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## **MOBILE MARKETING COMMUNICATION IN TOURISM: A CASE STUDY FROM TURKEY\***

*TURİZMDE MOBİL PAZARLAMA İLETİŞİMİ: TÜRKİYE'DE BİR ÖRNEK ÇALIŞMA*

*Yrd. Doç. Dr. Bilge KARAMEHMET*

*İstanbul Arel Üniversitesi, Uygulamalı Bilimler Yüksekokulu Turizm ve Otelcilik Bölümü*

### **Abstract**

In recent years mobility has played important role in our life as a natural consequence of rapid changes in technology. Mobile devices are indispensable for our life like that mobile phones standing first on the list and also laptop computer, tablet PCs, PDAs. Mobile marketing applications began to affect consumers day to day more, while the impact of mobile devices continues to grow in the field of marketing which become a part of our lives now and in our daily lives. As a result of technological developments, the methods of collecting data in marketing research develop day by day. The use of mobile phone in marketing researches takes shape in accordance with attributes of the phone; the culture of mobile phone users, the number of them, government rules and procedures. Prompted by highly publicised over-optimistic predictions of future success of mobile marketing (cf. Leppäniemi and Karjaluoto 2005) and the success stories of mobile marketing campaigns (e.g. Enpocket 2003), academic research on mobile marketing is snowballing. While prior research have provided useful insights into mobile marketing (e.g. Facchetti et al. 2005; Leppäniemi et al. 2006; Barnes 2002; Yunos et al. 2003; Kavassalis et al. 2003), our understanding of the mobile marketing strategy formulation and implementation remains deficient. The main aim of this article is to focus on the usage of mobile marketing communications applications in Turkey. The paper

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is constituted on the results of a survey conducted in Samsun which is a province of Turkey in Black Sea Region. Therefore it is intended to highlight the diversities of usage of Mobile marketing communication applications in Turkey. The differences in the mobile application is expected to shed light on future research in the field of mobile marketing.

**Key Words:** Mobile Marketing Communication, Mobile Marketing, Hotel, Tourism

### Öz

Son yıllarda teknolojinin hızla gelişmesinin bir sonucu olarak mobilite kavramı günlük yaşamımızda önemli bir yer tutmaktadır. Başta cep telefonu olmak üzere dizüstü bilgisayarlar, tablet PC'ler, PDA'lar, akıllı telefonlar gibi mobil cihazlar, yaşamımızın vazgeçilmezlerinden olmaya başlamıştır. Günlük yaşantımızın içinde olan ve artık hayatımızın bir parçası haline gelen mobil aygıtların pazarlama alanındaki etkisi büyümeye devam ederken, mobil pazarlama uygulamaları günden güne tüketicileri daha fazla etkilemeye başlamıştır. Teknolojideki gelişmelerin bir sonucu olarak, pazarlama araştırmasındaki veri toplama yöntemleri de günden güne gelişme göstermektedir. Mobil pazarlamanın gelecekteki başarısıyla ilgili yapılan fazlaca iyimser öngörülerin halka duyurulması (Leppäniemi and Karjaluoto: 2005) ve kulaktan kulağa yayılan mobil pazarlama kampanyalarının başarı hikâyeleri, (Enpocket: 2003), mobil pazarlama alanında yapılan akademik araştırmaların hız kazanmasına sebep olmuştur. Daha önceki araştırmalar, (Facchetti, Rangone, Renga, ve Savoldelli, 2005; Leppäniemi, Sinisalo, ve Karjaluoto, 2006; Barnes, 2002; Kavassalis, Spyropoulou, Drossos, Mitrokostas, Gikas, ve Hatzistamatiou: 2003), mobil pazarlamaya dair önemli ipuçları sağlamış olsa bile yine de bizim mobil pazarlama stratejisi formülleşirmesi ve uygulaması alanındaki anlayışımız yetersiz kalmaktadır. Bu makalenin temel amacı, Türkiye'de mobil pazarlama iletişimi uygulamalarının kullanımına odaklanmaktır. Çalışma, Karadeniz Bölgesi'nde bulunan Samsun ilinde yapılan bir araştırma ile ortaya konulmuştur. Türkiye'de mobil pazarlama iletişimi uygulamalarının kullanım farklılıkları vurgulamak için tasarlanmıştır. Söz konusu mobil uygulama farklılıklarının, mobil pazarlama alanındaki gelecek araştırmalara ışık tutması beklenmektedir.

