Mobile Marketing
from a User Perspective

Teenage users’ opinions of mobile advertising
in a mobile instant messaging context

A N T O N Z I DÉN

KTH Computer Science
and Communication

Master of Science Thesis
Stockholm, Sweden 2007
Mobile Marketing from a User Perspective

Teenage users’ opinions of mobile advertising in a mobile instant messaging context

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Master's Thesis in Human Computer Interaction (20 credits)
at the School of Media Technology
Royal Institute of Technology year 2007
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TRITA-CSC-E 2007:058
ISRN-KTH/CSC/E--07/058--SE
ISSN-1653-5715
Abstract

Mobile Marketing from a user perspective
- Teenage User Opinions of Advertising in a Mobile Instant Messaging Context

Mobile marketing is a subject that so far mostly has been researched within marketing studies. This thesis investigates mobile marketing from a usability perspective.

The purpose of the thesis is to gain knowledge of user attitudes concerning mobile advertising through an analysis of existing research within the field and the development of mobile advertising concepts that are tested on users. The study consists of expert interviews, focus groups, a questionnaire survey and user tests with teenagers.

The results show critical aspects to consider when developing mobile marketing applications. How the usability of a mobile service is affected by different factors such as: the context in which the advertisements are shown, the users’ skepticism towards advertising, privacy issues, and the amount of control perceived by the users.
Sammanfattning

Mobil marknadsföring ur ett användarperspektiv
- Tonåringar åsikter om mobil reklam i en mobil instant messaging kontext

Mobil marknadsföring är ett område som tidigare främst har undersöks i studier inom marknadsföring. Denna rapport undersöker mobil marknadsföring ur ett användbarhetsperspektiv.

Målsättningen för denna uppsats är att få ökad kunskap om användarnas attityder kring mobil marknadsföring genom analys av befintlig forskning och utveckling av reklamkoncept för mobiler som testas på användare. Studien utgörs av intervjuer med experter inom området, fokusgrupper, en enkät och användartester med ungdomar.

Resultatet visar på kritiska aspekter att beakta vid utveckling av mobil marknadsföring. Hur användbarheten hos mobila tjänster kan påverkas av olika faktorer: i vilken kontext annonserna visas, användarnas skepticism mot annonser, integritetsfrågor och om de upplever att de är i kontroll.
Acknowledgements

This is a Master’s thesis report in Human Computer Interaction at the School of Computer Science and Communication at the Royal Institute of Technology (KTH) in Stockholm. At KTH I have attended the Media Technology Master of Science engineering program. The assigner of this thesis is the Usability & Interaction lab that is part of Ericsson Research, Service Layer Technologies.

I would like to thank all the people who contributed to the realization of this project. First of all I would like to thank my colleague, Anders Eriksson, for valuable collaborative work and support throughout the project.

I would like to thank my supervisor at Ericsson, Cristian Norlin, who is always positive and inspiring. I also would like to thank my supervisor at KTH, Sinna Lindquist, for continuously supporting me with valuable input and comments. The users who participated in the study also deserve my gratitude.

Finally, I would like to express my gratitude to my family and friends for their encouragement and support. Thank you!

Anton Zidén
Stockholm, May 2007
# Table of contents

1. INTRODUCTION ............................................................................................................. 1

   1.1 BACKGROUND ........................................................................................................... 1
   1.2 THE ASSIGNMENT ................................................................................................. 2
   1.3 PURPOSE AND AIM ................................................................................................. 2
   1.4 POPULATION .......................................................................................................... 3
   1.5 DELIMITATION ....................................................................................................... 3
   1.6 READING DIRECTIONS .......................................................................................... 4

2 TECHNOLOGY .............................................................................................................. 5

   2.1 MOBILE INSTANT MESSAGING ........................................................................... 5
   2.2 THE “NN” CONCEPT ............................................................................................. 6
   2.3 MOBILE MARKETING ............................................................................................. 7

3 THEORY ....................................................................................................................... 8

   3.1 Usability and User Experience .............................................................................. 8
   3.2 Design Constraints ................................................................................................. 9
   3.3 Mobility .................................................................................................................. 10
   3.4 Influential Factors to Mobile Marketing .............................................................. 10

4 METHODOLOGY .......................................................................................................... 13

   4.1 Quantitative and Qualitative Methods .................................................................. 13
   4.2 Two Concurrent Studies ....................................................................................... 14
   4.3 Project Process ...................................................................................................... 14
      4.3.1 Literature Study ............................................................................................... 15
      4.3.2 Expert Interviews ............................................................................................ 15
      4.3.3 Focus Groups .................................................................................................. 17
      4.3.4 Prototype Development ............................................................................... 18
      4.3.5 Questionnaire Survey .................................................................................... 19
      4.3.6 Experience Tests ............................................................................................ 20
   4.4 Reliability and Validity .......................................................................................... 21

5. EMPIRICAL FINDINGS ............................................................................................... 22

   5.1 Focus Group Findings ............................................................................................ 22
      5.1.1 Attitudes Towards Marketing .......................................................................... 22
      5.1.2 Instant Messaging Usage ................................................................................. 23
      5.1.3 Personalization ................................................................................................. 23
      5.1.4 Costs ............................................................................................................... 24
      5.1.5 Privacy ............................................................................................................ 24
   5.2 Questionnaire Survey Findings ............................................................................. 25

6 CONCEPT EVALUATION AND COMPARISON ....................................................... 27

   6.1 Banner in Chat ....................................................................................................... 27
   6.2 Ad on Load .............................................................................................................. 27
   6.3 Sliding Ad ............................................................................................................. 28
   6.4 Video on Load ....................................................................................................... 28
   6.5 Screensaver ........................................................................................................... 29
   6.6 Branded Theme .................................................................................................... 30
   6.7 Branded Buddielist ............................................................................................... 30
   6.8 Sponsored FreeText .............................................................................................. 31
1. Introduction

In this chapter the subject is introduced, the assignment that will be presented and the purpose and the aim of the thesis are outlined. The chapter also includes reading directions, which describe the layout of the report.

1.1 Background

The increased global penetration of mobile phones together with the technical development within telecommunications has made the mobile phone a growing channel for marketing (Davidson 2006). A mobile phone is rarely used by anyone else than its owner. Many users have a very personal relationship to their mobile phone and have it turned on almost anywhere anytime. Also, users often read every text message sent to their phone. To use the mobile phone as a marketing channel is therefore argued by advertisers as a way of getting close consumers. Despite the growing interest and the increasing number of companies that invest in mobile marketing campaigns, the implications of using the mobile phone as a marketing medium are not yet fully investigated Bauer et al. (2005).

For computers there are several instant messaging services that are advertising funded. This could imply that advertising funded Mobile Instant Messaging (MIM) applications also would be appreciated and used by many people. However, it is not as simple as transferring the computer application to the mobile phone and believe it will work efficiently since the two are very different technical platforms used in different contexts. This includes not only the artifact itself, with aspects such as screen size, ways to interact but also the mental models of the users of how to use the application on respective platform. Even though advertising funded applications exists on the computer side it is not clear what the users think about similar services on a mobile phone.

Most of the current research that has been done on mobile marketing has been from a marketing point of view. There are comparatively few studies that have analyzed mobile marketing from a usability perspective. Even though the methodology of marketing research and usability research often is similar the view and conclusions drawn can be very different. If the advertisers want to use the mobile communication channel effectively, they must understand how the user experiences and value mobile marketing. The goal of this thesis is to contribute to and increased understanding of users’ attitudes towards mobile advertising and how this affects their experiences of the mobile phone as a marketing medium.
1.2 The Assignment

The work of the Usability and Interaction Lab at Ericsson Research involves analyzing mobile services. A common problem with many new mobile services is that they do not reach a sufficient number of users. One possible explanation to this can be poor usability or costly business models. For example, using the Internet on a computer can sometimes be experienced as “free” by users while on the other hand browsing on the mobile phone is seen as expensive. The two mediums have not the same connection to cost among users. On the desktop side advertising is an established market and the users are accustomed to them. However, in the mobile phone advertising has so far been rare and it is not sure what the users think of it.

Depending on which applications and payment methods that becomes dominant the architecture of mobile networks is affected in different ways. The mission of the Usability & Interaction Lab is to examine how the usage of different services affects the underlying networks. The reason for the appointment of this master thesis work was that the Usability & Interaction Lab wanted to investigate if there could be angles in a mobile instant messaging concept that would benefit from mobile advertising.

1.3 Purpose and Aim

The overall purpose of the thesis is to gain knowledge in user perspectives on mobile advertising through an analysis of existing research within the field and the development of prototypes that are tested on users. The aim is to see how mobile marketing affects the user and to suggest improvements that can be made to better meet the user’s expectations and needs. The objectives of this report is to

*Develop a number of concepts in mobile marketing, within instant messaging, and investigate the users’ attitudes towards these concepts and draw conclusions of general character from their experiences using a usability perspective.*
1.4 Population

The population exists of teenagers in age between 15 to 17 years. The reason for choosing this population is that teenagers are a group of users that are driving the technological development as well as being quick to adopt new services. However, teenagers are not a homogenous group and there can be large variations in questions of economic assets and access to new technology. Therefore, in the following research the population has been restricted to a group of young adults that can be considered as a group of Swedish middle-class teenagers with a relatively good economic situation.

