



EFFECTS OF NEW GENERATION MOBILE MARKETING STRATEGIES ON CONSUMER BEHAVIOR BY BUSINESS DIRECTORS

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Abstract

Developments in the information and communication sector have changed the traditional marketing concept. The Information Technology Age started in the 1990s while it brought some innovations and developments policies in marketing field. Mobile marketing has been called a new era in the research of consumer behavior. By mobile marketing, companies are able to receive dual and instant feedback in both marketing and promotion comparing with the traditional methods. Therefore, this research tries to investigate on effects of mobile marketing technologies on consumer behavior through business directors. This research was conducted by using questionnaire among the quantitative analysis methods. Finally, Factor analysis and correlation of the factors were analyzed, to determine the effect of mobile marketing strategies on consumer behavior. According to the results, it is proved that all the participants organizations were using at least one of mobile marketing platform out of website, mobile application or social media accounts. However 93.6% of these organizations have website, 86.2% of them have social media accounts while holding mobile application of the company is 58.7%. For the respondent of effect of mobile marketing strategies on consumer behavior section business directors are highly agree that mobile marketing strategies have positive effect on consumer behavior, due to; defines market segmentation, contributes the market share, reduces communication and promoting costs, increment the orders potential, easy access to the global and targeted market, and increase the brand awareness.

Keywords: Mobile Technology, Mobile Marketing, Marketing Strategies, Consumer Behavior

INTRODUCTION

In late 1800s, as technology began to enhance rapidly with industrialization, a rapid development in communication tools was also observed. At first, the technological means of communication were telegraph, telephone and radio, and in time it became a revolutionary device in the age of television communication. In technological evolution television broadcasting with black and white color and poor quality images are now living in almost every home with a high quality image. If the assessment to be made out of the latest situation of today's technology, a device that incorporates all the means of communication and more has appeared in the last 10 years and has found a large outbreak like millions of users all over the world. The work done by many of these devices are called smart phone communication tool is to do it alone, and even beyond. With the fast development of technology over the past century, intelligence and communication technologies have developed. smartphones, which have emerged as a product of these developments, have become one of the vehicles that have an important place in our lives.

The information society which influences social, economic, scientific, political thinking and ways of life is defined as revolution, because it changes all areas of life, not just production modes (Kumar 2005: 40). The information society is a phenomenon that has emerged as a result of the use of information technologies and it is mainly the turning of social structure into a network society (Castells 2005: 3-6). The reflection of this phenomenon on economic life is that enterprises form networks to cover all their stakeholders. As a result, enterprises have had the opportunity to increase their productivity, market share and market values. Further, it increases profitability by taking advantage of data transmission speeds and volumes of information technologies (Castells and Himanen 2002: 2-3). Finally, developments in the information and communication sector have changed the traditional marketing concept, and the concept of mobile marketing has entered into our lives.

Aim of the Study and Importance of Research

The aim of this study is to determine the effects of new generation mobile marketing strategies on consumer behavior by business directors.

Nowadays, business competition between companies is not only national competition but businesses all over the world are competing with each other. Developments in information and communication technologies have lifted the borders between countries. Thus, all the companies in the world get possibility to reach the customers all over the world. Through new technologies, a few seconds are enough to make choices and compare between products and

services. In such an environment, business managers should do marketing activities through mobile channels to save and increase their market share.

The study is important in that sense. In addition, the study will support new and future studies on mobile marketing, which is a new concept in the literature.

LITERATURE REVIEW

Mobile Marketing Concept

Early 1990s mobile phones entered our lives, the basic function was based on the communication between the two devices. The limits of this communication were limited to voice calls and text messages. Developments brought consumers together with today's smart phones. In parallel with developing devices, data services have also improved and have become cheaper.

Advantages of Mobile Marketing for Businesses

Increase in the usage rate of smart phones, is economical and measurable which makes mobile marketing an alternative and efficient marketing tool. In addition, reaching the intended audience has become easier with mobile marketing.

