Conceptualization of the consumer's perception of the interlocking of 'LOOP' and 'CAM' models into 'MESH' by exploring consumer interactivity in mobile marketing campaigns

Ahsan Ali Chaudhri

Southern Cross University
Thesis for

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Primary Supervisor: Dr Robert Davis
Secondary Supervisor: Dr Silvia Nelson

Conceptualization of the Consumer’s Perception of the interlocking of ‘LOOP’ and ‘CAM’ models into ‘MESH’ by exploring consumer interactivity in mobile marketing campaigns

By

Ahsan Ali Chaudhri
Doctor of Business Administration

School of Business and Tourism
Southern Cross University, Australia
Thesis Declaration

I, Ahsan Ali Chaudhri, certify that the work presented in this thesis is, to the best of my knowledge and belief, original, except as acknowledged in the text, and that the material has not been submitted, either in whole or in part, for a degree at this or any other university.

I acknowledge that I have read and understood the University's rules, requirements, procedures and policy relating to my higher degree research award and to my thesis. I certify that I have complied with the rules, requirements, procedures and policy of the University (as they may be from time to time).

Ahsan Ali Chaudhri

Date: 05/05/2018
DEDICATION

for

Anees Sultana, Safdar Ali Chaudhri, Hina Irfan, Laiba Ahsan, Emaan Ahsan, Hooria Ahsan
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Contents

Abstract .................................................................................................................................................. 15

CHAPTER ONE: INTRODUCTION ....................................................................................................... 17

1.0 Chapter Overview .......................................................................................................................... 17

1.1 Background .................................................................................................................................... 17

1.2 Economic Importance ..................................................................................................................... 21

1.3 Theoretical Importance .................................................................................................................. 22

1.4 Research Question .......................................................................................................................... 25

1.5 Contribution of the Research ......................................................................................................... 27

1.6 Research Strategy ......................................................................................................................... 29

1.7 Document Map .............................................................................................................................. 31

1.8 Chapter Summary .......................................................................................................................... 33

CHAPTER TWO: LITERATURE REVIEW ............................................................................................. 34

2.0 Chapter Overview .......................................................................................................................... 34

2.1 Introduction .................................................................................................................................... 35

2.2 What is Mobile marketing? ........................................................................................................... 35

2.2.1 Characteristics of the mobile marketing campaigns ................................................................. 36

2.2.2 Categories of Mobile Marketing Campaigns .......................................................................... 39

2.2.3 Interactive Mobile Push Campaigns ....................................................................................... 40

2.2.4 Interactive Pull Marketing Campaigns .................................................................................... 42

2.3 Mobile Devices ............................................................................................................................... 43
2.3.1 Smart Devices ................................................................. 44
2.4 Social Media ........................................................................ 44
2.5 Interactivity .......................................................................... 46
2.6 LOOP Model ........................................................................ 48
  2.6.1 Background .................................................................. 48
  2.6.2 Introduction of LOOP .................................................... 49
2.7 CAM Model .......................................................................... 50
  2.7.1 Background: ................................................................. 50
  2.7.2 Introduction of the CAM model ...................................... 51
2.8 Research Gaps ...................................................................... 52
2.9 Conceptual Model Development ........................................... 54
2.10 Preliminary Propositions for CAM Themes ........................... 54
  2.10.1 Participation .................................................................. 54
  2.10.2 Community .................................................................. 56
  2.10.3 Role of the Pivotal ........................................................ 58
  2.10.4 Intrusion ........................................................................ 61
  2.10.5 Content .......................................................................... 62
  2.10.6 Hedonistic Behaviour ..................................................... 63
2.11 Preliminary Propositions for LOOP Themes ......................... 65
  2.11.1 Reciprocity ................................................................... 65
  2.11.2 Contingency ................................................................. 67
CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Overview

3.2 Introduction

3.3 Justification of a ‘pragmatic’ paradigm for this research

3.4 Justification of Qualitative Methodological Approach

3.4.1 Context stripping

3.4.2 Exclusion of meaning and Purpose

3.4.3 Inapplicability of general data to individual cases

3.4.4 Disjunction of grand theories with local contexts

3.4.5 Completeness

3.4.6 Exploration

3.4.7 Diversity

3.4.8 Theory formation
4.3 Propositions for Community Advertising Model (CAM) ................................................................. 110

4.3.1. Theme (1) Participation .......................................................................................................... 111

4.3.2 Theme (2) Community .......................................................................................................... 115

4.3.3 Theme (3) Role of the Pivotal ................................................................................................. 121

4.3.4 Theme (4) Intrusion ............................................................................................................... 127

4.3.5 Theme (5) Content ............................................................................................................... 131

4.2.6 Theme (6) Hedonistic Behaviour ......................................................................................... 136

4.4 Propositions for the LOOP model ............................................................................................. 140

4.4.1 Theme (1) Reciprocity ........................................................................................................... 140

4.4.2 Theme (2) Contingency ......................................................................................................... 143

4.4.3 Theme (3) Synchronous Communications ........................................................................... 147

4.4.4 Theme (4) Control ................................................................................................................ 149

4.4.5 Theme (5) Technology Acceptance ....................................................................................... 152

4.4.6 Theme (6) Trust ..................................................................................................................... 154

4.4.7 Theme (7) Perceived Financial Risk ...................................................................................... 157

4.4.8 Theme (8) Price ...................................................................................................................... 159

4.4.9 Theme (9) Demographics ...................................................................................................... 162

4.5 Conceptualisation of MESH .................................................................................................... 164

4.5 Chapter Summary ...................................................................................................................... 167

CHAPTER FIVE: DISCUSSION ............................................................................................................ 168

5.1 Chapter Overview ...................................................................................................................... 168
5.2 Introduction........................................................................................................................................168

5.3 Conceptual Model MESH..................................................................................................................170

5.4 Discussion of CAM Themes and Propositions in the context of the MESH model ......................178
  5.4.1 Theme Participation ..................................................................................................................178
  5.4.2 Theme Community ..................................................................................................................180
  5.4.3 Theme: Pivots .........................................................................................................................182
  5.4.4 Theme Intrusion .......................................................................................................................184
  5.4.5 Theme Content .......................................................................................................................187
  5.4.6 Theme: Hedonistic Behaviour ...............................................................................................190

5.5 Discussion of LOOP Propositions .................................................................................................192
  5.5.1 Theme Reciprocity ..................................................................................................................192
  5.5.2 Theme Contingency .................................................................................................................194
  5.5.3 Theme Synchronous Communication .....................................................................................196
  5.5.4 Theme Control ........................................................................................................................198
  5.5.5 Theme: TAM (Technology Acceptance Model) ........................................................................200
  5.5.6 Theme Trust ............................................................................................................................202
  5.5.7 Theme Perceived Financial Risk ............................................................................................205
  5.5.8 Theme Price ............................................................................................................................206
  5.5.9 Theme: Demographics ..........................................................................................................208

5.6 Managerial Implications ...............................................................................................................210

5.7 Implications for Academics ...........................................................................................................212
5.8 Research Limitations ........................................................................................................212
5.9 Future Research Directions ............................................................................................213
5.10 Contribution of the Research ....................................................................................216
5.10 Chapter Summary ........................................................................................................217
REFERENCES ..................................................................................................................218
APPENDIX-1 ....................................................................................................................250
Appendix -2- Interview Questionnaire ................................................................................252
Part A – CAM Model ..........................................................................................................252
Part B – LOOP Model ........................................................................................................255
List of Tables

Table 1: Mobile marketing revenue by Region, Worldwide, 2010-2015 (Millions of US Dollars)........21

Table 2: Constructs of LOOP and CAM with the proposed propositions.........................................................26

Table 3: Demographics........................................................................................................................................104

Table 4: Sample characteristics: Usage and Purchase ........................................................................................106

Table 5: Participation..........................................................................................................................................111

Table 6: Community...........................................................................................................................................116

Table 7: The Pivotal.............................................................................................................................................121

Table 8: Intrusion...............................................................................................................................................127

Table 9: Content...............................................................................................................................................132

Table 10: Hedonistic Behaviour ........................................................................................................................137

Table 11: Reciprocity.........................................................................................................................................140

Table 12: Contingency.......................................................................................................................................144

Table 13: Synchronous Communication........................................................................................................147

Table 14: Control...............................................................................................................................................149

Table 15: Technology Acceptance..................................................................................................................152

Table 16: Trust...................................................................................................................................................155

Table 17: Perceived Financial Risk..................................................................................................................158

Table 18: Price....................................................................................................................................................160

Table 19: Demographics..................................................................................................................................162
List of Figures

Figure 1: Conceptual model MESH .................................................................................................................. 24
Figure 2: Document Map ................................................................................................................................. 31
Figure 3: Data Collection and Analysis Process ............................................................................................. 100

List of Abbreviations

List of Abbreviations .................................................................................................................................... 14

List of Appendix

Appendix-1 ....................................................................................................................................................... 250
Appendix-2 ....................................................................................................................................................... 252
List of Abbreviations

List of Abbreviation

1) CAM: Community Advertising Model
2) MMA: Mobile Marketing Association
3) MMS: Multimedia Messaging Service
4) SMS: Short Messaging Service
5) TAM: Technology Acceptance
6) LOOP: This is a noun representing Model of Interactivity
7) MESH: This is an output of this research and it is a noun. MESH represents a conceptual model of interactive mobile marketing
Abstract

Conceptualization of the Consumer’s Perception of the interlocking of ‘LOOP’ and 'CAM’ models into ‘MESH’ by modelling consumer interactivity in mobile marketing campaigns

This exploratory research, conducted in New Zealand, focuses on interactive marketing campaigns in the context of interlocking two conceptual models of interactivity, known as LOOP and CAM (Community Advertising Model), into MESH. The intention of the MESH model was to develop a fulcrum for relationship interactions based on the interplay of marketer and consumer interactions through mobile devices. Accordingly, this research seeks to explore the broad conceptual model MESH so that the interactive mobile marketing campaigns that involve mobile devices such as smart phones, iPhones or iPads can be understood. The MESH model suggests that mobile campaigns should leverage peer-to-peer communication in mobile marketing campaigns. The outcomes of the study conclude that the key objective in each consumer interaction is an interactive experience and the consumption of the value of that experience through a mobile marketing campaign in which the consumers are actively involved. It is advocated through MESH that advertising should be channelled to and through a ‘pivotal’, in order to maximize its strategic value through word of mouth communications. MESH is a comprehensive model that allows marketers to focus on the multiple constructs of both LOOP and CAM but in a unified mode that engages consumers and their communities in mobile marketing campaigns. The broader scope of MESH provides a base to design more effective interactive marketing campaigns. Within the scope of the MESH model, the research sought to understand the wider perspective of a customer’s sense of belonging to their communities. The model will increase consumer participation in interactive campaigns and hopefully generate more profits for the organizations that use mobile marketing to target potential customers.
The MESH model prompts marketers to think of consumer behaviour as being more than a distinct linear entity; rather they should see it as a continuum of many aspects of behaviour in the wireless environment. The conceptual development process of the MESH model is based on the interlocking of two earlier models, LOOP and CAM. A qualitative research methodology was employed by generating data from a sample of 16 participants through non-directive face to face interviews. Thematic analysis was used to generate themes supported by grounded theory as a subset of thematic analysis to explore key themes in depth. The thesis concludes with a discussion on MESH, a conceptual model of mobile marketing. Future research directions, managerial implications, and the contributions of this research are discussed.

**Keywords:** MESH, LOOP, CAM, Social Media, Pivotal, TAM, Interactivity, Interlocking
CHAPTER ONE: INTRODUCTION

1.0 Chapter Overview

The aim of this thesis is to interlock two separate conceptual models, LOOP and CAM, into the MESH model of mobile marketing. The first model is the LOOP model (Davis & Yung, 2005; Davis & Sajtos, 2008; Davis, 2013) which conceptualizes the coupling of a wireless channel of communication (e.g., mobile, Smartphone, wireless device) between consumer and marketer while engaging in the communication process. The second is the CAM (Community Advertising Model) model (Davis, 2006), which conceptualizes interactive communication between community participants. The point of interlock is the consumers’ cognitive processes and motivation to experience interactivity in mobile marketing campaigns. This starting chapter outlines the main aim of the study, presents the background pertinent to the study, describes the economic and theoretical importance of the research question.

1.1 Background

Today an increasing number of organizations are positioning their products and services through electronic marketing environments (Kannan & Li, 2017). One such electronic environment, wireless, has gone from a predominantly revolutionary exploratory environment, commonly called ubiquitous, to a smart communications devices environment for marketing that is now being repositioned as mobile marketing (Killian & McManus, 2015). It facilitates millions of mobile advertisements every day and has made possible new means of interactions between organizations and their targeted customers (Huang & Zhu, 2013). The magnitude of interactive mobile marketing communication and behaviour has yet to be clearly determined and it is still considered to be at an immature phase of development (Haryani & Motwani, 2016). In the journey of discovery towards
understanding the nature of mobile marketing, it was found that the emerging literature on mobile marketing campaigns and the new type of interactive experience offers some preliminary conceptual insights (Davis, Piven, & Breazeale, 2014). The LOOP model relates to the interaction between consumer and marketer while engaging in the communication process through mobile devices (Davis & Yung, 2005; Davis & Sajtos, 2008; Davis, 2013). In this proposition, consumers and mobile marketers value such exchanges as they allow for interactivity to be experienced (Katz, 2000). During a LOOP campaign the mobile marketer sends an advertising message to targeted consumers to engage them in the campaign (Davis & Sajtos, 2008). If the consumers find the advertisement attractive they interact back with the marketer through their mobile devices (Davis & Sajtos, 2008). The response from the consumer completes a LOOP of communication and equates to a value for both parties.

The LOOP model enhances communication between parties and will become more bi-directional as the use of smart phones and iPads allows for direct, information-rich and interactive (two-way) communication experiences between the two parties (Davis & Sajtos, 2008, Davis, 2013). Because of the LOOP model, mobile marketers have the tools to collect information on the consumers’ behavioural patterns and needs because each interaction is facilitated through smart devices and can, therefore, be recorded and analysed (Persaud & Azhar, 2012). This information can be built into intelligent systems, which can be used to understand the consumers’ perceptions about the products, brands and services (Akpojivi & Dye, 2014). The latest smart devices have greater potential for creating an optimal cognitive experience through focusing on entertainment, which emphasizes the experience of LOOP campaigns as fun rather than task (Davis & Chaudhri, 2012).
In addition, the benefits of these LOOP campaigns are that they attempt to build more one-to-one marketing relationships with consumers in real time (Davis & Chaudhri, 2012).

The CAM model, on the other hand, states that mobile marketing should be oriented around peer-to-peer structures and communities and that marketers should target communities (Davis, 2006). This is because consumers rely upon the recommendations of the social network of their friends and opinion leaders (Kozinets, 2010). Smart devices can provide seamless connection on the basis of any day, anytime and anywhere, and they help marketers to establish connections within various communities (Yang & Kim, 2012).

This exploratory research focuses on mobile marketing campaigns in the context of interlocking the two conceptual models of interactivity known as LOOP and CAM into the MESH model. It is a matter of fact that mobile devices act as powerful innovative platforms to engage consumers through interactive marketing campaigns (Kim, Baek, Kim, & Yoo, 2016). The usage of devices such as smart phones in the context of mobile marketing has grown at an exponential rate over recent years (Persaud & Azhar, 2012). Smart phones have gained significance as a cutting-edge medium for interactive mobile marketing campaigns (Wei, Xiaoming & Pan, 2010 & Ingrams, 2015), and worldwide marketers are focusing on mobile marketing activities to enhance their firms’ marketing strategies (Leppaniemi & Karjaluoto, 2008; Yadav, Joshi, & Rahman, 2015). Digital marketers are using mobile channels effectively to target a large number of consumers effectively and cheaply (Pescher, Reichhart, & Spann, 2014). These mobile marketing campaigns help companies to develop their brands through customer engagement (Akpojivi & Dye, 2014). The marketers are using mobile devices as a marketing channel because it is an inexpensive medium to reach a wider segment of population (Kannan & Li, 2017).
Unlike television and personal computers, mobile devices are portable and act as a permanent companion to the consumer (Stephen, 2016). Therefore, it is easy for the consumer to respond to the mobile marketing campaign (Shin, 2012). The acceptance of mobile services through Multimedia Message Services (MMS) and the high rate of usage of ‘Short Message Services (SMS) are the success factors in the acceptance of mobile marketing in the commercial arena (Suki, 2013).

Consumer interactivity through a mobile device has been extended to modern mobile commerce services such as entertainment, information and data access, due to the usage of the latest technologies that integrate with mobile devices with great ease and flexibility (Roubiah, Abbas & Roubiah, 2011; Baik, Venkatesan, & Farris, 2014). The consumers use applications such as Google shopper from their smart phones to receive customers’ reviews, coupons, discounts and price comparisons while being physically not present in the store (Killian & McManus, 2015). Thus, the unique attributes of mobile marketing campaigns form favourable brand associations in the minds of customers (Strom, Vendel, & Bredican, 2014). These advanced applications on consumers’ mobile devices also allow them to make better-informed purchase decisions (Stephen, 2016). Since there is no comprehensive model to explain the interactive marketing campaigns from a consumer to consumer and consumer to multi-channel perspective simultaneously (Haryani & Motwani, 2016), the aim of this thesis is to interlock the two conceptual models, LOOP and CAM, into a more comprehensive model of interactivity, MESH, in the mobile marketing environment.
1.2 Economic Importance

Mobile marketing plays an important role in many economies (Bernhart, 2009). More and more organisations are adopting mobile marketing campaigns to reach their customers worldwide (Kannan & Li, 2017). Table 1 gives a snapshot of the mobile marketing revenue, across various regions, from 2010-2015. In North America, the revenue had increased in 2010 from 304.3 to 5791.4 US million dollars. Similarly, the table highlights the growth figures from various parts of the world

Table 1: Mobile marketing revenue by Region, Worldwide, 2010-2015 (Millions of US Dollars)

<table>
<thead>
<tr>
<th>Region</th>
<th>2010</th>
<th>2011</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>304.3</td>
<td>701.7</td>
<td>5791.4</td>
</tr>
<tr>
<td>Western Europe</td>
<td>257.1</td>
<td>569.3</td>
<td>5131.9</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>868.8</td>
<td>1628.5</td>
<td>6,9350.0</td>
</tr>
<tr>
<td>Rest of the World</td>
<td>196.9</td>
<td>410.4</td>
<td>2761.7</td>
</tr>
<tr>
<td>Total</td>
<td>1627.1</td>
<td>3,309.9</td>
<td>20610.0</td>
</tr>
</tbody>
</table>

1.3 Theoretical Importance

This study is significant for four reasons. First, the study extends the LOOP model of interactive campaigns developed initially by Davis and Yung (2005), Davis and Sajtos (2008) and Davis (2013). Second, a literature review related to mobile marketing campaigns involving communities shows noteworthy gaps (Dholakia et al., 2004; Kim et al., 2016). Third, marketers are now using mobile devices as a marketing channel because they are an inexpensive medium for reaching large populations (Haryani & Motwani, 2016).

Fourth, Davis (2006) explored wireless marketing strategies and developed another conceptual model, CAM (Community Advertising Model). According to this model, the mobile marketing campaigns are channelled to and through community structures and peer-to-peer communication (Davis, 2006). The model suggests that pivotals play a critical role in propagating the message among their communities. The CAM model treats interactivity as a socially collective phenomenon and supports the view that marketers must leverage person-to-person communication processes through mobile devices (Davis, 2006). The CAM model facilitates the engagement of the pivotals because it realises that they are the most active means by which the message can reach a broader set of consumers (Boydak, 2015). Pivotal leaders facilitate the peer-to-peer communication process of group belonging and social cohesion by their direct or indirect personal influence on the feelings, thoughts and actions of others (Cheung & Thadani, 2012). They are perceived as possessing useful knowledge, and community members trust them and follow their advice because they have long lasting relationships with their community members (Lee, Moon, Kim & Yi, 2015). They play the dual role of consumer and marketer in mobile marketing campaigns. Once they start forwarding the message to their community, their role changes from
consumer to marketer as they propagate the message and influence these people to be active participants in mobile marketing campaigns (Thakur, 2015).

The major issue with most of the research to date is twofold. First, conceptualization and measurement of interactive campaigns has not made interactivity a central model (Okazaki & Mendez, 2013). Second, the role of communities in mobile marketing campaigns was not clearly explored in the process of theory development (Haryani & Motwani, 2016).

In view of these limitations and gaps in the current research, it is considered that the interlocking of both LOOP and CAM models will provide a detailed conceptual model, MESH, as presented in Figure 1, which has been developed for this research.
Figure 1 - Conceptual Model ‘MESH’

Source: Developed for this research based upon CAM model (Davis, 2006) and LOOP model (Davis & Yung, 2005; Davis & Sajtos, 2008; Davis, 2013).
1.4 Research Question

To explore and conceptualize the New Zealand consumer’s perception of interlocking the LOOP and CAM models into MESH when these models are deployed in marketing campaigns, the thesis will answer the following research question:

**RQ** How do we conceptualize mobile marketing campaigns that integrate the interlocking of the LOOP and CAM models into MESH model to understand the consumers’ experience of interactivity when participating in mobile marketing campaigns?

The research question guides the process of interlocking LOOP and CAM, two separate models, to create a unified model, MESH, in order to facilitate a more comprehensive mobile marketing campaign model. This exploratory research will focus on the following three objectives:

**Research Objective 1** Develop preliminary propositions for the LOOP model to validate and extend them to understand the consumers’ experience of interactivity when participating in mobile marketing campaigns?

**Research objective 2** Develop preliminary propositions for the CAM model to validate and extend them to understand the consumers’ experience of interactivity when participating in mobile marketing campaigns?

**Research Objective 3** Interlock the LOOP and CAM models into the MESH model to facilitate mobile marketing campaigns.

The above research objectives are clearly aligned with the research question and provide a base to develop a comprehensive MESH model of mobile marketing campaigns. To enhance clarity for the reader, the following Table 2 shows the links between the constructs and the preliminary propositions that were developed through the literature review to understand the context of this research from the outset.
Table 2: Constructs of LOOP and CAM with the propositions

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Propositions based upon Literature Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>1. Active consumer participation in mobile campaigns can be enhanced by giving value in terms of offers to the target consumers for mobile marketing campaigns</td>
</tr>
<tr>
<td>Community</td>
<td>2. Consumers participate in mobile marketing campaigns to connect with their community members and they forward messages to remain connected with loved ones</td>
</tr>
<tr>
<td>Pivots</td>
<td>3. Mobile Marketers must target pivots to gain access to the process of communication in the community to stimulate the propagation of an advertisement message.</td>
</tr>
<tr>
<td>Intrusive</td>
<td>4. Mobile marketing advertisements are less intrusive as compared to other media such as telemarketing because of the passive nature of the campaigns.</td>
</tr>
<tr>
<td>Content</td>
<td>5. Mobile marketers must develop short advertising messages with offers to engage enthusiastic consumers.</td>
</tr>
<tr>
<td>Hedonistic behaviour</td>
<td>6. Interactive mobile marketing campaigns create opportunities and prompt hedonistic behaviour among consumers and a desire to engage with the advertisement messages among consumers interactively.</td>
</tr>
<tr>
<td>Reciprocity</td>
<td>7. Reciprocity encourages interactivity and develops a connection between the marketer and the consumers.</td>
</tr>
<tr>
<td>Contingency</td>
<td>8. Contingent communications in mobile marketing campaigns helps consumers to collect feedback about product and services.</td>
</tr>
<tr>
<td>Synchronicity</td>
<td>9. Synchronous communication between consumers and marketers enhances interactivity by engaging target customers psychologically and physically in mobile marketing campaigns.</td>
</tr>
<tr>
<td>Control</td>
<td>10. Both marketer and consumers have a controlling impact on the process of interactive mobile marketing campaigns.</td>
</tr>
<tr>
<td>TAM</td>
<td>11. The young generation is more comfortable with mobile technology and actively participates in mobile marketing campaigns as compared to the older generation.</td>
</tr>
<tr>
<td>Trust</td>
<td>12. Consumers do not trust every mobile advertisement that comes from unknown brands.</td>
</tr>
<tr>
<td>Financial risk</td>
<td>13. Perceived financial risk acts as a barrier to engaging consumers in interactive campaign</td>
</tr>
<tr>
<td>Price</td>
<td>14. Consumers on post-paid packages with mobile phone companies perceive the cost of sending a SMS in response to a mobile marketing campaign as negligible.</td>
</tr>
<tr>
<td>Demographics</td>
<td>15. Demographic variables, particularly age and income, play an important role in interactive marketing campaigns.</td>
</tr>
</tbody>
</table>
1.5 Contribution of the Research

The research contributions could be considered from theoretical, methodological and managerial angles. First, theoretical advances have been made in mobile marketing towards an understanding of interactivity using mobile devices (Lee, Moon, Kim, & Yi, 2015). From a theoretical perspective, the contribution of this research is to provide a comprehensive model of mobile marketing by interlocking the LOOP and CAM models into a new model, MESH. The MESH model will encourage the active participation of consumers by encapsulating the properties of both LOOP and CAM into the unified model MESH. The meshing of the two conceptual models is based on the premise that mobile marketing can mix one-to-many mass communications through the interlocking of the LOOP and CAM models. A focal point of meshing the LOOP and CAM model is to encourage and engage consumers to involve their communities in the campaigns. Interactivity in the MESH conceptual model will promote word-of-mouth referrals among communities and allow passive consumers to change their role to being active consumers who engage with their family and friends in campaigns.

The MESH model supports and encourages voluntary word-of-mouth support through the pivotals in a community to propagate the marketing campaign. The interactive nature of MESH will elicit cognitive responses in the context of community structures such as friends, colleagues, family and the friends of friends. The interlocking of the LOOP and CAM models will increase consumer participation in the interactive campaigns and hopefully generate more profits for the organizations that use mobile marketing to target potential customers. The conceptual model MESH should be seen as a theoretical foundation for further studies, either qualitative or quantitative. In this regard, the set of propositions developed on a base of qualitative evidence at the final research stage offers
directions for building a comprehensive model, ‘MESH’, in the context of mobile marketing campaigns.

Second, the study contributes to the methodological aspect of research, particularly in regard to conceptual and operational methods. The qualitative approach for this research project gives an opportunity to construct a social reality of interactive marketing campaigns by examining the research question from a qualitative perspective (Simone, 2014). The qualitative perspective allows us to understand social reality and the consumer’s interactivity in mobile marketing campaigns in more depth (Salo, 2017).

From a managerial perspective, the conceptual model MESH will provide a comprehensive framework to formulate user interactive campaigns that are designed to target wider communities. Marketing professionals can employ the MESH model to develop new campaigns that will be more effective as it allows more people to participate in campaigns and enhance interactivity. The new conceptual model MESH will provide future researchers with a new understanding of consumers’ thoughts and behaviours in the mobile marketing environment. In sum, conceptual meshing will interlock two isolated models into a comprehensive model, which will provide a better focus to marketers when interacting with their target consumers.
1.6 Research Strategy

The diverging views in marketing and other disciplines, such as information systems, reflect the contrast between quantitative and qualitative methods (Coviello, 1999). For example, Hunt (1991, p. 398) concludes: “no single philosophy dominates marketing”. It is suggested that as marketing practices shift toward a mobile environment, personalized interactions will emerge between marketers and consumers that require a comprehensive conceptual model to understand these interactions (Killian & McManus, 2015). Hence, despite the discussion on this issue, there is a dearth of conceptual models to serve this purpose (Davis, 2013). Therefore, the gap in the knowledge base signals a research need and a question to be explored and answered. This research can best be described as an exploratory qualitative research employing grounded theory and thematic analysis as the mode of exploration. Face-to-face interviews were conducted to explore consumers’ perceptions about mobile marketing campaigns.

Because of the dearth of current information to answer the research question, an exploratory approach was taken. Emphasis is placed on exploring the phenomenon of mobile marketing by interlocking the LOOP and CAM models into MESH. The perspective of this research, the focus was on adopting a methodological process that enabled the development of a theory of a marketing relationship that would advance knowledge, guide further research and have practical implications. Also, an approach was required that would create a conceptual model primarily because there was no existing comprehensive conceptual model which fully addressed the incumbent research question. From a philosophy of science perspective, the literature argues that when the objective of the researcher is to generate or select theoretical ideas and propositions, an exploratory approach to good theory generation should be adopted (Calder, 1977).
The research strategy started with problem orientation (Chapter 1), which focuses on the importance of mobile marketing in the era of mobile devices. It is suggested that the interlocking of the two independent models of interactive mobile marketing, LOOP and CAM, into MESH will provide a broad conceptual model for mobile marketers to design effective mobile marketing campaigns. The topicality of the research question is further supported by academic points of view on mobile marketing, mobile service, and the role of the pivotal that are embodied within the literature review (Chapter 2). The next chapter goes into a detailed elaboration of the qualitative method research methodology (Chapter 3), by expanding on the conceptual and operational methods that were briefly outlined in the Introduction. After that, the discussion goes on to present the research findings (Chapter 4). The results are supported by empirical evidence from the face-to-face interviews. The chapter introduces all the major themes developed during data analysis, which are defined and evaluated in comparison with the preliminary research propositions. Finally, the last chapter (Chapter 5) conceptualizes all the relative concepts identified in the data analysis. The process of conceptualization of MESH, which started with the two preliminary conceptual models, LOOP and CAM, concludes with the final conceptual model MESH (Chapter 5). The chapter also provides practical marketing suggestions to mobile marketers and outlines the research limitations of the study.

Finally, it is emphasised that the exploration process utilizes both the literature and the qualitative evidence in concert, and that both sources are given equal importance during the process. Thus, as the discussion shifts towards the final conclusions, the building process requires that new insights must be based upon the previously established structure of the evolving conceptual model.
1.7 Document Map

The following (Figure 2) sketches the structure of this research output.

Fig 2: Document Map

Chapter One: Problem Orientation

Chapter Two: Literature Review

Chapter Three: Methodology

Conceptual Method

Operational Method

Chapter Four: Research Results

Chapter Five: Discussion

Source: Developed for this research
Following this introductory chapter, the thesis is divided into four more chapters: Literature Review, Methodology, Data analysis, and Discussion and Conclusions.

**Chapter 2: Literature Review**

The second chapter offers comprehensive literature review to develop preliminary propositions. First, the literature is drawn from discussions about mobile marketing campaigns. The literature review explores the antecedents in order to examine the conceptualization of MESH by integrating the LOOP and CAM models.

**Chapter 3: Methodology**

This chapter provides a detailed synopsis of the methodology that was used in the study. It begins with an examination of the theory generation process in detail, both conceptually and the way it was implemented operationally through face-to-face interviews. The chapter points out the significance of the face-to-face interviews when exploring the perceptions of the consumers about the LOOP and CAM models interlocking into the MESH model.

**Chapter 4: Data Analysis**

The chapter is divided into two parts. The first part focuses on the development of the CAM model propositions while the second part focuses on the development of the LOOP model propositions. The preliminary propositions are then validated and further developed through the analysis of empirical evidence from the face-to-face interviews.

**Chapter 5: Discussion & Conclusion**

This chapter encapsulates discussion of the findings with the aim of developing a final conceptual model. The managerial implications, future research directions and limitations are debated.
1.8 Chapter Summary

This chapter discusses the growth of mobile marketing and interactivity through mobile devices that use wireless technologies. The scope of mobile marketing is growing and accommodating new innovations such as the use of iPhones and iPads. In the discussion of the interlocking of the LOOP and CAM models, it is clear that the MESH model will provide a comprehensive framework for marketers to design interactive mobile marketing campaigns. By developing a conceptual model of MESH, this thesis contributes to the academic knowledge of mobile marketing and also establishes a platform for further research. The following chapter will present the preliminary conceptual model and literature arguments to strengthen my research objectives.
CHAPTER TWO: LITERATURE REVIEW

2.0 Chapter Overview

This chapter investigates the research questions identified in Chapter 1, and reviews the developments and gaps in the existing literature relating to interactive mobile marketing. The purpose of this chapter is to further develop an understanding of interactive mobile marketing campaigns in a ‘MESH’ model context through the existing literature. After working through some useful theoretical guidelines related to different aspects of mobile marketing campaigns, this chapter goes into the construction of the preliminary propositions. These preliminary propositions will be used in the data analysis for validation and further extension in order to understand consumer interactivity in the context of the MESH model. An understanding of the research objectives requires an appreciation of a broad field of knowledge to develop a preliminary conceptual model for a MESH mobile marketing campaign. Before putting forward the conceptual model, it is important to look at how mobile marketing, mobile devices and mobile services have emerged, and LOOP and CAM interactive campaigns and the structures they have used to involve consumers.

This chapter starts with the concept of mobile marketing, paying particular attention to its characteristics such as accessibility, availability, reachability, localization, and dissemination. The literature review will explore the components of the conceptual model development and help to identify the shortcomings in the existing research. It will prompt further investigation and exploration of the impact of the MESH model in the mobile marketing context. The MESH model will provide a wider perspective on interactivity in mobile marketing.
2.1 Introduction

Mobile marketing is an emerging phenomenon and the key driver of change in the evolving role of technologies, social media and communities, as it is challenging traditional marketers to change the way in which they interact with consumers (Stephen, 2016). The aim of this chapter is to develop a broad understanding of the MESH conceptual model of mobile marketing by interlocking the LOOP and CAM models through existing literature sources. This chapter explores the literature to understand mobile marketing campaigns in the context of the LOOP and CAM models. The review begins by exploring mobile marketing and its characteristics, categories and types. Then, literature on mobile devices, smart devices, social media, LOOP and CAM are explored. Research gaps in the existing literature are identified to form a base for further exploration. In the process, preliminary propositions are framed through a literature review of the interconnected themes associated with the LOOP and CAM models.

2.2 What is Mobile marketing?

There are numerous explanations of mobile marketing in the literature. The literature suggests that it is a phenomenon that can be defined as a process of interacting with consumers using a wireless medium to promote goods and services benefiting all stakeholders (Stephen, 2016).

The Mobile Marketing Association (MMA) defines mobile marketing as a mechanism to deliver integrated content within a cross marketing communication programme through the use of wireless media (Mobile Marketing Association, 2008).

The increase of mobile devices have created a new channel for marketing (Varnali & Oker, 2010). Therefore, the definition has been revised and developed as interactive communication that enables
firms to interact with their audience and deliver value through mobile devices (Mobile Marketing Association, 2010). It has also been explained as a set of activities to target connected consumers using mobile devices through a ubiquitous network (Yadav, Joshi, & Rahman, 2015).

Similarly, many scholars perceive it as a marketing communication that provides sensitive personalized information to the consumers and promotes services, goods and ideas by utilizing the features of mobile communication (Lin & Bautista, 2015). The emphasis on the distinguishing characteristics of mobile marketing is important because they might have direct consequences in mobile marketing campaigns (Nwagwu & Famiyesin, 2016). The literature review has identified a set of unique characteristics that have been consistently cited in the research on mobile marketing campaigns.

2.2.1 Characteristics of the mobile marketing campaigns

- **Ubiquity**: Ubiquity has been regarded as one of the most important features of mobile marketing (Okazaki & Mendez.F, 2013). The most common notion of ubiquity in a mobile marketing context has been anywhere, anytime. According to Barnes (2002), ubiquity can provide customers with more control during interactivity. This flexibility plays an important role in the success of mobile marketing campaigns because the ubiquity of mobile devices extends the accessibility, speed and frequency of the communication between one individual and another individual (Fuentes & Svingstedt, 2017). It has been conceptualized by scholars as, regardless of the location, users can get information through internet enabled mobile devices, anytime (Lin, Paragas, Goh, & Bautista, 2015). The feature of ubiquity provides flexibility and is closely associated with the concept of portability, which means the quality of being light enough to be carried anywhere (Fuentes
Owing to the lightness of mobile devices, people can carry them everywhere, thus promoting ubiquity (Gao, Rau, & Salvendy, 2009).

- **Reachability:** In the context of mobile marketing, reachability refers to the ability to be in touch with others anytime and anywhere (Hye & Kim, 2012; Kannan & Li, 2017). Mobile marketing is capable of communicating with target customers through mobile devices (Kannan & Li, 2017). The marketers can reach their target segments with ease and at a fraction of the cost as compared to the traditional media of advertising (Stephen, 2016). With the help of mobile devices, business entities are able to engage in business anywhere and anytime (Suki, 2013). While consumers adopt mobile devices to interact with their families and friends, marketers see mobile devices as a marketing channel that facilitates marketers reaching a wide range of target customers (Persaud & Azhar, 2012).

