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Women's Perceptions Toward Mobile Advertising

Shona Dolson
Walden University

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Walden University

College of Management and Technology

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Shona Dolson

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Review Committee

Dr. Matthew Knight, Committee Chairperson, Doctor of Business Administration Faculty

Dr. Edward Paluch, Committee Member, Doctor of Business Administration Faculty

Dr. Matthew Gonzalez, University Reviewer, Doctor of Business Administration Faculty

Chief Academic Officer
Eric Riedel, Ph.D.

Walden University
2018

Abstract

Women's Perceptions Toward Mobile Advertising

by

Shona Dolson

MBA, Devry University, 2010

BS, Medaille College, 2002

Doctoral Study Submitted in Partial Fulfillment

of the Requirements for the Degree of

Doctor of Business Administration

Walden University

July 2018

Abstract

The use of technology is changing at a very rapid pace, and companies must strategically design advertising messages for the ever-changing devices and platforms. The general business problem was that business owners have not been able to maximize the profitability of mobile advertising messages directed at women. The specific business problem was that business leaders need strategies to enhance mobile advertising returns by targeting messages that incorporate women's perceptions of mobile advertising. The purpose of this case study was to explore how business leaders can enhance mobile advertising returns by incorporating women's perceptions of mobile advertising into the design of advertising messages. The conceptual framework for this study was user gratification theory. The study population was 5 women business owners from a medium-sized city in the Mid-Atlantic region of the United States. Criteria for study participation included owning a business and using a mobile device to shop. Data were gathered in face-to-face interviews and the review of company documents and websites pertaining to mobile advertising. Yin's 5-step process was used for data analysis. Themes that emerged were value, need, personalization, and time. Business owners, potential business owners, and marketing personnel could benefit from this research. The implications for positive social change include activating management to motivate employees, thereby enhancing employee performance to sustain organizational profitability. Leaders can actively participate in social change by motivating and developing employees, who can then help others and contribute to society by bringing awareness to social causes and providing mentoring and job skills training.

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Dedication

This study is dedicated to posthumously to my dad, Grantley Thorpe, who emphasized education, my grandmother (mama), who prayed for me long before I started this journey. To my husband, Dana Dolson, without him, I would have never been able to accomplish any of secondary education. My daughters, Carmen Dolson, Dena Dolson, Ashley Dolson and my granddaughter Kaylei Harris for whom I wanted to show them that all things are possible through Christ who strengthens me. Thank you for your love, continuous support, and encouragement.

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Section 1: Foundation of the Study

The use of technology influences almost every aspect of the business world and the way advertising messages reach consumers. Companies employ individuals to help send out thousands of targeted advertising messages via the Internet, mobile media, and other digital methods to maintain market share, brand awareness, product loyalty, and promotions (Magrath & McCormick, 2013). Consumers indicate that unwanted messages are intrusive, and others are welcomed (Verlegh, Franssen, & Kirmani, 2015). In this study I explored small business owners' discernments towards mobile advertising.

Background of the Problem

The use of technology is changing at a very rapid pace, and companies must strategically design advertising messages for the ever-changing devices and platforms. However, with such spending growing at an increasing pace, academia, and practitioners alike have begun to recognize that a fundamental question remains unanswered: Which consumer segments are willing to accept mobile advertising?

Advertising agencies did not form in the United States until the 1920s (Keyes, 2014). The industrial revolution growth led to mass marketing through radio, television, and yellow pages (Keyes, 2014). The most typical vehicle of push advertising messages target large groups of consumers is through Short Message Service (SMS) (Yang, Kim, & Yoo, 2013). Wua, Kao, Wuc, and Huang (2015) stated the distinctions between push and pull segment advertising are changing because of the methods consumers find information on the Internet. Pull advertising allows the consumer to research information online, whereas push advertising sends messages to the user (Wua et al., 2015).

Push and pull segments allow marketers to design advertisements to target particular groups with specific ads; results reflected that consumers respond to those messages over 81% of the time (Smutkupt, Krairit, & Khang, 2012). Business employees can create brand awareness through personalized messages that end users welcome (Barreda, Bilgihan, Nusair, & Okumus, 2015). Creating awareness builds customer loyalty and increases revenues.

Research studies of digital advertising are limited due to the rapid changes in this phenomenon. Women represent such significant purchasing power; businesses need to market to women in a manner that understands their perceptions, motivations, and expectations (Scanlon, 2013). Business management needs to target women through wanted advertisements.

Problem Statement

Technology changes at a very rapid pace and companies must strategically design advertising messages for the ever-changing devices and platforms. Mobile digital advertising is a diverse market that has opportunities for earning market share and high economic returns (Maurer, Nelms, & Rea, 2013). In 2013, global spending on mobile advertising reached \$16.7 billion with expectations of reaching \$62.8 billion by 2017 (Bart, Stephen, & Sarvary, 2014). The general business problem was that business owners have not been able to maximize the profitability of mobile advertising messages directed at women. The specific business problem was that business leaders need strategies to enhance mobile advertising returns by targeting messages that incorporate women's perceptions of mobile advertising.

Purpose Statement

The purpose of this qualitative case study was to explore how business leaders can enhance mobile advertising returns by directing specific messages incorporating women's perceptions of mobile advertising. The use of recent technology is changing at a very rapid pace, and companies must strategically design advertising messages for the ever-changing devices and platforms. The study population included women business owners from a medium-sized city in the Mid-Atlantic region of the United States. This targeted population was appropriate because women's spending online accounts for \$20 trillion yearly (Coverdale & Morgan, 2013). The implications of this study for positive social change include activating management to motivate employees, thereby enhancing employee performance to sustain organizational profitability. Leadership can actively participate in social change when they motivate and develop employees so that employees can, in turn, contribute to society as new leaders emerge from their ranks. The implications of this study for positive social change include involving business owners in the community sponsoring events. Current employees can help bring awareness to social causes and provide valuable mentoring and job skills training. Because of widespread access to information, raising awareness of social causes through mobile marketing is a probability.

Nature of the Study

Companies must strategically design advertising messages for the ever-changing devices and platforms; I chose a qualitative case study design over quantitative and mixed methods. The flexibility of case study design allows the researcher to collect data

from various sources (Yin, 2014). Moustakas (1994a) stated qualitative researchers focus on questions uncovering insight into the perception based on memories and judgment. During this study, I asked open-ended questions to gain insight into women's perceptions of mobile advertising. Case study process enables the researcher to arrive at a consensus from the participant's conscious experience (Galvin, 2015). Throughout this case study, I arrived at a consensus from the participants' lived experiences, which was why this methodology was advantageous.

When a researcher uses quantitative methods, they do not allow the interviewer to ask open-ended questions to expose experiences that qualitative studies produce (Moustakas, 1994a). For this study, mixed methods were not the correct way to explore in-depth perceptions, thoughts, and feelings of women towards mobile advertising messages. Case study research appealed to me for this study to explore why women prefer specific messages.

Research Question

One research question was the focus of the study that explored strategies that incorporate women's perceptions of mobile advertising. How can business leaders enhance mobile advertising returns by directing specific messages incorporating women's perceptions of mobile advertising?

Interview Questions

1. What is your perception of business leaders using mobile devices for advertising and or marketing campaigns?
2. What types of messages make you purchase a product or service?

3. How does the use of personalization affect your response?
4. What was the last advertising message you received?
5. Why did you respond to that message?
6. What gratification do you feel when using your mobile device to shop?
7. What applications (apps) do you use on your phone to help with purchasing decisions?
8. How do you use location-based services?
9. What messages prompt you to make a purchasing decision?
10. What additional information or problems would you like to share about the perception of mobile advertising that I did not ask about?

Conceptual Framework

I intended to explore the gratification theory and the effectiveness of mobile advertising compared to nonmobile advertising. User gratification theory was developed by Herzog in 1941 (Herzog, 1941). Schramm later expanded upon Herzog's work in 1954. This theory addresses the gratification attained from media use and the gratification seven constructs' that relate to mobile marketing are (a) affection/sociability, (b) entertainment, (c) instrumentality, (c) psychological reassurance, (d) fashion/status, (e) mobility, and (f) immediate access (Leung & Wei, 2000).

Operational Definitions

Brand awareness: The ability of a potential buyer to recognize or recall that a brand is a member of a certain product category (Smutkupt et al., 2012).

Brand image: Consumers own developed perception of a brand (Smutkupt et al., 2012).

Brand knowledge: Is stored in consumer's memory. The two components that make brand knowledge are brand awareness and brand image (Smutkupt et al., 2012).

Brand personality: Human characteristics that consumers associate with a particular brand (Smutkupt et al., 2012).

Connectedness: Consumers are feeling related to the company's resources (Lamy, Guéguen, Fischer-Lokou, & Guegan, 2016).

Multimedia messaging service (MMS): Enriched media messages sent and received via mobile devices that have picture capabilities (Setyono, Jahangir, & Eswaran, 2014).

Permission marketing: Companies gain permission from consumers to send electronic communication regarding products (Holmes, Byrne, & Rowley, 2013).

Assumptions, Limitations, and Delimitations

Assumptions

Assumptions include knowledge of certain information or about the case study topic, participants, and potential outcomes (Yin, 2014). Because of unknown assumptions, there are several assumptions for this study that influenced the outcome of the study. Face-to-face interviewing of participants was the primary method of data gathering. The assumption was that the participants were honest with their answers. Secondly, I was solely relying on the memory of the participants. Participants recalled

what type of advertising messages that they received, their responses, and any other pertinent information.

Limitations

In this study, several limitations existed. Limitations included influences beyond my control. Limitations are environmental circumstances that researchers do not have total control over (Clement et al., 2015). Those limitations may affect certain generalizations of the research. The type of mobile device plans varies based on the carrier; the type of device, cost, which could limit the amount, and category of messaging and data consumption. Limitations include (a) the participants experience level with smart devices, (b) not being able to interpret body language, and (c) the type of services or apps that the participants accessed on their device. There was limited research in the United States concerning women's discernment of the type of mobile advertising messages they receive.

Delimitations

Delimitations of the study include controllable factors such as the geographic area and participant criteria Vernon-Dotson (2013). Many published studies included participants that were young college-aged students or male (Gao, Rau, & Salvendy, 2014). Most of those prior studies come from Asia and Europe (Gao et al., 2014). I excluded those groups to research their discernment of mobile advertisements. Different service providers and the types of mobile messages did vary for the participants. This study was limited to women business owners who own a mobile device.

Significance of the Study

Understanding women may lead to an increase in positive responses to advertising messages. Those positive responses may contribute to the recipients of the advertising messages to purchase as a direct result. Results may allow companies to design advertisements that women identify with. Messages that are nonintrusive need designing as consumers and the mobile marketplace is changing. Also, other factors such as cultural differences and current market conditions influence mobile marketing messages (Kim & Jun, 2008). The common theme among the studies on mobile advertising researched was that the mobile digital advertising was a changing market that has many opportunities for businesses (Wong, Tan, Tan, & Ooi, 2015).

Implications for Social Change

The intended result of this research was to share information with marketers and business owners to design advertising messages that increase profitability. Innovative marketing strategies may increase revenues for business and increase social awareness. Because of widespread access to information, raising awareness of social causes through mobile marketing is a probability (Linder, Myers, Riggle, & Lacy, 2016). Businesses that increase profits could extend more opportunities to current employees and bring awareness to social causes. Sponsoring community events may help to improve the current situations. Owners and employees could provide not only monetary support, but also offer mentoring and job skills training.

A Review of the Professional and Academic Literature

This study was an exploration of the perceptions of mobile advertising of women with varying backgrounds, education, and employment status. The backgrounds of the participants include business owners with different business and length of time in operation. The 182 references for this study include 172 scholarly peer-reviewed articles representing 94% of the total; 10 nonpeer reviewed articles representing 5.5%, two government websites representing 1.1%, and two books representing 1.1%. The total references published within the past 5 years are 173, which is 95% of the total number. The literature review contains 106 references, with 101 references published within the past 5 years, representing 57.4%, and 95 from scholarly peer-reviewed sources, representing 54%. The literature review included journal articles on the topics of digital advertising, mobile advertising, mobile applications, and gender. Information for the research came from the following databases: ProQuest Central, ProQuest Computing, Business Source Complete, Emerald, Sage Premier, Thoreau, United States Bureau of Labor and Statistics, with keywords *digital, mobile, advertising, marketing, women, smartphone, and gender*.