According to Leppäniemi and Karjaluoto study, practically there are three ways to carry out a business mobile marketing campaigns. First method is the use of "in-house resources" to receive services from one or more agencies (advertising agency, mobile advertising agency, etc.) and the other two methods are synthesized together. Many companies prefer the second way because they do not have the necessary technology and experience to carry out a mobile marketing campaign (Leppäniemi and Karjaluoto, 2008, p. 50-61). Furthermore, Aksu listed some of the features of mobile communication and marketing as follows (Aksu, 2007, p. 45);

Convenience: Access to information via mobile device,

Reachability: To be reached without time and space limit,

Security: Providing secure information flow,

Connectivity: The possibility of being connected at all times,

Localization: Possibility to access content-oriented information,

Personalization: It is possible to have access to personal information.

Disadvantages of Mobile Marketing for Businesses

Mostly literature discuss about advantage of mobile marketing. As like any marketing tool, mobile marketing also has several drawbacks or disadvantages. The disadvantages of mobile

marketing with less negative features compared to their advantages are as follows (Hopkins and Turner, 2013, p. 125- 126):

- Control difficulty: Smart mobile phones are more difficult to control than portable / desktop computers.
- Different operating systems: As mentioned in the previous sections, smart phones have different operating systems. This difference may affect the display of content.
- User privacy: Consumers are sensitive to respecting usage preferences in their mobile devices. In addition, this privacy is now protected by the law enacted by the state. Based on the Law of Electronic Commerce published in the Official Gazette dated 23.10.2014, the sending of SMS and e-mail of the companies is made possible provided that the consumer has permission.

Mobile Marketing Strategies

Strategy is defined as a “Link that aims to build a consistent and original value proposition and present it to the target market” (Kotler, 2011, pp. 165-166). In order to achieve the main aim of reprimanding strategies, it is necessary to use appropriate strategies to reach the target in line with the goals set. Mobile marketing is different from other marketing models because it is personal and always on the side of the person. For these reasons, mobile marketing should be more unique for the customer. Companies should ask themselves a number of questions before determining their mobile marketing strategies. It is not surprising that mobile marketing tools become a serious marketing tool for companies of all sizes, considering the wide range of potential benefits, from customer acquisition to efficient sales transformation (Hopkins and Turner, 2013). Below, the tools used for the content to reach consumers in mobile marketing: SMS (Short Message Service), MMS (Multimedia Messaging Service), Near Field Communication (NFC) and Bluetooth, Mobile Web Sites, Pay Per Click (PPC) Ads, Search Engine Optimization, Location Based Marketing, 2D Code (Mobile Barcode), Mobile Applications.

METHODOLOGY

This research investigates to find out the impact of mobile marketing strategies on consumer behavior. Data of the study was collected via 60 item questionnaires from 109 participants. (N=109) The quantitative data are based on a 60-item questionnaire developed in four sections, the first part of the participants in the demographic and organization, in the second part, the approaches of the managers to the mobile marketing channels, in the third part the impact of mobile marketing strategies on consumer behavior, and in the last part the effects of mobile technologies on marketing activities were examined with 5 point scales; 1 = Strongly Disagree;

2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree. The results of the data were analyzed by using statistical package (SPSS).

Sekaran (2006) defined population as being the total group of individuals, actions or phenomena that the researcher plans to investigate, however the population for this study was the managers in different private sector organizations. This consisted of Electric & Electronic, Banking, Finance, Food, Clothing industry, Media Publishing Industry, Automotive Industry, Transportation and Tourism, Commerce and the other.

The foundation of this research is a cross sectional survey, a sample was calculated and the survey was conducted on the defined sample. This calculable research design was acquired to accurately and objectively describe the characteristics of the phenomenon which was the correlation between consumer behavior and marketing strategy. This design also includes description of variables in the particular study problem, this method also has the ability to demonstrate the correlation between the variables without focusing on reasons and effects of this relationship. Target population as being the total group of individuals, actions or phenomena that the researcher plans to investigate, however the population for this study was managers in different private sector organizations.

The commensurate data collected from a survey analyzed by analytical techniques, and regarding the existing correlations inferences can be drawn from the data. This survey also enables the researcher to observe more than one variable at once, this is not possible in laboratories or field experiments. The fact that realizing an insight into the causes or the processes in the measured phenomena can be very challenging. They are also are some bias sources associated with this method because its mostly a self-selecting nature of respondents, also time period when the survey is done, in addition, the design of survey by researcher himself can be a bias source can be seen as a disadvantage for this method.

