like to reflect on observations and draw conclusions from that. They describe theorists as requiring complete information and structured solutions and say that they tend to be most comfortable maintaining a back seat to observe and analyse data and are often slow to reach conclusions, needing to take everything in to account. They also outline that in group work theorist may have difficulty working with activists due to their opposing styles of working.

6.2 Reflections on Dissertation Process

Being an assimilator I am most comfortable at stages two and three of Kolb's Experiential Learning Cycle, these involve reflective observation and abstract conceptualisation of the subject matter. This meant that I felt far more comfortable analysing the survey data and determining how the results related to the theory. It also shows that I am not so proficient at the feeling and doing stages in the cycle. In terms of the dissertation this relates to the initial searching for literature on the subject at the beginning and the report writing at the end, both of which required more time, effort and focus when compared to the data analysis part.

I found the process of looking for academic information challenging due to the fact that it is not a learning process I am naturally comfortable with. However as an assimilator and a theorist I enjoyed reading and considering the information once I had retrieved it. It was also tricky to focus on the task at hand as I am prone to searching off topic on areas I am curious about that be may not contribute to the project at hand. This was a period I found both interesting and rewarding on completion as I gained a huge amount of knowledge on my professional industry and also greatly improve my skills as a researcher.

Writing the questionnaire was a new experience for me and one that was more difficult this I expected it to be, though as a theorist I knew I would be very interested in examining the results which motivated me to consider the questions carefully. It was quite a detailed process to phrase questions in such a way so as to make sure that the respondents fully understood what was being asked of them. It was also important to make sure that all the questions related to the project and would contribute to the overall findings. Reflecting on the results after the analysis I felt there were a few gaps in the data and I realised that I would have liked to have asked a few extra questions. This has given me a greater insight into how to write surveys and to consider the complete set of results carefully before inviting responses. Though the survey was tested thoroughly by a number of people initially and that small set of results examined it wasn't until looking at a large amount of data from a number of angles that I saw that more information in some areas would have helped. This experience will definitely help me a great deal and I will have a very different attitude towards setting up of an online survey or any other form of research in future given the fact that you can't go back to ask people to fill out the questionnaire a second time.

Once the literature review and the survey results were complete came the stage in the cycle that best suited my learning style, the data analysis, this also was the section of the whole dissertation that I found most enjoyable. This was a great opportunity to get exposure to such powerful and important tools as SPSS and Survey Monkey. These are both software package I have never used before and ones that I picked up quite quickly given my educational background in mathematics and science. I found it very interesting to be able to correlate the results of different market segments and relay that knowledge onto the theories and hypotheses I had already developed. It was interesting to look for the relevant information in the data set and to follow a process to understand and derive meaning from it. I found that in a few areas the results were different to what I would have expected, changing my own opinion these subjects came quite easy to me when I could see the evidence rather than trying to fit the results to my own opinion. This also fits my assimilator style whereas this may be more difficult for people with a natural tendency to other learning styles.

The last major part of the dissertation was the writing of the whole report. Writing essays is something that I have never found particularly easy and so the challenge of producing a document on this scale was quite daunting. Knowing my attitude for previous essays taken throughout the MBA course I know that I can work well for periods and then delay for other periods when I was not enjoying the process. To overcome this the main challenge was keeping to a schedule and having a good working environment. It would be important not to end up rushing to write a large amount in the last few days as this would not only be of a low standard but would be stressful for me as the task not suited to my learning style. I broke the project down into the various chapters and set dates that they should be completed to ensure that it was spread evenly over six to seven weeks leading up to the deadline. This provided me with a set of more manageable deadlines that were far easier to work towards then the final document. This process worked well for me and would say I am now a far better writer then I was at the beginning of the course. I am now far less daunted by the prospect of producing large amounts of documentation, however it is still something that does not come naturally to me, and I would say never will, but it is a skill I am glad to have improved substantially during the last few months.

6.3 Usage of Learned Skills Beyond the Dissertation

During the period that I was working on the dissertation I have been lucky enough to more to a managerial role in RTÉ. Many of the skills that I have outlined in the previous section will be of great benefit to this new role. Being in the Mobile Services industry the subject matter for this dissertation gave me great opportunities to really research the whole industry in a level of depth that I have not been able to do before. Being a software developer this was not the area I paid most attention to when looking at industry related media. In my new role it is far more important to be able to look at the industry from a broad perspective particularly when interacting with other department and making decisions that may affect a few aspects of the business. I have gained a greater understanding of the complexities of communicating in meaningful way with a target audience for digital services, which is something that had not concerned me before.

It is not just the information I have gained but also the good habits that I have begun during that period of writing the dissertation. I now regularly check a large number of media sources relating to my professional industry and also to business in general, such as Forbes, Financial Times and Business Insider. I intend to keep constantly up to date in future with this continually changing business environment.

