



An Investigation of the Impact of Retargeting Mobile Advertising on Customer's Purchase Intentions – A Study of the Irish Millennial Market.

Dissertation submitted in part fulfilment of the requirements
for the degree of **Master of Science in Marketing (Digital Media Stream)**
at **Dublin Business School**

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Declaration

I, Leticia Farias Nishida, declare that this research is my original work and that it has never been presented to any institution or university for the award of Degree or Diploma. In addition, I have referenced correctly all literature and sources used in this work and this work is fully compliant with the Dublin Business School's academic honesty policy.

A handwritten signature in black ink, appearing to read 'Leticia Farias Nishida'. The signature is fluid and cursive, with the first name 'Leticia' and last name 'Nishida' clearly distinguishable.

22.08.2016

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Acknowledgments

I am very grateful for the people directly or indirectly involved in this journey.

Firstly, I would like to thank the lecturers from DBS, as well as the I.T. and library staff, who supported me as a student during the months of my master's course. My supervisor Dave Hurley for all his advice, tranquillity and confidence transmitted throughout the laborious process of this dissertation.

I appreciate my classmates' empathy and collaboration in every assignment. I also thank my family and friends in Brazil who have always sent me positive messages and roar for my happiness and success even though I am physically distant.

Finally, I greatly thank my partner in life Julien, for all the comfort, comprehension and for always believing in me, even when I didn't.

Abstract

“If your plans don’t include mobile, your plans are not finished.” (Wendy Clark, Coca-Cola)

Mobile marketing is increasingly present on digital marketing strategies and its attractiveness to marketers has been propelled by the ubiquitous characteristic of mobile devices and the capability in targeting consumers with relevant content. In turn, retargeting mobile advertising allows companies to serve highly personalised ads in accurate moments with the objective of enticing consumers in returning to their websites, based on their preferences and browsing history. On the other hand, this technique has raised privacy concerns by consumers, who currently perceive targeted mobile advertisements as intrusive. Therefore, there is still a long way for this emerging marketing tool to be exploited to reach its best results and avoid turning into spam. Although solid groundwork from literature has been conducted in the mobile marketing area, there is little academic evidence regarding retargeting mobile advertising effectiveness on consumer’s purchase intentions. This research particularly examines the Irish Millennial market. Hence, quantitative research analysed attitudes and key factors inferred to impact consumer’s purchase intentions driven by retargeting mobile advertisements. The outcomes provide insights about the levels and circumstances retargeting mobile advertising can impact Irish Millennial customer’s purchase intentions, bridging the existing knowledge gap in academia and building a point of reference of the applicability of techniques for industry and future research to scholars and practitioners.

Chapter 1: Overview

1.0 Introduction

The extensive adoption of smartphones and tablets, alongside with the Internet development, has entitled consumers with great control over what they see, where and when they see it, changing also the way people shop (Martin, 2013, p.1). Consequently, this change in consumer behaviour led marketers to concentrate their communications in virtual environments, and later on, in more circumstantial real-time situations (Mort and Drennan, 2002, p.13). According to Barnes (2002, p.404), mobile medium allows advertisers to target and tailor marketing messages for greater efficiency in one-to-one communications.

Ideally, effective mobile marketing extends beyond technology and demands leveraging relationship marketing with the objective of retaining and nurturing customers' satisfaction (Steinbock, 2006, p.89). Moreover, advertising to mobile devices has the potential of delivering highly targeted messages to consumers, however, marketers must consider other factors such as customers' internet usage habits (Martin, 2013, p.45) and, most importantly, whether they might perceive mobile marketing activities as intrusive, repelling or something worse (Rohm and Sultan, 2006, p.5).

Consequently, companies concern in advancing their tracking and personalisation technologies, hence, introducing retargeting with the goal of matching the exact user interests by analysing previous online activities (Tran, Acs and Castelluccia, 2014, p.1). However, Fisher (2013) points out that although the addition of relevance boosts conversions, there is a high risk of damaging a brand if targeting and personalisation are not exploited with careful planning. Therefore, more cautious, resourceful and focused mobile marketing campaigns achieve greater responses and better experiences (O'Kane, 2013, p.93).

Despite the enthusiasm around retargeting, according to Lambrecht and Tucker (2013, p.2), there is still limited empirical documentation on the effectiveness of highly personalised recommendation systems, that is, retargeting advertising, and what targeted information is indeed appealing in designing content to engage consumers who are involved enough with a product or company website. Specifically, the literature lacks information about the effectiveness of retargeting advertising when displayed on mobile devices. These considerations led to this

research motivation in investigating and rising insights whether retargeting mobile advertising can impact customer's purchase intentions in the Irish Millennial market.

This research model is based on findings from secondary research on mobile marketing and retargeting advertising, in addition to relationship marketing and consumer behaviour. Moreover, primary research collected empirical data through online surveys in Ireland. The main goal of this research is to contribute to academic literature, as well as to develop valuable information for Irish digital marketers, providing insights that help them better integrate this promising advertising tool more effectively into their communications strategies. The presented paper is organised as follows: literature review, research methodology, the presentation of primary data, the discussion of research findings, followed by conclusions on findings and recommendations for future research.

1.1 Justification for Research

Much has been investigated about customer's attitudes towards mobile marketing (Leppäniemi, Sinisalo and Karjaluoto, 2006, p.34; Smutkupt, Krairit and Esichaikul, 2010, p.132; Barnes, 2002, p.412; Vatanparast and Ali Hasan, 2010, p.29; Haghirian, Madlberger and Inoue, 2008, p.1; Mintel Group Ltd, 2015; Brennan, 2013, p.81), however, sparse academic studies have taken an approach on retargeting mobile advertising and the relationship with customer's purchase intentions. Furthermore, not only several reports from the industry promptly acknowledge retargeting mobile advertising as highly efficient (HubSpot & Perfect Audience, 2015; Econsultancy, 2014, p.19), but also relevant publications project a great expansion of retargeting across the mobile medium (Fisher, 2013).

Although literature provides significant theory and explores the latest disclosures of the digital marketing industry, it is perceived a gap in research to support the outcomes of recent methods in targeting consumers. Therefore, no specific framework concerns in interpreting how retargeting mobile advertising can impact customer's purchase intentions and what factors are related to the results, particularly in the Irish Millennial market. For this reason, this study contributes to existing academic efforts by producing a cohesive investigation conducted directly towards retargeting mobile advertising and purchase intentions in Ireland.

The research approaches groundwork digital marketing scholars require to develop through studies that investigate and reliably support the level of influence which retargeting advertising

tools can exercise on customer's purchase intentions and which factors or a combination of factors have not been examined in this aspect until date. Additionally, the research assesses consumer's perceptions and attitudes and identifies limitations for progress on this matter. This involves describing potential applications for targeted mobile advertising strategies, which will entitle practitioners in the area to generate more efficient retargeting mobile advertisements, thus, increasing purchase intentions.

The exploration of retargeting mobile advertising as a driver to raise purchase intentions, especially in the Irish Millennial market is of particular personal and professional interest to the researcher. Mobile marketing as a very dynamic and trendy sphere of marketing, and retargeting advertising as an emerging technique of digital marketing provide the researcher valuable opportunity to leverage knowledge. This expertise allows a relevant advantage in applying the acquired knowledge in professional activities, as well as in aspiring a career path in this field. Additionally, the process of this dissertation was invaluable for personal growth and the overcoming of personal limits.

Chapter 2: Literature Review

2.0 Introduction

Literature review encompasses the main publications regarding a research topic and it is undertaken at the initial stages of a research project (Walliman, 2011, p.137) to support the researcher in generating and elaborating research ideas through theoretical frameworks (Saunders, Lewis and Thornhill, 2016, p.70). Furthermore, a literature review involves the ground for justification of research questions and research design structure by depicting and interpreting the data collection (Bryman and Bell, 2007, p.92), hence capacitating the researcher to critically analyse that data by assimilating findings with existing information (Kumar, 2005, p.30).

2.1 Content of the Literature Review

This literature review is arranged in two parts.

The first and most extensive part covers the dynamic nature of mobile marketing, its concepts and main types, as well as its potential in targeting and personalisation and challenges in privacy and permission concerns. Mobile marketing involves any marketing activities transmitted to mobile devices (Rosenkrans and Myers, 2012, p.9) and its attractiveness to marketers as a marketing medium has increased proportionately to its adoption by consumers (Pasqua and Elkin, 2013, p.2).

The scope of the following review on mobile marketing explores the relevant literature enclosing these central topics and leads to an understanding of retargeting advertising. Retargeting is a relatively recent technique of greatly personalised marketing (Helft and Vega, 2010) used to reconnect with people that showed previous interest in a product or brand on the Internet (HubSpot & Perfect Audience, 2015). Since mobile technologies are always changing, a current literature is essential for this study. As a result, the literature review on mobile marketing and its aspects includes data starting from 2000 in order to restrict the time gap and avoid information that is too dated and therefore obsolete.

The second part of the literature review approaches the trends of the global and Irish mobile industries and explores relationship marketing as a driver to mobile advertising effectiveness. Also, literature regarding the changing behaviour of consumers is examined, as well as researches focused on consumer's attitudes toward mobile marketing, as well as the acceptance and perceptions of customers in relation to marketing through the mobile medium. The overall

literature review for this research enhances and supports the refinement of the resulting research questions.

2.2 Mobile Marketing

Mobile phones are notably the connected device nearly most people carry at all times, which attributes them both greatly personal and ubiquitous characteristics (Pasqua and Elkin, 2013, p.2). According to Steinbock (2006, p.91) by the mid-1990s, mobile employment was concentrated in voice and text messages, which was eventually changed by the merging between the Internet and wireless telephony, resulting in a new channel for marketing amidst enormous possibilities. Barnes (2002, p. 401) states that the main reasons for the potential of mobile marketing rely on the intimate aspect of mobile devices and their context-based capabilities, such as time and location. Accordingly, this indicates that for consumers, mobile marketing can be personally addressed, timely relevant and interactive, whereas for marketers, it allows accurate targeting and measuring (O’Kane, 2013, p.92).

2.2.1 Mobile Marketing Concept

The Mobile Marketing Association (n.d.) defines mobile marketing as “a set of practices that enables organisations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network”. Moreover, it consists of web marketing, location-based services (LBS), text and multimedia messages, social media advertising and user-generated content through mobile devices (Wells, Kleshinski and Lau, 2012, p.9). Marketing messages can, therefore, be transmitted to tablets, mobile phones, media players and other portable devices in the form of web banners and posters, but not limited to SMS, MMS, ads, video and games in a very similar way that push and pull advertising are used on the Internet (Rosenkrans and Myers, 2012, p.9).

Four primary approaches were identified by Leppäniemi, Sinisalo and Karjaluoto (2006, p.36) to represent mobile marketing conceptualization: (1) mobile marketing, (2) mobile advertising, (3) wireless marketing and (4) wireless advertising. The authors also clarify that wireless is not necessarily mobile since a wireless connection can be a local area network with limited mobility (Leppäniemi, Sinisalo and Karjaluoto, 2006, p.37). The term m-marketing is also applied within the framework of ‘mobile business’ and ‘mobile commerce’, when the first refers to “the new communication and information delivery model created when telecommunication and the Internet converge” (Jenkins, 2000, p.79) and the second combines the capability of the Internet

with physical freedom of mobile devices in order to transmit data and, more importantly, to operate transactions (Mort and Drennan, 2002, p.10). Furthermore, m-commerce requires a mobile device to support shopping or even to perform a purchase, and it includes product research, comparison of prices and mobile coupon acquisition (Miller and Washington, 2011, p.160).

2.2.2 Mobile Data Service Adoption

Higher bandwidth with 3G has accelerated the penetration and adoption of mobile communication platforms and data transmission (McCorkle et al., 2013, p.89). Since consumers use mobile as a way of making their lives easier, better, cheaper and entertaining (Martin, 2013, p.30), wireless technology provides the comfort of reducing people's search time for products and information from anywhere at any time based on their needs (Ktoridou, Epaminonda and Kaufmann, 2008, p.36). Accordingly, Rohm and Sultan (2006, p.5) concluded the consumer's perception of usefulness, simplicity and quickness of use, as well as price, have a high impact on mobile data services acceptance. It is perceived that consumers have integrated mobile phones into their lives not only by taking pictures but also by sending and downloading content (Steinbock, 2006, p.86).

2.2.3 Mobile Marketing Potential

Technological, social and commercial advancements (Wells, Kleshinski and Lau, 2012, p.9) were pivotal in the development of mobile marketing's capability of contacting any individual, anywhere, at any time (Mort and Drennan, 2002, p.10). Differently from traditional and mass media channels that retain passive recipients as audiences, such as TV or magazines, mobile devices are the direct conduit to the consumer (Martin, 2013, p.4). This indicates that one motivation for the shift to mobile communications platforms is due to the capacity of delivering more personal and interactive brand-consumer conversations than traditional marketing medium (Rohm and Sultan, 2006, p.5).

Since mobile marketing enables marketers to reach customers throughout their daily activities, Dow (2013, p.119) outlines the content transmitted to people's mobile devices must capitalise on insights by generating relevant offers and, therefore, enhancing their experience with marketing messages. In addition, the possibility of personalisation, its ubiquitous characteristic, as well as its interactivity and location-based features (Ktoridou, Epaminonda and Kaufmann, 2008, p. 37) attribute a great potential to mobile marketing as a value-added innovative mean of

communication between brands and consumers in a more effective and convenient way (Gewei, 2007, p.45).

2.2.4 Push and Pull Advertising

Broadly speaking, there are two strategies involving mobile marketing: push and pull (Smutkupt, Krairit and Esichaikul, 2010, p.134). According to , ideally, after obtaining the user's permission, push advertising sends context-pertinent but not exactly requested marketing messages. On the other hand, pull advertising provides information which the user has requested for (Steinbock, 2006, p.87). Push-based mobile marketing can include audio, SMS, MMS, cell broadcast, surveys, etc, whereas pull-based mobile marketing can include coupons (Leppäniemi and Karjaluto, 2008, p.53), traffic reports or weather forecasts, which may draw a blurred line between advertising and service (Amin, Amin and Patel, 2011, p.6).

When used correctly, push advertisings can generate a very special relationship between the brand and customer, however, the possibility of damaging a relationship is proportionally high (McCorkle et al., 2013, p.92). Since mobile devices are very personal and constantly carried with the user (Belch and Belch, 2012, p.511), the fact that marketing messages are sent directly to the individual's mobile device makes consumers sensitive about receiving unwelcome advertisements (Yaniv, 2008, p.90). According to Martin (2013, p.26), customers want to find information from the business on their convenience, based on their location and what they are doing, which makes mobile a pull medium rather than a push medium. Thus, it is expected that pull campaigns will be in a greater position in the future of mobile marketing (Smutkupt, Krairit and Esichaikul, 2010, p.134).

2.2.5 Opt-in and Opt-out

Since regulations restrict companies from sending unsolicited electronic messages, an opt-in is needed for push advertising and it is generally obtained by the user registering for specific information, except when a pre-existing relationship with the consumer is already in course (Michael and Salter, 2006, p.97). Also, the user must have the opportunity to modify settings or opt-out to stop messages whenever they wish (Barnes, 2002, p.406). Incidentally, Mort and Drennan (2002, p.15) state that mobile technology has the capability of enabling personalised consumer communication, which can increase opt-in outcomes due to the value-added information.

2.3 Types of mobile marketing

The mobile platform enables plenty of ways of employing mobile marketing activities such as branded entertainment, advertisements, games, social media marketing, location-based marketing, coupons and applications (Wells, Kleshinski and Lau, 2012. P.9). Content can include text, ringtones, icons, screensavers, images, sounds and music for some cost or even for free (Karjaluoto et al., 2007, p.11). Some of the multiple channels that can be used for the aforementioned activities are:

2.3.1 Messaging

SMS (Short Message Service) is the most basic and extensive used version of mobile marketing and has evolved from the delivery of advertising to mobile phones of potential customers to interactive, immediate response messages with personalised offers (Varnali, 2014, p.339). Texting is an essential form of communication between mobile users, both in the United States and globally, which, according to Pasqua and Elkin (2013, p.24) supports the reasons why marketers should integrate them into their marketing strategies. Furthermore, Smutkupt, Krairit and Esichaikul (2010, p.128) state that SMS advertising was found to be highly effective for creating brand awareness and consumer response. SMS messages are usually no longer than 140-160 characters and contain only text. Nevertheless, despite latent constraints, it has demonstrated to be efficient and generated high brand recall and return rates, especially in the youthful early-adopter markets (Steinbock, 2006, p.85). Additionally, Maneesoonthom and Fortin (2006, p.71) state that in order to attain effectiveness in SMS campaigns, messages must be pertinent, highly targeted and personalised with valuable content.

Moreover, texting is considered reliable, quick, simple and cheap, as well as discreet and confidential (Michael and Salter, 2006, p.19). In other words, companies can be aware whether the recipient has not received the message and can resend it within a reasonable period of time; it is cheaper than phone calls or mail sent by post, and it guarantees less interruption and more privacy than phone calls. Karjaluoto et al. (2007, p.12) affirm a viral marketing element can be successfully achieved through SMS since people can forward the messages to their contacts.

However, there are divergences regarding the effectiveness of SMS messages in recent researches. In a study carried out in the United States, Franklin (2014, p.9) found there was a 2% decline in the adoption of SMS in 2013, due to its character limitation, graphics restriction, costs and a saturation of the messaging market. Also, he mentions that there is an issue in sharing the

user's mobile number, considering that this information is very personal. On the other hand, Martin (2013, p.109) asserts text messaging had an increase from 16% in 2008 to 36% in 2013, and the projection of growth of SMS traffic is to reach nine trillion messages globally by 2016. Accordingly, O'Kane (2013, p.92) predicted that SMS was going to continue highly relevant in 2013 owing to its simplicity and directness.

MMS (Multimedia Messaging Service), differently from SMS, includes images, sounds and video with roughly unlimited text characters and the messages can be opened in a significant wide variety of phones (Martin, 2013, p.177). The opportunities these features bring is the possibility of making text messages more compelling, which would keep consumers interested and more receptive to mobile marketing (Yaniv, 2008, p.87).

Even so, MMS comes in second place after SMS in usage frequency when applied for creating brand awareness (Mirbagheri and Hejazinia, 2010, p.186). MMS potential as a natural evolution of SMS and its exploration as a content platform for richer applications is overshadowed by numerous factors, such as issues in education and ease-to-use, configuration requirements on devices and price (Michael and Salter, 2006, p.21). In other words, sending SMS is simpler than creating MMS messages and in some cases users would need to call operators to enable MMS content. According to Samanta, Woods and Ghanbari (2009, p.64), MMS success depends on the price charged by operators and the penetration of compatible devices. What is more, Michael and Salter (2006, p.22) point out MMS is somewhat twice as costly as SMS or even more. In addition, New Media Age (2007, p.13) found that nearly 50% of companies have a perception that MMS marketing is too intrusive, and 17% was discouraged from employing messages in their marketing campaigns due to costs.

In the present days, new web and mobile messaging are applications in recent and enormous growth, such as WhatsApp and SnapChat, with hundreds of millions of people adopting these type of services (Poynter, Williams and York, 2014, p.258). Accordingly, the Commission for Communications Regulation (2015) reports that between Q1 2011 and Q1 2015, it has been a significant transformation in how Irish consumers use their mobile devices; SMS numbers have plunged from over 3 billion to 1.7 billion whilst data usage volumes grew by 86.4% in that period. It is an indication of a change of preference for sending messages through data.

2.3.2 Banners

Banner ads are treated as display ads and consist of graphics, static/animated images placed into a web page, both in targeted and specific locations or in random places within a website (Rosenkrans and Myers, 2012, p.6) or mobile applications (Bart, Stephen and Sarvary, 2014, p.271). Poynter, Williams and York (2014, p.37) define mobile web or mobile internet as a normal internet web page accessed through a mobile browser and through mobile applications (apps), which are programs installed on a mobile device. Although mobile display advertisements (MDAs) have their inherent challenges, such as proportionally smaller sizes (Pasqua and Elkin, 2013, p.48), they are considered to be the most common form of online advertising (Bart, Stephen and Sarvary, 2014, p.271).

Despite mobile devices' smaller screens and thanks to the reduction of visual clutter, mobile display advertisements can draw more attention than desktop display ads (Pasqua and Elkin, 2013, p.48). On the other hand, Bart, Stephen and Sarvary (2014, p.272) affirm that MDAs are only able to deliver minimal information and get no attention in situations where the users are 'on the move'. They also suggest that MDAs effectiveness on consumer's attitudes and intentions rely on memory recall and may vary considerably depending on the advertised product itself.

Academic research on MDAs, in particular, is sparse. Nevertheless, positive reports have been published regarding its effectiveness. Michael and Salter (2006, p.116) state that banner ads are a basic model of advertising, however, in the wireless medium, it might be the most effective one. Moreover, according to Rosenkrans and Myers (2012, p.17), mobile banner ads are significantly more efficient regarding CTR (click-through-rate) than banners placed on non-mobile devices.

2.3.3 QR Codes

Mobile barcodes include 1D codes (UPC symbols usually seen on product packages) and 2D codes (generally known as QR Code) (Pasqua and Elkin, 2013, p.259). Another difference between UPC and 2D barcodes is that the first is rectangular and the second is square and at some extent, more refined in appearance (Martin, 2013, p.125). QR Code stands for "quick response" code, and it is considered a good way of sending consumers from offline marketing to an online landing page, which provides more information or discounts (Scott, 2013, p.238). The code may be printed on many advertising media and accessed with any smartphone or mobile device with a built-in camera and a QR code reader application (Ryu and Murdock, 2013, p.112).

Moreover, better phone cameras enable barcode scanning in an easier and faster way (Martin, 2013, p.27). QR Codes allow an instant transition to numerous experiences, including specific websites to contests and videos (Martin, 2013, p.125) in a quick and convenient channel to consumer interaction (Ryu and Murdock, 2013, p.112). Pasqua and Elkin (2013, p.264) mention that this type of relevant information can impact sales and incite extended engagement with a brand, which requires special caution to avoid a disappointing end-user experience.

2.3.4 Geolocation

Location-based technologies can use Bluetooth, wireless application protocol (WAP), radio frequency identification (RFID), augmented reality (AR), infrared technology (Richard and Meuli, 2013, p.700) and the most broadly recognised system, GPS (global position system) (Michael and Salter, 2006, p.6). With GPS capability, a mobile device gets awareness of nearby people, businesses and locations (Scott, 2013, p.236) while enabling marketers to target location-based products or services to potential customers (Smutkupt, Krairit and Esichaikul, 2010, p.128) who have granted permission or opted-in to this type of marketing (Michael and Salter, 2006, p.48).

Pasqua and Elkin (2013, p.206) note that Cisco projects up to 2.1 billion consumer mobile location-based service users globally by 2016. Thus, consumers can directly identify their location to small or large numbers of people (Martin, 2013, p.94) by using location-sharing check-in through geosocial platforms as a background to locate businesses, find reviews about them and redeem offers (Pasqua and Elkin, 2013, p.222). The potential for mobile check-in for marketers is the high degree of relevance advertising messages can achieve based on the individual's location and context (Martin, 2013, p.68). Consequently, proximity marketing can be described as an interactive channel that integrates digital signal with mobile technology in a particular and ideal location (Romanov, 2012, p.31).

Moreover, the key to mobile marketing is to benefit from the power of targeted and personalised messages to reach the consumer at the moment where and when they are in the buying process (Mort and Drennan, 2002, p.12). Pasqua and Elkin (2013, p.208) suggest that location is clearly crucial for targeting shoppers accurately in the purchase funnel, since the closer they are to buy, the more proximity might raise intent.