**Anahtar Kelimeler:** Mobil Pazarlama İletişimi, Mobil Pazarlama, Otel, Turizm.

## 1. Introduction

Although it is beyond the scope of this article to provide an exhaustive review and analysis of mobile marketing literature, a short commentary should be made on divergent conceptualizations and development of mobile marketing. Leppäniemi et al. (2006), in their detailed review of mobile marketing research, observed that marketing communications in mobile media have, implicitly or explicitly, been conceptualized as

(1) mobile marketing, (2) mobile advertising, (3) wireless marketing, and (4) wireless advertising. Overall, their literature review yielded 21 distinct definitions or meanings of marketing communications in mobile media. In addition, Leppäniemi et al. (2006) noted that most of the definitions were deeply embedded in technology, and therefore there was a tendency to mistake the technologies for the concept itself. In fact, it seems that the same conceptual disagreement appears to be involved in all mobile commerce related discussions. For instance, Balasubramanian et al. (2002: 349) noted that "... no formal conceptualization of m-commerce currently exists. Conceptual agreement is necessary to promote a shared understanding of m-commerce, one that encourages clarity of communication and convergence in thinking." There is, however, a growing consensus as to the most appropriate way in which mobile marketing should be defined. In a recent commentary, Mobile Marketing Association (2006: 22) defined mobile marketing as "the use of wireless media as an integrated content delivery and direct-response vehicle within a cross-media marketing communication program."

According to Becker (2005), mobile marketing is comprised of four interconnecting spheres: (a) **Product and service sphere, which refers to brands, content owners and marketing agencies;** (b) **Application sphere, consisting of discrete application providers and mobile application solution providers (Mobile ASPs).**

Connection Sphere: Aggregators and Wireless Operators.

Media & Retail Sphere: Media, brick' n' mortar

Product and Service Sphere: It includes businesses that make the practices of mobile marketing and mobile marketing agencies. This sphere is the beginning in the process of mobile marketing.

Application Sphere: It covers businesses that generate program or software about needed practice of mobile marketing such as Application Providers and Mobile Application Service Providers.

Connection Sphere: Aggregators and Wireless Operators are in this sphere. They transmit practices of mobile marketing organized to end users. This sphere is responsible for transmission of practices in progress of mobile marketing.

Media & Retail Sphere: To create customer demand, products, services, events, and content programs are promoted through the Media and Retail Sphere's various traditional channels.

## 2. Mobile Communication in the World

Mobile communication that had a huge development at the end of the 20th century, caused mobile marketing practices to increase in the world. Especially the use of mobile phone extensively, made mobile marketing practices one of the important

sources of income. According to Ericsson's study in 2005, 68% of teens had cell phones, and teens would be the largest segment of users by 2010 (Sanjabi: 2004: 23).

There is a common belief that Asia and Europe are far ahead of the U.S. in the area of mobile marketing. Europe and Asia have higher data penetration, more established high bandwidth (3G) networks and higher mobile messaging volume than the U.S (Sanjabi: 2004: 23).

In the world, it is easy to access media thanks to mobile marketing. The consumers can find TV programs, cinema advertisements, and websites through the medium of mobile phones. Especially cinema sector often uses mobile marketing.

#### Tools and Technologies for Mobile Communication

GSM (Global System for Mobile Communication) is the numeric broadcast network that is used in 200 countries. GSM has a wide service area for all of Western Europe, the continent of America and Asia at an accelerating pace (Keser, 2002). GSM has become the world's largest growing communication technology and it has been expanded in more than 214 countries of the world. GSM has the advantage about the security system. The conversations on GSM are encoded and thus, the security of the subscriber is provided. Another advantage is the quality of sound. The possibility of noise during the calling at the back drop is lower than the other system (<http://www.supportcenter.web.tr/gsm/main.htm>, 2008).