The literature review included many aspects that influence mobile advertising and perceptions. New formats of media technology including synchronous and asynchronous communication influence consumer's choices (Cantalops & Salvi, 2013). The segmentation of mobile devices includes information-oriented services, application-oriented services, transactional services, and communication-oriented services

(Cantalops & Salvi, 2013). The above influence how women perceive and utilize mobile devices

Technology and Marketing

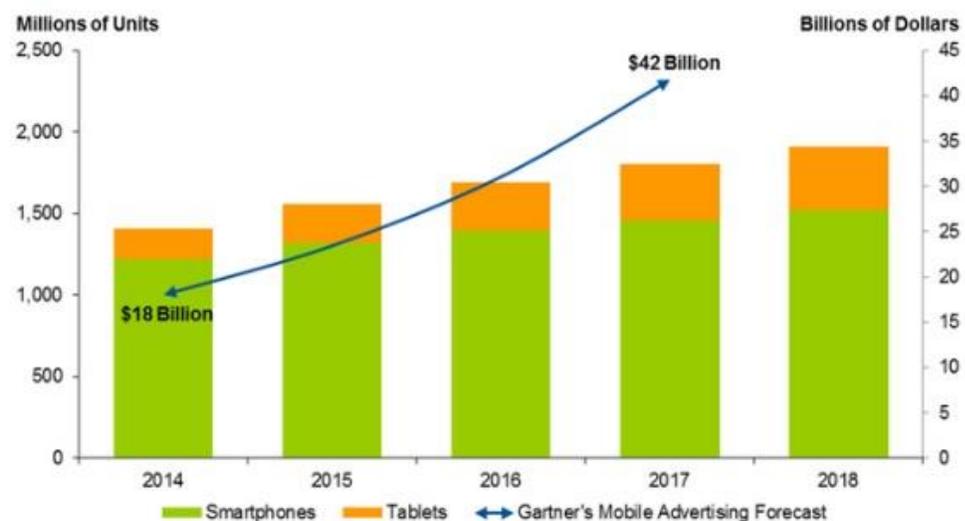
Marketers struggle with traditional methods of advertising such as newspapers, direct mail, radio, and TV because of declining usage (Goldfarb, 2014). Traditional media formats of advertising messages produce waste by targeting noncustomers, in contrast, interactive, and digital media targets consumers based on previously gathered data of that individual (Goldfarb, 2014). Waste occurs when advertising messages do not reach the targeted audience or not seen (Fulgoni, 2016). Per the Bureau of Labor and Statistics (BLS) (2016), consumer spending on newspapers and magazines decreased every year from 2008 to 2016. Consumers spending on online content increased dramatically from 2007 on (Creech, 2016). Because of dramatic changes to advertising methods, advertisers looked for ways to maximize results by analyzing return on investments with mobile smart devices (Stone & Woodcock, 2013).

Mobile services include a growing list that includes (SMS), email, entertainment downloads, gaming, gambling, sports, location-based services (LBS), movie tickets, and discount coupons to name a few (Sultan, 2013). Because of the advances in technology, mobile devices have contributed to the growth of M-commerce. Smartphone ownership in the United States reached 74%, and tablet ownership increased to 33% (Smartphone, Tablet Uptake Still Climbing in the US, 2013). Hispanic ownership of smartphones reached 87% and 60% for tablets. Projections are that U.S. smartphone ownership will exceed 287.4 million in 2014, which ownership represents 91.6% of the population

(MobiThinking, 2014). In the U.S, 82% of consumers' access media via their smartphones, which businesses utilize to increase exposure (McGuire, 2015).

A compelling marketing mix communicates brand information to target demographics (Berman, 2016). The skill level and comfort of technology influence the decision-making process regarding advertising campaigns. Managers should not base their decisions on their expertise or lack of expertise in digital methods (Madukua, Mpinganjirab, & Duh, 2016). Managers need to experience new media with hands-on training and not just read about it to make effective marketing decisions. Business leaders should strategize to maximize revenues with effective advertising that produces the highest return on investment (ROI) (Berman, 2016). As shown in Figure 1, sales of smartphones and tablets should exceed 1500 million units in 2018 and mobile advertising revenue will exceed \$42 billion from mobile advertising according to a December 2014 report, authored by analyst Mike McGuire.

Figure 1. Gartner's Worldwide Smartphone and Tablet Unit Forecast and Mobile Advertising Forecast



Source: Gartner (December 2014)

Gartner, Gartner Mobile Marketing Scenario, 2015, 15 December 2014

(ARCHIVED)

Figure 1. Bar graph showing worldwide smartphone and tablet unit forecast and mobile advertising forecast. “Gartner Mobile Marketing Scenario,” by M. McGuire 2015, Copyright 2015 by Gartner. Reprinted with permission.

Revenue growth of advertising is increasing. In 2012, U.S. businesses’ third-quarter advertising revenues were \$9.3 billion (Interactive Advertising Bureau, 2012). Over \$19 billion of advertisement revenue comes from mobile marketing in the United States (Grewal, Bart, Spann, & Zubcsek, 2016). Marketers gather data to design targeted marketing campaigns. Consumers like to see visuals with advertising messages versus just text (Shankar et al., 2016). Business leaders should invest in research that identifies critical metrics compared to data traditionally collected by phone (Berman, 2016). Consumer data improves the result of advertising campaigns. Smart devices have capabilities to track data, which is an advantage for companies advertising plans (Berman, 2016). Companies use programs to gather information from keystrokes, visits to web pages, searches made, time spent on a page, and ad content (Michael & Clarke, 2016). Some companies are set up to facilitate the exchange of data and purchasing records of consumers (Michael & Clarke, 2016). Some marketing campaigns target consumers that have no brand preference but could benefit from knowing online behavioral patterns (Strom, Vendel, & Bredican, 2014). Company stakeholders can differentiate whom their loyal customers are from comparison shoppers by gathering more data (Mittal, 2016).

Advertisers gather personal information and data of end users from cell phone carriers that include social media sites (Cheung, 2014). Social media sites and apps provide developers with the age, gender, and other personal demographics about the end user thus enabling targeted advertising messages sent to the end user (Cheung, 2014).

Advances in technology allowed 74% of mobile end users and marketers to access location-based information in 2012 (Brynjolfsson, Hu, & Rahman, 2013). A new feature is a quick response (QR) code, which marketing personnel utilizes more and consumers use the codes for convenience and savings (Wafa & Hashim, 2016). The QR codes are more prevalent in print, and loyalty programs than other forms of advertising (Wafa & Hashim, 2016). QR codes provide a link between offline and mobile promotions and used as a marketing strategy because these codes often require consumers to register for loyalty programs (Santos, 2015; Yaoyuneyong, Foster, Johnson, & Johnson, 2016). A recent study conducted for a Tesco grocery store involved QR codes located on subway platforms that allowed customers to shop online while waiting for their train; thus, online sales increased by 130% (Ry & Murdock, 2013). Marketers keep that information for future marketing campaigns (Wafa, & Hashim, 2016). High-end department stores use services such as scanning QR codes. The QR codes allow consumers to access reviews, prices, and videos (Brynjolfsson et al., 2013). Third-party vendors provide these services and others that allow the users to scan a universal product code (UPC) to find the price and nearest location (Brynjolfsson et al., 2013). Adult cell phone owners utilizing QR codes doubled in 2012 (Ry & Murdock, 2013).

Because of changing methods of advertising, marketers use different methods to track messages. Consumer neuroscience examines how the brain functions in relation to marketing messages as different brain waves occur with changes in eye movement (Slanzi, Balazs, & Velásquez, 2017). Qualitative researchers exploring market research utilize eye tracking emotional reactions to advertising messages monitored by using two methods (Kumar et al., 2013) Electroencephalography and eye-tracking responses. Eye trackers on website pinpoint areas with the most significant visibility since individuals have movement that is unique that influences their responses (Kumar et al., 2013; Slanzi et al., 2017). Single person data is analyzed from stores and websites for what consumers see while shopping (Kumar et al., 2013) this approach allows marketers a new method to connect with customers on an emotional level.

Television, radio, and print media are declining in usage as more people switch to online, digital media, and smart devices (Nissa & Mishra, 2016). The differentiation between smartphones, laptops, and tablets will decrease (Nissa & Mishra, 2016). The advantages of advertising online include targeting, monitoring, interactivity, and exposure (Maurer et al., 2013). Analytical data from advertising campaigns provide information on the effectiveness of awareness, traffic, and revenues (Goldfarb, 2014). Online and digital advertising allows companies to broaden their reach at a low cost. In part, the low-cost advertising comes from customer-centric analytics, dashboards, search engines, and social media marketing (Bakara, Desaa, & Mustafaa, 2015). Company leaders need to understand new media, customer interactions, consumer behavior, and measurement of consumer activities and outcomes (Bakara et al., 2015). Mobile devices

combined with Twitter, Facebook, YouTube, and Google influence business models. Company owners that spend their budgets on print, online, and TV, utilize analytics in the understanding of how and where to place useful messages (Bakara et al., 2015). Business models that promote and engage brand awareness with online digital advertising increase revenues (Wong et al., 2015).

Diminishing returns are a factor of where to spend advertising dollars to get the best return on investment. Consumers under the age of 34 spend the most time with digital media. Tracking of marketing efforts is increasingly challenging as many formats work in conjunction with other forms of advertising (Wong et al., 2015). Channel multiplicity refers to information-empowered consumers who frequently seek out different suppliers to fulfill their need for products and services (Verhoef, Kannan, & Inman, 2015). Part of this includes customers seeking other consumer-generated content (Verhoef et al., 2015). Multiple marketing channels contribute to challenges in marketing decisions, as stakeholders indicate they want a value-based approval from customers of their products (Bakara et al., 2015). This increase in the pull target segment directly influences the decrease of push targeting (Homburg, Wilczek, & Hahn, 2014). Enhancing customer values through customer acquisition, retention, and development is a significant factor in multichannel management (Pauwels & Neslinb, 2015).

Marketer's deliveries of advertising messages increased due to advances in technology. Through multiple channels, advertising messages reach their target audience (Shankar et al., 2016). The variety of the methods consumers receive messages includes text or other rich media (Maity & Dass, 2014), rich media allows the customer to view

facial expressions and connect on an emotional level. Advertising messages conveying rich media over a computer has better results than the same messages viewed on a mobile device (Maity & Dass, 2014).

Marketers realize that in today's digital landscape, the industry faces challenges in reaching customers and connecting with those same clients. Mobile advertising is increasing in popularity and usage; however, there is hesitation among the end users of this method (Pescher, Reichhart, & Spann 2014). On their mobile devices, consumers enjoy the variety of options that include searching for retailers, payment options, coupons, time-sensitive offers, and directions to the closest retailer (Strom et al., 2014).

Technology allows consumers to control the type of messages they receive. Over 90% of mobile market revenue comes from SMS because of the picture, video, and audio features (Wong et al., 2015). The highest usage of text messaging is by those aged 18 to 25 years of age (Abeele, Beullens, & Roe, 2013). Business owners and marketers may increase their footprint via mobile device and marketing. Some differences between mobile marketing delivered to desktops and laptops that impact customer relationships are the size of the screen and the primary method of entry, the keyboard (Ström et al., 2014). Marketing in the 21st-century must reflect the changes in theory.

Company leaders from Google and Microsoft state that their business customers expect more detailed analytics to accompany the increased spend on Internet advertising (Nichols, 2013). Technology advances allowed marketers to change traditional marketing. Marketers now include developing and maintaining relationships with their client base (Nichols, 2013). Two-way interactive communication is a method that is

primarily customer led (Goldfarb, 2014; Taylor & Levin, 2014). Communication with customers is taking place via websites; portals, search engines, text messaging, and location-based service (Taylor & Levin, 2014). Digital marketing activities include the Internet, email, databases, mobile devices, and digital TV; however, inferior cell phone service hampers mobile advertising growth (S. Lee, Kim, & Sundar, 2015).

The benefits of location-based advertising face technological challenges. This type of service started in Japan in 2001. Modern technology of radio-frequency identification Bluetooth, WiMax, and Wireless Lan's enhance location-based services (S. Lee et al., 2015). LBS growth comes from Open Mobile Alliance and Open Geospatial Consortium (S. Lee et al., 2015) while Mobile Location Protocol allows LBS applications to work independently through a wireless network. Li, Lu and Wu (2012) stated location-based services accessed through smartphone apps need more exploration on how to build an efficient business model.

Before the advent of smart devices, word of mouth (WOM) consisted of oral communication about a brand, product, or service (Rossmann, Ranjan, & Sugathan, 2016). Now, electronic word of mouth (EWOM) allows consumers to forward messages about products and or services Li, Lu and Du (2012). Another format is electronic brand media and SMS messages, known as m-branding (Mcgrath, & McCormick, 2016). Social psychological identity and utilitarian motives drive the usage of EWOM (Rossmann et al., 2016). Mobile marketing contains three elements of advertising that are push, pull, and viral strategies (Pantano & Viassone 2014). Mobile advertising growth expectations are high, but the challenges come from privacy, security, enriched

mobile messages, LBS, data rates, connectivity, and bandwidth (Rahimi, Ren, Liu, Vasilakos, & Venkatasubramanian, 2013).

Privacy, Trust and Spam.

The trust factor is a global issue (Pourrazavi, Allahverdipour, Jafarabadi, & Matlabi, 2014). As mobile phone usage increases, there is concern regarding the amount of spam sent and received. Irritating advertising messages that consumers receive face challenges due to security and legitimacy of the sender (Parreno, Sanz-Blas, Ruiz-Mafe, & Aldas-Manzano, 2013). Technology helped create many formats of digital media such as SMS, MMS, and apps; yet there is still some reservation about utilizing new forms of media (Siyavooshi, Sanayei, & Fathi, 2013). Many spam messages ask consumers for credit card numbers and other personal information Islam (2014), but with restrictions in place from financial institutions, consumers may receive SMS notifications of any unusual purchases to help reduce fraudulent activity. Secured services such as banking are risky because some consumers experienced fraud (Cheung, 2014). The Federal Trade Commission (FTC) regulates information from the developers and users of mobile apps (Sutanto, Palme, Tan, & Phang, 2013). The FTC ruled for free personal information readily accessible versus more stringent measures of protecting consumer information (Park, 2013). Trust, along with the need to create trust, in mobile advertising is a significant factor (Pourrazavi et al., 2014). The level in which the personal information gathering occurs derives partly on the skill level of the user (Park, 2013). Consumers view their phones as personalized space and have concerns about spam and other

intrusive forms of marketing because smartphone apps gather personal information (Liu, 2014; Sutanto et al., 2013).

