



Effects of Mobile Marketing on Consumer Decision Making Process

Netmera Mobile App Engagement Platform

Because of Mobile revolution Mobile devices, -especially smartphones-, have become an important part of many people's lives around the globe. That's why mobile marketing became a very important marketing tool. This ebook focuses on impact of mobile marketing on consumer decision making process



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Foreword

Nowadays Marketers have more and more started to think about the impact of mobile marketing on the 'Consumer Decision Making' process. That's mostly because there is a mobile revolution taking place in the consumers world. This e-book covers impacts of mobile marketing at different stages of the consumer decision-making process (need recognition, information search, evaluation of alternatives, purchase, and post-purchase)

The latest KPCB report put forward that there are 5.2 billion mobile phone users globally. That means 73% of the global population are using mobile devices. In other words; for marketers mobile devices has become a very crucial tool to reach and engage with their target audiences. Especially the ability of mobile technology to connect people and companies anytime and any place enables marketers to tailor their offerings. Moreover, mobile technology's ability to target individual consumers and personalize marketing efforts allow mobile marketing to be very effective and efficient.

When the effects of mobile devices on the consumer decision making process are analyzed, different impacts at different stages of the consumer decision-making process (need recognition, information search, evaluation of alternatives, purchase, and post-purchase) can be discovered.

*5.2 Billion people
(%73 of global
population) are using
mobile devices. That's
why mobile marketing
become one of the
most important topic
for marketers*





Who should read this e-book?

This book will help anyone interested in mobile marketing, mobile engagement, mobile application, mobile advertising, mobile commerce. If you care about target audience's decision making process and, if you're passionate about the future of marketing — this book is for you.

In this e-book each stage of the consumer decision making process will be analyzed in order to detect impacts of mobile marketing. For each stage a case study will be put forward to present a practical example to readers. In the case studies different tools of mobile marketing can be found.

The primary aim of this book is to provide insights to the readers about mobile users, their behaviours and possible impacts of mobile marketing efforts on those behaviours.

This e-book is prepared by Netmera Marketing Team. You can reach us via info@netmera.com



Introduction

Consumer decision-making process consists of five steps which are: need recognition, information search, evaluations of alternatives, purchase and post-purchase behaviour. Consumers do not always move in the exact order through the process; it can depend on the type of product, financial status, digital devices they have, etc... Consumer decision making process is important for marketers because they have to understand these steps in order to design their marketing mix properly.

The consumer decision-making process ranges from simple to complex, and is influenced by a variety of factors. It begins with the recognition of a need. It might be as simple as realizing that there are no vegetables left in the fridge!

It is followed by an information search where a consumer starts to search for information from internal and external resources. Once a consumer finds information and alternatives, he/she starts to evaluate them in alternative evaluation step.

After the evaluation of alternatives a consumer makes decisions regarding which product/service to purchase. After the purchase the consumer has an experience using product/service that is purchased by him/her.





Questions Related to Consumer Decision Making Process

All the questions like what influences a consumer in a purchase situation? Why did consumer X purchase this TV? Was it for price or quality? Did consumer X ask his/her friends or family for help in his/her decision? are subject to consumer decision making process.

Do not forget that consumers are constantly evolving in their buying behaviour based on their life situations so their behaviours through their decision making process are constantly changing.

Industry reports and consumer surveys show the importance of mobile devices and services on consumer decision making process. That's because main focus of the e-book will be impacts of mobile marketing on consumer decision making process.

In the following chapters all the processes and impacts of mobile marketing on each process will be presented in detail.



Chapter 1

Need Recognition

Decision-making process for each consumer starts when consumers realize that they have a need for something. A consumer recognizes a need when there is an imbalance in their present status and their preferred status. **Need recognition** occurs when a consumer is faced with a difference between an actual and a desired state. This is an important stage for marketers because marketers can construct some of their campaigns in order to create this imbalance by seeking to create a need and make consumers search out and buy a product or service.

Consumer needs can be divided into two groups. A need can occur immediately and can be a very basic impulse such as getting hungry. This is called an **internal stimulus**. Moreover, a need may arise if a consumer is affected by outside influences such as receiving a discount from his/her favourite retailer. This is called an **external stimulus**.

