

Influence of the Contemporary Mobile Marketing Strategies on the Purchase Behaviour in Shopping via Mobile Apps in Nigeria

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Abstract

The main rationale of this research is the impact of in application mobile marketing strategies to purchase behaviour and consumers engagement as mediation relation. The study are filling the gaps and to enabling this study in Nigeria context of both existing evidence and its practical applications. The Role of Contemporary Mobile Marketing Strategies is acutely; how businesses deal with their consumers need by using different tools such as Campaigns, Promotions, Vouchers, Feeds. The Role of Contemporary Mobile Marketing Strategies frameworks like the following customer service activities regard for the rights of customers, offering quality services and products and giving info that's usefull and truthfull. The population for this research is all the residence in Nigeria who used Mobile apps for shopping. According to the reports, there are around 106 million of adults as estimated population and the targeted sample size is 385 subjects that respect the Kerjici and Morgan formula, but the plan is to collect 150% of the sample to secure enough proper sample after data screening. Data obtained from the survey is analysed by utilizing the software Statistical Package for the Social Sciences (SPSS 25) and SmartPLS 2.0. Based on the research objective, prediction and theory development, then the appropriate method is PLS-SEM.

Keywords: Digital Marketing; Purchase Behaviour; Campaigns, Promotions, Vouchers, Feed

I. Introduction

The Sub-Saharan Africa region had an increase in mobile penetration, which was more significant in comparison to developed countries such as the USA and those in Europe that have already reached a mature stage (Organization, 2016). The number of smartphone users in Nigeria, Africa's biggest economy and most populous country, is forecast to grow to more than 140 million by 2025. Currently, estimates from different sources put the number of smartphone users in Nigeria at roughly 25 and 40 million (Qumer& Singh, 2019). In-App mobile marketing refers to mobile ads that appear within mobile Apps. In-App ads can appear as banner pop-ups, full-page image ads or even video ads that appear between loading screens, target feeds, promotions, and many other in apps channels (Das, 2018; Zubcsek et al., 2017). The research reviewed the shopping habits of both mobile phone users and smartphone owners. Based on the report, the most common activity by both groups of mobile device owners is researching an item before purchasing (72% and 66% respectively). The second most common activity is checking the price of an item (70% and 57%) (Turban et al., 2017). With so many consumers using mobile for shopping-related activities, they brands must adjust accordingly with mobile-optimized experiences. Some of these channels include direct selling, direct mail, telemarketing, telemedia, TV marketing, e-mail marketing, social media marketing, and mobile marketing (Alt & Reinhold, 2016). The notion of 'permission-based marketing' is affecting some of the direct marketing channels (Bhatia, 2020). According to the Batra & Keller, (2016) state that explicit permission

results in perceived user control which increases the likelihood of positive feelings and confidence about the outcome of engaging in any kind of marketing activity that may be in the form of e-mails, social media, and mobile marketing, which is the focal point of this research. As a result, these marketing activities are influenced by permission in order to guarantee their success within the target audience (Ahani et al., 2019).

Permission-based marketing is defined as a type of marketing which seeks permission in advance from consumers before they are sent marketing communications where such communications may be distributed through e-mails, mobile phones, and interactive digital television (Sharma & Berad, 2019). Moreover, Krishnamurthy (2001) indicates that permission marketing is a broad term covering all kinds of permission seeking; consumers provide interested marketers with information about the types of communication they would like to receive and this information enables marketing managers to target marketing communication to interested consumers. In many cases; however, having too many commercial messages becomes rather annoying to many people and instead of paying attention to the message people either ignore them or do something to try and avoid them (Cherubini et al., 2020). According to the Mobile Marketing Association Gallia (2020) permission marketing aims to change the advertising paradigm from interruption to communication because it enables the brands to move from a broadcast monologue to a dialogue that offers to continue a deep engagement with the loyal customers.