- **Localization:** Wireless mobile commerce allows business entities to get the location information of the customer, and as a result many location-based applications are becoming popular (Baik, Venkatesan, & Farris, 2014). The first attempt at localization was made by the Swedish company “Telia”, which launched a real-time game using mobile positioning. This allows users in the locality to play against others in real time (Smutkupt, Krairit, & Khang, 2012). Through localization, marketers can benefit greatly by offering more value to the targeted customers in real time. The literature suggests that mobile web users often use the ‘Search’ option to find nearby shops in their vicinity (Arcas, Baranda, Ortega & Mas, 2011) Therefore, the localization feature of mobile marketing helps the marketers to target prospective consumers in real-time (Ingrams, 2015).

- **Personalization:** Mobile marketing facilitates one-to-one marketing, often referred to as personalized marketing in the literature (Strom, Vendel, & Bredican, 2014). Mobile
applications are flexible and can be personalized to represent information in a particular format (Yadav, Joshi, & Rahman, 2015). Because mobile devices are personal and are always available to the users, marketers can make the text messages more personal by basing them on the consumers’ preferences, the location, and the time they are sent (Davis, Piven, & Breazeale, 2014). These personalized messages should consider the context (where a customer is located) in order to understand the needs of their customers (Bamba & Barne, 2007).

- **Dissemination:** Wireless infrastructure can deliver data within a specific geographical location (Buellingen & Woerter, 2004). It is possible to disseminate information to a large consumer population but there are two technical barriers for mobile campaigns to consider.
  - No mechanism exists that ensures successful data transmission from marketer to consumer
  - There is no assurance that the message will arrive within a few minutes. According to some experts, delays of up to six hours are possible (Lu & Jen Su, 2009).

There are various reasons for the delay, such as congestion in network traffic or the late arrival of data packets to form a complete message (Smura, Kivi, & Toyli, 2009). Experts have concluded that most recipients read the messages that they receive but the impact of the message lasts for a very short time (Scharl, Dickinger & Murphy, 2005). Therefore, it is important to design mobile marketing messages carefully and use simple language that could be easily understood by the target group (Persaud & Azhar, 2012).

- **Compatibility:** Mobile applications reach every realm of people’s activities, including education, work and social relationships (Yang & Kim, 2012). Compatibility means the degree to which modernization is seen to be consistent with the experiences, values, and
needs of consumers (Yang & Kim, 2012). Since mobile technology is embedded in consumers’ lives, therefore it is clear that mobile marketing activities are compatible with peoples’ values (Kim & Lee, 2015).

2.2.2 Categories of Mobile Marketing Campaigns

Advancements in new mobile technologies allow the marketers to engage with customers through interactive mobile marketing campaigns (Kannan & Li, 2017). Mobile marketing is playing a substantial role in customer engagement through text messages, permission-based marketing, mobile advertising, personalized marketing and mobile commerce (Battilani & Bertagnoni, 2015). It was predicted that that worldwide spending on mobile marketing would reach $18.5 billion by 2015 (McCarthy & Jennifer, 2013).

On account of the fragmentation of the markets, many types of marketing campaigns have evolved in last 10 - 15 years, such as Buzz Marketing, Guerrilla Marketing, and Green Marketing (Pelau & Zegreanu, 2010). Mobile marketing via SMS has gained worldwide popularity as compared to the other forms such as via MMS, Mobile Web marketing, Bluetooth and infrared (Pelau & Zegreanu, 2010). Traditional marketing campaigns are non-interactive and display a low level of activity, while mobile campaigns are interactive and show a high level of activity (Lin, Paragas, Goh, & Bautista, 2015). It is important to understand the different types of mobile interactive campaigns, which can be grouped into two broad categories: push campaigns and pull campaigns (McCarthy & Rowley 2013). In these types of campaigns, the marketer tries to build a long-term relationship with the consumer (Carroll, Barnes & Fletcher, 2007).
2.2.3 Interactive Mobile Push Campaigns

In these campaigns, the marketer takes the initiative by sending messages to the customers proactively (Apanasevic, Markendahl, & Arvidsson, 2016). Marketers use the existing database of the customers. It is important to ensure that a selected target group should be interested in a specific advertisement (McCarthy & Rowley 2013). Extensive customer profiling in the database is a critical success factor for targeting consumers (Chen, Lim, Wu & Liang, 2009). The capabilities of mobile devices allow marketers to design interactive campaigns using graphics, characters and sound to engage the target consumers (Killian & McManus, 2015). The push model campaigns involve unsolicited messages via SMS alerts sent on mobile devices. There are many examples of such campaigns, such as the following:

2.2.3.1 Examples of Mobile Push Campaigns in NZ

- Many corporations such as COMTXT in New Zealand have started to couple mobile channels to promote brands through real-time interactivity. Their latest permission based interactive mobile marketing model “HOOHAA” has gained popularity among receptive NZ mobile consumers. The consumer agrees to receive advertising messages according to their explicit interests and activities by registering with the website (New Zealand Text Marketing Case Studies, 2014).

- In 2014, Auckland McDonalds stores introduced radio commercials that offered listeners a voucher for McMuffins by texting. At lunchtime, consumers could log onto the system over the web using their mobile devices and claim the voucher to get meals. Listeners simply texted then showed the text voucher in store to redeem the meals (New Zealand Text Marketing Case Studies, 2014).
• A major fashion retailer, Taro Cash, sent SMS to members. The text alerted invited members to go into the retail store to purchase items at a discounted rate. Members were required to respond to the text message within one hour to receive the promotional code. Once they had received the promotional code, they could go into the store to get discounts (New Zealand Text Marketing Case Studies, 2014).

• The tourism promotion agency MtCook used Radio Network’s Newstalk and Chill magazine in March 2014 to promote the Mt Cook region as a holiday destination in winter. The company used mobile marketing that allowed listeners to participate in the competition by sending a text and getting information on the region emailed to them immediately (New Zealand Text Marketing Case Studies, 2014).

2.2.3.2 Examples from the rest of the World

• Wella: German manufacturer of hair care products “Wella” developed a push campaign in 2013. The campaign was featured with “Mobile Kiss”. The company purchased an external database and developed a campaign where target customers were required to send a Kiss message to their friends. The message was in a voice file format with the sound of a kiss. It was observed and recorded that one person had sent 160 kisses (New Zealand Text Marketing Case Studies, 2014).

Sony In 2014, Sony launched a campaign in the UK to promote a Mini-Disc Hi-Fi system. The theme of the campaign was Minidisc Island, which featured an online interactive adventure playground. 100,000 participants entered into the competition through a SMS in one day (New Zealand Text Marketing Case Studies, 2014).
2.2.4 Interactive Pull Marketing Campaigns

In interactive pull marketing campaigns, the marketer sends information requested by the consumers.

2.2.4.1 Examples from NZ

• Domino Pizza: Domino launched an iPod application in 2014 that allows consumers to order their pizzas directly from their device. Consumers can, by entering their postcode, find their nearest restaurant and access its menu and the latest meal deals that are available. But the best feature of this application is the “Create Your Own” option that allows consumers to create their custom-made pizza and see what it will look like. It is an interactive experience and consumers can order a pizza from anywhere, anytime (New Zealand Text Marketing Case Studies, 2014).

• Lancôme Cosmetics: In 2013, Lancôme began an interactive marketing campaign in NZ by launching an iPhone application. The application gives information about a new product line with an interactive experience that allows consumers to virtually evaluate the new make-up colours and experiment with different blends. The iPhone application lets women try out the new colour combinations and even share their creations with their networks. The brand engages with NZ consumers and prompts them to buy Lancôme products (New Zealand Text Marketing Case Studies, 2014).

2.2.4.2 Examples from the rest of the World

• Nestlé: In 2013, Nestlé used an interactive pull campaign to promote the chocolate bar KitKat Chunky in Germany. The nucleus of the campaign was a SMS that offered a one-year supply of the chocolate to community members. After receiving the SMS, the
customers had to call a number to get registered. In the first round, 400,000 users were found to have called the number to participate in campaign. (MobiForge, 2014)

- **Toyota:** In 2014, the car manufacturer launched an interactive pull marketing campaign in India that presented a question at the bottom of the TV screen. The question was to send the licence plate number shown in the TV advertisement via the SMS (MobiForge, 2014).

- **Nissan:** In 2016, Nissan launched an interactive video ad in which there were few hotspots. People can download the application and tap into hotspot to zoom any part of the vehicle to see detailed features of the car (MobiForge, 2014).

- **IKEA catalogue App:** In 2016, IKEA introduced an interactive catalogue application. Consumers can download this application and connect it with camera to see the designs of the furniture’s in a real time. In addition, they can measure the dimensions and match them with their available space (MobiForge, 2014).

### 2.3 Mobile Devices

The mobile devices of today are capable of short message service and person-to-person communication, and they can also access the Internet (Persaud & Azhar, 2012). This unlocks new ways of obtaining information, entertainment and everyday transactions (Park, Shenoy & Salvendy, 2008). Recently there has been a dramatic shift in the mobile phone culture as smartphones have emerged with the advent of 3G and 4G mobile technologies, collectively referred to as smart devices (Suki, 2013). Consequently, researchers see that the true value of mobile devices is their accessibility, as consumers can even use mobile devices to read movie reviews while out of town (Persaud & Azhar, 2012; Fuentes & Svingstedt, 2017). Also, these
reviews can easily be forwarded to others, thus becoming available in real time through simultaneous media and long afterwards (Pescher, Reichhart, & Spann, 2014).

2.3.1 Smart Devices

Generally, a smart device can be defined as an electronic device capable of voice and video communication that allows the user to browse the internet from anywhere anytime (Suki, 2013). Smart phones provide consumers with a tremendous range of features, such as large screen mobile web browsing, instant messaging, access to social media tools, cameras, video recording and editing (Ingrams, 2015). They also have hundreds of applications, including email, GPS, games and audio playback (Ingrams, 2015). Nowadays most people have smart devices such as Apple i-Phones and i-Pads or devices such as Samsung Galaxy tablets to fulfil their communication and interaction needs (Persaud & Azhar, 2012; Huang, Zhu & Zhou, 2013). Because of these advanced features and their access to an information pool through mobile devices, consumers have become dependent on smart phones (Fuentes & Svingstedt, 2017). As a matter of fact, consumers view smartphones as a multi-use device for socializing, multimedia entertainment and personal productivity tools (Ingrams, 2015). Like other mobile devices, smart phones provide users with information that strengthen their relationships with others (Killian & McManus, 2015).

2.4 Social Media

The growth of the internet has offered many opportunities to consumers to express their thoughts and feelings through social media (Tsimonis & Dimitriadis, 2014; Zhu & Chen, 2015). Researchers define social media as a pool of internet-based applications that enables users to generate and exchange information (Salo, 2017). It has also been defined as a computer-mediated
environment that opens up interactivity and real time experience where consumers are empowered to engage with other consumers (Moore, 2012). Scholars recognize that Twitter, Facebook, blogs, YouTube, and content communities such as Wikipedia are various types of online applications (Bianchi & Andrews, 2015). Due to the rapid penetration of social media into society, marketers are using social media as a relation-building tool in marketing activities (Stephen, 2016). The various applications of social media allow users to be oriented toward their motivational and psychological needs. For example, social media may satisfy the need to be in touch with others, or consumers may use social media tools such as Facebook to propagate the mobile marketing message to their community members (Stephen, 2016). In the context of mobile marketing campaigns, social media allows marketers to engage, team up, interact, and harness collective intelligence to administer marketing campaigns (Baik, Venkatesan, & Farris, 2014). It has been argued in the literature that social media strategies to engage consumers should not be used as a stand-alone device; rather, they should be integrated strategically into mobile marketing campaigns to enhance the experience of consumers (Dickey & Lewis, 2010). In this respect, it is important to keep in mind that consumers use simultaneous media during their participation in mobile marketing campaigns (Davis, Piven, & Breazeale, 2014). Furthermore, mobile devices such as iPad and smart phones link social media to mobile applications to enhance interactivity during mobile marketing campaigns (Killian & McManus, 2015).

Since social media was created to communicate and connect with others, consumers receive mobile marketing advertisements on their mobile devices and then post them to social media to involve other community members and friends (Salo, 2017). Mobile marketers are using social media in the wireless environment as an interaction tool to share content, offers, information and
opinion about the advertised brand or product (Stephen, 2016). The features of mobile devices allow consumers to stay connected with their communities through social media applications such as Twitter and Facebook, anytime and anywhere without any barriers (Boydak, 2015). Marketers see the true value of social media as its accessibility, since consumers can use their mobile devices to read the comments of others about the product or service and forward them on social media to make them viral (Chikandiwa, Contogiannis & Jembere, 2013). The dawn of social media provoked a noteworthy amount of new research on the exploration of consumer participation in interactive mobile marketing campaigns (Davis, Piven, & Breazeale, 2014). Consumers change roles in interactive marketing campaigns and serve as marketers when they forward the advertising message to their peers or community through the use of social media (Cheung & Thadani, 2012). The conversation about interactivity in mobile marketing campaigns relates to the network-oriented environment of social media (Boydak, 2015). Consumers post their opinions and mention advertised offers on Twitter, Facebook, and blogs to engage others in the campaigns (Tiago & Verissimo, 2014). In this way, social media can be viewed as networks of word-of-mouth, which have a greater impact on attitude formation, product or service judgments and decision-making (Li & Du, 2011; Weinberg & Pehlivan, 2011).

2.5 Interactivity
The concept of interactivity has been widely analysed in marketing and information system literature, and it is regarded as a vital issue in mobile marketing (Haryani & Motwani, 2016). Interactivity in the context of mobile marketing refers to participating in advertisement campaign in real time (Sukoco & Wu, 2011). Interactions and exchanges that take place between the marketer and consumers during mobile marketing campaigns promote dialogue and establish relationships
because of this interactivity (Hughes, Foss, Stone & Cheverton, 2007). The conversation about interactivity is directly related to the network-oriented environment of coupling many types of media such as Facebook, Twitter and applications (Stephen, 2016). In this way, mobile marketing campaigns can be viewed as “networks of words-of-mouth”, which have a greater impact on attitude formation, product judgments, and decision making than formal tools of marketing communications (Apanasevic, Markendahl, & Arvidsson, 2016). Interactivity allows two-way communication, which boosts the consumers’ experiences during mobile marketing campaigns (Drossos, Giaglis, Lekakos, Kokkinaki & Stavarki, 2007). This feature of interactivity enhances perceived trust in marketing campaigns by individuals, thus acting as a key feature for increasing acceptance and adoption of mobile marketing campaigns (Holliman & Rowley, 2014). It has been argued in the literature that when individuals participate through interactive marketing campaigns, they experience higher contentment with the communication processes and outcomes (Wilson, Phillips, & Djamasi, 2015). Interactivity during mobile campaigns enhances the users’ perception of their control and augments their satisfaction. It is clear that active participation in campaigns and information sharing among communities has been enhanced by the higher degree of interactivity offered by mobile devices and social media today (Kim & Lee, 2015). Such interactivity in mobile campaigns facilitates the flow of information in real time, which increases curiosity among the consumers (Gao, Rau & Salvendy, 2009). This flow allows consumers to completely immerse themselves in the mobile marketing campaigns (Noort, Voorveld, & Reijmersdal, 2012).
2.6 LOOP Model

The LOOP model is a cornerstone in mobile marketing campaigns as it provides a mechanism for mobile marketing campaigns by focusing on interactivity between the marketer and consumers (Davis & Sajtos, 2008; Davis, 2013). The following sections will describe the LOOP model in detail.

2.6.1 Background

To enhance the marketer’s contribution of value to consumers, it is suggested that attempts should be made to adopt a more relational interaction between the marketer and consumers (Holliman & Rowley, 2014). In essence, traditional approaches of mobile marketing will have to be more personalised (Kim, & Lee, 2015). Mobile marketers have the ability to collect information on the consumers’ needs and behavioural patterns because each interaction is mobile facilitated and can therefore be recorded and analysed (Killian & McManus, 2015). This information can be built into intelligent systems, which enhance customer service (Gulbahar & Yildirim, 2015). Such a development represents a more real time data collection strategy for understanding customer behaviour (McCormick & Livett, 2012). In addition, communication between the marketer and consumers will become bi-directional as the new mobile devices allow for direct, information-rich and interactive (two-way) communication experiences between the marketer, consumers and their communities (Kannan & Li, 2017). This point is emphasised by Hoffman and Novak’s (1996) many-to-many model of marketing communications, which demonstrates interactivity and allows for remote customisation.
Mobile marketers are re-defining the experience of interactivity for consumers, re-focusing their core capabilities and competencies through networks of consumers (Apanasevic, Markendahl, & Arvidsson, 2016). The digital marketer is constructing, joining and leveraging existing and new constellations of value based upon these community networks that are, in turn, part of larger networks of networks (Bianchi & Andrews, 2015). The roles and boundaries of these complex networks are dissolving and are in a continual state of change because of the rapidly evolving of mobile technologies (Stephen, 2016).

2.6.2 Introduction of LOOP

The LOOP model was formulated to understand interactivity in mobile marketing campaigns, and to understand the communication process in mobile marketing campaigns (Davis & Yung, 2005; Davis & Sajtos, 2008; Davis, 2013). LOOP oriented marketing campaigns support real time two-way dialogue between consumers and marketers (Davis & Yung, 2005; Davis, 2013). In this process, the mobile devices fulfil a feedback function, with the basic supposition that it is a two-way communication (Davis & Yung, 2005; Davis & Sajtos, 2008; Davis, 2013). The evolving stream of marketing messages through mobile LOOP campaigns enhances the customer’s experience through real time interactivity (Davis & Yung, 2005; Davis & Sajtos, 2008; Davis, 2013).

The interactive campaigns based on LOOPs advocates an uncontrolled platform of interactive experience which gives greater flexibility to the consumers by letting them opt in or opt out whenever they want (Davis & Sajtos, 2008). However, to establish interactivity, more loops need to be completed between marketer and consumer (Davis, 2013). This shows that marketers and
consumers have to respond to each other in a continuous manner, coupling media such as Facebook and mobile messages (Li & Du, 2011). The LOOP campaigns promote a healthy relationship between the marketer and the consumer and engage them in a two-way dialogue (Davis & Yung, 2005; Davis & Sajtos, 2008; Davis, 2013). Consumers can use their mobile devices to participate in the LOOP campaigns and send their responses through various channels in real time. The marketers can get an advantage in terms of immediate feedback from the targeted consumers through LOOP campaigns.

2.7 CAM Model

The CAM model proposes to involve communities to enhance the success of the mobile marketing campaigns (Davis, 2006). The following sections give details of the CAM model.

2.7.1 Background

The essence of the CAM model is that it is based upon marketing relationships (Davis, 2006). Gummesson (1999) defines the concept of marketing relationships as relationships, networks and interactions, where marketing relationships are based on the multi-dimensional intercourse between consumers, communities and marketers. Interactions are defined by the activities played out within relationships and community networks. The consumers’ relationships within their communities are seen as creating new kinds of knowledge using mobile devices (Yadav, Joshi, & Rahman, 2015). Through the application of mobile technology, new dimensions to relationships and interactions develop, as they are characterised by anytime, anywhere (Fuentes & Svingstedt, 2017). In mobile marketing, the relationship between the marketer and the consumer is based on channels of information via community networks (Baik, Venkatesan, & Farris, 2014). Buxton
(1994) suggests that when investigating interactions on the basis of a technology mediated environment, a relationship must be viewed from the cognitive perspective. This approach is consistent with the development of a theory of human functionality, during interactions in a mobile environment using mobile devices (Magrath & Mc Cormick, 2013). The involvement of communities in marketing campaigns through their mobile devices forms the basis for the CAM model (Davis, 2006).

2.7.2 Introduction of the CAM model

The CAM is a conceptual mobile marketing model that suggests that the organization of the communication process among communities should highlight the importance of the participants and develop strategies that encourage the customer’s response during the mobile marketing campaigns (Davis, 2006). According to this model, mobile marketing campaigns are transmitted to and through the community structure and peer-to-peer communication systems. The model suggests that pivotals play an important part in disseminating the advertiser’s message among their communities (Thakur, 2015).

The pivotals role is to make possible the ‘nurturing’ that enhances social relationships (Thakur, 2015). Pivotal achieve this through creating and carrying out activities that strengthen connectedness and the feeling of belonging among the various members of the group (Hrastinski, 2008; Tang, Liao & Sun, 2013). The pivotal is a hierarchical leader or an opinion driver who aims to facilitate and protect the group’s communication processes and content (Cheung & Thadani, 2012). The CAM model considers interactivity to be a socially collective phenomenon and insists that marketers must leverage the person-to-person communication process by means of mobile
devices (Davis, 2006). It facilitates the engagement of the pivots because it understands that they are the most effective way for the message to reach a wider range of consumers (Cheung & Thadani, 2012). The community and peer-to-peer set up in mobile marketing campaigns consists of key participants with defined roles within the community structure, like the pivotal, who understand the characteristics of the community and its buying behaviour (Ingrams, 2015). The wireless situation in CAM services stops customers from being cut off from the outside world and it enables them to “keep in touch all the time” with their community. A key area in preserving social cohesion in these communities is the functioning of the communication procedure (Davis, Piven, & Breazeale, 2014). The community members spread the information about the advertised brand by word of mouth and help the other members of the group to evaluate the advertised brand or product (Cheung & Thadani, 2012). From a mobile marketing perspective, social media communities such as Facebook, Instagram and Twitter have become more involved in mobile marketing campaigns because the mobile devices can connect consumer to web-based applications and peer-to-peer communication in real time (Wilson, Phillips, & Djamisbi, 2015).

2.8 Research Gaps

Based on the literature review of mobile marketing campaigns and the LOOP and CAM models, this thesis has identified the following gaps: First of all, the mobile marketing phenomenon is still at a pioneering stage and as a consequence, current theory and practice provide few clear guidelines about how these interactive campaigns should engage consumers in interactive campaigns (Haryani & Motwani, 2016). In response to this challenge, practitioners and researchers have become focused on understanding these mobile marketing campaigns (Chikandiwa, Contogiannis, & Jembere, 2013). Despite this interest, there have not been many cohesive conceptualizations that
facilitate mobile marketers to engage consumers in interactive campaigns (Lee, Moon, Kim, & Yi, 2015).

Second, there have only been a limited number of studies that explore the conceptual modelling of mobile marketing campaigns involving ‘LOOP and CAM’ campaigns. The prior studies were more focused on the measurement of the effectiveness of the mobile marketing campaigns in the absence of sound conceptual foundations (Davis & Sajtos, 2008). Third, the LOOP and CAM models in isolation fall short of capturing the real essence of mobile marketing as they focus only on the properties of interactivity or community structures (Davis, 2006; Davis & Sajtos, 2008). The MESH model will provide a more complete view of the mobile marketing campaigns by interlocking the LOOP and CAM models.

Fourth, until now there have been no conceptual linkages between the components of LOOP and CAM in order to understand the role of community in mobile marketing campaigns. The absence of these linkages may result in ineffective campaigns (Killian & McManus, 2015).

Fifth, researchers have not made consumer interactivity a central model of conceptualization for mobile marketing involving smart devices and social cohesion through community structures (Akpojivi & Dye, 2014; Haryani & Motwani, 2016). Sixth, marketing academics have also struggled to develop appropriate explanatory conceptual models to enable the comprehensive study of mobile marketing campaigns in depth (Shaw & Norman, 2014).
2.9 Conceptual Model Development

The focus of this chapter is to further develop an understanding of interactive mobile marketing campaigns in a ‘MESH’ model context through the existing literature. After working through some useful theoretical guidelines related to different aspects of mobile marketing campaigns, this chapter goes into the construction of the preliminary propositions based on the literature review. These preliminary propositions will be used in the data analysis for validation and further extensions to support the analysis of MESH mobile campaigns in Chapter 5’s final discussion.

The chapter concludes by elaborating on the preliminary conceptual model. The chapter also expands upon LOOP and CAM related propositions to facilitate the interlocking of the two models into MESH.

2.10 Preliminary Propositions for CAM Themes

The preliminary propositions for the CAM model provides insight into the CAM themes and facilitate the exploration of interactive mobile marketing campaigns from a community perspective.

2.10.1 Participation

Consumer participation in the purchase decision-making process has been discussed in marketing literature extensively for the last 30 years (Aghdaie & Honari, 2014). The concept is frequently debated in the education, management, information systems and marketing literature, and is viewed as a customer engagement antecedent (Pescher, Reichhart, & Spann, 2014). Generally the concept of participation explains purchase activities, and it forms a basis for understanding their state of mind (Pescher, Reichhart, & Spann, 2014). From a consumer behaviour perspective,
participation has been defined as a motivational state of mind (arousal) that is goal directed (Mort & Drennan, 2007). During interactive campaigns, the consumer’s interactive participation is critical for its success (Chen, Cheng, Yu & Ju, 2014). Consumer participation refers to a person’s perceived relevance of the situation, based on their interests (Boisvert & Ashill, 2011). It is related to the individual’s inner state of stimulation in a structured way, in which consumers respond to an advertisement by processing information search behaviour (Narang, Jain, & Roy, 2012). Mobile interactive campaign initiated participation is when a marketer sends offers to selected or unselected consumers. The success of a campaign relies on peer-to-peer communication through their mobile devices (Yadav, Joshi, & Rahman, 2015). Therefore, mobile marketing campaigns extend the idea that consumers attribute higher reliability to advertisements that is received from other known referrals than to information they get from traditional advertising (Bianchi & Andrews, 2015).

Marketers begin campaigns with the aim of encouraging consumers to participate and forward the advertising message to their contacts (e.g., acquaintances, friends or communities) (Boydak, 2015). In the past, researchers have identified that consumers take part in mobile campaigns when they think they are valuable; for example, the marketers can give discount coupons to the consumers when they engaged in mobile marketing campaigns or they place their names in prize draws for active participation in mobile marketing campaigns (Wilson, Phillips & Djamasi, 2015). In other words, when the mobile advertisement messages come with valuable offers like discounts or coupons, this prompts more active consumers participation (Khajehzadeh, Oppewal, & Tojib, 2015).
Proposition 1

Active consumer participation in mobile campaigns can be enhanced by giving value in terms of offers to the target consumers for mobile marketing campaigns.

2.10.2 Community

Clark (1973) pointed that there are numerous ways to conceptualize community: “community as a social activity”, “community as a locality”, “community as a sentiment”, and “community as a social structure”. Despite the differences in many aspects, there are two essential indicators, a sense of harmony and sense of significance, which ultimately determine the strength of any community (Clark, 1973). Scholars recognize that conceptualizing community has had a long history in cultural, communication, marketing and sociological research, which to date continues attempting to find the true meaning of community (Grönroos, 1994; Davis, Piven, & Breazeale, 2014).

Because of the exponential growth of mobile devices and related technologies, such as social media and the Internet, the notion of community as a common geographical locality has lost its relevance (Davis, Piven, & Breazeale, 2014). Scholars have identified facets of this phenomenon, where the most important element is the nature of the bond between community members (Wang, Ting, & Wu, 2013; Haryani & Motwani, 2016).

Mobile marketing acknowledges the importance of consumer communities despite the fact that little effort to understand the characteristics of the relationship patterns between the community members in the wireless environment has been done by researchers (Haryani & Motwani, 2016). The idea of a consumption community is also worth mentioning here, since it has emerged as a result of marketing based upon feelings, beliefs, risks, common concerns and interests (Apanasevic
& Arvidsson, 2016). In the context of mobile marketing, increasing connectivity between consumers through simultaneous media forms community structures tied to the one objective of forwarding messages to others (Leppaniemi & Karjaluoto, 2008; Yadav, Joshi, & Rahman, 2015). The consumers share community values and form human affiliations in which shared passions or interests towards particular advertisements unite the members (Kaplan & Haenlein, 2010). The usage of mobile devices facilitates social interaction and communication among consumers (Watson, McCarthy, & Rowley, 2013). These social interactions offer marketers access to an existing communication process that could possibly be exploited by mobile marketing campaigns (Heinonen, 2011). Consumers share their emotions through mobile devices and social media, which creates new forms of consumption that are the direct consequence of the community-oriented environment (Bianchi & Andrews, 2015).

The research into interpersonal relationships maintains that direct contact with other members through mobile devices during interactive marketing campaigns leads to stronger bonds between members, thus reinforcing group cohesion (Thakur, 2015). In terms of the structural aspect of the MESH model, marketers want to understand the customer’s sense of belonging from a broader perspective. For example, in the context of NZ, there are a number of migrants from different parts of the world. They must face up to the effect of being far away from family. Messaging strategies to these consumers could influence this feeling of insecurity by using mobile communication (Ofek, Zsolt & Sarvary, 2011). Therefore, information provided by community members is perceived by these consumers as more useful because others like them had voted or spread opinions about the advertised brand, product or offer (Ingrams, 2015). Similarly, Nambisan and Watt (2011) believe that consumers forward messages to their peers and communities to share
their hedonic, pragmatic, sociability and usability experiences. Therefore, on the basis of the literature review, the research proposes Proposition 2:

<table>
<thead>
<tr>
<th>Proposition 2</th>
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<tbody>
<tr>
<td>Consumers participate in mobile marketing campaigns to connect with their community members and then forward messages to remain connected with loved ones.</td>
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</table>

### 2.10.3 Role of the Pivotal

Mobile marketers can gain entry to word-of-mouth communications if advertising messages are channelled through a pivotal, who acts as a point of contact in the socializing structure (Haryani & Motwani, 2016). Li and Du (2011) perceived these pivots as important individuals in social communities because of their ability to influence the attitudes or behaviour of others. It is important to note that Pivots are not marketing mavens because marketing mavens are influencers who have information related to markets, shops and products, and consumers just ask them for information (Feick & Price, 1987). Pivots are hierarchical leaders in the communities and nurturers of social relationships among various groups (Castells, 1996; Thakur, 2015). They may not have any product or market knowledge nor are they contacted for technical information on products and services by consumers, like marketing mavens. Pivots enjoy high social status in communities and mobile marketers can use their personal influence to establish their credibility in the communities represented by pivots (Li, Ma, Zhang & Huang, 2013). In contrast, market mavens try to influence consumers through their specific product or market knowledge if they are approached by individuals (Barnes & Pressey, 2016). They may also write technical blogs to disseminate information related to products, or consumers recognise them through their involvement with the products as early adopters (Barnes & Pressey, 2016). The CAM model
focuses on pivotals, not marketing mavens. Pivots act as opinion leaders, since they hold high status in the community and people trust them (Thakur, 2015). In the context of this research, marketing mavens are just consumers, not pivotals. The consumers understand that the role of the pivotal is to involve communities in marketing campaigns rather than giving technical information about a product or service. On the other hand, market mavens act more in their individual capacity to disseminate information to individuals who approach them to seek information or their expertise (Barnes & Pressey, 2016). They are approached by consumers to get their expert opinion in most instances. The pivotals have a strong tie with their specific communities and they endorse messages for the benefit of their communities without any consideration for their personal gain, which enhances their credibility and status in their communities (Thakur, 2015).

Interactivity by virtue of mobile marketing campaigns encapsulates many variables relating to human behaviour, such as peer-to-peer relationships (Lee, Moon, Kim, & Yi, 2015). It has been argued that it is important for mobile marketers to explore the relationships among the members of a community to engage consumers effectively (Haryani & Motwani, 2016). Due to the advancement in technologies, virtual interactions are growing, particularly through mobile devices (Litvin, Goldsmith, & Pan, 2008). Scholars argue that mobile devices have a tendency to develop communities of friends, peers and family by maintaining common interests (Nantel & Sekhavat, 2008; Suki, 2013; Mehrad & Mohammad, 2017).

As a matter of fact, consumers use different mediums such as Facebook and Twitter to forward the messages, and the pivotal filters them and later endorses them to their wider communities (Li & Du, 2011). The communication process in the wireless environment reflects the “connection”
and “close” relationship collectively between the participants (Davis, Piven, & Breazeale, 2014). The pivotals act as an opinion leader who provides advice to opinion seekers and interprets the mobile message (Litvin, Goldsmith & Pan, 2008). They can act as a mediating advisor who can influence and motivate others to take an active part in LOOP and CAM marketing campaigns. They play the dual role of consumer and marketer in mobile marketing campaigns. Once they start forwarding the message to their community their role changes from consumer to marketer as they propagate the message and influence others to be active participants in the campaign (Thakur, 2015).

Since the peer-to-peer communication structure plays an important role in propagating the message of the mobile marketer, many scholars have suggested utilizing the pivotal to disseminate a message to the members of a community (Khammash & Griffiths, 2011; Thakur, 2015). Mobile marketers can use pivotals in a social network to initiate the spread of a mobile advertising message, which will cause the largest possible number of activations among the network members in a chain reaction (Mochalova & Nanopoulos, 2014). Pivots are claimed to possess “expert power”, but this is a casual recognition by, relatives, co-workers, colleagues, and associates because they are convincing and competent (Khammash & Griffiths, 2011). Therefore, based upon the literature review, the following proposition can be developed:

<table>
<thead>
<tr>
<th>Proposition 3</th>
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<tr>
<td>Mobile Marketers must target the pivotals to gain access to the process of communication in the community to stimulate the propagation of an advertisement message.</td>
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60
2.10.4 Intrusion

Privacy risks are often cited as a major barrier that discourages consumers to actively participate in technological based activities such as online chatting and online buying of consumer goods (Yadav, Joshi, & Rahman, 2015). When consumers access the Internet using mobile devices, they leave behind data about themselves, such as their purchasing habits, their personal data, such as their names and mailing addresses (Vatanparsat & Butt, 2010). Mobile devices are connected to consumers’ daily lives, and they do not have the ability to control the digital traces of their personal identities effectively (Petruzellis, 2010). Scholars agree that marketing messages through mobile devices can be intrusive and may violate the privacy of consumers if not properly managed (Vatanparsat & Butt, 2010). There has been growing interest in developing permission-based marketing strategies by profiling consumers’ details and getting their consent before sending the advertising messages on their mobile devices (Park & Jang, 2014). During the marketing process, there is a trade-off between what is acceptable and informative versus interruptive information (Gao, Rohm, Sultan & Pagani, 2013).

