

# Influence of the Contemporary Mobile Marketing Strategies on the Consumers Engagement in Shopping via Mobile Apps in Nigeria

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## Abstract:

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

**Keywords:** Digital Marketing; Consumer Engagement; Campaigns, Promotions, Vouchers, Feeds

## I. Introduction

The consumers increasingly transition from their desktops to mobile devices, organizations across all industries need to pay full attention to what mobile consumers' value and expect from brands (Narang & Arora, 2016). The ubiquity of M-shopping enables shopping at any time and in any place, reshaping consumer experiences entirely in comparison to conventional shopping at brick-and-mortar stores. Consumers make purchases easily with mobile devices at any time and in any place, according to personal convenience. Prices offered through M-shopping are also lower than those found in conventional stores due to lower transaction costs (Ghazali et al., 2018). Thus, consumers enjoy savings not only financially, but also in terms of time spent shopping, and the flexibility to shop according to personal preferences. Hence, the importance of M-shopping cannot be understated (Bartmanski & Woodward, 2015). Mobile marketing is the art of marketing your business to appeal to mobile device users. When done right, mobile marketing provides customers or potential customers using smartphones with personalized, time- and location-sensitive information so that they can get what they need exactly when they need it, even if they're on the go (Bapat, 2018). Mobile marketing consists of ads that appear on mobile smartphones, tablets, or other mobile devices. Mobile marketing ad formats, customization, and styles can vary, as many social media platforms, websites, and mobile apps offer their own unique and tailored mobile ad options (Çeltek, 2017).

The promotional mix elements encompass a company's entire promotional endeavours including advertising, sales promotion, public relations, publicity, point-of-sale activities, trade fairs and exhibitions, sponsorship, packaging, word-of-mouth, and direct marketing (Hund, 2019). The emergence of internet and communication technologies (ICT) has reshaped direct marketing into what is known today as online marketing which uses the internet to communicate with the potential customers (Elia et al., 2020). Furthermore, Ampuja et al (2020) argue that the key to successful direct marketing is in its targeting, although this can also be its

weakness. The ability of direct marketers to find the right audience for the product at the right time is crucial to success (Hulubei&Avasilcai, 2020). The direct marketing uses various types of channels to address the target customers (Pachamano&Gülpinar, 2020). Therefore, marketers should know what mobile devices their target consumers are reaching them from and what type of content they use on those devices in order to guarantee that they are delivering the best experience at all times (Grewal et al., 2016).

According to Marketing Sherpa (2011), having an effective mobile strategy takes more than just making the website of a company mobile-friendly; going mobile calls for an integrated approach (Kumar & Mittal, 2020). As mobile marketing is getting more attractive and popular, many marketers are, or soon will be dealing with this promotional channel for the first time (Narang & Shankar, 2019). The most important and preliminary step that has to be taken in any mobile marketing strategy is having a web presence (Saura et al., 2019). Mobile marketing and mobile advertising are the next big challenges in the marketing community (Aslam & Karjaluo, 2019). Furthermore, marketers are always searching for innovative, cost-effective, and highly influential methods in order to increase revenue; however, considering today's shrinking economy small businesses as well as marketers look for ways to increase customer response rates by designing targeted marketing campaigns (McDonald et al., 2019). The evidence that consumers are shopping via mobile and using their mobile phones to shop from actual markets or virtual marketplaces has been piling up for a while now. It may also hint that retailers are not doing as much as they can to effectively connect with shoppers (Sorensen, 2016). Particularly for those using mobile to navigate at virtual marketplaces, mobile offers could mean the difference between buying the product they are interesting in it at that moment of using their phones, or leaving their shopping cart empty-handed. The reports in fact suggested that most of those shoppers were interested in such offers because "they wanted offers the moment they are shopping" (Das, 2018; Ghazali et al., 2018; Narang & Arora, 2016; Suominen, 2018). Nigerian's digital economy has strengthened further, is now one of the main contributors to the country's economy, and expected to grow fast (Fox & Bakhoun, 2019). In addition, the number of smartphone users in Nigeria, Africa's biggest economy and most populous country, is forecast to grow to more than 140 million by 2025. Currently, estimates from different sources put the number of smartphone users in Nigeria at roughly 25 and 40 million (Qumer& Singh, 2019). Despite many advantages of M-shopping, use remains low in Nigeria, and Nigerian consumers' attitudes towards this channel remain unclear (Olaleye et al., 2020; Salimon et al., 2018). In order to be successful, marketers need to understand the wants and needs of different customers (Shimasaki, 2020).