Marketers can construct some of their campaigns in order to create an imbalance in consumers' present status and their preferred status.



Marketers try to create an imbalance/consumer need because they want to create a **want**. How is a want created? It is created by marketing efforts that lead consumers to recognize that they have an unfulfilled need. Within these marketing efforts, thanks to mobile technology, mobile marketing became one of the most important tools for marketers.



Importance of Mobile Technology on Need Recognition Stage

Thanks to mobile services consumers can receive and access information anytime and anyplace. That makes mobile services more convenient for consumers than any other channel. If mobile services provide value to consumers such as saving time, effort, and money, they can motivate consumers to start the buying process.

Mobile technology allows marketers to connect with their customers anywhere and anytime whether they are at work, in a store, or surfing the web. In addition to that; mobile technology also helps marketers to deliver their offerings to their customers by customizing the offers based on the needs of their customers.

Therefore, mobile marketing messages can act as external cues that help consumers to recognize a need, triggering a decision-making process that might result in a purchase.

In the appendix part of this chapter actionable Insights and use cases for marketers regarding need recognition stage can be found.



Chapter 1 Appendix:

Need Recognition Stage Use Cases and Actionable Insights for Marketers

In need recognition stage marketers' job is to position their product or service as a solution to a problem or need that a consumer may be encountering.

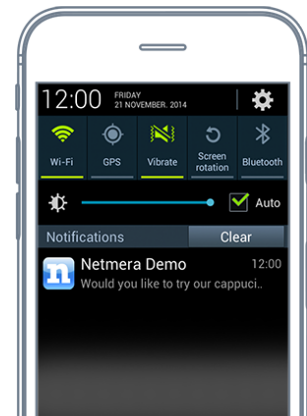
Regarding this stage;

1. Information delivery services such as news (e.g., stock prices),
2. Reminders (e.g., credit card payment due), updates (e.g., new arrivals, upgrades),
3. The delivery of promotional items (e.g., coupons, discounts) to mobile devices

can act as external drivers.

For instance, a push notification received on a mobile device for an upcoming special day accompanied by a list of recommended gifts, and discount offers can motivate the recipient to start the buying process for a gift.

In the following page you can find a use case regarding push notifications that have an impact in consumer's need recognition stage.



Netmera Push Notifications

In just over a decade, mobile phones have gone from a luxury item to an everyday essential, with smart phones dominating our communications. So how can businesses deliver their message now that smart phones are overtaking TV as the main media customers interact with?

Push notifications are a great answer to this question reach us via info@netmera.com to meet with Netmera's Push Notification Services



Need Recognition Stage – N11 Use Case



N11– NETMERA PUSH NOTIFICATION

N11.com is one of the largest ecommerce companies of Turkey. Their mobile app made a fast entry to the market with a great media coverage and reached millions in a short time.

Netmera and N11 have been working since May 2014, and got their applause by delivering latest technology before everybody else.

In one of the campaigns (as can be seen at the left side) N11 send push notification to its users regarding Christmas presents and special discounts.

In most of its campaigns N11 targets their customers according to their purchasing behaviours (product category, number of times they purchased, amount of money paid etc.), app engagement (i.e how many times they opened the app) or CRM segments.



Chapter 2

Information Search

After the consumer has developed a want or a need, the next thing he or she will do is start an **information search** regarding different alternatives that he/she can purchase to satisfy his/her need. Information search can be done internally or externally. An **internal information search** consists of utilizing information from memory, such as past experiences with the product and/or service. An **external information search** is the process of utilizing information from outside environment.

The amount of time dedicated to the information search stage depends on several factors such as the consumer's past experience, perceived risk and the level of interest. External information search can consist of family & friends effect as well as public resources. Another external information source is **marketing-controlled sources**, such as radio, TV ads, digital-mobile ads, etc.

Within these channels thanks to evolving mobile technology, mobile marketing became one of the most important tool for marketers to impact on information search stage. In this chapter insights and use cases will be put forward regarding mobile tools as a marketing controlled source.