SMSs (Short Message Service) are text messages that can be sent to mobile phones from the Internet or from other mobile devices. SMS works with GSM (global system for mobile communication). The text messages on your cell phone can be up to 160 characters long. SMSs are transmitted to an SMSC (Short Message Service Center) and when the receiver activates his/her mobile phone, SMS is got. (<http://www.telecity.com.tr>,2008).

MMS (Multimedia Messaging Service) defines a way to send and receive wireless messages that include images, audio, and video clips in addition to text. SMS and MMS are based on the similar principles and data transfer methods, but only MMS allows for rich text, video and audio attachments. MMS is also compatible with e-mail addresses. So, it is sent to all mobile devices that have internet. (<http://www.nokia.com.tr/id400.html>,2008).

WAP (Wireless Application Protocol) that uses wireless communication. Its principal application is to enable access to the internet from a mobile phone or PDA. It doesn't offer features of voice and image. Instead of this, there are other alternatives. For example, thanks to WNA (Wireless Network Administration) problems about communication infrastructure in the business are kept track from home environment (Telepati, 2000).

GPRS (General Packet Radio Service) is a packet-switching technology that enables high-speed data transmission from 28.8 kbps to 115 kbps. It offers internet

connection to users of mobile phones, laptop, PDA and other mobile devices. (<http://ogrenci.hacettepe.edu.tr/~b0343623/baglantilari/gprsInedir.html>,2008).

EDGE (Enhanced Data Rates for Global Evolution) is described as a transition technology. It is developed to provide transition between GPRS and 3G (3. Generation). In other words, it is increased version of GPRS's bandwidth. It enables the transfer of fast data with the GPRS. (<http://www.turkcell.com.tr/index/0,1028,12700,00.html?subCategoryId=119,2008>).

UMTS (Universal Mobile Telecommunications System) is one of the third-generation (3G) mobile telecommunications technologies. UMTS requires new base stations and new frequency allocations. It includes new frequency which is different from current mobile technology and more bandwidth. (Deniz: 2002: 38). This bandwidth can increase quality of mobile communication and also TV, PC, phone is combined with a device.

BLUETOOTH is a proprietary open wireless technology standard for exchanging data over short distances (using short wavelength radio transmissions). Bluetooth created by Ericsson, Nokia, IBM, Intel and Toshiba enables data transfer for high speed in short distance (Tanyıldız: 2005).

## **2.1. Mobile Marketing Communication and Advertising**

We suggest that mobile marketing includes three of the main promotion tools: advertising, sales promotion and direct marketing. This is due to the fact that personal selling and public relations activities would be extremely difficult (if not impossible) to perform in mobile marketing context. Instead, we suggest that customer relationship management (CRM), although it is not a promotional tool, should be taken into consideration and discussed in this context.

In addition, it should be highlighted that there is a vast array of possible activities that can be classified as mobile marketing. These activities are briefly described below under the principal marketing communications tool and descriptive subcategory.

Advertising is defined as "any paid form of nonpersonal presentation and promotion of products, services, or ideas by an identified sponsor (Kotler and Zaltman 1971: 7)." This definition and many others (Wells et al. 1992) suggest that advertising uses mass media. However, nowadays the meaning of mass media is blurred. That is, advertising can be made also in mobile media that is not a mass media in the same sense as television, radio or press. Thus, a wide variety of mobile advertising formats can be identified. We suggest that mobile advertising can be classified into five categories. First, we found that there is web category which includes mobile internet (e.g., banner ads and interstitials), mobile search, and mobile portal (i.e., a site that is

specially designed to work on mobile phone). Second, we identified a broadcast category that includes not only mobile broadcast radio but also streamed and/or broadcast Mobile TV services, covering the trials and launches of current and upcoming mobile technologies such as DVB-H, DMB, DAB-IP, MediaFLO and ISDB-T. Third, we suggest that there is a narrowcast category that involves different forms of narrowcasting such as mobilecasting (a podcast designed to be downloaded by a mobile phone) and bluecasting (a Bluetooth transmitter sends out a message that will arrive on any phone within range with Bluetooth switched on). Fourth, we identified a physical browsing category that includes divergent methods (e.g., touching, pointing, and scanning) and technologies (e.g. Hypertag, RFID, barcode, UpCode) that can be used to distribute information to a mobile phone or to provide mobile phone users the access to internet by pointing their phone at a target. Finally, we suggest that there is a category 'other' that consists of advertising formats that did not fit very well into any other category. Those advertising formats include visual radio (i.e., images and text synchronized with the radio broadcast), in-game advertising (i.e., product placement in mobile games), Idle phone (i.e., advertising on a mobile phone's idle screen), and ringback tones (i.e., using a ringback tone for advertising or promoting purposes).