It is advocated that this balance could be achieved by paying attention to personalization, timing, frequency and customer knowledge when targeting consumers (King & Jessen, 2010). The creation of consumer profiles allows mobile marketers to send personalized messages that are perceived as being less intrusive (King & Jessen, 2010). It is suggested by researchers that when the advertisement is sent with consent, the consumer’s attitude becomes more favourable (Smutkupt, Krairit & Khang, 2012). To enhance the mobile marketer’s contribution of value to consumers, it is important that attempts should be made to adopt a more relational interaction with less frequency (Vlasic & Kesic, 2007). The passive nature of mobile marketing campaigns allows
the consumers to respond when they feel it is convenient as compared to other media, such as telesales, which may create a feeling of uneasiness and being intrusive (Akpojivi & Dye, 2014). In essence, mobile marketing will have to be more personalized by sending advertisements to consumers who can opt to be a part of the interactive campaigns (Mafe & Blas, 2010). Therefore, based upon the literature review, the following preliminary proposition can be developed:

<table>
<thead>
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<th>Proposition 4</th>
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<td>Mobile marketing advertisements are less intrusive as compared to other media such as telemarketing because of a passive nature of campaigns.</td>
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2.10.5 Content

Marketers can classify the technical content that they use to interact with consumers as video, audio, text, and data (Fuentes & Svingstedt, 2017). Furthermore, content can also be classified on the basis of application, accessing and transmitting the content during an interactive marketing campaign, such as mobile portals and sites, social media, mobile messaging, internet messaging and websites (Strom, Vendel, & Bredican, 2014). Mobile marketers need to focus on time and location when designing mobile advertisements because these are the main considerations, and they play a key role in the success of a campaign (Lee, Moon, Kim, & Yi, 2015). Scholars have found that if a mobile marketing message highlights the distinctive characteristics of products, it will successfully enhance the image of the product brand (Haryani & Motwani, 2016). Therefore, it is important to present the information fully and, in a way, that consumers receive all the particulars, because blunders may result in failure of mobile marketing campaigns (Wilson, Phillips & Djamabai, 2015).
A user’s perception of the useful content that they receive from mobile marketers can have an effect on their behaviour (Kannan & Li, 2017). Marketers use incentives such as special offers, discounts, and mobile coupons as a means of getting users to participate in their campaigns (Khajehzadeh, Oppewal, & Tojib, 2015). Many scholars believe that campaigns should be concentrated on content that gives information about the promises of valuable service (Yang & Kim, 2012; Khajehzadeh, Oppewal, & Tojib, 2015). Other scholars have recommended that the attractive content of the message promote consumers participation particularly if the marketing messages are related to occasions such as greetings for Christmas, or birthdays etc (Killian & McManus, 2015). Since the primary medium for mobile marketing campaigns is SMS, which supports 160 characters, marketers must try to develop short messages (Walsh & Brinker, 2016). Apart from having attitude framing benefits, such strategies could improve the customers’ communication process. The interactive dialogue between customers and marketer, would contribute to successful campaigns (Koury & Yang, 2010). This recommendation leads to the following proposition:

<table>
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<th>Proposition 5</th>
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<tr>
<td>Mobile marketers must develop short advertising messages with offers to engage enthusiastic consumers</td>
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2.10.6 Hedonistic Behaviour

To date, initial conceptual frameworks of hedonistic behaviour argue that when consumer based value is optimized in the mobile marketing campaigns, the mobile consumer behaviour can be described as being in a state of flow (Hoffman and Novak, 1996; Barnes & Pressey, 2016). This
state of flow is described as an on-line meta-motivational state, which is characterised by an enjoyable, self-reinforcing seamless interaction with the mobile medium. In such a state, self-consciousness is lost (Hoffman & Novak, 1996). While in this state, the consumer becomes part of the communication system between the marketers and their communities using their mobile devices (Buxton, 1994; Castells, 1996; Hoffman & Novak, 1996). For marketers, therefore, the optimal interactive encounter is about staging consumption experiences that enhance this state of flow by fun and enjoyment (Li, Dong & Chen, 2012). In the literature related to mobile marketing, gratification research focuses on the hedonistic and impulsive behaviour of the consumers, particularly fun and enjoyment (Davis & Chaudhri, 2012). The consumers participate in interactive campaigns to satisfy their hedonic (experience oriented) motive or utilitarian (product oriented) motive (Wu, Dou, Wen & Chen, 2015). Participation in interactive campaigns by using mobile devices provides a high degree of hedonic value to consumers (Weijo, Hietanen & Mattilla, 2014). It is clear that hedonistic behaviour is oriented towards fun and entertainment, and it is important for mobile marketers to add elements of fun and entertainment into their campaigns (Davis & Chaudhri, 2012; Wei & Lu, 2014). Many researchers have used gratification theory to understand the behaviour of young consumers adopting smart interactive devices and participating in marketing campaigns that are specifically goal directed, such as obtaining a discount voucher (Hoffman & Novak, 1996; Barnes & Pressey, 2016). It is not surprising that the active engagement of consumers in mobile marketing campaigns is linked to fulfilling their informal needs, such as entertainment, fun and socializing with new people (Sultan, Rohm, & Gao, 2009). Interactivity during the campaigns supports the desire to form bonds with other community members and enhance the playful behaviour of the consumers (Davis & Chaudhri, 2012).
It is important to note that the advanced features of mobile devices promote the hedonistic behaviour of fun, entertainment and leisure among consumers during interactive campaigns (Davis & Chaudhri, 2012). The communication process in the interactive mode engages consumers consciously and provides an opportunity to buy products or brands impulsively, thus satisfying their hedonistic or utilitarian desires (Khajehzadeh & Oppewal, 2015). Scholars tend to view mobile marketing campaigns as a vibrant process of co-creation of experiences directed towards a search for fun and fantasies (Davis & Chaudhri, 2012; Fuentes & Svingstedt, 2017). This view leads to the following proposition:

**Proposition 6**

| Interactive mobile marketing campaigns create opportunities and prompt hedonistic behaviour among consumers and the desire to engage with the advertisement messages and other consumers interactively. |

2.11 Preliminary Propositions for LOOP Themes

The preliminary propositions for the LOOP themes provide an insight into the key concepts associated with a LOOP model of interactivity.

2.11.1 Reciprocity

In the context of mobile marketing campaigns, reciprocal communication has been defined as an interaction that involves two or more parties in which a marketer transmits a message through mobile devices to targeted consumers, who receive the signal and reply to it (Davis & Yung, 2005, Davis, 2013). When defining reciprocity, ‘continuation’ includes the consumers’ desire to continue the interaction with the marketer and their community by reciprocating their communications.
With regard to mobile marketing campaigns, a consumer may think that the marketer will give them a specific benefit (e.g. mobile discount coupons) (Wirtz & Chew, 2002). If this happens, the consumers will be more likely to start and carry on their communications with the marketer, which will increase interactivity overall (Killian & McManus, 2015). Basically, reciprocity can be explained as the consumers’ desire to copy the perceived actions of the other members of their communities (Killian & McManus, 2015). The conventional theory of collective action has been explored to try to verify that individuals can be expected to act in accordance with the interests of their communities (Kahan, 2003). Reciprocity has been described as a key relationship between the marketer and the consumer (Dufwenberg & Kirchsteiger, 2004). Reciprocal interactive communication ignites the feeling of devotion to the welfare of other consumers, and they exhibit ‘altruistic’ behaviour (Varki & Wong, 2003; Davis, 2013). This reflects the users’ desire to respond to their community members (Cox, 2004; Davis & Sajtos, 2008; Davis 2013). It is commonly understood that the consumers’ perception of the possible benefits from interactive campaigns can have a positive influence on their purchasing behaviour (Nambisan & Watt, 2011).

This perceived notion of benefit is an attempt to identify the traits of trust and reciprocal behaviour among consumers (Boydak, 2015). This illustrates that when the perceived benefits of participation in mobile marketing campaigns are high, there are more chances of reciprocity between the marketer and the consumers (Davis & Sajtos, 2008; Nambisan & Watt, 2011). Recently scholars have agreed that the benefits offered by marketers evoke the emotion of relationship, and that they motivate consumers to reciprocate to advertising messages (Apanasevic, Markendahl, & Arvidsson, 2016). This opinion leads to the following proposition:
Proposition 7

Reciprocity encourages interactivity and develops a sense of connection between the marketer and consumers.

2.11.2 Contingency

The concept of contingency explains the sequence of messages during interactive campaigns (Davis, 2013). Basically contingency refers to where one individual response has been shaped by the preceding response of the other individual (Haeckel, 1998). Scholars argue that, when consumers’ roles are interchangeable and they are responding to each other, then contingency interactivity occurs (Saffer, Sommerfeldt, & Taylor, 2013; Davis, 2013). The involvement of consumer communities in campaigns through contingent interactivity influences the purchase decisions of individuals, for example, when consumers give strong weight to social signals such as ‘Likes’ on Facebook (Yadav, Valck, Thurau, Hoffman, & Spann, 2013). As a matter of fact, mobile marketing campaigns involve relationship-building campaigns because pivotals engage their communities in contingent interactivity by forwarding the advertising messages to them (Islam, Low, & Hasan, 2013). Similarly, community members forward the messages to their family, friends and wider community in a contingent mode to develop stronger bonds and enhance interactivity, which leads to the following proposition (Davis, Piven, & Breazeale, 2014).

Proposition 8

Contingent communications in mobile marketing campaigns support interactivity among consumers.
2.11.3 Synchronous communications

Synchronous communications can be defined in a wireless environment as various communications occurring within a relatively short period of time in a wireless mode (Davis & Sajtos, 2008; Davis, 2013). Scholars have discussed the idea that synchronous communication is an ideal mode where spontaneous response is required in social interactions such as interactive marketing campaigns (Hlapanis & Kordaki, 2006). It has been argued in the literature that synchronous messages execute marketing campaigns better and encourage interactivity (Jensen M. B., 2008). Therefore, synchronous communication in mobile marketing campaigns must occur so that consumers can become immersed in a perceived dialogue with the marketer Davis, 2013). Non-synchronous communication leads to potential misunderstandings, and the consumers’ sense of interactivity can become diminished, ultimately resulting in the loss of consumers (Rau, Zhou, Duye, & Ping Lu, 2014); Haeckel 1998; McMillan, 2002).

Mainemelis (2001) explains the term ‘rite to passage’, in the context of synchronous communication, as a usual activity that enables psychological and physical engagement in the task. Mobile marketing campaigns can actively engage consumers in a communication by adopting synchronous communication (Davis, 2013). Marketers can share information about the product or brand by sending an advertisement on mobile devices in a synchronous mode, and invite consumers to respond (Hrastinski, 2008). The interactivity component in the campaigns provides rite to passage through mobile devices and encourages physical and psychological engagement during the interaction among the community members and the marketer Davis, 2006; (Kannan & Li, 2017). McDonald (1994) suggests that determination within a task can reduce the perceived length of the task. This means that once consumers become engaged in campaigns by receiving or
forwarding the messages, they do not feel time to be a constraint due to the synchronous dialogue (Kim, Kim & Wachter, 2013). In fact, without synchronous communication, there is high probability that consumers will face time pressures and be unable to make purchase decisions owing to a lack of information processing (Rau, Zhou, Duye, & Ping Lu, 2014). This observation leads to the following proposition:

**Proposition 9**

Synchronous communication between consumers and marketers enhances interactivity by engaging target customers psychologically and physically in mobile marketing campaigns.

### 2.11.4 Control

In interactive marketing campaigns, consumers can have some control of the exercise by modifying the content of the advertisement and then sending on the message when they believe it will be convenient to the people in their communities (Pescher, Reichhart, & Spann, 2014). In the literature, it has been argued that when marketers give offers to consumers, they are trying to have an influence on their targeted consumers and control their behaviour so that they will engage with the campaigns (Faranda, 2001; Davis, 2013).

The issue of control is a pivotal concept in mobile marketing, as it permeates every function from the design of the campaign to consumer participation (Shankar, Venkatesh, Hofacker & Naik, 2010). Control commonly refers to the use of a set of defined or ambiguous interventions by the marketer to promote the preferred behaviour of the consumers in interactive campaigns (Davis, 2013). In technology-mediated environments, the relationship between the marketer and the consumer is based on channels of information via smart mobile devices where little physical
interaction occurs (Zhu & Chen, 2015). Control allows the consumer and marketer to jointly share information about the product and create knowledge for the targeted consumers (Verhoef et al., 2010). Therefore, a real-virtual experience in the consciousness of the consumers is perceived (Jensen et al., 2014). Consequently, it is important for the consumers to perceive that they are in control of the process, which leads to the following proposition:

<table>
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<th>Proposition 10</th>
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<tr>
<td>Both marketer and consumers have a controlling impact on the process of interactive mobile marketing campaigns.</td>
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</table>

2.11.5 Technology Acceptance

Traditionally, marketing managers used mass communication media such as television, print and radio as their mode of communication with the targeted consumers (Bauer, Barnes, Reichardt & Neumann, 2005). The emergence of new channels such as social media, mobile devices, and websites resulted in a decline of traditional marketing tools (McConnell, 2004). There are many theories that attempt to explain consumer behaviour and motivation in various environments. For example, TRA (Theory of Reasoned Action) and TBP (Theory of Planned Behaviour) support individual behaviour in social interactions but they do not specifically deal with technology-mediated environments such as mobile marketing (Rauniar, Rawski, Yang & Johnson, 2014). On the other hand, TAM (Technology Acceptance Model) has been widely used in technology-mediated environments to understand the adoption of technology in various contexts such as online shopping, online behaviour, E-commerce and e-solutions (Parreno, Blas, Mafe, & Manzano, 2013). Chau and Hu (2001) compared TRA (Theory of reasoned Action) TBP (theory of Planned Behaviour) and TAM (Technology Acceptance Model) to understand physicians’ intentions to use
telemedicine and found TAM to be more effective to understand the behaviour of individuals in technology-mediated environments (Chau & Hu, 2001).

Another important consideration from the literature review suggests that young people are more comfortable using new innovative mobile devices as compared to older people (Salo, 2017). This reflects that it is critical to understand the role of TAM dimensions as it helps to engage older people in technology mediated environments such as mobile marketing campaigns (Parreno, Blas, Mafe, & Manzano, 2013). TAM identifies behavioural intention as an individual’s willingness to perform a particular behaviour regardless of the age factor (Upadhyay & Jahanyan, 2016). Therefore, in the context of this research, the Technology Acceptance Model (TAM) provides a base for understanding the adoption of mobile marketing campaigns by consumers because it involves the use of technologically advanced mobile devices (Chtourou & Souiden, 2010; Parreno, Blas, Mafe, & Manzano, 2013).

Secondly, TAM supports the view that the usefulness and friendliness of the system predicts the user’s intention to use mobile services (Upadhyay & Jahanyan, 2016). In 1989, Davis defined perceived ease of use as the degree to which the user can use a system without any effort. On the other hand, usefulness has been defined as the degree through which job performance can be improved (Davis, 1989). Being able to receive mobile marketing advertisements any time, anywhere can enhance perceived usefulness by increasing the consumers’ receptivity to promotions that arrive on their mobile devices (Vatanparsat & Butt, 2010). Therefore, behavioural intentions such as message acceptance refer to a consumer’s willingness to receive mobile marketing advertisements (Parreno, Blas, & Manzano, 2013). TAM explains that perceived
usefulness regulates the individual’s perception of the behaviour required to gain specific reward(s) from the mobile marketing campaigns (Rauniar, Rawski, Yang, & Johnson, 2014).

In terms of rewards for output or level of behavioural performance, people tend to be fulfilled by the behaviour itself, in particular situations such as message forwarding or chatting with their communities from anywhere, at any time (Islam, Low, & Hasan, 2013). Since numerous psychological researches have demonstrated that individual behaviour is influenced by other people’s behaviour (Yang & Jolly, 2008), it follows that the forwarding behaviour of young consumers in communities also encourages older people to take part in mobile marketing campaigns because the individual behaviour of the participants in the campaign is influenced by the other members of the community (Haryani & Motwani, 2016). Therefore, following proposition emerges:

<table>
<thead>
<tr>
<th>Proposition 11</th>
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<tbody>
<tr>
<td>The young generation is more comfortable with mobile technology and actively participates in mobile marketing campaigns as compared to the older generation.</td>
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</table>

2.11.6 Trust

In a wireless environment, a trust is regarded as the core of the relationship between marketer and consumer (Davis, Sajtos, & Chaudhri2011). Morgan and Hunt (1994) have examined the nature of trust in relationship marketing and conclude that it is a necessity for competitive success. Fournier, Dobscha and Mick (1998) argue that trust is a central concept in consumer relations and that to prevent the premature death of marketing relationships, greater attention should be paid to the universal rules of friendship. Murphy & Gundlach (1997) argue that trust is the variable that is widely accepted to be the basis for any human interaction, and as trust is integral as a promise
concept, this makes trust an important aspect of marketing (Davis, Sajtos, & Chaudhri, 2011; Grönroos, 1994; Gummesson, 1999; Lee, Moon, Kim, & Yi, 2015). A number of authors have focused on the role of trust in consumer relationships. For example, Geyskens, Steenkamp and Kumar (1998), from two meta-analyses, indicate that trust in marketing relationships has been considered under many different research contexts. It was concluded by these authors that trust plays a key role in consumer satisfaction and the economic outcomes of marketing relationships. Aulakh, Kotabe and Sahay (1996) examined international partnerships and found that building inter-organizational trust improved the performance of international partnerships. Andaleeb (1995) also further argued that the behavioural intentions of channels are moderated by the perception of trust. Furthermore, Young & Wilkinson (1989), in an exploratory study of trust in marketing, concluded that the level of trust was lower when conflict existed between marketer and consumer. These authors also believe that trust grows more rapidly when no formal mechanisms of control are in place. Even though the role of trust in the wireless environment is not well understood, it can be deduced from traditional research contexts that it is an integral component of the interaction and conceptualization of the electronic commerce marketing relationship (Davis, Sajtos & Chaudhri 2011). This is because, as Davis, Sajtos and Chaudhri (2011) note, one of the greatest challenges of mobile marketing is the consumers’ concern with risk, as they have slight or no prospect to verify the offers they receive from the marketer.

For consumers to engage in mobile marketing, they must trust the value-exchange process because it relates to many ethical and practical concerns (Zhang & Mao, 2008). Trust is a broad concept that refers to an optimistic expectation about the behaviour of a person or about the outcome of an event (Adjei, 2015). Trust contributes to a belief in the perceived usefulness of the mobile
marketing campaigns (Park & Yang, 2006). If the consumers get some benefit in terms of reduced prices, it could also mean saving money in the advertised store. Perceived trust reflects the individual’s view about the imparted information, that is, whether it is true or false (Adejei, 2015). This leads to the following proposition:

<table>
<thead>
<tr>
<th>Proposition 12</th>
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</thead>
<tbody>
<tr>
<td>Consumers may not trust every mobile advertisement that comes from unknown brands.</td>
</tr>
</tbody>
</table>

2.11.7 Perceived Financial Risk

Perceived risk is a multidimensional construct because it is difficult to anticipate the consumer’s response with certainty in a technology mediated environment (Havlena & DeSarbo, 1991). There are many types of technological risks associated with mobile marketing campaigns, such as malware, a software application that has a malicious intent (Jaehun, 2011). When downloaded on mobile devices, it may destroy the application by infecting it with a malicious virus (He, 2013). These applications are mostly third-party applications that are available for free download, and they may cause a malfunctioning of mobile devices. They have been discussed in the literature as psychological, financial and technological risks (Libermann & Stashevsky, 2002).

There are many risks associated with ubiquitous technologies and information databases relating to consumers’ profiles in the digital era (Bahli & Benslimane, 2004). Consumer behaviour is strongly influenced by the perception of risk in mobile marketing campaigns because lack of trust cues, for example the poor credibility of the store and unfair prices, may prompt the consumers to reject the offers (Zhang & Mao, 2008). This means that the growth of mobile devices in our society
does not guarantee the acceptance of interactive marketing campaigns by consumers (Okazaki & Taylor, 2008). In the context of mobile marketing, consumers could be concerned about wasting their money on low quality products through interactive campaigns that might generate financial risk for them (Fuentes & Svingstedt, 2017). On account of the anticipated financial risk, many consumers do not engage in these wireless campaigns, as they fear digital fraud (Vatanparast, & Butt, 2010). Therefore, the following proposition has been postulated:

<table>
<thead>
<tr>
<th>Proposition 13</th>
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<tbody>
<tr>
<td>Perceived financial risk acts as a barrier to engaging consumers in interactive campaign</td>
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</table>

2.11.8 Price

The research on pricing has its origins in the domain of accounting, economics and marketing (Grewal et al., 2010). It is defined as the process of determining exchange value between the company (seller) and the consumer (buyer) (Wang, Lin & Chang, 2014). In most cases, consumers evaluate a brand’s quality on the basis of their perception of price, i.e. good quality products are more expensive (Somervuori, 2014). It is a critical factor and it affects consumers’ purchase intentions; therefore, it is important for marketers to develop their pricing strategies carefully to elevate their profits (Kung, Monroe & Cox, 2002).

The prime advantage of interactive marketing that involves social media and mobile devices is that it allows the marketers to use variable pricing strategies in real time instead of fixed pricing (Kung, Monroe & Cox, 2002). In the literature, the variable pricing in a digital or internet context is also referred to as dynamic or smart pricing strategies (Sotgiu & Ancarani, 2004). It is difficult to set the right price using any consistent strategy in the mobile or digital marketing environment due to
its dynamic changing nature and lack of knowledge about the consumers’ price sensitivity levels (Munnukka, 2005).

The advanced features of mobile devices allow consumers to interact in real time with the marketers, and this interaction creates an opportunity for the marketers to analyze consumer traffic and demographics to adjust their pricing strategies (Suki, 2013; Kannan & Li, 2017). In mobile marketing campaigns, many retailers use special in-store pricing to appeal to customers by offering discounts or coupons through sending messages on their mobile devices (Baik, Venkatesan, & Farris, 2014). Researchers argue that a dynamic model of pricing is suitable for any online environment because it allows for selling an identical product with different price tags to different segments of the market (Lee, Illia, Body & Forks, 2011). Mobile marketers use this model and change prices based upon the consumer’s demands and preferences.

It is vital for marketers to keep their prices fair, justifiable and reasonable to motivate consumer participation in the campaigns, because if consumers perceive that the price is unfair, they will reject the offers (Somervuori, 2014). There are many telecommunication and internet plans available for all consumers that suit their budgets while dropping the cost of messaging services has made mobile marketing more popular. Consumers on post-paid packages in NZ gets free bundled SMS, which they can utilize by engaging in mobile marketing campaigns. Tough competition in the telecom sector forces the telecom companies to provide cheaper plans to their subscribers for messaging, browsing and downloading content from the internet (Srinuan & Srinuan & Bohlin, 2013). The post-paid packages from many mobile operators such as Vodafone and Spark come with a bundle of free SMS on a monthly plan, so the consumers perceive the cost
of engaging in mobile marketing campaigns as negligible. The low cost of mobile messaging allows the consumers to take an active part in mobile marketing campaigns and they can forward the advertising messages to their families and communities because it is not costly. Secondly, consumers can gain incentives in return for their participation in the campaigns, which diminishes the cost perception associated with involvement in mobile marketing campaigns (Vatanparsat & Butt, 2010). This attitude to the cost of messaging services leads to the next proposition:

<table>
<thead>
<tr>
<th>Proposition 14</th>
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</thead>
<tbody>
<tr>
<td>Consumers on postpaid packages with mobile phone companies perceive the cost of sending a SMS in response to a mobile marketing campaign as negligible.</td>
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</table>

2.11.9 Demographics

Generally, marketers use age, gender, education and income level as important indicators of demographics to understand their consumers’ behaviour (Davis, Piven & Breazeale, 2014). Mobile marketers use different variables to segment the target consumers, such as the location of the consumer, demographics, and the type of network or mobile device they use for the purpose of interactive mobile marketing campaigns (Yusta, Pascual, & Lara, 2014). The literature suggests that personal characteristics are a significant antecedent to interactivity, and age and gender play an important role in the adoption of the technology (Zhang & Mao, 2008; Lee, Cho, Xu & Fairhurst, 2010). It is a general assumption that the younger generation is more comfortable with mobile devices, and that mobile marketers must design their campaigns carefully to target older generations (Nwagwu & Famiyesin, 2016). However, recent research suggests that older people exhibit similar buying patterns to younger people while shopping using their mobile devices.
(Nwagwu & Famiyesin, 2016). The importance of demographic variables leads to the following proposition:

<table>
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<th>Proposition 15</th>
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<tr>
<td>Demographic variables, particularly age and income, play an important role in interactive marketing campaigns.</td>
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</table>

2.12 Chapter Summary

In summary, this chapter has sketched an image of the general emerging themes by describing the different components of the two interlocked models LOOP and CAM in the context of mobile marketing campaigns. Concepts surrounding mobile marketing include participation, community, the role of pivotals, intrusion, content, hedonistic behaviour, reciprocity, contingency, synchronous communication, control, the Technology Acceptance Model (TAM), trust and demographics. These concepts have been explored through the literature review to establish initial propositions for the MESH model. The next chapter will discuss the methodology adopted for this research.
CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Overview

This chapter unpacks the research methodology employed in this study. The chapter starts with an explanation for choosing the qualitative method approach for interlocking the two-conceptual interactive mobile marketing models, LOOP and CAM, into MESH. Then the chapter analyses the advantages and possible drawbacks of qualitative mobile marketing research. Since the research focus was on two conceptual models, it was appropriate to use the qualitative mode of enquiry to validate the propositions of the LOOP and CAM models and support a unified model, MESH. Non-directive face-to-face interviews were used as the method of data collection. The double cannon of thematic analysis and grounded theory was used for comprehensive qualitative analysis of the data. After the conceptual method of the research design is given, the chapter presents a detailed amplification of the operational methods.

3.2 Introduction

Due to the complexity of the research question, a qualitative approach was employed because it provides a deeper level of understanding by yielding relevant themes to explore the MESH model. Qualitative research is a socially constructed term that consists of approaches that can be used to explore a cultural and social phenomenon (Johnson & Onwuegbuzie, 2004). According to Creswell (2007), qualitative research interprets reality and processes viewpoints through a theoretical lens. In order to comprehend these issues, qualitative researchers employ an incipient qualitative approach involving data collection from a natural setting (relevant to the research) while being conscious of the people and places involved (Erlingsson & Brysiewicz, 2013). This is followed by an inductive analysis of the data with a view to identifying patterns and themes.
Finally, qualitative research presents a descriptive and interpretive report that incorporates the views of the people and the researcher as a participant, thereby either augmenting existing literature or highlighting areas for further investigation (Charmes, 2003). The epistemological assumption for this research is based on the view that findings are literally created as the investigation proceeds (Charmes, 2003). This is very true for this research because different opinions emerged through a series of interviews with individual consumers who were involved in interactive marketing campaigns. Second, the diagnostic exploratory research objective to interlock the two conceptual models, LOOP and CAM, can be achieved by developing new conceptualizations from the data gathered from the interviews.

The evolving nature of mobile marketing requires conceptual thoughts to define new concepts in the fields of mobile marketing campaigns, viral marketing, online marketing and SMS marketing (Kapoulas & Mitic, 2012). The overreliance on a small set of quantitative methods in marketing related research has been criticized repeatedly because it limits the scope when constructing a social reality (O’Connell & Hurley, 2009). There is also a growing acceptance of a diverse range of qualitative research methods for studying new technology-based marketing phenomena (Goulding, 2005). Qualitative research gives flexibility to the researcher to use different methodologies at different stages of the research project (Johnson & Onwuegbuzie, 2004). Since mobile marketing is a complex phenomenon, it demands flexibility to understand the interactions between different actors, such as customers, technology, and marketers (Kannan & Li, 2017). Therefore, to explore and conceptualize the mobile marketing context, the thesis has been conducted by combining the double cannon of thematic analysis and grounded theory for the data analysis to answer the research questions. Exploratory qualitative methods such as grounded
theory and thematic analysis are critical for the development of new conceptualizations in an evolving discipline such as mobile marketing (Kapoulas & Mitic, 2012).

### 3.3 Justification of a ‘pragmatic’ paradigm for this research

The initial step in the research design was selecting a research paradigm that would be appropriate for this research. Qualitative research is often associated with interpretivism, but the reviewed literature suggests that alternatives such as pragmatism and critical theory do exist (Davis & Pyper, 2015). In general, pragmatism is used in exploratory research to understand the consequences and considerations of social contexts such as mobile marketing campaigns (Kelemen & Rumens, 2012). From an ontological perspective, a pragmatic paradigm leads the research in the direction of a comprehensive study because pragmatic knowledge reflects beliefs about how things work in the social world (Lefley, 2006).

The pragmatic paradigm encourages a variety of methodological approaches for exploring knowledge in different domains, such as mobile marketing, because knowledge flows from a holistic view of situations such as community involvement in interactive mobile marketing campaigns (Rotfeld, 2014). The epistemological view of pragmatism considers things to be true, not for the reason of any knowledge we have, but because of our experiences. Pragmatism is concerned with the connection between knowledge and action, which makes its use appropriate as a foundation for research approaches (Rotfeld, 2014).

The growing interest in other paradigms of research makes it necessary to investigate pragmatism as one possible paradigmatic base for research in mobile marketing (Davis & Pyper, 2015). Taking
a pragmatic or pluralist position allows the researcher to lay a foundation of constructive knowledge (Pansari, 2005). From a pragmatic perspective, knowledge and social reality are based on habits and beliefs that can be explored through a qualitative lens (Kelemen & Rumens, 2012). An unfortunate feature of the paradigm wars of the 70s and 80s was that theorists focused on the differences between interpretative and positivist orientations by ignoring other paradigms (Johnson & Onwuegbuzie, 2004). The following are some similarities that provide a base for the paradigmatic compatibility of qualitative research and pragmatism to answer the research questions of this thesis. They indicate that pragmatism allows the researcher to use qualitative methods by focusing on the following aspects of qualitative research (Denzin & Lincoln, 1994).

1) Empirical observations: Researchers using both interpretivism and pragmatic paradigms use empirical observations to answer their research questions (Goldkuhl, 2012). In the context of this research empirical observations help the researcher to construct a social reality based upon the experiences of people participating in mobile marketing campaigns (Andrade, 2009).

2) Bias minimization: Researchers in both paradigms try to minimize bias to improve the reliability and trustworthiness of their research (Kelemen & Rumens, 2012). The use of a pragmatic paradigm encourages the research participants to express their views freely, which results in minimal bias (Goldkuhl, 2012).

3) Methodological Pluralism: The pluralism of methods encourages the researcher to triangulate their findings and try to construct multiple realities (Hartman & Conklin, 2012). Basically, it empowers the researcher to employ various methods, such as thematic analysis and grounded theory, under a pragmatic paradigm to explore mobile marketing campaigns.
3.4 Justification of Qualitative Methodological Approach

A generally held belief is that what cannot get quantified does not exist (Gummesson, 1998). Positivist approaches have been praised as the tools that can find truth in a marketing context (Matavire & Brown, 2013). However, in recent years, quantification methods have received criticism owing to a variety of implicit problems associated with quantitative methods (Simone, 2014). These quantitative methods implicitly provide a simple narrow focus on social realty by ignoring social complexities relating to the behaviours of humans, which may not reflect the true picture of a phenomenon (Dumay & Qu, 2011). Another implicit problem associated with quantitative methods is that they may provide falsely precise results if the premise of the research objective has many contexts (O’Connell & Hurley, 2009). The following reasons further highlight the implicit problems of quantitative methods and ultimately lead to justification of the use of a qualitative approach for this research.

Firstly, it is difficult for the researcher to understand social phenomenon such as interactivity among community members during mobile marketing campaigns through the structured data collection instruments used in quantitative approaches (Guercini, 2014). As interactivity involves sentiments and influences, quantification falls short in capturing the essence of interactivity (Dumay & Qu, 2011). Second, it is problematic for understanding the perceptions and beliefs of people without reference to the local context in which people live (Petty, Thomson & Stew, 2012). The context of this research involves various elements, such as community bonding and the role of pivotals in mobile marketing campaigns Davis, 2006; Davis, 2013). Third, the LOOP and CAM campaigns are very dynamic and involve impulsive decisions to engage friends, family and community members; therefore, the quantitative approach would fail to provide an in-depth
description of the experience of participants in mobile marketing campaigns. Finally, the findings of quantitative research methods lack a detailed narrative of human insights, which is critical for conceptualising the MESH model.

The decision to use the qualitative approach to conceptualize MESH was an informed choice because it allows to explore social reality in depth (Miles & Huberman, 1994). The research findings suggest that the new global digital setting in which marketers operate seems to favour qualitative methods of exploration (Kapoulas & Mitic, 2012). The following discussion will further elaborate on implicit problems of the quantitative approach and justify the choice of qualitative approach. It will also elaborate on the reasons for the selection of the qualitative approach for this research project.

3.4.1 Context stripping
Quantitative approaches focus on selected subsets of variables and ignore context that might have an effect on or alter the quantitative findings (Dumay & Qu, 2011). Therefore, exclusion of context may weaken their applicability and generalizability (Kelemen & Rumens, 2012). Qualitative data can redress this imbalance between variables and contexts, something that is very important for the researcher who needs to understand the context of mobile technologies adoption and growth (Jaehun, 2011). We are living in a technological era where mobile devices are a part of our daily lives and are used for fun, shopping, information and games (Gulbahar & Yildirim, 2015). Therefore, it is not possible to avoid the context of this growing phenomenon and just focus on a few variables and test those using quantitative methods. Therefore, the qualitative approach is a better fit for this research.
3.4.2 Exclusion of meaning and Purpose

It is clear that qualitative data can provide rich insights into human behaviour because it allows the researcher to assign references to the meanings and purposes attached by human actors to their activities (Gustavsson & Age, 2014). Quantitative methods do not provide detailed insights into human behaviour and may exclude broader interpretations of consumer behaviour (O’Connell & Hurley, 2009). Mobile marketing directly involves participants based upon their emotions and feelings (Pescher, Reichhart, & Spann, 2014). Therefore, qualitative approach is more appropriate for this research to explore participants’ feelings during mobile marketing campaigns.

3.4.3 Inapplicability of general data to individual cases

Quantitative methods provide statistically meaningful generalisations but they lack applicability in individual cases (O’Connell & Hurley, 2009). This is very true in the mobile marketing context because although some consumers love to receive mobile offers from brands and companies, others view them as intrusive (He, 2013). Therefore, qualitative approach allows researcher to focus on individual cases.

3.4.4 Disjunction of grand theories with local contexts

The purpose of qualitative research is to understand the actions of humans in activities such as participation in mobile campaigns (Cavana, Delahaye & Sekaran, 2001; Nambisan & Watt, 2011). A qualitative approach uses variables that are multifaceted, mingled and tough to measure, ones that provide an insider’s point of view rather than an outsider’s point of view, which is utilised mostly in quantitative research (Tolich & Davidson, 1999).
3.4.5 Completeness

Completeness is necessary to obtain a solid understanding of mobile interactive campaigns that integrate social media, mobile devices and channels of response like the internet, magazines, television and radio (Davis, Piven, & Breazeale, 2014). The expectation is that this understanding will emerge by conducting detailed face-to-face qualitative interviews with people who have taken an active part in interactive campaigns using their mobile devices. On the other hand, quantitative approach has a narrow focus to judge situations objectively (O’Connell & Hurley, 2009).

3.4.6 Exploration

The qualitative approach allows the researcher to explore social reality in more depth than the quantitative approach (Cho & Lee, 2014). It can construct propositions to investigate the phenomenon in more detail and generate hypotheses to be tested later (Jaehun, 2011).

3.4.7 Diversity

Crotty (1998) proposes that a strategy that couples diverse data analysis methods such as thematic analysis and grounded theory to explore the research question provides more credibility to the research process. The qualitative approach supports the use of diverse methods for data analysis, while the quantitative approach is narrowly driven by statistical tools (Cho & Lee, 2014).

3.4.8 Theory formation

With the help of an iterative qualitative approach as opposed to quantitative, the researcher can focus on the exploratory aspect of the research and generate a theory with flexibility as compared to quantitative approach. The literature terms a theory as a statement of relations among notions,
within a set of boundary constraints (Bacharach, 1989). It is no more than a linguistic device used to organise a complex world and prevent the observer from being dazzled by the full-blown complexity of events (Bacharach, 1989). If the theory is good, it achieves two key goals; it advances knowledge and guides further research (Van De Ven, 1989).

3.5 Strengths of Qualitative methods

The data are based on the participants' own classes of meaning. Therefore, the paradigm is useful for describing complex phenomena such as mobile marketing because it gives flexibility to conduct cross-case comparisons of interview transcripts and analysis by using many approaches simultaneously, such as grounded theory, content analysis and thematic analysis (Simone, 2014). The beauty of qualitative research is that it provides an understanding of people's personal experiences of phenomena. (Simone, 2014). Since, mobile marketing campaigns involve the participation of consumers, qualitative research allows the researcher to understand the social phenomenon in depth (Gulbahar & Yildirim, 2015). It gives flexibility to the participants to discuss their experiences and reflect upon their feelings during participation in the campaigns. Qualitative methods prompt the researcher to classify the setting factors related to a phenomenon of interest, which then allows the researcher to study processes, such as interactivity in mobile marketing campaigns (Kapoulas & Mitic, 2012). Another key strength is that data are usually collected in naturalistic settings in qualitative research that are responsive to local conditions and the stakeholders' needs (Jaehun, 2011).
3.6 Weaknesses of the Qualitative methods

It is vital to discuss the major weaknesses of qualitative research in order to understand its limitations during the research process. It is possible that knowledge produced through interactions via interviews may not generalize to other settings (i.e., the findings may be unique to a particular group of people), (Kapoulas & Mitic, 2012). Since qualitative data collection involves face-to-face participation in interviews, in most cases it is more time consuming when compared to quantitative research (O’Connell & Hurley, 2009). The interviews and focus group sessions are usually lengthier and need more resources (Kapoulas & Mitic, 2012). Data analysis is often time consuming and complex using qualitative methods (Goulding, 2005). For example, in the context of this research, thematic analysis has been used but it lacks any concrete process of data analysis. Therefore, to support this thematic analysis, the theoretical sampling component of grounded theory has been used in conjunction. There is also a tendency for the results to be more easily influenced by the researcher's personal opinions during the data collection phase (Kapoulas & Mitic, 2012). The major reason is that if interviews or other data collection methods are not properly administered then there is a tendency that researchers may influence or guide the participants through their personal opinions (Kapoulas & Mitic, 2012).

