

## Chapter 12

# Attitudes of University Students towards Mobile Marketing of Food and Beverage Goods and Services

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### 1. INTRODUCTION

Mobile communication systems are devices that allow delivering messages fast, share information among users (Barutçu, 2011, 7) and, allow people to communicate with others without being tied to a physical location. These characteristics offer significant opportunities for marketers to reach customers at anytime and anyplace (Cleff, 2010, 158).

As mobile technology applications continue to increase, so do the number of mobile subscribers (Soroa-Koury & Yang, 2010, 103). By September 2012, the usage of mobile phones was 67,16 million in total and the penetration of mobile phones has almost reached %89, 9 in Turkey. With the introduction of 3G service in July 2009, the usage of 3G services reached 40,3 million in the same period (ICTAT, 2012, 33).

These indicators show that there is a high potential of growth in the GSM sector in Turkey. A market research which was done by Information and Communication Technologies Authority of Turkey (ICTAT) revealed the fact that when comparing usage duration of mobile phone with those in European countries, Turkey took the first place with the average of 299 minutes per month in the third period of 2012. Spain (247 min.), Belgium (242 min.), Sweden (235 min.) and Germany (221 min.) followed Turkey respectively (ICTAT, 2012, 54).

The developments in information and communication technologies have provided marketing opportunities for companies. For example, companies had very effective marketing, advertising and sales tools owing to the invention of phone, TV and the internet. Beside internet, the second important technological development that affect marketing facilities is the usage of mobile phones as a mobile marketing channel (Barutçu, 2008, 15; Barutçu, 2011, 7). Tähtinen (2006, 152) also supported this idea and mentioned that importance of mobile marketing arose with the improvement of mobile technology.

Early scholars (e.g. Woodside and Soni, 1991) conclude that mobile marketing provides marketers with a real opportunity to get a high response rate compared to traditional media. The justification for that is that people within the mobile marketing network such as customers, businesses, advertising agencies, marketers and brands can interact with each other in more creative and fashionable way unlike before (Al-alak & Alnawas, 2010, 28).

### 2. LITERATURE REVIEW

Leppäniemi et al. (2006) carried a comprehensive review about mobile marketing research and found that academicians have used different terms interchangeably, such as mobile advertising, wireless marketing and wireless advertising which all refer to mobile marketing (Al-alak & Alnawas, 2010, 29). For example, Kalakota and Robinson (2002) use the term *mobile marketing* when referring to distribution of messages and promotion, in Stafford and Gillenson (2003) *m-commerce* refers to the same phenomenon, and in Pura (2002) the term is *mobile advertising* (Tahtinen, 2005, 152). Moreover, Balasubramanian et al. (2002, 329) stated that there is no conceptual agreement about the definition of mobile marketing, besides most of the proposed definitions mainly focused on the technology itself rather than trying to go beyond that to clearly relate such technology into the marketing field (Al-alak & Alnawas, 2010, 29).

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Mobile marketing or wireless marketing is a subset of e-marketing (Bamba & Barnes, 2007, 816) and is defined by Scharl, Dickinger and Murphy (2005, 165) as “using a wireless medium to provide consumers with time-and-location-sensitive, personalized information that promotes goods, services and ideas, thereby benefiting all stakeholders”. This definition includes an important concept of adding value not just for the marketing party, but also for the consumer (Tetik, 2008, 17).

Mobile Marketing Association (MMA, 2006), defines mobile marketing as *"the use of wireless media as an integrated content delivery and direct response vehicle within a cross media or standalone marketing communications program"* (Al-alak & Alnawas, 2010, 28; Gao, Sultan & Rohm, 2010, 574).

Mobile marketing can also be seen as; "all activities required to communicate with customers through the use of mobile devices in order to promote the selling of products or services and the provision of information about these products and services" (Ververidis & Polyzos, 2002, 3).