## **II. Literature Review**

### *A. Conceptual Framework*

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

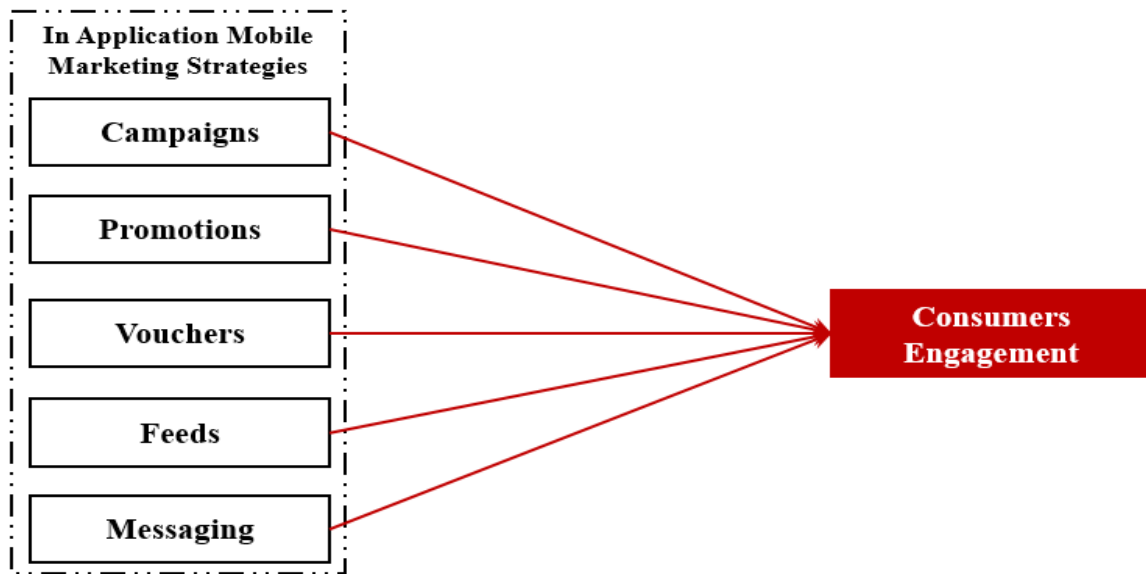


Figure 1: Research Framework

### ***B. Relationship between Campaigns and Consumers Engagement***

Dyché (2002) Campaign management as a six-step process namely: conceive the idea for a campaign; plan the launch of the campaign; determine who the targeted intermediaries for this campaign are; determine the campaign communication, which channel of communication is used, to the intermediary; launch the campaign and measure, analyse and evaluate the results of the campaign. The campaign process should be close-looped, where the results from the campaign are used to create the basis for a new campaign. Marketing Communications Strategies has emerged as the dominant approach used by companies to plan and execute their marketing communication programs. Many marketers, as well as advertising agencies are embracing the IMC paradigm and developing integrated campaigns that use a variety way to communicate with their target audiences (Duncan, 2005). The main aim of a dialogue campaign is to create a long-term relationship with customers in order to get extensive information about them (Jelassi et al., 2004). There is a set of activities marketers can undertake to perform a mobile marketing campaign, combining push, pull, and dialogue marketing activities. Marketers, however, need to ensure that the expectations for permission and acceptance are always met. According to McDermott (2011), a survey by the Mobile Marketing Association and ANA Magazine show that about 90% of marketers include or plan to include mobile marketing in their overall strategy. Leppäniemi and Karjaluto (2008), however, suggest however that “mobile marketing is too often implemented at ad hoc basis and the link between companies’s marketing strategy and individual mobile marketing campaign is very weak or perhaps even missing completely. Moreover, digital technologies and devices such as smartphones, smart products, the Internet of Things (IoT), Artificial Intelligence, and deep learning will be significantly renovating of consumers’ lives in the future (Maskeliūnas et al., 2019). To understand how the developments in digital technology are impacting and transforming the lives of consumers (Lowe et al., 2019). It is therefore necessary for research to examine and understand how consumer are responding to the digital environments (Petit et al., 2019). Concern about how to capture value from internet-based activities is almost as old as the World Wide Web (Lu et al., 2019).