However, personalised marketing messages demand sensitive information, what raises privacy concerns (Vatanparast and Ali Hasan, 2010, p.28) in relation to what level of user details can be

monitored and recorded by companies (Yaniv, 2008, p.90). While Martin (2013, p.75) and Karp (2007, p.79) affirm that there is a certain extent of information consumers are willing to give up companies in trade for an offer, Pasqua and Elkin (2013, p.210) affirm that there is a fine line between applying location data to bring benefits and applying location data in a form that make consumers feel uncomfortable. Therefore, it is crucial that permission marketing conveys value to consumers owing to the importance for marketers to attain access and usage of their location data in order to personalise promotions (Mort and Drennan, 2002, p.19).

2.4 Mobile marketing opportunities

Companies started to drive their attention at technology in order to apply and incorporate mobile activities to their marketing programmes once traditional marketing was no longer satisfactory to target audiences (De Marez et al., 2007, p.80). That is, the use of traditional marketing medium to reach masses is expensive and inefficient (McCorkle et al., 2013, p.89), since it focuses on demographics and on expanding reach and frequency of exposure (Poynter and York, 2014, p.234). A study carried out by Grant and O'Donohore (2007, p.241) found that mobile phones provide an alternative to traditional means of mediated entertainment, added to the immediacy of access to information, which leads to an instant gratification. Traditional media marketing messages are hardly ever noticed in the present day, and mobile marketing features are remarkably better for personalised and dialogue-oriented communication (Ranchhod, 2007, p.80).

Literature has disclosed several opportunities to mobile marketing, of which the unique feature and primary advantage of the mobile medium is its ubiquity (Smutkupt, Krairit and Esichaikul, 2010, p.128; Karjaluoto et al., 2007, p.12). Furthermore, this characteristic enhances the direct two-way communication with consumers (Mort and Drennan, 2002, p.9). The fact that mobile phones are always on and always with the user makes it essential for generating a stronger relationship with customers (Pasqua and Elkin, 2013, p.46). Through the aspects intrinsic to mobile marketing, such as personalisation, interactivity and time and location (Ranchhod, 2007, p.80), mobile advertising can be considered to deliver what no other channel can: the precise message at the accurate time to the right person through the suitable channel (Yaniv, 2008, p.86).

Moreover, visionary empirical studies have already manifested the potential of the mobile channel to attain higher brand satisfaction and loyalty, as well as increased customer's response rates and repurchases (Steinbock, 2006, p.90). Furthermore, according to Leppänemi, Sinisalo and Karjaluoto (2006, p.34), mobile marketing generates opportunities for brands to form or change

consumers' attitudes through value-added content and create closer connections with personalised messages through context and location details. Therefore, context and relevance to the user's needs can be the propelling factors of mobile advertising acceptance (Vatanparast and Ali Hasan, 2010, p.31).

2.4.1 Targeting and Personalisation

According to Yaniv (2008, p.86), targeting through mobile is essential to achieve the desired marketing outcomes. Thus, Edwards (2015) states that consumers are currently becoming familiarised with targeted ads and tend to expect to see pertinent marketing messages rather than generic irrelevant advertisements. Also, the information about users that is accessible involves demographics, real-time current location, usage habits and preferences, browsing history and type of mobile device (Belch and Belch, 2012, p.511), which enables marketers to target not only segments but individuals (Yaniv, 2008, p.90). Mobile marketing facilitates targeting to the most accurate level possible, anywhere and anytime as well as individual's preferences and past purchases, offering a real opportunity to advertise interactively (Karjaluoto et al., 2011, p.11). According to Edwards (2015), legally, accessing users' data online with the objective of showing them what it is inferred that they want to see is not considered an invasion of privacy. Furthermore, Facebook is an example of media platform which allows advertisers to target prospects according to their individual preferences and habits (Poynter, Williams and York, 2014, p.234).

Martin (2013, p.28) states that mobile influence is about developing more than mobile advertising, but designing deeply relevant messages in a deeply targeted and personalised manner. In turn, personalisation offers opportunities to interpret what customers are looking for and what compels them to interact with marketing messages (Edwards, 2015). Mobile phones offer all features necessary to generate a direct dialogue between companies and customers, delivering a greater degree of interactivity to the end user (Karjaluoto et al., 2007, p.12). Thus, the interactive experience can be enhanced by the perceived control of the user over the ad, as well as the possible two-way and real-time communications (Choi, Hwang and McMillan, 2008, p.759).

Relevant messages are the focus of context mobile marketing, which is based on the context of where the individual is and what they are doing, rather than simply broadcasting mass messages to customers (Martin, 2013, p.69). As a result, marketers are able to reach consumers within the exact context in which they establish decisions, by that generating direct, two-way personal

exchange in real-time (Bernhardt, Mays and Hall, 2012, p.131). Marketers can access customer's usage history and send marketing messages in real-time based on the location of their customers (Edwards, 2015), delivering an advertisement at its most significant and compelling moment when the individual is most prone to respond (Yaniv, 2008, p.87). This context responsiveness alongside with interactivity can deliver the model of information that will intensify the virtual integration with the physical world, that is, the real product (Mort and Drennan, 2002, p.19). Moreover, Leppäniemi and Karjaluoto (2008, p.51) state that mobile marketing effectiveness can be reinforced by integrating mobile campaigns to a comprehensive marketing communications strategy.

2.5 Mobile marketing challenges

Mobile marketing presents some significant challenges such as spam, limited user interface, privacy issues and costs of mobile data communication (Vatanparast and Ali Hasan, 2010, p.28). Challenges also include distinguishing user experience on different devices as well as understanding features and functionality in distinct mobile systems (Miller and Washington, 2011, p.161). Moreover, although the probability is not relevant if at all, the industry is always studying the total of radiation emitted from phones, which could affect usage (Michael and Salter, 2006, p.62).

2.5.1 Privacy and Permission

Users might perceive mobile marketing actions as intrusive and irritating (Rohm and Sultan, 2006, p.5) or as junk mail, generating negative responses (Ktoridou, Epaminonda and Kaufmann, 2008, p.37). Hence, intrusion to a consumer's privacy is a basic concern, especially for push advertising, since customers are afraid of being traced every time and everywhere, or of possibly being spammed with mobile marketing messages (McCorkle et al., 2013, p.92). Therefore, acceptance and permission are considered the two most crucial factors in mobile marketing success (Huang, 2012, p.88). Mort and Drennan (2002, p.18) state that permission marketing will be essential in order to approach consumers with their consent, hence, achieving more favourable reactions.

Despite the great advantages of mobile marketing targeted messages, this approach is often interpreted as spam, irritating and beyond privacy issues, which have negative influences on consumer acceptance of mobile marketing (Smutkupt, Krairit and Esichaikul, 2010, p.132). Conversely, advertising can only be personalised by using this type of sensitive data, such as personal interests, habits or current location (Vatanparast and Ali Hasan, 2010, p.28). According to Bleier and Eisenbeiss (2015, p.390), ad personalisation can make users feel manipulated or denied

of their freedom of choice when they are aware of how closely personalised advertisements are to their preferences. Furthermore, there must be a balance between sending valuable messages to consumers as a personalisation enhancement, since consumers are still concerned about having their personal details used without recalling when they provided it (Edwards, 2015).

Permission marketing concerns about pursuing the customer's permission by offering something in exchange in order to engage them in a relationship (Chaffey and Ellis-Chadwick, 2016, p.314). Gradually, consumers are choosing to opt in or opt out of marketing communications (Ranchhod, 2007, p.76). Permission is crucial, hence, consumers will get irritated due to intrusion and will block marketing messages, which may harm their impressions of a brand (Amin, Amin and Patel, 2011, p.12). Since the worst result to mobile marketing is to turn into spam (Vatanparast and Ali Hassan, 2010, p.35), it is important to allow consumers to recognise how their personal information is collected and used and also entitle them in changing permission status (Huang, 2012, p.88; Edwards, 2015).

Rohm and Sultan (2006, p.6) state that research has shown an important role of trust between consumers and marketers in reducing privacy concerns when companies provide users with some degree of control over their personal information provision. In addition, companies should take into consideration the number and timing of mobile ads that they will send to consumers, and should also respect privacy issues and policies (Yaniv, 2008, p.90). Vatanparast and Ali Hasan (2010, p.31) support that viral marketing and WOM (word-of-mouth) will encourage consumers to trust mobile marketing messages and reduce their concerns about privacy violation in a quicker and simpler way. Moreover, Jay Altschuler states that mobile marketing "is about moving away from interruption to engagement" (Cooper, 2010, p.23). Timpson and Troutman (2009, p.58) also suggest that trust can be enhanced by simplifying privacy policies and terms so customers can have a better understanding of such complex texts.

2.6 Retargeting advertising

With the objective of improving mobile advertising effectiveness, marketers now adapt their ads to specific consumers with a tool called retargeting (Bleier and Eisenbeiss, 2015, p.390). In retargeting, marketers can use analytics data to further tailor messages and redistribute them to customers who did not engage with a previous marketing message (O'Kane, 2013, p.89). According to HubSpot & Perfect Audience (2015), studies show that 98% of website visitors end up without converting and generally, one single conversion requires several steps to be completed.

Retargeting can also be addressed as remarketing or even re-messaging, and it is a tactic which serves ads (Econsultancy, 2014, p.7) in a highly personalised way, being considered a breakthrough, since its function is to show consumers accurate ads at the right moment (Helft and Vega, 2010). Banners are commonly used as retargeting ads, and they usually highlight product images based on the consumer's interest, according to their later shopping behaviour in the company's online store (Bleier and Eisenbeiss, 2015, p.390).

Lambrecht and Tucker (2013, p.564) state that retargeting is usually implemented in situations when a user visits local firms' websites that use retargeting ads network and a cookie is left on the user's device to further acknowledge that the consumer has already visited that website. Most commonly, this is the model of site retargeting, but other models include e-mail, dynamic, search, CRM and mobile or cross-device retargeting (HubSpot & Perfect Audience, 2015). Moreover, cookies are small files of data that enable websites to identify a visitor and track their actions and behaviours over a certain period (Michael and Salter, 2006, p.98). At the same time, cookies are also used for enhancing the user experience, such as prolonging the convenience of keeping people signed in and by customising content (Helft and Vega, 2010). Conversely, regulations restrict the use of cookies or related tracking systems except if the user is informed about the reasons for storage or access to the data collected (Michael and Salter, 2006, p.98).

Furthermore, retargeting as a specific tool of personalisation should build more relevance and appeal to an ad (Bleier and Eisenbeiss, 2015, p.390). Through retargeting, marketers can assure they have adopted every possible chance to engage consumers by learning about them and to build stronger relationships by giving them what they want (O'Kane, 2013, p.89). Also, data is collected in deep and granular details, such as sent e-mails versus opened, location, etc., which can be applied to establish criteria for accurate retargeting and future marketing messaging campaigns (O'Kane, 2013, p.88).

2.6.1 Site retargeting

The objective of site retargeting is to show people ads based on the actions they perform on a website, such as pages visited, products viewed and added to the basket (HubSpot & Perfect Audience, 2015). By that, the user is served with targeted display ads in order to reconnect with the website in question (Econsultancy, 2014).

2.6.2 E-mail retargeting

This retention tool retargets users who have opened an e-mail sent by the company (HubSpot & Perfect Audience, 2015) by serving display ads that motivate them to take a specific action (Econsultancy, 2014). It presents limitations on desktop e-mail systems such as Outlook and online services such as Gmail, which block the cookie, however, it can be reversed by retargeting users to an e-mail landing page (HubSpot & Perfect Audience, 2015).

2.6.3 Dynamic retargeting

Dynamic retargeting is specific to e-commerce and allows the marketer to personalise each ad impression displayed to customers (HubSpot & Perfect Audience, 2015) who have visited the website by serving more personalised and complex banner designs than regular banners (Lambrecht and Tucker, 2013, p.569). There is, however, limited evidence that customising advertising content to a user's inferred preferences is effective (Lambrecht and Tucker, 2013, p.28).

2.6.4 Search retargeting

Search queries that drive traffic to a website can be traced by the retargeting strategy, which collects the keywords used, classifies and uses them to control targeting and personalisation based on the search intent of those keywords (HubSpot & Perfect Audience, 2015). Search retargeting is also a prospecting tool by serving ads to users who have not previously landed on the website but search for certain keywords on third-party web pages (Econsultancy, 2014, p.9).

2.6.5 CRM retargeting

It is also often referred to as list targeting and enables marketers to upload their CRM data, such as an e-mail list along with digital cookie data, in order to retarget customers on the Internet (HubSpot & Perfect Audience, 2015).

2.6.6 Mobile retargeting

Mobile retargeting serves ads, interstitials or video ads within mobile applications and mobile Internet browser to users who have downloaded and used the company's app or who previously visited the company's website on a desktop, therefore, it is also referred as to cross-device retargeting (HubSpot & Perfect Audience, 2015). However, mobile retargeting faces technical limitations, such as older mobile devices that don't allow cookies as default and cookie identification that does not run on apps (Econsultancy, 2014, p.19).

Fisher (2013) states that retargeting is likely to expand across mobile platforms due to the maturity level the advertising market is reaching. Accordingly, Chango's Retargeting Barometer (cited in Econsultancy, 2014, p.19) shows that 36% of brands and agencies adopted retargeting via the mobile channel by 2013. While mobile technology extensive adoption in people's everyday lives has escalated features such as accessibility, regularity and speed of communication, it has also generated a great potential to marketers to track and reach specific segments more effectively with highly personalised messages (Vatanparast and Ali Hasan, 2010, p.28). Additionally, mobile allows retargeting ads to be served to consumers in real-time, which provides higher specificity and interaction in order to leverage relevance and, therefore, consumer response (Lambrecht and Tucker, 2013, p.563).

Results regarding the capability of retargeting to improve ad effectiveness are divided: a number of industry studies have published its benefits, whereas academic research acknowledges retargeting to be superior to general advertising only under specific circumstances (Lambrecht and Tucker, 2013, p.29). Moreover, although online tracking systems have been used for a while, retargeting might raise privacy concerns (Helft and Vega, 2010). According to Bleier and Eisenbeiss (2015, p.393), more trusted brands attain better results from personalising their ads intimately to consumer's interests, whereas less trusted brands can actually endanger the effect of high personalisation depth ads. In addition, Fisher (2013) states that mobile retargeting advertisement is growing, but there is still a long way to reach its best practices.

2.7 Mobile Industry

This era is witnessing the immediacy of responses, marketing and sales when there's essentially no more physical boundaries (Romanov, 2012, p.31). Furthermore, mobile devices are a novel enabler for people's satisfaction to their need to communicate, to stand out from others and to stay connected (Michael and Salter, 2006, p.2). According to Cisco Visual Networking Index Global Mobile Data Traffic Forecast (cited in Martin, 2013, p.7), by 2016 the number of people on the globe will be lower than the number of mobiles connected to the Internet. In turn, every individual will own a mobile device in the near future, and the majority of consumers will make it the main gateway to the Internet over desktops (O'Kane, 2013, 87).

Mobile is one of the advertising formats that grows faster (Bart, Stephen and Sarvary, 2014, p.270), having a global spending of approximately \$68.69 billion in 2015 (Media Buying, 2015) and it is projected to more than double the approximated size of the market - \$51 billion in 2015 - and

reach \$105 billion (€94 billion) by 2019 (Slattery, 2015). According to IAB Ireland (2015) and Consumer Barometer (2015), 75% of the Irish population uses a smartphone. As a result, the expenditures on mobile adverts in the first half of 2015 showed a growth of 72% compared to the previous year, worthing €65m of which 30% is Display and 70% is Search (IAB Ireland, 2015). Currently, mobile advertising accounts for €4 in every €10 spent on digital ads and had an approximate value of €141 million in 2015 (Slattery, 2016).

The population in Ireland has the greatest number of internet users on mobile devices of the Western World, making the volume of PC-based connections drop down from 77pc to 56pc in 2015 (Weckler, 2015). Accordingly, the sales of products and services through mobile websites and apps in Ireland are unprecedented (Sunday Business Post, 2010) as a result of the investment and changes in the digital advertising industry, consumption trends (Conmy, 2015) and innovation among companies to apply mobile as a main channel to reach consumers (Slattery, 2015).

2.8 Relationship Marketing

Relationship marketing was originally introduced in 1983, by the time when repurchase and brand loyalty grew importance in the marketing literature and as a result, segmentation and targeting were established as marketing tools (Steinbock, 2006, p.89). According to Greenberg (2010, p.12), the product-focused and mass communication models gave place to customer-focused, user experience, customised niche market models over the years. Furthermore, as mobile users become more sophisticated (Poynter, Williams and York, 2014, p.234), direct marketers are expected to expand their understanding of customer patterns, behaviours and attitudes in order to enhance the level of relevant response through mobile communications (Mort and Drennan, 2002, p.9).

Over the decades, relationship marketing, direct marketing and database marketing have been integrated and initiated CRM (customer relationship management), which applies marketing automation technology to create a close contact with customers with highly relevant and personalised messages, also defined as one-to-one marketing. (Chaffey and Ellis-Chadwick, 2016, p.300). Mobile marketing is not only concerned about devices, but mainly about generating and nurturing real-time relationships with customers (Pasqua and Elkin, 2013, p.75). Accordingly, instead of just applying technology, the key to mobile marketing is to interpret how consumers will demand interaction with a brand or content. (Mort and Drennan, 2002, p.11). Thus, the user

experience is the main element, and it can be enhanced by technology, not the other way around (Vatanparast and Ali Hasan, 2010, p.38).

Dow (2013, p.119) states that due to the intimate aspect of mobile devices, fostering a trusting relationship is crucial to mobile marketing success. Additionally, marketers attempt to identify a customer and maintain that customer for a lifetime, nurturing the customer's value to the company through a personal relationship and joint dialogue (Steinbock, 2006, p.89). Consequently, relationship marketing is designed to build stronger relationships (Smutkupt, Krairit and Esichaikul, 2010, p.133) and engage customer rather than interrupt them (Greenberg, 2010, p.35) through enticing ads that have added-value (Yaniv, 2008, p.87). Furthermore, perceived advertising value in a mobile context can be related to entertainment and informative content (Rohm and Sultan, 2006, p.6).

2.9 Consumer behaviour

According to Peter and Olson (2008, p.5), consumer behaviour encompasses thoughts and feelings people go through and how they behave in consumption processes and everything that affects these thoughts, feelings and behaviours. As subjective as it might seem, consumer behaviour involves the actions that consumers take in searching for, buying, using, assessing and disposing of products and services that they assume will satisfy their requirements (Schiffman, Kanuk and Hansen, 2012, p.2). The particular path chosen by the consumer to satisfy a need is understood to be influenced by the unique set of experiences and values taught by cultural socialisation (Solomon, 2010, p.154) and the combination of external factors in the environment in which the consumer is inserted (Peter and Olson, 2008, 24). Domegan and Fleming (2007, p.334) describe the different stages a consumer goes through in a purchase process as awareness, knowledge, liking, preference, intention to buy and purchase, although they may not follow a determined sequence depending on the involvement and perception of alternatives.

Customers changed from passive recipients to someone who seizes control of information and now is in charge of their relationship with companies (Greenberg, 2010, p.8). Hence, the purchase-decision process is becoming unclear, since consumers are actively using their smartphones and tablets to search, share and shop all the time and everywhere (Martin, 2013, p.27). Moreover, alongside with technology evolution, the way people use their mobile devices is also developing, which potentially changes people's lifestyle (Poynter, Williams and York, 2014, p.258). In turn, while consumers intensify the use of mobile devices, marketers can understand more about what they

are searching for on the Internet, the frequency and timing they spend online and what type of content they consume (Dow, 2013, p.117). Furthermore, the digital era enables marketers to generate new ways of learning about and following customers tracks to design products and services customised to particular needs (Kotler et al., 2013, p.24).

2.9.1 Attitudes towards mobile marketing

Attitudes are considered to be a relevant anticipation of behaviour (Domegan and Fleming, 2007, p.335). An attitude regarding advertisement is an acquired predisposition to react in a constantly favourable or unfavourable response to advertising in general (Haghirian, Madlberger and Inoue, 2008, p.3). Incidentally, several aspects can influence how consumers perceive mobile ads and how these ads can be changed by marketers and targeted to increase effectiveness (Barnes, 2002, p.412). Vatanparast and Ali Hasan (2010, p.29) support such factors concern relevancy of content, credibility of the advertising in general and customization, in addition to user motives, context and personal traits (Barnes, 2002, p.412), as well as the consumer's previous knowledge about a product or brand and buyer-readiness moment when exposed to the message (Mirbagheri and Hejazinia, 2010, p.178). Moreover, Haghirian, Madlberger and Inoue (2008, p.1) state when innovative technologies are applied in marketing activities, consumer's attitudes are possibly influenced not only by the marketing message itself but also by impressions of the technology involved.

Consumer acceptance is one of the main concerns of mobile advertising since it is crucial in determining the future of mobile marketing practice (Leppäniemi, Sinisalo and Karjaluoto, 2006, p.33). According to Vatanparast and Ali Hasan (2010, p.33), in order to increase consumer acceptance to mobile advertising, marketers must gain their interest through valuable propositions without any expenses to them. Thus, Choi, Hwang and McMillan (2008, p.758) observe that advertising value is affected both in positive and in negative ways by the characteristics of the marketing message, such as credibility, the quality of information, disturbance and frequency of exposure to the message. Martin (2013, p.41) states that consumers do not expect to receive increasingly advertising on their mobile devices, however, value-added messages are somewhat different. Moreover, Choi, Hwang and McMillan (2008, p.764) suggest the effectiveness of mobile advertising can vary according to cultural characteristics, although advertising that is entertaining and trustworthy universally appeals to consumers regardless of their country and culture.

During its early stages, attitudes towards mobile advertising used to be negative, however, numerous consumers are prepared to allow it in return to promotional offers (Leppäniemi, Sinisalo and Karjaluoto, 2006, p.33). Accordingly, a study conducted in the U.K. by the Mobile Marketing Association (MMA) suggests a growing number of consumers inclined to accept mobile advertising with relevant content and satisfactory incentives (Rohm and Sultan, 2006, p.5). Consequently, since people explicitly expose themselves to contents, needs combined with gratification-seeking could increase mobile advertising acceptance (Rosenkrans and Myers, 2012, p.9). On the other hand, Mintel Group Ltd (2015) reports that not only Irish consumers have noticed a growth in the volume of advertising, but also it is perceived as intrusive to the extent they are avoiding marketing content through ad blocking. Moreover, Brennan (2013, p.81) found that regardless the wide adoption of mobile devices and the positive attitude Irish consumers have towards mobile technology, they still maintain negative attitudes towards mobile marketing.

Leppäniemi, Sinisalo and Karjaluoto (2006, p.33) describe the aspects supporting mobile marketing effectiveness in four principal dimensions: permission, reach, richness and customization, while Huang (2012, p.90) describes seven: acceptance, value, brand trust, permission, control, content and personalisation. McCorkle et al. (2013, p.91) affirm that content is the most relevant part of the mobile marketing benefits since it conveys the message and has the power to influence whether the end user will perceive it as informative, annoying, entertaining or confusing. Moreover, Leppäniemi, Sinisalo and Karjaluoto (2006, p.33) suggest that value and content cause the greatest effect on attitude towards mobile advertising. In turn, control also has a relevant impact on consumer acceptance in receiving mobile advertising, whereas acceptance can be increased over time if the permission-based concept is applied consistently (Maneesoonthom and Fortin, 2006, p.71). Accordingly, Mirbagheri and Hejazinia (2010, p.178) state that the attitudes of consumers toward a brand and mobile advertising can be reinforced or weakened over time.