Mobile marketing is defined as a set of practices that enable organisations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network (Tseng & Wei, 2020). From the viewpoint of Kumar & Mittal (2020), mobile marketing connects businesses and each of their customers through their mobile devices at the right time and at the right place with the right message and requires the customer's explicit permission and/or active interaction. Additionally, the emergence of mobile as a desired promotional channel for many consumers has enabled the marketers to upgrade the level of permission-based marketing (Fiestas, 2020). Mobile marketing is rapidly becoming one of the 'go to' marketing strategies for businesses, both small and large, as it is one of the most innovative ways to market a specific product or service to new and potential customers (Bolton et al., 2018). The popularity of mobile marketing has steadily increased over the past few years with both businesses and consumers (Lamberton & Stephen, 2016). The mobile marketing enables the relevant information to be distributed on a personalised and interactive basis to online customers (Shankar et al., 2016).

II. Literature Review

A. Conceptual Framework

The research framework of this particular study has determinates of in application mobile marketing strategies such as (campaigns, promotions, vouchers, feeds, and messaging) as independent variables that have a direct impact to purchase behaviour. (As seen in Figure 1).

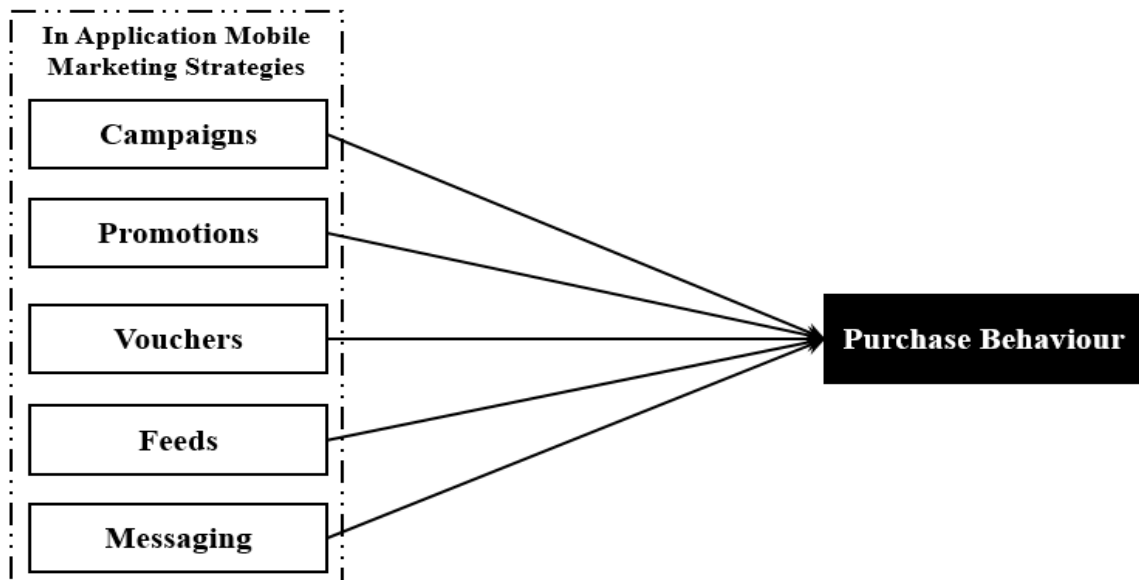


Figure 1: Research Framework

B. Relationship between Campaigns and Purchase Behaviour

Since the availability of mobile networks, companies have been using them for marketing campaigns run over SMS; however, as devices are becoming powerful, several new opportunities have developed. The mobile application architectures range from browser based clients to fat client systems synchronizing with a central server occasionally. Campaign online customers have different attitudes and same individual may behave different online and offline (Bilazarian, 2020). Campaign customers now have the ultimate power to spring their opinion about a product or service and about what concerns them (Nimmo, 2020). Campaign are now developing their own recommendations and demand (Teerawattananon et al., 2020). Campaign have same taste and choices but may be spread across the globe (Pohjolainen& Jokinen, 2020). The campaign connect via the net and express their feelings regarding the offerings (Popkin, 2020). Small brands have access to bigger, global, markets and can communicate directly with customers across the world in new and more meaningful ways never dreamt of ten years ago (Fader, 2020). The foundation of “search engine optimization” was laid which was a way to ensure that the websites of the businesses employing it appeared at the top of the results when people searched for specific terms (Pohjanen, 2019).The campaign a digital cookie is a piece of code that websites leave in a user’s browser so that they can “remember” information about the user (Zohra & Barman, 2019). The campaign service gave marketers the opportunity to advertise their products with the assistance of one of the most popular Internet sites in the world (Deepak &Jeyakumar, 2019). The campaign came along and marked an important point the history of digital marketing (Zohra & Barman, 2019). The campaign, another important milestone in digital marketing was reached, YouTube launched (Zohra & Barman, 2019). The campaign, digital marketers would soon discover that YouTube offered them great opportunities to promote their brand (Tellis et al., 2019). The launch campaign, of Twitter followed and it soon become an important social media channel (Irawanto, 2019). The campaign launch of iPhone added on to the development of the mobile technology (Zohra & Barman, 2019). The campaign started to use mobile phones over their Pc’s to connect (Toosy& Ehsan, 2019).