The growth potential of mobile communication market attracts the attention of marketers and gives them many opportunities to reach the consumers directly (Eren, 2008, 3).

Since the mobile phone is a very personal device, (Tahtinen & Salo, 2004, 3; Valsecchi, Renga & Rangone, 2007, 755) mobile marketing which has personalization features (Tsang, Ho & Liang, 2004, 68; Bauer et al, 2005, 182; Tripathi & Nair, 2007, 1024; Eren, 2008, 15; Xu, Liao & Li, 2008, 711; Persaud & Azhar, 2010, 2) provides consumers with personalized information based on their time of day, location and interests (Lee & Lee, 2010, 350; Eren, 2008, 15; Persaud & Azhar, 2010, 2).

It is also ubiquitous (Lee & Lee, 2010, 350; Yuan & Cheng, 2004, 462; Bauer et al, 2005, 182; Pousttchi & Wiedemann, 2006, 2; Schierholz, Kolbe & Brenner, 2007, 834; Eren, 2008, 16; Mehta, 2008, 98) that enables the business entities to reach their customers through mobile devices anywhere at anytime (Tsang, Ho & Liang, 2004, 68; Bouwman, et.al., 2007, 150; Cleff, 2007, 262; Ngai & Gunasekaran, 2007, 4; Valsecchi, Renga & Rangone, 2007, 755; Barutçu, 2008, 15; Eren, 2008, 16; Gurau & Ranchhod, 2009, 496; Akin, 2010, 2; Banerjee & Yancey, 2010, 98; Broeckelmann, 2010, 416).

Being interactive is another important feature of mobile marketing (Bauer et al, 2005, 182; Schierholz, Kolbe & Brenner, 2007, 834; Cudmore & Patton, 2008, 77; Eren, 2008, 4; Akin, 2010, 3; Gao, Sultan & Rohm, 2010, 574; Persaud & Azhar, 2010, 2), because it is crucial to enable users reply to a mobile marketing message immediately. Mobile phone holds all the specifications that are needed for a close dialogue between brands and consumers (Bauer et al, 2005, 182; Okazaki & Taylor, 2008, 5; Akin, 2010, 3).

In addition, companies have more knowledge about their client pool than ever before. This is because mobile communication technology brings together a broad range of information regarding its users, ranging from location and transaction details to personally identifiable information (Cleff, 2007, 262; Xu, Lee & Li, 2008, 711). This provides businesses with the opportunity to reach their prospects when and where it is most appropriate for the effectiveness of a marketing campaign (Gratton, 2002, 59).

As well as these features; it is cost effective (Eren, 2008, 4; Usta, 2009, 295; Persaud & Azhar, 2010, 2), measurable, (Persaud & Azhar, 2010, 2), controllable (Pousttchi & Wiedemann, 2006, 2) and effective way of reaching the target market of the companies (Eren, 2008, 4; Usta, 2009, 295).

It is possible not only to build brand awareness and change brand image; but also to promote sales and generate brand loyalty (Pousttchi & Wiedemann, 2006, 6; Valsecchi, Renga & Rangone, 2007, 756; Cudmore & Patton, 2008, 78; Karaca & Gülmez, 2010, 74). Thus, it is focused on the customers and customer satisfaction (Cudmore & Patton, 2008, 77; Xu, Liao & Li, 2008, 710). However, it is important to bear in mind that; familiarity of mobile marketing depends on age, gender and educational level of users (Akin, 2010, 3).

On the other hand, ease to locate and communicate with mobile phone users (Gratton, 2002, 59; Gurau & Ranchhod, 2009, 496), unless carefully monitored, may become an extremely intrusive practice (Gratton, 2002, 66; Cleff, 2007, 263; Merisavo, et. al., 2007, 42; Soroa-Koury & Yang, 2010, 104). The possibility to utilize personal and location information in order to create customized and personalized advertising messages can easily assemble detailed user profiles. Therefore, the privacy risks have to be considered and appropriate data protection and privacy safeguards must be guaranteed

(Cleff, 2007, 263). As Barwise and Strong (2002) stated mobile users have said that they would accept mobile advertising provided that they had given prior consent (Soroa-Koury & Yang, 2010, 104).