2.9.2 Millennials consumers

Millennials are considered the net generation and they represent early adopters of new technologies, hence, they are also referred as digital natives (Richard and Meuli, 2013, p.700). As a matter of fact, this generation values novelties and are willing to pay more to have new products first hand (Tode, 2013). Eastman et al. (2014, p.455) point out that the singularity of Millennials' consumption behaviours is primordially associated to mobile technology and social networking. In other words, this generation heavily uses mobile devices to text, access e-mails and the Internet,

and it also consumes interactive media, which influences their consumption behaviour. Moreover, Millennials are not as influenced by media as their precedent generation, and they respond to advertising differently, since they were highly exposed to a more media-saturated environment when growing up (Akkucuk and Turan, 2016, p.3). Millennials are more commercially conscious and status oriented and are prone to generate emotions towards brands (Eastman et al. 2014, p.57). According to Smith (2011 p.492), Millennials consider WOM from their peers more credible than advertising, however, they tend to engage with personalised messages.

Richard and Meuli (2013, p.710) suggest the effectiveness of mobile advertising targeted to Millennials is directly impacted by their privacy awareness, as well as the perception expressed by their peers, thus marketing messages should include entertainment, information and incentives, since these multi-taskers also expect instant gratification and constant rewards. Accordingly, Smith (2011, p.497) found Millennials favour certain digital marketing strategies as much as they avoid others, hence, banners ads and coupons can be more effective when benefiting from elaborate designs, interactivity and videos, whereas pop-up ads and un-closable windows on a browser are considered extremely annoying.

2.10 Conclusion

This section introduced the most current and relevant theoretical works and studies associated with the fast growing industry of mobile marketing and consumer's attitudes towards targeted mobile advertising. Gaps in the literature were identified related to retargeting mobile advertising and the factors supporting its effectiveness and impact on customer's purchase intentions, which underpins the development of research questions and objectives stated and discussed in the following chapters. Furthermore, this indicates the necessity to verifying whether retargeting mobile advertising influences Irish Millennial consumer's purchase intentions and what factors impact their perceptions and attitudes in order to disclose insights about weak and strong elements in retargeting mobile advertising techniques.

Chapter 3: Research Methodology

3.0 Introduction

Research methodology constitutes the process of finding knowledge in order to answer the research questions (Greener, 2008, p.10) and it is employed in several academic disciplines, although the steps taken regarding techniques and approaches may vary in each situation (Kumar, 2005, p.16). According to Saunders, Lewis and Thornhill (2016, p.4), methodology encompasses the theories that describe how the research is going to be conducted. These theories involve methods, procedures and models of research that assist the researcher in best attaining research objectives (Kumar, 2005, p.16). Accordingly, this section focuses on the chosen methodology to carry out the proposed investigation, including its ethical issues and limitations.

This research is motivated by the main intention to rise insights whether retargeting mobile advertising can impact the purchase intentions of Millennial customers in Ireland. Moreover, this section presents the subjects involved to collect this information as follows: methodology of the design, the nature and selection of the sample, the instruments of data collection, the ethical issues and an outlook on further research limitations taken into consideration to successfully complete the research project.

3.1 Research Problem Definition

Kumar (2005, p.20) emphasises that stating the research problem is the first and most crucial step in the research process. The development of a specific research problem is essential to define which following approaches and procedures should be taken (Walliman, 2011, p.36) and what information is required to tackle the research problem, thus the researcher needs to state the aim of the study and the reasons to undertake it (Domegan and Fleming, 2007, p.22). The research questions for this study are indicated below:

- 1. "Can retargeting mobile advertising impact the purchase intentions of Millennial customers in Ireland?"**
- 2. "What key factors can enhance retargeting mobile advertising effectiveness?"**

3.2 Research Objectives

Research objectives enable the researcher to operationalise the research questions, which are complemented by bringing more specificity in the manner they will be addressed (Saunders, Lewis and Thornhill, 2016, p.44).

1. Identify how mobile advertising is perceived amongst Irish Millennial customers.

Precisely:

To understand to what extent these levels of involvement are noticed by the selected sample.

- Their awareness and recollection of being exposed to mobile advertising;
- Their willingness to receive mobile advertising;
- Their level of engagement with mobile advertising.

2. Assess the acceptance of mobile push advertising by Irish Millennial customers.

More specifically:

To identify the perceptions of mobile marketing approaches in general.

- Types of preferable mobile advertising;
- Frequency of mobile advertising exposure;
- Privacy issues concerning mobile advertising.

3. Describe what factors can influence Irish Millennial customers' attitudes towards retargeting mobile advertising.

Particularly:

To assess the scope of priorities that could impact attitudes and, therefore, acceptance of retargeting mobile advertising.

- The importance of permission, brand trust, valuable content, personalisation and incentives;
- Targeted mobile advertising based on habits, location and interests.

4. Evaluate the impact of mobile retargeting advertising on purchase intentions of Irish Millennial customers.

Expressly:

To investigate any relationships between the factors and purchase intentions.

- Mobile retargeting effectiveness on customer's purchase intentions;

- Correlation between brand trust, location-based, personalisation and incentives with purchase intentions.

3.3 Proposed Methodology and its structure

This section is a presentation of the research structure chosen to address the research question and to reach the objectives of this study. The proposed research follows the Research Onion framework, presented by Saunders, Lewis and Thornhill (2016, p.124) as showed in the figure below. This figure illustrates the fundamental points for the choice of research philosophy, approach, strategy, methods choice, time horizon and technique and procedure which is considered and applied in the proposed research.

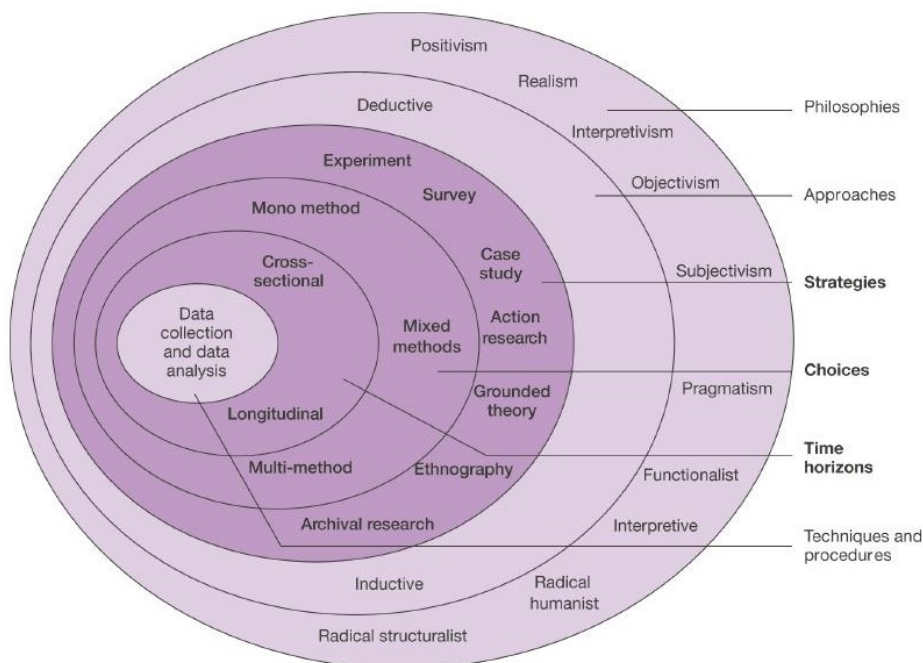


FIGURE 1: THE RESEARCH ONION (SAUNDERS, LEWIS AND THORNHILL, 2016)

3.3.1 Research Philosophy

A research philosophy features the increase of knowledge and its nature (Saunders, Lewis and Thornhill, 2016, p.127) in order to determine the characteristics of the results the research should expect to obtain (Walliman, 2011, p.59). This section focuses on the elements involved in designing the proposed research and on developing a strategy to guide the study during the research process. As illustrated in the most external layer of the Research Onion framework, there are several research philosophies that lead to the appropriate methods and validity of the conclusions to be reached.

The positivist approach is generally related to natural science research and applies empirical testing in order to support or disprove a hypothesis (Greener, 2008, p.16). According to May (2011, p.11), through positivism the researcher would be capable of generalising from observations on social phenomena and generate conclusions about a population as a whole, hence explaining human behaviour with the production of credible data (Saunders, Lewis and Thornhill, 2016, p.134). Also, positivist researchers favour quantitative data and usually apply experiments, surveys, and statistics looking for accurate, exact measures and objective research (Newman, 2014, p.97). Accordingly, this research is measured empirically in order to test a theory and identify factors that can support or deny the impact of retargeting mobile advertising on Millennial customers' purchase intentions in Ireland, which justifies the adoption of positivism as the most suitable research philosophy.

3.3.2 Research Approach

It is important to define a reasoning about the design of research after developing a clear understanding of the theory that will be applied to the research project. Furthermore, there are two research approaches portrayed on the second layer of the Research Onion: deductive and inductive (Saunders, Lewis and Thornhill, 2016, p.143).

According to Bryman and Bell (2007, p.11), a deductive approach serves as the most typical perspective of the relationship between knowledge and research. In this case, theory precedes research (Kumar, 2005, p.63), moving from ideas toward observable empirical evidence (Newman, 2014, p.69). Moreover, the deductive reasoning is directly connected to the positivism idea of experimenting and testing a theory (Greener, 2008, p.16), which leads this study in adopting this approach.

3.3.3 Research Strategy

According to Saunders, Lewis and Thornhill (2016, p.173), a research strategy is a plan of action to address the research questions. Thus, the third layer of the Research Onion shows different strategies to achieve this purpose. As mentioned in the research philosophy, positivism usually applies surveys to collect data and search for regularities and relationships that provide sufficient basis for theory testing (Saunders, Lewis and Thornhill, 2016, p.134). The purpose of survey research is to eliminate as much bias from the development of the research as possible, hence producing replicable outcomes (May, 2011, p.97).

Consequently, a survey strategy is adopted to the proposed research. Generally speaking, surveys are used to collect data from large numbers of people to depict or interpret the characteristics or opinions of a population by ways of a representative sample (May, 2011, p.94). Surveys specifically gather information from participants by contacting them personally, by telephone, or by post (Domegan and Fleming, 2007, p.197). In turn, online surveys, in which respondents use a device connected to the Internet, have become vastly optimised with regards to speed and cost (Poynter, Williams and York, 2014, p.13) and as a result, are increasing in popularity (Domegan and Fleming, 2007, p.212). Moreover, reports imply that around 25-30% of online surveys are responded through mobile devices (Toninelli, Pinter and Pedraza, 2015, p.14), which relates to the investigation of this research and encourages the survey to be designed on a mobile-friendly platform.

Domegan and Fleming (2007, p.212) state that online surveys may encounter challenges in terms of sampling representativeness limitations, however, as the Internet becomes widely adopted, this disadvantage is considerably reduced. Even so, online surveys reproduce significant resource savings to the researcher and minimise the intrusion to the respondent's daily routine (May, 2011, p.118). According to Denscombe (2014, p.13), online surveys are appealing owing to the shorter time demanded to send questions and receive answers, the reduction of costs of printing, packaging and posting questionnaires, the higher data processing speed in downloading data entry rather than manually inputting it, as well as the wider geographical reach and reduction of pollution that printing and traveling involve.

3.3.3.1 Questionnaire

A questionnaire is inherent of a survey strategy (Saunders, Lewis and Thornhill, 2016, p.416) and it is aimed at results measurement (Domegan and Fleming, 2007, p.290). Questionnaires enable the researcher to arrange the questions and collect replies from a large number of people without the need of speaking with every respondent, which makes this method both physically flexible and economical in cost and time (Walliman, 2011, p.190). Furthermore, Saunders, Lewis and Thornhill (2016, p.416) describe questionnaires as a common term to involve all methods of primary data collection in which every respondent is asked the same set of questions in a fixed order, being one of the most broadly used mean of data collection.

Self-completion questionnaires require that the respondents fill out the questions by themselves (May, 2011, p.103). Considering that there is no interviewer to read and explain the meaning of

the questions, it is important to produce questions that are clear and simple to understand (Kumar, 2005, p.126). In addition, this style of questionnaire works better with straightforward closed-ended questions (Saunders, Lewis and Thornhill, 2016, p.423), which constitute a set of fixed options of answers from which the respondent must choose the most suitable one (Bryman and Bell, 2007, p.248). Since closed-ended questions usually do not require writing, they are not only quicker and simpler to answer, but also easier to compare due to their predetermined format (Saunders, Lewis and Thornhill (2016, p.452). Moreover, self-completion questionnaires administered via online medium have become more common with the developments taking place in the market research area, which allows a larger geographical coverage, in addition to the possibility of making the researcher absent while the respondent is independent to complete the questionnaires at a time and place that better suits them, without interrupting their daily activities (May, 2011, p.118).

Furthermore, since questionnaires do not require a face-to-face interaction between the interviewer and respondents, they provide anonymity which may increase the accuracy of information for sensitive questions (Kumar, 2005, p.130). Other advantages of self-completion questionnaires are stated by Bryman and Bell (2011, p.232) as follows: (1) They are cheaper to conduct compared to personal or telephone interviews due to costs of travel or telephone charges; (2) Self-completion questionnaires are also quicker to manage since they can be distributed in a fast and simple way to a large number of people, whereas interviews demand more time to be executed; (3) The presence of an interviewer and the way they carry out a survey may have an impact on the answers of participants. This issue is eliminated when a self-completion questionnaire is applied. In other words, there is no variability in the way questions are made or the order they are asked in the absence of an interviewer, which according to May (2011, p.104) could generate less bias caused by the manner that interviewers ask the questions.

Nonetheless, according to Kumar (2005, p.130), it is important to be aware of the main disadvantages that could affect the data collection depending on various factors of the research. This paragraph summarises these disadvantages as follows: (1) Limitation of the application to literate population, excluding respondents that are not capable of completing the questionnaires by themselves; (2) Questionnaires have a notably low rate of responses, which reduces the sample size. The return rate relies on different elements, such as the interest of the sample in the subject of study, the layout and length of the questions, the relevance of the introduction letter defining the purposes of the research and the methodology applied to distribute the questionnaires. The

rates of response may vary greatly depending on these various factors; (3) There is a selective bias considering that people who complete the questionnaire could hold a pre-disposition or some interest and attributes different from those who choose not to complete it. In that case, when response rates are too low, the data may not be satisfactorily representative of the selected population for the study; (4) Responses can be impacted when there is lack of clarity in the questions, and there is no interviewer present to explain them; (5) Spontaneous responses are not adequate to this type of survey, since self-completion questionnaires give people time to think about the answer; (6) Pre-determined answers may affect the possible original answer of the respondent; (7) Respondents may consult other people instead of expressing their own opinion; (8) A questionnaire relies exclusively on its answers and cannot afford the benefit of supplementing information through other means of data collection such as observation. Accordingly, May (2011, p.103) also suggests that self-completion questionnaires decrease the control of the researcher over the completion of the questions.

The factors that lead this research to adopt web-based self-completion questionnaires involve the characteristics of the selected population, which are Millennials or digital natives, the size of this population, as well as the financial resources and time available to carry out this study. Moreover, the questionnaires are standardised and consisted by closed-ended questions. The answers were carefully recorded from many people whom were asked the same questions. The online questionnaires were available via Survey Gizmo to customers in Ireland, in order to investigate their retargeting mobile advertising awareness and whether in fact, their purchase intentions would be affected by it and under which circumstances. Accordingly, since the desired population for this research is somehow customers that adopt technology in their everyday lives (PR Newswire, 2014), this is a suitable distribution method and one which potential respondents may be familiarised with.

3.3.4 Research Choice

An essential element of research projects is the choice of the appropriate methods to collect and analyse data (Walliman, 2011, p.172). The fourth layer of the Research Onion depicts three different methods, which are a mono-method, multi-method and mixed method. The choice of methods and procedures at the steps of the research process is influenced by the distinction between quantitative and qualitative (Kumar, 2005, p.18). The research method for this study is based on the intent of confirming data or empirical observations that can be expressed precisely as numbers, which is the case of quantitative research. Therefore, a mono-method will be applied

as the only manner to collect and analyse data using a survey strategy. Moreover, according to Kumar (2005, p.14), quantitative researches convey findings in a detailed and combined manner, drawing outcomes and inferences that can be generalised, which is entirely suitable for the research proposal.

A research design identifies the logic of the procedures taken to answer the research questions (Kumar, 2005, p.20), more specifically the sources of data collection, the data analysis methods, as well as ethical issues and limitations involved in the research process (Saunders, Lewis and Thornhill, 2016, p.159). These procedures are selected according to the type of research question and according to their theoretical background (Walliman, 2011, p.8) to ensure their validity (Kumar, 2005, p.84).

It is possible to categorise the nature of the data and consequently the research design into three concepts: exploratory, descriptive or causal (Domegan and Fleming, 2007, p.24) as well as a combination of them (Saunders, Lewis and Thornhill, 2016, p.160). The proposed research uses a causal research design, which intends to determine a cause and effect relationship between variables through quantifiable data (Domegan and Fleming, 2007, p.25). According to Walliman (2011, p.105), a causal process theory is advantageous to promote comprehension of how and why events happen as they do by analysing and developing ideas. Moreover, a variable is an image, a perception or concept that is measurable (Kumar, 2005, p.55). Variables are distinguished as an independent variable which causes an effect on one or more dependent variables in a quantitative causality analysis (Walliman, 2011, p.110).

	Exploratory research	Descriptive research	Causal research
Data Type	Qualitative	Qualitative or quantitative	Quantitative
Aims	To explore, chart, identify, define	To describe, quantify	To establish cause and effect
Nature of variables	Unknown Undocumented	Known associations and documented	Known exactly, Clearly supported
Degree of formality	Relatively little	Some to extensive	High mathematical content
Data	Literature review Expert survey Focus groups In-depth interviews Projective techniques	Literature review Surveys Observation Panels	Literature review Expert survey Experiments (Surveys) (Observation)
Sample size	Small	Small to large	Large
Question types	Probing Response-driven	Some probing Interviewer driven	No probing
Hypothesis	Generates, Develops	Tests and/or Generates, Develops	Tests

TABLE 1: CHOOSING A RESEARCH DESIGN

3.3.5 Research Time Horizon

The time horizon of the research design is represented in the fifth layer of the Research Onion, and it defines the particular time or times the study will take (Saunders, Lewis and Thornhill, 2016, p.190). This study adopts the cross-sectional design, which is the most commonly applied research in social sciences and is suitable for studies intended to find out the dominance of a phenomenon, situation, problem, attitudes or issue from a cross-section of the population (Kumar, 2005, p.93) at a single point in time (Bryman and Bell, 2007, p.54). Accordingly, this design has been chosen due to time constraints latent in academic projects.

3.3.6 Secondary Research

Essentially every research project demands secondary sources to support the study in order to corroborate the background of the research question and problems and also to obtain knowledge from the existing theories and thoughts (Walliman, 2011, p.177). Secondary data is information collected by other researchers and it is described by Domegan and Fleming (2007, p.81) as advantageous due to its cheapest and less time-consuming aspects of primary data collection. Also, the access to secondary data sources has been simplified over the years, and the available information has proportionately grown, which facilitates the use of secondary data to completely or partially answer the determined research questions (Saunders, Lewis and Thornhill, 2016, p.316).

Conversely, secondary data can present issues, such as the date of publication recency and source of the data itself and the researcher ought to comprehensively evaluate it in terms of objectivity, validity and reliability before considering to include it into the research project (Domegan and Fleming, 2007, p.82). In order to overcome those issues, Domegan and Fleming (2007, p.83) suggest that it is essential to judge the time lag between the date of secondary research collection and the date of its publication to the extent that the data is considered outdated and no longer serves the purpose of the research, and also to consult different sources of data and compare them to validate the credibility of the collected information.

According to Saunders, Lewis and Thornhill (2016, p.318) secondary data can be categorised in three major subgroups: document based, survey-based and compiled from multiple sources. This research uses document data in text materials, such as books, journals, magazines and newspapers articles, as well as reports.

3.3.7 Quantitative approach

Different data requires distinct techniques of analysis, and so, a solid differentiation is commonly made between quantitative and qualitative research (Walliman, 2011, p.174). According to Saunders, Lewis and Thornhill (2016, p.161), quantitative can be differentiated from qualitative research by distinguishing numeric data (numbers) and non-numeric data (words, images, video, etc.). Moreover, a quantitative study relies mostly on positivist foundations and apply a language of variables and hypothesis, whereas a qualitative study relies on interpretive foundations (Neuman, 2014, p.167). Nonetheless, it is possible to use a mixture of both approaches when appropriate (Walliman, 2011, p.174).

Depending on the nature of questions and theories, quantitative research is considered more adequate, such as when the researcher intends to describe the number of people who engage in a particular behaviour or that bear certain beliefs, added to the possibility of describing how these people might behave in the future (Nardi, 2006, p.17). Therefore, Bryman and Bell (2011, p.150) outline these features of quantitative research as a strategy that adopts systematically measured numerical data to scientifically assess social phenomena.

3.3.7.1. Quantitative Data Analysis

Quantitative data requires stages of processing numbers in order to extract the information from the data collected (Saunders, Lewis and Thornhill, 2016, p.496). According to Domegan and Fleming (2003, p.412), data analysis, although unique to each particular research, requires the same techniques to reach results and insights from the input, such as editing, coding, tabulating and summarising.

Saunders, Lewis and Thornhill (2016, p.496) divide quantitative data into two separate groups: categorical, which encompasses data that does not have measurable values and numerical, which involves values that can be measured or counted. The authors classify categorical data as descriptive or nominal, which are used to label variables but cannot be ranked, and ordinal, which indicates that the order or rank is relevant to the results. Furthermore, they also classify numerical data as interval, when an equal difference or interval separating data values is known, and ratio data, when the relative difference or ratio separating data values with an absolute zero is calculated.

Broadly speaking, Bryman and Bell (2011, p.619) state that quantitative analysis generally presents interpretations in attitudinal scale structures. Attitudes, opinions and intentions are often referred to as interval data. Attitudinal Scales estimate the range of respondents' attitudes towards the different angles of a situation or subject (Kumar, 2005, p.145).

3.3.8 Sampling

The stage of sampling concerns the definition of who or what to examine in order to obtain the required information for the research (Domegan and Fleming, 2007, p.29). Sampling is the practice of selecting a number of cases or a sample from a larger group or population as the basis for estimating or anticipating an outcome regarding that population (Kumar, 2005, p.164). Furthermore, a population is an overall set of people, shops, elements and/or subjects of interest (Domegan and Fleming, 2007, p.373). In addition, sampling methods permit the researcher to reduce the amount of data that is necessary to be collected (Saunders, Lewis and Thornhill, 2016, p.258).

For this research, a sample is selected in such a way that it is aimed to represent the population of Irish Millennial customers who use mobile devices with an Internet connection. Millennials, or Generation Y, are subsequent to Generation X, and its age group belongs to the early 1980's until the year 2000 (Eastman et al., 2014, p.455). According to a report published by Experian Marketing Services (2014), an agency specialised in marketing and consumer insights, Millennials are part of a very diverse generation, highly informed and extremely connected. The report not only compares the demographics, lifestyle and attitudes of Millennials with their preceding generation but also shows that more than 80% of Millennials are smartphone users, and they spend approximately 14.5 hours a week or over two hours a day on their mobile devices.