Mobile technology offers the convenience of accessing and sharing information, that's why mobile marketing tools are very crucial to marketers





Importance of Mobile Technology on Information Search Stage

Mobile services can allow access to all types of information regarding products and services especially with the help of mobile internet. Within information search stage marketers may reach their target audience via various mobile marketing tools such as mobile search ads, location based ads, mobile display ads, and etc...

Compared to other communication channels like radio, TV, and print; Mobile technology offers the convenience of accessing and sharing information, that's why mobile marketing tools are very crucial to marketers who are interested in making an impact on consumers' information search stage.

Therefore, mobile marketing tools can be very effective if they are used in relevant mobile channels in order to reach consumers who are searching information by aiming to fulfill their needs. Using appropriate mobile marketing actions might result in a purchase. In the appendix part of this chapter actionable Insights and use cases for marketers regarding information search stage can be found.



Chapter 2 Appendix:

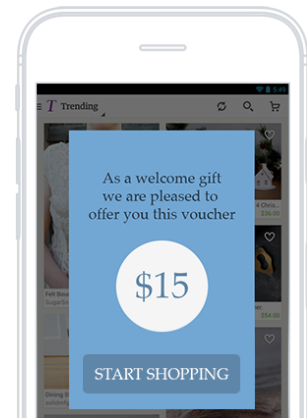
Information Search Stage Use Cases and Actionable Insights for Marketers

In the information search stage marketers' job is to appear in front of their customers in the right time, at the right place.

At this stage;

1. Mobile search ads (such as click to locate ads, text ads, product listings ads, etc)
2. In-App Popups (popups triggered by user actions within an app; especially important for mobile app marketers),
3. Location Based Campaigns (campaigns prepared for customers when they are in a specific location. See next page for a use case)
4. Mobile display ads (especially using re-marketing technology by targeting people who are searching specific type of products) can be used to impact consumers' decisions at this stage.

For instance, when a consumer is searching 'men shoes' within an app and at that moment if an in-app popup discount regarding men shoes appear that may direct this consumer to purchase In he following page you can find a use case about location based campaign that have an impact in consumer's information search stage.



Netmera In-App Popups

Netmera In-App Popups can be triggered by user actions within your app, in-app pop-ups help users access targeted content that is responsive to their needs and behaviors, even if they have disabled push notifications.

In-App Popups are great tools for the marketers who want to impact consumers' choices when they are searching information within their apps.

For more info reach us via info@netmera.com and meet with Netmera's In-App Popups



Information Search Stage – Yellow Pages & Last Oda Use Cases

YELLOW PAGES & LAST ODA – NETMERA LOCATION BASED CAMPAIGNS

CASE STUDY

Yellow Pages and Last Oda are two separate companies that use Netmera for the same reason. They prefer to target their users based on their location, because their apps suggest places or hotels, and give last minute deals. So, people nearby, are the best target group.

They build geofences around their promotion and catch people as they enter the geofence.



Both companies send their notifications as rich push notification, Yellow Pages send URLs instead of designing HTML, while Last Oda prepares HTMLs.



Chapter 3

Alternative Evaluation

After consumers have recognized a need, they conduct an information research and then create a final decision set called evoked set. At this point in order to make a final decision they evaluate the alternatives. While giving a final decision consumers take into consideration the different attributions of the product or service such as quality, price, location, etc.. Regarding this stage marketers should find out which attribute is most important to the consumer and construct their marketing tactics accordingly

Like need recognition and information search stages at alternative evaluation stage mobile technology also differs from other mediums. First of all mobile devices and services enable consumers to evaluate alternatives even when they are at physical stores. Mobile devices and mobile services can help consumers enjoy the best of both physical and online worlds by combining the benefits of in-store and online shopping environments.

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In this chapter insights and use cases will be put forward regarding mobile marketing tools that may impact consumers at their alternative evaluation stage



Importance of Mobile Technology on Evaluation of Alternatives Stage

Traditional physical shopping environments have limitations, such as the number of product alternatives available and the difficulty of comparing the product alternatives. The online shopping environment has its own limitations, such as the inability to touch, feel, or try products. Mobile Technology enables consumers to experience best features of offline and online shopping environments at the same time

For combining online and offline shopping experiences, many consumers have started to chose use smartphones in physical stores while they are shopping. That makes smartphones very important medium for both online and offline marketers

Therefore, mobile marketing tools can be very effective if they are used in relevant mobile channels in order to reach consumers who are evaluating alternatives. Using appropriate mobile marketing actions might result in a purchase.