Additionally, a company could irritate customers by bombarding them with different messages from separate areas of the organization (Eren, 2008, 27). If the consumer is interrupted during his or her daily activities this can severely damage brand image (Bamba & Barnes, 2007, 817).

Moreover, mobile information access must cope with mobile environment problems and restrictions such as display size, battery, memory size, processing power, narrow bandwidth and restricted resources (Rau & Chen, 2006, 905; Xu, Lee & Li, 2008, 710; Mehta, 2008, 100).

Today, there are a variety of technological platforms such as rich voice, wireless application protocol (WAP) and message services (SMS, MMS) that are available to support mobile marketing applications (Steinbock, 2005, 202; Tetik, 2008, 17; Akın, 2010, 6; Al-alak & Alnawas, 2010, 29; Karaca & Gülmez, 2010, 74; Zengin, 2010, 24). Such formats are regarded as valuable and helpful channels for direct marketing and promotional activities. Therefore, it is expected to achieve higher response rates compared to e-mail marketing since such formats are sent more personally (Al-Alak & Alnawas, 2010, 29). The literature (Barwise & Strong, 2002, 14; Dickinger, et al., 2004, 5; Bauer, et al., 2005, 181; Scharl, Dickinger & Murphy, 2005, 160; Bourke, 2006, 5; Okazaki & Taylor, 2008, 4; Salo, Sinisalo & Karjaluo, 2008, 501; Phau & Teah, 2009, 97; Al-alak & Alnawas, 2010, 29; Zengin, 2010, 41) shows that the most popular mobile application among them, which is widely used as a mobile marketing tool, is SMS. For example, SMS ads, messages are more likely to be viewed (70%) than email marketing messages (30%) (Timpson & Troutman, 2009, 57).

The growth of the mobile industry has attracted attention on mobile marketing, especially in two thousand years, as it is a new field of academic research. When considering the studies on mobile marketing and advertising, theoretical and empirical studies which focused on different aspects have been conducted in this field. For example, prior studies have examined mobile marketing in terms of its acceptance by consumers (Bauer, et.al. 2005; Gao, Sultan & Rohm, 2010; Gao, et.al. 2013; Grant, 2007; Leppäniemi & Karjaluo, 2005; Merisavo, et.al. 2007; Persaud & Azhar, 2010; Rau, et.al. 2014; Rohm, et.al. 2012; Sultan, Rohm & Gao, 2009), privacy concerns (Cleff, 2007; Cleff, 2008; Cleff, 2010; Phelps, Nowak & Ferrell, 2000; Xu, et.al. 2011), permission-based use (Bamba & Barnes, 2007; Barwise & Strong, 2002; Gurau & Ranchhod, 2009; Im & Ha, 2013; Salo & Tahtinen, 2005; Tezinde, Smith & Murphy, 2002) and the importance of personalization (Chen & Hsieh, 2012; Cudmore & Patton, 2007; Xu, Liao & Li, 2008; Yuan & Tsao, 2003). However, most of the studies focused on consumer perceptions and attitudes towards mobile marketing and advertising. They approached the subject in terms of negative and positive factors that influence the perceptions of mobile marketing. Some examples of these studies were given at Table 1.

On the other hand, there is little empirical research on perceptions of consumers towards mobile marketing in terms of sectors. Especially researches on mobile marketing by taking into consideration of food and beverage sector is scarce. So this study was conducted to fill this gap by examining university students' attitudes towards mobile marketing.