Location-based services enable individuals to access brand promotions based on their location. Most mobile devices have preinstalled GPS or Geo positioning. With this type of device installed on most mobile devices, marketers track consumer's locations, preferences, and behaviors (Limpf, & Voorveld, 2015). Business leaders know where, when, and what we are doing. Gathering and sharing of this information caused concerns regarding privacy (Cheung, 2014). Many consumers access Wi-Fi to connect to the Internet to locate businesses, and directions, when connecting in this manner users' locations become visible (Limpf, & Voorveld, 2015). Combined, Apple and Android represent almost 1.5 million apps. Those apps gather and share personal information such as banking, location, and social media sites (Liu, 2014).

Consumers' perceptions of advertising reflect positive attitudes when they subscribe to services. Unsolicited messages are an irritation (Chan-Olmsted, Rim, & Zerba, 2013). User's preferences indicated that they do not want too many advertising messages (Kumar, Zhang & Luo, 2014). Permission-based advertising is beneficial as users subscribe to these services. Also, permission-based advertising improves the perceptions of push advertising (Hasan, 2016). The consumer's perceived value of mobile advertising might come from an existing relationship, the popularity of the brand and trust (Ström et al., 2014).

Gaining customers trust from marketing is a strategic move for businesses for many reasons. Well-known brands such as Coca-Cola have effective mobile campaigns

(Taylor & Levin, 2014). Customers that trust brands increase their loyalty to the company (Wang & Lin, 2017). There is a level of irritation when consumers receive unwanted messages; furthermore, consumers' state there is less irritation from services that they have subscribed (Eastin, Brinson, Doorey, & Wilcox, 2015). Consumers respond to ads that are relevant to them (Wong et al., 2015). Wang and Lin (2017) stated in their study that there are similarities across cultures regarding trust, which is invariant across cultures supporting prior cross-cultural trust research. Trust is a fact incorporated into global marketing strategies.

Brand loyalty is decreasing, and so is the level of trust. Various digital channels are affecting brand management and how to reach and maintain relationships with their customers (Smutkupt et al., 2012). Park (2013) examined the effect of digital literacy concerning privacy issues, technical knowledge, standard practices, and privacy policies. Smartphones contain operating systems that allow the manufacturers, cell phone providers, other businesses, and institutions to track the location and activities of the end users (Cheung, 2014; Wang & Lin, 2017). Because of distrust, consumers prefer to seek out information through blogs, social media, and video (Yu & Buahom, 2013). Digital literacy promotion enables users to control some the usage and access in a digital environment (Park, 2013).

Culture, Age, and Gender Influences

Cultural differences, financial status, and mobile markets affect the attitudes and perceptions of mobile advertising (Gould, 2014). Mobile advertising has rapidly changed due to advances in technology and the proliferation of mobile devices in many countries

(Bart, Stephen, & Sarvary, 2014). Asian countries deliver advanced content messages that influence attitudes toward mobile advertising (Wei, Lo, Xu, Chen, & Zhang, 2014). College students living in Asia do not find advertising messages intrusive (Wei et al., 2014). Japanese use mobile devices for entertainment whereas European and U.S counterparts utilize mobile devices for conveniences and access to business services (Liu, Sinkovics, Pezderka & Haghiriann, 2012). Those of Japanese descent consider themselves to be a collective culture and information is openly shared. Austrians favor individualist culture and personal information are limited (Liu et al., 2012). Commonalities of the two cultures indicate that consumers prefer advertising messages that are credible and trustworthy.

Compared to Asian countries, the rate of mobile advertising acceptance is low in countries like Germany and the United States. In Asian countries, 60% of respondents do not find mobile advertising negative, whereas only 20% of respondents in Germany and the United States feel positive about mobile advertising messages (Kim & Jun, 2008). In Germany, France, and the United Kingdom, 45% respondents, perceived messages as favorable and had a 29% response rate. The highest response rate that resulted in making a purchase was Germany at 49%, followed by the United Kingdom and 47% and lastly, France at 22% (Shadkam, 2017). Mobile phone users in Malaysia state that smart devices are valuable. The value is in functionality and apps. Consumers are becoming more dependent on these devices as there is an extremely positive correlation between smartphone users and future purchases (Agrebi & Jallais, 2015).

Multiculturalism plays a crucial factor in mobile usage and acceptance (Han & Ling, 2016). The overall culture of each society factors into the perceptions of mobile advertising. Asian countries have a collectivist cultural orientation (Kim & Jun, 2008). China's generation y favors mobile devices more than those in France and the United States. Smartphone manufacturers embed new forms of innovative marketing. Maghnati, Ling, and Nasermodeli (2012) explore the relationship between experiential marketing and value with current users in Malaysia. Likewise, companies' leaders explore the experimental methods to reach such users in Malaysia. The results from the study are in areas of experience in the following categories: sense, feel, think, act, and relate. With a greater understanding of these factors, marketers create better advertising campaigns (Maghnati et al., 2012).

Theories of perceptions of mobile advertising messages vary by age, geographical location, and past experiences. Age, sex, brand criteria, income, and location with influence consumer's willingness to receive messages (Schuinanii, Wangenheim, & Groene, 2014). Advertisers and practitioners can benefit by paying detailed attention to the design of ads Stone and Woodcock (2013). A quantitative study in China on how mobile users interact with mobile advertisements utilized six constructs that are as follows: user control, synchronicity, two-way communication, connectedness, playfulness, and interpersonal communication. The results indicate that younger generations are apt to interact with mobile devices whereas middle age consumers respond to a different approach (Gao et al., 2014).

Age is becoming less of a factor as 50% of consumers globally consume a variety of mobile services, online videos, online news, and engage in social media (Chan-Olmsted et al., 2013). Market research firm iSuppli estimates that in 2013, mobile smart devices, video games systems, TV's Blu-Ray players will exceed 503.6 million units. By 2015, those figures expected to rise to a staggering 780.8 million mobile device shipments (Berman & Kesterson-Townes, 2012). Mobile advertising influences consumer's perceptions and influences purchasing decisions (Ry & Murdock, 2013).

Even though mobile phone usage is increasing in adults, there are still differences in age and gender. Women do not prefer age segmentation. Women tend to research all the information, clip coupons, and use shopping lists (Jansen, Moore, & Carman, 2013). The results of a study indicate a link between phonetic symbolism and gender-based personality (Wu, Klink, & Guo, 2013). Women prefer brand names that contain front vowels. Men brand preference indicated the dislike of diet named drinks (Wu et al., 2013). Women scored lower than men did on technical skills; however, women accessed more privacy features. Over two-thirds of the participants indicate an awareness of phonetic embed in brand names. The highest usage is in U.S adults aged 18 to 29 accounts for 85% smartphone ownership (Smith, 2014). Adults over the age of 50 represent 54% of smartphone ownership (Smith, 2014). Smith (2014) stated that U.S adults use eleven apps on their mobile devices.

Gender, ethnicity, and income levels factor into mobile service usage in the United States (Smith, 2014). Surprisingly, African American has the highest usage of the ethnic groups in the United States (Smith, 2014) as shown in Table 1. There is a need to

pay attention to the types of messages sent to distinct groups since how those groups use phones vary (Drossos, Kokkinaki, Giaglis, & Fouskas, 2014). Advertising professionals should consider the gender of their target consumers when they design advertisements for their brand extension in the prestige brand category (Hur, Kim, & Kim, 2014).

Table 1

Smartphone Ownership, White vs. African American

Total 18+	White	Black	Difference
Gender			not sig
Male	55	54	not sig
Female	51	58	+7
Age			
18-29	79	85	not sig
30-49	69	67	not sig
50-64	46	41	not sig
65+			
Education			
High School grad or less	38	36	not sig
Some college	58	71	+13
College+	58	71	+8
Household Income			
<\$30,000	34	48	+14
\$30,000-\$74,999	53	64	+11
\$75,000+	74	81	not sig
Other Demographics			
Parents	70	68	not sig
Students	76	81	not sig

Note. Pew Research Center Internet's Project July 18-September 30, 2013 tracking survey. For results on all adults n= 4223 for whites n=664 African American. Adapted from "African Americans and technology use," Research Center, 2014. Copyright 2014 Pew Research Center. Adapted with permission.

Branding professionals should also consider the effect of schema congruity between advertisements of parent and extension brands on target consumers of both genders (Lieven, Grohman, Herrmann, Landwehr, & Tliburg, 2014). Perceptual aids in the processing mechanism that consumers identify brand extension with the parent brand.

Gender, the amount of financial reward and payment method influenced differences in the willingness to register for specific advertisements (Chang, Rizal, &

Amin, 2013). Studies indicate that men are more apt to register for these offers than women are (Chang et al., 2013). Gender differences are apparent as men utilize more financial and productivity apps whereas women prefer social networking sites (Lieven et al., 2014). To attract more women, marketers need to deploy different marketing strategies.

Advertising effectiveness may depend on factors such as gender, stereotyping, and perceptions of advertising (Lieven et al., 2014). Gender factors in marketing decisions from product inception to commercialization. The issue starts at inception when men facilitate most those processes whose target market is women (Okazaki, Navrro, & Lopez-Nicolas, 2013). Because of this, gender dichotomy occurs. Marketers develop campaigns to target women that are soft, qualitative, emotional, and social (Pescher et al., 2014). Women's expertise in smartphone usage is changing consumer shopping. Women make most of online purchases and women's spending online projected to exceeded \$28 trillion by 2014 (Coverdale & Morgan, 2013). The fastest growing online communities are female because women now use the Internet more than men do (Coverdale & Morgan, 2013). Advertising messages targeting women must tailor their ads to suit that demographic (Tucker, 2014).

Gender influences purchasing decisions (Okazaki & Mendez, 2013; Pescher et al., 2014;). McCarthy (2013) expects spending on digital marketing to reach \$630 billion globally by 2016 (as cited by McAlister, Srinivasan, Jindal, & Canella, 2016, p. 219). Consumers increased trust of smartphones, apps, and mobile devices affect this growth. Gender-specific marketing is a widespread practice among marketing professionals.

Gender segmentation is possible because the identifiable group is large enough to generate profit (Wu et al., 2013). Understanding how women want dialogue is a crucial strategy to satisfy their customer base (Okazaki & Mendez, 2013). Proctor and Gamble were one of the first companies to develop a segmented advertising campaign based on gender (Gerl & Davis, 2013). In 1956, Secret deodorant advertising campaign targeted women (Gerl & Davis, 2013). Failures at targeting to women include Dell launching a site called Della.com (Wu et al., 2013).

Women's income changed partly due to education, which made them breadwinners in families. Because of this, women make 85% of purchasing decisions in the United States (Kraft & Weber, 2012). Kraft and Weber's study in 2012, examined the roles that gender plays in marketing and the different media channels. Kraft and Weber stated visual, verbal and touch segment consumers. Women's family and employment status need consideration in implementing marketing plans. Results of recent surveys find that women state that companies that appeal to them are Apple, Volvo, and Whole Foods (Kraft & Weber, 2012). Women make purchasing decisions differently than men; women tend to make decisions based on long-term needs whereas men process is for short-term gratification (Kraft & Weber, 2012). Women develop strong brand relationships through brand personality and fit (Wu et al., 2013).

Branding With Digital Media.

Digital advertising had grown to over 19 billion dollars in 2014 and growth expectancy of 65 billion dollars (Grewal et al., 2016). The lack of understanding from some marketers is a contributing factor to why there are not more digital campaigns.

Retailers are focusing on improving conversion ratios, enhanced web content, customer experience, brand awareness, and loyalty programs (Strom et al., 2014). Advertising campaigns benefit from validity measurements systems that track viewability, delivery to correct geography location, brand safe environment, and not fraud. Marketers understand that connecting with consumers takes more than emails, ads, and quality websites. Intergraded online advertising format allows for two-way communication between companies and customers, which strengthens the relationship (Stone & Woodcock, 2013).

Consumers demand a relationship with the companies they purchase products from (Shankar et al., 2016). Smartphones enabled another method to send advertising messages, via text, apps, and location-based services. In 2015, 72% of adults in the United States owned a smartphone (Poushter, 2016). Forrester Research Inc. predicts mobile advertising spending to reach \$31 billion by 2016. Misperceptions of social norms exist in predicting consumers responses to mobile advertising. The social norms defined as standard rules of conduct of expected behavior as approved or disapproved (Hsiaoa & Changa, 2014). Stephen (2016) explored the impact digital and social media has on purchasing decisions. The areas of focus are Always On, Everywhere, The Role of Emotion, Trust Networks, Mobile Devices in the Purchase Process, The Role of Brands, and The Evolving Path to Purchase. Consumers indicate enjoyment from new digital and social media to help them shop without being rushed and feeling triumphant after purchases (Stephen, 2016). Brand awareness combined with brand positioning may positively influence consumer's perceptions (Strom et al., 2014). Customized shopping

experiences combined with other influencing factors such as streamlined product process, positive interactions with a product, and store increase the loyalty to the same (Strom et al., 2014).