Mobile Sales Promotions refers to "short-term incentives to encourage the purchase or sale of a product or service (Kotler et al. 2005, 719). This definition, like definitions of sales promotion in general, tends to emphasize its financial incentive elements but ignore other marketing communications aspects (Pickton and Broderick 2005). Therefore, we advocate the definition provided by Shimp (2000) that proposes a broader perspective to sales promotions: "Sales promotions are marketing communications and activities used to encourage the trade and/or end customer to purchase or take other relevant action by affecting the perceived value of the product being promoted or to otherwise motivate action to be taken." This definition suggests that action can take the form of purchase or other acceptable outcomes. This notion is very important when examining sales promotions in mobile marketing context. Broadly speaking, there are a wide variety of possible activities that can be classified as sales promotions in mobile marketing. Thus, the following categorization should not be considered as comprehensive but rather it is intended to represent the most common promotional activities in mobile marketing context.

Mobile Direct Marketing refers to "direct communications with carefully targeted individual customers to obtain an immediate response and to cultivate customer relationships" (Kotler et al. 2005: 829). With the emerging trend towards one-to-one marketing (e.g. Watson et al. 2002; Rogers 2005), companies are increasingly utilizing direct marketing to reach individual customers more efficiently and to build personal relationships with them. While direct mail, the telephone and press have traditionally been the most important media for direct marketing, advances in information and communications technology have introduced a range of other media that can be used to communicate effectively with individual customers (Fill, 2002). Besides the Internet and email, mobile media has proved to be an effective direct

response medium. For instance, Rettie et al. (2005) and Trappey III and Woodside (2005) have reported considerable high response rates for mobile marketing campaigns compared to traditional direct marketing campaigns.

Practically speaking, direct marketing utilizes a vast array of marketing communications activities that can also be described as sales promotions (Pickton and Broderick 2005). This leads to the situation in which it is extremely difficult to draw a clear distinction between mobile direct marketing and sales promotions. However, we suggest that mobile direct marketing refers to the permission-based messages (e.g. SMS, MMS, WAP push, and EMAIL messages) that are personalized or targeted to the customer based on customer knowledge or individual customer information. Thus, mobile direct marketing as any direct marketing is increasingly overlapping with customer relationship management activities.

## **2.2. Mobile Marketing Campaign Planning, Implementation and Evaluation**

In practice, there are three ways in which a company may choose to handle its mobile marketing campaigns. The company might use in-house capabilities, or engage the services of one or more agencies (e.g., advertising agency, mobile advertising agency and media agency), or use some kind of combination (i.e., Use agencies and carry out work in-house). Since many companies do not possess the required technology and expertise to execute mobile marketing campaigns, the latter option is the most common way of action. In addition, mobile marketing campaigns often involve multiple media, and, therefore, even less companies are able to develop and maintain all the activities related to mobile marketing campaign without the need for outside expertise. Nonetheless, a basic understanding of mobile media and mobile marketing campaign is necessary to develop a successful mobile marketing campaign. It is important to emphasize that every marketing communications campaign needs to be evaluated in terms of efficiency (getting value for invested money) and effectiveness (achieving the objective set for the campaign) in order to enhance the productivity of future campaigns. However, an evaluation of the campaign is not an easy task. As once stated by John Wanamaker, US department store merchant (1838-1922): "I know that half of my advertising is wasted, but I don't know which half. I spent \$2 million for advertising, and I don't know if that is half enough or twice too much." (Cited in Kotler et al. 2005: 740). With mobile marketing, however, one of the key benefits is the ability to view the campaign actions in a very short time scale. The benefit of the marketer from this fastness of reporting is that the effectiveness of a campaign can be viewed immediately, allowing decisions on subsequent campaign content and targeting to be made in an accurate and timely fashion (Direct Marketing Association 2005). Mobile marketing measurements include a vast array of different measures. For instance, delivery measures (e.g. number of messages sent, number delivered, number