- H1: The in-Application Mobile Marketing Strategy, Campaigns, Have a Significant Positive Influence on Consumers Engagement in Nigeria

### **C. *Relationship between Promotions and Consumers Engagement***

It makes easy availability and access of goods and services and makes message more efficient and reduces product related risks in the mind of consumers. Integrated marketing communication emphasizes the value of coordinating marketing communications activities advertising, direct response, Web sites, sales promotion, and publicity (Andrews and Shimp 2017). However, these IMC coordination efforts within marketing largely ignore the most significant marketing tool for communicating and influencing relationships with customers the company's sales force (Järvinen and Taiminen 2016). Leppäniemi et al. (2008) define mobile marketing as, "the use of the mobile medium as a means of marketing communications. According to Shankar (2012), mobile marketing is the two-way or multi-way communication and promotion of an offer between a firm and its customers using a mobile medium, device or technology. This study, however, adopts the definition proposed by the Mobile Marketing Association (MMA, 2009), who point out the most important characteristics and capabilities of mobile marketing: relevant, engaging, interactive, and mobile. According to MMA, mobile marketing is a set of practices that enables companies to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network. Push mobile marketing activities may include sending text messages, e-mails, and other advertising proactively, while pull mobile marketing is defined by MMA as any content sent upon request by the subscriber. Jelassi et al. (2004) mention a third delivery option: the dialogue. As opposed to other forms of marketing, relationship marketing recognizes the long-term value of customer relationships and extends communication beyond advertising and promotions (Koi-Akrofi et al., 2013).

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

### **D. *Relationship between Vouchers and Consumers Engagement***

The purchase decision is already affected by previous decision-making process stages but still marketers have a chance to have an impact on the consumers who are already at the purchase stage (Kang et al., 2020). Regarding this stage, marketers can make their products available to their consumers and they can also be sure to make the purchase process easy and enjoyable for the consumer (Farah et al., 2019). The mobile marketing strategies vouchers the purchase stage mobile technology plays an important role for marketers (Tong et al., 2020). Mobile marketing strategies vouchers for instance mobile services can improve the consumer shopping experience at the purchase stage by making the product ordering, purchasing and payment more convenient (Kim et al., 2019). The mobile marketing strategies vouchers all of these improvements may provide consumers to save time and money (Souiden et al., 2019). The mobile marketing strategies vouchers who use their consumers' by gone behaviours have a better chance to have an impact on the purchase stage (Tien et al., 2019). That is because most of the consumers move to purchase stage by leaving traces such as conducting a search, adding a product to the basket and leaving it or commenting on a product page (Schurink et al., 2019). The mobile marketing strategies vouchers in purchase stage, a marketer's job is to make their products available to their consumers and being sure to make the purchase process easy and enjoyable for his/her consumers (Niemand et al., 2020).

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

### **E. *Relationship between Feeds and Consumers Engagement.***

It is useful to briefly review the unique characteristics and capabilities of feeds mobile devices that lend themselves to marketing activities (Song et al., 2019). The Mobile devices feeds are

uniquely characterized by person ability, portability, location specificity, interactivity via touch interfaces, and compatibility with customer's lifestyles and their use of other devices (Rathod, 2011). Mobile devices enable marketers to target customers based on their temporal, geographical, behavioral, or contextual factors, personalize the message delivered to them, and engage in two-way interactions and touchpoints across different channels (Fiestas, 2020). These unique capabilities can be leveraged by marketers for improved feeds mobile advertising, promotions, search, and shopping (Narang & Shankar, 2019). Initial research in mobile feeds marketing focused on topics such as wireless e-commerce, mobile advertising, mobile couponing, and mobile retailing (Dincer, 2011). However, research on feeds mobile marketing through mobile apps was slow to take off (Godwin et al., 2011). As shopper marketing quickly became a central practice for marketers, in particular, consumer packaged goods companies, mobile apps started to play an important role in shopper marketing, leading the emergence of mobile shopper marketing (Narang & Shankar, 2019).