RESULTS

First, descriptive statistics was applied. Factor analysis was applied to determine the sub-dimensions of the applied scale. Spearman correlation analysis was applied for examination of correlation between variables. Cronbach's alpha coefficient was obtained in order to determine reliability of the scale. Linear regression was applied to construct a linear model between effect of new generation technologies on marketing activity and effect of mobile marketing strategy on consumer behavior. A value of $p < 0.05$ was accepted as statistically significant.

Descriptive statistics of qualitative variables were given as frequency (n) and percentage (%) in Table 1-10. Frequencies of categories "male" in gender, "manager" in job title, "Bachelor's degree" among education levels, "31-40 age" among age groups, "8-10 year" in job experience,

“electric and electronic” among organization sectors, “10-49 people” among number of employees in company were found to be the highest according to the other categories in related variables. In addition, most of the people stated that their organization had a website, a mobile application and a social media account.

Factor Loadings of effect of mobile marketing strategies on consumer behavior

In this context, a total of 109 respondents were evaluated for 40 variables. As a result of the analysis, the appropriateness of the 11 factor model was determined to evaluate the effect of mobile marketing strategies on the consumer. Factor analysis process was done by omitting 5 of the variables (Q5, Q8, Q9, Q27, Q36) which could not be factorized despite varimax rotation. After all, 11 factors were extracted and factor loadings were given in Table 1.

Table 1. Factors extracted and factor loadings

FACTOR										
1	2	3	4	5	6	7	8	9	10	11
0.795										
0.765										
0.684										
0.640										
0.610										
0.594										
0.578										
0.566										
	0.762									
	0.760									
	0.643									
	0.537									
	0.521									
		0.762								
		0.757								
		0.640								
		0.545								
		0.534								
			0.873							
			0.821							
			0.659							
				0.833						
				0.608						

<hr/> 0.619 <hr/> 0.573 <hr/> 0.539 <hr/> 0.863 <hr/> 0.619 <hr/> 0.783 <hr/> 0.876 <hr/> 0.680 <hr/> 0.831 <hr/> 0.819 <hr/> 0.738 <hr/> 0.598 <hr/>	Table 1...
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Correlation Analysis

Correlation among extracted factors were given in Table 2. According to the results;

- Factor 1 had positively, middle-level correlation to Factor 2 and Factor 5. It was also positively, weakly correlated to Factor 6, Factor 7, Factor 8 and Factor 11 ($p < 0.01$).
- Factor 2 had positively, middle-level correlation to Factor 6 and Factor 7. It was also positively, weakly correlated to Factor 4, Factor 5, Factor 8 and Factor 11 ($p < 0.05$).
- Factor 3 was positively, weakly correlated to Factor 4, Factor 5, Factor 6, Factor 7, Factor 8 and Factor 11 ($p < 0.05$).
- Factor 4 was positively, weakly correlated to Factor 5, Factor 6, Factor 8 and Factor 11 ($p < 0.05$).
- Factor 5 was positively, weakly correlated to Factor 6, Factor 7, Factor 8 and Factor 11 ($p < 0.05$).
- Factor 6 was positively, weakly correlated to Factor 7, Factor 8 and Factor 11 ($p < 0.001$).
- Factor 7 was positively, weakly correlated only to Factor 11 ($p = 0.001$).
- Factor 8 was positively, weakly correlated only to Factor 11 ($p = 0.001$).
- Factor 9 and Factor 10 had no statistically significant correlation to other factors.