Building brand loyalty while trying to achieve a stable ROI is a used strategy. A benefit exists from understanding consumer attitudes and behavior concerning mobile devices (Izquierdo-Yusta, Olarte-Pascual, & Reinares-Lara, 2014). Mobile phone users access their devices while on the go; as a result, an increase of LBS advertising occurred J. Lee & Rha (2016), these services allow the user to find what they want close to where they are. Users gain access by subscribing to services they wish to receive due to perceived value J. Lee & Rha (2016), while apps increase the frequency and type of interaction with the company.

Current marketing agencies are exploring Digital Direct Customer Relationship (Holliman & Rowley, 2014). The agencies are focusing on engaging consumers; however, are lacking in strategic relationships that could deepen the level of marketing strategies (Christy & Tuten, 2015). To reach target markets with effective ad campaign Shankar et al. (2016) include the Internet and mobile applications, websites, e-commerce and m-commerce solutions, and personalized content management systems. Contextual marketing involves in-depth information regarding customers that will influence the connecting with the client on a personal level expects growth (Put Your Business in Your Customers' Pocket, 2013). New and creative opportunities to engage target markets arise with the fast-paced changes in technology (McAlister et al., 2016).

Mobile advertising allows marketers to deliver the right message to the right person at the right time. Marketers design and implement advertisements through the push mechanism where consumers receive messages (Izquierdo-Yusta et al., 2014). Location-based services enable individuals to access brand promotions based on their location. Marketers segment advertising message based on the consumers' locations. Most mobile devices have preinstalled GPS or Geo positioning, with this type of devices installed on most mobile devices, marketers track consumer's locations and behaviors (Cheung, 2014).

Consumers' overall attitude toward advertising relates to advertising effectiveness, brand attitudes, and purchasing decisions (Huang, & Sarigöllü, 2013). Huang and Sarigollu (2013) study of entertainment, information, and irritation indicate that consumers view mobile advertisements as interactive entertainment. Effective messages contain valuable information, freebies, or coupons (Shankar et al., 2016). Users can quickly access personalized messages depending on the type of devices used, and location (Izquierdo-Yusta et al., 2014). Because of user's preferences such as product, price, and brand image the likelihood of purchase increases (Izquierdo-Yusta et al., 2014).

Product development aids in the promotion of brand preference through innovative marketing strategies. Brand image and brand awareness factor into attributes (Magrath & McCormick, 2013). The way in which consumers recall brands, an association of brands depends on user characteristics such as consumer satisfaction, perceived risk, and customer reference group (Magrath & McCormick, 2013). Mobile

marketing is interactive because recipients of messages respond back (Yurova, Rippe, Weisfeld-Spolter, Sussan, & Arndt, 2016). Permission-based advertising allows individuals to listen to advertising messages to receive financial or other incentives (Chang et al., 2013). Different business owner offer incentives such as paying registered users money, extra minute's, discounts, and information (Chang et al., 2013). Mobile coupons provide marketers with another vehicle to push advertising messages to consumers (Im & Ha, 2014). Consumer's motivations for shopping influence the redemption of mobile coupons. Influence factors include whether the need for the item, now or future purchase (Khajehzadeh et al., 2014).

Marketing specialist should view mobile service to improve customer service and interactive method of conducting business (Yu & Buahom, 2013). Personalization of advertising messages works to increase spending (Khajehzadeh, Oppewal, & Tojibb, 2014; Kim & Han, 2014) combined with production of products with an intended brand identity. This brand identity measures six identifying factors, which include physique, personality, culture, relationship, reflection, and self-image (Kang & Sharma, 2012). Terms associated with brand personality are: (a) human demographic characteristics like age, gender, social class, and race; (b) human lifestyle characteristics like activities, interests, and opinions; and (c) human personality traits such as extroversion, agreeableness, dependability, warmth, concern, and sentimentality (Kang & Sharma, 2012). Marketers gain brand image recognition with logos, name, and slogans.

Vertical markets that have low purchase prices benefit from mobile marketing because of impulse decisions of these purchases (Zegreanu & Paraschiv, 2013).

Customers shopping for pleasure versus need may make more unplanned purchases; whereas the consumers shopping based on need are far less likely to deviate from planned purchases based on the product offering (Khajehzadeh et al., 2014).

Users utilize mobile devices as part of the shopping process; however, personal computers are the preferred method for brand and company information (Powers, Advincula, Austin, Graiko, & Snyder, 2012). Selling cycles vary from short to long sales cycles. Marketers benefit from making the process available in many digital formats and making the information accessible. Those that spend a great deal of time connected see online shopping as a regular social activity (Powers et al., 2012). Consumers could access research for advertisements through the pull mechanism. Personalized advertising messages sent to the end user in part because of the significant amount of personal information that mobile device carriers obtain from their customers (Izquierdo-Yusta et al., 2014). Mobile marketing and advertising provided limited knowledge of how marketers should design effective campaigns with a positive response from consumers (Hsiao & Changa, 2014).

Businesses rely on the highly efficient electronic word of mouth. Viral marketing increases brand loyalty and brand awareness. With the growth of smart devices, consumers experienced increasing advertising messages (“Viral Marketing,” 2013). Blendtec utilized viral video campaigns that resulted in 200 million views and increased sales by 700%. Consumers want to connect with advertising messages, and this connection builds brand loyalty and awareness. Mobile networks could expand at a relatively low cost. Marketers can change messages to drive consumer activity (Yu &

Buahom, 2013). Trends indicate consumers prefer to shop online and utilize services that are more sophisticated (Wang & Lin, 2017; Yu & Buahom, 2013).

Interactivity with the advertising message is more likely to gain a higher response. Such interactivity includes quizzes, voting, or some input from the consumer (Bellman, Kemp, Haddad, & Varan, 2014). Furthermore, advertising messages that are highly entertaining receive higher response rates. Brand placement in games expects revenues of \$68 billion (Goh & Ping, 2014) because most of the games are free, the end user gets exposure each time the users log on. The term Advergaming arose from marketers combining computer like games on mobile platforms to reach their target markets (Bellman et al., 2014). Marketers are establishing brand awareness and brand loyalty while collecting valuable data about its consumers (Limpf, & Voorveld, 2015). One of the limitations of mobile marketing is sending the right message at the right time to the right customer (Goh & Ping, 2014).

Marketers should analyze action needed to build consumer, and consumer-style interactions and insights. Berman et al. (2012) concur that business owners need to identify the digital personalities of their most important and valuable customers. Business model strategies include identifying revenue streams and availability of payment models (Berman et al., 2012). Because of the increased marketing channels to reach consumers purchasing patterns changed. One-third of consumers use a traditional approach; one-third uses opened end path, and a third shop based on brand preference only (Kraft & Weber, 2012). Companies aim to utilize mobile marketing to target consumers on a one-to-one basis that is more efficient than mass marketing. Companies

should focus on implementing a customer relationship management tool (CRM) to communicate with their clients.

Advertising methods influence not only product purchases, but also the influence society and misleading advertising practices. The FTC's position on deceptive advertising and any advertisement that contains misrepresentation, omission, or other practice that can mislead a considerable number of responsible consumers to their detriment (Lee, 2014). Misleading advertisements may have a negative impact on recipients who experience fraudulent advertising (Enwereuzor, 2017). Puffery is another term that is questionable in marketing practices. Puffery is company employees or sales reps making untrue claims of products, which lead to misleading advertising. Because of this, complaints and lawsuits regarding these claims have happened (Lee, 2014).

Mobile technology is an effective method to increase brand awareness and loyalty (Saleem, Rahman, & Umar, 2015). Business targets advertisers through mobile marketing technology, which affects consumer brand knowledge (Zarantonello, Schmitt, & Jedidi, 2014). Product development aids in the promotion of brand preference through innovative marketing strategies. Brand image and brand awareness factor into attributes (Magrath & McCormick, 2013). The way in which consumers recall brands, an association of brands depends on user characteristics such as consumer satisfaction, perceived risk, and customer reference group (Magrath & McCormick, 2013). Increased usage and acceptability of mobile phones introduces more methods for companies to target consumers such as mobile coupons (Khajehzadeh et al., 2014, Pescher et al., 2014).

Digital advertising had grown to over 19 billion dollars in 2014 and growth expectancy of 65 billion dollars (Grewal et al., 2016). The lack of understanding from marketers contributes to why there are not more digital campaigns. Enwereuzor (2017) provided insight into advertising campaigns that benefit from validity measurements systems that track and delivered to correct geographic location, brand safe environment, and not fraud. Successful blogging campaigns helped Sears and Kmart increase online shopping conversation by 59%, which resulted in over 500,000 unique visitors in a month (“Viral Marketing,” 2013). Marketers benefit from making the process available in many digital formats and making the information accessible.

Text messaging, known as SMS, combined with the latest technology enables multimedia messaging as a method new to marketing. The use of MMS is to enrich the end-user experience (Muk & Chung, 2015). Mobile phone capabilities are a part of life today as mobile devices capture significant life events and sharing of them (S. Lee & Sundar, 2015). Mobile device proliferation dictates the way in which business-to-business (B2B) and business-to-consumer (B2C) communicate. Messages forwarded to close friends influence consumer brand attitudes; however, messages sent from a company, influence brand attitudes and purchasing decisions (Ashley & Tuten, 2015).

Mobile marketing is surpassing traditional methods of advertising. Social media is a vehicle that allows marketers to communicate with customers to increase brand awareness and loyalty. Facebook, Twitter, and YouTube are essential factors in advertising campaigns (Goldfarb, 2014). Facebook as part of marketing campaigns increases advertising attitude, brand attitude, and buying intentions (Ashley & Tuten,

2015). Advertisers increase their ability to build on social networks and word of mouth. Technology that enables the advertiser to communicate with the consumer at the correct time and place is essential to many businesses (Pauwels & Neslinb, 2015). For this process to improve, the relationship between advertisers and mobile phone companies needs to change.

Not only do private businesses employ mobile marketing, but higher education institutions also utilize new methods. Globalization increased the competition in the education vertical, and schools should have strategies to match (Williams & Omar, 2014). Students use phones for convenience, dependability, social needs, and social influence (Agrebi & Jallais, 2015). Students should not receive the same message because personalization plays a significant role regarding student retention (Williams & Omar, 2014).

Transition

In the first section, I included a problem statement that identified more research on mobile advertising messages perceptions from women. Advertising and technology drastically changed from inception to the current day. The background of the problem supported this era of rapid change and growth in mobile advertising.

A review of the literature details the research on various formats of mobile advertising, perceptions of those messages, and how culture, gender, and age influence perceptions. There were many articles readily available on males, the younger generation, and significantly limited information on women. To gain in-depth insights of women's perceptions of mobile advertising, a qualitative case study was chosen.

Technology advances influenced changes in advertising. Print media declined while electronic media increased at an astonishing rate. Because of such advances, marketers adjusted the way advertisements target consumers. Consumers receive advertising messages on their mobile device via SMS, email, apps, and location-based services. Many apps used by consumers gather demographic information, which marketers use to enhance advertising campaigns. Shoppers could search for sales and coupons or decline to receive such messages.

The FTC regulates the data gathering and sharing because of privacy concerns due to the amount of data gathered from individuals when using mobile devices. Mobile marketing allows the end marketer to provide offers based on the end users' location. Low cost of digital advertising messages allows business owners to send more messages; however, many consumers see those messages as spam. Consumers want to exchange in two-way communication with many different companies; such interaction influences the branding and brand image of products.

Mobile marketing is surpassing traditional methods of advertising. A substantial portion of that is women, and they have significant spending power. Millions of dollars are spent each year to attract new customers and retain existing market share. Investing and strategically implementing mobile advertising campaigns may benefit companies profit due to high profitability. Mobile advertising allows marketers to deliver the right message to the right person at the right time.

Section 2 detailed the study, my role as the researcher, the participants, research method, and ethical requirements. Section 3 included the results, findings, applications to

professional practice, implications for social change, recommendations for further research, conclusion, and reflections.

Section 2: The Project

The focus of this research was to explore what perceptions women have of advertising messages received on their mobile devices. Technology and the proliferation of smartphones, tablets and other mobile devices allow marketers to quickly change messages to increase consumer responses (Yu & Buahom, 2013). Researchers continue to focus on how consumers access mobile devices and perception of these messages (Maghnati et al., 2012). Most researchers focused on college-aged students and men. Younger generations interact with devices differently compared to those over 40 years of age (Gao et al., 2014). Research is lacking in women.

Purpose Statement

The purpose of the qualitative case study was to explore how business leaders can enhance mobile advertising returns by directing specific messages incorporating women's perceptions of mobile advertising. Technology is changing at a very rapid pace, and companies must strategically design advertising messages for the ever-changing devices and platforms. The study population included women business owners from a medium-sized city in the Mid-Atlantic region of the United States. This targeted population was appropriate because women's spending online accounts for \$20 trillion yearly (Coverdale & Morgan, 2013).

The implication for positive social change may include the potential for businesses to increase profitability through effective advertising on mobile devices (Pescher et al., 2014). Richman, Webb, Brinkley, and Martin (2014) stated that because of widespread access to information through websites, online publications there might be

an increased awareness of social causes by using mobile marketing. Businesses could advertise that a portion of the proceeds from the sale of a product will support a charity or other cause in the community.