One specific reason for choosing teenagers is that other research on mobile marketing has been focused on older age groups (Bauer et al. 2005). In the survey performed Bauer et al. the authors comment that the average age in the survey was relatively high (30.51 years) and that it therefore would be interesting to perform a similar study on a younger age group in the ages between 14-19 years. Young consumers show a more favorable attitude towards traditional marketing in a number of dimensions. They like looking at ads and they feel more comfortable when doing so (Shavitt et al. 1998). Young people are also generally are heavy users of mobile services (Dickinger et al. 2004).

1.5 Delimitation

The main focus of this thesis is on the users and how they experience different mobile advertising concepts. This may include cultural, social as well as technical aspects. The central issue is the user experience. General recommendations and issues to keep in mind are presented, but focus will not be on how to implement them in mobile applications. This is because many mobile devices have their own design, input methods and hardware.

One aspect of mobile advertising is that it can help reduce costs for subscribers of mobile services. However, since this is a study from an usability point of view, discussions of how pricing of mobile services affect the users lies beyond the scope of this thesis.

This thesis has a Swedish perspective. The study involves Swedish teenagers, living in the Stockholm area. However, most of the findings can be interesting and relevant for an even broader user group.
The teenagers that participated in the study might have more in common with other teenagers in other countries living in similar metropolitan areas, than compared to older generations or people living in less populated areas in their own country.

Even though this thesis focuses on mobile marketing within an instant messaging context, many of the identified issues concern other areas of mobile advertising as well. The results should therefore be applicable to other areas involving marketing on mobile phones such as other types of mobile applications and mobile Internet browsing.

1.6 Reading Directions

Chapter 2, Technology, and 3, Theory serve as an introduction and background. Chapter 4, Methodology, describes the project process and chosen methods. The results from the project are presented in chapter 5, Empirical Findings and chapter 6, Concept Evaluation & comparison. The implications of the results are then investigated in chapter 7, Analysis. Chapter 8, Implications for Mobile Marketing summarizes important aspects of the user experience. After the conclusions follows chapter 9, Discussion, where the methodology and choices made are reviewed together with suggested areas for further research. Lastly, the references are found in chapter 10, References.

Appendix A contains a list of acronyms and abbreviations used in the report. The interview guide and focus group guide are found in Appendix B and Appendix C. The questions asked in the survey are located in Appendix D.
2 Technology

This chapter contains an introduction to Mobile Instant Messaging, “NN” the Instant Messaging application that was used in the study and a description of Mobile Marketing. The aim is to give the reader a general knowledge about these areas in order to be able to understand the results from the studies.

2.1 Mobile Instant Messaging

Instant Messaging (IM) is a quick and convenient way for users to communicate with each other. It requires the use of a client program that hooks up to an instant messaging service and differs from e-mail in that conversations are then able to happen in real-time. Most services offer a presence information feature, indicating whether people on the list of contacts are currently online and available to chat. This is often called a contact list. Most instant messaging applications also include the ability to set a status message. IM can be used to send messages between users, create chat rooms, share links, images and files and also for voice communication.

Mobile Instant Messaging (MIM) is the ability to engage in IM from a mobile phone. This can be via various bearer techniques such as SMS, WAP, or GPRS. While several of the functions that exist in desktop IM apply to MIM, others do not. Some presence statuses, such as away, can be hard to apply in a mobile context. Other limitations such as screen size, memory size, radio bandwidth, availability of media formats, keypad based input, CPU performance and battery power are core issues that desktop device users and even nomadic users with connected notebooks are usually not exposed to (Siau & Shen 2003). There are downloadable mobile applications offered by different developers that allow users to with other IM services from mobile devices. Since many users carry their mobile phone with them all the time, MIM can be used anywhere any time.

A usability study compared three different ways of using MIM, preinstalled on a mobile phone, a downloaded third party application and through a WAP-based application (Mattson 2005). In this study price had a significant effect on how much people use MIM. Many users thought it was more expensive to use MIM than it actually was (Mattson 2005). This implies that the possibility to reduce costs by allowing advertising could appeal to users of MIM.
Leisure time was number one reason for using MIM. The user starts the application in order to see if there is someone online to talk with. However there is often a specific reason for the conversation, schedule a meeting, lunch or to tell something to the other person. The users often used MIM when commuting, for example on the subway. The MIM application was rarely running in the background, as long as the application was running the user would be actively using it. (Mattson 2005)

2.2 The “NN” Concept

In this project a prototype instant messaging application called “NN” was used.¹ This prototype has been developed by Ericsson Research, it is important to note that it is a conceptual platform, is not an existing, or even a future, product. The reason for using the “NN” concept was to present mobile advertising to the users in a realistic context.

“NN” is an application similar to other advertising funded community applications such as MSN Messenger. It has functions such as user nickname, a presence function and a space for personal messages called freeText.

¹ Due to corporate regulations the name of the application has been changed to “NN” and only a short description of it will be given
2.3 Mobile Marketing

Mobile marketing is sometimes seen as something very new, but the fact is that the capability to conduct mobile marketing has been available since the first commercial text message service was established in 1995. The text message, limited to 160 characters in length, is used in contests, sweepstakes, for increasing brand awareness and other types of mobile marketing. However, SMS messages lack color, sound and movement. Today, faster networks and new features such as color screens, 3G, and web access has made richer media formats available for mobile phones.

Previously mobile operators have been nervous about alienating subscribers by allowing advertising on mobile phones. Advertising in the mobile phone can be seen as intrusive in a very intimate context. With 3G and new features operators can provide an increasing range of content including video and music downloads and TV. New services incur additional costs for subscribers but advertising funded content can reduce costs for mobile phone users. Therefore, it is possible that users think that accepting mobile marketing is a worthwhile trade-off in order to use new services.

There exist many different types of mobile marketing techniques. Varying from commercial SMS messages to location based services (Aalto et al. 2004). Because of the many various ways to use the mobile channel as a marketing medium there has been some disagreements regarding the definition of terms mobile marketing and mobile advertising (Tähtinen 2006). Despite the increasing number of publications on mobile marketing is somewhat inconsistent and highly fragmented (Leppäniemi et al. 2006). Bauer et al. (2005) defines mobile marketing as “…using the mobile phone as a means of conveying commercial content to customers”. While, Tähtinen and Salo (2004) define mobile advertising as “…ads sent to and presented on mobile devices, i.e. cellular phones, PDA’s and other handheld devices.”

Due to the lack of a common conceptualization of the phenomenon, Leppäniemi et al. (2006) evaluated fifty publications that focus on mobile (or wireless) applications aimed at marketing. They found a common theme being that the definition itself is often embedded in technology.

Therefore, they recommend a more technology agnostic definition: “Mobile marketing is the use of the mobile medium as a means of marketing communications.” In this report the terms mobile marketing and mobile advertising will be used synonymously with the definition of Leppäniemi et al. (2006).
3 Theory

This chapter includes theories about usability and user experience, mobility, and mobile marketing, which later are used to analyze the results.

3.1 Usability and User Experience

Usability is defined by the ISO 9241-11 (1998) standard as: “The extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use”. Effectiveness refers to how the users can achieve what they want to do with the product. Efficiency refers to how much effort it requires. Satisfaction refers to the freedom from discomfort, and positive attitude to the use of the product. Based on the ISO definition Preece et al. (2002) define the following usability goals:

- Effective to use (effectiveness)
  How good a system is at doing what it is supposed to do.
- Efficient to use (efficiency)
  Refers to the way a system supports users in carrying out their tasks.
- Safe to use (safety)
  Protect the users from making serious errors and allowing means of recovery.
- Have good utility (utility)
  Provide the right kind of functionality so that the users can do what they want to do.
- Easy to learn (learnability)
  Refers to how easy a system is to learn to use.
- Easy to remember (memorability)
  How easy the system is to remember how to use, once learned.

Preece et al. (2002) make a distinction between usability and user experience goals and present 10 user experience goals: satisfying, enjoyable, fun, entertaining, helpful, motivating, aesthetically pleasing, supportive of creativity, rewarding and emotionally fulfilling. These user experience goals differ from more objective usability goals in that they are concerned with how the users experience an interactive product from their perspective, rather than assessing how useful or productive a system is from its own perspective. The usability and user experience goals serve as a starting point for the design decisions taken in this project.
3.2 Design Constraints

Rondeau (2005) has explored some of the new questions and challenges presented in branding in the mobile context. He describes a framework and outlined potential branding strategies to consider when designing applications for mobile devices. He has identified a number of constraints that affect the user experience:

*Physical constraints:* Due to their small size, mobile devices are constrained by small screen size and limited user input mechanisms. This alone severely limits what can be accomplished on a mobile application interface.

*Platform and device variation:* Interface screens vary in size, resolution, color depth, and quality. Buttons vary in number, type, and placement. Finally, operating systems use different navigation paradigms and fonts. Each variation that needs to be supported adds complexity to the design and the direct experience.

*Number of primary uses:* Each additional primary use (for example: a phone with a camera) increases the complexity of the interface design. If the device and platform aren’t flexible enough to equally support them, the user experience will suffer.

