

# Customers' Preferences in Mobile Marketing in the Southeast Asian Countries

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**Abstract.** Marketing has been constantly developed. Business processes as well as the sales techniques, form and greetings the customers has changed as a result of new technology. Therefore, business processes must be innovated by companies in different areas. Growing consumption of consumer society and offers exceeding the demand many times result in new conditions allowing the different approach to doing the business. Tens to hundreds of different modifications of the same product appear on the market. New digital technology enter the market, therefore customers carefully contemplate, compare and decide which of offered products meet their needs, image, lifestyle, finance most. Growing popularity of mobile technology result in possible platform of creating new relations with customers. Creating new product addressing the customers is not a simple process. Therefore, the aim of the research is to find out the customers' preferences in proposed banners to be used in advertising campaign for introducing new mobile gaming app store.

**Keywords:** Marketing Campaign, Banners, Customer, Customers' Preferences.

## 1 Introduction

Businesses facing the growing customer diversity need to follow trends, adapt to them, and improve the market position using the global marketing activities [1-8]. At the same time, business processes must be innovated by companies to remain competitive. Therefore, they seek innovative ideas in different areas [9-14].

Several years ago, people were watching the same media and thus, millions of consumers were affected by the advertisement at the same time. However, the attention of today's consumers is attracted by hundreds of TV channels, radio stations or magazines [15]. As the customers are one of the key success factors, businesses have to define and engage them, meet their needs, wishes, interests and keep them loyal. At the same time, customers' needs must be taken into consideration [16]. New digital technology entre the market, therefore the customers are offered a much wider choice of goods and services than in the past [17]. The information relating to products and companies are

much more valuable [18]. Customers analyse them and make a choice – what is good value for money, more comfortable, amusing, healthier or eco-friendly [19]. Creating new product addressing the customers is not a simple process. Therefore, the aim of the research is to define the customers' preferences in proposed banners to be used in advertising campaign. Old methods proven by years of use can be employed in this process as well as new ones. Standard methods of marketing communication can be used depending upon objectives, opportunities and company needs. Nevertheless, when the company wants to keep ahead of the competition and to address demanding customers more effectively, it has to combine standard with modern tools of marketing communication able to attract customers faster and in more effective way [20-22].

## 2 Methodology

Following the research into marketing, the customers' preferences in introducing new mobile gaming app store are investigated. The research was carried out in the Southeast Asian countries, namely the Philippines, India, and Thailand. In total, 287 respondents participated in the questionnaire created on [www.surveymonkey.com](http://www.surveymonkey.com). Composition of the respondents is given in Table 1.

**Table 1.** Composition of the respondents.

Answer choice	Philippines		India		Thailand		Total	
	%	Total	%	Total	%	Total	%	Total
Frequency	38.68	111	34.84	100	26.48	76	100.00	287

The aim of the research is to define the customers' preferences in proposed banners to be used in advertising campaign for introducing new mobile gaming app store.

## 3 Research and Discussion

In the first step, the results of the marketing research focused on comparing four graphic banners were analysed. The results are presented in Table 2.

**Table 2.** Do you like the banner?

Answer choice	Banner 1		Banner 2		Banner 3		Banner 4	
	%	Total	%	Total	%	Total	%	Total
Yes	78.23	248	57.88	180	57.93	179	64.38	197
No	3.15	10	6.11	19	10.03	31	8.50	26
Not so much	11.99	35	28.62	89	22.65	70	15.69	48
Is perfect	6.31	20	7.07	22	5.83	18	11.11	34
Is bad	0.32	1	0.32	1	3.56	11	0.33	1

The greatest number of respondents (78.23%) liked banner 1. In comparison to banner 1, banner 4 was preferred by 64.38% of respondents. Only 57% respondents were in favour of banner 3 and banner 4.

Banner 4 was perfect according to the opinion of 11.11% of respondents. The response of 7.07% respondents was in favour of banner 2. Banner 1 was considered perfect by 6.31% of respondents. Banner 3 was perfect only for 5.83% of respondents.