Role of the Researcher

A qualitative researcher gathers, compiles, and analyzes data from participants (Harland, 2014). Feelings and values that influence the study need identifying by the researcher (Collins & Cooper, 2014). In qualitative research, self-awareness combined with honest feelings contributes to improved interactions with the participants (Collins & Cooper, 2014). Knowledge of ideas of those participants comes from a sum of their life experiences (Moustakas, 1994c). My experience from 10 years working in the advertising field selling Yellow Page advertising, direct mail, websites, search engine optimization (SEO), search engine marketing (SEM), and some mobile advertising permitted some insight. Part of the job requirements included meeting with business owners and strategically design targeted advertising campaigns to reach their target markets. During this time, training allowed the attainment of being Certified Google AdWords Agent and a Strategic Ambassador for Yahoo. Moustakas (1994a) suggested that while conducting this research one must set aside any preconceptions to conduct interviews and research process without any undue influence. By conforming to suggestions from Moustakas, I set aside preconceptions when conducting interviews.

Part of the interview process included interview protocol to ensure following the same format for each participant. I set the tone and agenda for the interview, which was a recommendation of Abbas, Murad, Yazdani, and Asghar, (2014). Those items include

stating the date, location, interview, and interviewee. In qualitative research, there are no standard formats for interviewing. Willig (2013) utilizes seven stages of interviewing: (a) thematizing; (b) designing; (c) interviewing; (d) transcribing; (e) analyzing; (f) verifying; and (g) reporting, analyzing, verifying, and reporting. Following Yin (2016) suggestion of an introductory question helped break the ice and set the tone for the interview questions. In addition to handwritten notes, Audacity software installed on my laptop was used to record each interview. At the end of each interview, I thanked the participant for their time and participation.

Nazi medical war crimes and the Tuskegee Syphilis study are examples of why regulations and governing boards formed to protect the rights of individuals The Belmont (1979). The protection of participants in research studies has evolved over several decades. There are defined three principles of ethical guidelines (World Medical Association, 2013)

- Risks associated with participation in research and appropriate protections against risks
- Vulnerable populations that need specific protections
- Situations in which research involving humans is exempt from regulatory requirements

The use of individuals or groups or people such as children, pregnant women, human fetuses, neonates, and prisoners are governed by the Code of Federal Regulations. The focus of this research was to explore what perceptions women have of advertising messages received on their mobile devices. Technology and the proliferation of

smartphones, tablets and other mobile devices allow marketers to quickly change messages to increase consumer responses (Yu & Buahom, 2013). Research continues as for how users access mobile devices and how they perceive these messages (Maghnati et al., 2012). Most research focused on college-aged students and men. Younger generations interact with devices differently compared to those over 40 (Gao et al., 2014). There is a lack of research on women.

Participants

By utilizing electronic communication, emails sent to women and business owners not known to me gained participants for the study. Purposeful sampling identifies individuals with similar characteristics (Robinson, 2014). The email provided specific details of the study. For this study, the population was women business owners that reside in the Mid-Atlantic region of the United States, and own and use mobile devices. To ensure a level of trust with the participants, an overview of my background, and professional advertising career information disclosed working in the yellow page industry, SEM, SEO, and mobile advertising.

Before the study, all ethical and privacy concerns were addressed with the participants. Abbas et al. (2014) recommend reviewing all ethical and privacy concerns with the participants before starting the interviewing process. Utilization of numbering was conducted to protect the identity of the interviewees. Informed consent included informing the participants of the intent of the research and that their participation is voluntary, and they can withdraw at any time. Privacy protection with a coding process adds to data validity (Willig, 2013). Coding allows for privacy and data soundness,

participants in the study were named and numbered starting at participant 1, participant 2, through participant 5. Interviewing participants happened at a time that was chosen by the participant. The interviews took less than 1 hour to complete. Participants for the study did not receive payments, incentives or any other compensation. The Institutional Review Board (IRB) required that preceding the study, participants know and understand the details. The participants received information via email about the content of the study and replied, "I consent to participate in this study." The email to participate was sent before the study started. All the information gathered in the study was maintained on a storage device and placed in a locked drawer in my home office.

Research Method and Design

There are various methods and formats of research methods. This section reviews the three types that were appropriate for this research. Each method has its advantages and disadvantages that can be determined by the subject area. Mixed-method approach analyzes qualitative and quantitative data and was not appropriate for this study because no quantitative data would be collected or analyzed. The research method chosen may help with uncovering information and may contribute to the research in the business world of discovering what advertising messages prompt women to purchase products or services.

Research Method

A qualitative method approach is a valid way to explore consumer's perceptions of mobile advertising (Wua et al., 2015). The phenomena are relatively new. Wu et al. (2015) cited several other authors who have qualitative research methods published to

solidify the methodology and basis for the study of advertising that exists with a focus on digital/mobile advertising. Qualitative research focuses on why people react to things in the world that they live in (Moustakas, 1994a). To gain insight researchers formulate open-ended questions in an interview format (Jaladanki & Bhattacharya, 2014).

Participant's state answers based on their life experiences. Morse (2015) agreed that qualitative interviews have an unstructured format compared to the structured format of quantitative interview techniques. To achieve the desired results, Wua et al. implemented the use of a semistructured format that emphasized the phenomenon and behaviors.

Utilizing a qualitative case study approach research allows exploration of the study group on how they discerned advertising messages through their mobile devices. The case study approach enables a detailed approach to a systematical logical approach (Yin, 2014). I focused on the questions developed and detailed the responses of the participants. The detail of their answers arrives from internal and external influences and memory (Moustakas, 1994c). Open-ended questions allowed the participants to freely state their thoughts and ideas that identify themes. These ideas presented allow for greater understanding of life experiences that have shaped their perceptions (Houghton, Shaw & Murphy, 2013).

Research Design

I chose a qualitative case study research design. Moustakas (1994a) stated that researchers focus on questions that provide insight into the perception based on memories and judgment. Case study research typically answers the "how" and "why" of a contemporary research question that the researcher has no access to behavioral events

(Yin, 2014). Throughout the study, case study researchers arrives at a consensus from the participants' conscious experiences (Moustakas, 1994a), which was why this design was advantageous. The existing research has used in-depth interviews to gather the data from the participants (Morse, 2015).

Narrative research was not suited for this study for several reasons. While the narrative researcher may reveal the life experiences of the individuals of the study group it is more suited to the humanities, such as psychology and sociology (Moustakas, 1994a). This type of study details a person's life story in a chronological format and requires a considerable amount of time. Individuals or small groups of people studied by different approaches such as autoethnographies biographical studies, life history, and oral histories. Just as the narrative research focuses on an individual, grounded theory research looks to discover a theory.

Phenomenology is another method design. A phenomenon is identified and analyzed that may be experienced by a group of people (Moustakas, 1994a). A researcher uses multiple methods of gathering data. The purpose of this study was to improve a business strategy.

Researchers may use ethnography as a research design that explores a business problem. The researcher must study a cultural group of a subset of that group (Moustakas, 1994a). The approaches used with this method are a realist, ethnography, and critical ethnography (Zilber, 2014). Ethnographic research design enables an in-depth understanding of cultural groups, and how they may influence the business world.

Case studies are time sensitive and allow the researcher to explore a topic that spans a group of individuals (Yin, 2014). Various methods of collecting data include interviews, past studies, and observations (Yin, 2016). The intent of case studies as with other methods of research is to improve business strategies and operations.

When it comes to deciding what research method to use, there are several choices to make. Depending on the type of research, what field of study and the researchers learning style, and worldviews are part of the process. Approaches vary due to the learning styles of the researcher. No matter what type of research method design used, research must be ethical and written for its intended audience and contribute to businesses and organizations. Yin (2014) stated that case study design focuses on the viewpoint of the participants, and that is why I chose case study design.

Population and Sampling

This study took place in a medium-sized city in the Mid-Atlantic region of the United States. The sample consisted of business owners and women consumers. Purposeful sampling allows the researcher to gather essential information that is central to the study (Robinson, 2014). Women who utilize mobile devices were selected to help provide insight into the research question, selecting women that utilize mobile devices to shop provided insight into the research question. Robinson (2014) stated that using purposeful sampling allows the researcher to interview participants knowledgeable about the subject and contribute significant information about the topic. Using the snowball technique allowed the participants to ask other members of the chamber of commerce or other individuals to volunteer for the study.

Achieving data saturation may require a group larger than five participants (Fusch & Ness, 2015). I reached data saturation once information from the interviewees was repetitive. Data saturation depends on well-structured interview questions and the answers from participants (Robinson, 2014). The justification for participant selection applied because of the criteria for women using mobile devices. By selecting participants that meet the criteria, the results should provide balance and depth of inquiry to improve validity (Moustakas, 1994c).

Data collection methods included face-to-face interviews and observations. I conducted interviews to seek the viewpoints, discernment, and experiences of women business owners located in a medium-sized city in the Mid-Atlantic region of the United States. Qualitative research requires the gathering of more than just the information that the participants divulge from the questioning. Recording the facial expressions and body language is part of qualitative research (Dupre et al., 2015).

Ethical Research

Meeting the criteria of the study and adhering to the IRB's guidelines requires all participants to be over 18 years of age, should be mentally, and emotionally stable and not incarcerated. Walden University requires approval from the IRB before any study commences (Walden University Institutional Review Board, 2013). Yin (2014) stated gaining the formal consent of the IRB is part of ethical procedures in research. As a researcher upholding the code of ethics, ethical standards are part of having one's researcher integrity. I do not have any undue influence over the participants in this study. Participants for the study did not receive payments or other compensation. Participants in

the study were provided information about the content of the study and signed the consent form before participating in the study (Walden University Institutional Review Board, 2013). Acknowledgment of their consent to participate occurred with the words in an email stating, "I consent to participate in this study."

The consenting process addressed how the participants may voluntarily withdraw from the study at any point by notifying me in person or via email or phone. Mortality is a standard part of studies (Robinson, 2014). If a participant does withdraw, I will not include any of their responses from the interviews. The consent form contained information on the purpose of the study, the selection criteria, additional background information, and contact information Willig (2013) recommended that consent forms need to detail all of the study information that includes the selection criteria and the researcher's contact information. A locked file cabinet in my home office is secured the study data for 5 years to protect rights of participants. Any electronic data for the study was secured with password protection. Data destruction occurs with shredding and permanently deleting all files.

Data Collection Instruments

Quality data collection is an integral part of the study for replication. Interviewing was the instrument for data collection. As the primary instrument, I collected data from face-to-face interviews and notating observations. To gain the required participants for the study, solicitation of business owners came from the chamber of commerce members, face-to-face contact, emails, and using the snowball technique. Demographic information for the study included participant's education,

income, occupation, and marital status. The participants provided information on the type of ads they would like to receive.

Data Collection Technique

To collect data, utilization of personal interviews that contained open-ended questions in a semistructured format. The pilot test validated the interview questions, a process recommended by Bernard (2013). A participant was asked the interview questions to determine if the questions are clear. Basch, Fullwood, and LeBlanc (2016) state that the researcher should detail specific errors and omission learned from the pilot test. The results of the pilot test helped in providing explicit instruction and ensuring understanding of the interview questions for the actual study. To aid in clarity and understanding of the interview questions Karanges, Johnston, Beaston, and Lings (2015) suggest using a pilot study. Contacting the participants via email and phone calls facilitated the confirmation of interview place and time. A relationship of trust develops between the researcher and the participant, which influenced the issue of maintaining the privacy of the participant's information (Robinson, 2014). Reliability occurs when the researcher maintains consistency and trust during the process (Willig, 2013,). With the format of the semistructured interview, participants provided answers that have rich detail (Morse, 2015).

The trustworthiness of qualitative research contains four components, credibility, transferability, dependability, and confirmability (Houghton et al., 2013). Houghton et al. (2013) also stated that member checking contributes to the overall credibility of the study and interview process. This process occurred once I provided the data analysis to

the participants to review interpretations and findings related to the study. Achieving optimal validation occurs when the researcher has the participants review data and interpretations (Abbas et al., 2014). Member checking adds to the ethical standards of the study and confirmation of the results (Birt, Scott, Cavers, Campbell, & Walter, 2016).

With prior consent from the participants, Audacity software installed on my laptop was used to record the interviews. Trochim (2013) suggested checking the data immediately to minimize errors and contribute to the future analysis. Trochim also stated that participant observation is one of the most challenging aspects of qualitative research. Transcribed recorded information from the interviews included listing observations of body language, tone, and inflection. A locked file cabinet in my home office contains the raw data, digital recordings, and written notes for the next 5 years. All electronic data for the study contained a secured password. Data destruction occurs with shredding and permanently deleting all files.

Vast amounts of data collection involve a certain level of trust based on the depth of information revealed by the participants (Harland, 2014). Part of the data collection included demographic information of the participants to include age, job title, income, and length of time in business. NVivo was used to help review data, identify codes, and identify themes. The conducted pilot study (Appendix B) helped to determine any questions that need rewriting for clarification purpose and enhance the quality of the study. A pilot study may help the researcher to identify interview questions that need a different format (Karanges et al., 2015). A qualitative research interview enables

information about the participants. Information that identifies the participants requires coding (Harland, 2014).

Data Organization Technique

Throughout the interview, keeping track of all thoughts and patterns that emerged added solid content that needed organization. A log with journal entries was maintained that helped track and organize themes of information stated by the participants. Each participant was assigned an individual file folder with all the recorded information and transcripts. The password protected USB stored the data kept in a locked desk drawer for 5 years. After 5 years, permanent data destruction occurs by deleting or shredding all stored files.