As a matter of fact, every approach has weaknesses and strengths and it is the responsibility of the researcher to overcome the weaknesses in his or her research design (Ibrahim, 2012). Thus, although the qualitative approach has been used in this research because it looks at human realities and strives to understand similarities and differences without controlling the behaviour of the participants in the research, it also allows for contextualizing, interpreting and understanding the interactive mobile marketing campaigns by examining the participants’ frames of reference,
interpretations and depiction of their experiences that have arisen from the interactive mobile marketing campaigns (Matavire & Brown, 2013). Second, there is a need to promote broad thinking and a qualitative paradigm that is suitable for this research because it allows the ontological assumption that there are multiple realities, which is very true in the mobile marketing context (Palka, Pousttchi, & Wiedemann, 2009). Mobile marketing involves humans and their emotions, which are neither controllable nor predictable (Im & Ha, 2015). Therefore, the qualitative approach is more suitable for this research project.

### 3.7 The Conceptual Method

From using a qualitative perspective, several compatible methodological approaches have emerged, such as grounded theory, thematic analysis, phenomenological research, content analysis and discourse analysis (Cho & Lee, 2014). It is important to note that the choice of methodology is driven by the research focus, which is to generate a comprehensive conceptual model of interactive marketing campaigns. Nowadays the application of the qualitative exploratory approach seems to be fundamentally suitable for exploring mobile marketing campaigns because it allows us to understand the multiple views of a social reality, such as the high level of adoption of mobile devices and the growing trend of SMS marketing campaigns worldwide (Palka, Pousttchi, & Wiedemann, 2009).

Because there is limited previous research that aims to understand interactive mobile marketing campaigns in the era of innovative mobile devices such as smart phones, it is appropriate to undertake exploratory qualitative research (Davis, Piven, & Breazeale, 2014). The major reason for employing qualitative research is to gain a deeper understanding of interactive marketing
campaigns by exploring the experiences of the consumers (Davis, Piven, & Breazeale, 2014). There is a general assumption that exploratory qualitative methodology is appropriate for conducting research on a less studied phenomenon because exploratory research is applicable when the goal is to generate theoretical ideas and propositions (Crotty 1998; Kelemen & Rumens, 2012). In the context of this research, the focus was on adopting a methodological process that enabled the development of a theory of a MESH interactive model that would advance knowledge, guide further research, and have practical implications. Also, an approach was required that would create a theory that could be observed in its natural setting, primarily because there was no existing theory that fully addressed the research question (Jaehun, 2011).

From a philosophy of science perspective, the literature argues that when the objective of the researcher is to generate or select theoretical ideas and propositions for future testing, an exploratory approach to good theory generation should be adopted (Calder, 1977). Focusing on conceptualizing consumer’s perceptions of interlocking the LOOP and CAM models into MESH, this exploratory study encapsulates grounded theory, face-to-face non-directive in-depth interviews, and the thematic analysis process into the research design to analyse the data iteratively in order to develop a theory based upon the philosophical underpinning of grounded theory.

3.8 Research Validity

The research methodology is consistent with an approach to theory development in the marketing discipline (Calder, 1977). The descriptions and explanations determine the validity of the research in a qualitative paradigm (Kozinest, 2010). The following discussion highlight the process of research validity of this research.
3.8.1 Construct validity

Construct Validity has been rooted in quantitative research and reconsidered in qualitative paradigm (yin 1994). Construct validity governs whether a measure is biased by the method or is a true image of a concept (Lewis, Snyder & Rainer, 1995). In the context of this research, construct validity refers to conformance to criteria in terms of credibility (Lincoln & Guba, 1985). Credibility refers to truth related to research findings and accurate interpretation of views and reflections of research participants (Lincoln & Guba, 1985). To obtain sound construct validity, Interviewee participants were given flexibility to reflect upon their experiences relating to interactive marketing campaigns (Golafshani, 2003). To avoid any ambiguity, participants were provided with a transcript of their interview in order to conduct a participant check, enabling them to correct the interpretation in the context of this research (Anney, 2014). Participants were invited to add to or amend their data if they wish. Attention was also given to peer debriefing during the process of thesis development, a programme of research-oriented seminars was embarked on to obtain feedback and criticism from researchers, to ensure the construct validity of the conceptual model MESH (Anney, 2014). A chain of evidence was established by undertaking in-text APA style referencing of all sources of evidence used in this research so that anybody who reads this thesis can link or audit any progression and conclusion developed in this research. Finally, construct validity was attained by providing the draft of this research to the researcher’s supervisor for review few times.
3.8.2 Consistency & Dependability

In this respect, consistency was attained through detailed analysis of data, which was constantly compared against the literature review to develop propositions in the context of MESH model development. The process of data collection, recording and analysis also improved the consistency of the research (Golafshani, 2003). To enhance dependability, audit trail was established to keep a record of data collection process including collection of data, transcription of the data, reviewing of transcription against data files and notes taken by the researcher to ensure the stability of findings overtime (Anney, 2014).

3.8.3 Applicability & Transferability

In the context of this research, applicability and transferability are analogous to external validity and can be defined as achievement of a research quality whose comparable results may be derived from similar groups involved in the research and where research results are not restricted to unique circumstances (Miles & Huberman, 1994). Applicability and transferability has been achieved by designing a comprehensive semi-structured questionnaire to obtain descriptive data by probing participants in face-to-face interviews to get description of their experiences, demographics, examples to support their statements during mobile marketing campaigns (Anney, 2014). Secondly, applicability and transferability were evident when literature-review supported the development of preliminary propositions in each theme for the development of the MESH model. Later these preliminary propositions were validated and extended to support interlocking of LOOP and CAM model into the MESH model.

In particular, the Miles & Huberman (1994) approach was followed when:

i. Affixing codes to a set of data
ii. Sorting transcripts to identify similar phrases, patterns, themes, contexts and insights

iii. Isolating these patterns and themes to conduct analysis to interlock LOOP and CAM models into MESH.

iv. Progressively expounding a set of propositions that cover the LOOP and CAM models interlocking into the MESH model.

v. Analysing generalisations with MESH model constructs and theories in a formalized way.

3.9 Grounded Theory

The literature describes this theory as an account of links among themes, within a set of limit constraints (Bacharach, 1989). The aim of grounded theory is to help the researcher to construct a sound theory based upon careful observation of a social phenomenon (Matavire & Brown, 2013). The application of grounded theory initiates at the level of observation and concludes at the conceptual level. It allows the researcher to formulate comparisons across social situations in the process of theory development (Kelly, 2010). Grounded theory originated from the combined work of Glazer and Strauss (1967) and was subsequently extended by Strauss and Corbin (1990). The two distinct approaches of grounded theory help researchers from the start to select an appropriate approach suitable for answering the research question. Glaser and Strauss (1967) suggests that researchers should tackle the research question without exploring the literature, with an empty mind to avoid creating prior beliefs and assumptions. They emphasise that a literature review may prevent the researcher from generating a theory grounded in the data.
From the perspective of Glaser and Strauss (1967), grounded theory is an inductive process that requires the researcher to be passive, and it does not have to generate any pre-conceived propositions or hypotheses to answer the research question. Their variant of theory highlights that it is important for a researcher to understand that once the coding of data begins, the research question will be clearly identified. In contrast, Strauss and Corbin (1990) acknowledge the importance of a literature review to develop the understanding of the research question. From their perspective, pre conceived ideas, thoughts and literature guide the theoretical sampling process in a research. Similarly, Hekkala (2007), supports Strauss and Corbin’s (1990) view that the researcher must have some preconceived ideas or themes related to phenomena from a survey of the literature to make sense and to provide a base to the researcher with a focus and starting point.

The methodology of grounded theory is iterative, and it requires a steady movement between data and concept, and must have constant comparison across different types of evidence to control the conceptual level of the emerging theory (Orlikowski, 1993). This allows for the examination of continuous contextual processes at various levels of analysis. In support of this approach, Turner (1983) suggests that grounded theory tackles the problems of qualitative data analysis by exposing them to analysis and the rationally adopting strategies that are stated in the research protocols rather than by hidden means. Also, as Orlikowski (1993) and Turner (1983) further note, the grounded theory approach is useful because it focuses the research on context and action. Phenomena associated with people such as technology, organizational change, and normally undiscovered socio-technical patterning are often omitted in studies that are reliant on quantitative data analysis techniques (Orlikowski & Baroudi, 1991). It is an iterative approach that is based upon the collection of new data to answer the theoretical questions that arise out of earlier data
(Yin, 1994). Here the generalization is of theoretical concepts and patterns, based on a method that relies on the continuous comparison of data and theory (Eisenhardt & Grabener, 2007). The findings from a grounded theory study tend to be more exhaustive and particularistic, thus leading to a more general or diverse explanation of the emergent themes from the results (Dutton & Dukerich, 1991; Leonard-Barton, 1990).

On account of the scope of marketing widening to integrate mobile marketing and experiential consumer behaviour, the application of grounded theory is a suitable option for this research (Gustavsson & Age, 2014). Second, grounded theory has been perceived as a reliable method to explore social phenomenon related to use of technological platforms such as mobile devices in marketing campaigns (Hekkala, 2007). The methodological process will focus on the development of a theory based upon the work of Staruss and Corbin (1990). As a matter of fact, no qualitative research proceeds without formulating some research questions. The manner in which the researcher deals with the questions portrays the theoretical orientation of the researcher. Grounded theory is particularly useful for testing and moving themes to a higher level of abstraction by identifying, comparing and labelling them, and specifying the relationships that connect all the themes together (Kozinets, 2010). It is necessary to focus on the themes that have emerged in each data segment to achieve consistency in data collection (Corbin & Strauss, 1990).

3.10 Thematic Analysis

Thematic analysis is relatively neglected resource for research into the processes of exploratory research (Ibrahim, 2012). The research question was firstly read and understood to facilitate data familiarization and generation of codes. The themes were identified from the data based upon two
isolated models of LOOP and CAM. In thematic analysis, chunks of texts are labeled into themes which allow a later analysis of data (Braun & Clarke, 2006). Themes were ascertained, coded and analyzed so that they could be interpreted and the content of the data understood (Ibrahim, 2012). The first iteration of the analysis resulted in a large number of themes, which were classified and then refined to reflect the context of the research objectives (Braun & Clarke, 2006). This is because thematic analysis uses data to create and apply codes to the data (Ibrahim, 2012). The analysis of the literature reveals that researchers have used various coding techniques without proper dimensions during thematic analysis (Hartman & Conklin, 2012). To overcome this deficiency of thematic analysis, grounded theory has been employed in conjunction with thematic analysis (Elsbach & Sutton, 1992). The structure of the grounded theory coding process in conjunction with thematic analysis is discussed below in the following section, 3.9.3.

3.11 Thematic Analysis in conjunction with Grounded Theory

Grounded theory is placed as a sub-set within the wider frame of thematic analysis for this study. Thematic analysis can use different qualitative approaches to communicate between the methods (Ibrahim, 2012). Chunks of text are taken and labelled in thematic analysis in accordance with categories (themes), which makes it possible for data to be analysed later with the help of grounded theory (Douglas, Hamilton, & Grubs, 2009). However, thematic analysis alone does not give the researcher a concrete method of coding the data. Therefore, grounded theory is employed to support thematic analysis, since successful research depends upon an appropriate research method (Cho & Lee, 2014).
Thematic analysis and grounded theory both identify patterns and themes from data and allow the researcher to explore the phenomenon in detail to generate theory from data (Ibrahim, 2012). The key differences are that grounded theory supports data collection and analysis at the same time and encourages the researcher to use theoretical sampling, while thematic analysis does not put any constraint in relation to data analysis for a sampling frame (Ibrahim, 2012). In the context of this research, thematic analysis in conjunction with grounded theory has been used to draw interpretations and to detect and identify themes that influence the consumer’s participation in mobile marketing campaigns (Braun & Clarke, 2006). Since thematic analysis does not provide a concrete sampling method, theoretical sampling, a component of grounded theory, has been employed to guide the data analysis process and conceptualize the MESH model in support of thematic analysis (Douglas, Hamilton, & Grubs, 2009).

3.11.1 Theoretical Sampling

The development of sampling frames in qualitative research is a complex task and requires careful consideration (Cho & Lee, 2014). It is interesting to note that there are many variations of sampling in qualitative research which overlap specifically in the context of purposeful and theoretical sampling (Coyne, 1997). Due to this reason, theoretical sampling and purposeful sampling are perceived as synonymous and are used interchangeably in the literature (Coyne, 1997).

The purpose of sampling in this research is to select participants and data from semi-structured interviews to generate deeper levels of understanding by interlocking CAM and LOOP into MESH. The essence of theoretical sampling supports recruitment of participants to explore multiple dimensions of the social processes under study based upon their experiences (Coyne,
The process of theoretical sampling is completed at the point of theoretical saturation, when no new categories or themes emerge from the data (Coyne, 1997). Concurrent data collection and analysis in all versions of grounded theory will immerse researchers into the data and make them theoretically sensitive to the data (Cho & Lee, 2014). Initially the grounded theory was perceived as a method where literature and pre-conceived ideas were not considered suitable for grounded theory research (Hekkala, 2007). This premise attracted criticism, and new versions were developed in which, to achieve theoretical sensitivity, the researcher must begin with as few predetermined ideas, particularly propositions, so that he or she can be as sensitive to the data as possible (Simone, 2014). Data analysis starts with basic coding of the data and then moves to theory development for understanding phenomena such as MESH model.

Theoretical sampling incorporates the process of collecting, coding and analyzing data while generating a theory at the same time (Corbin & Strauss, 1990). Lacking knowledge of where the research would lead, only the initial sampling was planned. The next steps involved a process of repeated comparison of the analyzed data and emerging themes until the point of theoretical saturation was reached. That was when additional collected data provided no new knowledge about the different thematic chunks of data.
3.11.2 Open Coding

It is important to keep in mind how much data has been collected. Therefore, in order not to overlook emerging themes, linkages and concepts, all data needed to be coded and organized in a structured way. From the interview transcripts, data were analyzed and codes allocated to the text by assigning themes. At the end of the sampling process, a large number of codes were generated, which were then transformed into the themes. Following grounded theory doctrine, emerging themes were labelled and constantly compared with the preliminary research propositions. The process of persistent comparison continued until the core theme was identified (Jaehun, 2011).

3.11.3 Axial coding

In the next stage, the Axial Coding process was used to relate categories to their subcategories. This component of grounded theory is very useful for linking categories to the subcategories derived from thematic analysis (Corbin & Strauss, 1990). The coded relationship within the subcategories facilitates the formation of themes, as axial coding is a crucial part of grounded theory for integrating and refining emerging theories (Corbin & Strauss, 1990). Therefore, all subcategories of the identified themes were amalgamated around the key themes that needed to be investigated further. Given that the main purpose of coding the data is to arrive at the answers for the research questions, themes need to be identified, coded and analyzed in order to explain the underlying meaning of the data (Hartman & Conklin, 2012). It is imperative that researchers determine the level, be it semantic or latent, while deciding on the themes of their study. The process of conducting thematic analysis leads to a synthesis of patterns and that separating data into various groups facilitates this process of theory building (Douglas, Hamilton, & Grubs, 2009). The process involves the identification of the final themes that emerge from the data, and the coded
data extracts are collated within identified themes for theory generation (Hartman & Conklin, 2012). Figure (3) shows the data collection and analysis process used in this research:

**Figure 3 - Data Collection and Analysis Process**

![Diagram showing the data collection and analysis process](image)

Source: Developed for this research
3.12 Study Design

In this research, 16 in-depth individual face-to-face interviews were used to collect the primary data. These interviews helped to explore the meanings, stories, feelings, and motivations of the participants around interactive marketing campaigns, and to capture their experiences and reflections with interactive mobile marketing campaigns. The interviews were semi-structured and each interview’s duration slightly varied and lasted between 70 to 90 minutes, on average for approximately 80 minutes. The interviewees had the freedom to express their views and share their experiences without a concrete time constraint. It is clear that qualitative interviews are a crucial means of uncovering the complex experiences of the participants in any context (Wright, 1996).

These individual face-to-face interviews were more time consuming and lengthy when compared to focus groups, but they were chosen because information about the interactive campaigns from the individual consumer’s perspective was needed rather than getting a collective response from a focus group. Second, my selection of the interview method was strengthened by the literature, as it points out that individual in-depth interviews have established a superior ability to get at the important underlying issues (Tanggaard, 2009). Since the literature review guided the choosing of issues to be explored during the research, an interview questionnaire was developed that explores CAM and LOOP interactive marketing campaigns from the general consumer’s perspective. The questions were semi-structured to reduce the interviewer’s bias while enhancing the ability of the interviewees to give a detailed and rich account of their experiences.
3.12.1 Face-to-Face Interviews

As mentioned earlier, the thesis adopted a method of in-depth, non-directed face-to-face semi structured interviews for data collection. In the context of this research, twenty-five (25) consumers were approached but only 16 agreed to participate in the research. The following were two key challenges that were faced during the recruitment of participants:

- Since qualitative interviews are detailed and time consuming, it was difficult to get an appointment with the interviewees for face to face interviews
- They were concerned about their personal information and privacy.

However, this method is suitable because it allows the interviewees to share their understanding and perceptions of issues relevant to the research (Broom, 2005; Tanggaard, 2009). Since qualitative researchers are more interested in deep meaning and the perspectives of the people being interviewed, they prefer to use interviews to understand other people’s perceptions about a phenomenon of social reality (Wright, 1996).

The process is described as follows:

- A total of 16 consumers were selected to participate in mobile marketing campaigns
- Participants were recruited mainly through references by peers and the wider community
- All participants were provided with an information sheet explaining purpose of research
- Each participant was carefully vetted by a series of questions to: (1) achieve a gender balance; 2) find interested and motivated participants; and 3) identify regular participants in mobile marketing campaigns.
- The interviews were held at a neutral location for the participants in order to provide them with a comfortable environment.
- These non-directed semi structured interviews were recorded and transcribed.
3.13 Operational Method

To answer the research question, the interviews were recorded and later transcribed to get the data, which was very time consuming. The data collection and transcription spanned the period from January 2012 to August 2014. The participants were 20 years of age or older and they were engaged in mobile marketing activities through using mobile devices. To avoid any ambiguity in the semi-structured interview process, the questionnaire was divided into two parts in order to ascertain the participant’s views on LOOP and CAM campaigns. Table 3 describes the characteristics of the interview participants (Demographics) and Table 4 gives a snapshot of sample characteristics relating to usage and purchase. The purpose of the data collection and analysis was to capture the consumer’s interactions and experiences with mobile marketing campaigns while using their mobile devices. For the target sample asked to participate in the research, a letter was sent out to their home address with a follow-up phone call (permission asked of the consumer) one week later to confirm their attendance. In addition, a follow-up call was made to each confirmed participant (permission asked of the consumer) the day before each interview session.

In each interview session, the interviewee was asked to sign a consent form in person beforehand. The interviewees were given the freedom to explore for themselves the nature of interactive mobile marketing campaigns. The interviews were recorded and later transcribed. Transcription was given to participants for cross checking verification or adding any further information for clarity. This was an uncluttered approach, which was particularly helpful to the grounded approach of theory generation. The participants were briefed on the interview protocol, but were not given prior
knowledge of the nature of any questions to be asked. In essence, this gave adequate preparation for the interview without the risk of restricting or manipulating the participants’ thought processes.

**Table 3: Demographics**

The following table gives the demographic information of the participants in this research. The participants were recruited through references and they confirmed that they received mobile marketing messages on their mobile devices. The focus of the research to get consumers insights from a general public who are involved in mobile marketing campaigns. It is relevant to mention here that the demographics of participants in this research provide a snapshot of the interviewees. The focus of this research was not on any specific demographic variable such as age group, region gender, ethnicity, education, employment, marital status or nationality and neither the natural grouping of general consumers was in scope of this research. The rationale was that mobile campaigns are a social reality and the majority of consumers with mobile devices directly or indirectly have exposure to mobile marketing campaigns.
<table>
<thead>
<tr>
<th>Categories</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>≤ 20</td>
<td>1</td>
</tr>
<tr>
<td>21-22</td>
<td>2</td>
</tr>
<tr>
<td>25-31</td>
<td>3</td>
</tr>
<tr>
<td>32-36</td>
<td>2</td>
</tr>
<tr>
<td>37-41</td>
<td>2</td>
</tr>
<tr>
<td>42-47</td>
<td>1</td>
</tr>
<tr>
<td>47-51</td>
<td>2</td>
</tr>
<tr>
<td>52-56</td>
<td>1</td>
</tr>
<tr>
<td>57-61</td>
<td>1</td>
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<tr>
<td>62-66</td>
<td>0</td>
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<tr>
<td>≥ 67</td>
<td>1</td>
</tr>
<tr>
<td>Region</td>
<td></td>
</tr>
<tr>
<td>Auckland</td>
<td>7</td>
</tr>
<tr>
<td>Canterbury</td>
<td>4</td>
</tr>
<tr>
<td>Waikato</td>
<td>1</td>
</tr>
<tr>
<td>Wellington</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>9</td>
</tr>
<tr>
<td>Female</td>
<td>7</td>
</tr>
<tr>
<td>Ethnicity</td>
<td></td>
</tr>
<tr>
<td>NZ Pakeha</td>
<td>5</td>
</tr>
<tr>
<td>Maori</td>
<td>2</td>
</tr>
<tr>
<td>Asian</td>
<td>6</td>
</tr>
<tr>
<td>European</td>
<td>2</td>
</tr>
<tr>
<td>Others</td>
<td>1</td>
</tr>
<tr>
<td>Marital Status</td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>12</td>
</tr>
<tr>
<td>Married</td>
<td>5</td>
</tr>
<tr>
<td>Education</td>
<td></td>
</tr>
<tr>
<td>Non-degree</td>
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</tr>
<tr>
<td>Degree</td>
<td>14</td>
</tr>
<tr>
<td>Employment</td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>3</td>
</tr>
<tr>
<td>Full Time</td>
<td>8</td>
</tr>
<tr>
<td>Self-employed</td>
<td>01</td>
</tr>
<tr>
<td>Unemployed</td>
<td>01</td>
</tr>
<tr>
<td>Part-time</td>
<td>03</td>
</tr>
<tr>
<td>Annual Income</td>
<td></td>
</tr>
<tr>
<td>&lt; 10,000</td>
<td>0</td>
</tr>
<tr>
<td>10,000-21,000</td>
<td>2</td>
</tr>
<tr>
<td>22,001-30,000</td>
<td>3</td>
</tr>
<tr>
<td>31,001-41,000</td>
<td>3</td>
</tr>
<tr>
<td>41,001-50,000</td>
<td>4</td>
</tr>
<tr>
<td>51,001-60,000</td>
<td>2</td>
</tr>
<tr>
<td>61,001-80,000</td>
<td>2</td>
</tr>
<tr>
<td>≥ 80,000</td>
<td>0</td>
</tr>
</tbody>
</table>
Table 4: Sample characteristics of participants

Table (4) highlights sample characteristics of the research participants to ensure that they were exposed to the mobile marketing campaigns through their mobile devices. Second, the data in table (4) also provides a snapshot of the texting skills of the research participants. This data was collected to understand their involvement in the mobile marketing campaigns and to develop a rapport with the participants.

<table>
<thead>
<tr>
<th>Scale</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>How frequently do you send TXT messages with your mobile device in response to the campaign?</td>
<td></td>
</tr>
<tr>
<td>Very Rarely 1</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Very Often 7</td>
<td>4</td>
</tr>
<tr>
<td>Rate your skill level as a TXTer on your mobile phone.</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>How often do you send TXT messages in response to advertising per month?</td>
<td></td>
</tr>
<tr>
<td>1 TXT</td>
<td>0</td>
</tr>
<tr>
<td>2 TXTs</td>
<td>3</td>
</tr>
<tr>
<td>3 - 5 TXTs</td>
<td>3</td>
</tr>
<tr>
<td>6 - 10 TXTs</td>
<td>4</td>
</tr>
<tr>
<td>11 - 15 TXTs</td>
<td>0</td>
</tr>
<tr>
<td>16 - 20 TXTs</td>
<td>3</td>
</tr>
<tr>
<td>31 - 40 TXTs</td>
<td>3</td>
</tr>
<tr>
<td>More than 40 TXTs</td>
<td>0</td>
</tr>
<tr>
<td>How long have you been sending TXT messages in response to advertising?</td>
<td></td>
</tr>
<tr>
<td>Less than 6 months</td>
<td>1</td>
</tr>
<tr>
<td>7 - 11 months</td>
<td>6</td>
</tr>
<tr>
<td>1 - 2 years</td>
<td>5</td>
</tr>
<tr>
<td>3 - 5 years</td>
<td>3</td>
</tr>
<tr>
<td>6 - 10 years</td>
<td>1</td>
</tr>
<tr>
<td>16 - 20 years</td>
<td>0</td>
</tr>
<tr>
<td>More than 20 years</td>
<td>0</td>
</tr>
</tbody>
</table>
3.14 Ethical Considerations

This research followed the ethics guidelines of Southern Cross University’s Faculty of Business’s Research Higher Degree Committee. Data was collected ethically by ensuring the informed consent and confidentiality of the participants. First, a full disclosure was made about the purpose of the research prior to the face-to-face interviews. Second, it was promised that the participant’s names and personal information through which their identity could be derived would not be disclosed publically to ensure the confidentiality and anonymity of the research participants. In short, a strict ethical code of conduct was maintained throughout this research. The ethics application was submitted to the ethics committee of SCU and approval was granted with the approval number ECN-11-086.

3.15 Summary of the Chapter

This chapter has outlines the qualitative methodology applied within the research process. The research design is presented and justification offered for the use of grounded theory in conjunction with thematic analysis under the umbrella of pragmatism as a paradigm. This chapter outlines the underlying conceptual development process, both philosophically and operationally. It explains how research data analysis was guided by thematic analysis coupled with grounded theory for the coding of the data, a method that is applicable to any qualitative research. The next chapter will discuss the results of the data analysis.
CHAPTER FOUR: DATA ANALYSIS

4.1 Chapter Overview

This research grew out of a call to expand the scope of mobile marketing campaigns by interlocking two conceptual models, LOOP and CAM, into a more comprehensive model, MESH. This research increases our understanding of mobile marketing campaigns by interlocking the LOOP and CAM models to target a wider group of consumers who use mobile devices. The process of data analysis was initiated immediately after the first interview and continued on a regular basis until all the interviews were done. Themes were derived from the LOOP and CAM models, and preliminary propositions were validated and extended further to understand the consumers’ perspectives on mobile marketing campaigns. The next level of analysis focused on generalizations that were compared to the data obtained from semi-structured face-to-face interviews. Generally speaking, the analysis was focused on evidence that supported the themes and preliminary propositions to validate them. The data analysis exposed insights that could help marketers to launch effective mobile marketing campaigns. The structured propositions were also used to advance the existing knowledge on interactive mobile marketing campaigns. Based on the data analysis, the study identified themes in the LOOP and CAM models to interlock them into the more comprehensive model of MESH.

4.2 Introduction

With the preliminary propositions having been established in Chapter Two, the conceptual development process now shifts to the empirical evidence gathered in face-to-face interviews. The themes generated from the data help to refine the theory and conceptual framework. Yin (1994) refers to this technique as analytic generalisation. Here the generalisation is of patterns and
theoretical concepts, based on a method that relies on the continuous comparison of data and theory during analysis (Orlikowski, 1993). The data analysis process begins immediately after the first interview was done and transcribed. The themes were grouped under LOOP and CAM umbrella for analysis and clarity. The interviews generated data related to the themes of the LOOP and CAM models to validate and extend the initial propositions developed earlier through the support of the literature review. In the context of interlocking the LOOP and CAM models into MESH, the data analysis validated the initial propositions, which, using the themes that the LOOP and CAM model provided, gave basic insights that were extended further to ascertain the consumers’ experiences in mobile marketing campaigns. After the initial validation, the propositions are extended to give further insights into the themes related to the LOOP and CAM models, for example Proposition 1 can be extended further as Proposition 1A and the same in other instances.

The propositions that have emerged from the themes give a general explanation in the form of theory. Therefore, grounded theory in conjunction with thematic analysis explains the process of adoption in terms of an interaction between contextual conditions, actions, and consequences (Elsbach & Sutton, 1992). To facilitate the application of grounded theory in conjunction with thematic analysis, the data analysis is divided into two main parts. The first part focuses on the development of the CAM model propositions and the second part focuses on the development of the LOOP model propositions.

The introduction of the research results is structured as follows:

- All findings are backed up by evidence from the face-to-face interviews, which are presented together in tables. Each table also provides a definition related to the theme.
• In presenting research findings, analysis is displayed to elaborate on emerging concepts in more detail.

• All evidence from the face-to-face interviews are identified and grouped together in themes.

• The first part of the result section focuses on the themes that have emerged in the context of CAM (Community Advertised Model) interactive mobile marketing campaigns, using thematic analysis in conjunction with grounded theory.

• The second part of the result section focuses on the themes that have emerged in the context of the LOOP model interactive campaigns, using thematic analysis in conjunction with grounded theory because mobile marketing campaigns are grounded in the reality of consumer experience (Ballayntyne, 1999).

4.3 Propositions for Community Advertising Model (CAM)

In the first part of the analysis, the focus is on the development and refinement of the propositions related to the CAM model. The CAM model suggests that mobile marketing campaigns leverage the community communication process being ratified in the mobile marketing medium (Davis, 2006). It is evident that, within this community structure, mobile marketing is guided to and through the ‘pivotal’, the individual or web-based applications that nurture the social groups and build social cohesion through word of mouth communications. This approach facilitates the interlocking of the LOOP and CAM models into the MESH model because wider communities play an important role in the success of mobile marketing campaigns. The data analysis yields the following propositions that have emerged from the themes:
4.3.1. Theme (1) Participation

The data analysis demonstrates that consumers participate actively in mobile marketing campaigns that offer them value in return. The evidence from the face-to-face interviews validates this claim.

Table 5: Participation

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Evidence from face-to-face</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>Participation refers to the active involvement of the consumers in mobile marketing campaigns. Once the consumer receives the mobile advertisement message then they participate by forwarding or talking to their communities about the campaign</td>
<td>I mostly participate with the SMS advertisement that comes with an offer otherwise I ignore them. I get the offers from the companies and if I find them attractive then I take the offer by sending an SMS back. (YK-Int-014) To be honest, I won’t respond to the messages without offers. If I like the message then I participate actively by forwarding messages to my friends and engage them in discussion (Li-Int-011)</td>
</tr>
</tbody>
</table>

The evidence from the face-to-face interviews suggests that consumers participate in the advertisements that come with offers. These offers through SMS on mobile devices provide an opportunity for consumers to interact with each other and share their experience interactively. Interestingly, participants’ stories about their participation reveal that the mobile campaigns provide them with an enjoyable experience. Consumers like to be engaged in the campaigns that offer them discounts or coupons. The following example from an interview endorses this:

“I mostly participate with the SMS advertisement which comes with an offer otherwise I ignore them.” (YK-Int-014).

Another interviewee suggests that:
“I love to participate in mobile campaigns if I receive offers with them because I feel that marketers are trying to develop a relationship.” (MK-Int-008).

This example suggests that it is important for the marketers to include offers in their campaigns that involve consumers because campaigns without offers are perceived as being less valuable and the consumers may ignore them. The degree of perception depends upon the interest of the individual who is participating in the mobile marketing campaigns. When an individual receives an offer and it does not match their interest then they may ignore it. The following example from an interview further endorses this:

“I am mostly interested in health-related offers such as weight loss or new vitamins beneficial for health. When I receive these types of offers then I get excited and forward it to my friends.” (DS-Int-010).

The data analysis points out that consumers are more interested in offers that match their interests. As seen above, the most often cited justification for participation is the offers the consumers receive from the marketers. The majority of the interviewees argued that something should be offered for their participation in mobile marketing campaigns, which is further strengthened by the following evidence:

“I get the offers from the companies and if I find them attractive then I take the offer by sending an SMS back because it has a value for me.” (YK-Int-014).

The data analysis identifies that when mobile marketing campaigns include offers then consumers get an opportunity to interact with their geographically dispersed friends while discussing the offers with them. The following example supports this:

“So I found mobile marketing offers valuable and they became interesting topics of conversation among friends from diverse geographic locations”(JK-Int-003).
The data analysis suggests that when consumers receive offers they perceive them valuable and enjoy the process of actively forwarding them to their family and friends. Based on the evidence from face-to-face interviews and analysis of the data, the following proposition (1) is formed:

**Proposition (1): Active consumer participation in mobile campaigns can be enhanced by giving value in terms of offers to the target consumers for mobile marketing campaigns**

The above proposition suggests that consumers prefer to participate in mobile marketing campaigns that give them offers in terms of discounts and coupons. The following evidence supports this claim:

“I get offers from the companies very often. If I find them attractive then I reply back. Otherwise I ignore them.” (GP-Int-006)

Another participant added the following evidence:

“I love receiving discounted coupons, movie tickets, or upgrades on services from companies. I enjoy forwarding them to others because I feel I am giving them an opportunity to enjoy these offers” (JK-Int-003).

Mobile marketing campaigns that carry offers in terms of coupons, discount vouchers and loyalty programmes may attract more attention from targeted consumers because they perceive them as being more valuable, thus increasing the likelihood that the receiver will forward them to others. The above evidence suggests that if the marketers do not include offers then there is a high probability that targeted consumers may ignore the advertisements and not participate in a campaign. The above evidence also highlights that without offers for consumers, the marketers will not be able to achieve their objectives and the mobile marketing campaign may not yield any positive results for them.
In a light of the evidence presented above, proposition 1 should be developed further as 1A:

**Proposition 1A: Marketers can engage consumers in interactive mobile campaigns by offering incentives such as discounts and coupons to the consumers.**

The data analysis suggests that offers in mobile marketing campaigns play a critical role in engaging consumers. If the consumers get involved in the campaign and respond to the marketers, then the marketers can position their products and services more favourably in the minds of the targeted consumers.

The idea is that if a consumer finds that a mobile marketing campaign gives offers to his or her friends or communities then there is a good chance that they will prompt their contacts to participate in the campaign. Most of the interviewees highlighted that offers in campaigns from marketers are an important antecedent to their engagement in mobile marketing. To support the active participation of consumers, the MESH model interlocks the LOOP and CAM models in a unified manner by embedding offers to target consumers. The MESH model supports the premise that interactivity will be enhanced when consumers participate in campaigns due to offers and forward messages to their peers, friends, family and communities. If mobile marketers design campaigns that do not include offers then there is a possibility that consumers may simply ignore them or will not engage their friends or family in the campaigns. This may lead to a failure of mobile marketing efforts. Therefore, it is essential for mobile marketers to design campaigns using the MESH model that will prompt consumers to participate and forward these messages to their friends. This will increase the chances that the messages will be propagated among wider audiences. The following evidence supports that the MESH model provides more options for
marketers to involve consumers in active participation because it extends the interactivity to more consumers in communities, something that the independent models LOOP and CAM fail to do.

“I have been involved in the mobile marketing campaigns for 3 years. I have noticed that in the past we used to forward the messages only to close friends but now I feel it is a good idea to spread the messages to various communities to establish a bond” (Li-Int-011).

Similarly another interviewee further endorsed this view:

“The participation of communities in mobile marketing campaigns is an interesting idea. I feel that these campaigns provide opportunities to interact with wider communities and messages will reach more people as compared to the past where communities were not targeted” (MK-Int-008).

It became clear from the above evidence that the MESH model is more comprehensive compared to the LOOP and CAM models in isolation. The linking of communities in mobile marketing campaigns extends the scope of mobile marketing campaigns and supports participation.