Table 2. Correlation among factors

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8	Factor 9	Factor 10
Factor 2	r=0.588 p<0.001									
Factor 3	r=0.439 p<0.001	r=0.516 p<0.001								
Factor 4	r=0.190 p=0.048	r=0.195 p=0.042	r=0.242 p=0.011							
Factor 5	r=0.506 p<0.001	r=0.447 p<0.001	r=0.448 p<0.001	r=0.252 p=0.008						
Factor 6	r=0.447 p<0.001	r=0.546 p<0.001	r=0.367 p<0.001	r=0.238 p=0.013	r=0.490 p<0.001					
Factor 7	r=0.459 p<0.001	r=0.526 p<0.001	r=0.414 p<0.001	r=0.044 p=0.649	r=0.239 p=0.012	r=0.351 p<0.001				
Factor 8	r=0.283 p=0.003	r=0.280 p=0.003	r=0.262 p=0.006	r=0.281 p=0.003	r=0.360 p<0.001	r=0.341 p<0.001	r=0.102 p=0.291			
Factor 9	r=0.105 p=0.276	r=0.120 p=0.216	r=-0.127 p=0.189	r=0.145 p=0.132	r=0.075 p=0.439	r=0.164 p=0.089	r=0.039 p=0.690	r=0.162 p=0.092		
Factor 10	r=0.095 p=0.327	r=0.066 p=0.492	r=-0.002 p=0.982	r=0.106 p=0.271	r=0.065 p=0.499	r=-0.002 p=0.986	r=0.087 p=0.367	r=-0.011 p=0.907	r=0.026 p=0.792	
Factor 11	r=0.371 p<0.001	r=0.364 p<0.001	r=0.222 p=0.020	r=0.306 p=0.001	r=0.300 p=0.002	r=0.409 p<0.001	r=0.301 p=0.001	r=0.427 p<0.001	r=0.183 p=0.057	r=-0.035 p=0.716

Descriptive Analysis

Mean and standard deviations of items were given in Table 3. According to these statistics, the largest mean value was belonged to the items “Web sites increase brand recognition.” and “I think that New Generation Mobile technology is the technology of the present and the future” whereas the smallest mean value was belonged to the item “Consumers do not trust the electronic media”; which show how much close the replies to “strongly disagree” or “strongly agree” decisions. In order to these, coefficient of variation was derived from these statistics to determine if replies to the items were homogeneous or not. By this means, it was found that the most homogenous replies were given to the item “Web sites increase brand recognition” whereas the most heterogenous replies were given to the item “Consumers do not trust the electronic media”.

Table 3. Descriptive statistics of the items (n=109)

Item	\bar{x}	SD	CV (%)
Mobile applications reduce communication (phone, fax, etc.) expenses.	4.25	0.67	15.80
Mobile applications decrease brochure / catalog printing cost.	4.09	0.63	15.50
Mobile applications reduce publicity / promotional costs.	4.18	0.65	15.64
Allows market research to be cheaper.	4.20	0.59	14.09

Table 3...

Shorten time-consuming operations such as retrieving, processing.	4.10	0.63	15.25
Reducing time required for customer-business communication.	4.18	0.61	14.58
Consumers do not trust the electronic media.	3.58	0.89	24.76
Consumers have some weaknesses in using mobile technology.	3.96	0.64	16.15
I think that the technology developed marketing tools.	4.11	0.57	13.85
I think mobile marketing strategies are easier than classic marketing strategies.	4.18	0.73	17.58
I think that mobile advertising strategies are driving advertising costs down.	4.19	0.62	14.74
I think that target market are reachable with mobile marketing strategies.	4.06	0.66	16.23
I think that mobile marketing strategies help the company grow its sales force.	4.21	0.64	15.24
I think it's easier to reach consumers with mobile applications.	4.15	0.64	15.39
Mobile marketing strategies have positive influence on consumers purchasing behavior.	4.07	0.61	14.90
Web sites increase brand recognition.	4.31	0.52	12.13
Social media advertisements improve the company's customer mass.	4.15	0.62	15.04
Social media platforms increase company awareness.	4.21	0.58	13.79
I think Social Media advertisements are an effective marketing strategy.	4.23	0.61	14.31
I think that mobile technology is accessible to everyone.	3.92	0.87	22.11
I think it's easy to use mobile apps.	4.11	0.54	13.02
Mobile technology allows brand to have more control on consumers.	4.05	0.69	17.02
Mobile applications create potential customers.	4.10	0.61	14.88
I think that the mobile internet offers various information and services to the customer.	4.09	0.59	14.38
I think mobile marketing strategies are affecting consumer purchasing consideration.	4.05	0.68	16.68
I think announcements (discounts, campaigns etc.) coming from mobile applications it reaches the consumer.	4.20	0.54	12.91
With mobile technologies, products and / or promotions are being faster.	4.22	0.60	14.24
I think that mobile applications are responding more quickly to consumer complaints.	4.16	0.58	14.01
I think with the mobile application, customers are getting more products and / or services.	4.11	0.70	17.07
It contributes to making competition analysis with mobile applications.	4.09	0.65	15.86
Mobile technologies contribute to measuring market share.	4.18	0.59	14.21
I think classical marketing strategies are more useful.	3.87	0.64	16.60
I think that mobile technologies effect marketing strategies negatively.	4.11	0.69	16.74
Mobile marketing technologies help the market segmentation.	4.12	0.54	13.15

Factor loadings of Effect of New Generation Technologies on Marketing Activity

After factor analysis, only one factor was extracted. Factor loadings (contributions of components to the factor) were given in descending order in Table 4.