*Brand competition:* Many commercial players compete for brand awareness: the device, network operator, data service provider, delivery network, content providers, device platform, third-party software provider, and third-party software creator. Each contributes to the experience of using the device, but which does the user attribute their experience to? The fight for control of the user and brand experience has already begun between device manufacturers and operators.

*Support for third-party software:* The potential number and type of primary purposes that a device may support increases and the amount of brand competition also increases.
3.3 Mobility

Mobile technologies can be seen as new resources for accomplishing various everyday activities that are carried out on the move. Our way of living has in many ways become increasingly mobile. Technologies had made it possible for people to travel further as well as to communicate easier with each other from a greater distance. The mobile user environment may be viewed as consisting of the following three aspects described by Kakiha & Sorensen (2001).

- Spatial mobility refers to the ability of the user to roam anywhere with their mobile devices.
- Temporal mobility implies that people typically use mobile devices while engaged in other simultaneous activities.
- Contextual mobility describes the fact that the users may use their mobile devices differently and mobile applications may behave differently depending on the current situation.

Everyday user tasks, such as accessing a search engine or browsing the Internet, on a mobile device compared to a computer may result in completely different user experiences. Kurkovsky & Harihar (2006) state that the interface design of a mobile device must support the limited attention of the user, who is often distracted by other events, applications, and objects within these three dimensions of mobility.

3.4 Influential Factors to mobile marketing

A number of academic authors have attempted to examine the acceptance of different kinds of mobile marketing. Bauer et al. (2005) writes that "even though companies are investing heavily in mobile marketing... the nature and implications of this channel are not yet fully understood" and that studies need to be performed to understand how to best utilize it. The authors conducted a study in which 1028 persons answered a web survey about their attitudes towards mobile marketing. The results identified entertainment as well as information value as the strongest drivers of the mobile phone as an advertising medium.

Venkatesh (2003) et al. evaluate the difference in so called e-commerce and its mobile comparison m-commerce. The researchers claim that since the context of the mobile experience is different from a PC-based Web experience, what is important to users is also different. The experience is largely
about saving time, varying locations and convenience. The result suggested that relevance, structure and personalization are essential to creating a positive mobile interface experience.

Gaining the consumers permission to send marketing messages is vital for successful marketing campaigns. Standing et al. (2005) conducted a survey on mobile phone users and that showed that the consumers view the benefits of mobile marketing as saving time and money as well as providing useful information. The results also indicate that financial incentives can substantially improve the level of participation.

Haghirian & Madlberger discusses relevance and antecedents of consumer attitudes toward advertising via mobile devices. Their analysis is based on a consumer survey where 815 Austrian users where interviewed. The result showed that consumers’ attitude toward mobile advertising and advertising value are strongly related to the content and frequency of the advertising message. More surprising, the results indicated that consumer attributes do not play a dominant role towards mobile advertising and that it is mainly the advertising message itself that influences its value and the consumers’ attitude.

Krishnamurthy (2001) has found that the factors affecting consumer willingness to give permission to receive advertisements are: Message relevance (e.g. message fit and advertiser attractiveness) monetary benefit (e.g. financial incentive) Personal information/entry modification cost, Message processing cost (e.g. cognitive load in reading messages) and Privacy cost (e.g. uncertainty of information misuse).

The different influential factors have been summarized in Table 1. These factors were then used when selecting which questions to present to the users.
<table>
<thead>
<tr>
<th>Author</th>
<th>Influential factors</th>
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<tbody>
<tr>
<td>Bauer et al. (2005)</td>
<td>• Entertainment</td>
</tr>
<tr>
<td></td>
<td>• Information value</td>
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<tr>
<td>Venkatesh et al. (2003)</td>
<td>• Relevance</td>
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<tr>
<td></td>
<td>• Structure</td>
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<td></td>
<td>• Personalization</td>
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<tr>
<td>Standing et al. (2005)</td>
<td>• Save time</td>
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<td></td>
<td>• Save money</td>
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<tr>
<td>Haghiri &amp; Madlberger (2005)</td>
<td>• Content</td>
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<tr>
<td></td>
<td>• Frequency of advertising</td>
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<tr>
<td>Krishnamurthy (2001)</td>
<td>• Message relevance</td>
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<td></td>
<td>• Monetary benefit</td>
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<td>• Personal information/entry modification cost</td>
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<td>• Message processing cost</td>
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<tr>
<td></td>
<td>• Privacy cost</td>
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Table 1 - Summary of influential factors to mobile marketing
4 Methodology

A number of different methods can be used to study the users’ expectations, experiences and needs. In this chapter the chosen methods are described. Their strengths and weaknesses and the reason for choosing are discussed as well as the validity and reliability of the study.

4.1 Quantitative and Qualitative Methods

Different approaches can be applied in a scientific research. Methods are usually categorized as either quantitative or qualitative. The goal in a quantitative research is to gather and compare data, which can be quantified to show statistical results. Quantitative methods are often used to prove or reject a hypothesis (Bell 1999). These studies are very planned and structured. Different variables are varied in order to measure their significance. This means that data is classified with help of statistical methods. Hence, much of this data is represented by numbers and figures that are quantifiable.

A qualitative research, on the other hand, seeks to get a better understanding of the people and their situation (Bell 1999). Qualitative researchers rely more on observations rather than statistical data. Qualitative methods are used to study complex relations and are suitable when the researcher tries to understand circumstances or a relation. Qualitative methods can be demanding because of the complexity of the data gathering that the researcher must do in order to understand the situation correctly. These methods are dependent on the credibility of the researcher, since he or she is responsible for the interpretation, and also on the use of references and relations to other research within the area.

There is no point in trying to say which method is best, since each approach has its strengths and weaknesses and each is particularly suitable for a particular context. When researching peoples’ attitudes, quantitative research methods can be used, while experiences are personal, but can be quantified if that is relevant to the study. There are seldom any definite answers. Depending of the objective of the study one can use both qualitative and quantitative methods. The goal of this project is not to make generalizations about the users, but to make recommendations for improvements of mobile marketing based on the users’ wants and needs. Therefore, a combination of both qualitative and quantitative methods was regarded as the most appropriate: to gather quantifiable data about the attitudes of the users and then use qualitative experiences as a way of clarifying the results.
4.2 Two Concurrent Studies

This report examines the user experiences of mobile advertising while a parallel study conducted by Eriksson (2007) addresses the interactional properties of ads.

Parts of this study were performed within collaboration with Eriksson (2007). Sharing the workload had several advantages. The data gathering was made simultaneously and could thus be done more efficient. During the focus groups and the interviews one researcher acted as the moderator or interviewer while the other researcher took notes and asked follow-up questions. After the data gathering the findings were shared, the results were discussed and conclusions for the next stage were drawn. To have someone that could give feedback and give suggestions on which step to take next was very rewarding at this stage. Being two researchers meant that each step of the project was analyzed by two people with different approaches and backgrounds but one common goal. Having these discussions as a starting point was positive for the project outcome.

Two separate and independent reports were written delivering results concentrating on different dimensions of the area. To gain a good understanding and a holistic view of mobile marketing it is recommended to read both reports.

4.3 Project Process

A triangulation of methods was used in order to increase the reliability of the conclusions made in the study. Triangulation means that data is gathered through several different methods and can be used to cross-check findings in order to produce a as full and balanced study as possible (Bell 1999). In this study the methods included expert interviews, focus groups, a questionnaire survey and a usability tests with prototypes implemented on mobile phones. The outline of the process is iterative, so that the findings of each method would contribute to the design decisions taken in the following steps. Figure 1 describes the in which order the methods were used.
4.3.1 Literature Study

The project started with a widespread literature study to get an insight to the area. The purpose of the literature study and following interviews was to identify concepts in literature that could be used in the study to examine attitudes of the users towards mobile advertising. The material studied included theories and research within general marketing theories, human-computer interaction, research methodology, usability and some more specific research on mobile marketing. The reference list contains the material specifically referred to in this report, but the literature study also included other material that served as a starting point for the research. This literature study also served as a basis for choosing methods for the study.

4.3.2 Expert Interviews

In an ideal interview there are no leading questions or unspoken rules. Things such as facial expressions or the tone of the voice of the interviewer can affect the answer of the respondent. Therefore, there is always a risk of bias. As an interviewer you must be aware of the risk and strive for neutrality when asking questions (Preece et al. 2002).

Interviews can be categorized according to how structured they are. On one end the interviewer simply writes down the answers, on the other end, the discussion is guided by the answers given by the respondent. The more standardized the interviews are, the easier it is to quantify the answers.
Unstructured interviews can be very gratifying, but takes more time to analyze and demands that the interviewer focus the discussion on the key issues. Otherwise, there is a risk that an unstructured interview can become too widespread and that the analysis becomes very hard (Preece et al. 2002 p. 392). The chosen method was semi-structured interviews, the interviewer followed a guideline with questions, but the order of the questions could be altered depending on the discussion [See Appendix B].

Seven interviews were conducted with different experts within the fields of mobile telecommunication, usability and mobile marketing. These included representatives from a design company in the mobile telephone business (Ocean Observations), two marketing firms working with mobile marketing concepts (12Snap, Mobiento), one industry organ (Mobiltelefonbranschen), 2 mobile usability experts (Ericsson), a mobile phone producer (SonyEricsson) and a Mobile Network Operator (Tre).