4.3.2 Theme (2) Community

To succeed in mobile marketing, campaigns should be directed towards the consumer’s social need for getting interaction with the other members of their communities. In this context, the social reality of mobile marketing should be linked to the communities collectively.
Table 6: Community

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Evidence from face-to-face</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community</td>
<td>Mobile marketing acknowledges the importance of ‘consumer communities’ and the peer-to-peer communications sector as a basis for effectively and appropriately engaging consumers in marketing campaigns. Customers are members of a circle of friends.</td>
<td>I think most humans want to be part of a social community. So because it’s not location specific you could be somewhere quite isolated and still feel involved as part of the group which I think is very important to human beings, to be part of the group, have social status, a feeling that you’re a part of something. So I think it’s very good because you can be in a location or a different space in your mind, or doing something different, but you’re able to interact. (JK-Int-003)</td>
</tr>
</tbody>
</table>

Mobile devices have rapidly become a vital tool with which consumers communicate and connect with other consumers. The data analysis suggests that consumers perceive the mobile marketing messages as an opportunity to form a bond of friendship within their community. The mechanism of forwarding messages enhances social interaction and strengthens community bonding, as can be seen from the following evidence:

“Whenever you’re sending a text you’re reminding the person that we are still caring about you. So if I’m sending a text to the students they will feel, yep, the lecturer is caring about us, he’s thinking about us. It is creating a bond, it is creating a relationship and if we, we don’t have much time, you know, everybody is busy in New Zealand, we don’t have much time to visit everybody so if I have 50 friends in New Zealand, I can’t visit 50 friends but I’m sending a text that is reminding him that, yep, I have a friend called K.” (MK-int-008).
The above evidence suggests that social interactions mediated through the MESH model enhance the bond between the participants. This interactive experience gives them a feeling that they are in touch with each other without physically meeting. This sense of belonging generates feelings of care and affection among community members.

This view is endorsed by another interviewee:

“Whenever I get an opportunity to be involved in mobile marketing campaigns, I try to catch up with friends and community members by sending advertising texts to them. This tells them that I care for them and despite a busy schedule, I try to be in touch with them”. (TH-Int-004).

Similarly, another interviewee further endorsed this view:

“I feel that these marketing campaigns provide an opportunity for me to interact with my friends. These interactions are means to be in touch with our communities.” (YK-Int-014).

Therefore, Proposition 1 can be extended to include community members in the mobile marketing campaigns and takes the following form of Proposition 2.

**Proposition 2**

**Consumers participate in mobile marketing campaigns to connect with their community members and they forward messages to remain connected with loved ones.**

The above proposition (2) is further verified by the research findings, which show that consumers prefer to forward the advertising messages to their loved ones if they perceive them valuable, as mentioned by one participant below:

“I forward the valuable advertisement that I receive with an offer. I forward it to my friends and basically it was my intention to really give benefit for my family. If you love your
family, if you love your friends then I feel it is a good idea to share the offer with them because you are also helping them and giving them a benefit”. (SB-Int-009).

Similarly, another interviewee suggested:

“...I always feel that it is a good idea to forward advertisement offers to my community or friends. This allows me to share some benefits with them.” (MI-Int-007).

Many interviewees indicated that they would forward mobile advertising messages to help others or to give something to their friends or communities. The data analysis shows that mobile campaigns prompt consumers to involve the social circle of the wider community. The evidence from the face-to-face interviews indicates that consumers discuss the SMS marketing messages in their community or among their friends, as one interviewee pointed out:

“...Well when we were talking about it at work, because we all worked in the same place as well, when the others were listening quite a few people took an offer. And that was when we were just chatting outside on our breaks, and some of the other people in the office building heard us talking about the offer and they discussed it with us” (AT-Int-001).

There is further evidence from the interviews that consumers reflect upon the mobile advertisements and engage their peers, friends, community and family members in the conversation about the message they have received on their mobile devices. The following example supports this strongly:

“I don't tend to actually forward them on but I do chat about the offer with people, like with my partner or with people in the office. I'll say, you know, I hear that Barkers have got a special day on if you want to go and have a look. Yeah, so I don't actually forward it on in that sense but I do talk about it with people.” (MW-Int-008).
As identified in the data analysis, consumers forward advertising messages to fulfil their social need of getting an interaction with other members of their social community. The following example from an interview seems to be a classic case of forming a community through mobile marketing:

“Oh, what happened is when I forwarded it to my brother and then he also forwarded this to his colleague, yeah, so basically it becomes like kind of pyramid too. I think, that’s the way how I look at it, yeah, it grows. You know, because birds of the same feathers flock together so my interests would be their interests. Like I would know if they would be interested in it, so the tendency is I send this to people who I have some knowledge that they would be interested and get benefit from the advertisement, yeah.” (Li-Int-011).

Based upon the evidence presented above, Proposition 2 can be extended to proposition 2A:

**Proposition 2A: Mobile marketing enhances social contact among the participants and nurtures bonds among them to form wider communities.**

The data analysis suggests that social contact by active participation in mobile campaigns forms wider communities. The interactive behaviour of the participants in campaigns allows them to form bonds and friendships among themselves. The participants can share their experiences about the product and services with each other through blogs, discussions and chat, using their mobile devices. The viral effect of the campaign forms communities with similar interests and aspirations, which ultimately propagates the mobile marketing messages among the wider communities. In the context of mobile marketing, increasing connectivity between the consumers through simultaneous media forms community structures tied to the one objective of forwarding messages to others. The consumers share community values and form human affiliations in which shared passions or interests in particular advertisements unite them. Interactivity among communities
during mobile marketing campaigns extends the scope of mobile marketing campaigns through community involvement. Communities can be formed to discuss the advertisement messages on blogs, chats, forums and social media once they receive messages from a marketer. The involvement of communities propagates the messages to a wider audience, which may lead to a successful marketing campaign by virtue of the MESH model. Community structures form the basis of this interactivity as it links wider audiences with the mobile marketing campaigns. It is critically important for marketers to engage communities in MESH mobile marketing campaigns because the objective is to reach a wide range of consumers, which is not feasible if they do not focus on communities. MESH mobile marketing campaigns perceives that engagement of communities establishes bonds between wider communities and strengthens the relationship between consumers when they engage their peers or friends in campaigns. This view is supported by the following comment:

“We are all in the same group discussing it, once I receive something that may influence my friends in a positive way, for example it can be a new household product, I share the information with my friends. So yes, I would like to receive information or marketing activities on my cell phone regarding the latest new product. I know that I will definitely share this within my friend’s community. And yes, if it’s a good product it will definitely spread from that, and I will be forwarding that specific advertisement that I have received with my community.” (MD-Int-007).

Therefore, the data analysis highlights that interlocking CAM and LOOP allows marketers to share information through the interactivity within communities. Without interlocking LOOP and CAM, it would be difficult to capture the essence of communities in mobile marketing campaigns.
4.3.3 Theme (3) Role of the Pivotal

The major role players in this communication process and socialization structure are what are called pivotals. The pivotals attain this status through forwarding the advertising message to their community members. They nurture the relationships among the community members and enhance the bond between them through propagating collective values.

Table 7: The Pivotal

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Evidence from face-to-face</th>
</tr>
</thead>
<tbody>
<tr>
<td>The pivotal</td>
<td>The key/first point of contact often facilitates and protects the peer-to-peer communication process of group belonging and social cohesion as well as content</td>
<td>See Pivots act as a major link in a chain. We form a kind of a chain. If I am sending a message to a hundred people in my community, that hundred people definitely will be sending, spreading that message to other friends and family. So our message is reaching other communities as well, so they can try to contact us on, like, when we have some conferences. And when they come, they meet us, they try to be with us and they try to be like us. (DS-Int-010)</td>
</tr>
</tbody>
</table>

The role of the pivotal is very important in the context of mobile marketing campaigns. Basically pivotals act as opinion leaders, and community members trust them and perceive them as a credible source of information. The following evidence from an interview supports this claim:
“My community is predominantly Maori. I think that targeting the leaders within the community, and especially for a Maori community, like what we call the kaumatuas, our elders or significant community leaders, targeting them to share it with their networks because their networks are extensive and members trust them. I would also go through some Maori-based authorities as well.” (TH-Int-004).

Another interviewee supports this claim in the following way:

“In our community there are opinion leaders who have contacts of all registered community members. These pivotals are highly respected and holds respect in the eyes of community members because they mostly think for the benefit of community. So if I receive any message from them, I definitely give importance to it” (MK-Int-005).

Based upon the evidence, we can formulate Proposition 3 as:

**Proposition 3: Mobile marketers must target pivotals to gain access to the process of communication within the community to stimulate the propagation of an advertisement message.**

This evidence suggests that marketers can gain access to a community through a carefully targeted pivotal. The main challenge for the marketer is to motivate the pivotals to forward the message to their communities. To overcome this hurdle, one interview participant who acted as a pivotal in a mobile marketing campaign suggested that there are two ways to motivate the pivotal, as shown in the following example:

“There are two ways; one is to motivate me with good products and services. The other is to motivate me with some kind of rewards scheme.” (MD-Int-007).

Interestingly the data analysis indicates that the mobile marketing campaigns create more validity with regards to the content, information, or advertiser if the advertisement message is channelled
through a pivotal. It highlights that pivotals influence their communities, and if mobile marketers successfully engage the pivotal in campaigns then it will be easy for them to propagate their campaigns among wider audiences. There is evidence, particularly from the interviews, that shows pivotals are careful and filter content and information before forwarding the advertising message to their community. The following response supports this:

“Of course I would not forward a message that would not be applicable to my community. For example, if I know or if I have received a specific mobile message that’s maybe related to something that may not be applicable to my direct community, whatever it may be, I would probably not be forwarding that message. But once it is a message that can actually benefit my community or can support my community’s growth or development, or just to have a little bit more ease in, like, general life quests, I would definitely forward that. And yes, it would definitely enhance my profile as a community leader.” (KM-Int-002).

Based upon the evidence presented above, Proposition 3 is developed further to explain the role of the pivotal in mobile marketing campaigns. This leads to:

**Proposition 3A: Pivotal act as a filter of information and forward only those advertising messages that they perceive to be beneficial for their community.**

In the context of mobile marketing campaigns, the role of the pivotal changes to one of a marketer. Therefore, it is important for the pivotal to maintain their integrity and forward only those messages that are worthy and beneficial to their communities. As one interviewee pointed out:

“If the person sees an advertisement from the pivotal they think it’s really genuine. I guess, the person receiving the text message would feel that that is something true, something genuine and beneficial.” (SB-Int-009).
The above evidence clearly suggests that when consumers receive an advertisement message from the pivotal of their community, they perceive that it is more credible than other sources. The pivotal's role is very important as they have the ability to influence their community members to be a part of the marketing campaign. The involvement of the pivotal in the marketing campaigns can enhance the marketer’s chances of gaining entry into their communities. The data analysis suggests that pivotal behaviour is a function of the group’s behaviour, demands and characteristics. This finding further supports the view that community participants are a function of their community rather than just individuals. What is important for the pivotal is that the offer is relevant to both the closed community and possibly to relevant parts of the sub-community.

The MESH model shows that the pivotal is the key to tap into communities. The advertisement messages without the support of pivotals may not be well received by consumers because they may perceive them as being less credible. It also strengthens the research premise of interlocking the LOOP and CAM models into the MESH model because it can be seen that interlocking the two isolated models extends interactivity between consumers through the channel of the pivotals. The following evidence from an interview supports this case:

“If my community leader or other known personality recommends or suggests a product or a service through a mobile message, then I feel more comfortable and forward it to other members and friends and then they can pass it on to their friends and families.” (SB-Int-009).

Most of the interviewees said that they prefer to receive the advertising messages on their mobile devices from known persons. All of the 16 interviewees confirmed that the role of the pivotal is the key to success for mobile marketing campaigns. Deeper analysis of this theme shows that the
pivotal plays an important role in gaining entry into various communities because consumers prefer to receive messages from known persons or community leaders.

If isolated models such as the LOOP are employed in campaigns they may fail to reach wider segments of communities because the interactivity through the LOOP is only focused on interactions between the consumer and marketer. Similarly, the CAM model lacks the components of the LOOP model, which supports interactivity on the basis of synchronicity, contingency and control. This shows that it is important to interlock them into the MESH model for successful campaigns because it leverages upon the involvement of the pivotal in the campaigns and allows the marketers to channel their messages through pivotals into communities to increase the success rate of campaigns.

The following evidence suggests that the MESH model is superior to independent models because it magnifies the campaigns and allows mobile marketers to penetrate into communities which otherwise would not be possible by using either the LOOP or CAM model in isolation.

“Once, it was a long time ago, but once I received a message from my community leader regarding a buffet where people can cook and bring their food and sell it for the sake of children suffering from cancer. I remember I forwarded it to many people and then I called them to follow up on that and asked them to participate. I remember it was a huge event because many people felt like helping those children. They magnified the effect of that message by adding more communities.” (TH-Int-004).

Similarly, it is important to mention here that pivotals are not like marketing mavens who hold product or market specific information and share their experience with others to influence them when consumers contact them to seek information. Instead, pivotals enjoy great respect and high
social status even without any specific market or product knowledge. They can influence people by their credibility in the eyes of their community members. The following evidence supports this claim:

“Whenever I receive a message from my community leader here in NZ, I feel comfortable because pivotals are very respectable and they always think about the benefit of their community, not like any other person who thinks about gaining personal benefits. The community leader commands great respect and I take every piece of information very serious that I receive from a pivotal. Other messages from experts are not that important for me sometimes.” (RP-Int-013).

It became clear from data analysis that the pivotals are community leaders and holds credible position in the eyes of their community members, while marketing experts or mavens only possess the knowledge and information specific to a product or marketplace. In the context of the MESH model, the role of the pivotals cannot be undermined by market mavens because the objective of mobile marketers is to target credible hierarchical personalities to gain entry into the communication process within communities. This can only happen if the pivotals support these mobile marketing campaigns. The MESH model supports the view that pivotals can initiate the propagation of messages using their influence and personal bonds within their communities. This component of the MESH model acts as a catalyst and has the potential to transform a mobile marketing campaign into becoming viral and spreading the advertising message more efficiently than the two isolated models, LOOP and CAM.
4.3.4 Theme (4) Intrusion

Mobile marketing campaigns are growing at an exponential rate worldwide due to the high adoption of mobile devices and the integration of platforms such as Facebook, Instagram and twitter (Pescher, Reichhart, & Spann, 2014; Davis, Piven, & Breazeale, 2014; Kannan & Li, 2017). Therefore, it is logical to assume that mobile campaigns are intrusive in nature and may interfere with the daily routine of consumers.

Table 8: Intrusion

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Evidence from Face to Face</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intrusion</td>
<td>The intrusiveness in context of this research refers to a consumers perspective who may find it annoying due to the high frequency and they are not relevant to their interests</td>
<td>If you compare mobile marketers with telemarkers, telemarkers can be intrusive because the phone rings and keeps ringing. They generally target you at a very important time like when you're having your dinner or you're watching some important television programme. In the case of SMS you can always respond to it at a later date like 1 hour later, 20 minutes later, half an hour later. So it's not really an interactive process. So it becomes a kind of telemarketing. (MD-Int-008)</td>
</tr>
</tbody>
</table>

The new insights into this theme revealed that mobile marketing campaigns are not perceived as being as intrusive as other marketing campaigns, particularly telemarketing. Consumers perceive telemarketing campaigns as being more intrusive and sometimes disturbing. The following evidence highlights this insight:
“I feel that mobile marketing campaigns are not intrusive as compared to other campaigns. Sometimes I receive calls from overseas and somebody is forcefully trying to sell some products that I don’t need. At least in mobile marketing campaigns nobody can force you to buy anything.” (AK-Int-015).

Similarly, another participant highlights this insight:

“Mobile marketing messages don’t disturb me because I have the option to respond whenever I want. On the other hand I used to receive many calls from marketers which were intrusive” (AT-Int-001).

Interestingly, the majority of the interview participants were in agreement that they prefer mobile advertisements to telemarketing, as they do not perceive them as disturbing and intrusive. The next example clarifies this:

“First of all I would really prefer to receive a mobile message rather than a phone call while I’m cooking. Simply because it annoys me so much that I need to answer my telephone and get away from the stove at While I could’ve read my mobile messages just a little bit later when it was more convenient, and my mind-set would be more positive towards the specific advertisement, but my mind-set is immediately negative when I need to answer my telephone.” (KM-Int-002).

The above evidence clearly highlights the fact that consumers perceive mobile messages on their mobile devices as being less intrusive compared to the other mediums, such as phone calls. The data analysis reveals that other marketing practices, such as telemarketing, are more intrusive and consumers may perceive them as annoying.

The qualitative evidence in the above cases suggests that consumers perceive mobile SMS as not intrusive due to their passive nature. Therefore, we can develop the following proposition:
Proposition 4: Mobile marketing advertisements are less intrusive compared to other media such as telemarketing due to their passive nature.

The above proposition is encouraging for mobile marketers because it indicates that consumers would tolerate their campaigns well compared to other types such as telemarketing. During data analysis it was revealed by one participant that if marketers keep sending the same messages again and gain then there is a possibility that the consumers will perceive them as being intrusive due to their high frequency, as suggested by one of the participants in the face-to-face interviews:

“If it’s an everyday thing people do find it a bit annoying. Whereas, if it’s once a week, or once every fortnight, then people don’t seem to find it as much of a hassle. It’s something that they can take the time to look at. Whereas if it’s everyday people are like oh, not another one, and then they just lose interest if they’re getting something every day.” (AI-Int-001).

The above case highlights that consumers are sensitive and mobile marketers should consider the impact of frequency on consumers. From the perspective of consumers, if they receive the message once or twice a week then it may not be perceived as intrusive because the frequency is low. On the other hand if the marketer keeps sending a message to persuade them to participate in campaigns at high frequency such as daily or more frequently in a day then it may create a perception of being intrusive.

The following evidence further supports this view:

“Sometimes I receive too many messages particularly from the same brand every day, which irritates me. It is important for marketers to send less messages such as once a week or a maximum of twice a week. I feel that with low frequency they may get a better response.” (AK-Int-015).
Based upon the above evidence, we can develop Proposition 4 further as 4A:

**Proposition 4A: The frequency of the mobile advertisements should be low to be more effective and less intrusive.**

The theme of intrusiveness is very important for the success of mobile marketing campaigns. It has a broad application and interestingly it has a nexus with relevancy as indicated in the following evidence by one interviewee:

“Well sometimes the mobile marketing messages which I receive are quite relevant to my interests such as travelling or sports competitions. I always try to forward these advertisement messages to other people as well to let them know about this offer just in case they haven’t received it on their mobile devices. It is a better way than other mediums such as telemarketing because that medium won’t allow any interaction among communities.” (LI-Int-011).

Based upon the above evidence, another important interpretation of the data highlights that if mobile messages are relevant to the consumers’ needs then consumers will react more favourably. The following evidence further supports this view:

“I am health conscious person and when I receive any message relating to health issue, I read it very carefully and forward to my community” (MD-Int-007).

The relevance of the messages diminishes the perception of intrusiveness among consumers in the MESH model. The relevancy of messages with the interests of the targeted consumers also helps the mobile marketers to engage consumers in campaigns. Therefore, we can refine proposition 4A further as 4B to add the interpretation of relevancy to reduce the perception of intrusiveness as follows:
Proposition 4B: If mobile marketing messages are relevant to the consumers’ interests, then they are perceived as being less intrusive by consumers.

The MESH model supports interactivity among consumers in a less intrusive manner because it allows consumers to forward marketing messages when they feel comfortable. In addition, the degree of the relevancy of messages increases the likelihood of success for these campaigns. Interlocking LOOP and CAM into MESH also suggests that marketers should be very careful in deciding the frequency of sending messages to the targeted consumers. Second, they need to understand the consumers’ interests to ensure that they send relevant messages. Data analysis suggests that the MESH model will help mobile marketers to minimize the perception of intrusiveness in the campaigns if they take care when deciding the frequency of the message being sent to consumers. The participants of the interview suggest that once a week or a maximum of twice a week is deemed to be low frequency.

4.3.5 Theme (5) Content

It is clear from the data analysis that mobile marketing campaigns are judged and perceived by the content they contain and the source from where they originate. It is the content of marketing messages that grabs the attention of the consumers during mobile marketing campaigns.
Table 9: Content

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Evidence from face-to-face</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>Content in wireless advertising may inform the key/first points of contact and their community about “offers related to money to be saved” or promises of “an excellent level of service”.</td>
<td>So I think it’s about making your main proposition, your main offer very clear in the first line and then giving further details further down if necessary. So it’s about keeping it short, and therefore you don’t want to give a great deal of content, that is using up their time, you just want to get their attention and give them something that they can go to if that interests them, if you know what I mean. (AK-Int-015)</td>
</tr>
</tbody>
</table>

The data analysis shows that the participants prefer short and direct messages that come with offers for the consumers. The following evidence supports this:

“When you’re sending messages to the customer it should be very short and clear with specific details. It should be attractive and contain some benefit for the consumer. So whenever the message is like that, the customer will definitely respond to it.” (MK-Int-005).

Data analysis highlights that consumers prefer short messages with clear and specific details related to a product or brand. If messages are short and contain offers than consumers perceive to be positive they will respond back to a marketer. Further, one participant pointed out that the small screen of most mobile devices is a constraint on reading long messages. It would be difficult for people to read long messages on a small screen. The following evidence supports this claim:
“My major worry is the tiny little screen of mobile phones and I really hate to see tiny screens for reading.” (RP-Int-013).

Another interview participant coined the opinion that a brief message is vital in interactive mobile marketing campaigns. The following example supports this claim:

“It should be very brief, they can’t write a paragraph explaining their idea or their advertisement. It should be very brief and the idea should easily pop up from that short message, what they intend to say to their potential customers.” (MD-Int-007).

In this regard, consumers are interested in reading short messages from the marketers that are coupled with offerings. This is very true because data analysis clearly suggests that consumers do not like long messages for several reasons such as they are difficult to read on a small screen, or it is time consuming. In the light of the evidence represented above, Proposition 5 should be developed as:

**Proposition 5: Mobile marketers must develop short advertising messages with offers to engage enthusiastic consumers.**

The evidence from the face-to-face interviews demonstrates that consumers prefer the content of messages to give some value to them in terms of price discounts, coupons or bundling of different products and services in MESH campaigns. The following evidence supports this:

“Well for me, I think to do bundling and to combine the whole offer, for example when you would go to the movies and you would find an attachment, buy this movie for $20 and get a free drink and free popcorn that would definitely appeal to me. And I think for the advertisers it would definitely be to their benefit as well because most probably I would’ve been buying the popcorn and the free drink in any case, but now I’m getting it for free so I
presume that I can extend the offer to my community. So I will definitely take up that offer.” (AT-Int-001).

The following evidence further supports this claim:

“If I receive combined offer from a brand as a bundle, then definitely I love to participate in mobile marketing campaign” (Li-Int-011).

The marketers must focus on bundling of products and services to encourage the active participation of consumers in mobile marketing campaigns. Bundling of products and services in MESH campaigns allows marketers to target wider segments because bundling has the potential to meet the expectations of various segments of the consumers. The scope of the MESH model is much wider than the isolated models of LOOP and CAM because consumers feel that in MESH model they will be able to extend the bundling benefits to their loved ones and communities. Therefore proposition 5 can be further developed as 5A to include bundling of products and services.

**Proposition 5A: The bundling of products and services allows the marketers to attract various segments of the consumers because offers in terms of bundle provide greater value.**

Second, it is important for the marketer to carefully design their messages and gather some information about the target market to know their tastes, hobbies and interests, which became evident during the data analysis. The following statement verifies this claim:

“I think as long as it’s short and fits my interest. Like for my age, it would be some incentive such as a discount on a book or vacation etc.” (Li-Int-011).

Since mobile devices are capable of many features and support voice and image data, the marketers must try developing campaigns using multimedia features to engage consumers. The next piece of
evidence supports the belief that people prefer content that is rich and dynamic through the use of the modern features of available technologies such as short videos and games.

“See, if you’re talking about only mobile device and SMSs, in that, if they can send some kind of video, small, small video MMS about 30 seconds or 20 seconds then it will be quite attractive, and it will be what I suggest. Because most of the people in earlier days were watching their TVs and we got a lot of advertisements through TV, but nowadays people use mobile devices which have got all those kinds of facilities in their mobile phones so they can utilise those technologies.” (SB-Int-009).

Therefore, Proposition 5 can be further developed as 5B:

**Proposition 5B:** The message must contain multimedia effects such as games and short videos in addition to offers to engage prospective consumers.

The following case statement is consistent with the above proposition and describes the process of including multimedia tools effectively.

“There needs to be a progress step by step. So you could have a short link with a few things that captured their attention and desires and they’re interested. They could then link to the next stage and go to a YouTube clip or go to something else which then at the end of the YouTube clip leads them on to the next stage or the next step. I think you’re really using a funnel approach and taking them through a step-by-step process, a small step at a time.” (JK-Int-003).

Data analysis found that it is vital for the mobile marketers to design attractive campaigns, which may include bundling of products and services to make them attractive and to engage consumers in MESH model campaigns. The capabilities of mobile devices are enormous and they allow consumers to receive messages in many formats such as links to video and social media tools like
Facebook, Instagram, and twitter. The MESH model will leverage on attractive campaigns to attract wider communities. The offers in the form of messages that include videos and bundling of offers will allow consumers to share their experiences with others they are in contact with. If marketers do not focus on content and include long messages in their campaigns then they may find that consumers will not participate and may not forward the messages to their communities. Second, it is also a known fact that SMS allows 160 characters to be sent and received from a mobile device as a text message (Barnes, 2002). Therefore, it is logical to develop short messages for mobile marketing campaigns. The component of content in the MESH model allows marketers to design their marketing campaigns with short messages and attractive offers. This will help them to engage more communities because consumers find it easy to share short messages, which ultimately will increase the success rate of MESH mobile marketing campaigns.

4.2.6 Theme (6) Hedonistic Behaviour

Participation in interactive campaigns by using mobile devices provides a high degree of hedonistic value to consumers. The research findings suggest that hedonistic behaviour is oriented towards fun and entertainment, and it is important for mobile marketers to add elements of fun and entertainment into their campaigns.
Table 10: Hedonistic Behaviour

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hedonistic Behaviour</td>
<td>The content form and delivery in a campaign may also leverage the key/first point of contact and their communities’ hedonistic desire for play and impulsiveness with the advertised products and services.</td>
<td>Hedonistic and Impulse is about attractiveness. A typical example, you’ve just bought something in one shop, and you buy it impulsively, and you notice that something complementary is only two shops away. So you’re getting that, especially in the United States now (JK-Int-003).</td>
</tr>
</tbody>
</table>

Consumers hedonically experience fun by interacting with mobile campaigns if it matches their interests and needs.

“I sometimes act impulsively when the campaign is interactive and fun such as voting or forwarding message to others in 15 minutes to get a prize etc. These types of campaigns prompt me to be actively involved in the advertisement impulsively.” (AK-Int-015).

Data analysis suggests that when investigating interactions on the basis of consumers’ hedonistic behaviour, a relationship must be viewed from the cognitive perspective to understand the role of emotion in experience and motivation. Furthermore, it is important to note that the relationship between the marketer and the consumer focuses upon the frame of mind the consumer is in when experiencing the pleasure or fun through active participation in mobile marketing campaigns. In other words, it is the way the customers interpret their motivation to participate in the campaigns from an experiential perspective.

Hedonistic behaviour has multiple constructs and interestingly the data analysis identifies that consumers use mobile advertising advertisements as a social place to be in touch with friends and
family when LOOP interactivity is extended through the MESH model. The following evidence supports this:

“I enjoy forwarding messages because it allows me to mingle with my peers and community. Second, a mobile advertising message creates opportunities for me to interact with friends and enjoy my free time socially.” (KM-Int-002).

The above evidence highlights the importance of interlocking LOOP and CAM into MESH because when marketers deploy MESH mobile marketing campaigns the consumers will get an opportunity to mingle with wider communities and provide them with an opportunity to interact with their families and communities. The MESH model is more efficient in this sense because while the independent LOOP model supports one-to-one interaction, the MESH model moves to next level by extending it to communities in real-time interactivity and supports hedonistic behaviour. This allows participants to get involved in marketing campaigns at a community level rather than the individual level allowed by the isolated LOOP model. In general, mobile marketing is all about experience, an experience driven by interactivity and information-rich interactions that trigger hedonistic behaviour such as impulse buying. Therefore, a new proposition can be developed:

**Proposition 6: Interactive mobile marketing campaigns create opportunities and prompt hedonistic behaviour among consumers and the desire to engage with the advertisement messages and other consumers interactively.**

The data analysis highlights that mobile marketing campaigns should revolve around the need to play and be impulsive. The seamless link between the anytime, anyplace mobile channel and web-based applications means that consumers can not only play and interact when and where they want but engage impulsively to enjoy their participation in the campaigns. The MESH model supports
the belief that mobile marketers need to focus on the hedonistic behaviour of the targeted consumers. This allows them to engage consumers by giving them an enjoyable experience that lifts their mood so that they will participate more happily in MESH campaigns. This view is endorsed by the following evidence:

“Whenever I get involved in mobile marketing campaigns, I find them an enjoyable experience because these campaigns prompt me sometimes to buy things which otherwise I don’t buy.” (MD-Int-007).

Similarly, another interviewee further endorsed this belief:

“Sometimes I feel that these campaigns change your mood and you get involved in these campaigns impulsively. I remember that I bought a few items through these campaigns impulsively and it was an enjoyable experience of play and fun.” (GP-Int-006).

As data analysis highlights that interactivity in mobile marketing campaigns enhance mood of the consumers and sometimes prompt them to buy impulsively due to involvement in these campaigns. Therefore, proposition 6 can be further extended to the following proposition 6A:

6A: Interactive mobile marketing campaigns enhance the mood of the consumers and prompt impulsive buying.

The above proposition highlights that mobile marketing campaigns enhance the mood of consumers by allowing them to experience play and fun, which sometimes leads to impulsive buying. The MESH model encourages impulsive buying and extends this form of interactivity to whole communities. It became evident from data analysis that marketers must create opportunities for fun and play in their mobile marketing campaigns to encourage the hedonistic behaviour of consumers during these campaigns. Their impulsive decision to participate play a critical role in the success of interactive mobile marketing campaigns. The two separate models falls short in
targeting the hedonistic behaviour of consumers at a community level. Therefore, interlocking LOOP and CAM allows marketers to focus on providing opportunities to experience play and fun during their mobile marketing campaigns.

4.4 Propositions for the LOOP model.

The following propositions emerged during the data analysis to clarify the role of the LOOP model in mobile marketing campaigns.

4.4.1 Theme (1) Reciprocity

The capabilities of smart mobile devices allow consumers to engage multiple parties in the communication process through mobile marketing campaigns. In the mobile marketing context, the user’s sense of interactivity can become greatly condensed if communications are not synchronous, leading to weaker communication and potential misunderstanding.

Table 11: Reciprocity

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reciprocity</td>
<td>Reciprocity is described as a process where the marketer sends a signal through the channel and a receiver receives the signal and responds to it by interactive participation.</td>
<td>I think it’s an immediate response that I get, ‘Thanks for your texting, thanks for your message’. (MD-Int-013)</td>
</tr>
</tbody>
</table>

Reciprocity plays a key role in the interaction between the marketer and consumer because interactivity is characterised by two-way communication. To be interactive requires a move from
being passive to becoming active. An interesting fact is that even if the marketer sends an acknowledgment of a SMS to the consumers who participated in the campaign, it initiates dialogue between the parties. The following findings confirm that consumers feel positive about the advertised brand when they receive an acknowledgment:

“What I receive back is just an acknowledgement of my text and, like, if I’m going into a draw for something or if I’m not successful on something. But it gives me confidence about the advertised brand.” (TH-Int-04.)

More evidence from an interview supports this view:

“Whatsoever I receive an acknowledgment from a marketer, I feel confident that my participation got noticed.” (BS-Int-009).

Another interviewee highlighted this in the following way:

“Communication in a reciprocal mode supports dialogue and connects people because they get acknowledged and achieve some kind of goal.” (AK-Int-015).

This reciprocity connects the consumers and marketers through a two-way interactive mode of communication during MESH mobile marketing campaigns. Based upon the above evidence Proposition 7 can be developed as follows:

**Proposition 7: Reciprocity encourages interactivity and develops a connection between the marketer and consumers.**

The research findings suggest that the benefits from interacting with campaigns can have an influence on consumer behaviour. In mobile marketing campaigns, marketers use incentives such as vouchers and discounts to interact with the targeted consumers. Consumers reciprocate when the perceived benefits of reciprocity are high in terms of valuable offers or discounts. The following evidence supports this claim:
“I am always looking for the better things at a cheaper rate and more value. If I receive any advertisement which offers value and benefits, I reciprocate that message to my peers, friends and family.” (DS-Int-010).

More evidence from an interview supports the above claim further:

“Whenever any advertisement comes with an offer which I feel is beneficial for me or for my friends, such as special travel deal, I prefer to reciprocate that message to my friends without any delay.” (KM-Int-002).

**Proposition 7A: Perceived benefits enhance reciprocity between consumers and marketers in mobile marketing campaigns.**

The perceived consequences of a consumer action form another module of reciprocity because the recipient has the option of reciprocating the advertising message to their communities or their family and friends in MESH campaigns. This involves anticipating any consequences that may occur. The data analysis points out that consumers will be more inclined to reciprocate if a user perceives that positive outcome. The following evidence supports this:

“I guess integrity really would be one major thing and your intentions of really trying to promote the product because you want to help people. I guess that’s one major thing. It’s more helping, not really like just producing in terms of numbers or quantity, but it’s more of the effect that your product is really a good one.” (SB-Int-009).

The following evidence further supports this claim:

“Whenever we as a group of friends forward messages to each other, we feel that we are helping each other in a positive way by sharing information or offers related to the products and services” (MD-Int-012)
Therefore, based upon the evidence presented above, Proposition 7 can be further developed as 7B:

**Proposition 7B: Perceived desired consequences prompt the consumers to forward the messages to their communities.**

The above proposition suggests that consumers forward the advertising messages to their peers, friends and wider community in good faith to create benefits and positive outcomes for them. These desired consequences of benefits enhance the bond among the community members and nurture the relationships. Reciprocity in the context of MESH is very important because perceived desired consequences among communities will prompt them to engage more participants in the mobile marketing campaigns.

### 4.4.2 Theme (2) Contingency

Messages received and sent by a participant’s mobile devices are in a sequence and the later messages link to the earlier one to support contingent communication. During interactive mobile marketing campaigns, the message is sent to the participants in a series with offers. Sometimes the marketers ask the participants in the first message to opt out if they are not interested. When participants show their intention to be a part of a mobile marketing campaign and send the confirmation message through their mobile devices, then they receive a series of messages.
In the context of mobile marketing, contingency depicts the sequence through which messages relate to each other. Data analysis revealed that during interactive campaigns, later messages recount the relatedness of earlier messages. The following evidence supports this claim:

“In my opinion, my view is shaped by the previous knowledge of the brand. When the marketer sends me messages about a particular product, I do a research about it on the internet and ask friends about it. If I receive a positive feedback then I actively participate in the mobile marketing campaigns. I feel that contingency is important in mobile communication.” (GP-Int-006).

The following evidence further supports this claim:

“The message gets clear when many people support it through positive feedback. I rely on the opinion of others and develop confidence when communication between the parties is supported by their previous experience with the brand or an advertisement message.” (YK-Int-014).

The data analysis also revealed that consumers could be expected to act consistently with the interests of their groups and collect feedback.

Based upon the evidence presented above, the following proposition has been developed:

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contingency</td>
<td>It refers to the extent where one entity response has been shaped by the preceding response of the other in mobile marketing campaigns</td>
<td>They normally ask us to sign a form, visit their website, or they just want us to go and visit them in the place or call them. Once they get a confirmation then they send vouchers, coupons etc to engage me interactively. (MD-Int-007)</td>
</tr>
</tbody>
</table>
Proposition 8: Contingent communications in mobile marketing campaigns helps consumers to collect feedback about product and services.

The above proposition is also supported by the following evidence:

“We communicate through our mobiles and I guess for us as a group as well we can get feedback, we are able to see how we can plan for the next activity that we’d like to do. We keep discussing by sending the messages to each other until we decide. So basically it’s really a very contingent communication and the responses shape our consensus.” (SB-Int-009).

The contingent communication and sequences of messages help the consumers to develop a consensus about the advertised brand or offers. The contingent communication prompts active participation in mobile marketing campaigns and enhances interactivity among the groups or communities. The high degree of interactivity allows the consumers to discuss the advertising message and lets them give their opinion of the offer to each other. The sequence of messages provides detailed information to the targeted consumers and clears up any ambiguities in their minds.