Table 4. Factors extracted and factor loadings

Factor components	Factor loadings
I think that the use of the New Generation Mobile technology provides greater brand value.	0.748
I think that the New Generation Mobile technology makes it easier to manage network traffic.	0.721
I think that the New Generation Mobile technology has reduced the costs.	0.718
I think that the New Generation of mobile technology increases the efficiency of marketing activities.	0.716
I think that the New Generation Mobile technology is reducing downtime in critical business applications.	0.716
I think that with New Generation Mobile technology, you run your business online.	0.699
I believe that the New Generation Mobile technology provides uninterrupted communication and information access.	0.664
I think that New Generation Mobile technology is the technology of the present and the future.	0.655
I think that New Generation Mobile technology maximize marketing activities.	0.638
I think New Generation Mobile technology is the only option for marketing in the developing world.	0.605

Descriptive Analysis

Mean and standard deviations of items were given in Table 5. According to these statistics, the largest mean value was belonged to the items “I think that New Generation Mobile technology is the technology of the present and the future whereas the smallest mean value was belonged to the item “I think New Generation Mobile technology is the only option for marketing in the developing world.”. In order to determine homogeneity of the replies, coefficient of variation was derived from these By this means, it was found that the most homogenous replies were given to the item “I think that New Generation Mobile technology is the technology of the present and the future” whereas the most heterogenous replies were given to the item “I think New Generation Mobile technology is the only option for marketing in the developing world”.

Table 5. Descriptive statistics of the items (n=109)

Item	\bar{X}	SD	CV (%)
I think that New Generation Mobile technology is the technology of the present and the future.	4.31	0.61	14.05
I think New Generation Mobile technology is the only option for marketing in the developing world.	3.94	0.89	22.68
I believe that the New Generation Mobile technology provides uninterrupted communication and information access.	4.07	0.72	17.66
I think that New Generation Mobile technology maximizes marketing activities.	4.18	0.64	15.30
I think that the New Generation Mobile technology has reduced the costs.	4.23	0.64	15.02
I think that the New Generation of mobile technology increase the efficiency of marketing activities.	4.22	0.62	14.60
I think that with New Generation Mobile technology, you run your business online.	4.15	0.64	15.39
I think that the New Generation Mobile technology makes it easier to manage network traffic.	4.13	0.58	14.08
I think that the use of the New Generation Mobile technology provides greater brand value.	4.11	0.65	15.72
I think that the New Generation Mobile technology is reducing downtime in critical business applications.	4.16	0.63	15.13

\bar{X} : Mean, SD: Standard deviation, CV: Coefficient of variation

SUMMARY OF FINDINGS

This study aimed to shed light on effects of new generation mobile marketing strategies on consumer behavior through business managers. In this study, a questionnaire consisting of 60 items was applied to a total of 109 people. 43 of the participants (39.4%) were women and 66 (60.6%) were men. Most of the respondents are senior manager 64.2 % , in terms of education 65.1% of them were bachelor's degree holders. 51.7% of the respondents had worked 1 to 5 years, and the majority 63.9% of them were bachelor degree holders. When the age distribution, majority of the participants were between age of 31-40 which is 42.2% of the sample. When we look at the work experience 30 participants are 27.5% within 8 up to 10 years' experience of working. The results of analysis by organization sectors shows that, electric and electronic sector respondents are more than other sector respondents which is 21.1% of the sample. According to main finding of this research, middle age managers have enough years of experience and bachelor degree with is not a specialization level degree for most of the managers, training and development program has worked as main booster for the employee performance in these organizations, thus, the role of training and development programs in

Afghanistan and other developing countries, which are striving to keep the fast pace with new methods of public management systems, can be noticed and pointed out.