Sampling methods can be defined as probability (random) or non-probability sample (Domegan and Fleming, 2007, p.380). While probability sampling involves an equal known chance of each case to be chosen, allowing a statistic estimation of the characteristics of the whole population from the sample, a non-probability sampling representativeness and chance of each case to be selected is unknown, hence, it is not feasible to draw statistical inferences about the whole population (Saunders, Lewis and Thornhill, 2016, p.276). Furthermore, non-probability designs are applied in cases when the total number of members of the population is either unknown or impossible to be individually identified (Kumar, 2005, p.178).

According to Domegan and Fleming (2007, p.381), a non-probability, although not as accurate, has become more advanced due to development and availability of computers and it is also cheaper regarding costs and time-consumption, it is easier to carry out, more convenient and it is accepted in cases of absence of a sampling frame. Consequently, since a probability sampling is too costly, time-consuming and impractical for this research, a non-probability sampling is used. Despite its constraints, Saunders, Lewis and Thornhill (2016, p.276) suggest that it is still possible to generalise about the target population from non-probability samples, but not on statistical, which enables the researcher to draw conclusions and inferences about the selected sample (Bryman and Bell, 2007, p.179).

Non-probability sampling offers a scope of alternative methods to select samples (Saunders, Lewis and Thornhill, 2016, p.295) that are not included in the probability sampling procedures (Bryman and Bell, 2007, p.190), and it involves four different types: convenience, purposive, judgment and quota (Domegan and Fleming, 2003, p.361). This research uses a convenience sampling, since according to Domegan and Fleming (2003, p.370), it benefits from simplifying large numbers of questionnaires to be answered in a quick and economic way. Also, the convenience sample is described as the sample that is easily available due to its accessibility (Bryman and Bell, 2007, p.190). Kumar (2005, p.178) points out that the characteristics of a convenience sample, similar to non-probability as a whole, involve lower costs although the results might not be genuinely representative of the target population. However, Saunders, Lewis and Thornhill (2016, p.304) suggest that samples often selected for convenience usually meet appropriate sample selection requirements that are pertinent to the research goal. Accordingly, this research conducted data collection from Millennial customers in Ireland by publishing the need for respondents through online means and allowing access to those who wanted to participate.

3.4 Research Ethics

In the research background, ethics concerns the norms of behaviour that instruct the conduct regarding the rights of the population which is the subject of the research, or that are impacted by it (Saunders, Lewis and Thornhill, 2016, p.239). The ethical issues considered for this study start with avoidance of scientific misconduct and disinformation, which includes fraud and plagiarism. Furthermore, Bryman and Bell (2007, p.128) state that it is when researchers are informed of the ethical issues implicated in their actions that they are able to make conscious decisions about the involved range of choices.

Moreover, not harming the participants means more than just safety issues, it also includes not inconveniencing them, not costing them money, and not annoying them. (Poynter, Williams and York, 2014, p.241). Regarding potential harm to respondents, the type of information collected in this investigation is of low sensitive nature, even so, the individual participant details remain anonymous and confidential. According to what was observed from secondary research regarding mobile privacy concerns, people involved in the investigation should not be annoyed or distressed, and their consent must be granted.

What is more, the sample does not include special populations nor under aged individuals. Additionally, the well-being of participants is protected, and their consent in responding the surveys is expressly required. There was no necessity to place respondents in situations they had to face unnecessary anxiety or discomfort nor any legal harm. A brief summary of the scope, the research objectives and a voluntary consent request is embedded in the survey's introductory letter.

3.5 Research Limitations

Limiting conditions or weaknesses are unavoidably present in virtually every study investigation (Domegan and Fleming, 2003, p.506). Firstly, the endeavour of finding a suitable and interesting subject to be explored and transformed into a research topic was slightly arduous, however, retargeting mobile advertising seemed to be a relevant concept to be studied. The academic literature regarding the topic of the impact of retargeting mobile advertising on customer's purchase intentions is still somewhat sparse, especially in relation to scientific results. The researcher came across with a number of industry research on the effectiveness of retargeting mobile marketing, which is still not extensively supported by academic findings.

Another limitation identified relates to the sample. The proposed study aims to investigate the attitudes of a sample that would have to be representative of Irish Millennial consumers, which is remarkably challenging since this investigation goal is to draw conclusive generalisations of a whole population through findings relying only on quantitative research via questionnaires. In turn, the research attained a very small amount of responses as it would be reasonably impractical to state the attitudes of the entire population with the available resources and to process correlations between variables used in the study. Consequently, the results presented can only be considered as general inferences of the population and are not realistic if proposed for a different sample. On the other hand, this research could be considered an introductory material for future studies.

Furthermore, the results rely completely on the trustworthiness of participants' empirical data. Thus, although it is expected that the respondents gave a truthful response in each question, there is no way to confirm if, in reality, they are credible.

Additionally, time constraints are relevant limitations to consider, since the time available to carry out secondary and primary research prevents the researcher to prolong the investigation in order to obtain a bigger sample size for more consistent data and deeper literature review. Lastly, although the questions addressed on the questionnaires are based on theory and academic literature, they may not cover the entire scope of factors that can influence customer purchase intentions impacted by retargeting mobile advertising.

Chapter 4: Research Findings

4.0 Introduction

Mobile devices are evidently widely adopted by consumers and are clearly being integrated into companies' marketing strategies, even though there is a difficulty in predicting how consumers will behave towards mobile marketing innovations (Martin, 2013, p.5). Furthermore, it is evident that there is still a gap in current mobile marketing literature of a conceptual framework that accurately endorses what impacts highly targeted marketing approaches may have on the effectiveness of retargeting mobile advertising. Moreover, no academic literature explores the relationship between retargeting activities on mobile devices and customer's purchase intentions.

Accordingly, no particular framework exists which describes factors that influence Irish Millennial consumers' purchase intentions specifically driven by retargeting mobile advertising. Therefore, the findings of this study help mitigate this insufficiency of information.

The result of this study introduces the first cohesive work strictly focused on retargeting mobile advertising effectiveness in the Irish Millennial market. The researcher expects the findings will incite a distinct plan for further investigations.

4.1 Quantitative Research Findings

Domegan and Fleming (2003, p.412) define data analysis as a range of processes and techniques that can be employed to retrieve facts and insights from data. The research findings represent the data analysis of 60 valid questionnaires distributed online and completed by Millennial consumers residents in Ireland. Each section of this chapter presents the quantitative data collected through questionnaires. The pre-determined answers selected by the participants in order to express their opinions to the questions were processed by Survey Gizmo and later coded and analysed in SPSS. Frequency tables were performed to present a univariate analysis of one variable at a time.

4.1.1 Demographics

4.1.1.1 Gender

A nominal scale or descriptive data was applied to classify the gender of the participants, as shown in Figure 2. An actual number of 41 male and 19 female respondents took part in the questionnaires distributed online, representing a percentage of 68.3% and 31.7% respectively.

- Question 1: What's your gender?

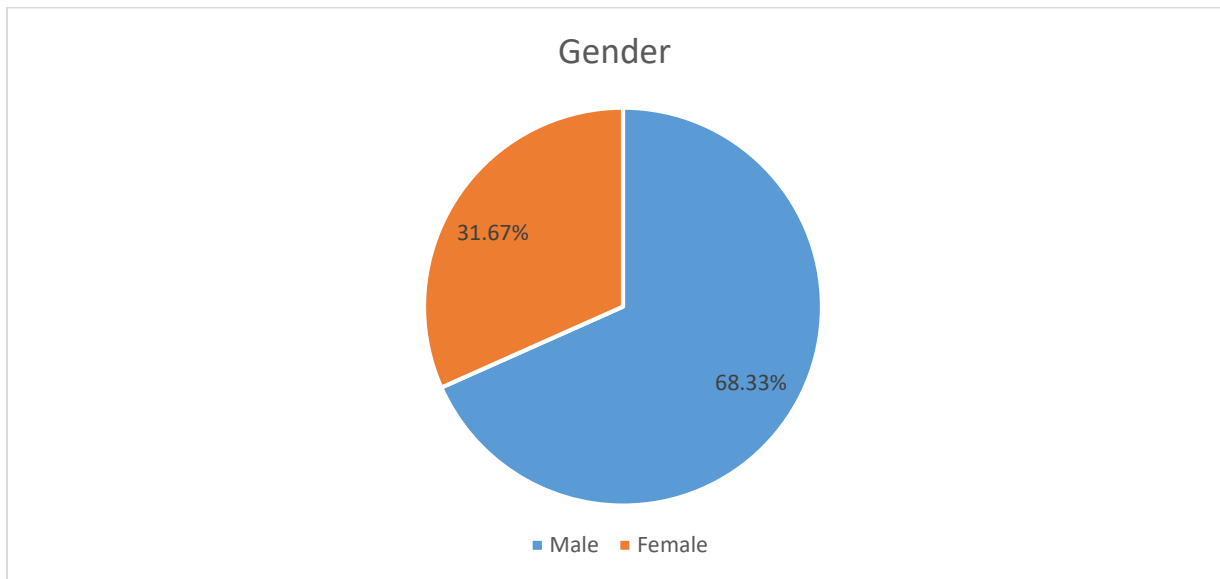


FIGURE 2: GENDER OF RESPONDENTS

4.1.1.2 Age

The age group category selected for this sampling is restricted from 18 to 36 years, hence, one group from 18 to 26 and another group from 27 to 36 are depicted in Figure 3. An actual number of 22 aged 18-26 and 38 aged 27-36 respondents participated in the online survey, representing a percentage of 36.7% and 63.3% respectively.

- Question 2: To what age category do you belong?

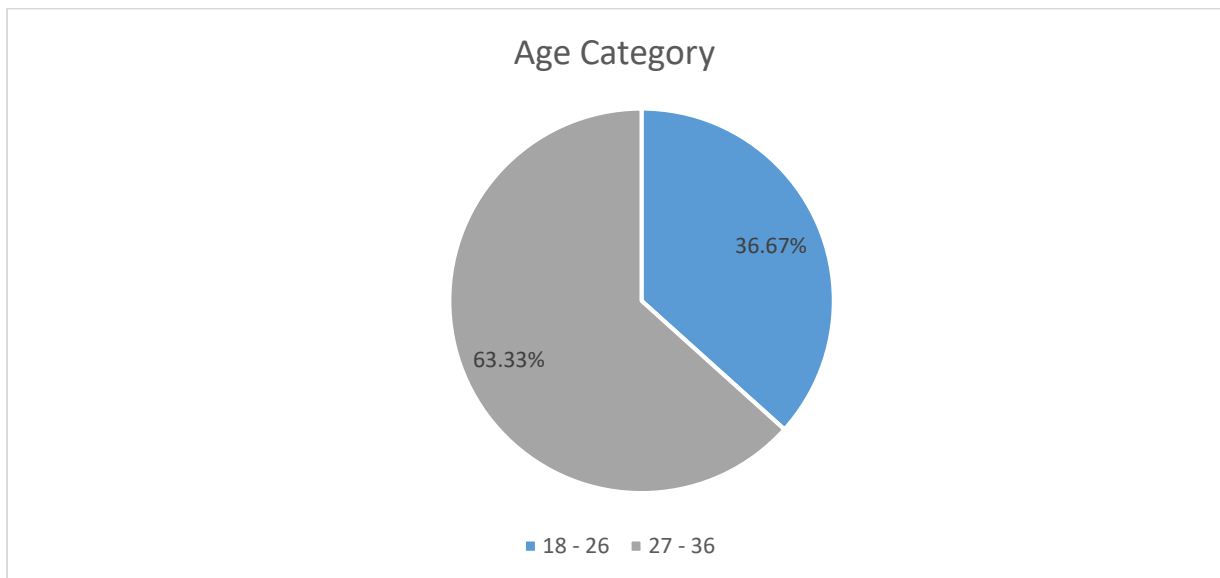


FIGURE 3: AGE CATEGORY OF RESPONDENTS

4.1.1.3 Level of Education

The level of education of participants is illustrated in Figure 4. The results express a majority of 23 university undergraduates (38.3%), 21 master degree graduates (35%), 7 high school graduates (11.7%), 7 postgraduate diploma holders (11.7%), and 2 respondents marked Other (3.3%) as the most suitable option, describing themselves as (A) Halfway to complete a degree in DBS and (B) Post leaving certificate.

- Question 3: What's the highest degree or level of education you have completed?

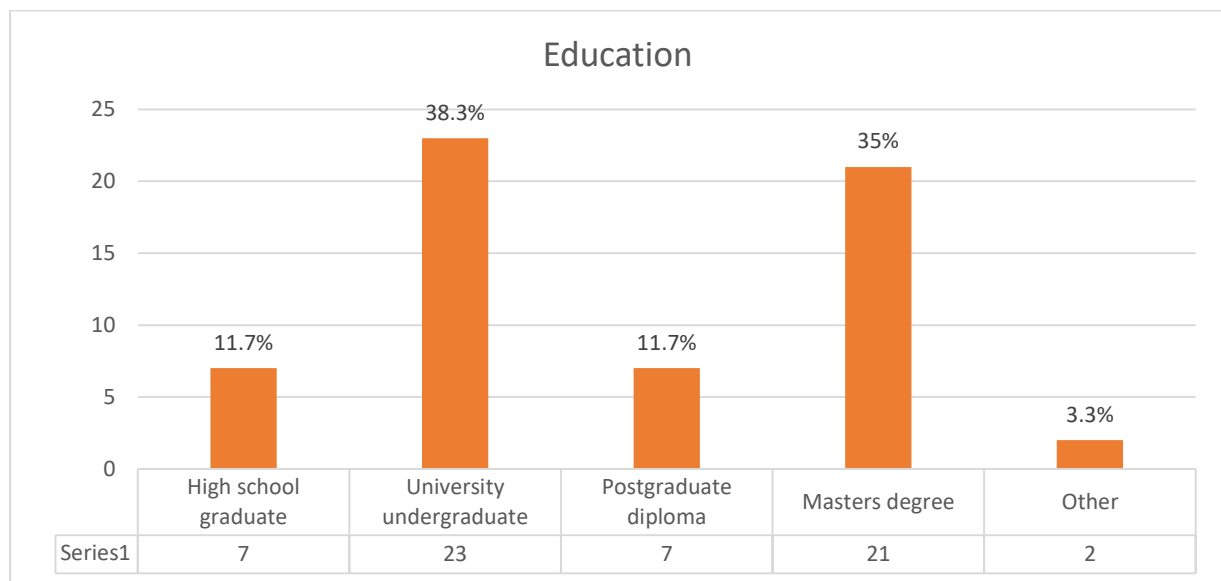


FIGURE 4: LEVEL OF EDUCATION

4.1.1.4 Occupation

The current employment status of the participants is shown in Figure 5. A vast majority of Millennials who responded the online survey are employed for wages, that is, 39 people (65%), followed by 16 students (26.7%), 2 out of work (3.3%), 1 self-employed (1.7%), 1 unable to work (1.7%) and 1 selected Other (1.7%) claiming he/she is currently studying and working part-time.

- Question 4: Are you currently...?

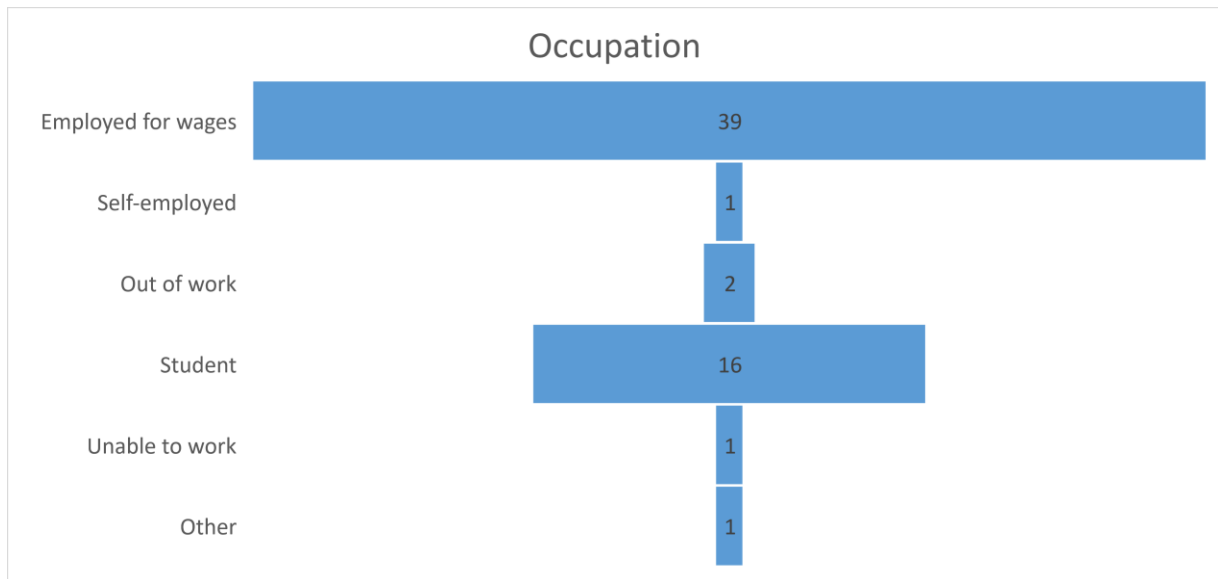


FIGURE 5: OCCUPATION OF RESPONDENTS

4.1.2 Objective 1. Research Findings

'To identify how mobile advertising is perceived amongst Irish millennial customers.'

The first research objective explores literature approaches about how personal and always connected mobile devices are (McCorkle et al., 2013, p.92) due to the fact that academic literature acknowledges ubiquity as the major feature of mobile devices (Smutkupt, Krairit and Esichaikul, 2010, p.128; Ktoridou, Epaminonda and Kaufmann, 2008, p.12). Furthermore, Steinbock (2006, p.90) suggests that mobile marketing has the potential to increase customer's responses to advertising. The following multiple-choice questions were formulated to assess the mobile medium potential as a marketing tool to target Millennial consumers in Ireland regarding their awareness and impressions and, as a result, their actual level of engagement with mobile marketing advertising.

4.1.2.1 Mobile devices and data service adoption

Supporting the aforementioned evidence of a great mobile adoption (O'Kane, 2013, p.87; IAB Ireland, 2015; Consumer Barometer, 2015), the sample of this study is undoubtedly integrating mobile devices into their everyday lives. From the respondents of the online survey, 59 people (98.3%) own a mobile device with Internet connection, more specifically a smartphone and only 1 person (1.7%) does not use a mobile device connected to the Internet as described in Figure 6.

- Question 6: Do you own a mobile device with Internet access?

- Question 7: What type of mobile device do you use to connect to the Internet?

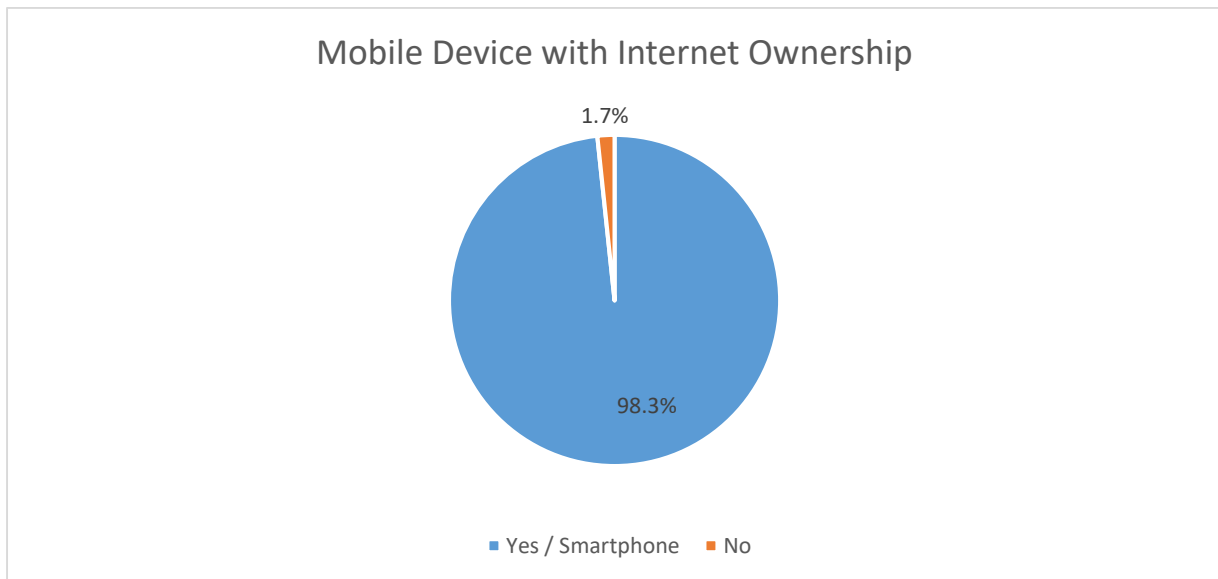


FIGURE 6: MOBILE DEVICES WITH INTERNET ACCESS OWNERSHIP

4.1.2.2 Mobile marketing exposure

Having said that 98% of the respondents use a mobile device with Internet access, almost all of them claim to have received some type of general marketing message on their mobile device, that is 58 people (96.7%) and only 2 people (3.3%) do not reckon being contacted by companies through their mobile devices. As a matter of fact, most of the sample has been exposed to mobile advertising, which suggests that consumers are becoming more familiar with mobile as an advertising channel. The results are shown in Figure 7.

- Question 8: Have you ever received some type of marketing message on your mobile device?

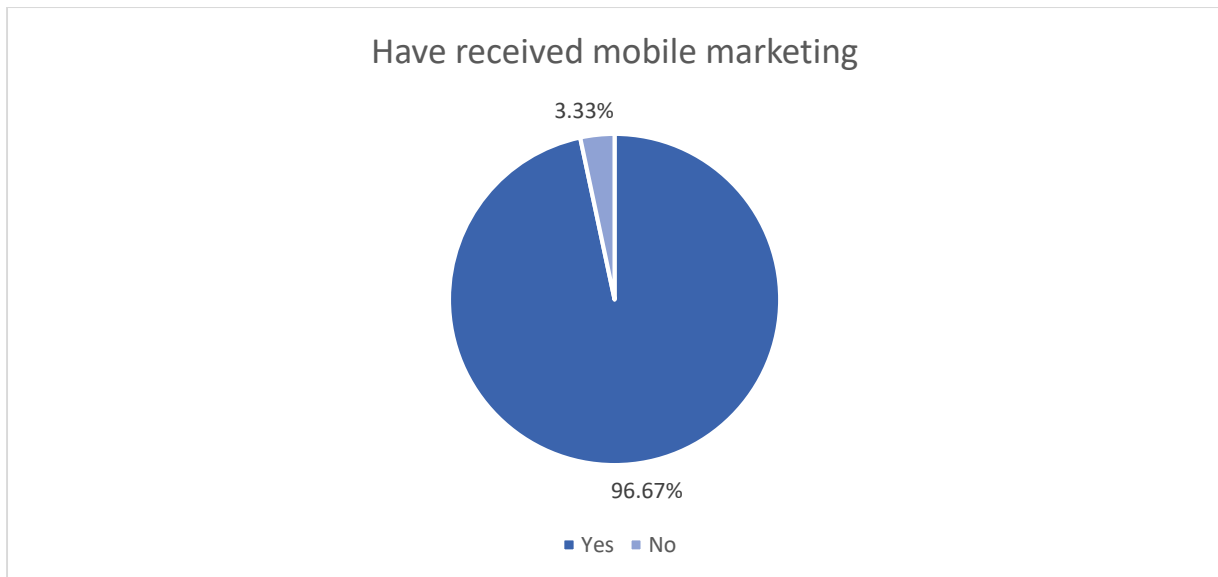


FIGURE 7: PEOPLE WHO HAVE RECEIVED MOBILE ADVERTISING

4.1.2.3 Targeted mobile advertisements engagement

With the objective of identifying the awareness on highly targeted mobile marketing activities, the respondents were asked to mark every statement they agree with. The results showed that most of them, or 38 people (25.9%) had noticed retargeting advertising after browsing products or services online, which characterises search retargeting and also after leaving a company's website, which characterises site retargeting. Location-based mobile advertising was also relatively highly recognised, being selected by 28 people (19%). However, a valuable information regarding the effectiveness of highly targeted mobile advertising indicates that less than half of the respondents who are exposed to this type of mobile marketing actually engage with advertising, in fact, 16 people (10.9%) confirm that they used offers through their mobile devices, 15 people (10.2%) clicked on banner ads, 7 people (4.8%) scanned QR Codes and 5 people (3.4%) do not reckon seeing the mentioned targeted mobile advertising or performing any interaction with mobile advertising whatsoever. These findings indicate that the effectiveness of mobile marketing can vary according to several factors, as suggested in the literature (Choi, Hwang and McMillan, 2008, p.764; Leppäniemi, Sinisalo and Karjaluo, 2006, p.33; Huang, 2012, p.90). These factors are further explored in the following questions.