In the appendix part of this chapter actionable Insights and use cases for marketers regarding alternative evaluation stage can be found.



Chapter 3 Appendix:

Alternative Evaluation Stage Use Cases and Actionable Insights for Marketers

In alternative evaluation stage a marketer's job is to provide information about products and services better than competitors, and reaching out his/her brands' audience while they are evaluating alternatives.

At this stage;

1. Mobile search ads (in order to appear in the search results when a consumer is searching for specific products)
2. Location Based Campaigns (especially by using beacon technology marketers may reach their customers when their customers are in their physical stores)
3. Mobile display ads (especially using re-marketing technology by targeting people who are searching specific type of products)
4. Mobile App Daily Bulletins (sending consumers price discounts who already put a product in their baskets but leave without purchase) can be used to impact consumers' decisions at this stage.

In the following page you can find a use case about daily bulletins that have an impact in consumer's alternative evaluation stage.



Netmera Beacon Management

Beacon technology allows you to engage with customers via mobile applications while they shop in your store, and analyze user behaviors to create powerful new campaigns.

Via Netmera Beacon Management you can know who enters your store, and when, specific purchasing habits, favourite products, and customer payment choices.

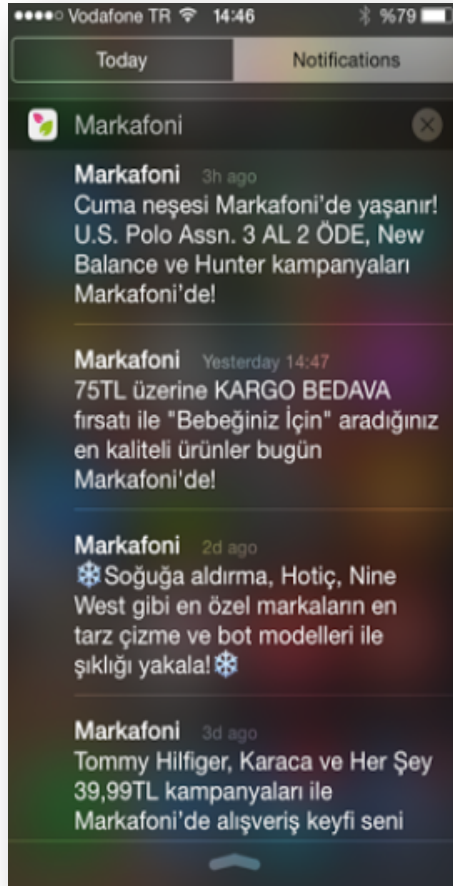
For more info reach us via info@netmera.com and meet with Netmera's Beacon Management



Alternative Evaluation Stage – Naspers Markafoni and Morhipo Use Cases

CASE STUDY

NASPERS MARKAFONI – NETMERA DAILY BULLETINS



Naspers Markafoni is a private shopping company who fights hard to catch users attention and as they state “Push notifications are their strongest weapons”

Naspers Markafoni target their users based on their previous interests such as;

- purchasing a brand,
- purchasing from one category,
- visiting a product detail page or putting a brand in their basket

Daily bulletins sent by Netmera to Markafoni's customers according to their past behaviors had an impact on these customers' buying process especially who are at alternative evolution part.



Chapter 4

Purchase

After evaluating alternatives consumers give a final decision and purchase product/ service they decide. Purchase decision is already affected by previous decision making process stages but still marketers have chance to have an impact on the consumers who are already at the purchase stage. Regarding this stage marketers should make their products available to their consumers and they should also be sure to make the purchase process easy and enjoyable for the consumer.

Like previous stages also at the purchase stage mobile technology plays an important role for marketers. For instance mobile services can improve the consumer shopping experience at the purchase stage by making the product ordering, purchasing and payment more convenient. All of these improvements may provide consumers to save time and money.