### **3. MATERIALS AND METHODS**

The study aimed to determine undergraduate students' attitudes towards mobile marketing services (MMS) of food and beverage goods and services. The research was carried out at Balıkesir University Tourism Faculty. In order to reach the aim, close-ended questionnaire form was designed for collecting data by based on former studies (Bamba & Barnes, 2007; Banerjee & Yancey, 2010; Gao, Sultan & Rohm, 2010; O'Doherty, Rao & Mackay, 2007). The sample included 400 students. Questionnaires were distributed to students in classrooms by the authors of this research in January 2014. Out of the 400 distributed questionnaires, 384 with a response rate of 89%, were returned.

The questionnaire consisted of two sections. Students' profiles were tried to be determined in the first section. The second section asked students to rate mobile marketing services. In order to reach the aim, ten items were developed. Each item was evaluated by using a five-point Likert Scale, ranging from “strongly disagree (1)” to “strongly agree (5)”.

**Table 1:** Studies about Influential Factors on Mobile Marketing

Author(s)	Year	Sample	Influential Factors	
			Positive	Negative
Anderson & Nilsson	2000	end-users in Sweden	relevance, credibility, entertainment, personalisation	
Rettie & Burm	2001	young people	discounts, promotional offers	unknown businesses
Barwise & Strong	2002	young people	customized, tailored, relevant	
Tsang, Ho & Liang	2004	380 consumers in Taiwan		non-permission, imitation
Bauer, et.al.	2005	1.028 consumers	utility, entertainment, information	risk perception
Rettie, Grandcolas & Deakins	2005	26 different SMS advertising campaigns	interest, relevance	
Haghinian & Madlberger	2005	cellular phone users in Austria	advertising value, message content	
Carroll, Barnes & Scornavacca	2005	consumers in New Zealand	permission, content, control, delivery	
Chowdhury, et.al.	2006	consumers in Bangladesh	pleasing ads, credibility, appropriate information	
Merisavo, et.al.	2007	Finnish mobile phone users	utility, context	sacrifice
Jong & Sangrni	2007	U.S. college students	mobility, convenience, multimedia service	
Haghinian, Madlberger, & Inoue	2008	consumers in Japan and Austria	entertainment, informativeness	
Süher, İspir & Öztürk	2008	Turkish Consumers	relevant content, informativeness	irrelevant content, more frequenc, time, privacy
Sultan, Rohm & Gao	2009	consumers in US and Pakistan	risk acceptance, personal attachment	
Al-alak & Alnawas	2010	Jordanian consumers	usefulness, entertainment	personal use, extensive advertising, privacy concern

Table 1: Continued

Banerjee & Yancey	2010	Midwestern mobile marketing firm	coupon designs, discounts, time incentives	imitation
Alotaibi	2011	consumers in UK and Saudi Arabia	credibility, customization, message content, consumer's ability	consumer inertia
Punyatoya & Durgesh	2011	Indian consumers	entertaining, informative, reliable, personalized, permission	
Ünal, Erciş & Keser	2011	consumers in Erzurum, Turkey	originality, interactivity, message content, entertainment	perceived risks, receiving too many ad messages
Kamphuis & Ramnarain	2012	Dutch youth	infotainment and credibility	imitation
Liu, et.al.	2012	consumers in Japan and Austria	entertainment, informativeness, credibility	imitation
Morvand, Abolfazl & Mahmoud	2012	Consumers in Iran	information	non-entertaining, imitation, reliability personalization,
Şahin & Aytakin	2012	university students in Turkey	usefulness, personal attachment, consumer innovativeness	risk avoidance
Rohm, et.al.	2012	consumers in the US, China, and Europe	ease of use, usefulness, personal attachment, innovativeness, attitude, permission, mobile marketing activities, risk avoidance	
Gao, et.al	2013	generation Y consumers from USA, China and Western Europe	informativeness, entertainment, credibility, clarity, incentive, personalization, relevancy	imitation, brand familiarity, consumer control
Al Khasawneh & Shuhaiber	2013	Jordanian mobile phone users	perceived benefits, contextual information, self-sacrifice, control	
Özgüven	2013	consumers in İzmir, Turkey		
Rau, et.al	2014	college students from the University in Beijing		excessive advertisements

Data obtained from questionnaires were analyzed using SPSS Program Version 16.0. Descriptive statistics including frequencies and distribution percentage were evaluated to determine students' profiles. Cronbach's Alpha was calculated to test the reliability of the scale and was obtained 0.790. This result indicated that the scale was acceptable and reliable.