bounced, number of stop messages and number of replies), open rate (the number of opened messages can be ascertained by using an image (gif) look up when the message has been opened), click through rates (where URL links are available within the message or WAP push, the number of people clicking onto each link can be measured), and purchase tracking (when using a SMS message to promote the sale of a piece of content, e.g. a ring tone, the number of people downloading the ring tone and the total value of the sales can be measured) (Direct Marketing Association 2005). Overall, the reporting available will depend on the service provider used and the nature of the messages.

Mobile marketing and mobile research are very new concepts for users. In USA, one in four mobile phone user is interested in mobile marketing activities. 6 % of them are interested extremely and also 19 % of them are not interested extremely. Interests in mobile marketing are similar to that noted in 2005 and 2006 by Mobile Marketing Association's Mobile Attitude and Usage Study (Marriott: 2007). Mobile couponing and reward present the best opportunity for mobile marketers. In mobile research when some users are encouraged to participate, they prefer to reply browser based research.

Research methods in mobile devices are more difficult than web's, because of screen size, operating systems and a variety of browsers. While there are a few web browsers on the web, mobile phones have many different models. At this point, device library that texts, tables and images are converted to proper format is used. For instance, browser based mobile research is possible for multimedia. Mobile research can convert automatically digital images to proper size or can decide about how the video is downloaded perfectly by using a device library.

Businesses prefer to administrate research themselves, because they are conservative about this issue. Infrastructures needed to support mobile research are inadequate. To give a case in point, online groups are not accustomed to be invited and be participated mobile research.

It is necessary to benefit from solutions of mobile research, but it has not been understood yet. Another point is an invitation by mobile devices. For example, if participators who do not want to get SMS anymore, does it mean that they do not want to get e-mail also?

Mobile Research Solutions are mobile advertising test, mobile search engine test, getting of mobile website profile, evaluation of customer satisfaction and analysis of scanning habit.

Advertising on mobile web is enlarging day by day, because there is an increasing mobile user using mobile web site. In addition, businesses adopt mobile scanning in terms of security of mobile devices about e-mail. Thanks to these improvements, mobile web has a huge effect on brand positioning. Mobile advertising develops in a sensible way. The mobile advertising test includes some steps: (1) to

program a research that supports mobile browsers; (2) to get data for combining research data; (3) to test advertisement on a group that has received advertisement yet; (4) to test the advertisement on additional groups that have received advertisement once or more than one time and (5) to compare data provided by groups.

Mobile Search Engine Test similarly, search engines are starting to use on mobile devices. The research located the mobile website can offer detailed information about who this website uses. But research results can be developed with some details like parameters of the URL. Using data collected from customers provides to categorize more classes. Thus, it is possible that which website suitable for location of research.

Mobile commerce websites can take documents about the types of visitors on the website to attract advertisers. Although mobile web servers can keep an account of numbers of visitors, demographic characteristics of visitors are not known. The most important aim of generating user profile is to guarantee whether the participators use website correctly. It enables the transition of other research variables. These variables include that number of pages visited, number of last visit, which pages visited. Sections answered are gender, age, income, level of education, and maybe another section related to the website. As a result of analysis of variables it is determined that which demographic categories answer more clearly and which one will be fun of website by being affected from advertisements.

Mobile research is suitable for on-site surveys such as at the fast food restaurant. In the USA, customer satisfaction about eating experience is usually evaluated with an IVR or online. Cash slips include phone number or web address to give an opinion. Nowadays, many restaurants have tried a method such as gathering information after eating. Another method is to interview with the customer after eating by using interviewers with PDA or laptop. The participators are offered coupons or dessert. The method like this is expensive. Also, many customers may dislike to be disturbed during the eating.

Analysis of Browser Habit: Browser based research can be used in data variables for wireless search engine. Google, Yahoo and others offer options for wireless search engine like that web's options. These search engines are brought to be proper for mobile using. For example, mobile browsers can not spell words perfectly, instead of spelling they can prefer SMS or IM.