28.62% of respondents did not like banner 2 so much. The response of 22.65% of respondents was that they did not like banner 3 so much. In the case of banner 4, 15.69% of respondents did not like it so much and 11.99% of respondents were not in favour of banner 1.

10.03% of respondents did not like banner 3. In the case of banner 4, 8.50% of respondents mentioned they did not like it. 6.11% of respondents were not in favour of banner 2. The response of 3.15% of respondents was they did not like banner 1.

Other respondents mentioned the banner is bad (banner 3 – 3.56%; banner 4 – 0.33%; banner 1 – 0.32%; banner 2 – 0.32%).

Following the obtained results, it can be stated that banner 1 was the best-assessed banner and banner 4 was considered so interesting by respondents that it took second place.

Besides quantitative responses, also qualitative responses in a form of respondents' comments were important to achieve relevant opinion. Following the responses, the respondents' opinions could be assessed more precisely. The most commonly used terms are mentioned in Figures 1-4. The relevant responses are summarised in Table 3.



**Fig. 1.** The most often used qualitative responses – banner 1.



**Fig. 2.** The most often used qualitative responses – banner 2.

Clear Intriguing Graphics Advertising Game Love  
 Interesting Guy Nice Comedy App Picture  
 Looks Think Banner Mobile Simple Dull  
 Attractive Inviting Extra Credit Common Little Discount  
 Kind

**Fig. 3.** The most often used qualitative responses – banner 3.

Awesome Text Perfect Idea Extra Credit Figure  
 App Clean Nice Clear Banner Interesting  
 Looks Simplicity Simple Deal Cheaper Games  
 Makes me Curious Neat Attractive

**Fig. 4.** The most often used qualitative responses – banner 4.

**Table 3.** The most often used relevant qualitative responses.

Banner	Answer choice	Absolute frequency	Relative frequency
Banner 1	Interesting	18	11.61
	Nice	13	8.39
	Awesome	6	3.87
	Exciting	6	3.87
	Catchy	6	3.87
Banner 2	Comic	13	8.97
	Nice	10	6.90
	Interesting	8	5.52
	Attractive	6	4.14
	Animated	5	3.45
Banner 3	Nice	9	6.72
	Simple	9	6.72
	Interesting	8	5.97
	Attractive	6	4.48
Banner 4	Clear	3	2.24
	Nice	13	10.74
	Simple	8	6.61
	Perfect	4	3.31
	Awesome	3	2.48
	Attractive	3	2.48

Following the assessment (percentage point) of terms mentioned in comments presented in Table 3, it can be seen that “interesting” was the most frequent word. This response was mentioned 18 times. 13 respondents mentioned the most frequent qualitative response – “Comic” when evaluating banner 2. It was 8.97% of respondents. The word “Nice” was the most frequently used in the case of banner 4 and banner 3. It was

used by more than 10% of respondents (10.74%; 13 respondents) when evaluating banner 4. In the case of evaluating banner 3, it was used by more than 6% of respondents (72%; 9 respondents).

The effect of banner was investigated in the next step. As the information given by the banner was not complete, our intention was to find out whether the respondents will be so curious to know more about offer advertised using individual banners. Obtained results are presented in Table 4.

**Table 4.** Will you be interested to know more about the offer behind the banners when you will see it?

Answer choice	Banner 1		Banner 2		Banner 3		Banner 4	
	%	Total	%	Total	%	Total	%	Total
Yes	93.06	295	78.14	243	73.79	228	83.33	255
No	6.94	22	21.86	68	26.21	81	16.67	51

Following the results presented in Table 4, it can be seen that banner 1 provoked curiosity of 93.06% of respondents. Despite the fact that respondents (83.33%) show the considerable interest in banner 4, in comparison to banner 1, the interest was slighter. Banner 2 and banner 3 provoked curiosity of 70% of respondents. 78.14% of respondents were curious and wanted to know more about banner 2. 73.79% of respondents were interested in banner 3.

Consequently, it was found out whether respondents were curious enough to click on banner. The results are presented in Table 5.