Then mean scores and standard deviations of the items were calculated. One Sample Kolmogorov-Smirnov (K-S) Test was applied for determining whether the data set was well-modeled by a normal distribution or not. The result showed that the data were not normally distributed ( $P=0.000$ ;  $p<0.05$ ), implied that non-parametric tests had to be done for evaluating data. Finally, Chi-Square Test ( $\chi^2$ ) was applied whether attitudes towards MMS of food and beverage goods and services differ in terms of students' profiles.

#### 4. RESULTS

Table 2 above shows that among the 384 students, 52.6% are female and 47.4% male. With regard to the monthly income of the students, the results showed that 30.7% of the students' monthly income were "400-500 Turkish Liras" and 29.2% were "400 Turkish Liras and below". Almost all of the students in the percentage of 93.5 were "not working part-time" whereas only 6.5% of the students were working.

**Table 2:** Socio-Demographic Profile and Mobile Marketing Preferences of the Students

<b>Socio-Demographic Profile</b>	<b>n</b>	<b>%</b>
<b>Gender</b>		
Female	202	52.6
Male	182	47.4
<b>Monthly Income</b>		
400 Turkish Liras and below	112	29.2
401-500 Turkish Liras	118	30.7
501-600 Turkish Liras	65	16.9
601 Turkish Liras and above	89	23.2
<b>Part-time Working Situation</b>		
Working	25	6.5
Not working	359	93.5

**Table 3:** The Goods and Services That Students preferred to be Informed by Mobile Phones

<b>Goods and Services</b>	<b>n</b>	<b>%</b>	<b>Rank</b>
Fashion Products	130	33.9	1
Foods and Beverages	63	16.4	2
Hotels/Tourism/Leisure	51	13.3	3
Travel/Transportation	48	12.5	4
Telecommunication (phone / internet)	46	12.0	5
Banking	30	7.8	6
Other	16	4.2	7

As presented above, Table 3 shows the goods and services that students preferred to be informed by mobile phones. According to the table, 33.9% of the students indicated that they prefer to be informed about fashion products. The second goods and service preferences of the students are foods and beverages with the percentage of 16.4.

Table 4 revealed that according to the students, the most effective way of mobile marketing tool for food and beverage goods and services is SMS marketing with the percentage of 53.6. 32% of the students expressed that phone call is a secondly effective way of mobile marketing tool.

**Table 4:** Most Effective Way of Mobile Marketing Tool for Food and Beverage Goods and Services

Mobile Marketing Tool	n	%	Rank
Text messaging	205	53.4	1
Phone call	123	32.0	2
Mobile mail	56	14.6	3

Table 5 presents the most effective timing of mobile advertisements of food and beverage goods and services according to students. This result is important for managements, as they should know the acceptable time zone of advertisements for their clients. As a result, nearly half of the students (48.2%) expressed that they affected by mobile advertisements, mostly in the evening; the second time zone is at noon with the percentage of 39.6.

**Table 5:** The Most Effective Timing of Mobile Advertisements of Food and Beverage Goods and Services

Timing	n	%	Rank
in the evening	185	48.2	1
at noon	152	39.6	2
at night	26	6.8	3
in the morning	21	5.5	4

Table 6 highlights the mean scores and standard deviations of the item values related to students' attitudes towards mobile marketing of food and beverage goods and services.