The interview started with a presentation of the project and an explanation that the respondents would remain anonymous. All but one of the respondents had given permission to record the session. During some of the interviews photos were taken when the interviewees showed examples of existing mobile marketing concepts. Bell (1999) recommends recording interviews to be able to quote and to check that notes taken from the session are accurate. Therefore, all the interviews were later transcribed and analyzed.

During the background research a large number of different concepts for mobile advertising were identified. The intention was to select a number of the identified concepts and to further investigate those using focus groups, a questionnaire survey and to implement them as prototypes on a mobile phone. It would not be possible to perform an evaluation on all of them. Some of them were not possible to implement in the limited timeframe of the thesis work, others were not applicable in an Instant Messaging context. Using the data collected from the interviews and literature study nine different concepts were selected for further examination. The selection was also discussed with Ericsson Research in order get a consensus of which concepts to choose. These nine selected concepts were graphical elements possible to implement as a part of the “NN” interface. See chapter 6 for a description of each concept. The next step was to analyze these concepts through different complementing evaluation techniques.
4.3.3 Focus Groups

The goal of the focus groups was to get an understanding of how teenagers use their mobile phone. To identify for which purposes and in which context they use it. The method was chosen in order to get a first contact with the users and to get feedback on the concepts selected in the background study.

An advantage of focus groups is that they give rich data and can bring up issues that the researcher has not considered beforehand. This can happen when the participants get to discuss freely with each other concerning a given topic. However, this also means that the analysis of the data will be more demanding (Precece et al. 2002). The method requires that individuals express and develop their opinions when discussing with others. Differences in attitudes and sensitive issues can also arise, something that can be missed when using other research methods. A focus group is quick and cheap way to collect opinions from users. In difference from a questionnaire the questions don’t need to be formulated perfectly since they can be clarified during the discussion.

First, a pilot session was done with three male participants in the ages between 23-30 years in order to increase the validity of the questions. All three participants had experience from mobile phones and of using instant messaging on computers, but none of them had any experience of mobile instant messaging. As a result of the pilot a few topics were removed and some of the questions were reformulated.

Altogether four focus groups were carried out with a total of 23 teenagers. Two focus groups were conducted with 15 year olds from Blommensberg Elementary School in Stockholm and two with participants in the ages between 16 to 17 years from St:Eriks Gymnasium in Stockholm. There were 14 girls and 9 boys participating in the focus groups. The recruitment for the focus groups was done through contact with the teachers from the respective schools based on the criteria age, an even spread between genders and participants from different classes. For natural reasons most groups were very homogenous. The selection of participants was therefore less representative than what would have been possible. Another weakness was that many of the participants knew each other, which could have a negative effect on the spread of different opinions within each group. At the same time this meant that the participants were more willing to be active in the discussion, which after all is fundamental.
Each session was held in a classroom or conference room in the respective school. The discussions were recorded and later transcribed. The sessions lasted between 60 and 90 minutes. Before the discussion each participant was given a short survey with demographic questions such as gender and usage of different technology. [See appendix C]

At first the users discussed on how they experienced different kinds of marketing with a focus on Internet marketing and mobile marketing. Other topics that were discussed were personalization, costs and integrity. Lastly graphic representations of nine concepts of mobile marketing were presented to the group and questions were asked what they thought about them. A majority of open questions were used, in order to encourage discussion yes or no –questions were avoided. After the session each participant was given a free cinema ticket for their time and effort.

4.3.4 Prototype Development

By their very nature, prototypes involve compromises: the intention is to produce something quickly to test an aspect of a product. The kind of questions or choices any prototype allows the designer to answer is therefore limited (Preece et al. 2002 p.246).

Nine prototypes of the concepts used earlier were developed for the experience tests. These were written in Java and implemented on two mobile phones (SonyEricsson Z800). These prototypes looked like the “NN” application, but had little real functionality. Each prototype included an advertisement in some form. The brand used in the advertisements would differ between prototypes. In three of them a white SonyEricsson logo was used. In others more colorful advertisements were used. The selection of which brand to use was decided together with Eriksson (2007) and the Usability and Interaction Lab. The intention was to have advertisements that would seem natural to the users.

The reason for developing high fidelity prototypes was that the users would get a better understanding and more realistic experience of the different concepts in the user tests. The qualitative results from the user tests would then be complemented by additional quantitative data in the questionnaire survey.
4.3.5 Questionnaire Survey

Questionnaires are a well-established technique for collecting demographic data and users’ opinions (Preece 2002 p.398). The questions asked should be clear and specific. Leading, ambiguous or sensitive questions should be avoided. The design of the questions should minimize potential errors from respondents. The major benefit of questionnaires is that they are easily distributed to a large number of respondents. However, unlike in interviews or focus groups it is not possible to clarify or ask follow-up questions.

The questionnaire was piloted on a small sample of respondent who wouldn’t receive the refined version. This was done during the focus groups, before any questions were asked the respondents filled out a pilot version of the questionnaire survey. A pilot has several functions, principally to increase the reliability, validity and practicability of the questionnaire. (Bell 1999) It serves to check the clarity of the questionnaire items, instructions, and layout as well as to get feedback on the type of questions used. Since the questionnaire would be distributed to the students between or during classes the time needed to complete the questionnaire would be critical. The Pilot was later analyzed and as a result several of the questions were reformulated or removed².

The questionnaire survey was distributed to 57 students at St:Eriks gymnasium in the ages between 16-18 years from different classes. Before the survey was handed out a short description of the concepts was given. The evaluation of the concepts was carried out using a so called semantic differential scaling, where the idea is to capture the respondents’ connotative images of the different concepts (Preece et al. 2002 p. 403). Since experience is expressed using adjectives a number of adjectives generated during the focus groups were written down in the transcription of the focus groups. Seven different words were identified as relevant (See Table 2). Then each word was completed with an opposite word and put in the questionnaire as elements of a semantic differential scale. In this way the questions in the survey resulted in a quantitative experience evaluation using the populations owns words.

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² One specific question was not altered between the pilot and the questionnaire survey. Therefore, the results from this question will be presented together with the results of the questionnaire survey.
Table 2 - Words used in the questionnaire

<table>
<thead>
<tr>
<th>Good</th>
<th>Bad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fast</td>
<td>Slow</td>
</tr>
<tr>
<td>Subtle</td>
<td>Obtrusive</td>
</tr>
<tr>
<td>Discrete</td>
<td>Yelling</td>
</tr>
<tr>
<td>Good-looking</td>
<td>Ugly</td>
</tr>
<tr>
<td>Soft</td>
<td>Hard</td>
</tr>
<tr>
<td>Cool</td>
<td>Nerdy</td>
</tr>
</tbody>
</table>

The data in the questionnaire survey was supposed to serve as a complement to the qualitative data gathered during the focus groups. The purpose of the survey was twofold, the main purpose being a quantitative evaluation of the different concepts, and the other to get a quantitative measure of behavior and initial attitudes concerning mobile advertising.

4.3.6 Experience Tests

One drawback of evaluating the nine concepts using questionnaires is that it can be hard for the users to get a correct view of how the advertising works when presenting them on paper. Preece et al. (2002) mention that high-fidelity prototypes are better than low fidelity prototypes when studying peoples' first impressions. Therefore, in order to complement the findings from the questionnaire survey, the concepts were evaluated using experience tests. When evaluating the concepts the focus was not on traditional usability problems, such as identifying errors and usability problems, instead the study was more linked to user attitudes and experiences. Focus was on factors such as those listed by Preece et al. (2002), i.e. fun, entertaining and aesthetically pleasing.

The experience tests were conducted on site at S:t Eriks Gymnasium in a controlled environment. Eight teenagers in the ages 16-18 participated in the tests that took place in a conference room. A moderator gave the users simple assignments and presented short scenarios in order to create the feeling of a natural situation. During the test the participants were encouraged to think aloud and verbalize their experience of the different concepts, in order to yield an evaluative image of them. All concepts were presented to each participant. Meanwhile, the other researcher took notes during the tests. In addition to the notes each session was also recorded and later analyzed.
4.4 Reliability and Validity

The reliability of the research refers to how well it produces the same results on separate occasions. It should not matter who conducts a study, another evaluator who follows the same procedure should get similar results. Higher reliability can be achieved through a more structured and standardized methods and data gathering techniques.

The reliability of the study is strongly related to the selection of the participants. The more representative the selection is, the more similar the results from the different user groups should be. This study used teenagers from different schools. Few of the participants had much experience of mobile advertising or the use of mobile instant messaging. This is however, applies to most users, since these are new technologies.

The validity is concerned with whether an evaluation technique measures what it is supposed to measure. The validity of the study is related the layout project process and questions presented. Therefore, measures were taken in order to increase the validity of the study. Before the focus groups a pilot test was conducted with three participants. The questionnaire survey was first tested during the focus groups. The validity is also increased by the use of several complementing research methods used in an iterative process. The results from each method were first analyzed and the results were later carried on to the next step in the process where design selections, critical issues and important questions can be further investigated.
5. Empirical Findings

This chapter presents the results from the focus groups and questionnaire survey.

5.1 Focus Group Findings

During the focus groups the users were asked to discuss topics concerning marketing, instant messaging, personalization of phones, costs and asked to express their opinions on privacy issues.