Second, it allows the consumers to evaluate the offers by open discussion and shared opinion. The MESH model allows the consumers to follow the sequence of the messages, which enables them to evaluate the offers against the previous ones from the marketer. The involvement of communities in contingent communication through the MESH model broadens the scope of mobile marketing campaigns. This gives them an opportunity to share information collectively and evaluate the offers based on the opinions of other participants rather than individually as allowed by isolated LOOP campaigns. This helps marketers to develop a collective opinion about a campaign through the MESH model because it encapsulates both LOOP and CAM components. This also provides
an opportunity for marketers to collect feedback from a large group of consumers to improve their offerings through the MESH model, which is not possible if LOOP and CAM are deployed in mobile marketing campaigns independently. This view is supported by the following evidence:

“During these mobile marketing campaigns we share our opinions about a product or service and receive feedback from others in our communities if they have used this product or consumed the service. This sequence of messages give a clear picture to us and help us to evaluate the product or services.” (RP-Int-013).

The above evidence highlights that a sequence of messages in a contingent mode of communication allows consumers to collect feedback that helps them to evaluate products and services. This view is further endorsed by another interviewee in the following manner:

“In my opinion, when many people get involved in marketing campaigns then they share their experiences and opinions about the campaigns or products in form of messages. This process allows us to think carefully about the products and then make an informed decision whether to proceed with the message or not.” (TH-Int-004).

In the light of the above evidence Proposition 8 can be extended as follows:

**Proposition 8A: Contingent communications in mobile marketing campaigns help consumers to collect feedback about products and services.**

Data analysis suggests that contingent communication plays an important role in mobile marketing campaigns. These campaigns facilitate consumers to provide feedback, which ultimately shapes the opinion of the consumers in their communities. If the feedback is positive then it is easy for marketers to target larger communities in MESH mobile marketing campaigns.
4.4.3 Theme (3) Synchronous Communications

The synchronous mode of communication supports interactivity between the marketers and consumers during mobile marketing campaigns. The coupling of simultaneous media in a synchronous mode of communication provides flexibility to marketers to engage targeted consumers.

Table 13: Synchronous Communications

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synchronous Communication</td>
<td>When in a relatively short period of time multiple communications occur, it is referred to as a synchronous communication.</td>
<td>Yeah, if the product or the service is good and if it requires an immediate response then I would, I would respond to it with an urgent frame of mind, and I would pass it on to other members of the group and follow it up, regardless of whether they’ve subscribed or bought that product or service (MW-Int-008)</td>
</tr>
</tbody>
</table>

Synchronous communication allows the marketers to send a message to the mobile devices and prompts the consumers to respond and receive notification that may be asking them to respond via text and redeem a mobile coupon code. The following evidence supports this:

“I think with mobile phones you react rather quickly so it’s very instantaneous. It’s there and it’s gone. Although it would keep a record on your phone, unless it’s really interesting you probably wouldn’t go back to it. It will have lodged in your subconscious. It depends how it gets you to interact. The more it gets you to interact the more you’re going to remember it.” (JC-Int-003).
If mobile communications are not perceived to be synchronous, it leads to weaker communication and potential misunderstandings in marketing campaigns. Technically, synchronous communication during mobile marketing campaigns enhances interaction by prompting to respond.

The following evidence highlights this further:

“We as a group of friends always respond to each other to keep the discussion about a product or service active. The synchronous communication allows us to engage with each other by forwarding messages.” (GP-Int-006).

Therefore, based upon the data analysis the following proposition can be developed:

**Proposition 9: Synchronous communication between the consumers and marketers enhances interactivity by engaging the target customers psychologically and physically in mobile marketing campaigns.**

Synchronous communication in mobile marketing campaigns provides flexibility to the consumers to interact whenever they feel comfortable. This mode of communication enhances interactivity and provides better opportunities to the consumers to engage with their communities by forwarding advertising messages to their peers, family and friends without pressure. In the digital age, synchronous communication through mobile devices provides flexibility to respond whenever and wherever they want.

“I don’t feel harassed by SMS ads at all because I can respond to that specific type of message a little bit later, when the time suits me.” (MK-Int-005).

This view is further supported by the following evidence:

“We are always busy in the communication process through emails, phone calls, and social media. I feel that the success of mobile marketing campaigns is due to flexibility in the
Based upon the above evidence the proposition 9 can be extended further as following:

**9A: Synchronous communication between the consumers and marketers provides flexibility and creates no pressure on consumers to respond immediately.**

With reference to the MESH model, synchronous communication increases interactivity because consumers receive evaluation of the offers from pivotals or other community members in real time. This mode of communication forms a base for mobile marketers to increase a sense of interactivity among consumers and marketers because it provides flexibility and creates no pressure to respond on consumers. This point also supports interlocking of LOOP and CAM into MESH because synchronous communication is more appropriate when wider segments of community are involved in mobile marketing campaigns.

### 4.4.4 Theme (4) Control

The concept of control allows consumers to interact with the marketer and their communities, when they feel comfortable. The consumers exercise their control by selecting the recipients of the targeted mobile message.

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<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>The traditionally passive consumers are transformed into ones that control and participate by allowing controlled interactivity</td>
<td>In my opinion, I feel that I am in control because If I don’t want to participate then I can simply delete the SMs (GP-Int-006)</td>
</tr>
</tbody>
</table>
It is exciting to note that control is an important factor that can be considered from the perspective of the consumer as well as marketer. However, the consumers feel that the advertisers control the communication in the end. The following evidence proves this:

“I think the advertisers want to let the consumers think they’re in control, when it’s actually the advertisers who are in control when they get a response from the consumers. So it’s always the advertisers because they get responses back.” (Al-Int-001).

Another interviewee highlights the following:

“In my opinion, marketers can initiate the message and shift the control to consumers who later give a response back to the marketer if they want to get involved in campaigns.” (JK-Int-003).

The mobile marketing campaigns in the context of the MESH model allow both the marketers and consumers to control the campaigns. In light of the evidence above, the following proposition can be developed:

**Proposition 10: Both the marketer and consumer have a controlling impact on the process of interactive mobile marketing campaigns.**

The data analysis highlights that consumers and marketers both feel that they are in control of the communication process in MESH marketing campaigns as active participants. Evidence from another interview suggests that consumers understand that both parties have control over the communication during interactive marketing campaigns.

“I think, it’s a little bit of both parties. I mean they’re in control obviously because they are sending that first message. So they are starting it. But obviously what they want to do is to communicate, not just with me, but communicate with other people through me. Now when that happens I'm in control of that because not only am I forwarding that but
particularly when I'm talking about it with people face-to-face or on the telephone or anything like that, I'm also adding in my feelings about the brand or the product or the store or whatever.” (MW-Int-008).

Therefore, we can further develop Proposition 10 further as:

**Proposition 10A: The traditionally passive audience is transformed into one that is actively in control along with marketers and participating in mobile marketing campaigns.**

The interactive nature of mobile marketing allows the consumers to participate actively in the campaigns by responding back to the advertiser or forwarding the mobile advertisements to their friends or community whenever and wherever they want. During these interactive campaigns, the consumers are more active and exercise their control in the context of time, location and frequency. The mobile devices provide them with the flexibility to interact with their communities whenever they desire, which leads to an enhanced perception of control in MESH campaigns.

In the context of the MESH model, communication between marketer and consumer will become bi-directional as the new mobile devices allow for direct, information-rich and interactive (two-way) communication experiences between marketer and consumer, and the consumers receive messages than they are in control of forwarding to others in their community. This allows them to make decisions by asking for the opinions of others such as pivotals about mobile marketing campaigns. It can be safely assumed from the data analysis that control shifts between consumers and marketers during this interactivity. This helps the communities to get involved in MESH mobile campaigns because perception of control is widely spread among consumers, and the interlocking of LOOP and CAM gives the mobile marketer an opportunity to give control to a larger number of consumers as compared to interactivity in the isolated models of LOOP and CAM.
4.4.5 Theme (5) Technology Acceptance

Technology acceptance supports the view that the user usefulness and friendliness of a system predicts the user’s intentions to use mobile services. The use of mobile devices among the consumers is very common these days. Therefore, marketers are leveraging on the technologies to reach their targeted consumers.

Table 15: Technology Acceptance

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology Acceptance</td>
<td>It is assumed that in any mobile marketing campaign a consumer should be comfortable with technology in order to successfully participate in the campaign</td>
<td>People rely too much on technology now. Sometimes they don’t read newspapers they just go online or maybe through their iPhones and access the SMS sent by the advertiser. (SB-Int-009)</td>
</tr>
</tbody>
</table>

The growth of mobile devices positively correlates with the growth of mobile marketing, so the future of mobile marketing should be very bright because we live in a mobile age. The following evidence from an interview points this out:

“I think that’s the future, mobile marketing is definitely the future.” (RP-Int-013).

Generally, young consumers are more comfortable with the new technologies compared to the older generation. The following evidence from a face-to-face interview provides some insight into this:

“It basically depends on which generation you are targeting If the target is the new generation definitely they are always technology savvy, they will definitely respond to mobile marketing campaigns. But as you go, I mean, the previous generations definitely the response rate will be much less, because they haven’t used those things so they are not
so familiar with mobile devices and gadgets. So as a matter of fact the older generation is less interested as compared to the younger generation.” (YK-Int-014).

Based upon the above evidence Proposition 11 can be formulated as:

**Proposition 11:** The young generation is more comfortable with mobile technology and actively participates in mobile marketing campaigns compared to the older generation.

An interesting fact was revealed in an interview where one participant stated that her children helped her to learn the use of technology and that she is comfortable with mobile devices. The following evidence supports this:

“But I would say that I’m fortunate to be able to be exposed to all this new technology because of my children.” (Li-Int-011).

Based upon the above evidence, Proposition 1 can be further developed as 11A:

**Proposition 11A:** Young family members can influence their elders to use mobile devices and they play a critical role in exposing them to new emerging technologies.

The wide adoption of mobile devices in society has made mobile marketing campaigns more effective compared to other media. The following evidence supports this:

“Well, SMS marketing is instant, it’s more accessible than other modes of campaigns because basically your mobile phone is like a wallet. I mean it’s something you have with you all the time so I think that the message, the advertisements can be received instantly and be received by a wide range of people and we all have to look at it on their mobile devices. You can go to your mailbox and pick up the circulars out of your mailbox, but
you don’t have to look at them, you can put them in the rubbish. With your mobile phone you have to look at the message to clear it, so I think it’s very effective.” (TH-Int-004).

Another piece of evidence supports this:

“Nowadays everyone has mobile devices as part of their daily lives and we get so much information from various sources including marketing messages. I believe that these mobile devices have added flavour to our lives and I prefer mobile marketing messages to other types of marketing campaigns.” (MK-Int-005).

Based upon the above evidence from an interview, the following proposition can be developed:

**Proposition 11B: Mobile marketing campaigns are more effective than other types of marketing due to the wide adoption of mobile devices.**

The MESH model allows mobile marketers to collect information on consumers’ needs and behavioural patterns because each interaction is mobile device facilitated and can therefore be recorded and analysed by the marketer for future campaigns based upon MESH model. This information can be built into intelligent market systems that enhance customer service. Mobile devices are being seen as strategic tools because when they are integrated into mobile marketing campaigns, they allow for firms to decrease their marketing budgets. This is because mobile marketing is much cheaper than traditional marketing methods such as promotional advertisements in newspapers and magazines. The MESH model encapsulates the construct of TAM to understand the behaviour of consumers in technology-mediated environments.

**4.4.6 Theme (6) Trust**

Trust is a key concept and considered to be the core of a relationship in mobile marketing campaigns.
Table 16: Trust

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust</td>
<td>Consumers must believe that there will be a positive outcome when they take part in a mobile marketing campaign. OR Consumers will accept a certain degree of uncertainty of they believe there will be a positive outcome in a mobile marketing campaign.</td>
<td>Trust is basically built up over a period of time. So if I’ve given advice to one of the members of my group, and they’ve bought that product and they’re happy with it then that trust has been established. And then if they advise me on a product or service which they are experts in and I’m happy with it then the trust is built. It keeps building up, it keeps building up. (MD-Int-007)</td>
</tr>
</tbody>
</table>

The role of trust is critical in the context of mobile marketing. The prime objective of any mobile marketer is to win the trust of the targeted consumers. As a matter of fact, the consumers will not easily trust an advertisement. The following evidence from an interview supports this:

“I don’t trust the advertisements which come from unknown brands or companies. When an advertisement comes from a well-known company then I trust it.” (PB-Int-16).

The following evidence from an interview strengthens the above-mentioned claim:

“Okay there are times that I doubt certain mobile advertisements and I look at it whether it is believable, whether I should trust that particular advertisement. But then again most of the time I do trust the advertisement if I verify it on line as well through their websites. So due to that I do trust that.” (AK-Int-015).

Based upon the above evidence, Proposition 12 can be developed:

**Proposition 12: Consumers do not trust every mobile advertisement that comes from unknown brands.**
The evidence strongly suggests that consumers trust filtered advertisements, but it is not easy to win this trust. The following evidence supports this:

“I don’t trust mobile advertisement blindly. It takes some time for me to understand and then I start building trust. So it's something I'm earning rather than buying. I would say people need to advertise, if not then we don’t get the message. But everything in advertisement we don’t believe. So we have to filter information and find out what’s going on. So it's something I'm earning rather than buying.” (RP-int-013).

The following evidence further strengthens the claim mentioned above:

“It depends on who is sending it to me basically. If somebody from a brand that I opted into sends something to me, fine. If for example other people who I know forward things to me, again I'll be reasonably happy with that because again in their judgement they are thinking that that is something that would interest me and that would benefit me and so that’s fine.” (MW-Int-008).

Based upon the above comment, Proposition 12 can be further developed as 12A:

**Proposition 12A: Consumers do not trust mobile advertisements blindly; instead, they carefully filter the advertisements and develop trust with the brand over a period of time.**

An interesting angle was discovered during an interview that consumers trust mobile advertisement more than other media such as radio and newspapers because there is a pre-existing bond due to the signing up of the consumer with the mobile marketer. The following evidence supports this:

“Yes, I trust mobile advertisement more than on the radio, because when you are receiving a text on your mobile it means you already have signed up somewhere and you’re already in contact with that company. And whenever they are sending you the text it means they
trust you as well. So there is a bond between customer and the advertiser, so definitely I trust them.” (JK-Int-003).

Based upon the above evidence, Proposition 12B can be developed as:

**Proposition 12B: Consumers trust mobile advertisement more than any other media because there is a pre-existing bond from the consumer signing up with the mobile marketer.**

Trust is regarded as the essence of a relationship between marketer and consumer. The MESH model facilitates the development of trust through the involvement of pivotals in the campaigns. These pivotals play a central role in establishing their communities’ trust in the mobile marketers. The message forwarding behaviour of consumers develops a bond among consumers and trust evolves more and more when consumers participate in MESH mobile marketing campaigns. It is clear from the analysis that pivotals provide support to marketers to establish a relationship based upon trust. This also highlights that the MESH model is superior because the induction of pivotals promotes trust among consumers and marketers. In the absence of interlocking, the separate models lack the ability to establish trust in mobile marketing campaigns.

4.4.7 Theme (7) Perceived Financial Risk

Risk is an important consideration for consumers during mobile marketing campaigns. The perception of risk strongly influences the consumers’ behaviour because the possession of a mobile devices alone does not pledge acceptance of mobile marketing campaigns by them.
Table 17: Perceived Financial Risk

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk</td>
<td>Likelihood of unfavourable consequences during a mobile marketing campaign</td>
<td>The major risk, is it a scam or not? That is the judgement you need to make otherwise you may lose money (MD-Int-012)</td>
</tr>
</tbody>
</table>

The risks in mobile marketing campaigns may cause psychological discomfort arising from anticipating threats of fake transactions, misuse of credit cards or fraudulent advertisements. The following evidence supports this claim:

“The risks would be that once you’ve actually paid with your credit card, your money is out of your card. I’m quite sure that you can include the risk of fraudulent advertisement as well. If you don’t have any other reference, for example, like a website or like a store or a physical address that may be part of the risk.” (KM-Int-002).

The findings indicate that consumers feel there is a probability of financial risk or that they may not receive fair value from the amount paid to the marketer. The following evidence from an interview illustrates this:

“Yeah advertisements can be fake and they can put you into trouble. They might ask you to buy a fake product or they just try to get your credit card details or try to find out your personal information. Therefore, people need to be careful not to respond to all messages which they don’t know who is the initiator.” (MK-Int-005).

Based upon the above evidence, it is possible to formulate Proposition 13:

**Proposition 13: Perceived financial risk acts as a barrier to engaging consumers in interactive campaigns.**
Mobile marketing campaigns involve social risk, with adverse consequences associated with negative opinions on account of the buying of the product. The data analysis revealed that marketers may bribe the pivotal to channel their message to the consumers. The following evidence supports this claim:

“If marketers give incentives to the pivotal then it will be a kind of a corruption, it’s kind of bribery. They can misguide the people by referring to sub-standard products for the greed of their own incentives. It is mistrust and it is kind of a cheating.” (YK-Int-014)

Based upon this evidence, it is possible to develop proposition 13A.

Proposition 13A: Marketers should follow the highest ethical standards and provide true information when channelling their message through pivotals into their communities.

It is clear from data analysis that ethical standards and moral values should be adhered to by marketers during mobile marketing campaigns. It is critical for the mobile marketers to show transparency in all their offerings to target consumers, as unethical behaviour to capture the target market may result in mistrust among the marketers and consumers. Data analysis further suggests that MESH mobile marketing campaigns must not deviate from basic ethical principles and marketers should avoid all types of misrepresentations otherwise they will be perceived as risky, which may leads to their failure.

4.4.8 Theme (8) Price

Price is an important factor in the context of mobile marketing. The growth of mobile marketing is attributed to the low cost of mobile marketing for the marketer. Second, the falling prices of SMS and MMS prompts consumers to actively participate in interactive marketing campaigns.
Table 18: Price

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>The price charged for each individual SMS or MMS message sent by the consumer and marketer</td>
<td>It’s actually not cheap at all I would say. Because if you’re replying to a message of an advertisement, definitely it will charge you, Secondly, forwarding of these messages costs you money. It’s a trick of the marketer (MD-Int-012)</td>
</tr>
</tbody>
</table>

The data analysis pointed out that consumers who are on post-paid packages are not concerned with the price of SMS in response to a marketing message. The following evidence supports this claim:

“I am on one of these plans where you get two five thousand or five thousand or, I'm not sure how many texts, so I'm really not worried, I don't use that many texts so, you know, sending information like that doesn’t cost me anything.” (MW-Int-8).

Based upon the evidence above, it is possible to develop the following proposition:

**Proposition 14: Consumers on post-paid packages with mobile phone companies perceive the price of sending a SMS in response to a mobile marketing campaign as negligible.**

The data analysis pointed out that mobile phone companies’ calls & SMS packages come with the constraint of a time frame. Many consumers perceive this condition as inflexible, as is seen from the evidence below:

“But again the problem is having time because, it's limited to 1 month or so. I don’t want that kind of time clause. I want something realistic, at least spreading for 3 months.” (RP-Int-013).
Another interviewee highlighted the following:

“The constraint of time to use the SMS package is not a good idea. If I wont use in the
given time period then they go waste and I have to renew my deal or pay extra. So I always
forward messages to my friends and community so I can use my data package fully”. (KM-
Int-002).

Based upon the evidence above. Proposition 14 can be developed further as 14A:

**Proposition14A: The time limit offered by the telecom companies to use assigned SMS is not
flexible or realistic. Therefore, consumers are prompted to take part in mobile marketing
campaigns to use their data package.**

The above proposition highlights that consumers take part in mobile marketing campaigns because
they do not want to waste their data package. The data analysis suggests that consumers are keen
to utilize their data packages fully and this intention prompts them to involve themselves and their
communities in marketing campaigns. This supports interactivity among consumers who perceive
that the costs associated with sending SMS in mobile marketing campaigns are negligible.

When consumers will take an active part in campaigns based upon the MESH model then they will
engage their immediate family, friends and wider communities, and need to send more messages
to them. This may also reduce the consumers’ perception of the unit cost because through the
MESH model they will be able to utilise their package more effectively by consuming their data
package efficiently. Furthermore, in mobile marketing campaigns based upon the LOOP model, a
significant campaign cost is the expenditure on sending a message to customers individually by
marketers. This strongly supports the interlocking of LOOP and CAM into MESH because by
targeting pivotals, the overall cost to the marketer will be reduced compared to the costs associated
with the deployment of the isolated models LOOP and CAM.
4.4.9 Theme (9) Demographics

Demographic analysis in the context of mobile marketing helps the marketer to target the consumers more precisely. The research highlights that consumers in different age groups perceive mobile marketing differently.

**Table 19: Demographics**

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographics</td>
<td>In the context of mobile marketing, demography refers to the personal characteristics (or demographics) of the targeted consumer, such as age, gender, education, and skills</td>
<td>Age can have a noteworthy effect, so it is fair to assume that certain demographic data such as the age of a consumer could have a significant effect on consumers’ interactivity (MD-Int-012)</td>
</tr>
</tbody>
</table>

There are many demographic variables but the data analysis revealed that age and income are the most important demographic variables in developing a proposition for a demographic construct of the MESH model.

“I believe that young people are keener to participate in mobile marketing campaigns because they perceive a mobile phone as their fun tool. They love to interact with their friends and forward messages to their friends and family to strengthen their social bond.” (GP-Int-006).

The data analysis suggests that young people are more responsive to mobile marketing campaigns because they enjoy the interactions. They perceive message forwarding behaviour as a practice for being in touch with family and friends. The younger generation perceives mobile usage as a routine and easy mode to communicate with their friends and family.

Further evidence illustrates this point:
“Since I am on a full time job and I can afford easily to send as many texts as I want” (AK-Int-015).

Another piece of evidence supports this in the following way:

“I have noticed that my younger family members are addicted to their mobile devices and they don’t bother about data packages because they can afford them easily while they are working. My younger sister always forwards me many mobile marketing messages and motivates me to be active on mobile devices.” (PB-Int-16).

The data analysis suggests that people with stable incomes do not bother about the price of sending messages through their mobile devices to their communities or marketers. It is clear that consumers buy different packages and can easily afford to send texts through their mobile devices, particularly if they are working. However, people who are unemployed may find forwarding text messages from marketers a costly exercise. Therefore Proposition 15 can be developed as:

**Proposition 15: Demographic variables, particularly age and income, play an important role in interactive marketing campaigns.**

There is a notion in the digital age that older people do not adopt new innovations with ease, but the data analysis suggests that the older generation has adopted mobile devices and they interact with marketers to get offers on products and services. In other words, the digital gap between the younger and older generations has reduced over recent years. Now the older generation forms an active segment that indulges in interactive campaigns. The older consumers display the same interactive habits as young people while interacting with marketers through their mobile devices. The following evidence supports this claim:

“I was never interested before in the technology but mobile devices such as smartphones are now necessary and one cannot function properly in a society without using them. My
younger daughter bought me a smart phone on my birthday and then taught me how to use the applications. Now I am an active user and participate in campaigns and give comments on products while interacting with my friends.” (AK-Int-015).

Similarly another evidence supports this further:

“We live in the modern era and technology is very user friendly so now anyone can use mobile devices and forward messages because these applications are very user friendly and easy to use.” (SB-Int-009).

Based upon the evidence above Proposition 15 can be developed further as 15A:

**Proposition 15A: Marketers can focus on both younger and older people for their marketing campaigns to widen the scope of their targeted segments.**

From data analysis it became clear that age is not a barrier anymore for using mobile devices to interact in the MESH mobile marketing campaigns. Marketers can engage and target older generations because mobile devices are user friendly nowadays. In the context of the MESH model, it supports the view that markets can engage and target older people too in their campaigns to make them successful.

**4.5 Conceptualisation of MESH**

The outcome of this research is the conceptual model, MESH, designed to understand mobile marketing campaigns in depth because the scope of mobile marketing campaigns now encapsulates social media and the involvement of communities. The data analysis outlines that the two isolated models of LOOP and CAM have become unfit for today’s advanced technological era where mobile marketing integrates many social media platforms to reach communities. Therefore, the MESH model is more appropriate for mobile marketing campaigns as it extends LOOP campaigns
to communities. The interactivity of LOOP campaigns focuses on the relationship between individual consumers and marketers, but it falls short of capturing the essence of mobile marketing campaigns in a community context and the use of technologically advanced smart phones. The interlocking of the two separate models into MESH broadens the scope by extending interactivity into communities for mobile marketing campaigns.

The following evidence suggests that interlocking LOOP and CAM allows marketers to reach a large number of consumers by involving communities. The following evidence supports this interlocking.

“I refer back to an advertisement that I receive from a brand on my mobile device. I take it as an opportunity to forward the message to my friends and community so they can also share with their friends. Basically, now it’s not a communication between a company and me, instead it a communication between companies and communities through mobile devices.” (PB-Int-016).

Further evidence illustrates this point:

“Now mobile marketing is a mean to establish a big network where people communicate with each other by forwarding messages through their devices.” (RP-Int-013).

Similarly, further evidence suggested that LOOP and CAM interlocking engages more consumers in mobile marketing campaigns. The following evidence supports this claim.

“I feel that it is a good idea to extend interactive campaigns into communities to engage more people. Consumers are active on mobile devices and use social media platforms to be in touch with their communities.” (YK-Int-014).

Social media forms a base for consumers to form communities and provides an opportunity to marketers to target these communities through credible sources such as pivotals in MESH
campaigns. It became evident from the evidence above that the interlocking of LOOP and CAM components allows marketers to leverage the strengths of both models. Since advances in technology and the growth of social interactions through electronic media have accelerated, it is possible to interlock LOOP and CAM into MESH. This view is further supported by the following evidence:

“We live in an information age and interact regularly with peers and family through mobile devices. When I receive mobile messages from brands I straightaway forward them to my circle of community and friends. This allows me to share information easily. Before, when there were not many social platforms and devices were not able to integrate various platforms, the flow of information was limited between marketer and consumer, but now everybody is involved and shares information with their wider community” (AK-Int-015).

The following evidence further supports this view

“I feel that now when we receive messages in a group it form a chain of communication where everybody got an opportunity to interact with peers, family and friends anytime and anywhere without any hassle. Secondly, I feel more confident in participation because now I can share information with various communities and verify offers” (Al-Int-001).

The data analysis suggests that it is essential for mobile marketers to engage more consumers by supporting interactivity among communities. The interlocking of LOOP and CAM into the MESH model will facilitate interactivity and engage passive consumers into marketing campaigns more efficiently and at a fraction of cost.
4.5 Chapter Summary

This chapter presented the study results, which were derived from the analysis of qualitative evidence consisting of face-to-face in-depth non-directive interviews. The findings support the preliminary conceptual model and the propositions that are interrelated to support the interlocking of LOOP and CAM into the MESH conceptual model. The data analysis also produced some novel insights, such as the pivots acting as a filter of information who forward only those advertising messages that they perceive as beneficial for their community. Also it shows that consumers trust mobile advertisements more than any other media because there is a pre-existing bond formed by the consumer when signing up with the mobile marketer. These novel insights resulted in the extension of the preliminary propositions as discussed in the chapter.
CHAPTER FIVE: DISCUSSION

5.1 Chapter Overview
The purpose of this chapter is to develop a conceptual model of MESH in mobile marketing environments. The chapter proceeds as follows. First, there is a reiteration of the research question and a discussion to refocus on the conceptual interlocking of the two models, LOOP and CAM, into MESH, based upon the research findings. This is followed by a discussion of the conceptual model MESH. Finally, the managerial implications, research limitations and future directions are considered.

5.2 Introduction
The aim of the research question is to interlock two isolated mobile marketing models, LOOP and CAM, into the MESH model to understand the consumers’ experience of interactivity when interacting with mobile marketing campaigns. It is important for marketers to focus on four core components of interactivity to get a successful response to LOOP and CAM campaigns: contingency, reciprocity, control and synchronicity in the LOOP context, and community structures, stimulus and responses, and the roles people play in the CAM context. The research question goal is to interlock the LOOP and CAM models into MESH. This can be interpreted from two perspectives. First, the CAM model should let the consumers get involved in the campaign’s conversation since they will be both consumer and marketer in the communication process (Davis, 2006). The consumer will obtain value from the conversation, as the content of the campaign will be converted into a personalized, enjoyable experience. Second, this experience will let the consumer and the advertiser unite in a relationship that is both active and responsive in the LOOP context (Davis & Yung, 2005; Davis & Sajtos, 2008, Davis, 2013).
Since many of the constructs and antecedents of the proposed MESH interactivity model determined in this research have already been partially researched, it is important to briefly observe what this research thesis has argued so far before proceeding to a discussion of the research findings. The study started with the aim of interlocking two isolated models of interactive campaigns into the MESH model to enhance interactivity between consumers and marketers. The study started with the general assumption that mobile marketing is growing worldwide and that more and more organizations are adopting it. However, there is a limited understanding of conceptual models such as the LOOP and CAM interlocking mechanisms. Taking into account the distinctive features of mobile devices, the study suggested that by interlocking the LOOP and CAM models into MESH, mobile marketers could leverage various channels by coupling them together to reach larger audiences. In this regard, the preliminary conceptual model and propositions were constructed and further evaluated during the data collection and analysis.

By implementing face-to-face non-directive interviews, the study identified themes that relate to the LOOP and CAM conceptual models (Tanggaard, 2009). Some novel insights were discovered during the data analysis phase that led to a better understanding of the consumers’ attitude towards mobile marketing interactive campaigns.

The purpose of this chapter is to discuss the conceptual model of MESH by interlocking two separate models. In this regard, the chapter first discusses the research findings. This is followed by the final conceptualization of the MESH model of interactivity. In this regard, the preliminary conceptual model and propositions were constructed and further evaluated during the data collection and analysis. This chapter also provides managerial implications to illustrate the practicality of the research findings. Finally, the research limitations and prospects for future research are presented.
5.3 Conceptual Model MESH

The MESH model explains the community dynamics of receiving mobile marketing messages from marketers via the channel of pivotals. This supports a communication process in which the receiver of the mobile marketing campaign in turn becomes a marketer, which ensures that the information continues to circulate to friends and relatives. The ultimate focus of this process of LOOP and CAM interlock was to guide marketers to focus on properties of interactivity and community structures concurrently. The central focus of the MESH model was to develop a fulcrum for relationship interactions based on the interplay between marketer and consumer interactions through mobile devices. Much of this debate concerned the proposition that a paradigm shift in marketing is occurring and that traditional transactional marketing theory is being subsumed by relationship marketing in the mobile environment, where the emphasis is on facilitating and maintaining profitable relationships among marketers, consumers and their communities over time through mobile devices (Davis, Piven, & Breazeale, 2014). The interlocking of LOOP and CAM encapsulates these isolated components into the MESH model to facilitate interactive mobile marketing campaigns more effectively. The interlocking allows marketers to spread the marketing message to a large audience in a cost effective way as mobile marketing is more economical compared to other mediums. The MESH model helps marketers to penetrate into communities and involve wider communities in their mobile marketing campaigns. The MESH model is a comprehensive model that allows the marketers to focus on the multiple constructs of LOOP and CAM in a unified mode to engage consumers and their communities in mobile marketing campaigns.
The broader scope of MESH provides a base for designing more effective interactive marketing campaigns. In the operational dimensions of the MESH model, the research sought to understand the broader context of a customer’s sense of belonging to their communities. Therefore, it is suggested that marketers should develop messaging strategies for various communities and their meanings. Although marketers strive to create interactive communications and a way for a type of relationship to exist, basic connection points in the mobile space make it difficult for the connection to be maintained. For example, a phone number does not effectively follow you. This proposition is made more complex by situations where some consumers have two mobiles and in Asia many consumers use prepaid mobiles. It is clear that web-space and community environments such as Facebook and Twitter provide a flexible mechanism by which the constantly changing consumer (even though the mobile number may change) can maintain contact with their community (Heinonen, 2011).

The use of these social media allows a stable entry point by which the marketer can still maintain contact with mobile consumers and a method by which they can be understood, characterized and as a result, targeted (Gulbahar & Yildirim, 2015). In the context of the MESH model, the group and social connectivity are also seen to be ‘borderless’ and in a constant state of flux. However, social development and cohesion are built around the process of ‘introductions’. Connection and the process of information nurture can be maintained by technologies such as Twitter, Facebook and Instagram. They are key connection points between mobiles and web-based social collectives for both consumers and their tribes. In addition, interactive campaigns based on loops create an uncontrolled platform of interactive experience that gives greater flexibility to the consumers by letting them opt in or opt out whenever they want (Davis & Sajtos, 2008). The key objective in
each consumer interaction is a cognitive experience and the consumption of the value of that
experience through the interactive campaigns in which they were actively involved. In essence,
the consumer is immersed in interactions that are characterized by a continuum of experiential
multi-stable states that produce many co-existent types of behaviour such as satisfaction,
dissatisfaction, joy, and connection with their communities (Pescher, Reichhart, & Spann, 2014).
This model facilitates mobile marketing campaigns through the community structure and peer-to-
peer communication that was promoted in the real time leveraging of the interlocked properties of
the LOOP and CAM models.

The MESH model prompts marketers to consider consumer behaviour, not as distinct linear
compartments but rather as a continuum of many aspects of behaviour in a wireless environment.
As such, in any one mobile marketing campaign, consumers will engage in various kinds of blurred
value-seeking behaviour, which may include play, goal directed and experience seeking states, as
well as other behaviour related dimensions such as excellence, connection, trust, esteem and
impulsive buying behaviour. Therefore, the model suggests that marketers must focus on
developing a strong relationship with the targeted consumers through community structures in
loops.

The MESH model provides many advantages to the marketers that are better than deployment of
isolated models in mobile marketing campaigns. The interlocking of LOOP and CAM into MESH
allows marketers to gain entry into various communities by using pivotals. This approach enhances
the credibility of the marketing campaigns among consumers, which in turn allows the marketers
to establish their relationship based upon trust with targeted consumers. This model encourages
marketers to focus upon communities rather than individual consumers because it propagates the marketing messages quickly, and a wider set of consumers gets involved in the campaigns. The MESH model prompts marketers to include fun and entertainment elements in their campaigns to enhance the mood of the participants so they will not feel bored. It provides a base for marketers to rethink their strategies and avoid or diminish the perception of intrusiveness among the targeted consumers. It encourages the use of mobile devices in mobile marketing campaigns, and allows consumers to access information from anywhere and at any time (Okazaki & Barwise, 2011). In addition, this model supports the notion that active participation among consumers can be enhanced by offers being included by mobile marketing campaigns. Further, the unified components of MESH support each other to enhance the interactivity experience of the targeted consumers in the following way:

**Reciprocity:** Reciprocity as a unified component in the context of the MESH model engages consumers in communication when they receive or send an advertisement messages through their mobile devices. The aim of reciprocity is to enhance the consumers’ intention to devote their efforts to the welfare of their communities and friends (Dufwenberg & Kirchsteiger, 2004). The MESH model supports continuous interactions among consumers and their communities, which ultimately leads to active participation in the campaigns.

**Contingency:** Contingency as a unified component in the context of the MESH model relates to a type of collective behaviour where the consumers’ participation in campaigns is based upon the participation of others (Haeckel, 1998). The MESH campaigns encourage the behaviour of forwarding messages, where the discussion relating to a brand, product or service is shaped by the consumers and related to their responses. For example, if the majority of the consumers perceives that the campaign is useful and beneficial then the sequence of messages will help to develop a
positive consensus around a campaign, based upon contingent communication. This provides a base for marketers to engage more communities because contingent interactivity among consumers helps to shape trust among consumers.

**Synchronicity:** In the context of the MESH model, synchronicity as a unifying component allows the consumers to construct a social reality in more detail and immerse themselves in the communication with each other (Davis, 2013). The real time synchronous communication between consumers and their communities and mobile marketers allows them to collect feedback relating to mobile marketing campaigns and increase interactivity because it engages consumers in multiple communications, for example between consumer and marketer or between their friends and families in a real time (Rau, Zhou, Duye, & Ping Lu, 2014).

**Control:** Control is a unifying component in the context of the MESH model. Interactivity among consumers and marketers is enhanced because they both have a controlling effect on mobile marketing campaigns (Zhu & Chen, 2015).