### **3. As a Case Study, North Point Hotel**

North Point Hotel in Samsun, has constantly updated understanding of the modern face and the Business Class service therefore continues uninterruptedly. It has city and sea views, 14 VIP, 65 rooms including 1 Suite room, overlooking the Black Sea,

VIP Meeting Rooms and the port Roof Restaurant along with a private restaurant which provides the best service to its guests.

Rooms contain minibar, TV with a variety of channels such as D-Smart, Sport Channels, Movie Channels, Movie Max, Discovery channel, music channels and direct dial telephone, air conditioning, hair dryer. There is direct internet access in rooms and lobby, free use of wireless, electronic lock system and fire alarms.

### 3.1. North Point Hotel Mobile Marketing Communication Applications

#### In Terms of Social Cognitive Theory

According to North Point Hotel's mobile marketing communication applications, the private information of customers (number of mobile phone, birth date, date of marriage) is received from a good database when hotel accommodation is provided. On their special days, instead of sending messages, they call customers directly and celebrate these days. If it is evaluated in terms of social cognitive theory, social cognitive theory criticizes Uses and Gratifications Theory. These celebrations are in accordance with social cognitive theory's concept of symbolization. Symbolization is performed by creating sensation as if the customers feel like they are in the hotel room. The theory was examined with the following expressions.

LaRose, Mastro, ve Eastin (2001:397) criticizes Uses and Gratifications Theory, and noted that the formulation is indistinguishable from enactive learning in social cognitive theory (Bandura, 1986). With the point of view of social cognitive theory, interaction with environment reshapes expectations about the potential results of media behaviors. This is the same process that defines the relationship between media gratifications research, media behavior and getting gratifications (Palmgreen et al., 1985). It is the foundation of Bandura's (1986) conception of reciprocal determinism, the view that (a) personal factors in the form of cognition, affect, and biological events, (b) behavior, and (c) environmental influences create interactions that result in a triadic reciprocity (<http://www.uky.edu/~eushe2/Pajares/eff.html>). According to Bandura's (1986) conception of *Reciprocal Determinism*, personal factors, behavior, and environmental factors influence each other. Behavior may change the environment and the environment may change behavior. *Symbolizing* is another factor. Humans possess an extraordinary capacity to symbolize. By drawing on their symbolic capabilities, they can extract meaning from their environment, construct guides for action, solve problems cognitively, support for thoughtful courses of action, gain new knowledge by reflective thought, and communicate with others at any distance in time and space. Through the use of symbols, individuals solve cognitive problems and engage in self-directedness and *Forethought*. People plan courses of action, anticipate the likely consequences of these actions, and set goals and challenges for themselves to motivate, guide and regulate their activities. It is because of the capability to plan alternative strategies that one can anticipate the consequences of an action without actually engaging in it. *Vicarious Learning*, people learn not only from their own experience but by observing the behaviors of others. By observing the experience of others increases

capacity of learning and speed of learning. *Self-Regulation*, individuals have self-regulatory mechanisms that provide the potential for self-directed changes in their behavior. People supervise and regulate their life. *Self-Reflection*, people make sense of their experiences, explore their own cognitions and self-beliefs, engage in self-evaluation, and alter their thinking and behavior accordingly. People think about themselves and explain what they think. After implementation of an idea, the result is evaluated and judgement appears.

#### In terms of Interaction Theory

North Point Hotel celebrates special days of other guests apart from customer portfolio by sending SMS. In this way, marketing is combined with communication. Thus, customers receiving service from North Point Hotel remember not only hotel and service but also an unconscious action is developed. In addition, there is a (facility about reservation) on the web and it offers free phone conversation to customers. Thanks to directions on the web address of <http://www.northpointhotel.com/> you can call the hotel without charge and telephone directory.

At the progress of communication, the receiver is influenced from content of the message and then reacts to it when the user gets the message. Thus, interaction develops. If any message is unrelated to previous messages, it is not interactive. If any message is related to prior messages, it is reactive. If any message is related to part of previous messages, it is interactive. The writer presents his/her writing to the reader, and then the reader presents feedback. If the writer edits next writing after the feedback of user, interactivity develops. Interactivity helps to control access of content for the first level user: the selection of channel on TV, switching the television on or off. Interactivity helps to select his/her preference about access of content for second level user: to store in computers, and access. It helps to change his/her environment for the third level user, if he/she continues the action: games of MUD ve MMORP.