- H 1: The in-application mobile marketing strategy, campaigns, have a significant positive influence on purchase behaviour of consumers in Nigeria

C. Relationship between Promotions and Purchase Behaviour

The mobile marketing strategies promotions enables bricks-and-mortar retailers to find online users and bring them to offline stores (Hult et al., 2019). As people spend time online using personal computers (PCs) and mobile devices, retailers can obtain information such as their location, time, and browsing history to targeted at those who are likely to visit an offline store (Ghose et al., 2019). The mobile marketing strategies promotions practice is known as the online-to-offline commerce, which has been demonstrated to be an effective way to improve the sales of an offline store (Lian et al., 2019). The mobile marketing strategies promotions rationale of retargeting is that distance incurs transaction cost for users, hence the closer is a user to the offline store, and the lower is the travel cost (Ho et al., 2019). Moreover, strategies promotions users in the proximity of a store at the promotion moment are also more inclined to impulsive purchase, can firms further enhance retargeting for a better performance (Esposito, 2019). To help users overcome the cost of distance, firms can offer a discount to distant users, so that distant users become more willing to come (Lian et al., 2019). Another direction is to complement retargeting without her targeting strategies and previous studies is to targeted in discriminately tall users with in a specified radius, as if they were equally receptive of the promotion (Trumble, 2019). Promotion at the right time and right place is found to be more effective (Chen et al., 2019).

- H2: The in-application mobile marketing strategy, promotions, have a significant positive influence on purchase behaviour of consumers in Nigeria

D. Relationship between Vouchers and Purchase Behaviour

The mobile marketing strategies vouchers may lose the chance to make this customer a loyal user (Phuoc et al., 2020). That's why marketers make sure that their consumer is completely satisfied and does not develop any negative post-purchase feelings (Wilkins et al., 2019). Likewise, mobile technology plays an important role for marketers at the post - purchase stage (Rauschnabel et al., 2019). Moreover, Customer support can be enhanced by delivering more interactive content (e.g., images, video), to consumers regardless of their location (Pan & Wu, 2020). The mobile marketing strategies vouchers services can progress supposed benefits (convenience, savings, and instant communication) and reduced perceived risks (performance risks, financial risks, time risks) for consumers and that may lead to more acceptable post-purchase experiences for consumers cognitive dissonance is the inner tension that a consumer experiences after recognizing an inconsistency between behavior, value and opinions (Alalwan, 2020).

- H3: The in-application mobile marketing strategy, vouchers, have a significant positive influence on purchase behaviour of consumers in Nigeria

E. *Relationship between Feeds and Purchase Behaviour.*

The feeds mobile marketers can leverage several factors that influence consumers at the right moment with the right message through context (crowdedness), location, time, saliency, and historical shopping patterns or trajectory (Hill, 2018). Locational targeting leverages the customer's location when a promotion is delivered through feeds mobile devices (Hartzell et al., 2020). Thus, feeds mobile promotions have a competitive influence, in particular, when firms target based on historic, realtime location, and peak vs off-peak time (O'Driscoll, 2019). Furthermore, the impact of feeds mobile promotions based on such "geoconquesting" is low when the competitor also engages in similar targeting (Narang & Shankar, 2019). Indeed, there is a significant relationship between co-location and response to feeds mobile coupons in the same product category (Molitor et al., 2016). For feeds mobile users close to the focal firm's location, there is a negative sales-lead time relationship (Narang & Shankar, 2019). Thus, the interactions between the different types of targeting efforts result in different implications for customers and marketers (Godey et al., 2016). Saliency or position effects is an important consideration for feeds mobile marketers in targeting and search (Sahni & Nair, 2020). In such a setting, the sizes of feeds mobile shoppers' consideration sets may be small due to search frictions (Zhu et al., 2020). The shoppers' historical movement patterns and offline trajectories provide rich insights into how they reach a specific location and what experiences might shape their subsequent shopping choices and coupon usage (Narang & Shankar, 2019).