**Table 5.** Will you click on banner if you see it online?

Answer choice	Banner 1		Banner 2		Banner 3		Banner 4	
	%	Total	%	Total	%	Total	%	Total
Yes	76.66	243	62.06	193	61.17	189	71.24	218
No	5.99	19	14.47	45	18.12	56	8.82	27
Maybe	17.35	55	23.47	73	20.71	64	19.93	61

Following Table 5, it can be seen that banner 1 was evaluated in positive way by 76.66% of respondents; the response of 17.35% of respondents was “Maybe” they will click and remaining 5.99% of respondents will reply in negative way. In comparison to previous analyses, it is a sign that approximately 1% of respondents not interested in the banner could possibly click on it to know more and approximately 16% of respondents showing an interest in banner could not possibly click on it. The great interest of respondents in clicking on banner to know more was recorded in the case of banner 4. The positive response occurred in the case of 71.24% of respondents, 19.93% of respondents replied “Maybe” they will click and the response of remaining 8.82% of respondents was negative. When evaluating other banners (banner 3 and banner 2), the more negative responses can be observed and respondents are not willing to click on given banners.

In further step, four banners were compared by respondents. Obtained results are mentioned in Table 6.

**Table 6.** Which from this banner do you like most?

Answer choice	Absolute frequency	Relative frequency
Banner 1	121	39.54
Banner 2	48	15.69
Banner 3	36	11.76
Banner 4	101	33.01

Following the results, it can be stated that banner 1 is the most preferred banner appropriate for the advertising campaign. Banner 1 was more important for 39.54% of respondents. Banner 4 important for 33.01% of respondents took the second place. Banner 2 (15.69%) took the third place followed by banner 3 (11.76%).

Owing to the constantly changing business environment, development of new technology, technical progress and economy globalisation, each business should focus not only on achieving the competitive advantage but also on improving the business processes [23-28]. Growing popularity of mobile technology result in possible platform of creating new relations with customers [29-32]. Mobile networks provide services not available in the past, e. g. promotion of products, services, and communication with all customer segments [33-35]. Because of mobile phones, customers can be addressed wherever and at any time. Due to new digital technology, the choice of customers is much wider in comparison to the past. They are better acquainted with products and companies offering them. Customers contemplate, compare and decide which of offered products meet their needs, image, lifestyle, finance, etc. most. Customers analyse them and make a choice – what is good value for money, more comfortable, amusing, healthier or eco-friendly [36,37]. Therefore, creating new product addressing the customers is not a simple process. The aim of the research was to analyse the customers' preferences in proposed banners to be used in advertising campaign to introduce new mobile gaming app store. In total, four graphic banners were compared. Following the results, it can be seen that banner 1 was in favour of the greatest number of customers. At the same time, it provoked the most intense curiosity. Consequently, it was found out whether respondents were curious enough to click on banner. The assessment of banner 1 was the highest one again. When assessing all four banners at the same time, banner 1 was the most preferred, too. Following the results, it can be stated that banner 1 is the most appropriate banner to be used in advertising campaign.

## 4 Conclusion

Owing to the constantly changing business environment, development of new technology, technical progress, and economy globalisation, each business should focus not only on achieving the competitive advantage but also on improving the business pro-

cesses [38-41]. However, marketing has been constantly developed and business processes as well as the sales techniques, form and greetings the customers has changed as a result of new technology [42-46]. Creating new product addressing the customers is not a simple process. New product must attract the attention of new customers to such extent to meet their needs, interests, and wishes. The role of companies is to take into account the customers' preferences, to keep customers' loyalty and to attract new potential customers. The results obtained will help to better understand consumer preferences and thus better target the product advertising. Further potential of research is in expanding to other countries in Southeast Asia. Furthermore, it is possible to make comparisons with other regions of Asia and other parts of the world. The limitations of research are given by limited resources.

## Acknowledgement

This research was supported by projects KEGA 005TU Z-4/2020 "Economics, Management and Enterprising in Wood Industry Companies – university textbook with visualization support in virtual space". This research was supported and funded by APVV-17-0656 titled Transformation of Paradigm in Management of Organizations in the Context of Industry 4.0. This publication is the result of the project implementation: Progressive research of performance properties of wood-based materials and products (LignoPro), supported by the Operational Programme Integrated Infrastructure (OPII) funded by the ERDF.

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