The perception of control is important because it enhances the consumers’ confidence and hedonistic behaviour in a positive way (McMillan & Hwang, 2002). The perceived control supports synchronous and contingent communication during mobile marketing campaigns. MESH campaigns allow flexibility to consumers to respond whenever they feel comfortable. This degree of control also reduces the perception of intrusiveness among participants in campaigns because they are not forced to respond instantly like other marketing campaigns, such as telemarketing (Zhu & Chen, 2015). The consumers can access the messages whenever and wherever they want, which gives them navigational control.
**Community:** Community structures as a unifying component in the context of the MESH model encourage marketers to send mobile marketing messages to communities. This allows marketers to reach wider segments of the community cost effectively because community members engage their peers, friends and wider communities in the campaigns (Davis, 2006). The interactivity among community members is enhanced due to synchronous, reciprocal and contingent communication among them (De Kerckhove, 2002).

**Pivots:** Pivots as a unifying component in the context of the MESH model help mobile marketers to gain access into various communities. The model allows marketers to directly target pivots who possesses the power to engage their community members in the campaigns (Thakur, 2015). Marketers use synchronicity, reciprocity, contingency and control through the pivots as the unifying components of the MESH model to reach communities. The support of the pivots helps mobile marketing campaigns to gain momentum among their communities (Feng, 2011).

**Content:** In the context of the MESH model, the content of messages provides a base that initiates interactivity among the consumers. It is clear from this research that if messages are too long they may not get the attention of the consumers, which ultimately leads to less participation in the mobile marketing campaigns (Walsh & Brinker, 2016). Content as a unifying component encourages marketers to design the content of the message carefully in order to gain the attention of the targeted consumers (Salo, 2017).

**Intrusion:** In the context of the MESH model, the cohesive properties of LOOP, such as synchronicity, reciprocity, contingency and control, encourage interactivity through a pivotal to reduce the perception of intrusiveness among the consumers in order to make mobile marketing campaigns successful (Apanasevic, Markendahl, & Arvidsson, 2016). As a unifying component
of the MESH model, it supports the notion that marketers must keep the frequency of messages low to lessen the perception of intrusiveness.

**TAM:** As a unifying component of the MESH model, TAM (Technology Acceptance Model) encourages user participation in a technology infused environment such as mobile marketing (Upadhyay & Jahanyan, 2016). In the context of this research, the TAM provides a base for understanding the adoption of mobile marketing campaigns by consumers because it involves the use of technologically advanced mobile devices (Chtourou & Souiden, 2010). TAM allows marketers to understand the behaviour of targeted consumers in a technologically advance environment in depth (Upadhyay & Jahanyan, 2016).

**Trust:** Trust is a central concept in mobile marketing campaigns (Davis, 2013). It is important for marketers to gain the trust of consumers to succeed in mobile marketing campaigns (Davis, Sajtos & Chaudhri, 2011). Trust as a unifying component of the MESH model supports contingency, synchronicity, reciprocity and control in the communication between marketers and consumers. To enhance the scope of trust among consumers, the MESH model integrates pivots to channel mobile messages into communities.

**Perceived Risk:** To encourage the participation of consumers in mobile marketing campaigns, it is important to establish credibility and reduce the perception of risk, such as financial risk, among consumers during mobile marketing campaigns (He, 2013).

The interlocking of LOOP and CAM supports this objective in the MESH model. The role of the pivots and the engagement of communities diminishes the perception of financial risk because when consumers interact with each other during campaigns through the support of pivots and each other then they feel more comfortable about participating.
**Demographics:** This component allows mobile marketers to focus on consumer demographics to understand their participation in interactive campaigns. It supports the notion that mobile marketers must focus on the characteristics of the target market, particularly age and income (Yusta, Pascual, & Lara, 2014). The marketers can create a profile of consumers in communities and promote interactivity among younger and older generation (Bianchi & Andrews, 2015).

**Participation:** As a unifying component of the MESH model, participation prompts marketers to include offers in their campaigns to enhance synchronous, contingent and reciprocal communication during mobile marketing campaigns. The premise is that when marketers include offers with the SMS, consumers will be more inclined to participate and will involve their community members to pass on the benefits associated with the offers (Im & Ha, 2015).

**Price:** Price as a unifying component of the MESH model highlights that due to the stiff competition among providers of mobile services the cost of sending SMS in mobile marketing campaigns is negligible. Price is an opportunity for marketers to target more segments of the community because despite the price conscious nature of consumers, they perceive that participation in campaigns is not a costly affair (Davis, 2013). Telecom providers in NZ provide free SMS packages to be used in a stipulated time frame, which prompts consumers to get involved in mobile marketing campaigns.

The following discussion of LOOP and CAM themes and propositions in the context of the MESH model will highlight the contribution of the MESH model.
5.4 Discussion of CAM Themes and Propositions in the context of the MESH model

The discussion of the following CAM themes and propositions gives insight into the ‘MESH’ model and helps to understand the interactivity between consumers and mobile marketers.

5.4.1 Theme Participation

The prime objective of the mobile marketer is to promote the participation of consumers in mobile marketing campaigns (Strom, Vendel, & Bredican, 2014). What has become evident from the data analysis is that when consumers get good value in terms of special offers, they like to be part of a campaign. The rise of new mobile channels has offered productive ground for interactive campaigns, and the study recognizes that to motivate active participation, it is essential to offer value, otherwise consumers may not take a keen interest in the campaign (Wilson, Phillips & Djamasi, 2015). What the research has uncovered here is that consumers are looking for opportunities to gain value from the marketers. Marketers can give value in any form, such as discounts, coupons, rebates, and special offers (Hsueh & Chen, 2010). The nucleus of a successful campaign is to generate a feeling among the target consumers that their participation is acknowledged, and they should do this by offering incentives (Kannan & Li, 2017). This view is supported by the following proposition, which emerged through data analysis.

**Active consumer participation in mobile campaigns can be enhanced by giving value in terms of offers to the target consumers for mobile marketing campaigns.**

In support of the above proposition, Khajehzadeh et.al, 2015, argued that behavioural response stems from how marketers craft a suitable promotional or conditioning tactic, including the use of discounts or coupons. During the data analysis, the following proposition emerged as an extension and highlights the following finding:
Marketers can engage consumers in interactive mobile campaigns by offering incentives such as discounts and coupons to the consumers

This result is further supported by Wilson, Phillips and Djamasbi, (2015), who showed that perceived value in terms of discounts or coupons affects the acceptance of mobile marketing campaigns and prompts the consumers to participate in the mobile marketing campaigns. Similarly, Holliman & Rowley, (2014), support that consumers assess the marketing campaigns on the basis of the content value they receive from the mobile marketers and then decide to participate in the campaign or not. Initially, participation was a component of a LOOP model and focus on the one-to-one relationship between a marketer and a targeted consumer (Davis, 2013). The interlocking of LOOP and CAM into MESH extends the scope by involving communities in mobile marketing campaigns. The deployment of a MESH model encourages the participation of a wider audience in different community groups. Recommendation through forwarding the advertising messages allows consumers to gain the attention of their friends and families (Davis, 2006). As a result of employing the MESH model, marketers can successfully target more consumers because once an individual receives message then there is a greater chance that such information will be shared (forwarded) with others, which ultimately increase participation. Another important aspect is that marketers can engage consumers more successfully by giving them different offers in MESH campaigns, because these offers prompt active participation behaviour that engages consumers in mobile marketing campaigns (Wilson, Phillips & Djamasbi, 2015).

The Mesh model supports interactivity by offering incentives to consumers so that they get involved into mobile marketing campaigns. Their participation in MESH campaigns allows them
to interact with their peers and family networks and share information relating to incentives. The MESH model supports this information sharing behaviour, which is critical for the success of mobile marketing campaigns (Davis, 2006). The participation of wider communities allows the mobile advertisement message to be propagated extensively in MESH campaigns.

5.4.2 Theme Community

The study has found that community is the foundation of any mobile marketing campaign’s success. In line with previous findings, the study shows that consumers are prepared to share both positive and negative personal experiences in this medium for the benefit of others (Strom, Vendel, & Bredican, 2014). The intensity and degree of consumer involvement in interactive marketing campaigns is dependent on both the consumer’s sense of self and the social bonds of the community they belong to (Davis, Piven, & Breazeale, 2014). The following proposition developed earlier highlights this fact:

Consumers participate in mobile marketing campaigns to be in touch with their community members, and they forward messages to remain in touch with their loved ones.

The research findings indicate that consumers get involved in the campaigns so that they can stay in touch with their family members or communities. This participation encourages connection and closer relationships between participants and creates a feeling of community. In support of this, Martin, Camarero and Jose (2011) state that the relationships amongst individuals in this context are close and based on frequent contact, and that they want to share information about the mobile marketing campaign because they expect to benefit from the interaction with other members of their community. Further, data analysis highlights the following proposition:
Mobile marketing enhances social contact among the participants and nurtures bonds among them to form wider communities

This view was supported by Kim and Lee (2015), who argued that consumers share their experiences with each other to enhance social bonds. The study shows that this involvement does not directly indicate that the consumers are part of a community. However, it does show that the communication provides them with social benefits, such as networking (Boydak, 2015). For example, some participants said that they wanted to build new relationships with like-minded people. Usage of mobile devices encourages peer-to-peer communication, and these social groups allow marketers to access an existing communication process in mobile marketing campaigns (Stephen, 2016). The research sought to understand the wider context of the customers’ sense of belonging to these groups in the MESH model. It was argued that this feeling does not stop customers joining other social groups. In this situation, it was suggested by the interview participants that they would belong to more than one community, such as friends, family and work colleagues. Therefore, it is suggested that marketers should create messaging strategies that have meaning for the participants. For example, messaging strategies aimed at migrants settled in NZ can leverage their insecurity and sense of need to reconnect through using mobile marketing campaigns. Another interesting pattern that this data analysis revealed is that the users greatly value interaction with social groups and the family unit. Because they want to nurture and maintain good relationships within a social group and their family, the role of mobile marketing has become increasingly important in building and maintaining them.

The MESH model supports marketing that involves communities rather than targeting individual consumers. Second, MESH will play a key role in success of mobile marketing campaigns because
it encourages consumers with similar interests by invoking message-forwarding behaviour in targeted consumers. When consumers share their positive experiences with their peers or community they feel that they have enhanced their image among others by projecting themselves as a well-wisher and a caring person (Davis, 2006). The interlocking of the LOOP and CAM models extends an opportunity for consumers to self-enhance their image in their communities, which has been identified as a factor in enhancing referral behaviour (Pescher, Reichhart, & Spann, 2014). The interlocking of LOOP and CAM into MESH allows the mobile marketers to enhance referral behaviour in interactivity, which creates a bond among consumers and allows them to share their knowledge and information about the products or services in mobile marketing campaigns. As a result of this, more consumers and their communities get involved in campaigns, which will act as a catalyst for the success of MESH campaigns.

5.4.3 Theme Pivotal

The research findings suggest that the pivotal plays a key role in the process of peer-to-peer communication. The pivotal’s role is not one of an opinion driver in mobile marketing campaigns. Instead, pivots devote themselves to nurturing the group’s communication processes and content (Thakur, 2015). The following earlier developed proposition suggests that:

**Mobile Marketers must target pivots to gain access to the process of communication in the community to stimulate the propagation of an advertisement message.**

Pescher et.al (2013) explains that when pivots receive mobile marketing message, it is likely that they will want to explore more about it. Once they have visited the product home page, the pivotal then considers to whom it should be forwarded. Thakur, (2015) argue and support the view that pivots are the main individuals in social communities because of their ability to informally
influence the behaviour of others with a relatively high success rate. Similarly, the research findings show that the concept of the pivotal has evolved as technologies have evolved, that is, the development of mobile devices and social media tools such as Twitter and Facebook. These technologies play an important and ‘automatic’ role in the facilitation of peer-to-peer communication between collective members, sub-groups and across-channel spaces (web and mobile) (Bianchi & Andrews, 2015).

Pivotal details achieve this through creating and carrying out activities that make the sense of belonging stronger among the various people of the group (Davis, 2006). It was found that pivotal behaviour is a function of the groups’ behaviour, demands and characteristics. This finding further supports the view that community participants function as a community rather than as individuals (Davis, 2006). What is important for the pivotal is that the offer is relevant to the closed community while being available to relevant parts of the sub-community. The study shows that pivotals act as a filter and forward only those messages to their communities that they perceive to be valuable and beneficial for their communities. In mobile marketing campaigns, this influence can deliver product information and provide recommendations, personal comments and knowledge that help marketers to promote their products. Mochalova et.al (2014) conclude that consumers are influenced by opinion leaders and seek recommendations from the pivotal before buying the products and services. The following earlier developed proposition during the data analysis phase supports a very similar view in the following manner:

**Pivotal details act as a filter of information and forward only those advertising messages that they perceive to be beneficial for their community.**
In the context of the MESH model, the trusted pivotals facilitate communication among the community members and provide an opportunity to marketers to target a wider set of consumers. The mobile marketing messages forwarded by pivotals to their communities are perceived as being more credible than those coming directly from a marketer (Cheung & Thadani, 2012). The recommendations by pivotals enhance acceptability of the advertising message in the community due to their personal influence. The process of interactivity through the MESH model allow the pivotals to share their experiences with each other and direct their peers, or communities towards and away from specific services or products. Therefore, it is important for marketers to understand the pivotals’ values and personalise the message for them to gain their support for mobile marketing campaigns (Davis, 2006). The process of channelling mobile advertisements through pivotals opens the door for informal communication with the targeted consumers for mobile marketers (Haryani & Motwani, 2016). This informal communication helps mobile marketers to propagate their campaigns and penetrate various community networks.

5.4.4 Theme Intrusion

Mobile marketing raises the issue of intrusion for consumers. Surprisingly, data analysis reveals an interesting fact in the following proposition:

Mobile marketing advertisements are less intrusive compared to other media such as telemarketing because of the passive nature of the campaigns.

Despite their passive nature, it is important for marketers to design their messages carefully and keep the frequency of advertisements low; they do not, consumers may find them annoying. It is suggested that a balance could be achieved by paying attention to personalization, timing, frequency and customer knowledge (King & Jessen, 2010). To enhance the mobile marketers’
contribution of value to consumers, it is suggested that attempts should be made to adopt a more relational interaction with less frequency (King & Jessen, 2010). It is clear from this research that consumers are concerned about their privacy in a wireless environment and that some companies may use consumer information for various purposes. Im & Ha (2015) highlights that as regulation to control intrusion in the internet era is limited and consumers concerns about their privacy are genuine.

In essence, mobile marketing advertisements will have to be more personalized when they are sent to consumers who opt to be a part of interactive campaigns based on MESH model. This is because of the fine line between the intrusions of a hyped-up marketing campaign using traditional media and the trusted value of peer-to-peer communication within community structures through mobile devices (Davis, Piven, & Breazeale, 2014). Consumers can respond to the mobile advertisements when they want to do so or simply ignore them. During the communication process, there is a trade-off between being acceptable and informative versus what the advertisement is interrupting (Davis, 2006). Mobile marketers use profiling mechanisms by involving data mining techniques to search databases for information about individual behaviour (King & Jessen, 2010). The creation of a consumer profile allows the mobile marketers to send personalized messages that are perceived as being less intrusive. When the advertisement is sent with consent, it is suggested by researchers that the consumers’ attitude becomes more favourable (King & Jessen, 2010). Mobile marketers collect personal data, such as their whereabouts, from mobile platforms and use this information to target consumers for their campaigns (King & Jessen, 2010). It is important for the marketers to keep to a low frequency of personalized mobile advertisements otherwise consumers will perceive them as being intrusive (Park & Jang, 2014). The following earlier developed
proposition from data analysis points out that despite its passive nature, it is important to keep the frequency of mobile marketing messages based upon the MESH model low so consumers will not find them intrusive.

**The frequency of mobile advertisements should be low to be more effective and less intrusive.** This basically means that if marketers keep resending the messages at a higher frequency then consumers might perceive them as intrusive, and they may not forward them to their communities (King & Jessen, 2010). The data analysis suggests that if consumers receive mobile advertisements daily or more frequently then they perceive them intrusive. Therefore, it is important for marketers not to send advertising messages on a daily basis to reduce the perception of intrusiveness. The data analysis highlights that relevant messages also reduce the perception of intrusiveness as mentioned in the following proposition:

**If mobile marketing messages are relevant to the consumers’ interests they will be perceived as being less intrusive by consumers.**

The above proposition suggests that if mobile messages are relevant to the consumers’ needs then consumers will react more favourably and not perceive them as intrusive. It suggests that marketers should profile the targeted consumers according to their interests to make mobile campaigns more effective (King & Jessen, 2010). If mobile marketing messages are not relevant to the targeted consumers’ interests, there is a likelihood that they may ignore them.

In the context of MESH model, it became evident that consumers feels that mobile marketing campaigns are less intrusive as compared to other type of campaigns such as telemarketing etc. Secondly, MESH model involves communities, and when consumers receive messages from their known contacts such as family or friends, they are more open to supporting campaigns and do not perceive them as intrusive. Therefore, despite their intrusive nature, consumers are more
comfortable with mobile marketing messages compared to other mediums such as telemarketing where an unknown agent tries to market a product or service that consumers may find intrusive. The MESH model supports interactivity whenever consumers are willing to participate in mobile marketing campaigns that involve communities through pivotals (Davis, 2006). This results in higher participation in campaigns because consumers receive messages from trusted pivotals and their community members, which diminishes the perception of intrusiveness.

5.4.5 Theme Content

The research findings illustrate that consumers pay particular attention to the content of the mobile advertisement they receive from marketers. The following earlier developed proposition suggests that:

**Mobile marketers must develop short advertising messages containing offers to engage enthusiastic consumers.**

Since the primary medium for mobile marketing campaigns is SMS, which supports 160 characters, marketers must try to develop short messages (Barnes, 2002; Walsh & Brinker, 2016). Consumers perceive long messages as boring and time consuming, particularly if they receive them without any offer. Therefore, the content of the mobile advertisement is an important consideration for mobile marketers if they want to launch a successful interactive campaign (Wilson, Phillips, & Djamasi, 2015).

At present, there is limited understanding of consumer behaviours in mobile mediated environments, and this hampers the ability of mobile marketers to design suitable campaigns that engage consumers (Strom, Vendel, & Bredican, 2014). The consumers’ interaction in mobile
marketing campaigns based on the MESH model is encouraged by the desire to have access to giveaways and other offers. This is the most common determinant of the consumers’ engagement with a MESH model campaign and often the only one. Some interviewees suggested that messaging should encapsulate information about the “Discounts” or the promise of “Excellent service” in MESH campaigns. They also prefer short messages with offers so that they can get some value from these mobile advertisements, so it is important for marketers to design messages that offer value to the targeted consumers (Yang & Kim, 2012). In order to offer value, mobile marketers can use various techniques such as coupons or discounts on purchases in MESH mobile marketing campaigns. Mobile marketers can transmit a virtual coupon to the consumers, which can be stored in the smart device memory, and the consumer can redeem them when it is convenient for them during MESH campaigns (Im & Ha, 2015). Data analysis suggests that mobile marketers must try to offer bundling of products and services. The rationale is that offers in term of bundle provides better value than single offer. If marketers don’t use bundling, then they may not be very attractive to various segments of consumers.

The bundling of products and services allows the marketers to attract various segments of consumers because offers in terms of bundle provide greater value.

The study shows that these e-coupons are effective tools for engaging the consumers in interactive MESH campaigns. The findings from the data analysis suggest that interactivity among the consumers and marketers will increase when offerings are designed to fulfill the entertainment needs of consumers in MESH model campaigns. The research findings corroborated the initial view that multimedia use is a key driver of value creation for consumers within the mobile marketing industry (Davis, 2013). As content improves over time due to upgrades in the mobile network infrastructure, the multimedia content will also improve in quality, quantity and
sophistication (Fuentes & Svingstedt, 2017). As a result, marketers will be able to send multimedia-rich mobile advertisements to their targeted consumers. These rich content mobile marketing campaigns will engage consumers owing to their properties of providing entertainment and fun through their mobile devices (Shin, 2012). Given the sophistication of future entertainment content, mobile marketers must focus on providing entertainment and opportunities to play through downloadable content and games sent to their targeted consumers to enhance interactivity in MESH mobile marketing campaigns (Kannan & Li, 2017). The following earlier developed proposition supports this view of the MESH model:

The message must contain multimedia effects such as games and short videos in addition to offers to engage prospective consumers.

The multimedia effects that gain the attention of consumers and make them more receptive to the messages are the ones that contain videos or games (Pesch, Reichhart, & Spann, 2014), since the content becomes richer and more interesting. Also, the target market for entertainment content is strongly related to young users who are either in their first job or in their early twenties, with a strong willingness to adapt to new technologies. Older users are the least likely to be enticed by entertainment content on mobile handsets, including businessmen who are more likely to favour serious information content (Yusta, Pascual, & Lara, 2014).

Therefore, it is important for the mobile marketers to do proper research on the demographics of the targeted consumers and then design content for the marketing campaign (Davis, 2013). The MESH model focuses on content and highlights that content is a key element in enhancing interactivity among consumers. Since SMS text messaging allows up to 160 characters to be sent and received from a mobile device (Barnes, 2002; Walsh & Brinker, 2016). It is logical to develop
short messages for MESH campaigns. Long messages may not be delivered to the intended consumers in one SMS, which may lead to confusion or incomplete information related to a product or service.

5.4.6 Theme: Hedonistic Behaviour

When consumers get interactive mobile marketing offers such as e-coupons on their mobile devices, they have an information-rich, subjective experience (Im & Ha, 2015). The e-coupon is a digitally captured image on a mobile device screen through which the consumer becomes part of the experiential interactive mobile marketing campaign (Wilson, Phillips & Djamasbi, 2015). The extent to which users conclude that they are happy with the outcome of interactions with a marketer or their communities is dependent upon their feelings and thoughts or on the information given (Wilson, Phillips & Djamasbi, 2015). These become apparent during the campaigns when they forward mobile messages to their friends, peers or other communities.

The seamless link between the anytime, anyplace mobile channel, web-based applications and transactional processes means that consumers can not only play and interact when and where they want but also buy impulsively with the click of a button (Khajehzadeh & Oppewal, 2015). The research findings illustrate that consumers look for pleasurable interactive experiences through mobile marketing campaigns, and they expect them to provide entertainment, humour, fantasy or inquisitiveness (Davis & Chaudhri, 2012). The following proposition gives insight into mobile marketers:

**Interactive mobile marketing campaigns create opportunities by prompting hedonistic behaviour among consumers and engagement with the advertisement.**
The study demonstrates that consumers will often avoid dry, boring campaigns that push too hard for sales. They prefer experiences that provide elements of fun, entertainment and basic communications, either with a marketer or other consumers in their community or network (Davis & Chaudhri, 2012). To understand the role of emotion and motivation in the experience, it is important that mobile marketing campaigns focus on the frame of mind of the consumers when they are experiencing an interaction based upon MESH model. This is referred to as a meta-motivational state of hedonistic behaviour, which relates to the consumer’s motivation for participating in campaigns based upon the MESH model (Wu, Dou, Wen & Chen, 2015).

The following proposition, which emerged from data analysis, highlights this:

**Interactive mobile marketing campaigns enhance the mood of consumers and prompt impulsive buying.**

It became clear that hedonistic behaviour in mobile marketing campaigns enhance the mood of the consumers and prompt impulsive buying (Bakamitsos & Siomkos, 2004). This research illustrates that the consumer’s willingness to take part in interactive MESH campaigns often depends on the advertisement’s contents and communication style. It highlights that various entertainment forms, such as contests and games, engage consumers in mobile marketing campaigns (Davis & Yung, 2005). The consumer’s hedonistic desire to achieve instant gratification could enhance the consumer’s peer-to-peer communication process in the interactive mode through the MESH model (Davis & Chaudhri, 2012). Marketers, through carefully design advertising messages, can engage the consumers in an interactive communication process of ‘play’ within the community (Davis & Chaudhri, 2012). In terms of content form, it was argued that the content shapes the mood and improves the effectiveness of the campaign. Some interviewees mentioned that mood could be about generating feelings towards the brand about a particular issue, such as price, loyalty or
quality. By enhancing mood it also disables the consumers’ loyalty towards competing brands and generates a positive image of the advertised brand.

The MESH model emphasises the importance of hedonistic behaviour and prompts marketers to enhance the mood of consumers by introducing fun and entertainment in the campaigns to engage consumers. Researchers like Venkatesh et al. (2010) who have studied campaigns that couple with various channels such as social media, argue that they have become increasingly important because they satisfy impulsive hedonic desires. The component of content in the MESH model must be designed to involve elements of fun to engage communities and pivotals. Hedonistic behaviour is a key element for the MESH model to support interactivity in mobile marketing campaigns through the use of play.

5.5 Discussion of LOOP Propositions

The propositions developed in the context of the LOOP model support interactivity in real time and help marketers to engage consumers in mobile marketing campaigns.

5.5.1 Theme Reciprocity

In the context of interactive mobile marketing campaigns, reciprocal communication involves two or more parties using simultaneous media such as smart devices or other social media tools to keep in touch for the sake of gaining value or benefits (Davis, 2013). In mobile marketing campaigns, the consumers’ perception of the possible benefits that they may receive from marketers has an impact on whether they forward the messages to their communities (Davis, Piven, & Breazeale, 2014). This became evident from the following proposition developed earlier:
Reciprocity encourages interactivity and develops a connection between the marketer and the consumers.

The research findings suggest that consumers are more likely to reciprocate advertising messages when the apparent benefits of reciprocity are high. Lee et al. (2015) state that the benefits offered by marketers evoke emotions relating to relationships and motivate consumers to reciprocate to advertising messages. With reference to interactive MESH campaigns, consumers may perceive that the advertising messages have been designed solely for their benefit, for example the messages sent by telecom companies that contain many offers (Aghdaie & Honari, 2014). If this is done, the consumer will be more inclined to start and continue active participation in the interactive campaign. This component allows them to perceive that they can share the benefits from mobile marketing campaigns with their loved ones. The offers from marketers’ prompt consumers to reciprocate during mobile marketing campaigns and exchange the benefits among themselves (Davis, 2013). The following proposition, which emerged from data analysis, highlights this:

Perceived benefits enhance reciprocity between consumers and marketers in mobile marketing campaigns.

Another important consideration of reciprocity is the perceived consequence of being involved in interactive MESH campaigns using mobile devices. When the consumer has the option of reciprocating to communications in campaigns based upon the MESH model through different media channels, it is vital for them to determine the consequences of their actions (Davis, 2013). This involves anticipating how their communities may react when they receive these forwarded messages (Davis, 2006). Therefore, it can be assumed that if consumers or pivotals perceive that positive consequences may occur from their reciprocation then they will feel more comfortable
about sending the offers to their communities in the context of MESH model. The following proposition, which emerged from data analysis, highlights this:

**Perceived desired consequences prompt the consumers to forward the messages to their communities.**

Basically, reciprocity explains the consumers’ desire to imitate the perceived actions of the other members of their communities (Davis, 2006, Davis, 2013). In interactive campaigns based upon the MESH model, a consumer will be more inclined to reciprocate mobile messages through their smart devices if they perceive that other consumers are also reciprocating the messages. The element of MESH model participation - communities, Pivots, content, trust, and hedonistic behaviours of consumers all support the reciprocal dynamics of communication among consumers and marketers to enhance interactivity.

**5.5.2 Theme Contingency**

In the ‘MESH’ model, the roles of sender and receiver come together. The consumer and advertiser co-create the message by participating in the campaign (McMillan & Hwang, 2002). Contingency is stimulated by both the consumer’s and the advertiser’s need for the benefits that derive from the interactivity during a mobile marketing campaigns (Trappey & Woodside, 2005). As a consequence, it can be said that consumers increase their level of contingent communications when they get involved in interactive campaigns based upon MESH model. This became evident during this research through the development of the following proposition:

**Contingent communications in a mobile marketing campaigns support interactivity among consumers.**
Contingent communications are one of the core elements of interactivity (Davis, 2013). One key area in maintaining social bonding in these communities is the utility of the contingent communication process between peers (Davis, 2006). This research suggests that the primary function of contingent communication in the context of the MESH model is to facilitate group belonging through more effective communication that encourages group ‘nurturing’ and ‘feeling’. Contingent communication links the communities and pivotal to a wider group of consumers in MESH interactive campaigns. The MESH model suggests that every communication sent and received by the consumers’ mobile device are in sequence and the later messages relate to the previous ones to create a meaning. Mobile campaigns based upon the MESH model stop the consumers from being cut off from the outside world, and they keep in touch all the time with their community through contingent communications (Hsueh & Chen, 2010). While members may exit, enter and leave these groups, and the goals and functions may change over time, the connection between the members of the group may remain unbroken because another component of MESH model, trust, binds them together. This high degree of interactivity through the MESH model allows the consumers to discuss the mobile marketing messages on various medium, such as Facebook, Instagram, and the internet, and it allows them to give their opinion about the interactive campaign to each other (Bianchi & Andrews, 2015).

This allows marketers to spread their messages among communities through the pivotal. Similarly, data analysis suggests that contingent communications helps consumers to collect feedback about products and services from their peers, friends and communities. MESH model supports this mechanism and help consumers to evaluate offerings based upon the feedback on
various mediums such as Facebook, Instagram etc. This became evident during this research through the development of the following proposition:

**Contingent communications in mobile marketing campaigns helps consumers to collect feedback about product and services.**

It is important to mention here that contingency supports and enhance interactivity because it provides an opportunity to consumers to express their opinions and share their experiences that are related to products and services in the form of feedback (Saffer, Sommerfeldt & Taylor, 2013). Otherwise in the absence of this contingent communications consumers have to evaluate products and services in isolation, which may lead to decreased interactivity during mobile marketing campaigns (Davis, 2013). Therefore, contingent communication are vital for the success of the MESH mobile marketing campaigns.

**5.5.3 Theme Synchronous Communication**

In the context of mobile marketing campaigns, synchronous communications must occur for consumers to become immersed in interactive campaigns (Davis, 2013). It is clear from this research that a sense of interactivity is greatly diminished if the consumers do not perceive the communications as synchronous. This becomes clearer through the following proposition:

**Synchronous communication between the consumers and marketers enhances interactivity by engaging the target customers psychologically and physically in mobile marketing campaigns.**

During interactive campaigns based upon the MESH model, consumers set themselves a desirable goal, which may include winning a mobile coupon, a discount, or valuable offers (Im & Ha, 2013). Because of this, they will have a greater perception of synchronicity. It is critical to note that the
MESH model supports multiple communications; therefore, if marketers send too many messages to targeted consumers in a synchronous communication, then they may perceive them to be intrusive. Therefore, it is essential to design MESH campaigns carefully and keep the frequency of messages low. The data analysis highlights this fact and suggests that once a week or a maximum of twice a week is regarded low frequency.

It also highlights the fact that the consumers’ sense of interactivity may weaken if they perceive that the communication is not synchronous (Davis, 2013). To avoid this situation and to generate a sense of synchronous communication, marketers must add elements such as fun, offers and discounts to keep consumers motivated to continue participating in the campaigns (Davis & Chaudhri, 2012). Synchronicity also encourages hedonistic behaviour and supports impulsive behaviour. Furthermore, the data analysis suggests that the consumers’ interaction in mobile marketing campaigns based on the MESH model is encouraged by the intention to have access to giveaways and other offers. This is the most common determinant of the consumers’ engagement with a MESH model campaign. In the context of MESH model, following proposition emerged during data analysis:

**Synchronous communication between the consumers and marketers provides flexibility and creates no pressure on consumers to respond immediately**

One of the key feature of wireless campaigns is that they do not create pressure on participants to respond immediately like in other campaigns such as telemarketing. The flexibility to respond anywhere and anytime enhance chances of success of mobile marketing campaigns due to support of synchronous communication (Davis, 2013).
It is important for marketers to ensure that they provide quick responses to the consumers in MESH based campaigns, otherwise they will feel bored and anxious. The speed of this feedback helps the marketers to improve the perception of synchronicity, thus increasing interactivity (Davis, 2013). The MESH model suggests that real-time response capabilities combined with the elements of trust, and a contingent mode of communication through the support of the pivotal in communities in a synchronous mode, allows for the creation of highly engaging conversations with current and prospective consumers. The concept of synchronous communication is important in mobile marketing interactions based upon MESH model because the relationship between the marketer and consumer is based on channels of information via technology networks where little physical interaction occurs.

5.5.4 Theme Control

The issue of control is a pivotal concept because the interactive campaigns exist in a constantly changing environment (Verhoef et al., 2010). To control means to understand how to interact with consumers and provide classic feedback loops to ensure that the desired outcomes are being achieved through the mobile marketing campaigns. Through classic feedback loops, control helps the marketer and consumers to understand change and, consequently, it enables them to communicate and interact with each other (Davis & Sajtos, 2008; Davis 2013). The following proposition supports this argument:

**Both the marketer and consumer have a controlling impact on the process of interactive mobile marketing campaigns.**

Control in the MESH model refers to interacting and maintaining the communication over time between consumers and marketers. This requires shared control over the communication process
through understanding (Zhu & Chen, 2015). This control allows the consumer and marketer to share information with their communities (Heinonen, 2011).

The mandate to control also seems to be both perceived and actual. In other words, actual control relates to the ability of the marketer to deliver value to consumers. This is commonly manifested in the marketer’s ability to influence the consumers through valuable offers. To successfully engage consumers it is vital to ensure that they must possess a perceived level of control during interactions because it can directly influence the ways in which they behave in mobile marketing campaigns (Heinonen, 2011).

The MESH model allows the consumers to act as marketers when they forward messages to their communities because they have become active by engaging their communities. The following earlier developed proposition highlights this as:

**The traditionally passive audience is transformed into one that is actively in control and participating in mobile marketing campaigns.**

The data analysis revealed that both marketers and consumers are in control of the process in interactive campaigns through the MESH model. As a matter of fact, consumers also exercise control and have freedom to respond whenever they want in MESH interactive campaigns. The MESH model of mobile marketing engages the consumers, puts them in control and allows them to involve their communities by forwarding the messages to them. To progress the experience of interactivity that is both reciprocal and contingent, both advertiser and consumer must control the process of communication (McMillan and Hwang, 2002).
5.5.5 Theme: TAM (Technology Acceptance Model)

It is assumed that the involvement of technology in marketing campaigns (of one sort or another) implies that consumers will have to possess a high level of technology acceptance in order to successfully interact with the marketer and their communities (Upadhyay & Jahanyan, 2016). A consumer must perceive that interactions in mobile marketing campaigns will be relatively easy to use so they can accept the campaign (Upadhyay & Jahanyan, 2016). If it appears too difficult then they may reject the campaign and decline to interact (Kaplan, 2012).

This research implies that the TAM model as a conceptual component of the MESH model allows marketers to focus upon the behaviour of consumers that is related to the adoption of technological developments in the context of mobile marketing, such as new platforms that emerge regularly in this internet era (Davis, 2013). As the MESH model involves synchronicity, contingency, control, and reciprocity to support interactivity in a technology mediated environment for mobile marketing, TAM is more suitable to explain consumers’ intentions in a technology-mediated environment such as mobile marketing (Chtourou & Souiden, 2010).

Upadhyay and Jahanyan (2016), maintain that perceived usefulness and perceived ease have great significance for the usage intention of consumers in technology mediated environments. Therefore, on the basis of perceived usefulness and perceived ease of use, contingent, reciprocal and synchronous communication will be enhanced when consumers find a degree of ease in using mobile devices (Rauniar, Rawski, Yang, & Johnson, 2014). It became evident from data analysis that the younger generation is more comfortable with the use of technology; therefore, mobile
marketing has a greater degree of acceptance among these users. This fact became evident from the following proposition developed earlier:

**The young generation is more comfortable with mobile technology, and they actively participate in mobile marketing campaigns when compared to the older generation.**

It is easy for marketers to engage young consumers in interactive marketing campaigns compared to older generations (Nwagwu & Famiyesin, 2016). The main reason is that young people perceive technology use as being easier than do older people. Consumers who have less trust in mobile interactive campaigns may be less open to accepting new developments in mobile marketing campaigns and will, therefore, have fewer intentions to participate in the campaigns (Davis, Sajtos & Chaudhri (2011).