The skill that I think most suits my own personality and learning style while also suiting the industry that I work is that of data analysis and SPSS. Working in digital media we generate a huge quantity of data from our audience's viewing habits. We know what the most popular content is, how people navigate through our online products and we can see these trends change over time. Being able to understand these statistics is critical to knowing what the audience wants and to determine how best to meet their needs with new products.

The use of learning styles has been an unexpected aspect of this course that I did not realise would be covered. It will prove very valuable for my career ahead in management not just for reflection on my own work but also when dealing with others and understanding the benefits of their different styles.

6.4 Plans for Continued Education

Prior to the beginning of the course it had been ten years since the completion of my primary degree and I was out of the habit of continued learning. Though I always knew there was a benefit in continued learning it took a while before I committed to it but now I fully understand the huge benefits it brings on both a personal and professional level.

I don’t think I will undertake a course as long and tough as this MBA programme but I will definitely continue my education with shorter professional qualifications that are perhaps more industry specific. I have already researched a number of Project Management courses that I intend to begin early next year. This would provide a great industry recognised qualification that would complement my master degree.

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8 APPENDICES

8.1 Project Plan

Activity	Start Date	Finish Date
Search for secondary data	1 Feb	30 June
Reading secondary data	1 Feb	7 July
Creating data collection instruments	14 June	28 June
Analysing primary data	14 July	28 July
Writing early drafts	14 June	5 August
Analysing comments on drafts by supervisor	2 August	9 August
Revisions of drafts	5 August	13 August
Printing and Binding	13 August	16 August

8.2 Survey

8.2.1 Introductory Statement

Thanks for taking the time to fill in this survey, it will only take 5 to 10 minutes.

I am currently undertaking an MBA in Dublin Business School and am completing a dissertation on audience attitudes to the marketing of online services, particularly for mobile devices. The dissertation is purely academic research and has no intended commercial objective although it is hoped this will provide greater insight into the rapidly expanding mobile services industry in Ireland.

All responses are anonymous and will solely be used for the purposes of the aforementioned dissertation. The responses will not be passed on to any third party and will be deleted at the completion of the dissertation.

8.2.2 Closing Statement

Thanks for taking the time to complete the survey, it's a great help.

I'm trying to get as wide a set of results as possible so it would be great if you could pass this on to a few other people to complete. Preferably too if they're over 40 or under 30 as I need more responses from these demographics.

I'm happy to pass on a copy of the finished dissertation to anyone who has completed the survey. You can contact me at the e-mail address below.

Thanks again,

Jonathan

8.2.3 Survey Results

Question 1 - Do you own a smartphone?

Answer Options	Response Percent	Response Count
Yes	94.1%	95
No	5.9%	6
	answered question	101
	skipped question	0

Question 2 - What type of smartphone do you own?

Answer Options	Response Percent	Response Count
Apple iPhone	49.5%	50
Google Android	31.7%	32
Microsoft Windows	2.0%	2
Blackberry	5.0%	5
Other	5.0%	5
I don't know	2.0%	2
None	5.0%	5
	answered question	101
	skipped question	0

Question 3 - Do you own a tablet computer?

Answer Options	Response Percent	Response Count
Yes	48.5%	49
No	51.5%	52
	answered question	101
	skipped question	0

Question 4 - What type of tablet do you own?

Answer Options	Response Percent	Response Count
Apple iPad	38.6%	39
Google Android	5.9%	6
Microsoft Windows	2.0%	2
Blackberry	0.0%	0
Other	2.0%	2
I don't know	0.0%	0
None	51.5%	52
	answered question	101
	skipped question	0

Question 5 - What type of user would you consider yourself?

Answer Options	Response Percent	Response Count
I buy the latest devises as soon as they're launched	5.9%	6
I like to keep reasonably up to date	56.4%	57
Most people have newer smartphones than me	21.8%	22
I'm one of the last to buy the latest technology	15.8%	16
	answered question	101
	skipped question	0

Question 6 - There are many new apps being released all the time, are you up to date with what's new?

Answer Options	Response Percent	Response Count
I regularly check what's new and try out what I like the look of	19.8%	20
I search for apps only when I need them	64.4%	65
I only download what friends recommend	6.9%	7
I don't use any apps	8.9%	9
	answered question	101
	skipped question	0

Question 7 - How do you pick what new apps to buy for your device? (Rank the options below from most likely to least likely)

Answer Options	1	2	3	4	5	6	7	Rating Average	Response Count
I go to the app store on my device	65	20	4	4	3	0	5	1.81	101
Advise from friends	28	48	9	9	3	3	1	2.25	101
Online advertising	2	8	31	21	26	4	9	4.08	101
Reading smartphone magazines	1	3	9	21	10	19	38	5.43	101
Reading smartphone websites	2	5	14	21	24	26	9	4.72	101
TV advertising	1	1	8	14	22	40	15	5.33	101
Google search	2	16	26	11	13	9	24	4.39	101
								answered question	101
								skipped question	0

Question 8 - How much attention you pay to these types of advertising? (Rank the options below from most attention first to least attention last)

Answer Options	1	2	3	4	5	Rating Average	Response Count
Outdoor billboards	22	32	22	13	12	2.61	101
Online banner ads	11	17	15	32	26	3.45	101
Advertising on Social Media websites	18	13	13	26	31	3.39	101
Television ads	33	14	28	15	11	2.57	101
Print adverts in newspapers and magazines	17	25	23	15	21	2.98	101
						answered question	101
						skipped question	0

Question 9 - When releasing a new app that would likely appeal to you, what do you think is the best method that companies can use to inform you of the new product?