Since the study aims to analyze effects of new generation mobile marketing strategies on consumer behavior by business directors the difference tests was conducted to the gender, title, education level, age, experience, organization sector, number of employees, and website, mobile application, social media accounts usage of the organization According to the results, it is proved that all the participants organizations were using at least one of mobile marketing platform out of website, mobile application or social media accounts. However 93.6% of these organizations have website, 86.2% of them have social media accounts while holding mobile application of the company is 58.7%. Using less mobile application could refer to the usage of traditional and almost old marketing strategies rather than new generation mobile applications. Additionally high cost of this applications are could be named as another reason for the less usage of this technology.

For the respondent of effect of mobile marketing strategies on consumer behavior section business directors are highly agree that mobile marketing strategies have positive effect on consumer behavior, due to; defines market segmentation, contributes the market share, reduces communication and promoting costs, increment the orders potential, easy access to the global and targeted market, and increase the brand awareness. On the other side, few of them thinks that classical marketing strings are more useful than mobile marketing strategies. Because of mobile marketing is very new marketing tool, consumers need more time to understand, consumers do not trust the electronic media, it's not easy to access for customer in different ages. The establishment mobile marketing strategies as a general form of marketing communication has to be a major goal for all organizations. This is one of the most important requirements for the entering digital world. Therefore, companies should more focus on creating mobile marketing strategies to lead in the industry.

For the respondent of effects of new generation mobile technology on marketing activities section, business directors are thinking that new generation mobile technologies are more effective and helpful for the marketing activities. Results shows that Mobile Technologies makes easier to manage network traffic, maximize the marketing activities, provides greater brand value, increase efficiency of marketing activities and reducing time consuming in critical business applications.

CONCLUSION AND DISCUSSION

Economic, political, cultural, technological and economic developments in the world are effective on all disciplines, while these factors also bring various innovations to the literature as

well. The Information Technology Age started in the 1990s while it invented some innovations and developments policies in marketing field. The widespread use of the Internet connection, the cheapening of computers and the emergence of the mobile concept have led to various developments and changes on all the processes from the production stage to the end up with consumer. With advancing technology, consumers have become more conscious, determined and having access to collect information towards purchasing their goods and services more efficiently than before. Consumers have started to use various methods such as reading and evaluating the product or service which has planned to purchase. This purchasing process takes into progress by comparing them over the internet, researching the company that sells at a reasonable price, and the comments of other consumers using the product or service. These developments, which are experienced by consumers in purchasing processes, have led to some innovations on the discipline of consumer behavior.

Smart mobile phones that have changed many of our habits and facilitated our lives with their inclusion in our lives have also been a harbinger of innovations in marketing. Along with these innovations, mobile apps and notifications sent by these applications, mobile pop-ups and banners, as well as mobile marketing and advertising tools, have taken its place in the marketing literature.

The concept of marketing that entered our lives in the 19th century covers all processes from the production stage of the product to the end consumer. The increasing number of competitors, globalization, changing market and market conditions, mass production and branding efforts make the marketing activities inevitable. As it is known, it is necessary to consider various factors in creating marketing strategies. These factors play an important role in marketing activities and have a direct impact on sales transformation.

Mobile marketing, which is one of the products of social media, has been called a new era in the research of consumer behavior with the introduction of people into life. Because, it is possible to obtain instant, low-cost and effective information about the unknown factors such as attitude, comment, perception, appreciation and expectation of the consumers with mobile marketing. With mobile marketing, businesses are able to receive bidirectional and instant feedback, unlike traditional methods in both marketing and promotion.

The most important aspect of marketing through mobile marketing tools is the determination of consumer characteristics, the design of sales and promotion policies according to consumer expectations and attitudes, the existence of a target consumer group and the direction of the general operating policies according to the behaviors of this group. It is in this period that all the initiatives that will motivate the consumers to purchase and thus contribute to the business objectives are coordinated and in coordination with the integrated market. It is period that all the

initiatives that will motivate the consumers to buy and therefore contribute to the business objectives are put together, namely the communication with the integrated market.

LIMITATIONS

Since the survey was designed to capture the impact of mobile marketing strategies consumer behaviors by the directors self-rated scales, one of the main limitations of this survey was Data collection. To show importance of new generation marketing strategies, it is possible that some respondents may exaggerate their actual field.

Limitations of time and budget can be considered, also the fact that this research is carried out only over a sample of participants from private sectors, not from public sectors. The current digital world gives right to the governmental units in order to present their services to society.

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