

NAME: Oya ERU

TITLE: The Effect Of Mobile Marketing Applications To Consumer Behaviour In Supermarket Industry: The Case Of Aydin

ABSTRACT

A number of conditions in developing technological innovations in communication technologies led to the occurrence. Today, mobile technologies and mobile communications have become indispensable to people. Especially with the introduction of the internet, mobile devices, has different using areas.

Given that users always a combination of mobile devices, for marketing activities, the use of mobile devices has become inevitable. Performing marketing activities through mobile devices, can be expressed as mobile marketing. Mobile marketing concept, has become an important topic for companies.

For a feedback at lower cost, assess the views of customers about the products and to convey the appropriate the right message at the right time to the target audience, companies benefit from mobile marketing.

Mobile marketing, has become an important issue for marketing. For this reason the subject of the study determined as mobile marketing. In the Study, it has been investigated the effect of mobile marketing applications to purchasing behavior of supermarket consumers. In this respect the center of Aydin Province carried out a survey of 530 consumers and to find out the views of the managers of the supermarket about mobile marketing, customer services, were interviewed. The survey data were analyzed by SPSS software.

As a result, consumers who live in the center of Aydin Province have a positive outlook toward mobile ads and mobile ads affects purchasing. Participants, find mobile ads, entertaining and reliable. Participants did not accept only mobile ads from the brands which they allow to send them. When participants receives an award-winning mobile advert, they share this advert with their environment.

Participants who responded to the survey also said that mobile adverts which comes from the supermarkets, increased their interest to the company. And Participants interested in receiving messages about the product which they interested.