- Question 12: Please check each statement that you agree with regarding your mobile device.

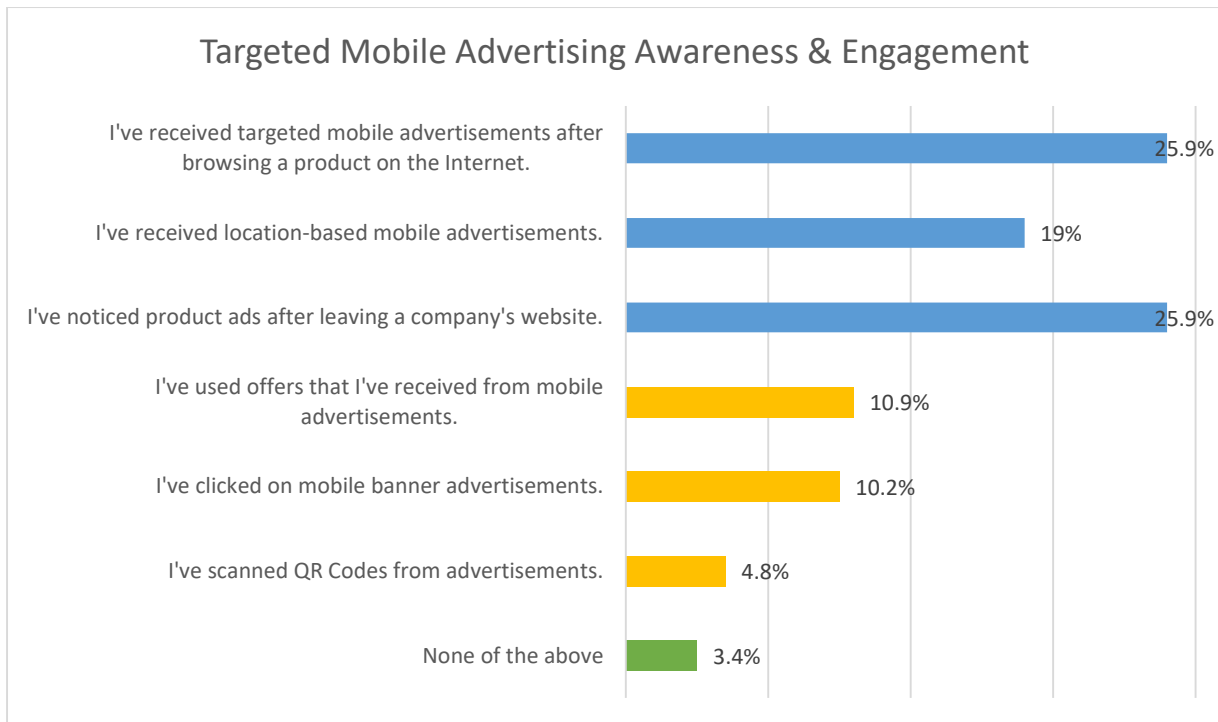


FIGURE 8: AWARENESS AND ENGAGEMENT WITH MOBILE ADVERTISING

4.1.3 Objective 2. Research Findings

'To assess the acceptance of mobile push advertising by Irish Millennial customers.'

The sensitive aspect about sending unwelcome messages to people's mobile devices (Yaniv, 2008, p.90) is investigated by the second research objective in order to understand whether Millennials accept push targeted mobile advertising.

4.1.3.1 Perceptions on targeted mobile advertisements

The question aims to assess the perception of Millennial consumers in Ireland in relation to targeted mobile marketing strategies. The results appear in line with the report from Mintel Group Ltd (2005), and the investigation carried out by Brennan (2013, p.81). Although Irish consumers adopt mobile technology and are familiar with mobile marketing, they still hold negative attitudes towards mobile advertising. The perception the sample showed regarding targeted mobile advertising is considered mainly as irritating, indicated by 14 people (23.3%), close second perception is intrusive, indicated by 13 people (21.7%), useful was selected by 11 people (18.3%), acceptable by 9 people (15%), irrelevant by 7 people (7%) and pleasant by 1 person (1.7%). The following questions aim to have a deeper look into people's involvement and further attitudes towards mobile advertising.

- Question 9: Please select an option that closely represents your opinion about targeted mobile advertisements.

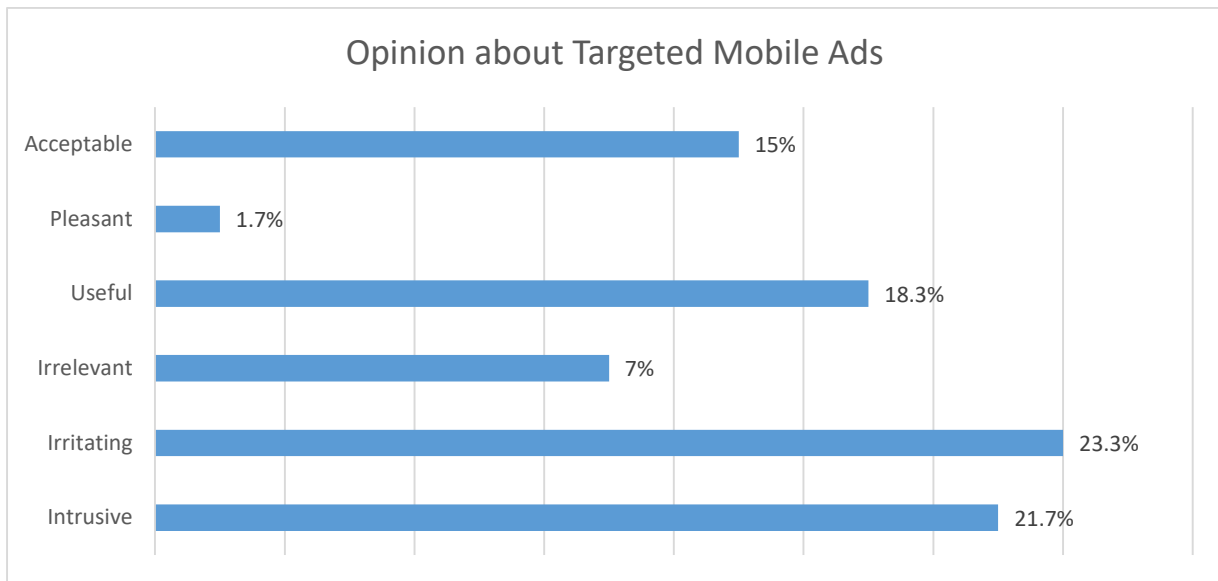


FIGURE 9: OPINION ABOUT TARGETED MOBILE ADS

4.1.4 Objective 3. Research Findings

'To describe what factors can influence Irish Millennial customers' attitudes towards retargeting mobile advertising.'

Primordially, Leppäniemi, Sinisalo and Karjaluoto (2006, p.33) highlight the importance of acceptance to mobile advertising effectiveness in general. Consequently, the third research objective aims to investigate what is involved in the attitudes Millennials customers hold towards targeted mobile advertising in order to discuss how acceptance to advertising could be increased in the mobile medium.

4.1.4.1 The importance of acceptance to mobile advertising

The following questions proposed to investigate possible criteria that would influence the acceptance of targeted mobile advertising based on the respondents' suitability such as day of the week, time and application they believe are more appropriate to receive mobile marketing. According to Yaniv (2008, p.90), marketers should consider the number of mobile messages sent and the timing which they are sent, whereas Choi, Hwang and McMillan (2008, p.758) suggest that positive or negative attitudes are affected not only by the quality of the mobile marketing message but also by the annoyance and frequency customers receive such messages.

A number of people declare they do not wish to receive any mobile marketing messages, that is 24 (31.6%), a close second number of people do not have a preferred day to receive mobile marketing messages, that is 21 (27.6%). From those who selected a more suitable day, the majority of 8 people believe Friday is more appropriate (10.5%), followed by Wednesday, Thursday and Sunday, selected by 5 people (6.6%) each, Monday and Saturday by 3 people (3.9%) and Tuesday by 2 people (2.6%). Hence, it can be inferred that with acceptance, there is not a definitive more convenient day of the week to contact consumers, however, without acceptance, it is extremely important to not disturb them.

- Question 10: Is there a particular day of the week you would consider appropriate to receive targeted mobile advertisements?

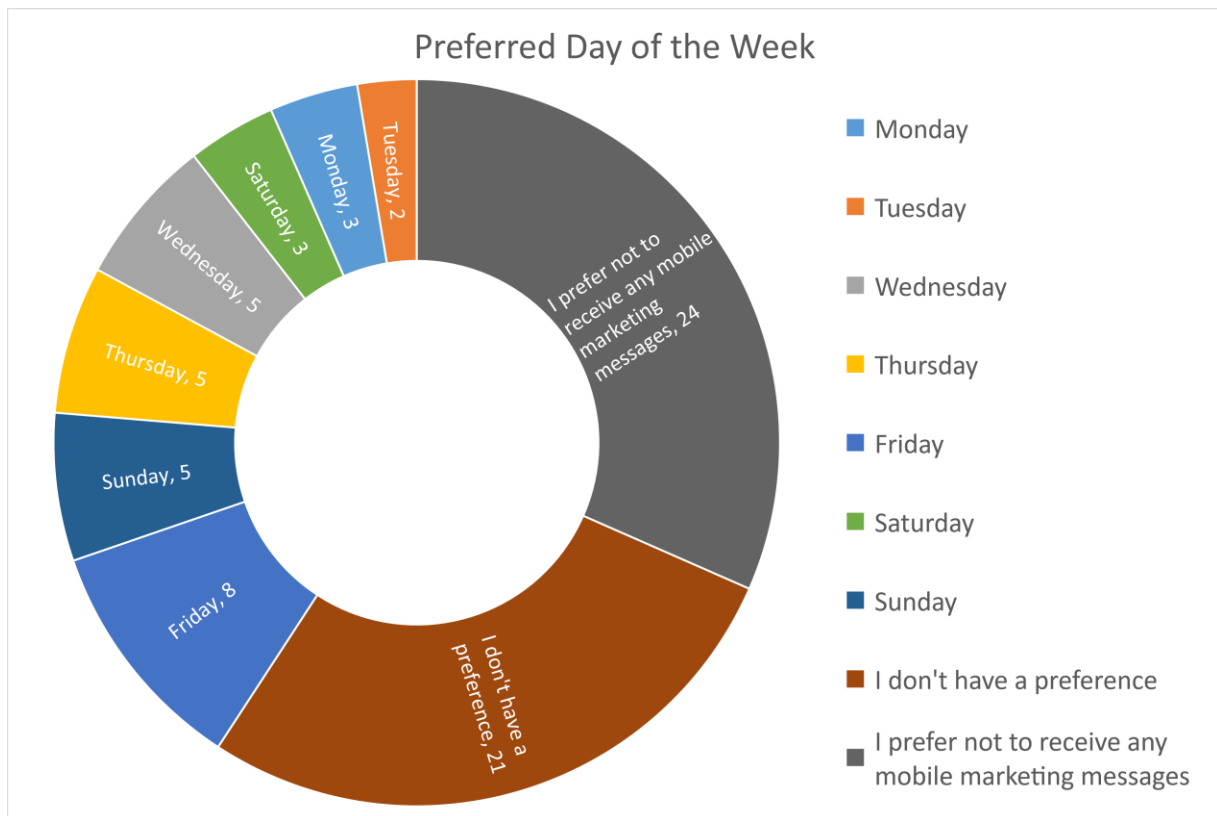


FIGURE 10: PREFERRED DAY OF THE WEEK

In relation to time, the next results are consistent with the previous question. 23 people (38.3%) declare they prefer not to receive any mobile marketing messages, while 12 people (20%) prefer to be contacted between 6 pm and 8 pm, 11 people (18.3%) do not have a preferred time, 5 people (8.3%) prefer to be contacted in the morning between 8 am and 11 am or at lunchtime between 12 pm and 2 pm and 4 people (6.7%) rather be contacted in the afternoon between 3 pm and 5 pm. Although Vatanparast and Ali Hasan (2010, p.33), McCorkle et al. (2013, p.91) and Leppäniemi,

Sinisalo and Karjaluoto (2006, p.33) support that content is the most relevant aspect of mobile advertising, other dimensions are deeply involved in the scope of acceptance, such as control of the user (Huang, 2012, p.90; Maneesoonthom and Fortin, 2006, p.71). In other words, acceptance could be increased if the consumer feels they are in control of how and when marketing messages will be sent to their mobile device.

- Question 11: What time of the day would you consider appropriate to receive targeted mobile advertisements?

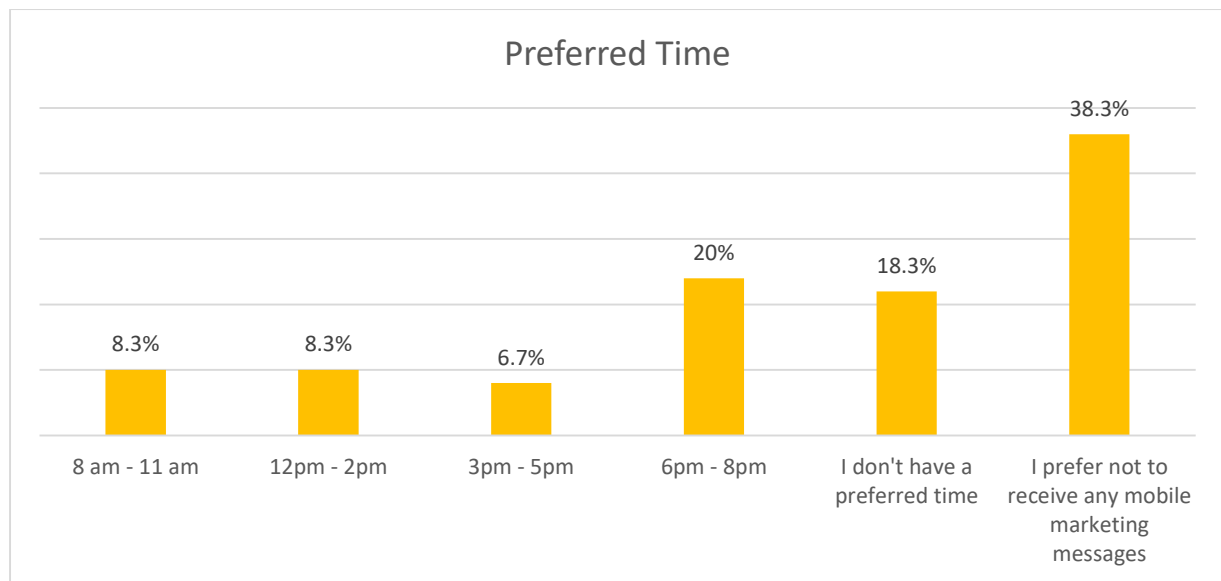


FIGURE 11: PREFERRED TIME OF THE DAY

As Eastman et al. (2014, p.455) suggest, the Millennial generation is driven by social networking. When asked what mobile application would be more appropriate to see marketing advertising, 28 respondents (21.7%) agree social network and banner ads on web pages are the most suitable medias. Moreover, Michael and Salter (2006, p.116) affirm that banner ads are the most effective form of online advertising, accordingly to Rosekrans and Myers (2012, p.17), who state that CTR is significantly enhanced by banner ads on mobile platforms. Additionally, Haghirian, Madlberger and Inoue (2008, p.1) underline that the acceptance of marketing messages can be affected by the perception the individual has regarding the technology that is used to convey the messages. Accordingly, 24 respondents (18.6%) prefer to receive mobile advertising through their e-mails, 17 people (13.2%) prefer text messaging, such as SMS and MMS, 11 people (8.5%) prefer location-based messages, 7 people (5.4%) prefer messaging apps, such as WhatsApp and 14 people (10.9%) are not interested in receiving mobile marketing messages through any of the mentioned applications.

- Question 13: Which of the following applications, if any, do you consider appropriate to receive targeted mobile advertisements?

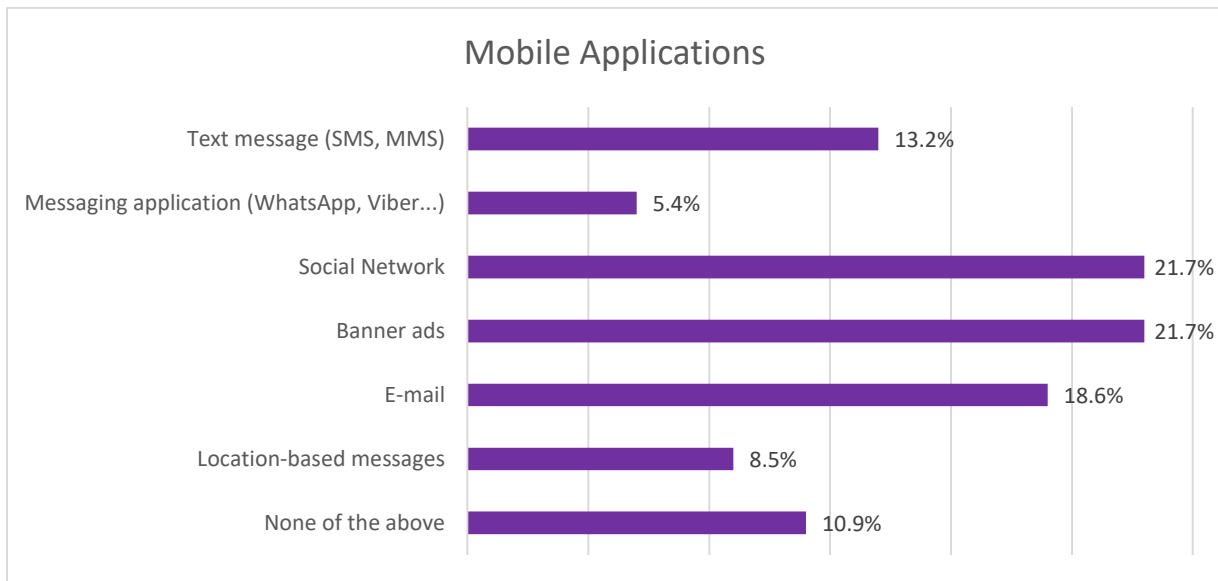


FIGURE 12: PREFERRED MOBILE APPLICATIONS

4.1.4.2 Irish Millennials attitudes towards mobile advertising

The following questions aim to evaluate attitudes with the use of scaling techniques, which classify respondents' attitudes as unfavourable, neutral or positive by measuring two different directions from a neutral point (Domegan and Fleming, 2003, p.316). A 5-point Likert-style rating was applied to a set of eight statements, and it comprises asking how strongly the respondent agrees or disagrees with those statements (Saunders, Lewis and Thornhill, 2016, p.457).

The researcher observed that the results obtained in the following questions point out to negative attitudes towards mobile advertising, consistently with the previous questions. The outcomes present the average agreement of responses for each statement by signing values from 5 to 1 to each choice, being 'Strongly agree' a 5 score choice, 'Agree' a 4 score choice and so on successively. The researcher considered only valid responses and excluded double entries. Figures 13 to 20 summarise all responses graphically:

- Question 14: Please indicate your level of agreement/disagreement with the following statements in relation to your mobile device.

- Statement 1: I've signed up to a number of companies' notifications on my mobile device.

From the 59 valid responses, 13 participants (21.7%) agree with the statement, 11 (18.3%) neither

agree or disagree, 15 disagree (25%), and a majority of 20 participants (18.3%) strongly disagree. Therefore, an average agreement of 2.29 shows that most people disagree with the statement and claim they have not required information from companies by subscribing to their mailing lists.

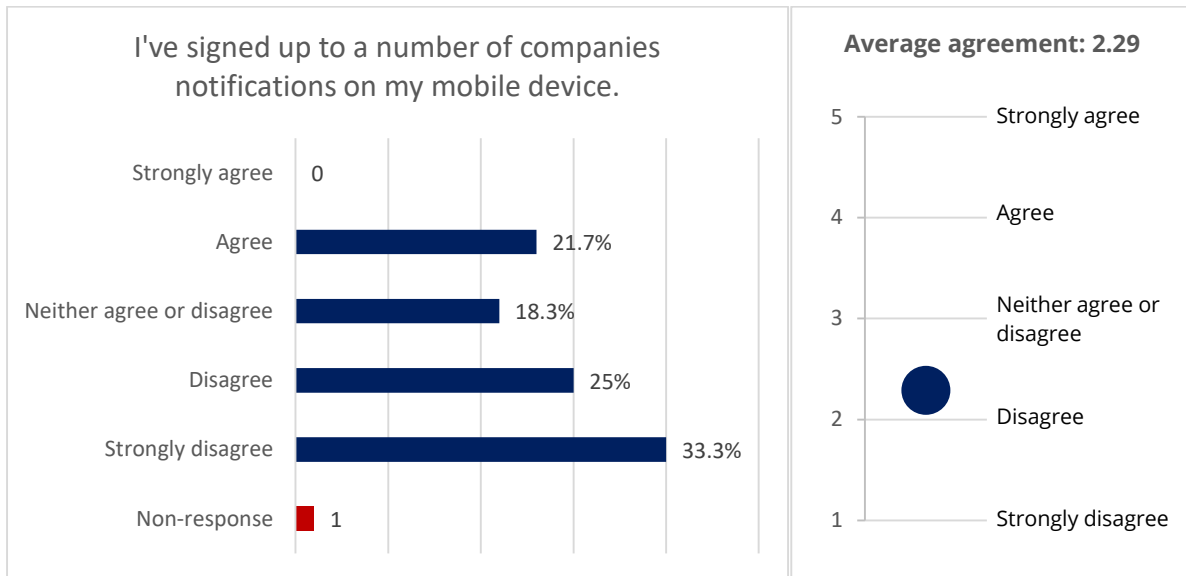


FIGURE 13: STATEMENT 1 - QUESTION 14

- Statement 2: I've purchased products after receiving mobile advertisements. All responses were valid and 2 people (3.3%) strongly agree, 14 people (23.3%) agree, 9 (15%) neither agree or disagree, 15 (25%) disagree and a majority of 20 people (33.33%) strongly disagree. An average agreement of 2.38 was calculated, which indicates that most people disagree with the statement and claim they have not closed purchases as a result of mobile advertising.