**Table 6:** The Mean Scores and Standard Deviations of the Item Values

Items	$\bar{X}$	s.s.
The type of campaign (discount, coupon, free product, etc.) is important	4.208	1.036
The amount of discount is important	4.203	1.065
The time of receiving a mobile advertisement is important	3.784	1.111
The brand name of the sender business of mobile advertising is important	3.711	1.173
The need for a campaign is important	3.730	0.98
Receiving the same mobile advertisement frequently is irritating	<b>4.247</b>	1.245
Personalized mobile advertisement is important	3.622	1.256
The sender business of mobile advertisement which I am accustomed to is important	<b>4.245</b>	0.941
Online communication is a much more effective way of mobile marketing than SMS	<b>3.508</b>	1.244
The validity of the campaign is important	4.148	0.986

As seen at Table 6, which given above, students scored none of the items as "strongly agree". On the other hand, students generally have positive attitudes towards mobile advertising activities. The item of "receiving the same mobile advertisement frequently is irritating" got the highest mean score among the items by the students.

The second highest mean score was belonging to the item of "the brand name of the sender business of mobile advertising is important".

The item "online communication is a much more effective way of mobile marketing than SMS" got the least mean score among the items with a mean score of 3,508. This means that SMS is a popular mobile marketing service than online communication for food and beverage goods and services among students.

Chi-Square Test ( $\chi^2$ ) was applied whether attitudes towards MMS of food and beverage goods and services differ in terms of students' profiles.

**Table 7: Gender and Goods and Services that Students Prefer to be Informed**

	Gender		Total
	Female	Male	
Food/Beverage	34 54,0% 18,7%	29 46,0% 14,4%	63 100,0% 16,4%
Fashion Products	81 62,3% 44,5%	49 37,7% 24,3%	130 100,0% 33,9%
Banking	11 36,7% 6,0%	19 63,3% 9,4%	30 100,0% 7,8%
Travel/ Transportation	21 43,8% 11,5%	27 56,2% 13,4%	48 100,0% 12,5%
Telecommunication (phone / internet)	14 30,4% 7,7%	32 69,6% 15,8%	46 100,0% 12,0%
Hotels/Tourism/ Leisure	18 35,3% 9,9%	33 64,7% 16,3%	51 100,0% 13,3%
Other	3 18,8% 1,6%	13 81,2% 6,4%	16 100,0% 4,2%
Total	182 47,4% 100,0%	202 52,6% 100,0%	384 100,0% 100,0%

As a result of Chi-Square test statistically significant difference was determined between genders in terms of goods and services that the students prefer to be informed ( $\chi^2=27.896$ ;  $p<0.01$ ). Mobile advertisements about “Clothes and Finery” were the most preferred ones by female students than males. On the other hand, male students were much more interested than female students in “Telecommunication” with the percentage of 69.6%, in “Tourism” with the percentage of 64.7%, and “Banking” with the percentage of 63.3%.

## 5. DISCUSSION AND CONCLUSIONS

Mobile advertising is an unprecedented way of marketing communications. Nevertheless, low acceptance rate will hinder the success of mobile advertising campaigns (Soroa-Koury & Yung, 2010, 111). Therefore, it is important to know how consumers feel about the mobile marketing services (MMS) delivered to their mobile phones. In this frame, the study aims to determine the undergraduate students' attitudes towards MMS of food and beverage goods and services. Based on this aim, the study outlines when and how the students accept MMS of food and beverage goods and services. According to the results, recommendations about how mobile phones can be used as a marketing tool for food and beverage establishments and what companies need to do in order to enhance the students' acceptance of MMS were developed.

Initially, it was determined that receiving mobile advertisements via SMS, was the most popular way among students. This can be explained as SMS is more common communication tools among the younger. For example, according to a survey conducted in The United Kingdom, 81% of 18-24 year-old mobile phone users use SMS and this service is more popular among younger (Barwise & Strong, 2002, 15). This makes SMS as one of the most important preference among marketing tools for foods and beverage establishments. Therefore, it is crucial for establishments give place to SMS in mobile advertisements.