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

#### ***F. Relationship between Messaging and Consumers Engagement.***

The mobile marketing strategies messaging those companies predisposed to innovation and risk taking will be willing to launch marketing communications campaigns using mobile channels with the hope of gaining first mover advantages into a novel and as yet uncluttered medium (Steinhoff et al., 2019). The mobile marketing strategies messaging represent exciting and creative opportunities for marketers, are they being driven by the novel potential of the technology or sound business strategy (Maneesoonthorn&fortin, 2006). Research is needed to assist managers in determining how mobile media can help reach marketing communications goals and objectives (Singh et al., 2020), the mobile marketing strategies messaging recommendations for marketing managers, as well as directions for future research will be presented. The mobile marketing strategies messaging most practitioners (primarily represented by communications from the Mobile Marketing Association) use the term 'mobile marketing', they are primarily referring to only the communications aspects of marketing (Collins et al., 2019). However, the mobile marketing strategies messaging using the term mobile marketing to describe actions that are primarily communications creates the potential for confusion (Deepak &Jeyakumar, 2019). The mobile marketing strategies messaging review demonstrated that most academic researchers use the term 'mobile advertising' for the concept of marketing communications over mobile devices (Segijn, 2019). However, the mobile marketing strategies messaging modified definition of advertising does not seem to incorporate the essential elements of mobile marketing communications; namely its personal nature, time and location sensitivity and interactivity (Beneke et al., 2010).

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

### **III. Methodology**

The study are following the scientific approach methodology; therefore the study is deductive study, questionnaire based study, and based on systematic steps starts from setting hypotheses and continue till examining theses hypotheses. Deductive reasoning approach is the one used for the standard scientific method, where the researcher starts up with a theory followed by a testable hypothesis then design a proper tools and environment for observation and collecting data, and end up with discussing the findings for prove or disprove the theory (Hair et al., 2014). Sample size may be restricted to the ample sample size that is adequate to assess the proposed style and achieve the objectives. The ample sample size reported to value two concept of thumbs for sampling sizing, the initial would be the sample size for the SmartPLS requires,

and definitely another is the effective sample size based on the statistical power advantage P (Creswell & Clark, 2017; Hair, 2015). The population for this research is all the residence in Nigeria who is eligible to use mobile shopping apps in Nigeria. Based on the statistics of World Population Review (2021), Nigeria population is 206 million and the adult people who can do online shopping is 106 million. In this research, the population includes all adults in Nigeria (106 million) and the sample size based on Morgan is 385. In this study, data will check the reliability and normality analysis using Statistical Package Generally, the collected data should be analysed by statistical method. In this study, data of this study will be analysed using Partial Least Squares Structural Equation Modelling (PLS SEM) technique using smart PLS 2.0 M3 software. Researchers are using the PLS SEM method in order to measure the estimation that relates to the relationship in the field of path models involving latent constructs. The instrument used for collecting the primary data was a set of structured self-administered questionnaire, which is adapted from multiple previous studies such as Consumer Engagement (Glavee-Geo et al., 2019), Campaigns (Hsiao & Chen, 2016; Leppäniemi&Karjaluo, 2008), Promotions (Tong et al., 2020), Vouchers (Kaplan, 2012; H.-W. Kim et al., 2016), Feeds (Ooi et al., 2018), and Messaging (Lynn et al., 2020; Ningqiang, 2018).

#### IV. Findings

##### A. Validity and Reliability of Constructs

Any measure within the range 0.4 and 0.7 is suspected and can be deleted or kept based on the unique conditions for every study (Hair, Hult, Ringle, & Sarstedt, 2014; Hulland, 1999). Cross Loading scale is used to assure that for every item, its loading within the associated construct is higher than any other loading in the remaining constructs (Hair et al., 2014; Hulland, 1999). Regarding the variable campaign strategy (CS), respectively it has five overall items which are CS 1, CS 2, CS 3, CS 4 and CS 5 No items been deleted. As well as the five items are showing an adequately within the variable. Whereas the campaign strategy (CS), is higher than all other variables in loading. The variable promotions strategy (PS), respectively it has five overall items which are PS 1, PS 2, PS 3, PS 4 and PS 5. One item is been deleted, which is PS 5, for its weak loading below the threshold level. The variable vouchers strategy (VS), respectively it has four overall items which are VS 1, VS 2, VS 3, and VS 4 no items been deleted. The variable feeds strategy (FS), respectively it has five overall items which are FS 1, FS2, FS3, and FS4 as well as all four items are showing an adequately within the variable. The variable messaging strategy (MS), respectively it has four overall items which are MS 1, MS 2, MS 3, and MS 4 no items been deleted. The variable consumers' engagement (CE), respectively it has five overall items which are CE 1, CE 2, CE 3, and CE 4 and the four items are showing a good reliability to form the proposed variable. As table 1