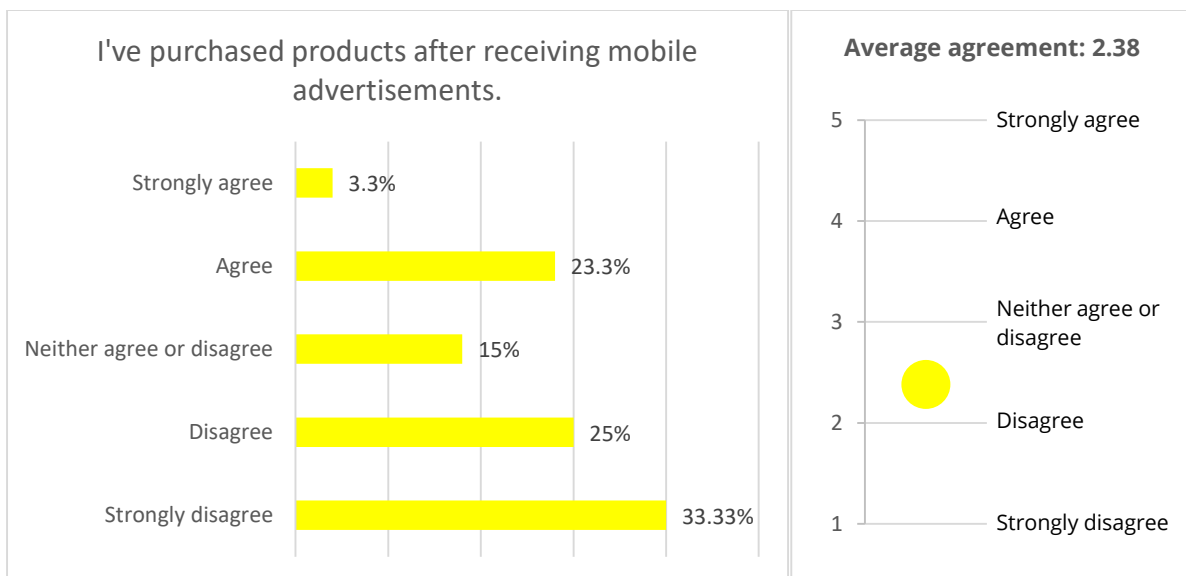


FIGURE 14: STATEMENT 2 - QUESTION 14

- Statement 3: I am open to see personalised mobile advertisements relevant to my interests. From 58 valid responses, 4 participants (6.7%) strongly agree, a majority of 27 people (45%) agree, 9 participants (15%) neither agree or disagree, 3 (5%) disagree and 15 (25%) strongly disagree. The average agreement is 3.03, which means the results inclined to 'Neither agree or disagree', therefore, even though the majority of individuals claim to agree with the statement, the average agreement calculated does not support Smith's (2011, p.492) study regarding Millennials' interest in personalised messages. Also, the results might be impacted by the limited sample.

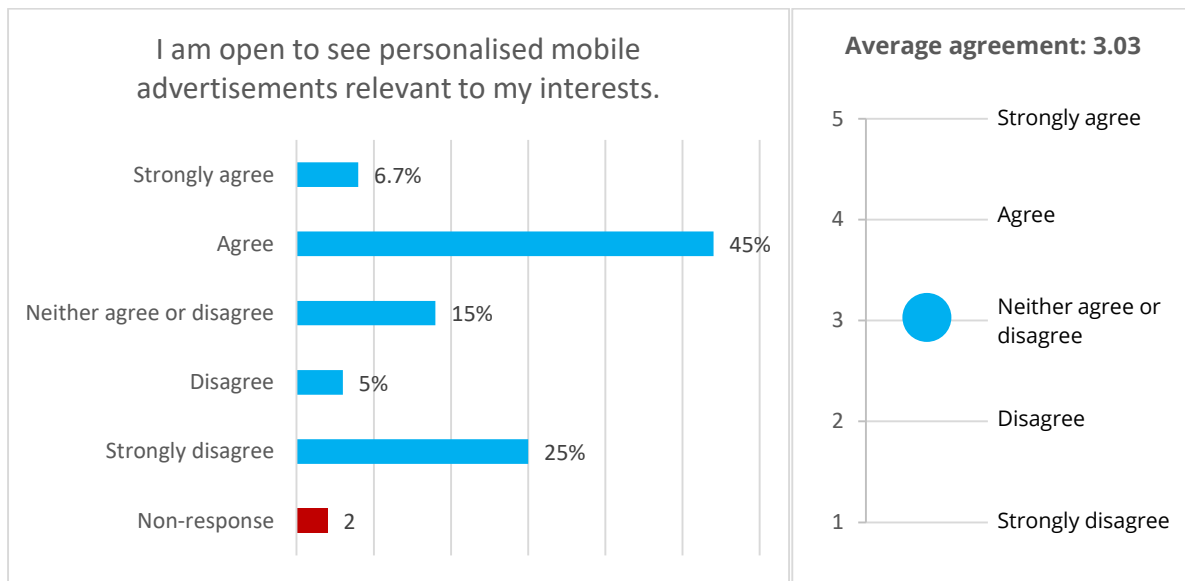


FIGURE 15: STATEMENT 3 - QUESTION 14

- Statement 4: Targeted mobile advertisements increase my loyalty to a company. From the 59 valid responses, 1 person (1.7%) strongly agrees, 8 people (13.3%) agree, most people neither agree or disagree, that is 20 respondents (33.3%), 12 people (20%) disagree and 18 people (30%) strongly disagree. An average agreement of 2.36 depicts that most respondents tend to disagree that targeted mobile advertisements enhance brand loyalty. Steinbock (2006, p.90) supports a potential for mobile marketing in enhancing customer's satisfaction and brand loyalty, however, the results might indicate that mobile marketing itself might not generate the outcome of enhancing brand loyalty.

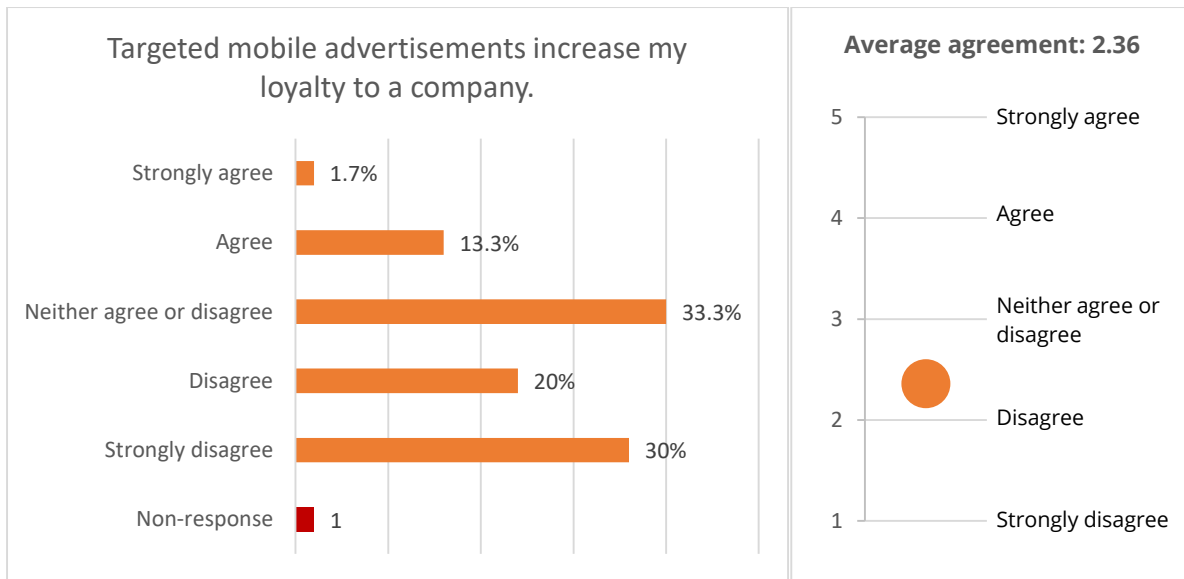


FIGURE 16: STATEMENT 4 - QUESTION 14

- Statement 5: I would forward mobile advertisements to friends and family. All responses were valid, from which 1 person (1.7%) strongly agrees, 7 (11.7%) both agree and neither agree or disagree, 17 (28.3%) disagree and a majority of 28 people (46.7%) strongly disagree. An average agreement of 1.93 demonstrates that most respondents would not forward mobile advertisements. These results were inconsistent with the viral marketing element highlighted by Karjaluoto et al. (2007, p.12), perhaps due to the incompatible sample types, research techniques and objectives investigated across the two studies.

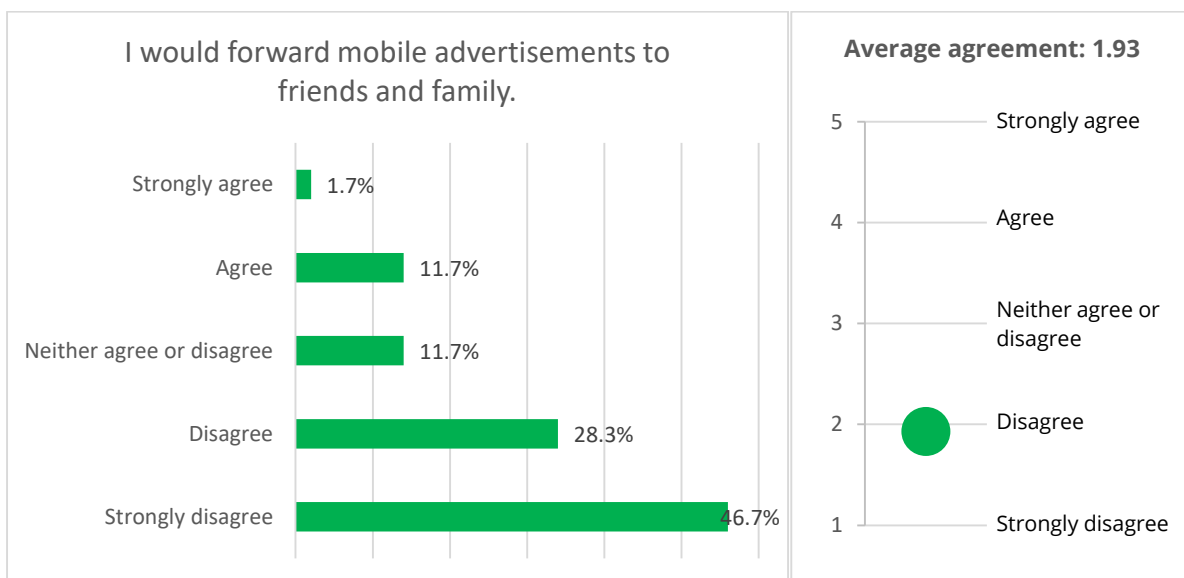


FIGURE 17: STATEMENT 5 - QUESTION 14

- Statement 6: I regularly encounter problems opting out from mobile advertisements: All responses were valid and 9 respondents (15%) marked they strongly agree, 16 (26.7%) agree, most respondents neither agree or disagree, that is 21 people (35%), 13 (21.7%) disagree and 1 respondent (1.7%) strongly disagrees. An average agreement of 3.32 shows a divided opinion between 'Agree' and 'Neither agree or disagree'. This gives room to the discussion brought by Barnes (2002, p.406), Huang (2012, p.88) and Edwards (2015) regarding the requirement of offering consumers an easy option to opt-out from marketing messages. The results are shown in Figure 18.

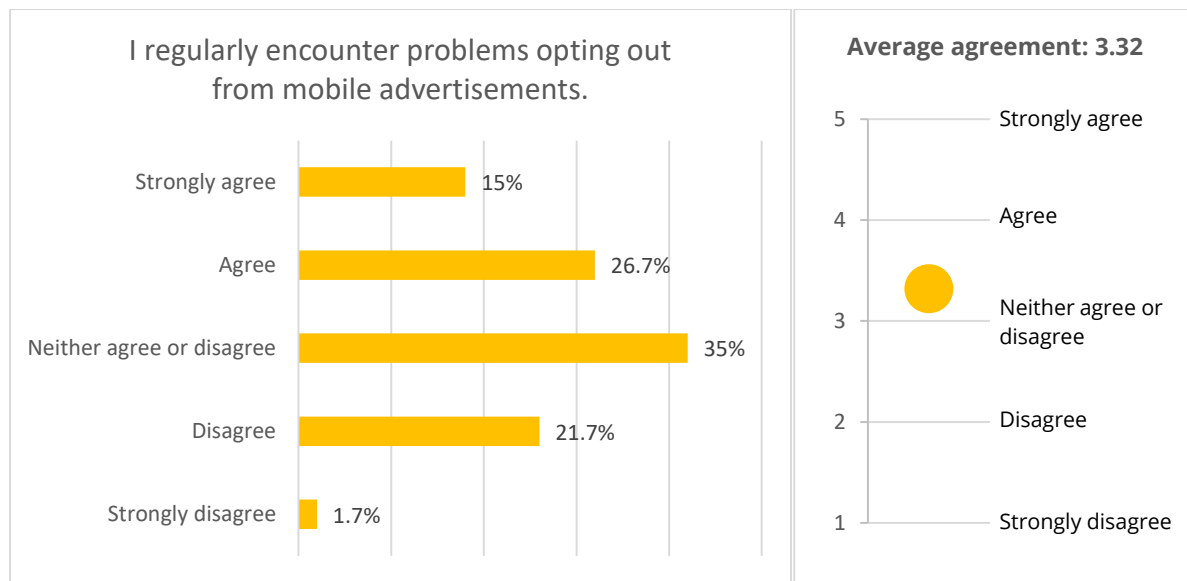


FIGURE 18: STATEMENT 6 - QUESTION 14

- Statement 7: I think that mobile advertisements are spamming: From 58 valid responses, 16 people (26.7%) strongly agree, 17 (28.3%) agree, a majority of 20 people (33.3%) neither agree or disagree, 4 people (6.7%) disagree and 1 person (1.7%) strongly disagrees. Accordingly, 23.3% of respondents have an opinion that mobile marketing is irritating, hence, the average agreement of 3.74 suggests a trend in agreeing with the statement that mobile advertisements are spamming, and it is in line with what Vatanparast and Ali Hasan (2010, p.28), Rohm and Sultan (2006, p.5), Ktoridou, Epaminonda and Kaufmann (2008, p.37) and Smutkupt, Krairit and Esichaikul (2010, p.28) underline regarding mobile marketing challenges.

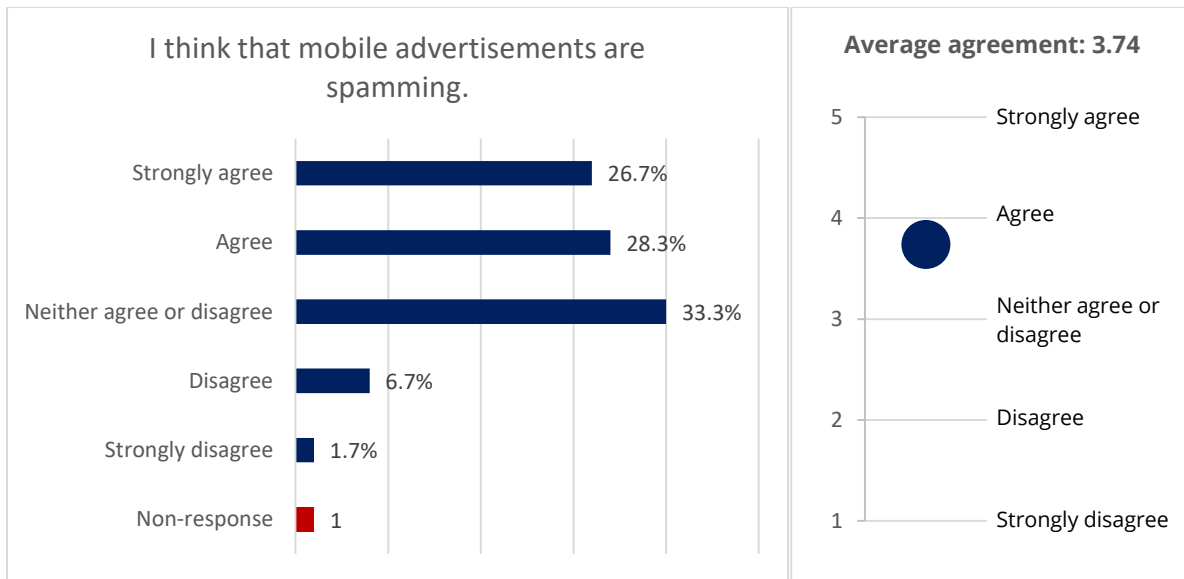


FIGURE 19: STATEMENT 7 - QUESTION 14

- Statement 8: I feel that mobile advertisements are intrusive to my privacy. From 58 valid responses, 17 people (28.3%) strongly agree, close second to the majority of 18 people (30%) who agree, 13 people (21.7%) neither agree or disagree, 8 people (13.3%) disagree and 2 people (3.3%) strongly disagree. The average agreement of 3.69 shows that most respondents tend to agree with the statement, which supports the considerations risen by McCorkle et al., (2013, p.92) regarding users' privacy and the importance of permission in the success of targeted mobile advertisements (Amin, Amin and Patel, 2011, p.12; Leppäniemi, Sinisalo and Karjaluoto, 2006, p.33; Huang, 2012, p.90).

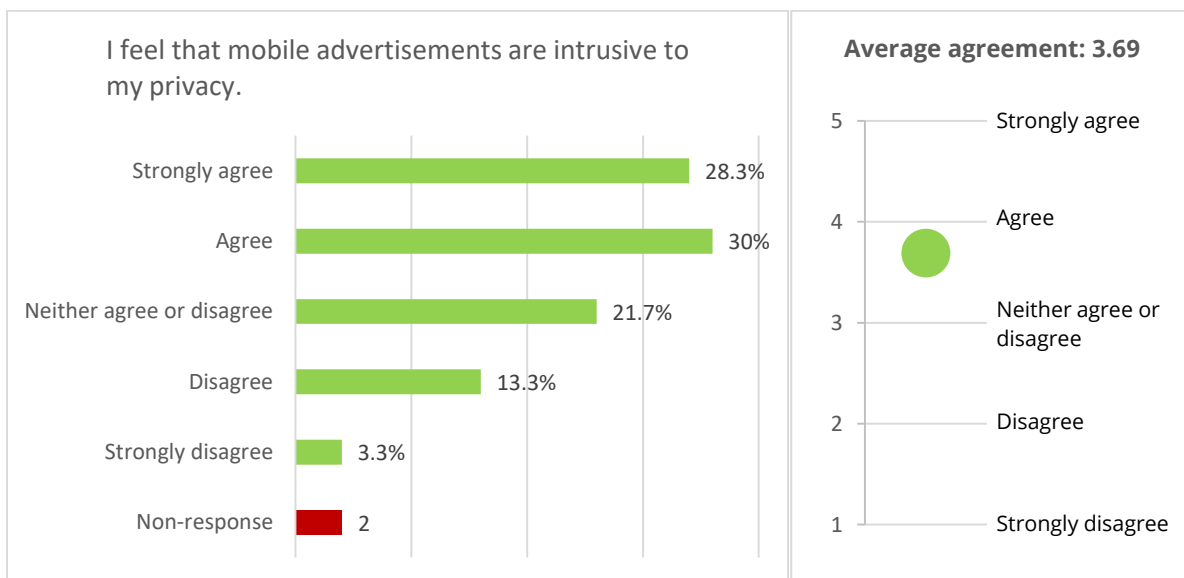


FIGURE 20: STATEMENT 8 - QUESTION 14

4.1.5 Objective 4. Research Findings

'To evaluate the impact of mobile retargeting advertising on purchase intentions of Irish Millennial customers.'

The following question investigates the several aspects that could favour customer's attitudes towards retargeting mobile advertising in accordance to Huang (2012, p.90), such as permission, content value, brand trust, personalisation, and incentives.

4.1.5.1 Retargeting Mobile Advertising impact on Purchase Intentions

With the objective of achieving a more comprehensive outlook of the overall attitudes and intentions of the respondents, the following statements also involve a Likert scale in order to measure patterns and beliefs from the answers (Domegan and Fleming, 2003, p.333). The question required respondents to indicate how likely they would buy a product after receiving retargeting mobile advertising under certain circumstances. The average agreement was calculated signing a value to each choice, where 'Very likely' is a 5 score choice, 'Likely' is a 4 score choice and so on successively. Figures 21 to 26 illustrate the responses:

- *Question 15: After browsing a product/service on the Internet and receiving a targeted mobile advertisement of that particular product/service, how likely would you buy it...*

- Statement 1: If the message is personalised and relevant to you. From the 59 valid responses, 6 people (10%) claim they are very likely to buy, a majority of 18 people (30%) are likely to buy, 10 people (16.7%) have no opinion, 12 people (20%) are unlikely to buy, and 13 people (21.7%) are very unlikely to buy. Although more people marked they are likely to buy the product or service, a slightly higher number of individuals are classified in the negative scope of the scale. Therefore, the result of a retargeting mobile advertisement with a personalised and relevant message to the individual is inferred as unlikely or undefined, since the average agreement calculated is 2.86, which would indicate a tendency from no opinion to unlikelihood to buy.

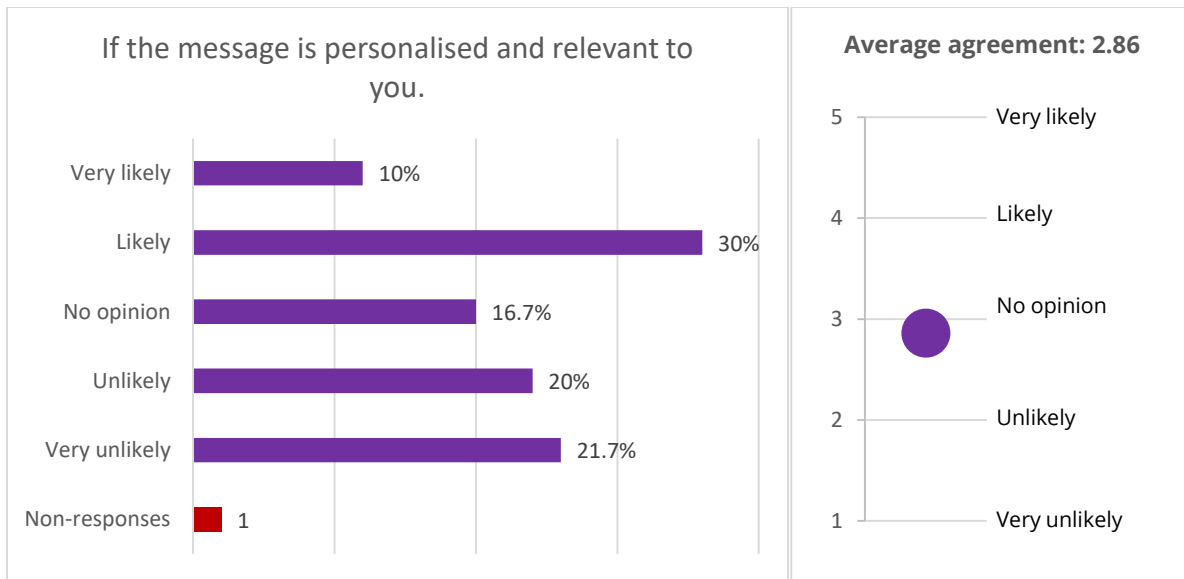


FIGURE 21: STATEMENT 1 - QUESTION 15

- Statement 2: If the message provides a promotional code or offer: From the 59 valid responses, 11 people (18.3%) are very likely to buy, a vast majority of 26 people (43.3%) are likely to buy, 9 people (15%) share no opinion, 7 people (11.7%) are unlikely to buy, and 6 people (10%) are very unlikely to buy. The average agreement of 3.49 indicates that most people would tend to buy products or would not have an opinion. The researcher infers that these results seem to be partially consistent with studies presented by Martin (2013, p.75), Karp (2007, p.79), Rohm and Sultan (2006, p.5), Rosekrans and Myers (2012, p.9) and Richard and Meuli (2013, p.710). All of them suggest that consumers seek gratification and are prone to accept mobile marketing in exchange for satisfactory benefits.