5.1.1 Attitudes Towards Marketing

Many users were already accustomed to advertising, mainly from online experiences in a desktop environment. Other types of marketing that were brought up were telemarketing and TV commercials. Especially telemarketing was seen as a type of very intrusive marketing. “I hate when they call and try to be personal when I don’t know them”. Some teenagers felt that there was a larger chance to be fooled by telemarketers than to accept a truly valuable offer.

When discussing online advertising they expressed frustration towards pop-up advertisements that open up in a new window. They also dislike when the advertising seem to take up a larger part than the other content of a page. The best option was text or neutral banners along the sides of a page. “Then you can read them if you truly want, otherwise you can simply ignore them”. “…they are somehow softer, you chose to look at them or not”.

Losing control because of advertisement was something very negative. One user said that she sometimes fear computer viruses when advertisements start to load. Ads that play sound or move around were examples of very annoying types of online advertisements.

Irrelevant banners were seen as a common thing when accessing the web with a computer. “It can be 5 new windows with everything from medicines and soft drinks to online poker”. The users disliked clicking on banners on websites since they were sometimes unsure of what would happen if they clicked the advertisement and which page they would be forwarded to. “It feels safer if it is a brand that you recognize”. Many of the participants also used pop-up blockers to prevent new windows from opening.
Another type of online advertisements is movie commercials that are shown before other movie clips. “When I want to watch a music video there is always a lot of advertisements beforehand”. The users preferred that the advertisements should be shown afterwards instead of before the movie clip they intended to watch.

5.1.2 Instant Messaging Usage

All of the participants had tried instant messaging. A great majority of them used MSN on their computers but very few had tried mobile instant messaging. When asked why they specifically use MSN they referred that “everyone has it”.

Many said that the reason for not having tried mobile instant messaging on a mobile phone was because of older handsets. Even though instant messaging is possible through technologies such as WAP very few of the users seemed aware of this. “I think it only works on really new phones, and none of us has such a phone”.

Many had the opinion that they did not need instant messaging on mobile phones since they can just as easily send SMS messages instead. When asked how many SMS messages they send per day, it was not uncommon to hear numbers as large as 50 messages daily. They believed that it would take longer time to send messages using instant messaging than compared to SMS. SMS was more used for specific tasks such as scheduling a meeting or telling something important. While instant messaging was used for more informal conversations without a specific agenda.

5.1.3 Personalization

The users expressed little interest for downloading themes, music and pictures. Some downloaded things to their mobile phone when they recently had bought it, but not any longer. “I did it once, but it costs a lot of money so I quit”. To use personal pictures taken with the camera on the mobile phone was considered more personal and fun than to download things.

Several participants did not use their mobile phone to access the web. “I have never visited a web page through my mobile phone. I do not know how to do it. I am bad at technical stuff”. Those who did access the web used the portal provided by their network operator.
The mobile phone was seen a very important and intimate artifact by the users. “I can’t manage without my mobile phone”. “You feel handicapped if you forget your mobile phone at home”. Most of the users bring their phone with them wherever they go and have it switched on a large part of their waken time.

5.1.4 Costs
The users expressed a positive attitude towards reducing costs through ads. Most teenagers believed the pricing affected how much they use different mobile services. Even though most stated that their phone bills were paid for by their parents. They perceived browsing the Internet on a computer as less costly than doing it with a mobile phone.

When asked what they thought of mobile services financed by advertising they answered that it depends on the advertising and what they would get in return for accepting it. “The thing is… what type of advertising is it, how many messages do you get? It would be extremely annoying if you get new messages all the time.

To have the option whether or not to accept marketing messages was crucial. “There has to be an option to choose”. The possibility to withdraw from a campaign or to turn of the advertisements was considered mandatory for any service.

5.1.5 Privacy
Many users feared that mobile marketing could turn into spam because of bad experiences from media such as e-mail, where spam was considered a common thing. They are often unwilling to provide personal information unless for a specific reason or a trusted source. “You want to know what happens to your personal information”. A number of users had several different email addresses that they would use for different things. “If I believe that they will send me loads of advertising, then I use another address”.

To get marketing messages from memberships or by signing up for newsletters was considered a good way to advertise. “I join since it is something that I am interested in. Then the advertisements are okay, since they are usually about something that I like. Personally adapted advertising is appreciated. “…because it is something you have chosen, you ask for it”. Examples where the advertisement is meant for others consumer groups were brought up as bad advertising. “Why would I like diaper commercials? It should be
Some form of segmentation of which advertisements to show to which users was therefore preferred.

### 5.2 Questionnaire Survey Findings

In the survey the users filled in the semantic differential scale [See Appendix D] and select a number between 1 and 7 that best represent how they experience each displayed concept. Each concept was evaluated using the seven pairs of opposite words. The results of this evaluation are displayed in Figure 2.

![Figure 2](image-url)  

**Figure 2 – The nine concepts together in one diagram**

In the figure a small circle indicates a positive experience and a large circle indicates a negative user experience. The concept that got the overall most positive score was the branded theme. While the one that got the most negative was the sliding ad concept. The other themes got all quite similar results and ended up between these two extremes.
Although the branded theme was regarded more yelling than discrete, this, as opposed to many other concepts is not necessarily something negative. Since it is natural for a theme to be seen. And also we must keep in mind that the particular red theme used in the prototype was anything but discrete.

The respondents were also asked to select and prioritize five of ten different aspects concerning mobile marketing. The ten aspects given in this question was based on summarization of influential factors to mobile marketing that are illustrated in Table 1. The most important aspects were given a score of five and the least important aspect was given a score of one. There were 77 participants, whereby 85 percent respondent rate. As indicated in chapter 4.3.5 this question was also asked during the pilot of the questionnaire. Therefore, the answers from the pilot have been added to those in the questionnaire survey. The results are summarized and illustrated in Figure 3.

The three most important factors were the possibility to remove it, not disturbing the usage, personally adapted ads. It is interesting to note that the possibility of saving money which has been regarded as a important factor in several studies (Standing et al. 2005 and Krishnamurthy, 2001) was only ranked as fifth most important.

3 The y-axis shows the total score given by the respondents
4 Due to the improperly filled out questionnaires 12 of the respondents’ answers were discarded.
6 Concept Evaluation and Comparison

This chapter describes the nine different concepts and how the users experienced during the focus groups and the experience tests.

6.1 Banner in Chat

Banner in chat is somewhat of a classical banner using a fixed space in the chat window. The content in the banner does not move, but the banner itself is changed every now and then. This concept was also already implemented in an existing prototype developed at Ericsson Research.

Most users were familiar with this type of advertising and few expressed negative comments. Some users did not even notice the advertisement until they were asked questions about it.

The users expressed concern that the advertisement must not flicker or have moving content. Others found it disturbing to have advertisements on such a small screen. Especially if involved in long conversations with many lines of text, then the advertisement prevents the user from getting a better overview.

6.2 Ad on Load

When the application is started an advertisement is shown. When the application has finished loading it opens and the ad is removed. The duration of the loading time is no affected by the advertisement.

The respondents seem accustomed to this type of advertisements from video games and different mobile applications. To see a company logo when loading an application was considered normal. But the type of company that advertise can also matter. The
respondents mentioned that mobile manufacturers and network operators seemed natural, but if another logo was show this could be create confusion, as this comment illustrates. "Now when I think about it, I would have wondered: Why does it say 'Coca-Cola' on a Sony Ericsson-bandset'?

Even though the idea of this concept is to use an idle-moment, like the time it takes to load an application, some respondents expressed a concern that the ad itself would make the loading take longer time. This means that you need to be explicit about what takes time. Make sure that the users understand that the ad is already downloaded and that the only time taken from them is the time it takes to load the application, which they understand and accept.

6.3 Sliding Ad

In this concept first loads without any advertising, then, when it has finished loading an advertisement is shown at the lower part of the screen for a few seconds. It then fades away.

Concerns were made about how much space the advertisement covers. If counting percent the advertisement covers a large area of the small screen. Some users commented that they thought that they could access the contact list straight away. "It’s even more annoying with ads that lies on top things, then you think you can move forward, but then you can’t close the banner”

6.4 Video on Load

At the startup the application a video advertisement is shown. When the application has finished loading it opens and the ad is removed. The duration of the loading time is no affected by the advertisement.

The users expressed great concerns that loading a video clip would have a large affect on the time needed to load the application. Even though the advertisement only is shown during the loading of the application many users felt that a movie would feel like it
takes even longer time. Some users were very skeptical towards this type of advertising. They feared that a slow loading time could give the feeling that the mobile phone is broken or even gotten a computer virus. They also felt that it would become very tiresome if the advertisement did not change over time so that you always would have to see the same movie clip. "Once is ok. Twice, then you can show it to a friend if it's a weird commercial during start-up and laugh at it. The third or fourth time it starts getting annoying". The problem of location was also mentioned. Having advertisements with graphics and sound could be very inappropriate in certain environments, for example during class.

6.5 Screensaver

When the mobile phone has not been used for a while a screensavers is shown. The normal screensaver of the mobile phone is replaced by an advertisement. As soon as the phone is used the screensaver disappears.