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In this chapter insights and use cases will be put forward regarding mobile marketing tools that may impact consumers at their purchase stage



Importance of Mobile Technology on Purchase Stage

When mobile devices are the issue regarding payment stage we can talk about different usage of mobile devices such as purchasing via mobile app or mobile site, purchasing via mobile payment online, and purchasing via mobile payment at the offline store.

Marketers who use their consumers' past behaviours have a better chance to have an impact on the purchase stage. That is because most of the consumers move to purchase stage by leaving traces such as conducting a search, adding a product to the basket and leaving it, commenting on a product page, etc...

Marketers who read these traces and construct campaigns accordingly can achieve better results.

In the appendix of this chapter actionable Insights and use cases for marketers regarding purchase stage can be found.



Chapter 4 Appendix:

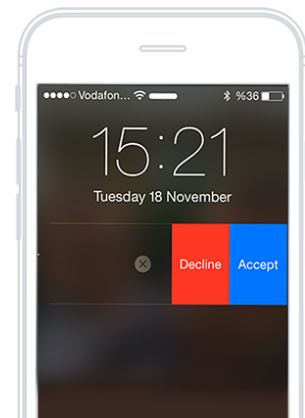
Purchase Stage Use Cases and Actionable Insights for Marketers

In purchase stage a marketer's job is to make their products available to their consumers and being sure to make the purchase process easy and enjoyable for his/her consumers

At this stage;

1. Mobile Wallet (Mobile devices can be used as digital wallets; consumers can make the payment by transferring the funds electronically)
2. Location Based Campaigns (Consumers at the purchase stage can also be notified on the availability of a sales promotion on a near-by item)
3. Interactive Push Notifications (especially mobile app marketers might send interactive push notifications to the users at the purchase stage and get their payment immediately)
4. Triggered Campaigns (sending notifications to the customers who leave their basket without purchase) can be used to impact consumers' decisions at this stage.

In the following page you can find a use case about triggered campaign that have an impact in consumer's purchase stage.



Netmera Interactive Push Notifications

With interactive notifications, users can respond to you effortlessly, by just touching the buttons you sent within the notification, there is no need to open the APP.

Your app users can respond to your push notifications immediately! You can provide them with a call to action and ask them to opt-in, purchase or read something and get your response right away!

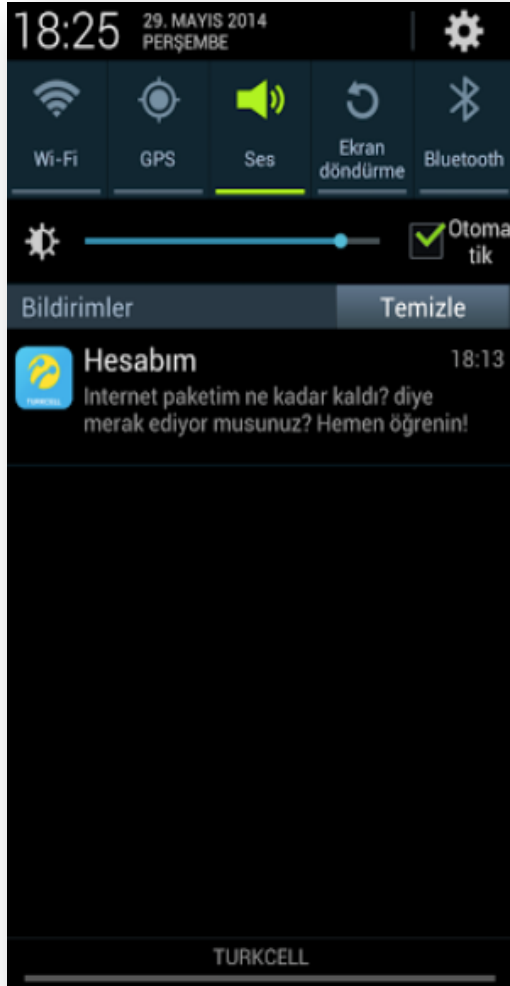
For more info reach us via info@netmera.com and meet with Netmera's Interactive Push Notifications



Purchase Stage – Turkcell Use Case

CASE STUDY

TURKCELL – NETMERA TRIGGERED CAMPAIGNS



Turkcell offers customer self-care services via their popular mobile app “My account”(iOS, Android). Customers can manage their account, purchase plans, monitor data consumption, reach Value Added Services, e-purchase mobile devices and accessories and more via this application.