- H4: The in-application mobile marketing strategy, feeds, have a significant positive influence on purchase behaviour of consumers in Nigeria

F. *Relationship between Messaging and Purchase Behaviour*

These of marketing strategies messaging terms have the advantage of being broad enough to include other promotional and marketing strategies beyond the traditional limits of advertising, which is important given the full range of communications abilities offered by the emerging technology (Gountas et al., 2019). The mobile marketing strategies messaging important reason for naming and defining this new activity is that consumers are likely to receive communication through new media such as through mobile phones quite differently from the way they receive traditional advertising messages (Riffe et al., 2019). Furthermore, the mobile marketing strategies messaging it is likely that companies who develop strategies for using mobile devices as an "advertising channel" could miss the opportunities to develop communication strategies that build on the unique qualities of this medium (Asani et al., 2017). Rather, this analysis will focus on the most basic level of mobile marketing communications: SMS (Short Message Service) which is more commonly referred to as text messaging (Sahin et al., 2019).

- H5: The in-application mobile marketing strategy, messaging, have a significant positive influence on purchase behaviour of consumers in Nigeria

III. Methodology

The research issue is analysed utilizing a mixed strategy of qualitative-quantitative methods. The directions on the qualitative research techniques including literature investigation and consulting expert people, in order to identify factors and developing the questionnaire.

Quantitative methods is important to complete the research journey by providing numerical statistical analysis of the collected data. The majority of the academic studies together with the test results of the two methods for accomplishing hypothesis (Hair, 2015). The study are following the scientific approach methodology; therefore the study is deductive study, questionnaire based study, and based on systematic steps starts from setting hypotheses and continue till examining theses hypotheses. Sample size may be restricted to the ample sample size that is adequate to assess the proposed style and achieve the objectives. The ample sample size reported to value two concept of thumbs for sampling sizing, the initial would be the sample size for the SmartPLS requires, and definitely another is the effective sample size based on the statistical power advantage P (Creswell & Clark, 2017; Hair, 2015). The population for this research is all the residence in Nigeria who is eligible to use mobile shopping apps in Nigeria. Based on the statistics of World Population Review (2021), Nigeria population is 206 million and the adult people who can do online shopping is 106 million. In this research, the population includes all adults in Nigeria (106 million) and the sample size based on Morgan table, is 385. . In this study, data of this study will be analysed using Partial Least Squares Structural Equation Modelling (PLS SEM) technique using smart PLS 2.0 M3 software. Researchers are using the PLS SEM method in order to measure the estimation that relates to the relationship in the field of path models involving latent constructs. There are two steps in PLS SEM analysis, namely measurement model and structural model. In the structural model reliability and validity of the data are measured and the measurement model provides the findings for hypothesis testing. The instrument used for collecting the primary data was a set of structured self-administered questionnaire, which is adapted from multiple previous studies Purchase Behavior (Chopdar et al., 2018; Kang, 2019), Campaigns (Hsiao & Chen, 2016; Leppäniemi&Karjaluo, 2008), Promotions (Tong et al., 2020), Vouchers (Kim et al., 2016), Feeds (Ooi et al., 2018), and Messaging (Ningqiang, 2018).

