The Effect of Mobile Marketing and Email Marketing on Exploratory Information Seeking (EIS) Behavior of the Consumers: Communication Through Wireless Technologies

Abdul Waheed, Donlinks School of Economics and Management, University of Science and Technology Beijing, Beijing, China
Jianhua Yang, Donlinks School of Economics and Management, University of Science and Technology Beijing, Beijing, China

ABSTRACT

The technological revolution has radically transformed the business paradigm toward wireless networks owing to widespread penetration of technology. The present study sought to investigate the relationship of mobile marketing (MM) and email marketing (EM) on exploratory information seeking (EIS) behavior of the consumers. To this end, the surveys were randomly disseminated among 1100 consumers from March 2016 to August 2016 in the context of Pakistan. Structural equation modeling (SEM) with AMOS integration was used to test the research hypotheses. The findings of this study revealed a positive relationship of the mobile marketing and email marketing on exploratory information seeking (EIS). In contrast, the profound analysis ensured a positive relationship of each sub-dimensions. This study furnishes empirical evidence in the literature of advertising to reinforce and ensure the significance of advanced mediums in today’s business environment. This study recommends certain future studies for academics and practitioners.

KEYWORDS

Business-to-Consumer, Email Marketing (EM), Exploratory Information Seeking (EIS) Behavior, Islamic Republic of Pakistan, Mobile Marketing (MM)

INTRODUCTION

Firms incessantly endeavor to win over the consumers where fast technological dispersion and widespread adoption has become a prime driver of competition. The Internet is considered as an integral element for all business operations (Brondmo & Foreword, 2000; Frost & Strauss, 2000). According to Vladimir (1996), the Internet is an essential mean of information sharing. Nowadays, consumers information seeking behavior has dramatically changed where they often acquire product information using distinct trendy sources, i.e., web sources, emails, social networks, various blogs, and e-newsletters (Walczak, Kellogg, & Gregg, 2012; Bawm & Nath, 2014). It is imperative for organizations to identify such promotional techniques that may aid to seize consumer’s utmost attention toward a product (Constantinides, 2004). Baumgartner and Steenkamp (1996) has explained that desire to explore the product information is always a top priority for consumers where exploratory information seeking (EIS) behavior is directly associated with cognitive stimulation of consumers.
Exploratory information seeking (EIS) behavior motivates the consumer to evaluate the brand, quality, and empower their decision during variety seeking process also assists to reduce curiosity about a particular product (Raju, 1980). According to Raju (1980), exploratory information seeking (EIS) process highly stimulates the consumer’s attention and thereafter directs to buy a product.

In contrast, experts have been stated that marketing campaigns using diverse latest means of technology have a positive relationship to organizational success. For instance, online marketing (Gurafu, 2008), digital marketing (Brodie, Winklhofer, Coviello, & Johnston, 2007), viral marketing (Ferguson, 2008), electronic marketing (Coviello, Milley, & Marcolin, 2001), intranet marketing and extranet marketing (El-Gohary, 2012), mobile marketing (El-Gohary, 2012; Cantrell et al., 2017), and email marketing (Sterne & Priore, 2000; Pavlov, Melville, & Price, 2008; Wu, Li, & Liu, 2016; Zhang, Kumar, & Cosguner, 2017). The current intention is to focus on mobile marketing, SMS marketing, and email marketing concerning to information seeking behavior of the consumers.

Mobile marketing is an advertising through mobile devices along with supporting features, i.e., short message service (SMS), multimedia message service (MMS), wireless application protocol (WAP), Social Apps, Bluetooth advertising, and JAVA marketing (Dickinger, Haghrian, Murphy, & Scharl, 2004; Leppaniemi, Karjaluoto, Salo, & Sinisalo, 2006; Smutkupt, Krairit, & Esichaikul, 2010; Persaud & Azhar, 2012). Mobile marketing is recognized with several alternatives names, e.g., mobile advertising, wireless advertising, and wireless marketing (Smutkupt, Krairit, & Esichaikul, 2010). It has become a part and parcel and hip device for all the people to stay connected with all friends and family (Grant & O’Donohoe, 2007). In comparison, email marketing is communication tactic through emails (Mullen & Daniels, 2011). Information of a product or service using email is defined as an email advertising (Rettie, 2002; Zhang, Kumar, & Cosguner, 2017). Windham and Orton (2000) have claimed that email marketing is cost-effective communication tool and is a crucial factor for success. The organizations must adopt such rising wireless technologies to effectively disseminate the information and reinforce exploratory information seeking behavior of Pakistani consumers.

Pakistan has 189 million populations and stands on 6th highest populated country along with 2.1% growth rate (World Meters, 2017). It indicates a huge market where email marketing, mobile marketing, and SMS marketing may perform a significant contribution. Because likely 71.6% population uses cell phones, 40% smart phones, and 18% use the Internet (Pakistan Telecommunication Authority, 2017; Report of Pakistan Internet User, 2017). Such extensive use of m-devices and emails creates immense opportunities for the organizations to approach the consumers in order to promote a product or service widely and superior manner. According to Brengman, Geuens, and Pelsmacker (2001), sometimes advertising leaves a negative impact on consumer’s information seeking behavior; therefore, it is imperative to distinguish an effective and dynamic advertising medium.

Notably, previously no known study empirically measured the effect of mobile marketing, SMS marketing, and email marketing toward exploratory information seeking (EIS) behavior in Pakistan. The present study endeavors to fill such gap from the context of Punjab-Pakistan that may ensure the significance of such emerging networks in marketing communications. To this end, the first objective is to examine the relationship between mobile marketing and exploratory information seeking (EIS). The second objective is to examine the relationship between email marketing and exploratory information seeking (EIS). The third aim is to determine the relationship between short messaging service and exploratory information seeking (EIS). The rest of study is outlined as follow. First, literature review and formation of hypotheses are addressed in next section. Second, research methodologies, i.e., sampling procedure, measures of constructs, and statistical techniques are presented. Subsequently, the results and hypotheses testing are reported, respectively. The final section consists of discussion, managerial implications, study limitations, and future research opportunities.
Case Study: Service-Oriented Retail Business Information System
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