Most users thought that they would not even see the advertisement since the screensaver only is shown when you do not use the mobile phone. They thought that having personal pictures as screensavers would be more fun. One user referred to his friends that use images from different computer games as screensavers and desktop pictures on their computers as a way to personalize their computers.
6.6 Branded Theme

The appearance of the contact list in the application is built upon a certain brand. The user can choose which brand to use. In this concept a red Ferrari theme was used.

The branded theme was met with positive reactions. The users did not find this type of advertisement obtrusive since it acts as a part of the user interface, i.e. the contact list. Instead they found it fun an unusual.

They felt that it is important to let the users choose if they want a branded theme or not and to have a lot of different themes to chose from. Naturally, not all users were appealed by the idea of a branded theme and others said if they got the option to choose a personal theme with personal pictures, they would prefer personal pictures over brands. A suggestion was that users could take pictures with their own mobile phone, if it is equipped with a camera, and use them in themes. This concept would seem to be appreciated by users that use brands as a way of building up their identity. One user showed his own mobile phone that was completely branded red by Ferrari.

6.7 Branded Buddielist

The brands of the users’ friends are shown in the contact list. Special versions of their chosen brands are shown next to name of the contact.

This concept was met with conflicting opinions. Some users liked it a lot, while others did not. Several of the users thought that this concept would be an interesting way to personalize not only their own contact list, but also their appearance to other users and friends. They felt that the use of brands adds personality to the different contacts. The critique this concept got was that the possibility of many colorful different brands in the contact list creates a strain on the user. Clashing colors creates an inconsistent user interface.
6.8 Sponsored freeText

The freeText-message is exchanged for a marketing message with a link that can be activated. When the user activates the link he is forwarded to a mobile store. In this example the user Anna is showing the music she is listening to on her phone. Anna’s friends can then be forwarded to a mobile music store where they can by and download the music that Anna is listening to.

This concept was seen as a bit too much. The users felt that the mobile phone is more intimate than the computer. Therefore, a message declaring which music the listen to would become too intrusive. When they use the computer they have more space for the contact list, and also often more time to use the application. In the mobile phone they want an easy and clean user interface that gives a good overview.

The users did not like that they gave up their ability to personalize their appearance to others. They felt that the ability of declaring their presence status was more important than marketing messages. Too much text in the contact list can become annoying, if every contact has a sponsored message. There was also confusion on what would happen if you click the advertisement, are you sent to the companies WAP site or somewhere else?
6.9 Smart Ad

In the chat window there is a banner. The content of the banner is based on the subject of the conversation using certain keywords. The content may therefore change sometimes during the conversation.

At first this concept got very positive reactions. They users wondered how the program could understand the discussion. After a while some were concerned by the fact that the conversation was being monitored. Not by a human, but by a computer program. The feeling of being observed was that should be avoided according to the users.

By listening to the conversation the advertisements would become more relevant. At the same time this could also create problems if sensitive topics or messages where sent. One user mentioned that errors can become very apparent if the wrong subjects are used to create advertisements. The users expressed a concern that they did not want to feel observed. Therefore, the advertisement must not change to frequently and prevent that intimate conversations not are used as a basis for advertisements.
7 Analysis

This chapter aims to analyze the results presented in chapter five and six of this report.

7.1 The Context

The users use mobile instant messaging in a social situation when communicating with each other. This means that there often something specific that the users want to do when using mobile instant messaging. On one hand advertisements in this context can become a distraction and draw focus from the task at hand. While on the other hand, the purpose of advertisements is to attract the attention of the people. Herein lays a problem with usability and mobile marketing.

The aspects of mobility identified by Kakihara & Sørensen (2001) also have an effect on the user experience. Sometimes the reasons for using an application or mobile service is to use spend time, while at other occasions they are used to save time. Depending on the situation the advertisement is experienced differently. The user will often be engaged in other simultaneous activities while interacting with the advertisement. Being mobile means that you sometimes are in hurry, then advertisements during startup becomes irritations. “…when I use my mobile phone I might be on the subway, the last thing I want is a lot of clutter in the way. “

One possible solution is to have advertisements that are integrated with the user interface, such as themes. Then the advertisement does not take up any extra space or time for the users. Thus, irritations annoyance of having ads should be reduced. The use of themes can also become a way for users to personalize their phones as well as their appearance to others.

7.2 Skepticism Towards Advertising

One main issue when analyzing mobile marketing is the fact that most users were skeptic towards mobile advertising. Hence not many people would freely choose advertising in their mobile but in order to choose it, they would require something in return. ”…the important thing with all this, none of these things are good. The best case would be not to have any advertising at all. But, if having to choose some of the bad…” It would be interesting if the skepticism is similar in other user samples since teenagers have been pointed out as more positive towards advertising than older people (Shavitt et al. 1998). The use of a known brand can work as an assurance of credibility of mobile advertisements. However,
which brands are shown also affect the user experience. If the wrong brand displayed, the user will get a negative feeling towards the advertising. As Rondeau (2005) suggest brand competition will have an effect on the user experience. When different commercial actors each contribute to the experience of using the device, it can be hard to know which the user attributes their experience to.

One possible way of increasing the value of the advertisements to the users is to have personalized advertisements. The personalization of advertisements was also ranked third most important in the questionnaire survey. During the focus groups the most disliked type ads were those that had no reference to the users’ interests, such as diaper ads sent to teenagers and tampon commercials sent to male users. Misdirected commercial to the wrong user segment will have implications for the general attitude towards mobile marketing since it can be considered similar to spam. This shows that mobile advertising benefits from being tailored towards the users’ preferences.

7.3 Privacy

During the discussions in the focus groups the concern of privacy issues was brought up several times. Privacy can be defined as the right of an individual to control the information held about them by third parties. Thus, it is the fear of misuse of personal information that the users worry about. The mobile phone is an incredibly personal tool. A mobile phone is rarely used by any other person than its owner. It is thus attributable to one single person allowing for personalized marketing measures. Moreover, given the growing tendency for consumers to keep their mobile phone number over a long period of time and as people are finding more use for their mobile phone beyond simple voice communications the personal ties between the consumer and the mobile phone are only going to increase. However, if this channel of communication is to be secure, steps must be taken in protecting the privacy and respecting the integrity of every user. Dickinger et al. (2005) has observed that the mobile phone cannot distinguish between spam and genuine communication automatically. The researchers also found that people fear SMS-based advertising because of privacy concerns.

Unfortunately, however, marketers in other mediums have not had the necessary restraint to protect and respect the consumer and consequently have tainted mediums like email. Luckily though, the mobile industry has proactively set up self-imposed guidelines, such as those put out by the Mobile Marketing Association (MMA Code of Conduct 2003). There are also legislations that prohibit unwanted mobile advertising. In the Nordic countries marketers cannot approach consumers with
SMS in any way before obtaining permission. This means that other media must first be used to attract the attention of users.

### 7.4 Critical To Have Control

The factors identified in marketing literature as influential to people’s attitudes toward mobile marketing (see section 3.4) where complemented with two factors based on usability goals by Preece et al (2002). These were *not disturbing the usage* and *the possibility to remove the ad*. It is interesting to observe the questionnaire survey results and the fact that these two factors got the highest score. This indicates that feeling of in control is a vital factor to users when interacting with mobile advertisements, a factor that has not been given much focus within traditional marketing research. The need for user control was also brought up several times during the focus groups. “I start the application because I want to do something specific, then this other thing happens…”

In the small interface of a mobile phone it becomes very hard for the users not to look at the advertisement or to disregard it. In other mediums there is often some possibility of disregarding an advertisement, the users can change channel on the TV or prevent pop-up windows from appearing. However, this is often not possible on a mobile phone. Thus, the impact of an advertisement can become larger because of the constraints of the mobile interface. This is indicated when comparing concepts in the questionnaire survey. The concept that got the best results was the *branded theme*. While the one with most negative was the, *sliding ad*, which has similarities with a pop-up window. Moreover, many examples of irritating experiences of ads were brought up during the focus groups.

The interaction must be straight-forward and simple. The physical constraints of a mobile phone affect how users experience advertising on a mobile phone (Rondeau 2005). Interacting with an ad can be cumbersome for users. A number of various interaction methods, such as easy accessible links that forward the user to a mobile store, can be used as a way to reduce the cognitive burden and ergonomic constraints of the mobile phone. It is not always possible to teach users about new interactions, but it can be easier to leverage existing practices and mental models. By integrating the advertising into the users’ environment and keeping to conventions and standards when possible irritations can be reduced. Most users are using desktop applications during most of the day, one example is to use blue text to symbolize links.
8 Implications for Mobile Marketing

This chapter includes a collection of general conclusions that can be drawn from analyzing the developed concepts for instant messaging from a usability perspective. These recommendations can be used as guidelines when designing mobile marketing applications.

- **Skepticism towards advertising** creates barriers for mobile marketing. By making the advertisement persuasive the skepticism can be overcome. Since all interaction with advertisements is voluntary to the users, make sure that the offer contains value for the user, whether it is downloading a favorite song, video or game, entertainment or reduced costs. Personalized ads are a method for increasing the value of the ads for users.

- The **context** in which the advertisement is shown becomes important since it will have a large effect on how the ad is experienced. Depending on what the application is used for the appropriateness of advertising differs. The aspect of mobility means that the user will often be engaged in other simultaneous activities while interacting with the advertisement.