Turkcell targets customers based on their in app behaviors, CRM segments (i.e. prepaid, postpaid, corporate etc.) or they trigger their messages with some system or client events.

Turkcell uses its customers in app behaviors and send auto triggered messages in order to have an impact on their customers who are at the purchase stage. such as sending notifications to the users who left the app during their buying process



Chapter 5

Post - Purchase

After a consumer makes a decision he/she expects satisfaction to occur from his/her decision. If the product /service does not meet his/her requirements, then dissatisfaction might occur. At this point the marketer may lose the chance to make this customer a loyal user. That's why savvy marketers make sure that their consumer is completely satisfied and does not develop any negative post-purchase feelings.

Likewise mobile technology plays an important role for marketers at the post - purchase stage. Mobile services can improve post-purchase customer service experiences. For instance, consumers can receive updates on the order status for items purchased. Moreover, Customer support can be enhanced by delivering more interactive content (e.g., images, video), to consumers regardless of their location

Mobile services can improve post-purchase customer service experiences. For instance, consumers can receive updates on the order status for items purchased.



In this chapter insights and use cases will be put forward regarding mobile marketing tools that may impact consumers at their post purchase stage



Importance of Mobile Technology on Post-Purchase Stage

The use of mobile services can improve perceived benefits (convenience, savings, and instant communication) and reduced perceived risks (performance risks, financial risks, time risks) for consumers and that may lead to more satisfactory post-purchase experiences for consumers

Cognitive dissonance is the inner tension that a consumer experiences after recognizing an inconsistency between behaviour, value and opinions. Marketers can prevent cognitive dissonance by using mobile marketing tools such as following up the customers via push notifications and sending them promotions, free trials, and etc..

Consumers' willingness to use mobile services at the post- purchase stage depends on forming beliefs that these mobile marketing services will offer benefits

In the appendix part of this chapter actionable Insights and use cases for marketers regarding post-purchase stage can be found.



Chapter 5 Appendix:

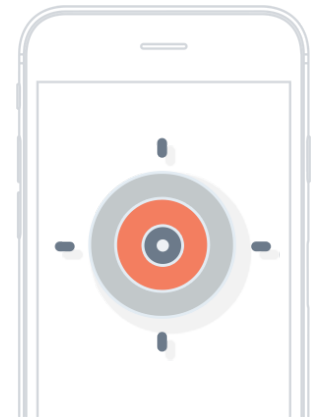
Post-Purchase Stage Use Cases and Actionable Insights for Marketers

In post-purchase stage a marketer's job is to provide consumers after sale service as well as providing consumers extra benefits such as discounts and free trials.

At this stage;

1. Interactive Push Notifications (especially mobile app marketers might send interactive push notifications to the users just after the purchase stage and get their feedback immediately)
2. In-App Popups (popups triggered after consumer makes a purchase, it can be used to give info regarding customer service)
3. Triggered Campaigns (sending notifications to the customers who already make a purchase and giving them extra benefits) can be used to impact consumers' decisions at this stage.

In the following page you can find a use case about triggered campaign that have an impact in consumer's post-purchase stage.



Netmera Segments & Targets

Netmera helps you gather and analyze in-app user behaviours, user preferences, geo-location data, and device information to create meaningful segments, tags, and auto-triggers.

Designing personalized push notification segments ensures the right messages get to the right users, builds user loyalty, and creates more revenue.



Post-Purchase Stage – Avea Use Case

CASE STUDY

AVEA – NETMERA CROSS SELL CAMPAIGNS



Avea is a mobile operator. Their customers are mainly young people and smart phone penetration is high. So they have multiple mobile applications.

They target their users according to their CRM tags (prepaid, postpaid, student etc.), service that they use (Avea Music, Avea TV etc.), their app engagement (how many times they visit the app, or which actions they do within the app) or they auto trigger messages based on system events such as “bill available”.

They also use cross sell campaigns by offering their customers free trials after they purchase other products/services. Above there is an example of Avea promoting another app to the people who do not use Avea Music service and they gave free music for trial.