IV. Findings

A. *Validity and Reliability of Constructs*

Outer loading and cross loading for every item is estimated to test it with its associated variable. Two assessment techniques are associated with indicator reliability, outer loading and cross loading. Every item must have sufficient loading within its associated variable. Any loading above the threshold of 0.708 is sufficient and any loading below the threshold of 0.4 is inadequate. Any measure within the range 0.4 and 0.7 is suspected and can be deleted or kept based on the unique conditions for every study (Hulland, 1999). Cross Loading scale is used to assure that for every item, its loading within the associated construct is higher than any other loading in the remaining constructs (Hair et al., 2014; Hulland, 1999). The variable campaign strategy (CS), respectively it has five overall items which are CS 1, CS 2, CS 3, CS 4 and CS 5 the loading scores of the all five items should be more than 0.708, so that we can state that the five items are showing a good reliability to form the proposed variable and AVE is 0.927 and Cronbach's alpha is 0.904. Moreover, the variable promotions strategy (PS), respectively it has five overall items which are PS 1, PS 2, PS 3, PS 4 and PS 5 the loading scores of the all five items should be more than 0.708, so that we can state that the four items are showing a good reliability to form the proposed variable. One item is been deleted, which is PS 5, for its weak loading below the threshold level and AVE is 0.875 and Cronbach's alpha is 0.818.

Regarding the variable vouchers strategy (VS), respectively it has four overall items which are VS 1, VS 2, VS 3, and VS 4 the loading scores of the overall four items is more than 0.708, so that we can state that the four items are showing a good reliability to form the proposed variable and AVE is 0.911 and Cronbach's alpha is 0.879. The variable feeds strategy (FS), respectively it has five overall items which are FS 1, FS2, FS3, and FS4 the loading scores of the all four items should be more than 0.708, so that we can state that the four items are showing a good reliability to form the proposed variable and AVE is 0.923 and Cronbach's alpha is 0.888. The variable messaging strategy (MS), respectively it has four overall items which are MS 1, MS 2, MS 3, and MS 4 the loading scores of the overall four items is more than 0.708, so that we can state that the four items are showing a good reliability to form the proposed variable and AVE is 0.934 and Cronbach's alpha is 0.915. According to the variable purchase behaviour (PB), respectively it has four overall items which are PB1, PB 2, PB 3, and PB4 the loading scores of the all four items should be more than 0.708, so that we can state that the four items are showing a good reliability to form the proposed variable and AVE is 0.906 and Cronbach's alpha is 0.860. As table 1

Table 1: Constructs Reliability and Validity

construct	Item	Loading	AVE	Cronbach's alpha
Campaign Strategy (CS)	CS1	0.76926	0.927	0.904
	CS2	0.75312		
	CS3	0.822883		
	CS4	0.941266		
	CS5	0.94282		
Promotions Strategy (PS)	PS1	0.704576	0.875	0.818
	PS2	0.775856		
	PS3	0.870555		
	PS4	0.837702		
	PS5	-		
Vouchers Strategy (VS)	VS1	0.922762	0.911	0.879
	VS2	0.845305		
	VS3	0.85163		
	VS4	0.767138		
Feeds Strategy (FS)	FS1	0.81479	0.923	0.888
	FS2	0.847913		
	FS3	0.957589		
	FS4	0.843293		
Messaging Strategy (MS)	MS1	0.785654	0.934	0.915
	MS2	0.756203		
	MS3	0.901726		
	MS4	0.86683		
Purchase Behaviour (PB)	PB1	0.799458	0.906	0.860
	PB2	0.806309		
	PB3	0.8001		
	PB4	0.811853		

The Fornell&Larcker criterion matrix. The matrix is a refined matrix of the latent variable's correlations. The highest value detected here is FS 0.868, which is for the variable effectiveness of internal control. The lowest value assigned in the table is for the variable information and communication with a value of PS 0.800. Table 2 shows the results, in which all diagonal scores are higher than other scores in the same row and column; therefore discriminant validity is achieved.

Table 2: Discriminant validity – Fornell-LarckerCriterion

	FS	PB	CS	VS	PS	MS
Feeds Strategy (FS)	0.868					
Purchase Behaviour (PB)	0.752	0.804				
Campaign Strategy (CS)	(0.031)	(0.208)	0.850			
Vouchers Strategy (VS)	0.130	0.106	0.112	0.848		
Promotions Strategy (PS)	0.620	0.629	(0.033)	0.074	0.800	
Messaging Strategy (MS)	0.833	0.800	(0.060)	0.164	0.674	0.840