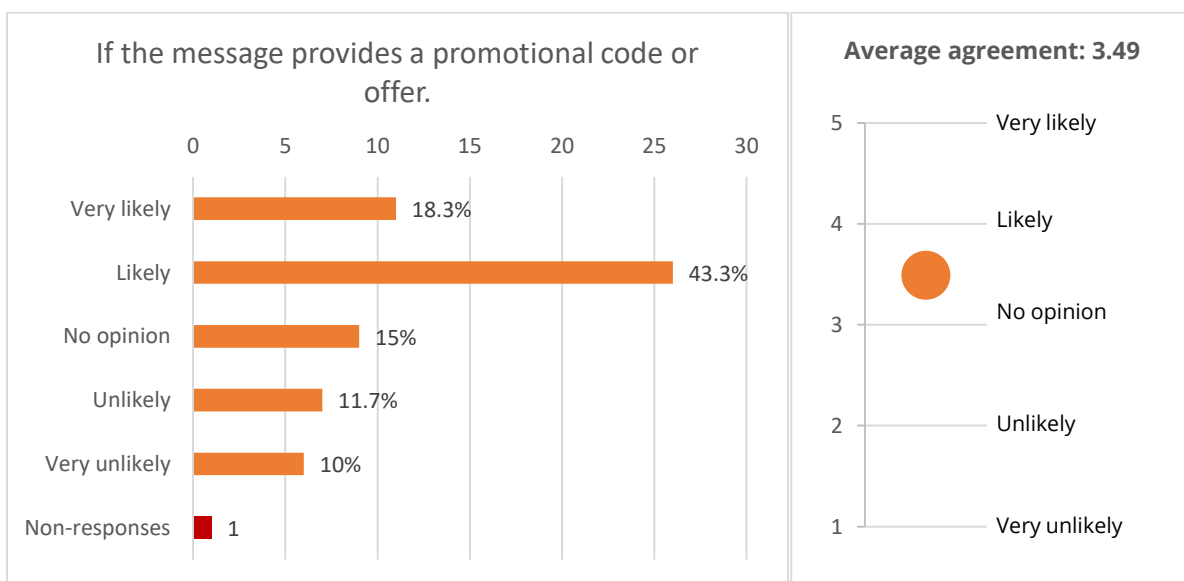


FIGURE 22: STATEMENT 2 - QUESTION 15

- Statement 3: If the message is relevant to your personal physical location. From the 58 valid responses, 1 person (1.7%) is very likely to buy, most of the respondents, that is, 23 people (38.3%) are likely to buy, 15 people (25%) have no opinion, 6 people (10%) are unlikely to buy, and 13 people (21.7%) are very unlikely to buy. Even though only 8.5% of respondents think location-based marketing message are appropriate to reach them, 38.3% responded to be likely to buy a product or service as a result of location-based retargeting mobile advertising. However, the average agreement of 2.88 indicates a tendency from not having an opinion to being unlikely to buy. Nonetheless, it could be inferred that location-based mobile messages could be combined in order to enhance effectiveness. According to Pasqua and Elkin (2013, p.222), geo-location could be used as a form of redeeming incentives.

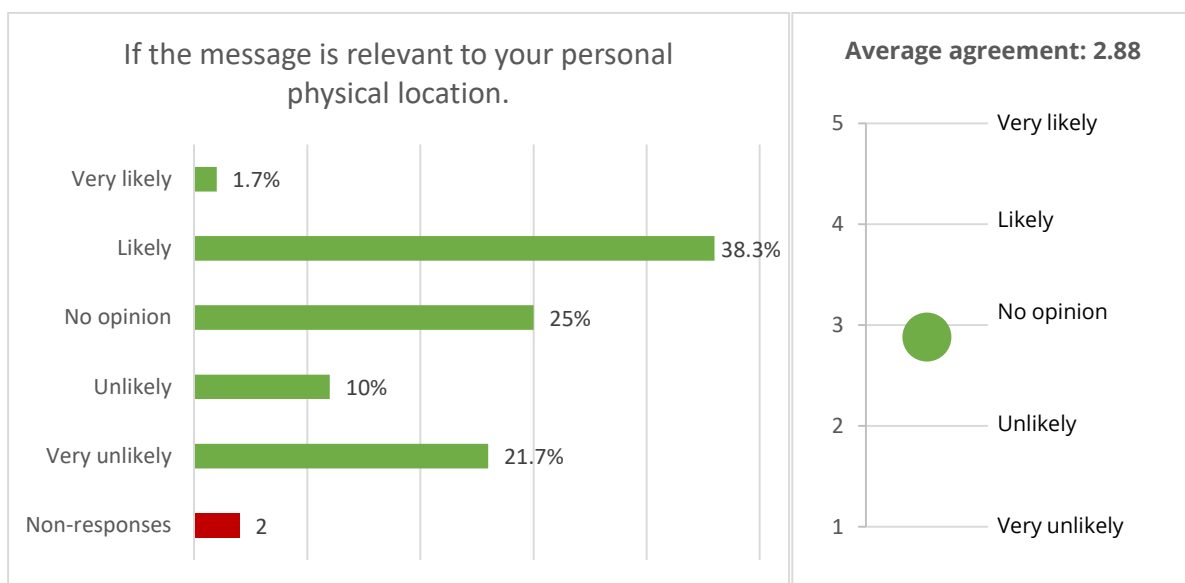


FIGURE 23: STATEMENT 3 - QUESTION 15

- Statement 4: If the message is from a brand you trust: From the 59 valid responses, 3 people (5%) are very likely to buy, 26 people (43.3%) are likely to buy, 13 people (21.7%) have no opinion, 10 people (16.7%) are unlikely to buy and 7 people (11.7%) are very unlikely to buy. The average agreement is 3.14, which shows a modest tendency from no opinion to likelihood to buy. The findings endorse the crucial impact of relationship marketing stated by Dow (2013, p.119) and brand trust stated by Huang (2012, p.90) on the effectiveness of mobile marketing. The study carried out by Bleier and Eisenbeiss (2015, p.393) showed that more trusted brands, in fact, benefit from highly targeted advertisements.

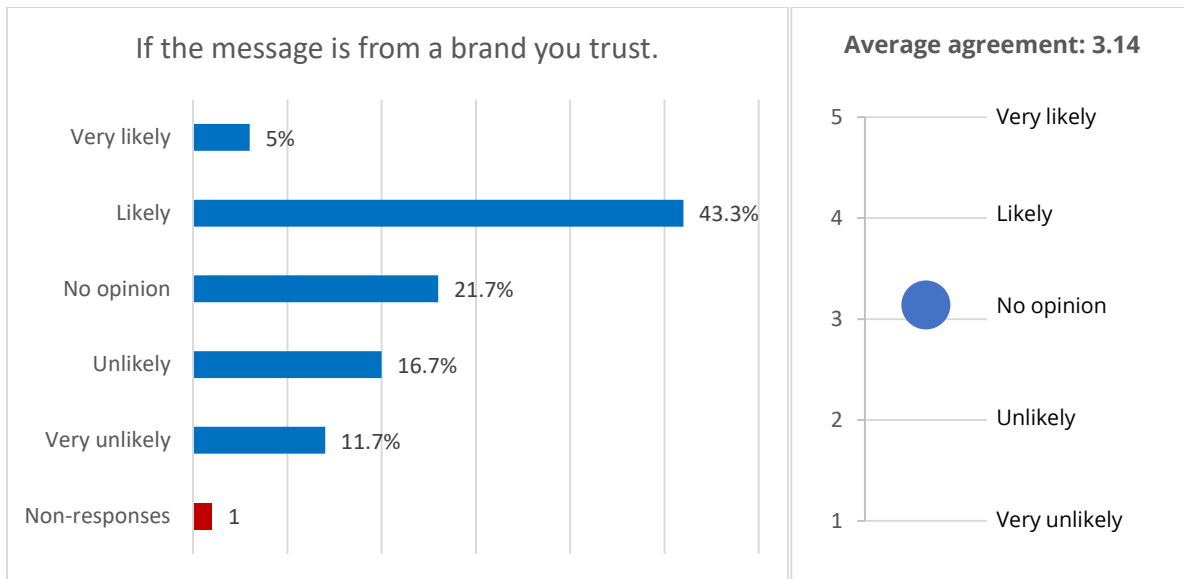


FIGURE 24: STATEMENT 4 - QUESTION 15

- Statement 5: If the message is fun or entertaining. All responses were valid, from which 2 people (3.3%) are very likely to buy, 14 people (23.3%) are likely to buy, most people do not have an opinion or a total of 21 (35%), 16 people (26.7%) are unlikely to buy, and 7 people (11.7%) are very unlikely to buy. The average agreement of 2.8 shows a division of opinions between uncertainty and unlikelihood of buying as a result of entertaining retargeting mobile advertisement. In contrast, not only Choi, Hwang and McMillan (2008, p.764) suggest entertainment universally appeals to audiences, but also Richard and Meuli (2013, p.710) support the use of entertainment when targeting Millennials.

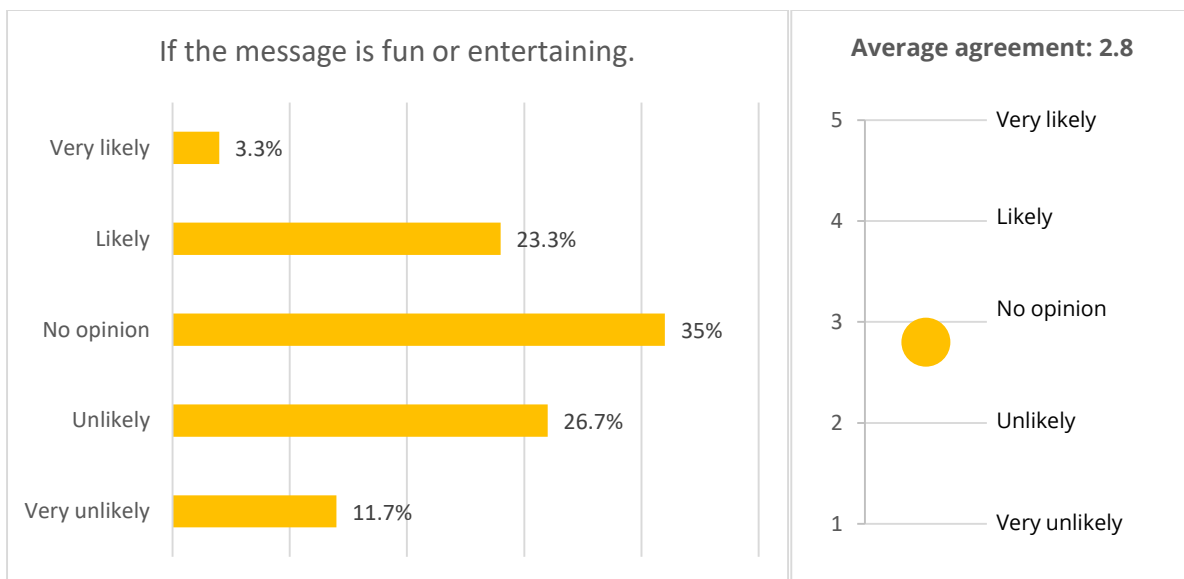


FIGURE 25: STATEMENT 5 - QUESTION 15

- Statement 6: If the message allows you to make the purchase immediately from your mobile device: From the 59 valid responses, 4 people (6.7%) are very likely to buy, 15 people (25%) are likely to buy, 13 people (21.7%) have no opinion, 16 people (26.7%) are unlikely to buy, and 11 people (18.3%) are very unlikely to buy it. The average agreement of 2.75 positioned attitudes into the negative scope of the scale. The results are inconsistent with the correlation between real-time and higher consumer response suggested by Lambrecht and Tucker (2013, p.563). However, with the developments and trends identified by Sunday Business Post (2010), Conmy (2015) and Slattery (2015) in the Irish m-commerce market, it is possible that these attitudes will change over time.

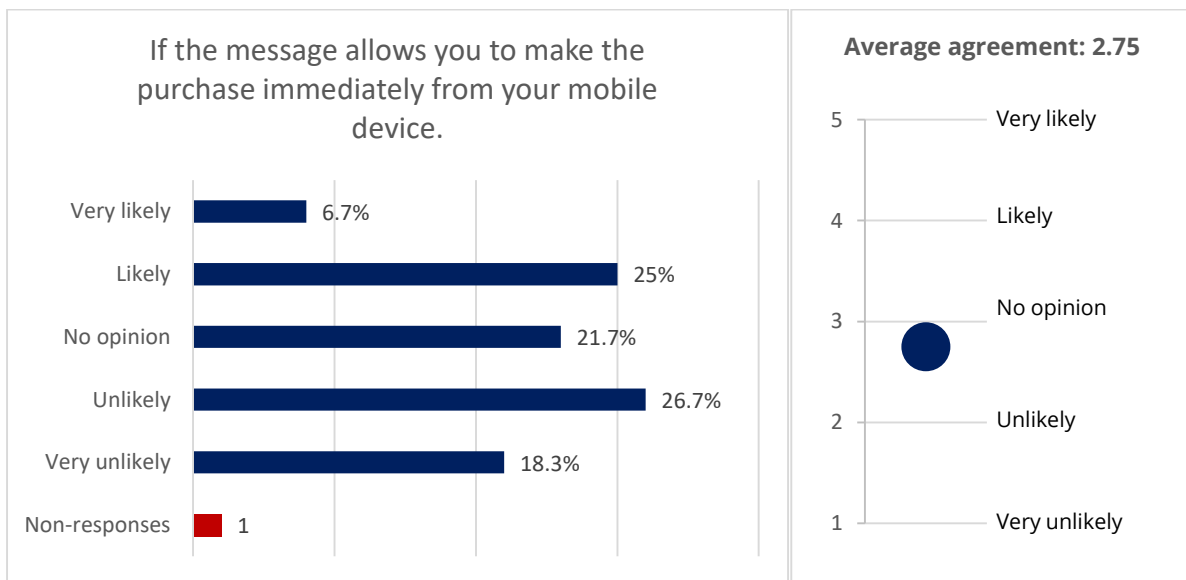


FIGURE 26: STATEMENT 6 - QUESTION 15

Chapter 5: Discussion

5.0 Introduction

This section observes the research questions developed from the gaps encountered on the literature review in addition to the empirical research findings and data analysis performed from primary research obtained through an online questionnaire. From 121 retrieved questionnaires, 90 were fully completed, of which 60 were valid in terms of sample profile. The questions structure was developed to assign specific research objectives and sub-objectives with the purpose of addressing the research questions, from demographics to general mobile marketing awareness and attitudes towards highly targeted mobile advertisements to retargeting mobile marketing effectiveness. Next, the descriptive analysis presented the results, which were grouped according to the research objectives. Furthermore, the research findings were interpreted in order to lead the final conclusions of this study.

5.1 Retargeting Mobile Advertising and the Irish Millennial market

Retargeting is growing importance amongst marketing professionals owing to its high level of personalisation (Helft and Vega, 2010), as it individually tailors marketing messages and reconnects with potential customers (O'Kane, 2013, p.89). Literature highlights the potential of mobile devices due to its pervasive presence (Pasqua and Elkin, 2013, p.p.2) and to its capability of delivering relevant messages in real-time based on the context of what the user is doing (Yaniv, 2008, p.86; Martin, 2013, p.69). On the other hand, this type of highly targeted advertising raises privacy concerns (Vatanparast and Ali Hasan, 2010, p.28) and generates negative perceptions, such as irritating (Rohm and Sultan, 2006, p.5).

5.1.1 Question 1. Research Discussion

'Can retargeting mobile advertising increase purchase intentions of Millennial customers in Ireland?'

In order to answer the first research question, the study explores the sample's awareness of exposure, the perceptions and attitudes towards mobile marketing. Moreover, the survey aimed to investigate not only the adoption of mobile technology amongst Millennials in Ireland but also what factors impact their attitudes towards mobile marketing both positively and negatively to the extent that those factors would affect retargeting mobile advertising effectiveness.

5.1.1.1 Sample demographics

The sample chosen as the subject for this study was identified as mainly highly educated and employed for wages and it widely uses smartphones with Internet connection. The results also show that the sample is being exposed and becoming familiar with marketing messages on their mobile devices. The respondents who participated in the online survey are not only aware that companies are sending marketing messages through mobile, but also have noticed that after searching for products or services and browsing websites, the advertisements they see are directly related to what they were looking for online. In other words, they recognise receiving some type of retargeting mobile advertising. The researcher aims to answer the first research question in further discussions.

5.1.1.2 Negative perceptions and the anticipation of behaviour

The results show that a greater group from the sample have negative perceptions regarding mobile marketing, hence, the research findings depict the most registered opinions to describe mobile marketing as 'intrusive' and 'spamming', which supports the literature review disclosures regarding negative responses generated by unfavourable perceptions of mobile marketing (Ktoridou, Epaminonda and Kaufmann, 2008, p.37). The following perceptions regarding mobile marketing selected by the respondents were 'useful' and 'acceptable'. According to Gewei (2007, p.45), mobile marketing potential is in generating value-added and more convenient two-way communications between companies and consumers, which could reinforce the perceptions of usefulness and acceptance of mobile advertisements.

Even though the respondents who participated in the online survey affirm noticing targeted mobile advertisements, such as search and website retargeting, as well as location-based messages, only a few actually confirm engaging with them by opting-in to companies' notifications, using offers, clicking on banner ads, scanning QR Codes or even purchasing a product. According to Domegan and Fleming (2007, p.335), attitudes are an anticipation of behaviour, hence, since consumers' overall attitudes towards mobile marketing are negative, it is inferred that the expected behaviour of responding to mobile advertisements is affected and inhibited by such attitudes.

Moreover, most respondents would not forward mobile advertising to friends and family and they find it difficult to opt-out from. The first finding is not consistent with the viral aspect that mobile advertising could achieve as suggested by Karjaluo et al. (2007, p.12). However, owing to the

limitations of the research sample and highlighting that its goal is not to investigate viral contents in mobile advertising, it is not possible to infer whether this finding would contradict the study undertaken by Karjaluoto et al. The second finding, however, demonstrates that respondents have had bad experiences when trying to opt-out from mobile advertisements, which underlines the importance of permission in the success of targeted mobile advertising (Amin, Amin and Patel, 2011, p.12; Leppäniemi, Sinisalo and Karjaluoto, 2006, p.33; Huang, 2012, p.90). Furthermore, other authors also suggest marketers to permit users to opt-out or change their permission status in an easy and simple manner (Barnes, 2002, p.406; Huang, 2012, p.88; Edwards, 2015).

5.1.1.3 Retargeting mobile advertising impact on purchase intentions

The survey explored the impact of retargeting mobile advertisements on purchase intentions of respondents. The researcher observed that, like in general mobile marketing and as suggested by Leppäniemi, Sinisalo and Karjaluoto (2006, p.33), certain aspects can exert more influence than others on the effectiveness of retargeting mobile advertising. Therefore, it is inferred that purchase intentions of Irish Millennial consumers can be impacted by retargeting mobile advertisements, yet, accordingly to Lambrecht and Tucker (2013, p.29), only in specific circumstances. These factors are deeper discussed in the following topics.

5.1.2 Question 2. Research Discussion

'What key factors can enhance retargeting mobile advertising effectiveness?'

Barnes (2002, p.412) states that various factors can influence the perceptions of mobile marketing, thus, mobile advertisements can be changed according to those factors with the objective of enhancing effectiveness. The research question aimed to assess the importance of elements suggested by literature that can impact mobile marketing effectiveness: permission, brand trust, content, personalisation and incentives (Leppäniemi, Sinisalo and Karjaluoto, 2006, p.33; Huang, 2012, p.90).

5.1.2.1 Frequency and platforms of exposure

The questionnaire investigated whether respondents believe there are a more appropriate day and time to receive mobile marketing messages. Consistently with negative attitudes, most of the sample does not wish to be contacted by companies through their mobile devices. On the other hand, the respondents who accept mobile marketing messages did not express a preferred day of the week. In relation to a more appropriate time, there was a divided opinion between the

evening and no preference. The negative attitudes observed are valuable to understand the relevance of obtaining permission from consumers before sending mobile advertisements (Huang, 2012, p.88; Mort and Drennan, 2002, p.18; Amin, Amin and Patel, 2011, p.12)

The lack of definition of a specific day and time chosen as more suitable to receive mobile marketing messages might be due to the fact that consumers are now in charge of what information they read, how and when they read it (Martin, 2013, p.1). The sample also demonstrated a preference for being exposed to targeted mobile advertising through social media and display banner ads, which can indicate potential platforms to target Irish Millennial consumers. This corroborates literature observations on Millennials behaviours as heavy mobile Internet users and constantly present on social networks (Eastman et al., 2014, p.455) and efficiency of banner ads (Michael and Salter, 2006, p.116; Rosekrans and Myers, 2012, p.17).

5.1.2.2 Relationship marketing and brand trust

According to Dow (2013, p.119), relationship with consumers is crucial to mobile marketing success. Furthermore, the capacity of targeting customers with relevant messages to their context details is what makes mobile a relevant asset to companies (Vatanparast and Ali Hasan, 2010, p.31). In addition, Eastman et al. (2014, p.57) state that Millennials tend to nurture emotions towards brands, which can support brand loyalty and trust as influencers in their buying process. Although the research results show that targeted mobile advertising alone does not enhance brand loyalty to a brand, a potential likelihood of buying a product or service from a trusted brand after receiving some type of retargeting mobile advertising was identified by the questionnaire. Therefore, as suggested by Bleier and Eisenbeiss (2015, p.393) and Huang (2012, p.90), the factor brand trust can enhance results from retargeting mobile advertising.

5.1.2.3 Content and Personalisation

Different types of content appeal to different types of consumers, which makes personalisation crucial for mobile influence. According to Martin (2013, p.28), the role of mobile marketing is about sending highly relevant messages to each targeted individual. Personalisation involves interactions between brands and consumers (Karjaluoto et al., 2007, p.12) with the objective of leveraging customer responses (Yaniv, 2008, p.87).

A significant part of the sample implied to accept targeted mobile advertisements that have significance to their interests. On the other hand, the results show a low likelihood to buy a product

or a service as a result of personalised retargeting mobile advertising. In other words, according to the study presented by Lambrecht and Tucker (2013, p.28), there is limited evidence that customising content to a user's preference is indeed effective.

The impact on purchase intentions generated by the entertaining element in the content of mobile advertising was examined. According to Richard and Meuli (2013, p.710), entertainment should be used when targeting Millennials. However, this suggestion is not pertinent to the responses obtained by the questionnaire, since they show a divided viewpoint between unlikelihood to buy and no opinion. Brennan (2013, p.81), in turn, points out that entertainment has no significance to attitudes towards mobile advertising in the Irish market. Therefore, entertainment could be explored with different objectives other than just generating purchase intentions, since it is also noted by Choi, Hwang and McMillan (2008, p.764) that fun and trustworthy advertising attract consumers regardless of their background.

5.1.2.4 Incentives and location-based campaigns

According to Richard and Meuli (2013, p.710) Millennials seek instant gratification and rewards, which indicates that mobile marketing targeted to them can be more effective when containing incentives. As a matter of fact, a significant part of the responses from the questionnaire supports that the sample's purchase intentions can be influenced by retargeting mobile advertisements with promotional codes or offers.