- **Privacy issues** play an important role in mobile advertising. The users should also have power over their personal information. Industry codes of conduct and regulations require that mobile marketing to follow strict opt-in policies. Users should never get advertisements that they have not agreed to receive.

- The **aspect of control** is one of the most significant aspects in this study. An aspect that has not gotten much focus in studies based on marketing research. The user should always be able to turn off the advertisement or to close it. It is inappropriate to use sound or flickering ads.

- By **continually iterating the user experience** steps can be taken forward to enhance the user experience. This research has shown that having advertisements in a mobile application can have a large effect on how users perceive the application. The use of qualitative research and quantitative metrics should be applied constantly improve the interactions. Nielsen (2000) claims that even small samples of users can identify up to 80% of usability problems. Continuous usability studies can be utilized to see how small changes can have large impacts.
9 Discussion

This chapter discusses alternative methods the chosen design for the concepts and suggests further research areas.

9.1 Alternative Methods

There are alternative methods that could have been chosen to perform do a study like this. Some of these and the reasons why they were not used are discussed here.

9.1.1 Diaries

Using diaries can be good way of gathering data during a longer time period since the researcher does not have to be present at all times (Preece et al. 2002). This would give a better view how long time exposure to marketing on the mobile phone would affect the users’ experiences. The problem with diaries is that there were not enough mobile phones available. In this research two mobile handsets were used. Then there would also be a problem to implement the concepts on all phones. Lastly, there are security issues to consider when lending phones to strangers.

9.1.2 Testing in the Field

An alternative way of performing the experience test would be to test the concepts in the field. To let the users test the concepts in a normal environment, during school for example. Been-Lirm Duh et al. (2006) has found that when testing mobile devices in the field more types and occurrences of usability problems are found compared to laboratory testing. Users in the study also behaved less positively in the field. Unfortunately due to the time constraints of this research it was not possible to develop fully functional prototypes. Therefore, the used prototypes with very limited functionality could not be used for testing in the field. For example, the users could not chat with other users with these prototypes. If planning to do data gathering in the field and over a long period of time, more advanced prototypes would have to be created.

9.2 Concept design

The design of each concept has a effect on how the users will experience them. In three concepts a white SonyEricsson logo was used. Some users did not even notice the advertisement and thought it was a part of the application. It is presumable to think that another logo from a different manufacturer or more uncommon brand would have a different effect on the results. Also, the use
of color can influence opinions of the users. The overall intention was to have advertisements and concepts designs that would seem natural to the users.

9.3 Suggested Future Studies

The issues discussed in this thesis can be further investigated. During the project many new questions were identified. Some of them, although related, fell outside the scope of this thesis. They may be the focus of future studies:

- **Mobile marketing technology.** A diversity of different technological platforms such as WAP and Bluetooth can be used for mobile marketing. However, most research has so far focused on mobile marketing that use SMS technology. Therefore, further research of how new technologies affect user behavior should be conducted.

- **Privacy issues.** Trust and privacy are issues are particularly sensitive when analyzing mobile marketing. This is due to the intimate nature of mobile devices. The users fear of spam and the risk of intrusion into their private space. Concerns were raised of how personal and localization data can be used create marketing messages. Consequently, studies that analyze the factors that influence users’ willingness to give out personal information and grant permission to mobile marketing are welcome.

- **Other user samples.** One limitation of this study is the bias from the population sample. The results can be assumed to be different for other user groups. It would therefore be enriching to do user testing with samples from older users, users living in other areas or with users that have a different background. In general it would be valuable to do an analysis with different groups to see what differences in attitudes and user experiences.
References

Books


Articles & Reports


Been-Linn Duh H., Tan G., Hsueh-hua Chen V. Mobile usability: Usability evaluation for mobile device: a comparison of laboratory and field tests Proceedings of the 8th conference on Human-computer interaction with mobile devices and services MobileHCI ’06 pp. 181-186


http://jcmc.indiana.edu/vol6/issue2/krishnamurthy.html (Visited 2006-12-02)


Publisher: ACM Press


**Websites**

Davidson Paul (2006) *Ad campaigns for your tiny cell phone screen get bigger,* USA Today

Appendix

A. Acronyms and Abbreviations

3G    Third-generation technology in the context of mobile phone standards
CPU   Central Processing Unit
GPRS  General Packet Radio Service
IM    Instant Messaging
KTH   Kungliga Tekniska Högskolan, Royal Institute of Technology in Stockholm.
MIM   Mobile Instant Messaging
MMS   Multimedia Messaging Service
MSN   Microsoft Netwrok
SMS   Short Messages Service
WAP   Wireless Access Protocol
B. Interview Guide

Varför
Varför ska man göra reklam i mobiltelefoner?
Varför är det så aktuellt just nu? Varför har det fungerat dåligt tidigare?
Vilka möjligheter ser du med med mobil reklam? Vilka faror?
Vad finns det för hinder för mobil reklam? Avtal med operatörer, begränsningar i nätverken, i telefonerna, prissättning.

Hur
Kan du ge exempel på olika typer av mobil reklam? Banners, popups, sponsrade länkar...
Vad fungerar bra/dåligt med dem?
Hur skiljer sig reklamens utformning beroende på den tjänst den är kopplad till?
Har ni tittat på reklamkoncept för instant messaging? För mobil-TV? Hur i sådana fall?
Vilka möjligheter ser du med ”smart” reklam som personaliserad, adaptiv, location-aware, språkförstående reklam?
Vilka begränsningar/möjligheter erbjuder det mobila gränssnittet jämfört med exempelvis en dator?

Till vilka
Vilka olika målgrupper ser du?
Av de tre grupperna ungdomar, unga vuxna och vuxna, vilken ser du som mest attraktiv som mottagare av reklam?
Hur skiljer sig reklamens utformning beroende på målgrupp?
Hur ser synen på reklam ut i andra länder? Är reklamen kulturberoende? Är Sverige särskilt på något sätt?
C. Focus Group Guide

Innan gruppen startar: Deltagarna fyller i ett formulär om sin bakgrund och användningsfrekvens.

1. Introduktion


Etiska frågor

- Materialet kommer att användas i forskningssyfte.
- Vi kommer att spela in mha ljudupptagning.
- Vi garanterar anonymitet, inga resultat kan kopplas till en enskild individ.
- Vi kommer inte att peka ut en enskild person.
- Vi kommer att lyssna på ljudupptagningen och ta del av materialet. Detta material kommer aldrig att visas i offentliga sammanhang utan ditt samtycke.
- Du får avbryta fokusgruppen när du vill.

Varje deltagare introducerar sig för de andra. Förnamn, sysselsättning, livsskede och boende. Har du några intressen eller hobbies du vill nämnna?

2. Marknadsföring

Vad tycker ni om reklam?

Var stöter man oftast på reklam? TV? Tidningar? Utomhus?

Varför på just dessa ställen?

Internet

Vad tycker ni om reklam på Internet?

Vad har ni sett för typer av reklam på Internet?

Vad tycker ni om de olika typerna av reklam? Banners, popups...

I vilka situationer är de olika typerna positiva/negativa?
På vilket sätt?
Vad är styrkan/svagheten? Varför?
Hur skulle du vilja att det var?
Brukar ni klicka på banners på Internet?
Varför? Varför inte?
Använder ni bannerfilter? Pop-up blockers?
Finns det någon typ av reklam som är mer resp.mindre störande?
Varför?
Vet ni hur sponsrade länkar fungerar? Som Google.
Vad tycker ni om sponsrade länkar?
Kan de kännas obehagliga? Användbara?

**Internet i mobilen**

Hur ofta surfar ni på mobiltelefonen? Varför?
Använder ni bokmärken, portaler?
Vilka hemsidor besöker ni ofta? Varför?
Vilka hemsidor besöker ni inte på mobilen? Varför inte?
Vilka typer av reklam har ni stött på i mobilen?

**IM**

Använder ni Instant Messaging?
Vilket program?
Varför detta program?
Chattar ni med flera personer på samma gång? Har ni flera konversationer igång samtidigt?

Finns det någon reklam i IM-applikationen?
Vad tycker ni om reklamen?
Vilken typ av reklam finns det?
Hur ofta visas reklam?
Hur skulle ni vilja att reklamen var utformad?
Hur skulle ni vilja förändra den?
Ta bort den?

**IM i mobilen**
MSN finns idag tillgängligt på mobilen.
Har någon testat det?
Är det något ni använder?
Vad tycker ni om det?
Är det intressant eller inte? Vilka är fördelarna? Vilka är nackdelarna?

**Film som annons**
Vad gör ni när det är reklamavbrott på TV?
Brukar ni se reklamfilmmerna som visas innan biofilmer?
Vad tycker ni om produktplaceringar i filmer?

Brukar ni titta på reklamfilmer på Internet? På vilka sajter?
Är det någon som tittar på filmer i mobilen? Vilka filmer rör det sig om?
Vad tycker ni om previews, dvs reklamsnuttar som visas innan en film laddas?

**Email**
Brukar ni få marknadsföring via e-post? I vilket sammanhang?
Hur hanterar ni dessa mail?

Använder ni olika emailadresser för olika ändamål? Varför?