FEATURED CUSTOMERS

""Mobile apps are increasingly important in our digital strategy and the services provided by Netmera significantly improved our daily active users and user engagement of our apps. Using their cloud services we were able to roll out and fine tune our campaigns. The ability Netmera gave us to target very accurately users or various segments was also critical in this success.

The Netmera Team are proactive and very quick to respond to our demands. We plan to expand our partnership with Inomera in additional apps and we see significant value in the deployment of their technology.""



Sertan Eratay - Turkcell Digital Channels Director -



MiGROS



""As the leading flash sales site in Turkey we are glad to work with Netmera as our push notification provider. Netmera as our partner brings enough industry experience for advanced mobile marketing services. A flexible, easier-to-use environment is provided for creating notification campaigns that engage mobile app users at the optimal time. Since working with Netmera we see significant increases in traffic and revenue through our mobile apps. Netmera helps also to optimize mobile engagement by providing strategy and creative support which can be used 7/24.""



Hakkı Arıkan - Markafoni Group Marketing Manager -



NETMERA SOLUTIONS



Push Notifications



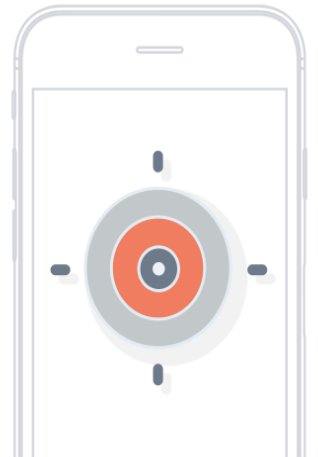
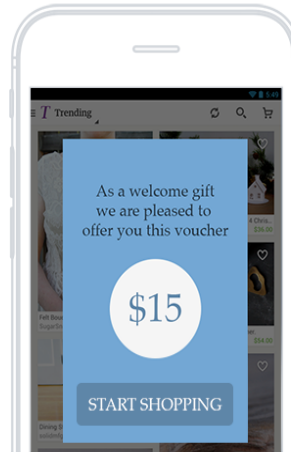
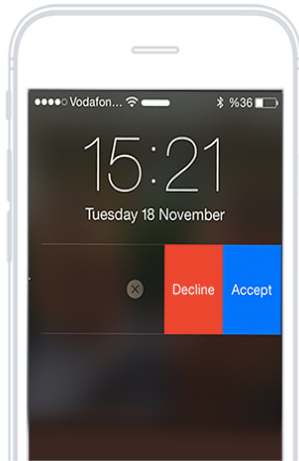
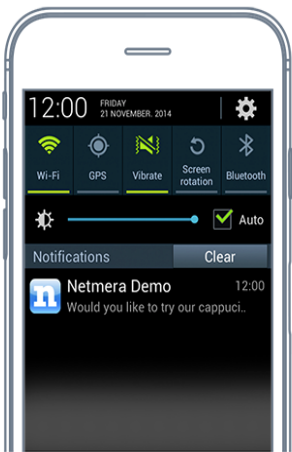
Interactive Push Notifications



In App Popups



Segments & Targets



Engagement Analytics



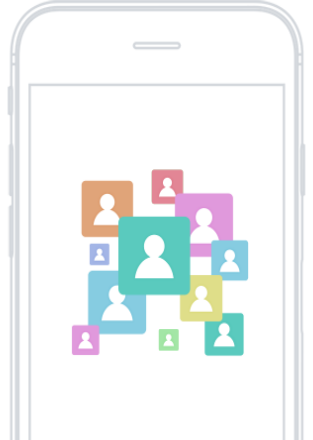
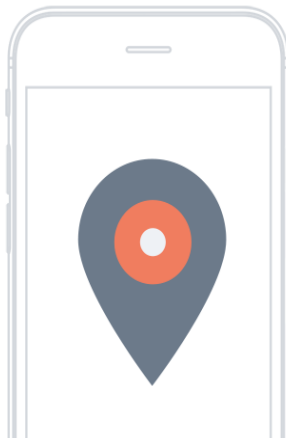
Geolocation



Beacon Management



User Management



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