Data Analysis

Data analysis required full immersion in the study to understand and interpret the information revealed in the interviews. I used Yin's (2014) approach to data analysis that includes (a) examining, (b) categorizing, (c) organizing codes and themes, and analyzing all forms of study data. Yin (2014) developed a five step process to analyze data: (a) pattern matching, (b) case explanation, (c) time-series, (d) logic, and (e) researcher conclusion. Some of the data analysis occurred first while conducting the interviews and then through transcribing and reviewing all notations. Answers from the interview questions indicated some patterns that confirmed when transcribing and reading notes. Sifting through significant data to identify themes and patterns occurs with data analysis (Robinson, 2014). I entered all the interview data in NVivo 11. Yin (2014) suggested using software to aid in coding and themes. I used NVivo software to find patterns and

themes in the study. The queries helped to identify patterns and phrases that provided insight into the primary research question. The coding categories could contain three primary areas first: (a) expected information, (b) unexpected information, and (c) interesting or unusual information (Moustakas, 1994a). I grouped codes and themes from the queries and analyzed that data. Data analysis may occur during the interview phase and different points of the study (Abbas et al., 2014). I also searched for new literature on the subject and themes provide any relevant information or insight. Comparing and various information occurs when identifying themes (Abbas et al., 2014; Yin, 2014).

Reliability and Validity

Reliability

Reliability occurs when factors of dependability, credibility, transferability, and confirmability are present (Denzin, 2009; Trochim, 2013). Studies should contain rich description combined with the correct protocol for interviewing and data collection (Hyland, 2016). Moustakas (1994a) stated research in a controlled setting contributed external validity. Interviews were conducted in a private room at the library. The researchers enhance reliability from study replication that derives the same findings (Houghton et al., 2013). Confirmability happens when other researchers replicate this study (Trochim, 2013). Houghton et al. (2013) suggested describing as many steps and procedures as possible. Another aspect that increases the quality of case study is transferability. Transferability includes the number of cases utilized, the justification for the theoretical design, and case selection (Houghton et al., 2013). Presenting the information in a descriptive fashion allows for any researcher bias from being present

(Moustakas, 1994c). The research may uncover information contrary to the expected results. Part of member checking consisted of contacting the participants for clarification and comprehension of my interpretations of the responses from the interviews. To ensure the credibility of information, participants may receive additional emails, and phone calls post the interview (Birt et al., 2016). Houghton et al. (2013) found that through the research process, researching became naturalistic behavior.

Validity

I utilized several techniques to improve study validity. Houghton et al. (2013) stated that strong internal validity occurs when predictable and non-predictable patterns occur. Trochim (2013) reported that frequent checking of information and testing validity enhances validity. To enhance the study validity, I used quality control from the start of the study through the end of the study and followed the same steps for each interview. Quality control from the beginning to the end contributes to overall quality, reliability, and validity of research studies (Barry, Chaney, Piazza-Gardner, & Chavarria, 2014).

Achieving validity includes, but is not limited to, credibility, transferability, dependability, and confirmability (Trochim, 2013). To maintain confirmability and dependability, I used a standard interview protocol. McNamara's (2009) standard protocol for interviewing includes these steps: (a) conduct interview in distraction free area, (b) describe the purpose of the interview and study, (c) review terms of their confidentiality, (d) explain the format of the interview, (e) restate how long the interview usually takes, (f) provide researcher contact information, (g) ask the participants if they

have any other concerns before you both get started with the interview questions, and (h) record and write notes (Appendix C).

Providing examples of due care and thoroughness contributes to validity (Barry et al., 2014). Achieving validity occurs from the conversations and further questioning between the researcher and participant (Moustakas, 1994a). Asking, restating, and paraphrasing what the participants stated adds value to the study (Moustakas, 1994a). To confirm understanding, I paraphrased some of the participants' statements. Moustakas (1994c) further stated that the ultimate goal is to uncover the actual phenomena based on the experiences of the researcher and participants. Part of validity occurs with me as the researcher understanding potential biases and preconceived ideas or thoughts regarding the study. Because of the increase in qualitative research, there is an increase in protocol methods that contribute to the validity of studies. Updated terms used to describe the validation process are transactional and transformational validity (Cho & Trent, 2006). The definitions of these terms per Cho and Trent (2006) are

We define transactional validity in qualitative research as an interactive process between the researcher, the participants, and the collected data that is aimed at achieving a relatively higher level of accuracy and consensus by means of revisiting facts, feelings, experiences, and values or beliefs collected and interpreted. The role and use of transactional validity in qualitative research vary to the extent the researcher believes it achieves a level of certainty. (p. 321)

Transactional validity intertwines social change from the research process uncovering information that may influence the researcher and those researched (Cho & Trent, 2006).

Triangulation in this study occurred from validating information from various resources. Those resources include previous articles and other research data recommended by Joslin and Müllerb (2016). The goal of research is to triangulate information from three different sources (Yin, 2014). Digitally-recording the interviews allow the researcher to verify information by replaying the tapes, which adds to the triangulation process (Yin, 2016). Audacity has features of replay, repeat, and speed of playback, which I used when transcribing the interviews.

Transition and Summary

The purpose of this study was to uncover information that may increase profitably by understanding what women's perceptions of mobile advertising messages. I used the qualitative case study design to allow the participants to express their views based on life experiences. By using semistructured interview questions, I enabled participants to provide additional information on how and why specific advertising messages result in a purchase.

I conducted a pilot study to give the opportunity to revise any questions for clarity. Because a pilot study was used to collect data from participants, I had to meet all ethical requirements when conducting the pilot study. By using member checking and triangulation, four main themes emerged. I provided detailed information on the process steps to enable future researchers to duplicate the study and achieve comparable results.

In section 3, I present the findings of the study applications to professional practice, how this study may contribute to social change, recommendations for action and further research, my reflections, and conclusion.

Section 3: Application to Professional Practice and Implications for Change

In this section, I present the study results. Also, this section includes (a) an overview of the study, (b) presentation of the findings, (c) applications to professional practice, (d) implications for social change, (e) recommendations for action, (f) recommendations for further study, (g) reflections on my experience as a researcher, and (h) the conclusion.

Introduction

The purpose of this qualitative case study was to explore how business leaders can enhance mobile advertising returns by directing specific messages incorporating women's perceptions of mobile advertising. By attending local chamber of commerce meetings in a medium-sized Mid-Atlantic region of the United States, I gained several introductions to business owners and explained the purpose of the study to attract participants. The snowball technique was used to recruit additional participants for the study. Several invitation emails were sent out to multiple businesses, which did not result in getting participants for the study.

Before starting the interviews, the participants returned the invitation email(Appendix A) with the words "I consent." Prior to starting the semistructured interviews, I reviewed the study purpose, reminded participants that Audacity software installed on my laptop would be used to record the interview and that I would be taking notes. Interviews occurred with 5 female-owned business owners representing diverse types of businesses, age brackets, income level, and length of time in business shown in Table 2.

The four themes that emerged from the study of women's perceptions of mobile advertising were: (a) value, (b) need, (c) personalization, and (d) time.

Presentation of the Findings

In this section, I describe the findings of the study to answer the research question: how can business leaders enhance mobile advertising returns by directing specific messages incorporating women's perceptions of mobile advertising? Ten interview questions were used in a semistructured format to gather data for the study (Appendix D). Member checking occurred by emailing the completed copy of my interpretations of the participant's responses to the respective participant for verification purposes. The participants received follow-up emails or phone calls for member checking to validate interpretations and findings. Member checking continued until no new additional information was shared. The transcribed data was entered into NVivo 11 qualitative analysis software. I performed data analysis using Yin's five step process and various queries in NVivo. To narrow down the themes for the study a word frequency query produced the number of times each word appeared. From the most frequently used words, I was able to perform text searches for keywords and associated phrases that helped to identify recurring themes that answered the primary research question. For the study, participants were coded as P1 to P5. Each company represented is indicated by C1 to C5. Companies C2 and C3 had some similarities in their businesses. The C2 owner sold SEO advertising and the C3 owner used a networking platform to market different services. There was a noticeable difference between the participants that were more phone savvy and used their smartphones to shop for personal use and their businesses.

Age factored on how the participants utilized their smartphones to conduct research, shop, and take advantage of deals electronically.

The following themes emerged: value, need, personalization, and time. I used the results of the information to provide insight into the central research question of women's perceptions of mobile advertising. The results also showed information that does not align with the literature review.

Table 2

Participant Demographics

	Age Group	Years in Business	Income Range (\$)
Participant 1	40-49	1	90,000-99,000
Participant 2	40-49	6	80,000-89,000
Participant 3	30-39	3	110,000-180,000
Participant 4	40-49	29	150,000-159,000
Participant 5	30-39	19	150,000-159,000

Theme 1: Value

Value became the first theme evident based on participants' answers to interview questions and data analysis from NVivo. Participants defined value regarding mobile advertisement as an offering or purchase for a fair price. Items of value included loyalty programs, future coupons, and gifts. Observations of the participants included happiness, indicated by broad smiles, and inflection in voices. P1 smiled because Starbucks sent her a message on her birthday to stop by for a free coffee; this was of value to her and one of the reasons that she purchases from Starbucks almost every day. P3 became visibly excited when discussing a product that her husband wanted and when she was notified the item was on sale via SMS.

What's in it for me (WIIFM) was mentioned by all of the participants. WIIFMs include promotions, coupons, perks, rewards, reward points, and other incentivized loyalty programs. The emotion of happiness was observed when participants smiled and they stated they felt happy, which gave them some gratification when they bought items on sale. P3 stated that she felt like a winner when she bought goods or services on sale. Because of messages sent to their mobile devices, the participants were more apt to try something once if there was a perceived value (P1, P2, P3, & P5). Companies that offer products or services must have perceived value by the mobile users (Zegreanu & Paraschiv, 2013). If satisfaction arose from values found in that product or business, the likelihood of repeated purchases or using that service occurred (P1, P2, P3, & P4). With relevant communication to the consumer, brand loyalty appears (Coverdale & Morgan, 2013).

Locating items or services nearby was a shared value expressed by the participants. Value occurs with the accessibility of the products or services based on their current locations (Strom et al., 2014). Having deals sent directly to their phones or mobile devices provided value for all of the participants when stores offering deals were nearby. P1 revealed that value is as simple as a free drink, and P2, P3, P4, and P5 saw value in saving money. Business owners may increase customer loyalty to the brand, which is valuable for the business, and the consumer feels the value with lower priced items combined with coupons or promotions (Saleem et al., 2015).

When participants received a message on their phones revealing items on sale near to them the chances of making a purchase increased (P1, P2, P3, P4, & P5). LBS

mobile coupons for restaurants, grocery stores, or other services value is not limited to saving money, but also time. Expectations of LBS use and improvements are expected to rise through 2019 (Grewal et al., 2016). All of the participants used Google maps in combination with other apps to shop and find services either nearby, in an individual zip code or by category. Businesses may attract new customers with location-based advertising (LBA) and attractive promotions (Ketelaara et al., 2017). Participants expressed becoming loyal customers based on the incentives or rewards given with purchases, which aligned with data from Gana and Thomas (2016).

The participants for their value liked Apps such as Groupon because they can search by city, zip code, or location. P2 utilized Groupon the most out of the participants. If the GPS is enabled on a mobile device, Groupon can detect the location and send location-based Groupon deals to the end user. Factors of age, gender, or other stages of life impact the adoption and usage of apps, with which the younger participants showed more expertise and adaptability. Pricing strategies do not drive increases in purchasing alone (Dinsmore, Dugan, & Wright, 2015), shoppers also consider location, time, and value.

Shopping and coupon apps usage vary during different life stages. P3 found advertising messages regarding children's clothing valuable, whereas P1, P2, P3, P4, and P5 found value in purchases for themselves or their businesses. Frey, Xua, and Ilic (2017) found that marketing companies can gather vast amounts of data from app usage and build profiles of those customers. Based on those profiles marketers could tailor messages more to individuals' needs. Other items of value revealed by the participants

include frequency of the messages and specific details, such as discounts of 25, 40 or 60% off on clothing apparel. Participants viewed those type of discounts as valued because of the savings.

The results indicated that all participants would be willing to try new products or services if there was value in it for them. Users feel gratification by having the ability to choose which messages to keep or discard (Shin & Lin, 2016). When advertising messages are sent through the push mechanism consistent with Pantano and Viassone (2014), the push messages may not be as well received as the pull mechanism. Advertising messages must have value for the consumer (Pantano & Viassone, 2014) or there is a level of irritation from unwanted ads. Only P2 expressed irritation of unwanted advertisements sent to her. Knowing consumer preferences for shopping provides significant value to companies (Coverdale & Morgan, 2014).

P4 mentioned trust unlike the others in the group. Trust was weighted 4% from the study data. Several articles addressed in the literature review contained concerns of privacy and trust, but this was not a major issue brought up by any participants. Trust is apparent when consumers are familiar with the business, they view the message, and read the details of the advertisement (Wang & Lin, 2017).