**SMS**
Vilka har deltagit i tävlingar, omröstningar etc via SMS? När då? Hur ofta brukar ni tävla?
Vilka har tagit emot SMS med reklam? I vilket sammanhang? Vad tycker ni om det?

**Kundklubbar**
Är ni med i några kundklubbar/loyalty-programs? Vilka? Varför?
Hur får ni information från dessa klubbar/program? Genom vilken kanal?

3. **Personalisering**
Brukar ni ladda ned teman till mobiltelefonen? Ringersignaler, annat?
Varför?
Brukar ni ladda ner teman till MSN?
Går det smidigt att ladda ned och installera?
Skulle det vara någon skillnad om temat var byggt kring ett varumärke?
Visar ni upp era telefoner för andra?
Varför?
Skulle ni vilja visa ett varumärkestema för andra?

4. Kostnader
Vad skulle du uppskatta att du betalar per månad för din mobiltelefon?
Vem betalar din mobiltelefonräkning?
Tycker ni att det är svårt att veta hur mycket ni kommer att få betala?
Är det någon av er som prenumererar på någon form av betaltjänst i datorn eller mobilen?
Vilken?
Vad kostar det?
Påverkar priset hur mycket ni använder Internet resp. IM i mobilen?
Skulle du använda dem mer om det var billigare?
Om er IM-applikation var reklamfinansierad, i vilken form skulle ni vilja ha ersättning för att ni tar emot reklam i mobilen? Gratis samtal, meddelanden, spel, ringsignaler etc?
Är det viktigt att kunna välja bort reklamen trots att det då blir dyrare att använda vissa tjänster?
Vilka skulle föredra en reklamfri version? Vad skulle ni kunna tänka er att betala för en sådan tjänst?

5. Integritet
Reflekerar ni över var era personuppgifter hamnar när ni lämnar ut dem?
Vad tycker ni om att lämna ut era personuppgifter? Varför? Vilken typ av information kan ni tänka er att lämna ut? Vad vill ni inte uppge?
Är det någon av er som har registrerat sig i NIX? (för att inte ta emot säljsamtal) (Ej för kidz)
Ser ni några risker med mobil reklam?

SCENARIER
**Banners**
Längst ner i konversationen finns ett fönster med en banner som växlar mellan olika meddelanden.
(Visa befintliga banners i myTalk om möjligt)

**Försvinnande banner**
En rörlig annons som initialt täcker hela skärmen vid start. Efter någon sekund tonar den bort och lägger sig som en banner t.ex. längst ner i fönstret. Annonsen går sedan att aktivera genom en knapp på mobiltelefonen.

**Banner vid startup**
När du startar din IM applikation visas ett reklammeddelande medan applikationen startas. Bannerns försvinner sedan efter någon sekund när applikationen har laddat färdigt.

Vad anser ni om banners vid starten av varje konversation?

**Film vid startup**
När du startar din IM applikation visas en kortare reklamfilm medan applikationen startas.
Applikationen laddar sedan ner fler filmer under den tid din Internetanslutning inte används. Nästa gång du startar applikationen visas sedan en ny film.

**Skärmsläckare**
När du inte använder mobilen visas reklammeddelanden eller filmer på skärmen. Dessa försvinner sedan när du aktiverar telefonen.

**Brandad applikation**
Reklamen är integrerad med gränssnittet genom att färger, bakgrundsbilder, ikoner och andra element följer ett varumärkes grafiska profil. Denna typ av gränssnittsanpassningar brukar benämnas ”skins” eller ”teman” och finns för olika applikationer med eller utan anknytning till ett varumärke.

Genom dit val av tema förändras också hur du presenteras i dina kontakters kontaktlister. Raden med ditt namn får exempelvis en coca-colaröd bakgrund.
Efter spontana reaktioner: Vad tycker ni om att ha vänners "brands" i er kontaktlista?

Sponsrad freeText
Du vill lyssna på musik med musikspelaren i din telefon. När låten börjar spelas öppnas ett nytt fönster där det står att det personliga meddelandet i din kontaktlista har ändrats till "Jag lyssnar på gruppen X och låten X". I det lilla fönstret står det att du i gengäld kommer att få någotting (t.ex gratis meddelanden gratis samtal eller presentkort). Samtidigt förändras ditt personliga meddelande i dina vänners kontaktlister. Det står att du lyssnar på "gruppen X och låten X". Texten är markerad och länkad till en online musikhandel där du kan köpa låten.

Sponsrade länkar i en konversation

Vad är era omedelbara reaktioner på scenarierna?
Vilka föredrar ni? Varför?
Varför inte de andra?
Hur skulle idéerna kunna utvecklas för att bli bättre?
Har ni egna idéer på hur mobil reklam skulle kunna se ut?

Individuell övning, 10 minuter
UPPSUMERING

Vilka av de idéer som vi har presenterat är mest intressanta för er? Varför?

Tack!

Ålder:

Kön: M K

Hur ofta använder du följande:

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<th>Varje dag</th>
<th>4-5 ggr / Vecka</th>
<th>2-3ggr / Vecka</th>
<th>Varannan vecka</th>
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Har du kabel-TV i hemmet? (sätt kryss i lämplig ruta)
Ja □
Nej □

För följande påståenden, ringa in den siffra som stämmer bäst överens med dig som person

"Jag provar ofta nya produkter innan mina vänner gör det"

Stämmer mycket dåligt 1 2 3 4 5 6 7 Stämmer mycket väl

"Jämfört med de flesta av mina vänner är jag den första som vet något om de senaste mobiltelefonerna"

Stämmer mycket dåligt 1 2 3 4 5 6 7 Stämmer mycket väl

"Jag brukar läsa olika annonser för att kunna jämföra produkter"

Stämmer mycket dåligt 1 2 3 4 5 6 7 Stämmer mycket väl

Vad tycker du om reklam

Stämmer mycket dåligt 1 2 3 4 5 6 7 Stämmer mycket väl
Betygsätt de idéer som vi presenterat på en skala mellan ett och fem. 1(dålig) / 7 (bra)

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Banners

Försvinnande banner

Banner vid startup

Film vid startup

Skärmställare

Brandad applikation

Sponsrad freeText

Sponsrade länkar i en konversation

Vad är viktigast för dig när det gäller mobil marknadsföring?

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Att den är anpassad till mina intressen

Att den är rolig

Att den är informativ

Att det är ett känt varumärke

Möjligheten att kunna välja bort reklamen när som helst

Hur ofta jag får marknadsföringsmeddelanden

Tidpunkten då jag får marknadsföringsmeddelanden

Platsen då jag får marknadsföringsmeddelanden

Hur stor är sannolikheten att du kommer använda mobil marknadsföring i framtiden?

Tack för din medverkan!
D. Questionnaire Survey

Ålder: ______________

Man □
Kvinna □

Vissa företag och organisationer brukar i reklamsyfte erbjuda bakgrundsbilder som bygger på deras varumärke. Bakgrundsbilderna använder man på sin dator och de går kostnadsfritt att ladda ned från företagets eller organisationens webbplats.

Brukar du ladda ned sådana bakgrundsbilder?
Ja □
Nej □

Om ja, hur ofta?
Någon gång i veckan □
Någon gång i månaden □
Någon gång om året □
Mer sällan □

Brukar du förändra din mobiltelefons utseende för att göra den mer personlig?
Ja □
Nej □
Har ingen mobiltelefon □

Skulle du kunna tänka dig att ha ditt favoritvarumärke som tema/bakgrundsbild i telefonen?
Ja □
Nej □
Har inget favoritvarumärke □

______________________________

På följande skalor från 1 till 7, ringa in den siffra som bäst överensstämmer med hur du tycker att de båda orden beskriver reklamkonceptet på bilden.
I konversationsfönstret är en annons placerad. Innehållet rör sig inte, men med jämna mellanrum byts annonsen ut mot en annan.


När programmet startat visas under några sekunder en annons. Den glider sedan undan.

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När telefonen inte använts på en stund startar en skärmläckare. Skärmläckaren utgörs av reklam. Skärmläckaren försvinner så fort telefonen åter används.

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Din kontaktlista har ett tema som bygger på ett visst varumärke. Du kan själv välja vilket varumärke du vill bygga temat på.

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Du har inget tema, men några av dina kontakter har det i sina kontaktlistor. Speciella versioner av deras teman syns i din kontaktlista.

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Hos några av dina kontakter syns reklamlänkar som kontakten själv styr över.

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</tbody>
</table>

För följande alternativ, välj de fem alternativ som är viktigast för dig beträffande mobil marknadsföring. Rangordna dem från 1-5, där 1 är mest viktig och 5 är minst viktig. Fem rutor ska förbli tommar.

**Vad är viktigast för dig när det gäller mobil marknadsföring?**

- Att den är anpassad till mina personliga intressen
- Att den är rolig
- Att den är informativ
- Att den bygger på ett känt varumärke
- Att jag har möjligheten att välja bort den när jag vill
- Hur ofta jag får marknadsföringsmeddelanden
- Tidpunkten vid vilken jag får marknadsföringsmeddelanden
- Platsen på vilken jag får marknadsföringsmeddelanden
- Att jag spar pengar på den
- Att den inte stör användandet av den mobila tjänsten

**Tack för din medverkan!**