Answer Options	Response Percent	Response Count
Online advertising on social media	17.8%	18
Online advertising on websites	15.8%	16
Offline advertising on TV, Magazines, Billboards etc...	25.7%	26
They just need to put it in the app store	40.6%	41
	answered question	101
	skipped question	0

Question 10 - Have you ever bought an app after seeing it in a television advertisement?

Answer Options	Response Percent	Response Count
Yes	23.8%	24
No	70.3%	71
I don't know	5.9%	6
	answered question	101
	skipped question	0

Question 11 - Have you ever bought an app after reading about it in a magazine?

Answer Options	Response Percent	Response Count
Yes	39.6%	40
No	53.5%	54
I don't know	6.9%	7
	answered question	101
	skipped question	0

Question 12 - Have you ever bought an app after seeing it on an outdoor advertisement such as a bus-stop or billboard?

Answer Options	Response Percent	Response Count
Yes	20.8%	21
No	67.3%	68
I don't know	11.9%	12
	answered question	101
	skipped question	0

Question 13 - Do you use QR codes printed on advertisements to get more information or promotional deals?

Answer Options	Response Percent	Response Count
Regularly	2.0%	2
Sometimes	8.9%	9
Rarely	27.7%	28
Never	48.5%	49
I don't know what a QR code is	12.9%	13
	answered question	101
	skipped question	0

Question 14 - Do you use the Shazam app on your smartphone to find music that you hear?

Answer Options	Response Percent	Response Count
Regularly	11.9%	12
Sometimes	13.9%	14
Rarely	20.8%	21
Never	35.6%	36
I don't know what Shazam is.	17.8%	18
	answered question	101
	skipped question	0

Question 15 - In a typical month how much would you spend on apps for your mobile devices?

Answer Options	Response Percent	Response Count
Nothing	51.5%	52
Less then €10	43.6%	44
€10 to €20	2.0%	2
€20 to €30	3.0%	3
Over €30	0.0%	0
	answered question	101
	skipped question	0

Question 16 - In a typical month how much would you spend online for music, downloading or streaming?

Answer Options	Response Percent	Response Count
Nothing	43.6%	44
Less then €10	34.7%	35
€10 to €20	16.8%	17
€20 to €30	4.0%	4
More then €30	1.0%	1
	answered question	101
	skipped question	0

Question 17 - In a typical month how much would you spend of video content, downloading or streaming?

Answer Options	Response Percent	Response Count
Nothing	59.4%	60
Less then €10	29.7%	30
€10 to €20	7.9%	8
€20 to €30	1.0%	1
More then €30	2.0%	2
	answered question	101
	skipped question	0

Question 18 - How much would you spend on subscriptions for online newspapers or magazines in a typical month?

Answer Options	Response Percent	Response Count
Nothing	72.3%	73
Less then €10	19.8%	20
€10 to €20	5.9%	6
€20 to €30	1.0%	1
More then €30	1.0%	1
	answered question	101
	skipped question	0

Question 19 - How much would you spend on other online services accessed through your mobile device in a typical month? (such as data storage, software subscriptions etc)

Answer Options	Response Percent	Response Count
Nothing	50.5%	51
Less then €10	31.7%	32
€10 to €20	13.9%	14
€20 to €30	1.0%	1
More then €30	3.0%	3
	answered question	101
	skipped question	0

Question 20 - Do you live in Ireland?

Answer Options	Response Percent	Response Count
Yes	93.1%	94
No	6.9%	7
	answered question	101
	skipped question	0

Question 21 - What type of area do you live in?

Answer Options	Response Percent	Response Count
City	56.4%	57
Suburbs	30.7%	31
Town	7.9%	8
Rural	5.0%	5
	answered question	101
	skipped question	0

Question 22 - What is your gender?

Answer Options	Response Percent	Response Count
Male	61.4%	62
Female	38.6%	39
	answered question	101
	skipped question	0

Question 23 - What is your age?

Answer Options	Response Percent	Response Count
Under 21	2.0%	2
21-30	13.9%	14
31-40	63.4%	64
41-50	12.9%	13
51-60	5.9%	6
Over 60	2.0%	2
	answered question	101
	skipped question	0