Customer service was another perceived value mentioned. P1, P2, P3, and P4 revealed that customer service was a factor for repeat business, whereas P5 was more want driven in making purchases. The age factor of experiencing face-to-face interaction was stated by P1, P4, P2, and P3, in contrast to P5, the youngest participant, who did not feel the need for that face-to-face interaction as much. Reputation and warranty was

associated with well-known name brands or respected places of business (P1, P2, P3, & P5).

Theme 2: Need

Shoppers' likelihood of making an impulse purchase rather than based on need has a greater probability when SMS messages are received (P1, P3, & P5). Consumer needs vary by life's cycles, such as time of year. Marketers should increase the frequency of advertising messages designed for high season items. Brands that consumers view as less important or not needed at the time could capture sales (Gijzenberg, 2017). Participants showed a greater chance of buying a product or trying a new service nearby, especially if item or service has a discount. Business owners' profits increased from advertising when customers are close to them and items are on sale (Ketelaara et al., 2017).

The redemption of mobile coupons depends on multiple factors, including whether the item is a want versus a product that serves a purpose or need. P5 does not respond to messages when there is not a need for that item or service. Want versus need impacts the type of consumer purchasing the product and the expiration date of the coupon (Khajehzadeh et al., 2014). The participants stated a unanimous consensus that they were more likely to use a mobile coupon if the product had a useful purpose now instead of making a purchase that satisfied a want (Khajehzadeh et al., 2014; Yaoyuneyong et al., 2016). Consumers prefer to receive messages that are relevant to them (Hasan, 2016). Well-crafted messages infrequently sent make the consumer feel unique (Pappas, Kourouthanassis, Giannakos, & Chrissikopoulou 2016). Shoppers'

likelihood of making an impulse purchase rather than a purchase of need has a higher probability when SMS messages are received, which was affirmed by P1, P3, & P5.

Participants in the study did not express concerns about data gathered from their mobile devices and shopping habits compared to the articles in the literature review, which mentioned those concerns. Consumers willingly allow entities to gather data from them to receive bargains when shopping (Eastin et al., 2016). P1 enjoyed messages that gave discounts on services such as going to the beauty salon the same way that P4 liked discounts on office supplies for the business. Through third-party apps, consumers give consent for the app to access specific information and files contained on their mobile devices; what is not clear is what happens with that data (Lee & Rha, 2016), but most mobile device owners allow this access because they believe benefits outweigh the risks. P2 and P3 enjoyed messages that gave discounts based on previous purchases, which indicated knowledge of their shopping behavior. Business owners and consumers expressed concern about misuse of data collected (Piao, Li, Pan, & Zhang, 2016; Wang, Duonga, & Chen, 2016).

Theme 3: Personalization

The results indicated personalization is a principal factor. Personalization makes the participants feel good (P1, P2, P3, P4, & P5). Marketers realized that targeted personalized advertising messages have a higher ROI than advertising messages sent to the masses (Eastin et al., 2016). The participants enjoyed receiving messages addressed to them, which include their name at the beginning of the message (P1, P2, P3, & P5). Based on the results, 59% of the participants indicated that personalization contributed to

increased purchases. Participants frequently used the words know (42 times) in the context of gratification. They indicated they liked to receive targeted messages from the places they shop because that indicated stores know, or track their buying habits (P1, P2, P3, & P5). Answers from the participants revealed that they like seeing their name in the message or being addressed by their first name. Marketers use personalization to enhance messages sent to consumers based on previously gathered data (Wang et al., 2016). Businesses need to gather as much information as possible to meet consumer needs as consumers like personalized messages (J. Lee & Rha, 2016).

Personalization of advertising message preferences may result in a favorable view of that business (Feng, Fu, & Qin, 2016; Pappas et al., 2016). The presence of a positive response from the consumer indicates the increased potential for purchase indicated in a report *The Power of Emotion* (Inmoment CX Trends Report, 2017). Participants agreed that quality messages increase the chances of purchasing because those messages add to positive feeling from that message. Each shopping interaction online builds trust with that retailer or established a quality brand (Pappas et al., 2016; Chang & Wu, 2014.). Having some trust in the company does factor into purchasing decisions (P4). The higher the degree of trust (Laroche, Habibi, & Richard, 2013), the more likelihood of increased brand loyalty.

Theme 4: Time

Participants found that using mobile devices saves them time. For working women with time constraints, not researching products online or having mobile marketers send messages to them based on past shopping history saves them time (Wanga,

Malthouse, & Krishnamurthi, 2015). Because companies gather data based on preferences, shopping habits, and location, the messages may be individualized. This individualization enables time savings (Feng et al., 2016) and a gateway to a two-way relationship. The results of a frequency query on time is shown in Table 3. All the participants agreed that saving time was an integral part of utilizing mobile devices to shop.

By shopping online participants can search for a specific item in their size and color, and availability of delivery or in-store pickup. Shoppers prefer purchases that are expeditious; this could reduce aggravation about the amount of time spent and make shopping convenient (Wanga et al., 2015). Completing a purchase was more likely when the participants knew the offer has limited time. (P1, P2, P3, P4, & P5). Combining time bound messages aids the consumer in saving money and time (Feng et al., 2016; Pappas et al., 2016). Some mobile apps, such as retail store apps, membership apps, and discount apps, have features that allow the shopper to track an item. When the item is on sale or in stock, alerts are sent via SMS or emails. P3 became visibly excited when discussing a product that her husband wanted and how she was notified via SMS that it was on sale.

For example, my husband wanted this Black and Decker set, um drill bits he needed a whole new set. So, I was watching it, Walmart had the best price of \$125, then this online store on Amazon was rivaling them by pennies, but then Walmart dropped it down, so the sale price was \$75, this full set 120 piece 20-volt drill, which is good. Typically, Black and Decker if you go to Home Depot or

Lowes it's like a \$170 set. Their price, Walmart's price was \$125. So, I already thought I was winning. So, and then it popped up in My Deals (snaps her fingers) that Walmart had marked it down to \$75 and then to \$60. I was in there like (snaps her fingers). I gotta get that now! You know.

Ordering online is as simple as two clicks or less for some businesses. Amazon has a feature that is accessible by a mobile app for one-click shopping. The user's profile contains their name, address, and preferred method of payment, which enables this feature (Feng et al., 2016). One-click ordering was positively received and used by the participants. Four of the five participants revealed that they like the ease of ordering products online with little to no effort, just a few clicks. Many consumers view this as a positive way to conduct shopping (Pappas et al., 2016).

Consumers appreciate recommendations through online or mobile portal suggestions. P1, P2, P3, and P4 stated that mobile devices allow them to research and compare prices all in one place in a short amount of time. Shopping recommendations should be limited to reduce the amount of time spent clicking on multiple choices (Ho & Bodoff, 2014). Online stores or apps contain suggestions based on previous purchases, a feature that the participants liked. Shopping on website portals with customer reviews of the product is a time-saving factor. Having the ability to read reviews is liked and viewed as a time saver for participants (P1, P2, P3, & P5). Posted reviews from previous purchases give prospective buyers the ability to compare pricing on various sites, which may influence purchasing decisions (Bilgihan, Kandampully, & Zhang, 2016; Rossmann et al., 2016). Amazon, Google, and Walmart were brands the study participants were

familiar with and frequented, and had product reviews. Shoppers that exhibit trust and value from company brand save time with repeat purchased (Bilgihan et al., 2016; Pappas et al., 2016).



Note: Enhanced online customer experience will lead to repeat purchase, WOM, eWOM, brand engagement. These four outcome variables are inter-related with each other

Figure 2. Outlines of online customer experience. From Towards a unified customer experience in online shopping environments: Antecedents and outcomes by Bilgihan, A., Kandampully, J., & Zhang, T. (2016). *International Journal of Quality and Service Sciences*, 8, 707-733. Copyright 2016 by Emerald Publishing. Reprinted with permission.

Recent study findings in Oman showed differences regarding the acceptance of mobile marketing (Varshney & Joy, 2015). Overall men are more receptive and satisfied with advertising messages (16%) but do not share those messages. The women in this study all had an elevated level of acceptance of mobile advertising. High satisfaction (38%) among women leads them to forward those messages to their friends (Varshney & Joy, 2015), which indicates an overall satisfaction of the quality or text contained in

mobile advertising. Women are more apt to read online reviews before purchasing and share that information, thus contributing to e-WOM shown in Figure 2. P1, P2, P3, and P5 like to research online for products before making a purchase.

Age impacts the acceptance and usage of mobile advertising (Zhou, Rau, & Salvendy, 2014). Differences in age affected the manner and use of mobile devices (P1, P2, P3, & P5). The younger participants used mobile devices with ease and are a big part of their everyday life. The impact of age has on satisfaction and e-WOM in mobile shopping advertising is higher in younger age group compared to older age groups. Younger generations are more accepting of mobile advertising because of the exposure to the Internet and is a viable format for communication. Generational differences are notable; baby boomers are those born between 1946 to 1964, Generation X are those born between 1965 and 1979, and Generation Y are born between 1980 and 1999 (Karabulut & Bulut, 2016). P4 was the oldest participant, and she was not as fast as the other participants locating apps, email, and other items on her phone. Because smartphones have many features that some adults find hard to use, they opt for more basic phones (Zhou et al. 2014). P4 also expressed that she sometimes gets flustered using mobile apps, but she loves the technology and getting deals.

Richard and Habibi (2016) explored hedonism and cultural differences of online shopping behavior between Chinese and Americans. Chinese study participants have a higher number of hedonistic attributes than those of Americans. The participant demographics in this study were 60% Caucasians and 40% African American. P5 conducted the most shopping online out of the participants for hedonistic purposes.

Study results from designing messages for hedonistic times indicate that price should not be a significant component of the message, as price could result in the consumers analyzing whether to make a purchase (L. Lee, Lee, Bertini, Zauberaman, & Ariely, 2015). Price was a motivating factor when shopping and making purchases in all the participants.

Table 3: Time Statistics, the frequency of the word “time” is mentioned by the study participants.

Participant	Frequency %
Participant 1	19.0%
Participant 2	15.8%
Participant 3	53.3%
Participant 4	55.7%
Participant 5	38.2%

Connecting Results to Conceptual Framework

The findings of this study align with the users and gratification theory. This theory addresses the gratification attained from media use, and the seven gratification constructs that relate to mobile marketing are: (a) affection/sociability, (b) entertainment, (c) instrumentality, (d) psychological reassurance, (e) fashion/status, (f) mobility, and (g) immediate access (Leung & Wei, 2000). The participants showed their use and gratification of viewing mobile advertising messages and using mobile devices to shop. The participants expressed affection for their phones, which was visible because they kept their phones close. The participants also inferred in their comments that there was some dependency on their devices to complete mobile transactions. My observations and comments from all participants were that there was a preference for apps such as

Groupon and Amazon. P1 had affection for her Starbucks app because she makes a purchase almost every day. P2 used Groupon frequently to get discounts. The emotion of happiness and winning were displayed when recalling a purchase of an item with significant savings; participants felt gratification. Mobile services include a growing list that includes SMS, email, entertainment downloads, gaming, gambling, sports, LBS, movie tickets, and discount coupons (Sultan, 2013). Participants used their phones to help locate savings or deals on entertainment, restaurants, and retail purchases. P2, P3, and P5 always search for deals first before making a purchase.

Women make purchasing decisions differently than men; women tend to make decisions based on long-term needs compared to the purchasing decision men make is for short-term gratification (Kraft & Weber, 2012). Users feel gratification by having the ability to choose which messages to keep or discard (Shin & Lin, 2016). When participants received a message on their phones revealing items on sale near to them, the chances of making a purchase increased (P1, P2, P3, P4, & P5). Having deals sent directly to their phones or mobile devices assured the participants that they did not miss any savings. Cloverdale and Morgan (2013) found women's online shopping is significant, because online spending was expected to exceed \$28 trillion globally by 2019.

Trust is apparent when consumers recognize the business, because the consumers view the message to read the details of the advertisement (Wang & Lin, 2017). P1 stated she likes to receive messages about purchased items because it confirmed the purchase and contributed to her rewards program. P2, P3, P4, and P5 are assured by the apps that

keep track of pricing to get the lowest price or best deal on an item. Businesses may increase customer loyalty by advertising sales because the consumer feels the value of lower-priced items combined with coupons or promotions (Saleem et al., 2015).

When it comes to status, the finding that participants like rewards that may come from customer loyalty programs aligned with earlier research from Gana and Thomas (2016). The participants exhibited the WIIFM with the places they shopped. P2 and P5 have some interest in brand names and latest fashion deals, whereas the other participants' focus was value. Having access to different mobile apps of department or fashion stores is beneficial for the participants. A mobile device was not a visible symbol of status, but something that was for everyday use, needed to find discounts on products and services. P1, P2, P3, & P5 associated reputation and warranty with well-known name brands or respected places of business

Technology and the progression of mobile devices and ways to shop indicate that mobility is a crucial factor. Expectations of LBS use and improvements are predicted to rise over the next 5 years (Grewal et al., 2016). All the participants used Google maps in combination with other apps to shop and find services either nearby, in a zip code, or by category. Shoppers prefer purchases that are expeditious; this could reduce aggravation from the amount of time spent and help make shopping convenient (Wanga et al., 2015). To attract new customers business owners may combine LBA and attractive promotions (Ketelaara et al., 2017). Participants expressed becoming loyal customers based on the incentives or rewards given with purchases, which aligns with data from Gana and Thomas (2016). Immediate access was evident from this study. A consensus of

participants stated that they were more likely to use a mobile coupon if the product had a useful purpose now, instead of making a purchase that satisfied a want. Need based shopping, as cited by Khajehzadeh et al. (2014) has a higher probability if there is a mobile coupon for the product.