B. Relationships Examinations and Discussions

Predictive power is the variance explained of the endogenous variable and known as R square (R²). On the other hand, predictive relevance is the variance relevance of the endogenous variable and known as Q square (Q²). As Hair (2014), the rule of thumbs for assessing the values is: R square (R²) can be strong (more than 0.75), moderate (between 0.5 and 0.75), or satisfactory (between 0.2 and 0.5). Q square (Q²) can be large (more than 0.35), medium (between 0.15 and 0.25), or small (between 0.02 and 0.15). Results of the main dependent variable, effectiveness of purchase behaviour (PB), illustrate a moderate predictive power and a large predictive relevance. The related R square value is 0.580 (a power of 58.0%) and the related Q square is 0.365 (a relevance of 36.5%). The prediction constructs related to the variable can explain more 58.0% of the market effectiveness of purchase behaviour (PB) variance.

Table 3: Predictive Power and Predictive Relevance of Proposed Model

	Predictive Power		Predictive Relevance	
	R Square	Status	Q Square	Status
Purchase Behaviour (PB)	0.580	moderate	0.365	large

The relationship of campaign strategy (CS) is significant and positive as the (P-Value = 0.003) with a T statistics score of 2.752. The relationship of promotions strategy (PS) is significant and positive as the (P-Value = 0.000) with a T statistics score of 4.933. The relationship of vouchers strategy (VS) is significant and positive as the (P-Value = 0.011) with a T statistics score of 2.312. The relationship of feeds strategy (FS) is significant and positive as the (P-Value = 0.000) with a T statistics score of 4.476. The relationship of messaging strategy (MS) is significant and positive as the (P-Value = 0.366) with a T statistics score of 0.341. As table 4

Table 4: Path Coefficient Assessment of the Study Variables

	Path Coefficient	Standard Deviation	T Statistics	P-Value (one-tailed)	Status
FS → PB	0.218	0.049	4.476	0.000	Significant
CE → PB	0.425	0.057	7.448	0.000	Significant
CS → PB	0.099	0.036	2.752	0.003	Significant
VS → PB	0.087	0.038	2.312	0.011	Significant
PS → PB	0.244	0.049	4.933	0.000	Significant
MS → PB	0.018	0.042	0.341	0.366	Non-Significant

V. Contributions and Recommendations

This research is limited to the online retailing sector/business work in Nigeria. The results are limited and only represents a specific group of the online retailing firms and customers. In addition, similar industries in other countries could have different contextual conditions, which may output different results. While mobile shopping strategies is one of the main practices in Nigeria, but there are many other essential shopping approaches in Nigeria such as web shopping and many other approaches that have a major impact on the purchase behaviour. This study results are limited and the perceptions are associated with mobile shopping strategies only. Data collection of closed questions can limit the perceptions of the respondents to the pre-defined questions. This study used closed end questions and there are no open-end questions. While this approach is common in deductive approach, but adding open-end questions can provide an insight for further inductive results, which may be useful for extra investigation. This study proposed a developed model with new constructs and relations. While the model was assessed successfully, but further research is needed to assess the model in different environments. One of the constraints is the limited approach of implementation, which limits the generalization, therefore replicating the same assessment in online retailing industries in other countries is recommended to get a better understanding and generalization. Another constraint is the participants' types and selection, which reduce the generalization, therefore replicating the same assessment in other firms and wider participant's number is recommended to get a better understanding and generalization. Recommendations are extended, to test the model and the instrument in other sectors or even to test whether this model can be suitable for other industrial sectors. Findings show that the proposed model or the prediction constructs related to the variable can explain more 58.0% of the purchase behaviour (PB) variance. However, the complement percentage (more than 60%) shows that some other variables maybe causing this uncovered variance. Therefore, further studies must focus in exploring, and examining additional factors, other than in application mobile apps strategies (campaign strategy (CS), promotions strategy (PS) messaging strategy (MS), feeds strategy (FS) and vouchers strategy (VS)). Form the quantitative analysis, the messaging strategy variable is not a direct determinate of purchase behaviour in online retailing in Nigeria but it must go indirect through the purchase behaviour. While, this finding is rational result considering that good disclosure must be carried out in accordance with some standards clarifying the methods and method of disclosure, but more qualitative research studies can be made using interviews to explain this result.

VI. References

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