Interactivity is generally assumed to be a natural attribute of face-to face conversation, but it has been proposed to occur in mediated communication settings as well. For example, interactivity is also one of the defining characteristics of two-way cable systems, electronic text systems, and some programming work, as in interactive video games. Interactivity is present in the operation of traditional media, too. The phenomena of letters to the editors, talk shows on radio and television, listener participation in programs, and in programming are all characterized by interactivity (Rafaeli, 1988:110). In the early 1990s, the use of the term 'interactivity' exploded in the popular (McMillan, 1999). Researchers are actively engaged in scholarship that explores how people interact through the media, the nature of interactive content, and how individuals interface with the computers and telecommunications tools that host interactive communication. Interactivity is generally considered to be a central

characteristic of new media. But it is not enough to say that new media are interactive. Three traditions of interactivity research are identified: user-to-user interaction, user-to-documents interaction, and user-to-system interaction. The first one is interaction among people (Bales, 1950). User-to-documents interaction means that people interact with each other, but they also interact with documents and the creators of those documents (Horton ve Wohl, 1956). The third form of interactivity is the interaction between people and the computer or other type of new media system. Turing studied on this subject (1956). The new media are examined for the interaction. Interactivity spreads new and old media. A person is included more in communication process for new media rather than old media. Personal media and personalization appear through new media. There is a historical linkage between new media and old media. New media develop thanks to old media. The concept of the online mailing list is compared to the telegraph, the round table, and the bonfire. Williams, Stover and Grant (1994) defined new media as applications of microelectronics, computers, and telecommunications that offer new services or enhancement of old ones. Negroponte (1995) suggested that one of the things that differentiates new media from old is that new media are based on the transmission of digital bits rather than physical atoms. For the media consumer, the major difference between old and new media is greater user choice and control (Pavlik, 1998). Williams, Rice, and Rogers (1988) identified three characteristics of new media: interactivity, de-massification, and asynchronicity. However, much of the literature on new media reflects Murray's (1997: 27) optimism about the networked computer in which: "All the major representational formats of the previous five thousand years of history have now been translated into digital form."

According to Manovich (2001:27), there are five principles of new media: numerical representation, modularity, automation, variability, transcoding. *Numerical representation* shows that all new media objects are composed of digital code, mathematical symbol and algorithm. In short, media becomes countable and programmable. *Modularity* states that the image, voice, and text on the web page have different features. In terms of modularity, the change is made for each element separately, when changes are wanted. *Automation* is defined as numerical coding of media and the modular structure of a media object allow to automate many operations involved in media creation, manipulation and access. Thus, human intentionally can be removed from the creative process, at least in part. The computer user modifies or creates from scratch a media object using templates or simple algorithms. Image editing programs such as Photoshop can automatically correct scanned images, improving contrast range and removing noise. *Variability* is an extension of numerical representation and modularity. Instead of identical copies, a new media object typically gives rise to many different versions. *Transcoding* is to translate something into another format in the new media lingo. New media in general can be thought of as consisting of two distinct layers: the "cultural layer" and the "computer layer." PNG is converted to JPEG, and RTF can be converted to TXT. JPEG could be set in RFT. Thus, code transform eventuates between RTF and JPEG.

## CONCLUSION

To forecast the future is always difficult. But we determined some trends that will guide mobile research in a few years. First trend is combining web and mobile environments. In many researches, approach of multi – mode like CAWI/CATI is used. Thanks to this, a common database is developed for multi - respondent repositories. These respondents are invited the web research with PC access. People that have phone access are asked to reply questions with door-to-door interviews. The use of multiple research methods is widespread in the area of social sciences. Because of this situation, the responses of all demographic sections are needed. Although the importance of mobile marketing is accepted in terms of marketing communication, inadequacy of comprehension continues (Muk: 2007; Okazaki ve Taylor: 2008). The current article focuses on marketing activities in mobile media and offers a comprehensive framework for future research efforts. In addition, this framework may help marketers to be successful in the mobile marketing area.

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