Applications to Professional Practice

The specific business problem is that business leaders need strategies to enhance mobile advertising returns by targeting messages that incorporate women's perceptions of mobile advertising. The research findings showed the basis for recommendations for specific advertising directed at women. Small business owners and stakeholders could utilize the recommendations in this study to improve business marketing strategies and profits by developing messages targeted at women. Women respond to messages that provided gratification, assurance, mobile access to retailers, and services to save time and money.

Business owners need to have a mobile platform to conduct advertising as part of their marketing strategies. Allowing customers access to shop via a mobile device app, social media, or web portal is a must for most businesses (Shankar et al., 2016). In 2016, mobile shopping attributed to 70% of all digital purchases (Fulgoni & Lipsivian 2016). Information gathered from the participants revealed that mobile devices play a significant role in shopping by receiving messages, notifications, accessing apps, or a mobile platform. The WIIFM was a large part of shopping; participants stated receiving rewards, bonus coupons, or gifts are a contributing factor when shopping. Wanga et al. (2015) informed that retailers, restaurants, and service businesses track customer

purchases through loyalty programs, which include access to mobile apps that allow shopping transactions.

Knowing your customer is a vital factor for business owners. Participants find value when the stores know their shopping habits and send messages related to items or past purchases. Mobile coupons sent to consumers have increased sales for retailers (Zubcsek, Katona, & Sarvary, 2017). Notifications of product sales, discounts or mobile coupons sent to the participant's phones made them more likely to make a purchase. When the merchant adds an offer or coupon that is redeemable with the next purchase (Zheng, Lee, & Cheung, 2017), makes the person feel that they would go back to the store to shop again. Also, time-bound incentive messages help to increase a sense of urgency that makes the consumer purchase within the specified time. P1, P2, and P3 were more likely to make a purchase that is time bound. Those participants in agreement stated that the incentive accompanied the purchase.

Marketers should also be aware that cultural differences may occur in the same country. Areas in a state or city may have diverse cultural backgrounds that vary from other cities or states. Linguistics factor into those differences, too. For example, people in the northern United States refer to bottled soft drinks as “pop” compared to the southern United States it is called soda (Richard & Habibi, 2016). Mobile advertising can be modified and adapted quickly to reach the target market. Messages tailored to a local area gain more interest than a national campaign (P5).

Mobile shopping is a convenient, fast, and economical way to shop. Using mobile devices enables a platform to efficiently research products, price compare, read

reviews, and buy (Shankar et al., 2016). Value is found in the convenience of shopping and using apps, which may result in higher purchase rate (Kim, Kim, Choi, & Trivedi, 2017). The price of the goods is a factor when making a purchase, but having brand recognition, good reputation, quality customer service, and quality products are mitigating factors inferred by all participants.

Implications for Social Change

The findings of this study may contribute to positive social change. Because of widespread access to information, people's awareness of social causes through mobile marketing might increase (Linder et al., 2016). Businesses that increase profits might extend more opportunities to current employees and bring awareness to social causes. Sponsoring community events may help to improve community relationships. An advertising campaign with a dollar or percentage of every purchase can support charities, local communities, and other causes. Owners and employees could provide monetary support, but also offer mentoring and job skills training. The mentoring and training has potential to lead to job offers. When people are gainfully employed, they can contribute to the local economy by spending their dollars on goods and services. Volunteering may come full circle as employees who volunteer are more likely to have improved health and professional-skills development that employers need and use in the workplace (Ho, 2017). The results of the study indicated that women would respond to messages when the context is timely and relevant. Having more time may contribute to people donating more money to social causes (L. Lee et al., 2015.).

Recommendations for Action

As a researcher, I am dedicated to informing small business leaders of this study's outcomes as they relate to organizational practices. Years of my career were spent meeting clients, providing advertising recommendations, having follow up appointments to hear results, which was often positive when increased profits were reported. The purpose of this qualitative case study was to explore how business leaders can enhance mobile advertising returns by directing specific messages incorporating women's perceptions of mobile advertising. From the findings of this study, there are several recommendations.

Advertising messages sent to women need to have value. Businesses should hire employees to track customer feedback and possibly deploy post-shopping surveys to determine what the shopper found valuable. Value includes ease of use, items in stock, proximity, expedient transactions, and something that rewards the customer. Reward types vary from receiving a gift with purchase, discount with next purchase, or a free item after a predetermined number of purchases or dollar amount. The WIIFM could increase repeat purchases and positive feedback.

Marketing should be conducted based on what consumers need and knowing the customer. Data mining the customer base could determine potential need for purchases based on life stage or time of year. Tracking birthdays, anniversaries, special dates, holidays, and other occasions is another recommendation. When those dates are approaching, sending advertising messages could increase the likelihood of purchase due to a need or an offer. Businesses should focus on quality messages that will entice the

recipient to make a purchase, instead of increased frequency of poorly written advertising messages.

Personalizing advertising messages makes the consumer feel as if they have a relationship with that business. Using the customer's name at the beginning of a message or the subject line will increase the chance of the reader of viewing the details of the message. Personalization online is like speaking in person and saying the person's name. I recommend combining personalized messages with targeted advertisements to increase potential revenue.

Shoppers like to use mobile devices to research before making a purchase. Americans live in an instant gratification society. Innovative marketing strategies may increase revenues for business and increase social awareness. Businesses need to:

- do the work for the customer
- include information indicating that the lowest price is available from that store
- provide fast shipping
- have good product availability
- hire a developer to customize an app that makes shopping quick and efficient for the customer base
- features for reordering and one-click purchase make completing a purchase in less than 30 seconds feasible.

The findings from this study could be shared with business owners of existing businesses, potential business owners, and marketing personnel. I plan to share the study

information through presentations to local chambers of commerce, incubator units for entrepreneurs, and small support groups for business owners wanting to learn more about mobile advertising. Literature could be mailed to local businesses or distributed at chamber of commerce meetings or trade shows. Business owners should stay informed of industry trends regarding advertising and marketing. If a business owner does not have the time or skill set, the owner should hire employees that are familiar with mobile marketing. Training is available online from Google for their AdWords campaigns. Other forms of training are available through structured classes, trade shows, or industry-specific conferences. Ongoing and refresher training for those employees who design advertising campaigns could help acquire the latest methods of digital advertising that may increase profits. Distributing information about the promotions, deals, or offers to any employees that may interact with the customer should be done.

Recommendations for Further Research

The purpose of this qualitative case study was to explore how business leaders could enhance mobile advertising returns by directing specific messages incorporating women's perceptions of mobile advertising. There were several limitations to this study, the type of mobile device plans varied because of different carriers, the types of devices, and the cost of plans that limited the amount and category of messaging and data consumption. Limitations included (a) the participants experience level with smart devices, (b) not being able to interpret body language, and (c) the type of services or apps that the participants accessed on their device. Skill level for using mobile devices was uncovered from answers participants provided in the interviews and by observing how

they used their phones. The group had varying levels of skill using smartphones; future studies need to have distinct levels of skill and segment type of phones used.

Body language was hard to interpret through the interview process. I recommend conducting a study with researchers experienced in interpreting body language and emotional intelligence. Collins and Cooper (2014) proposed that a highly developed sense of self-awareness, self-regulation, and empathy enabled the researcher to interact with participants and have a stable interview process. Self-regulation helps the researcher ask and respond to participants at the appropriate time also. Collins and Cooper (2014) stated that empathy allows for a connection and understanding participants.

Study participants enthusiastically discussed the types of apps and services used on their phones and their favorite apps or services. Mobile providers and plans could impact usage of mobile devices due to cost and data allowances; using participants with the same type of mobile device plan is a research alternative. Also, the abundance of apps for retailers and other apps used to shop is another research area. There are potential opportunities for researchers to focus on a set number of apps segmented into retailer apps, apps that provide coupons, and discounts.

Recommendations for future research include participants that have dissimilar proficiency in using smartphones. By grouping future participants by their proficiency level of using smartphones, the potential exists to compare advertising messages response with skill level. Future research should include grouping participants by their mobile phone carrier and plans, because mobile plans vary considerably between mobile carriers.

Consumers with limited plans may not use their smart devices to shop because of reduced amounts of data and limited messaging. The speed of data limits advertising content with rich media, video, and other graphics. Some messages may not reach an intended audience if users can block messages.

Future studies could be conducted in different geographic areas as this study took place in a medium-sized city in the Mid-Atlantic region of the United States. Another recommendation is to perform a study using the quantitative method or use the same advertising messages for all participants. Using alternate methods may result in different information, but any additional studies that focus on women's perceptions of mobile advertising could add insight for business owners to improve marketing and advertising strategies.

Reflections

Embarking on this journey to earn a Doctoral Business Administration (DBA) degree had several high and low points. I chose this path after earning an MBA and wanting a career change. Walden University offered DBA completion in the shortest amount of time to earn a degree. I faced many challenges as life happened while attending school. I focused on women and mobile advertising because print advertising rapidly declined and digital advertising was a new avenue to reach target markets.

I chose a study on advertising as I spent almost 10 years of my career selling advertising in different formats. Most of the time was spent meeting business owners, learning industry trends and becoming certified in Google AdWords, among other digital advertising programs. I truly enjoyed learning and understanding about different

businesses, business goals, and providing insight into current trends. My approach was a consultative approach. How and why advertising worked or did not work was intriguing. Follow up meetings with clients revealed what advertising methods worked for them, what type of result, ROI and other data. Often my employer provided specific tracking phone numbers or codes for placement in advertisements. Marketers used data from those placements to track how many phone calls, messages, or emails were made based on those placements and that information was used as testimonials and future campaigns.

From the research, I found that women in this study perceived mobile advertising messages differently and the type of mobile marketing messages that the women preferred. Another factor is that the women in the study completed purchases via a mobile device or an app, which is a switch from the past. Several years ago, many shoppers researched online and purchased in the store. Earlier literature from the late 1990s and early 2000s provided information that consumers were concerned about their personal information. Surprisingly, trust and privacy were not an issue for the participants. Smart devices and technology have expanded how consumers shop. Mobile advertising to women is essential to loyalty, market share, and brand image. Deploying efficient mobile advertising platforms should be an integral part of businesses.

Conclusion

The focus of the study was how business leaders could enhance mobile advertising returns by directing specific messages incorporating women's perceptions of mobile advertising. The sources of data came from government websites, industry

trends, online information, and five in-person semistructured interviews. Increasing businesses revenues may impact the economy.

The four themes that emerged from the study of women's perceptions of mobile advertising were: (a) value, (b) need, (c) personalization, and (d) time. Smart devices usage has grown exponentially along with people staying connected digitally to some mobile device. Apps are something that consumers use to shop by downloading their choice of retailer, restaurant, or service. The results indicated that women prefer personalized messages, time-saving options, coupons, or other discounts, and to be rewarded for their loyalty. Information provided by the participants showed the need to have a mobile advertising platform for all businesses.

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Appendix A: Invitation Email

I am conducting a case study to gain more understanding how women perceive mobile advertising messages. The results may contribute to a positive social change. The proposed study was reviewed and approved by the Institutional Review Board (IRB) before the study. The IRB governs all studies involving human participants. All studies must harm not participants and meet the IRB's ethical standards, and I am researching this issue with the desire for greater knowledge how donations could be increased from organizations existing databases. This research will consist of a brief interview that should take no more than 1 hour.

The information gathered from the interview will be kept in strict confidence, and the cumulative information will be compiled for the final analysis. Your name or the names of other participants in the doctoral study will be used. By taking part in this study, you will provide pertinent information on how organizations can better improve the design of marketing campaigns targeted at women. If you chose to take part in this study, it is strictly voluntary and no one will hold it against you. If you decide to participate in the study, at any time during the process, you have the right to withdraw, which includes the information you have given.

Appendix B: Pilot Test

Before the study, I will conduct a pilot test. Before participating in the pilot test, participants must complete the informed consent form. The pilot test will include interviews of participants who meet the requirements of the study and work full-time, using the interview questions I developed for the study. The goal of the pilot test is to ensure the validity of the interview questions. The women will be asked the interview questions. If there were any changes, I will submit those to the IRB before conducting the actual study.

Appendix C: Interview Protocol

Utilizing a standard interview protocol allows the addition of validity by following protocol (McNamara, 2009). McNamara's (2009) standard protocol for interviewing includes these steps: (a) conduct interview in distraction free area, (b) describe the purpose of the interview and study, (c) review terms of their confidentiality, (d) explain the format of the interview, (e) restate how long the interview usually takes, (f) provide my contact information, (g) ask the participants if they have any or concerns before you both get started with the interview questions, and (h) record and write notes.

Appendix D Interview Questions

Interview Questions

1. What is your perception of business leaders using mobile devices for advertising and or marketing campaigns?
2. What types of messages make you purchase a product or service?
3. How does the use of personalization affect your response?
4. What was the last advertising message you received?
5. Why did you respond to that message?
6. What gratification do you feel when using your mobile device to shop?
7. What applications (apps) do you use on your phone to help with purchasing decisions?
8. How do you use location-based services?
9. What messages prompt you to make a purchasing decision?
10. What additional information or problems would like to share about the perception of mobile advertising that I did not ask about?