Moreover, Pasqua and Elkin (2013, p.222) outline that offers can be redeemed in a combination with geosocial platforms. The results of the survey show that 38.3% of respondents' purchase intentions are impacted by retargeting mobile advertisements relevant to their physical location, even though the average responses point out to an undefined opinion and the fact that location-based messages are not acknowledged as the more appropriate mobile marketing application. Having said that, the research is limited to infer whether the effectiveness of location-relevant mobile advertising is consistent with Pasqua and Elkin (2013, p.208) when they state that location is essential to accurately reach consumers, since proximity can intensify purchase intentions.

5.1.2.5 M-Commerce

Considering that Millennials are digital natives willing to pay more to have novelties first hand (Tode, 2013), the questionnaire aimed to explore whether the usefulness and practicality of m-commerce in operating purchase transactions would enhance retargeting mobile advertisements

effectiveness by generating purchase intentions. Conversely, the results show that this feature would not increase purchase intentions even though Romanov (2012, p.31) states that currently there is a demand for the immediacy of responses, marketing and sales as advancements overcome physical barriers. It is also important to understand that the research was limited in investigating this factor, hence it was not able to reproduce what is suggested by Lambrecht and Tucker (2013, p.563) regarding the capability of retargeting mobile advertisements to be served in real-time with higher specificity and interaction, hence, resulting in greater consumer response. Therefore, the result of the study cannot be generalised to a comprehensive situation where other factors are combined. Moreover, it is perceived that the Irish m-commerce market is expanding (Sunday Business Post, 2010), which indicates that consumer behaviour regarding m-commerce and retargeting mobile advertising might change over time.

Chapter 6: Conclusions and Recommendations

6.0 Introduction

The sparse literature background concerning the impact of retargeting mobile advertising on customer's purchase intentions provided an opportunity for this research to contribute to some theory, even though a number of industry researches without academic support promote the higher efficiency of this tool in relation to general mobile advertising. The quantitative method study was undertaken to investigate the attitudes of Irish Millennials regarding retargeting mobile advertising and it indeed perceived some levels of effectiveness. The results presented and discussed embody a basis for future research.

6.1 Intrusion and Personalisation on retargeting mobile advertising

The primary research findings show that Millennial consumers in Ireland, even though are heavy mobile Internet users and are aware of mobile marketing, as well as retargeting mobile advertising, have a negative perception of mobile marketing in general, which can be extended to retargeting mobile advertising, owing to the evidence that they find it intrusive and, according to the literature review, this generation is influenced by privacy concerns (Richard and Meuli, 2013, p.710). The data collected also demonstrated that a majority of the sample does not engage with mobile advertisements and it is not open to receive targeted mobile messages under any circumstances, what led the researcher to conclude that the negative perceptions may have a direct impact on acceptance of mobile marketing messages, and therefore, on behaviours, as suggested by Ktoridou, Epaminonda and Kaufmann (2008, p.37).

On the other hand, another conclusion can be drawn concerning the consistence of relevance in personalisation of highly targeted mobile advertising. Thus, a significant part of the sample displayed an openness in receiving personalised content on their mobile device. This might be an indication of what Leppäniemi, Sinisalo and Karjaluoto (2006, p.34) state regarding the use of personalised messages to create closer connections with users, thus, to change their attitudes. Moreover, the findings identified social platforms and mobile display advertisements, or banner ads, as preferable media to see retargeting mobile advertising by Irish Millennials.

6.2 Key factors that impact purchase intentions

The researcher concludes that retargeting mobile advertising is potentially able to impact Irish Millennial customers' purchase intentions, however, only in specific situations. The limitations in the research process could not establish a definitive conclusion to all situations since the sample size was not largely representative and/or the respondents have insufficient experience to shape strong feelings or have no strong impressions towards retargeting mobile advertising. The factors considered probable of increasing customer's purchase intentions driven by retargeting mobile advertising are: brand trust, incentives and geolocation.

Brand trust showed a sharp tendency on purchase intentions since 43.3% of the respondents claimed they are likely to buy a product or service after receiving retargeting mobile advertisements from a brand they trust. The average agreement of 3.14, however, positioned the overall opinion closer to a neutral result. A similar situation occurred with promotional codes or offers when 43.3% of the respondents claimed they are likely to buy and the average agreement of 3.49 positioned the results exactly in the middle of the likelihood scope and 'No opinion' position. Nonetheless, the researcher concludes that brand trust can attribute an essential role in retargeting mobile advertising, in accordance with Dow (2013, p.119), as well as incentives can enhance responses (Leppäniemi, Sinisalo and Karjaluoto, 2006, p.33; Rohm and Sultan, 2006, p.5).

Personal physical location relevancy demonstrated to be more effective than personalisation and interests relevancy when 38.3% of the respondents claimed they are likely to buy a product or service after receiving a retargeting mobile advertisement based on their location. The average agreement of 2.88 indicates that this factor alone might not be significant in generating purchase intentions. According to the literature (Pasqua and Elkin, 2013, p.222), perhaps the combination of other factors, such as incentives, could enhance geolocation influence.

Incidentally, since little research has explored retargeting mobile advertising in the Irish Millennial market, this study contributes to the digital marketing industry and to academia beneficial knowledge and trends in consumers' attitudes, forming a foundation for future investigation in this area of study.

6.3 Recommendations for further research

Despite the fact this research developed some knowledge of retargeting mobile advertising and its impact on purchase intentions of the Irish Millennial market and owing to the limitations

inherent in this research, there are other aspects to be further explored. With the objective of stimulating advancements, future research should examine information that is not included in the academic sphere of studies. Furthermore, the limits of the research should be expanded by further investigation. Owing to these limitations, the following recommendations are directed to academic research and digital marketing industry practitioners.

6.3.1 Academic research

Retargeting marketing is a relatively new concept that is still being explored as technology develops. Additional and more in-depth studies on consumer behaviour and experiences with this digital marketing trends enable scholars to gather data and interpret results in a meaningful way on customer's attitudes and purchase intentions as a cause of retargeting marketing on mobile devices.

Furthermore, studies with larger and more significant samples would guarantee a greater representativeness of the Irish Millennial population, adding a degree of reliability in the findings and the possibility of consistent cross tabulation analysis between variables of demographics and attitudes. Moreover, it would be an additional advantage to examine how different results are from retargeting mobile advertising and retargeting advertising in general in order to support or refute industries' reports that assert the superiority of retargeting mobile advertising.

Additionally, it would be beneficial to extend this study for a longer period and perhaps to a further extent, hence identifying trends in attitudes and changes in behaviour both in an Irish perspective and in a European perspective. It would also be valuable to explore the various combinations of factors in retargeting mobile advertisements and assess their potential and effectiveness, as well as their inefficiency to better understand what drives positive and negative outcomes and what should be encouraged or discouraged by professionals.

6.3.2 Digital marketing industry

Digital marketing industry has invested in retargeting reports and supporting its greater efficiency. Nevertheless, it should be encouraged to investigate the actual effects of retargeting mobile advertising alongside with academic research in order to support findings from both sides. It would also be advantageous to interview digital marketing professionals in Ireland to understand which strategies are being applied and what realistic results have been achieved in the area

perspective. This information would have been useful to compare with the results from research and assess whether companies are allocating their investments and efforts properly.

In contemplation of the findings that Irish Millennials hold negative attitudes towards mobile marketing, it would be constructive for practitioners to address that matter with their relationship marketing skills and focus on nurturing more trustworthy bonds with customers, as this factor impacts the effectiveness of retargeting mobile advertising and the future of mobile marketing as a whole.

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Appendices

Appendix 1: Questionnaire (online survey for primary data collection)

Dear participant,

I am a Master student in Marketing at Dublin Business School and I am currently working on the research for my dissertation. The aim of this research is to investigate the impact of retargeting mobile advertising on customer's purchase intentions in Ireland. Retargeting mobile advertising refers to highly targeted marketing messages to mobile users who have shown previous interest in a company's product/service.

Therefore, I kindly ask for your support in dedicating approximately five minutes to participate in this questionnaire about your experience with targeted mobile advertising. It will be highly appreciated and your answers will have a significant contribution to my investigation.

The responses and all the data collected through this questionnaire will only be used for the purpose of this research project and will strictly be treated anonymously.

Please access the questionnaire through the following link and feel free to ask your friends and relatives residents in Ireland to respond this questionnaire as well:

<http://goo.gl/jFmxgl>

Thank you very much for participation.

Leticia Nishida

Dublin Business School

MSc Marketing (Digital Media Stream)

Questions

1. What is your gender?

- Male Female

2. To what age category do you belong?

- Under 18
 18 - 26
 27 - 36
 37 - 46
 47 - 56
 Over 57

3. What is the highest degree or level of school you have completed?

- High school graduated
 University undergraduate
 Postgraduate diploma
 Masters degree
 PhD degree
 Other (please specify) _____

4. Are you currently...?

- Employed for wages
 Self-employed
 Out of work
 A homemaker
 A student
 Retired
 Unable to work
 Other (please specify) _____

5. What is your country of residence?

- Ireland
 Other (please specify) _____

*If you marked other country of residence, you have completed the questionnaire.

6. Do you own a mobile phone with Internet access?

- Yes No

7. What type of mobile device do you use to connect to the Internet?

- Standard mobile phone (simpler feature cellphone)
 Smartphone (advanced touch screen cellphone)
 Tablet
 Other (please specify) _____

- 8. Have you ever received some type of marketing message on your mobile device? (e.g.: SMS text, ad banner on a web page, push notification, etc)**
 Yes No I don't know
- 9. Please select an option that closely represents your opinion about targeted mobile advertisements (e.g. that relate to your interests such as browsing behaviour, past purchases, real-time location-based, etc).**
 Acceptable
 Pleasant
 Useful
 Valuable
 Irrelevant
 Irritating
 Intrusive
- 10. Is there a particular day of the week you would consider appropriate to receive targeted mobile advertisements?
(Please select all that apply)**
 Monday Tuesday Wednesday Thursday Friday
 Saturday Sunday I don't have a preference
 I prefer not to receive any marketing messages
- 11. What time of the day would you consider appropriate to receive targeted mobile advertisements?**
 8am – 11am 12pm – 2pm 3pm – 5pm 6pm – 8pm
 I don't have a preferred time I prefer not to receive any marketing messages
- 12. Please check each statement that you agree with regarding your mobile device:**
 I've received targeted mobile advertisements after browsing a product on the Internet.
 I've received location-based mobile advertisements.
 I've noticed product ads after leaving a company's website.
 I've used offers that I've received from mobile advertisements.
 I've clicked on mobile banner advertisements.
 I've scanned QR Codes from advertisements.
 None of the above
- 13. Which of the following applications, if any, do you consider appropriate to receive targeted mobile advertisements?
(Please select all that apply)**
 Text message (SMS, MMS)
 Messaging application (WhatsApp, Viber...)
 Social Network
 Banner ads
 E-mail
 Location-based messages

() Other - Write In (Required)

() None of the above

14. Please indicate your level of agreement/disagreement with the following statements in relation to your mobile device:

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
I've signed up to a number of companies notifications on my mobile device.	()	()	()	()	()
I've purchased products after receiving mobile advertisements.	()	()	()	()	()
I am open to see personalised mobile advertisements relevant to my interests.	()	()	()	()	()
Targeted mobile advertisements increase my loyalty to a company.	()	()	()	()	()
I would forward mobile advertisements to friends and family.	()	()	()	()	()
I regularly encounter problems opting out from mobile advertisements.	()	()	()	()	()
I think that mobile advertisements are spamming.	()	()	()	()	()
I feel that mobile advertisements are intrusive to my privacy.	()	()	()	()	()

15. After browsing a product/service on the Internet and receiving a targeted mobile advertisement of that particular product/service, how likely would you buy it... ?

	Very likely	Likely	No opinion	Unlikely	Very unlikely
If the message is personalised and relevant to you.	()	()	()	()	()
If the message provides a promotional code or offer.	()	()	()	()	()
If the message is relevant to your personal physical location.	()	()	()	()	()
If the message is from a brand you trust.	()	()	()	()	()

If the message is fun or entertaining.	()	()	()	()	()
If the message allows you to make the purchase immediately from your mobile device.	()	()	()	()	()

Thank you for your time and support!

Screenshots

Retargeting Mobile Advertising in Ireland | DBS Dissertation 2016

Intro

Dear participant,

I am a Master student in Marketing at Dublin Business School and I am currently working on the research for my dissertation. The aim of this research is to investigate the impact of retargeting mobile advertising on customer's purchase intentions in Ireland. Retargeting mobile advertising refers to highly targeted marketing messages to mobile users who have shown previous interest in a company's product/service.

Therefore, I kindly ask for your support in dedicating approximately five minutes to participate in this questionnaire about your experience with targeted mobile advertising. It will be highly appreciated and your answers will have a significant contribution to my investigation.

The responses and all the data collected through this questionnaire will only be used for the purpose of this research project and will strictly be treated anonymously. Please start with the survey now by clicking on the **Next** button below.

Thank you very much for your participation.

Leticia Nishida
 Dublin Business School
 MSc Marketing (Digital Media Stream)

Next

0%

Questions

1. What is your gender? *

- Male
- Female

2. To what age category do you belong? *

- Under 18
- 18 - 26
- 27 - 36
- 37 - 46
- 47 - 56
- Over 57

3. What is the highest degree or level of education you have completed? *

- High school graduated
- University undergraduated
- Postgraduate diploma
- Masters degree
- PhD degree
- Other - Write In

4. Are you currently ... ? *

- Employed for wages
- Self-employed
- Out of work
- A homemaker
- A student
- Retired
- Unable to work
- Other - Write In

5. What is your country of residence? *

- Ireland
- Other - Write In (Required) *

6. Do you own a mobile device with Internet access? *

- Yes
- No

7. What type of mobile device do you use to connect to the Internet? *

- Standard mobile phone** (simpler feature cellphone)
- Smartphone** (advanced touch screen cellphone)
- Tablet**
- Other** - Write In

8. Have you ever received some type of marketing message on your mobile device? (e.g.: SMS text, ad banner on a web page, push notification, etc) *

- Yes
- No
- I don't know

9. Please select an option that closely represents your opinion about targeted mobile advertisements (e.g. that relate to your interests such as browsing behaviour, past purchases, real-time location-based, etc). *

- Acceptable
- Pleasant
- Useful
- Valuable
- Irrelevant
- Irritating
- Intrusive

10. Is there a particular day of the week you would consider appropriate to receive targeted mobile advertisements?
(Please select all that apply) *

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday
- I don't have a preference
- I prefer not to receive any mobile marketing messages

11. What time of the day would you consider appropriate to receive targeted mobile advertisements? *

12. Please check each statement that you agree with regarding your mobile device: *

- I've received targeted mobile advertisements after browsing a product on the Internet.
- I've received location-based mobile advertisements.
- I've noticed product ads after leaving a company's website.
- I've used offers that I've received from mobile advertisements.
- I've clicked on mobile banner advertisements.
- I've scanned QR Codes from advertisements.
- None of the above

13. Which of the following applications, if any, do you consider appropriate to receive targeted mobile advertisements?
(Please select all that apply) *

- Text message (SMS, MMS)
- Messaging application (WhatsApp, Viber...)
- Social Network
- Banner ads
- E-mail
- Location-based messages
- Other - Write In (Required) *
- None of the above

14. Please indicate your level of agreement/disagreement with the following statements in relation to your mobile device: *

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
I've signed up to a number of companies notifications on my mobile device.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I've purchased products after receiving mobile advertisements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am open to see personalised mobile advertisements relevant to my interests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Targeted mobile advertisements increase my loyalty to a company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would forward mobile advertisements to friends and family.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I regularly encounter problems opting out from mobile advertisements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think that mobile advertisements are spamming.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel that mobile advertisements are intrusive to my privacy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. After browsing a product/service on the Internet and receiving a targeted mobile advertisement of that particular product/service, how likely would you buy it...? *

	Very likely	Likely	No opinion	Unlikely	Very unlikely
If the message is personalised and relevant to you.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If the message provides a promotional code or offer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If the message is relevant to your personal physical location.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If the message is from a brand you trust.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If the message is fun or entertaining.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If the message allows you to make the purchase immediately from your mobile device.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Back](#) [Submit](#)

Responsiveness on tablet and smartphone



Appendix 2: Self-Reflections on own Learnings

2.0 Introduction

This section covers the critical self-reflections on own learnings throughout the research process. Concepts on learning and learning styles are described, followed by frameworks for a particular analytical assessment of the researcher's learning inclinations. Moon (1999, p.103) states that "Learning is a complex of cognitive and affective activities". Additionally, Honey and Mumford (2000, p.7) define learning as a demonstration of knowledge or skills people did not have before.

2.1 Learning style theories

The different depth of approaches in processing pieces of information when learning can be described as learning styles (Eggen and Kauchak, 2001, p.136). Furthermore, people acquire distinct preferences for intaking and processing new information (Chen, Jones and Moreland, 2014, p.46). The theory behind learning styles was widely adopted with basis on David Kolb's experiential learning cycle, that consists of a circular process in which a set of four stages are interlinked and each stage describes an event of experience (Moon, 1999, p.24). In other words, Kolb's model of experiential learning is centred in learning as a result of experience, and it begins with a 'Concrete experience', when the learner faces a new event, then goes through a 'Reflective observation', when extracts from past experiences differentiate from the new event, then evolves to 'Abstract conceptualisation', when theories merge to form solutions and finally these solutions are applied, reaching the stage of 'Active experimentation'. (Chen, Jones and Moreland, 2014, p.47). The four stages are illustrated in Figure 27.

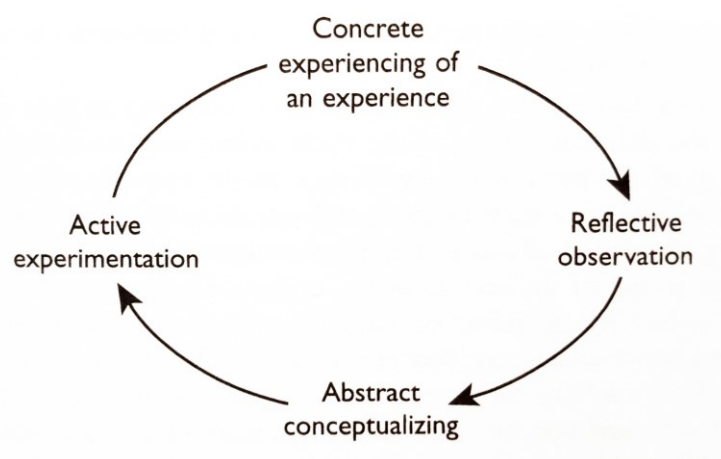


FIGURE 27: KOLB'S EXPERIENTIAL LEARNING CYCLE (MOON, 1999)

Consequently, this scope of noticing and making sense of information can be associated with four distinct styles of learning (Chen, Jones and Moreland, 2014, p.47). Honey and Mumford (2000, p.11)

developed a framework of learning styles correlated to Kolb's cycle, as these styles are likely to reinforce the actions from the cycle whilst people become habitual to their own compatible and preferred patterns. The authors describe the four styles as follows:

- **Activist learner:** Enthusiastic, likes to take immediate actions;
- **Reflector learner:** Is observer and thoughtful before taking actions;
- **Theorist learner:** Makes sure things fit into a logic;
- **Pragmatic learner:** Runs to see if ideas work in practice.

Figure 28 illustrates the four learning styles connected to the four stages of the cycle:

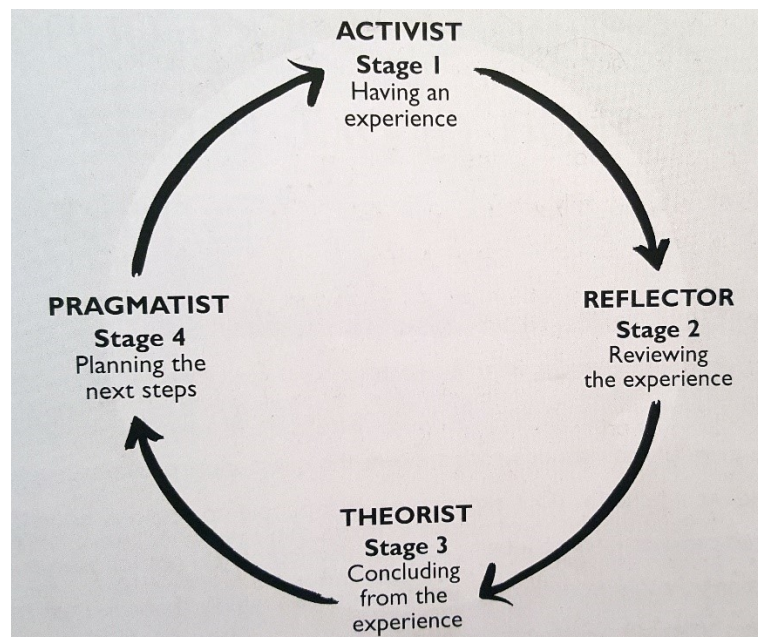


FIGURE 28: STAGES OF THE LEARNING STYLES (HONEY AND MUMFORD, 2000)

Considering the aforementioned theories, thus, assessing the individual learning patterns and observing the results of a Learning Style Questionnaire, the researcher concluded that one's most compatible learning style is reflector. According to Honey (2008, p.17), reflectors tend to think carefully before taking actions, preferring to listen more than to talk and are inclined to go over a piece of learning more than once. The reflector style is very suitable to the researcher's behaviour, since during data collection from secondary research, the investigator would never stop pondering other subjects and perspectives to be added to the literature review, whereas during primary research planning, the researcher was cautious and found it very difficult to make the decision of publishing the questionnaires, dreadful that something might be missing or incorrect.

2.2 Skills developed and self-reflection during the dissertation process

The decision of leaving my home country in order to undertake a postgraduate MSc Marketing programme in Ireland, and especially writing a dissertation, provided me with a solid foundation to pursue my professional objectives and equipped me with great knowledge to develop various skills that will be beneficial for my personal and professional growth. Three major areas of greater relevance and impact for me are explained in the following sub-headings.

2.2.1 Interpersonal skills

Working with classmates' diverse backgrounds and cultures during the master's programme at DBS was remarkably challenging, yet, interesting. Communication problems and disagreements had to be overcome with listening skills, debating and negotiation, which allowed the groups to achieve great results and perform good presentations. Also, stress-management was required to deal with the number of assignments and to keep a calm ambience amongst the members of the group. This experience will serve to future interactions in different situations both professionally and personally.

2.2.2 Language skills

The two semesters of classroom lectures were substantial in developing my English skills. Being a reflector learner and a Portuguese speaker, many psychological limitations would keep me from speaking in front of the class or expressing myself. Listening carefully to the lecturers was essential to familiarise with the language and the essays were helpful in developing vocabulary and grammar skills. The main challenge was to read, interpret and write long essays in English since it took more time for me to conclude my works. Nonetheless, language skills can be always improved over time.

2.2.3 Research skills

Conducting academic research and self-study demand time, patience and dedication. Reading academic texts can be a daunting task, however, it becomes easier with practice. Researching for the various assignments completed during the programme helped me to develop a more efficient style of researching and reviewing literature. The research for this dissertation was a great and rewarding accomplishment. Firstly, discipline to perform research and meet deadlines was somehow self-depriving, since priorities had to be chosen, which was not always an easy task. Secondly, organisation to put together such complex work was tiresome. Many details come into play in referencing correctly, avoiding plagiarism, inputting data for analysis correctly and

oftentimes critically examining my own work and modifying parts which did not reach the level of quality I expected. Additionally, time-management is arduous, especially when we are studying and working. Finally, the dissertation was the most demanding assignment of the master's programme, however, proportionally enriching to learning and personal development. Thus, the outcomes attained from this dissertation are expected to endure in the course of my future professional ascension.