Table 1: Constructs Reliability and Validity

construct	Item	Loading	AVE	Cronbach's alpha
Campaign Strategy (CS)	CS1	0.76926	0.927	0.904
	CS2	0.75312		
	CS3	0.822883		
	CS4	0.941266		
	CS5	0.94282		
Promotions Strategy (PS)	PS1	0.704576	0.875	0.818
	PS2	0.775856		
	PS3	0.870555		
	PS4	0.837702		

construct	Item	Loading	AVE	Cronbach's alpha
	PS5	-		
Vouchers Strategy (VS)	VS1	0.922762	0.911	0.879
	VS2	0.845305		
	VS3	0.85163		
	VS4	0.767138		
Feeds Strategy (FS)	FS1	0.81479	0.923	0.888
	FS2	0.847913		
	FS3	0.957589		
	FS4	0.843293		
Messaging Strategy (MS)	MS1	0.785654	0.934	0.915
	MS2	0.756203		
	MS3	0.901726		
	MS4	0.86683		
Consumers' Engagement (CE)	CE1	0.880865	0.906	0.860
	CE2	0.938516		
	CE3	0.825436		
	CE4	0.710566		

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

Table 2: Discriminant validity – Fornell-Larcker Criterion

	FS	CE	CS	VS	PS	MS
FS	0.868					
CE	0.811	0.843				
CS	(0.031)	(0.140)	0.850			
VS	0.130	0.134	0.112	0.848		
PS	0.620	0.689	(0.033)	0.074	0.800	
MS	0.833	0.818	(0.060)	0.164	0.674	0.840

### **B. Relationships Examinations and Discussions**

To assess the power of the model construct in predicting the outcome variables, predictive power  $R^2$  and predictive relevance were used (Hair Jr et al., 2016). Results of the main dependent variable, consumers' engagement (CE), illustrate a satisfactory predictive power and

a medium predictive relevance. As seen in the table 3, the related R square value is 0.303 (a power of 30.3%) and the related Q square is 0.208 (a relevance of 20.8%). The prediction constructs related to the variable can explain more 30.3% of consumers' engagement (CE) variance.

Table 3: Predictive Power and Predictive Relevance of Proposed Model

	Predictive Power		Predictive Relevance	
	R Square	Status	Q Square	Status
Consumers' Engagement (CE)	0.303	satisfactory	0.208	medium

The relationship of campaign strategy (CS) is significant and positive as the (P-Value = 0.007) with a T statistics score of 2.452. The relationship of promotions strategy (PS) is significant and positive as the (P-Value = 0.000) with a T statistics score of 5.172. The relationship of vouchers strategy (VS) is significant and positive as the (P-Value = 0.003) with a T statistics score of 2.756. The relationship of feeds strategy (FS) is significant and positive as the (P-Value = 0.000) with a T statistics score of 4.549. The relationship of messaging strategy (MS) is significant and positive as the (P-Value = 0.003) with a T statistics score of 2.808. As table 4

Table 4: Path Coefficient Assessment of the Study Variables

	Path Coefficient	Standard Deviation	T Statistics	P-Value (one-tailed)	Status
CS → CE	0.111	0.043	2.452	0.007	Significant
PS → CE	0.265	0.051	5.172	0.000	Significant
VS → CE	0.128	0.046	2.756	0.003	Significant
FS → CE	0.250	0.055	4.549	0.000	Significant
MS → CE	0.139	0.050	2.808	0.003	Significant

## V. Contributions and Recommendations

This study proposed a developed model with new constructs and relations. While the model was assessed successfully, but further research is needed to assess the model in different environments. The constraint is the participants' types and selection, which reduce the generalization, therefore replicating the same assessment in other firms and wider participant's number is recommended to get a better understanding and generalization. Recommendations are extended, to test the model and the instrument in other sectors or even to test whether this model can be suitable for other industrial sectors. However, the complement percentage (more than 60%) shows that some other variables maybe causing this uncovered variance. Therefore, further studies must focus in exploring, and examining additional factors, other than in application mobile apps strategies (campaign strategy (CS), promotions strategy (PS) messaging strategy (MS), feeds strategy (FS) and vouchers strategy (VS)). Form the quantitative analysis, the messaging strategy variable is not a direct determinate of consumers' engagement in online retailing in Nigeria but it must go indirect through the consumers' engagement. While, this finding is rational result considering that good disclosure must be carried out in accordance with some standards clarifying the methods and method of disclosure, but more qualitative research studies can be made using interviews to explain this result.



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