The data analysis posits that interaction with the marketer using mobile devices is perceived to be easier than using other media such as phone calls. Second, today’s consumers utilize mobile devices to interact with their communities by forwarding marketing messages to them because of the convenience they offer, such as the anywhere and anytime factor. The data analysis discovered that the younger generation plays an important role in exposing the older generation to technology. It also suggests that young family members can motivate or influence their elders to participate actively in mobile interactive campaigns. The following earlier developed proposition highlights this as:

**Young family members can influence their elders to use mobile devices and they play a critical role in exposing them to new emerging technologies.**
This suggests that younger generation is playing an important role in encouraging the use of mobile devices among elders. This is an interesting phenomenon and reflects that age is no more a barrier in adoption of emerging technologies.

The research findings further illustrate that owing to the high penetration rate of mobile devices in society, mobile marketing is more effective than other types of marketing. The high usage of mobile devices provides an opportunity to marketers to integrate mobile campaigns into their marketing programmes (Walsh & Brinker, 2016). Mostly consumers also use the multichannel environment to experience the brand and become more aware of its value through the use of their mobile devices (Kumar, 2010).

**5.5.6 Theme Trust**

Even though the role of trust in mobile marketing is not well understood, it is deduced from traditional research contexts that it is an integral component of the conceptualisation of mobile marketing campaigns. This is because, as (Davis, 2013) note, one of the greatest challenges of mobile marketing is the consumers’ concern with perceived risk, as they have little or no opportunity to physically control the quality and credibility of the mobile offers that they receive on their mobile devices from marketers. They say that in mobile marketing campaigns, consumers turn to other criteria such as word of mouth, or the endorsement of products or offers from the pivotals in their communities to provide experience clues (Davis , Piven, & Breazeale, 2014). In this way these symbolic entities enable the development of trust between marketer and consumer. Trust is a key factor in attracting and retaining consumers and influencing consumer behaviour in mobile marketing campaigns based upon MESH model (Davis, Sajtos & Chaudhri, 2011).
The following proposition developed earlier highlights the belief that:

**Consumers do not trust every mobile advertisement that comes from unknown brands.**

This means that, to capture the attention of consumers, well known and trusted brands need to be integrated into the campaigns. Another important finding is that consumers filter the advertisements they receive from the marketer and develop trust with the passage of time. This is because the consumer cannot physically see and judge the legitimacy of the product or service marketed through mobile campaigns where there is a lack of face-to-face interaction. The data analysis has identified that consumers carefully evaluate the offers they receive from the mobile marketers. This stance is also supported by Shaw and Norman (2014), who notes that consumers only trust those advertising messages that fulfil their expectations and originate from credible brands. This study in the context of the MESH model illustrates that consumers do not trust mobile marketing messages blindly, nor do they participate in all interactive campaigns unless they know the initiator or trust the brand. The role of pivotals in the MESH model allows the marketers to develop and enhance trust among the targeted consumers. If a pivotal endorses a mobile advertisement among his or her communities then it is perceived to be more credible. It is important to note that despite receiving many mobile advertising messages, consumers filters them based upon their understanding and evaluation and develop trust over a period of time with a brand (Davis, Sajtos & Chaudhri, 2011).

The following earlier developed proposition highlights this as:

**Consumers do not trust mobile advertisements blindly; instead, they carefully filter the advertisements and develop trust with the brand over a period of time.**
The study argues that consumers trust mobile marketing campaigns because of the bond that was developed between the mobile marketer and the consumer when they first participated in the campaign.

Consumers develop emotional connections towards brands with which they have had earlier experiences through mobile marketing campaigns (Baik, Venkatesan, & Farris, 2014). Data analysis highlights that it is important for marketers to establish bond with consumers by allowing them an opportunity to sign a consent for participation in mobile marketing campaigns where possible. This develops a trust and consumers feel more comfortable due to pre-existing relationship.

The following earlier developed proposition highlights this as:

**Consumers trust mobile advertisements more than any other media because there is a pre-existing bond from the consumer signing up with the mobile marketer**

It is deduced from mobile marketing contexts that trust is an integral component of the conceptualization of mobile marketing campaigns through the MESH model because it supports interactivity between marketers and communities in technology mediated environments (Davis, 2013). Second, the MESH model supports mobile marketers in integrating relationship and networking features into their campaigns by utilizing social news feeds to interact with the targeted consumers. These features enhance interactivity and develop trust among consumers because the blogs associated with these applications give reviews and recommendations from the consumers (Davis, Piven, & Breazeale, 2014). Based upon these postings and news, the consumers position the campaigns in their minds and develop either positive or negative associations with the advertised brand in MESH mobile marketing campaigns.
5.5.7 Theme Perceived Financial Risk

Consumer participation in mobile marketing campaigns is impeded by risk concerns over the possible misuse of their personal information. Consumer attitudes towards whether a mobile marketing campaign is sufficiently secure is correlated with their intention to participate in interactive campaigns (He, 2013). Therefore, consumer-perceived risk is important when deciding whether they will participate in the campaign or not. Many smartphone users share information through social media services such as ‘Facebook Places’. Cyber criminals collect this data to get personal information about the consumers and later sell this information to marketing companies. He (2013) pointed out that malicious campaigns in the wireless environment use fake special offers to trick users into malicious or unethical sites, which leads to many users becoming victims of financial fraud and the spread of mobile viruses. The following proposition highlights this fact:

**Perceived financial risk act as a barrier to engaging consumers in interactive campaigns.**

Financial risk is one of the main reasons many consumers refuse to engage in mobile marketing campaigns, and this perception is caused by widely reported digital fraud. Financial risk in mobile marketing context involves the consumers concern about not receiving an equivalent or higher value than the financial amount paid for engaging with the advertisement (Chen, 2013). Financial risk could involve the consumers in wasting their money or receiving a less than substantial value. Chen (2013) argues that consumers use mobile devices to interact with marketers, but financial risk remains the priority concern for them. To reduce the perception of risk, mobile marketers must follow the highest ethical standards, avoid false promises and provide true information to consumers. The following earlier developed proposition highlights this as:
Marketers should follow the highest ethical standards and provide true information when channelling their message through pivotals into their communities.

The data analysis suggests that high ethical standards are critical to establish a bond with the targeted consumers. Mobile marketers should not include any false information or promises that they will not be able to fulfil. It is important to mention here that the MESH model supports interactivity among communities. It is critical for the success of mobile marketing campaigns to diminish the perception of financial risk among the consumers and develop their confidence. To achieve this objective, the MESH model relies upon pivotals who act as a filter before the message goes down to their communities (Davis, 2006). Second, the MESH model maintains that it is equally important to develop mutual bond between both the marketer and consumers to enhance their confidence and encourage their participation in campaigns without any fear of financial loss. When consumers develop trust with the marketer and the involvement of pivotals adds credibility to the campaign then they actively participate with diminished perception of financial risk in MESH campaigns. This view is supported by Li and Du (2011), who argue that marketers can minimize the perception of financial risk by channelling their messages through pivotals. This is because they have the ability to influence others in the desired way and develop the confidence of targeted consumers in MESH campaigns.

5.5.8 Theme Price

During the data analysis, it became obvious that price was seen as an area of least concern for most interviewees, who perceive the price of sending a response to advertising as negligible, particularly on post-paid packages. The following earlier developed proposition highlights this as:
Consumers on post-paid packages with mobile phone companies perceive the price of sending a SMS in response to a mobile marketing campaign as negligible.

The price charged for each individual SMS or MMS message sent to the consumer through mobile devices reflects indirect costs (Sotgiu & Ancarani, 2004). Second, it is free if the marketers and consumers use applications such as ‘whatsapp’ or interact through social media. The low price of interactions promotes interactivity in MESH campaigns, as consumers forward the messages to their communities and friends. Haryani and Motwani (2016) found that mobile marketing is reasonably economical in comparison to many other forms of marketing campaigns. If price can affect consumer attitudes to participation in interactive campaigns, it can be assumed that price can indeed affect whether the consumer uses the mobile devices or not, and the frequency of such use. Munnukka (2005) found that at both ends of pricing (high-end versus low-end), price sensitivity is substantially lower, in other words it is insensitive in the ubiquitous environment.

Nowadays, telecom companies give many packages and offer unlimited short messaging services and data transfer features in a stipulated timeframe. This prompts consumers to use more of their available data and they interact freely with higher frequency in a given timeframe. This also means that because the time frame for using an SMS package is not flexible it leads to wastage of data if the consumer is unable to utilise it. From the marketer’s perspective, this stipulated timeframe to use all SMS prompts consumers to participate in MESH mobile marketing campaigns is beneficial. The following earlier developed proposition highlights this as:

“The time limit offered by the telecom companies to use assigned SMS is not flexible or realistic. Therefore, consumers are prompted to take part in mobile marketing campaigns to use their data package in a given time period.”
Huang et.al. (2013) argue that consumers are price conscious in technology-mediated environments that involve the degree to which the consumer focuses exclusively on paying low prices. The research illustrates that when the price of participation in mobile campaigns based upon MESH model is low, consumers can easily pay the price of engaging in interactive campaigns.

**5.5.9 Theme: Demographics**

The research found age to be a key driver of value in mobile marketing, which verifies and extends the proposition that age is a key determinant in developing strong relationships with consumers (Yusta, Pascual, & Lara, 2014). The findings of this study show that age is a key determinant of usage patterns and attitude differences among mobile-marketing consumers in campaigns based upon MESH model. Age may be a critical factor affecting consumer participation behaviour in mobile campaigns because using mobile data services requires some knowledge of information processing on mobile devices (Nwagwu & Famiyesin, 2016). This is particularly so with regard to the acceptance of technology among younger age group users (14 to 24 years old) rather than older age group users (29 to 45 years old). Leeflang.et.al. (2014) argued that older users tend to be more disengaged when compared to younger users, and do not integrate mobile devices into their lives as strongly as younger users. One explanation is that age serves as a proxy for the exposure time to technology within the user’s lifetime. Since younger users have grown up with more exposure over time to technology, it can be said that this inherently increases their trust in mobile marketing campaigns. As a result, younger users are more comfortable about creative interacting with marketers through their mobile devices, while older users show greater scepticism towards technology (Nwagwu & Famiyesin, 2016). The following proposition explains this:
Demographic variables, particularly age, play an important role in interactive marketing campaigns.

Moreover, age reflects attitudinal and behavioural differences towards interplaying with mobile marketing technology. Among the younger users, the use of mobile devices in marketing campaigns based upon the MESH model can be expressed as a fashion statement; it is an iconic and social interaction symbol. As a result, product and application choices are different with younger and older users. An example of this is the popularity with younger users of ringtones and logos that distinguish their age band. Younger users also have more trust in technology in general as well as with mobile devices, and they use their mobile devices to participate in interactive campaigns (Nwagwu & Famiyesin, 2016). This study highlights that younger generation can influence the older generation and enhance their confidence to use mobile devices because they are now more user friendly than in the past. This fact was elaborated on in an earlier discussion in the context of TAM (Technology acceptance model). Since perceive ease and user friendliness correlates with participation in mobile marketing campaigns, the younger generation can influence older people to participate in mobile marketing campaigns as these mobile devices are now easy to use (Upadhyay & Jahanyan, 2016).

It is clear from this research that mobile marketers cannot ignore segments of consumers based upon demographics because the use of mobile devices is a viral social phenomenon. Secondly, it is critical for them to focus on both younger and older people to widen the scope, as mentioned in the following earlier developed proposition:

**Marketers can focus on both younger and older people for their marketing campaigns to widen the scope of their targeted segments.**
In sum, the MESH model encourages mobile marketers to design campaigns by keeping in view the demographic characteristics of the older and younger generations. It is necessary to conduct proper research into these characteristics, particularly age and income, to target them. The MESH model involves communities including consumers from various age groups; therefore, it is critical for mobile marketers to design their campaigns to attract older consumers along with the younger generation.

5.6 Managerial Implications

This section examines the managerial implications of the conceptual model MESH. In the first instance, it is argued that the two independent models, LOOP and CAM, can provide a more comprehensive framework for mobile marketers if they are interlocked into the MESH model. This process of interlocking provides many additional benefits. From a functional perspective, it can provide an opportunity to marketers to engage with consumers by leveraging on the components of both LOOP and CAM simultaneously to engage the targeted consumers. Second, the interlocking of the two models encourages marketers to form relationships based around the development of relationship value through the interaction with consumers using mobile devices. The MESH model promotes an uncontrolled platform of interactivity, where the effectiveness of the campaign is based on engaging communities through LOOP campaigns. It is suggested that the MESH model can be enhanced by persuading the consumer to adopt both social media and smart phone technologies. The MESH model provide a direction for managers who intend to deploy mobile marketing campaigns in an ubiquitous environment. The findings from the interviews with consumers have recognised specific relationships with fellow collective members in their communities. In these groups, pivotals play an active role by strengthening social relations
among their fellow members (Davis, 2006). Managers need to scrutinize the nature of these relationships so they can explore the role of pivotals and community leaders in depth.

Exploring the MESH model interactive experience can also help practitioners to understand the role of pivotals in enhancing the success of mobile marketing campaigns (Davis, 2006). This understanding can lead to the successful implementation of mobile marketing campaigns. By following each component of the two interlocked models, LOOP and CAM, practitioners can ensure that their mobile marketing campaigns adequately address user interactivity from a community perspective.

Marketers wishing to further investigate MESH model implementation in the wireless environment have a wide range of instances to observe. For example, communications between consumers and marketers in the mobile marketing campaigns are largely fuelled by uncontrolled interactivity across web-based social media. It has been shown that the fulcrum of trust in the relationship between mobile marketer and consumer can be enhanced if the messages are clear and give value to the targeted consumers. To make consumers feel comfortable, marketers must give greater attention to the components of a MESH model. This is important for consumers because it provides confirmation that the type of desired interaction with goal orientation will be consistent. Also it acts to cognitively support decision-making processes and navigation during the mobile marketing campaigns. For the consumer, this conceptual model allows for a more enhanced interactive experience because emphasis is placed on the user being cognitively involved while achieving the goals inherent in the task orientation. The approach has two key implications. The first relates to mobile marketers because it suggests that when diagnosing mobile consumer behaviour, a broader view of value creating behaviour is required. Consequently, in the design of mobile
advertisements, consideration must be given to the fundamental meta-motivational states that consumers in ubiquitous environments switch between, participation and play seeking dimensions of behaviour (Davis & Chaudhri, 2012). The second implication is the model that shows a multi-stable state of behaviour as a blurred continuum of experience, and this challenges marketers to develop a more scientific model of such behaviours. Because of these findings, it is suggested that for the creation of future interactive campaigns, marketers should adopt a ‘MESH model. This is because MESH is a conceptual model that acts as a promise and fulcrum of trust in the relationship between marketer and consumer in terms of experiencing interactive campaigns using simultaneous media (Davis et al, 2011). To make customers feel comfortable, marketers must give greater attention to the value they offer through advertising messages. This is important for consumers because it confirms the type of desired interaction together with the goal orientation of getting value from marketing campaigns (Wilson, Phillips & Djamalsbi, 2015).

5.7 Implications for Academics

From an academic perspective, this model explores different concepts as it is built on a foundation of cross-disciplinary research in the field of mobile marketing. In particular, the interlocking of the LOOP and CAM models into the MESH model encapsulates the antecedents of interactive experience in mobile marketing campaigns. This will provide a solid foundation for future interactivity research in the area of mobile marketing and internet marketing.

5.8 Research Limitations

While this study has made numerous contributions, a number of research limitations have been a constraint on the research. Many of the themes within this research have been based on literature
from other disciplines, such as economics, psychology, information systems and marketing. In sum, there is little cohesive conceptualization or empirical evidence that extends existing marketing theories. In this thesis’s literature review, a conceptual view was developed from the areas of mobile marketing, internet marketing, inter-organizational networks, psychology, human-computer interaction, sociology, and mobile commerce. To overcome the limitations of existing theory or the lack of it, emphasis was placed on the data in tandem with the literature findings, and this became the primary engine of the conceptual development process. This approach challenges some studies that have ‘rushed forward’ in an attempt to validate a conceptual model through quantitative methods without giving any consideration to how theory is developed from a philosophy of science perspective. Some researchers may cite the limitations of the qualitative traditional research used in this thesis. This debate in marketing seems to be unresolved, despite the extensive literature justification of qualitative methods in international journals of repute. Also, the research only employed New Zealand consumers so the research findings may not be generalized to other countries.

5.9 Future Research Directions

In general, there is a need to develop the current research findings through the adoption of a positivist orientation in further microscopic qualitative and quantitative studies. The objective of this would be to further investigate the conceptual framework of MESH. This study would create conceptual linkages by interlocking the two models CAM and LOOP into MESH, which would need to be tested by using quantitative paradigms. The quantitative paradigms would allow the future researchers to test the validity of the MESH model objectively. Future research could model
the interactive experience using the quantitative method or mixed methods by exploring the following antecedents.

5.9.1 **Perceived risk:** Consumers suggest that there is some risk linked to taking part in mobile marketing campaigns, because they are concerned about the breach of their privacy while forwarding messages. Further research is required to see whether risk has an effect on the cognitive process of interactivity and the level of response when adopting the MESH conceptual model.

5.9.2 **Trust in interactive campaigns:** On account of the lack of physical interaction in mobile marketing campaigns, there is a deficit of trust among consumers. Therefore, there is a need to determine the role of trust in the MESH model.

5.9.3 **Technology Acceptance:** It is unclear how technology platforms affect the interactive experience of consumers. Future work may explore the usefulness of different consumer technology platforms (Android-based smart-phone) in a mobile marketing context.

5.9.4 **Price:** There is not much literature available to determine the role of price sensitivity among different consumer groups in mobile interactive campaigns. Future research should focus on the effect of price increases on consumers when they participate in mobile campaigns.
5.9.5 Demographics: The future research may focus on the role of Maori culture in the context of mobile marketing campaigns, and explore whether ethnicity plays an important role in interactive marketing campaigns, e.g. are Maori views/perceptions the same as those of Europeans?

5.9.6 Entertainment: Entertainment content is a culture-driven proposition. Hence, entertainment content between consumers of different cultures will also vary according to the cultural upbringing, educational background, activities and lifestyle of the users. Entertainment and culture are highly interrelated concepts as they determine the relevancy and effectiveness of the content provided for entertaining the users; therefore, it is important to measure the effectiveness of entertainment in mobile marketing campaigns.

In the wider context of the research direction, studies should aim to develop measures and on-line monitoring procedures of user satisfaction to uncover rapid indicators of satisfaction levels that track ongoing levels of satisfaction and/or dissatisfaction in the mobile environment. There is also a need to further understand the nature of search behaviour and variety-seeking behaviour by developing measures of product impulse buying through mobile marketing campaigns. Based on the trust-based approach to mobile marketing relationships, studies should be undertaken to understand the role of data encryption in order to reduce the consumer's perceived risk in mobile marketing campaigns. This is important because security and privacy risks are often cited as the major barriers that discourage consumers from participating in interactive mobile marketing campaigns. A further study must also seek to understand the role of interactive advertising in the facilitation of learning. Another study should examine the demographic, psychographic and
techno-graphic differences of consumer participation in mobile marketing campaigns in different countries of the world. The main limitation that has been a constraint on the research relates to the lack of tested theory in mobile marketing.

This constraint has had significant implications for the process of theory development and methodological orientation. Therefore, future research should proceed quantitatively to measure all the constructs of the conceptual model MESH. The quantitative paradigm will allow the researchers to examine the social reality of the MESH model more objectively. The researchers can collect a large sample of data through surveys and statistically analyse it to validate the constructs of the MESH model. This will allow the researchers to extend the knowledge through logical deduction in a more precise way. The propositions presented in this thesis will form a base for formulating hypotheses to test the MESH model. The quantitative approach will help future researchers to discover the interlocked components of MESH by identifying other variables that may exist in the mobile marketing context. This will allow descriptive research to be conducted to find the correlations between different components of the MESH model and refine it.

5.10 Contribution of the Research

The research will make a theoretical, practical and managerial contribution to marketing practitioners and academics interested in mobile marketing campaigns. It will contribute to the disciplines of marketing, consumer behaviour, mobile marketing, relationship marketing, and information systems. The major contribution of this research is the development of a comprehensive mobile marketing model by interlocking the LOOP and CAM models into MESH.
The interlocking process develops a fulcrum for relationship interactions between consumers and marketers, which is critical for successful mobile marketing campaigns. Furthermore, it will help the marketers to understand interactive mobile marketing campaigns in depth from the consumer’s perspective. The propositions developed during the research will provide a deep insight into mobile marketing campaigns.

5.10 Chapter Summary

The discussion chapter summarized and evaluated the key research findings, which were visualized in the conceptual model ‘MESH’. This final chapter of the thesis presents the discussion of the themes that emerged during the data analysis. The conceptual model MESH is based on qualitative empirical evidence collected through face-to-face interviews, using the thematic and grounded mode of analysis. The overall aim of this research is the development of a comprehensive interactive model to enhance the effectiveness of mobile marketing campaigns. The central focus of the MESH model is to provide a fulcrum for relationship interactions on the basis of the interplay between the LOOP and CAM propositions. Limitations and future research directions were discussed in accordance with conceptual and operational research methods. The research also suggested the application of quantitative research to foster insights into the MESH model of interactivity. In conclusion, this thesis has developed the conceptual model MESH, which is a major attempt at the comprehensive exploratory level to understand interactive mobile marketing campaigns.
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### Profile of Interviewee participants

<table>
<thead>
<tr>
<th>Interviewee 001</th>
<th>Gender</th>
<th>Occupation</th>
<th>Individual summaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td></td>
<td>Administrator</td>
<td>She is an office administrator moved to NZ after completing her degree in business. An active user of mobile devices and engage her community in mobile marketing campaigns by forwarding messages to her friends and family. She expressed her interest to participate in the research due to her passion with technology.</td>
</tr>
<tr>
<td>Interviewee 002</td>
<td>Female</td>
<td>Business</td>
<td>She migrated from South Africa in 2009. Lives with her husband and completing her MBA from AUT NZ. She is active in mobile marketing campaigns and sometimes act as an opinion leader as she has very good links with her community. She does volunteer community work to support her community. She received many messages from brands on her mobile devices and she feels that it is useful for her. She has a passion for business as well as for the latest technology.</td>
</tr>
<tr>
<td>Interviewee 003</td>
<td>Male</td>
<td>International Volunteer/ Sales coach</td>
<td>He is a passionate international trade manager and does part time do sales coaching to sales force in NZ. In past working as a business consultant helping small business to grow. He actively participates in mobile marketing campaigns and feel pride to guide his friends and family if he receives any attractive offer.</td>
</tr>
<tr>
<td>Interviewee 004</td>
<td>Female</td>
<td>CEO of private training institute in Auckland</td>
<td>Highly passionate about use of mobile devices and love to receive offers in forms of coupons and actively involve her community. She feels that mobile marketing is an emerging stream of marketing and love to participate in campaigns. She regularly encourage her community to participate in campaign if offers comes with value.</td>
</tr>
<tr>
<td>Interviewee 005</td>
<td>Male</td>
<td>IT professional</td>
<td>An active blogger and technology lover. Migrated from India and settled in Auckland with his family. He regularly forward mobile marketing messages to his family and friends. He believes that it a good source of product and brand information. He had witnessed mobile marketing growth in India and feels that more NZ companies should adopt it.</td>
</tr>
<tr>
<td>Interviewee 006</td>
<td>Female</td>
<td>Immigration Consultant</td>
<td>She came to NZ as a student in 2007 and got immigration advisors licence. She is an active user of social media and love to receive offers in marketing campaigns. She is planning to promote her immigration consultancy in NZ through mobile marketing campaigns. She prefers mobile ads because they are handy to know what is happening in the market.</td>
</tr>
<tr>
<td>Interviewee 007</td>
<td>Male</td>
<td>Engineer</td>
<td>Migrated from Iran and working as an electrical engineer with a firm. He uses social media tools regularly to get in touch with family and friends. Unlike other participants, he ignore mobile marketing messages and sometimes forward them to friends if the message comes with entertainment content such as video etc.</td>
</tr>
<tr>
<td>Interviewee 008</td>
<td>Male</td>
<td>Academic Director</td>
<td>Highly educated easy-going person. He migrated from England and lives in Auckland. He love to receive mobile advertising messages particularly from fashion brands. He pointed that he got sometimes very good offers including upto 40% discount. He share his experience with his colleagues and friends.</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Interviewee 009</th>
<th>Female</th>
<th>Teacher</th>
<th>She migrated from Philippines and settled in NZ. She is passionate about health products and share health related SMS with her community. She regularly participates in online surveys. She holds very positive views about effectiveness of mobile marketing campaigns and narrated instances where she got involved in campaigns.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interviewee 010</td>
<td>Male</td>
<td>Self Employed</td>
<td>He moved from India and settled in NZ. He loves mobile phone and conduct his dealings through his phone. He participates in mobile marketing campaigns and feels that by forwarding messages to friends and family makes a stronger bond. He won many discount coupons in mobile marketing campaigns.</td>
</tr>
<tr>
<td>Interviewee 011</td>
<td>Female</td>
<td>Office administrator</td>
<td>She migrated from Russia and living in NZ for 9 years. Active user of social media tools and participate in marketing campaigns which she receives on her mobile devices. She feels that these are not annoying because it is her choice whenever she wants to respond. She strongly supported a view that marketers should include communities and she feels that she acted as a pivotal and opinion leader when she forward the messages to her family and Russian community in NZ.</td>
</tr>
<tr>
<td>Interviewee 012</td>
<td>Male</td>
<td>Business consultant</td>
<td>He is highly educated gentleman living in NZ since 1996. He is doing business consultancy for SMEs in NZ. He feels that mobile marketing is new trend and it saves environment as no paper is involved in these marketing campaigns. He engages his community if he receives attractive or valuable offer from marketer.</td>
</tr>
<tr>
<td>Interviewee 013</td>
<td>Female</td>
<td>Teacher/IT consultant</td>
<td>She migrated to NZ from Sri Lanka. She have been teaching for the last 26 years and working as an IT consultant for organisations in NZ. She feels that mobile marketing is a growing phenomenon and technology adoption is must for all in developed and developing countries. She travelled extensively and found that mobile marketing is emerging in all corners of globe.</td>
</tr>
<tr>
<td>Interviewee 014</td>
<td>Male</td>
<td>Aeronautical Engineer</td>
<td>An interesting personality who love technology. He participated actively in many mobile marketing campaigns and write blogs and post his comments about product or services on social media through his mobile devices on regular basis. He feels that mobile marketers must use pivotal to develop a trust with the communities.</td>
</tr>
<tr>
<td>Interviewee 015</td>
<td>Female</td>
<td>IT Consultant</td>
<td>She moved to NZ from Malaysia in 2008. She has a great sense of humour. She feels that NZ must catch up more on mobile marketing campaigns as it is a growing worldwide. She evaluates all offers before forwarding to her community. As per her opinion technology mediated environment and advancement of smart phones has revolutionised marketing landscape.</td>
</tr>
<tr>
<td>Interviewee 016</td>
<td>Male</td>
<td>Sales Consultant</td>
<td>He moved from India to do his MBA from AUT NZ. He is very critical on mobile marketing and pointed that it is difficult to measure the success of mobile marketing campaigns. He is active user of mobile devices and feel they connect people together. He criticised that some messages are too long and difficult to read so I delete them. Ideally messages should be short and come with offers.</td>
</tr>
</tbody>
</table>
Appendix -2- Interview Questionnaire

Part A – CAM Model

Firstly can you confirm if you have received a text or similar advertisement for any product or service to your mobile phone and did it have an “offer” in the last year?

This research is about interlocking LOOP and CAM models into the MESH model.
The research is taking a participants view in the context of interlocking LOOP and CAM into MESH model

Introduction: Warm-up Questions

1. If advertising to consumers using the mobile channel was a person, what sort of person would it be?
2. If you were going to wish for the most effective advertising campaign targeted to consumers using the mobile channel, what would you wish for?
3. Tell me about yourself….
4. Have you participated in mobile marketing campaigns?

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Thinking about the times you have received an advertisement to your mobile phone…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communities</td>
<td>Mobile marketing acknowledges the importance of ‘consumer communities’ and the peer-to-peer communications sector as a basis for effectively and appropriately engaging consumers in marketing campaigns. Customers are members of a circle of friends.</td>
<td>…..discuss how you participated with the advertisement.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>…..discuss how your community (friends, colleagues, team members, associates etc) participated with the advertisement.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>discuss how your wider community (friends of friends etc) participated with the advertisement.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>…..discuss how communities supports interactive campaigns?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>…..discuss whether these bonds effect how you and your community (friends, colleagues, team members, associates etc) participated with the advertisement.</td>
</tr>
<tr>
<td>Pivotals</td>
<td>The key/first point of contact often facilitates and protects the peer to peer communication process of group belonging and social cohesion as well as content.</td>
<td>…..discuss the role of members within your community (friends, colleagues, team members, associates etc) and the effect on how you and your community (friends, colleagues, team members, associates etc) participated with the advertisement.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>…..discuss role of pivotals in context of this research</td>
</tr>
</tbody>
</table>
| Role Change | The role of the key point of contact may change depending on the activities required to work and protect the peer to peer communication process. | …discuss whether these roles change ) and the effect on how you and your community (friends, colleagues, team members, associates etc) participated with the advertisement. 

…….discuss how a common consumer can become a pivotal? |
|---|---|---|
| Target Pivots | To gain entry to your community and peer to peer communication process, wireless advertising should be channelled through the key/first point of contact to maximize the impact and outcome of the campaign. | …discuss how a mobile advertisement can gain entry to the communication process of your “community”. How do people best opt in to the communications process? 

……. 

How you perceive pivots and other marketing experts? 

Can an opinion leader be a pivotal? 

……discuss the role of different members within your community in filtering mobile advertising messages. 

…….discuss how your community (friends, colleagues, team members, associates etc) participated with the advertisement and the effect on perceptions of the communities status in your eyes vs. other peoples 

…….discuss how to target pivotal in context of this research |
| Intrusion | The intrusiveness in context of this research refers to a consumers perspective who may find it annoying due to the high frequency and they are not relevant to their interests | …discuss how a mobile advertisement can reduce perceptions of intrusion and gain entry to the communication process of your “community”. 

…….discuss intrusion in mobile marketing in context of this research. |
| Content Information | Content in wireless advertising may inform the key/first point of contact and their community about “money to be saved” or promises of “a better level of service”. | …discuss what type of advertising content will be more effective in getting you and your community (friends, colleagues, team members, associates etc) to participate with the advertisement. 

….discuss what type of offers you prefer? |
<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Discourse</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Form</td>
<td>The content of the advertising may be used to enhance the key/first point of contact and their communities’ mood towards a wireless advertising campaign.</td>
<td>…discuss what other effects on your community the content may have in getting you and your community (friends, colleagues, team members, associates etc) to participate with the advertisement.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>What type of content you prefer to receive from mobile marketer?</td>
</tr>
<tr>
<td>Content Bundling</td>
<td>The content of the advertisement may be bundled with entertainment content and other appropriate channels to enhance mood-framing effect as well as help encourage the peer to peer communication process &amp; interactive dialogue between the key/first point of contact, their community and the marketer.</td>
<td>…discuss what type of advertising content will be more effective in getting your community (friends, colleagues, team members, associates etc) to participate interactively with the advertisement.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>….discuss bundling in context of this research.</td>
</tr>
<tr>
<td>Hedonistic Behavior</td>
<td>The content form and delivery in a campaign may also leverage the key/first point of contact and their communities’ hedonistic desire for play and impulsiveness with the advertised products and services.</td>
<td>…discuss what type of advertising content will be more effective in getting your community (friends, colleagues, team members, associates etc) to participate more impulsively with the advertisement.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>..discuss role of fun in mobile marketing campaigns?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>…..discuss hedonistic behaviour in context of this research</td>
</tr>
<tr>
<td>Interlocking of CAM and LOOP into MESH</td>
<td>The interlocking of CAM and LOOP into MESH provides a comprehensive model of mobile marketing</td>
<td>Do you think it is important to interlock two isolated models LOOP and CAM</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Discuss overall mobile marketing experience in context of this research…..</td>
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<tr>
<td></td>
<td></td>
<td>In your opinion is it valuable to add community structures in interactive campaigns?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>…Discuss how proposed model supports interactivity</td>
</tr>
</tbody>
</table>
**Part B – LOOP Model**

This research is about interlocking LOOP and CAM models into MESH
The research is taking a participants view of this question.

**Introduction: Warm-up Questions**
1. If advertising to consumers using the mobile channel was a person, what sort of person would it be?
2. If you were going to wish for the most effective advertising campaign targeted to consumers using the mobile channel, what would you wish for?
3. How often you receive advertising messages

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
<th>Thinking about the times you have received an advertisement to your mobile phone…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reciprocity</td>
<td>Reciprocity is described as a process where the marketer sends a signal through the channel and a receiver receives the signal and responds to it by interactive participation.</td>
<td>… discuss what I receive back from the advertised brand in return. …… discuss your experience</td>
</tr>
<tr>
<td>Contingency</td>
<td>It refers to the extent where one entity response has been shaped by the preceding response of the other in mobile marketing campaigns</td>
<td>…… discuss my effect/influence on the advertised brand. ……… How you perceive contingency in context of MESH model ……… discuss your experience in context of this research</td>
</tr>
<tr>
<td>Synchronicity</td>
<td>When in a relatively short period of time multiple communications occurs, it is referred as a synchronous communication.</td>
<td>… … discuss the effect/influence of time on the communication process between the consumer and the advertised brand  …… discuss how synchronous communication support interactivity in MESH campaigns …… discuss your experience focusing on synchronicity …… discuss it within the context of this research</td>
</tr>
</tbody>
</table>
| Control | Participants of the campaign controls interactions                                                                                                                                                                                                                                                                                          | … discuss the effect/influence of the consumers control of the communication process between the consumer and the marketer  

In your opinion who control communication? Marketer or consumer or both in proposed model campaigns?  
… who is controlling messages in context of this research?
<table>
<thead>
<tr>
<th><strong>Technology Acceptance</strong></th>
<th>It is assumed that in any mobile marketing campaign a consumer should be comfortable with technology in order to successfully participate in the campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>… discuss the effect/influence of the technology on the communication process between the consumer and the advertised brand.</td>
</tr>
<tr>
<td></td>
<td>…..discuss role of technology in mobile marketing campaigns in context of proposed model..</td>
</tr>
<tr>
<td></td>
<td>………discuss role of younger generation in mobile marketing campaigns?</td>
</tr>
</tbody>
</table>
| **Trust**                | Consumers must believe that there will be a positive outcome when they take part in a mobile marketing campaign. OR
|                          | Consumers will accept a certain degree of uncertainty of they believe there will be a positive outcome in a mobile marketing campaign. |
|                          | …discuss their general views on trusting other people and faith in humanity. |
|                          | ……..discuss how mobile marketer can develop trust? |
|                          | …….discuss how pivotals help in developing trust in a community ? |
|                          | …discuss the effect/influence of their trust in the communication process between the consumer and the advertised brand in context of MESH model |
|                          | …….Do you think trust is important in mobile campaigns? |
| **Risk**                 | Likelihood of unfavourable consequences during a mobile marketing campaign |
|                          | …discuss risks particularly financial risk associated with the mobile marketing campaigns |
|                          | How proposed model will reduce this perception? |
| **Participation**        | Participation refers to the active involvement of the consumers in mobile marketing campaigns. Once the consumer receives the mobile advertisement message then they participate by forwarding or talking to their communities about the campaign |
|                          | …discuss how you will participate in mobile marketing campaigns ? |
|                          | ………Do you think proposed model will enhance participation? |
|                          | …..How mobile marketer can prompt your participation in mobile marketing campaigns |
| **Price**                | The price charged for each individual SMS or MMS message sent by the consumer and marketer |
|                          | ….discuss role of price in mobile marketing campaigns  often do you buy a new mobile phone? |
|                          | Do you think mobile marketing messages are expansive? |
|                          | What mobile call payment method do you use? |
| Demographics | In the context of mobile marketing, demography refers to the personal characteristics (or demographics) of the targeted consumer, such as age, gender, education, and skills | What mobile call payment method do you use?  
What is your ethnicity?  
What is your age and qualification?  
How often you text in response of advertising campaign?  
………discuss role of younger generation? |