Receiving advertisement at a relevant time is also important for the acceptance. The results show that the students prefer to receive mobile advertisements in the evening and at noon. This can be explained as students accept mobile advertisements at lunch and dinner time, in other words when they are hungry. This immediate need makes them accept mobile advertisements and affects their purchasing habits. Xu, et.al. (2008, 717) stated that users would be more satisfied if mobile dining messages were sent to them at the right time and in the right situations. They also stressed that a lunch coupon would be of little interest to evening diners. At this point establishments need to position mobile advertisements in a way that meets the students' expectations in terms of timing.

The results indicate that the students generally have positive attitudes towards MMS of food and beverage services. On the other hand, they found mobile advertising irritating if establishments bombarding them with countless advertisements. As Süher, İspir and Öztürk (2008, 371) stressed, more frequency and time are playing an important role in the acceptance of mobile advertisements. Therefore, establishments need to control the number of advertisements they send to avoid consumers' irritation.

Another important result shows that the students prefer to receive advertisements from the establishments that they know. Similarly, Persaud and Azhar (2010, 8) found that if the users were familiar with the company that the marketing message was being sent from, they would be more likely to accept the message. Rettie and Brum (2001, 185) determined in their study that 85% of the respondents do not agree receiving mobile advertisements from the establishments which are unknown. Furthermore, Whitaker (2001) reported that respondents were more reluctant to share information with unknown companies (Al-alak & Alwanas, 2010, 30). These findings showed that the relationship between the customer and establishments and the brand name of the business are important factors for consumer's acceptance of mobile marketing.

As determined from the study that, the validity and type of campaign (discount, coupon, free product, etc.), the amount of discount and the time of receiving a mobile advertisement were all important factors for accepting mobile marketing. Banerjee and Yancey (2007) conducted a study about mobile coupon redemption in fast food campaigns and found that the discount size was an important factor for the promotion of utilitarian food products (entrees and sandwiches), whereas the timing of receiving the message was important for hedonic products (desserts and frozen beverages). Another study (D2 Communications, 2007) conducted in Japan showed that 58% of mobile subscribers use mobile coupons and discounts more than once a month (Okazaki and Hirose, 2009, 794). As Merisavo, et.al. (2007, 42) stated, acceptance was significantly correlated with campaign interest, campaign relevance and monetary incentives.

According to the results, the students neither agreed nor disagreed to receive personalized mobile advertisements. While some of the students expect mobile advertisements to be personal, the others regarded personalized mobile marketing without permission as an invasion of their privacy. Al-alak and Alwanas (2010, 34) stressed that there were some privacy concerns, so service providers should obtain consumers' permission prior to using their mobile numbers and other personal details concerning them. At this point, permission-based marketing and advertising gain importance for food and beverage establishments.

The overall attitudes of the students towards mobile advertising of food and beverage goods and services were positive, according to the results of this study. However, the students are sensitive to price and their acceptance of mobile marketing depends on the economic benefits they receive such as discounts, free product, etc. So it is extremely important for the establishments to determine the preferences and attitudes of the students towards mobile marketing and, develop effective promotion campaigns in order to increase the acceptance of mobile marketing and after all, affect their purchasing behaviors positively.

In addition to all, feedback mechanisms should be implemented to determine the effectiveness and success of the proposed campaigns. Establishments can use databases of the students to track their responses to the mobile marketing and advertisements.

This study has some limitations. First of the limitations is about sample targeting. The research has been conducted on university students of Balikesir as this group is one of the target group for mobile marketing of food and beverage establishments. On the other hand, the research was carried out only at

Balikesir University. So this group does not represent all of the university students throughout Turkey. In future studies, the research may be done among a wider range of students from different universities, and also from different countries. Finally, the research measurement may be developed and multivariate statistical techniques may be used.

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