

# How marketing and user experience affect the consumer's mobile phone purchase decision

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# Agenda

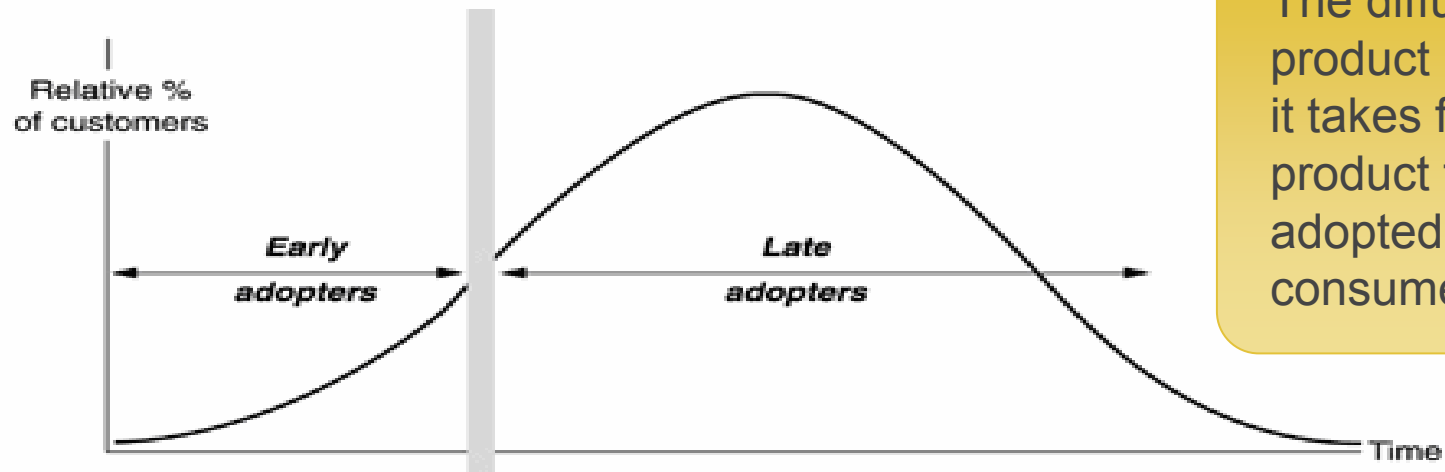
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- Introduction
  - Objectives
  - Norman's theory
  - Research questions
- Methods
  - Gathering information
  - Categorizing
  - Grouping the reasons
- Results
  - Demographics of the adoption categories
  - Differences between categories
  - Most important reasons
- Discussion and Conclusions

- To create a deeper understanding of the importance of different disciplines working together in the product development of mobile phones
  - Special focus on marketing and user experience (UE)
- To understand the importance of the different disciplines from the users'/customers' point of view
  - Helps to solve tradeoff situations in the product development process
- To understand the role of UE from the users' point of view.
  - Little previous research on UE.
- To test Donald A. Normans view of of the different roles of marketing and UE in different phases of technology

# Norman's Theory

- Consumers purchase for different reasons depending on in what phase of the technology adoption life cycle they purchase the product.
  - Early adopters find technology and the feature driven marketing important.
  - The whole experience of using the product becomes important for the late adopters.



The diffusion of a product is the time it takes for a product to be adopted by all consumers.

- The thesis in particular aimed to answer the following research questions:
  - Do late adopters express purchase decision criteria related to user experience?
  - Do early adopters' purchase decision criteria relate to technology and marketing?
- Information was gathered about consumers' latest mobile phone purchase and the factors underlying their purchase decision.

- A web questionnaire was used to gather information from the consumers.
  - 195 respondents
  - Target: Finnish citizens, aged 18 and over, had bought their mobile phones themselves
  - Different sources to get a wide sample
- The questionnaire consisted of four parts:
  - Belonging to target group
  - Background demographics
  - Attitude towards mobile phone technology
  - 67 Reason why they had chosen and bought their latest mobile phone
- 5-point Likert scale for the last two parts.

- Norman divides consumers into two adoption categories:
  - early and late adopters
- Categorization was done based on 8 statements about attitude towards new mobile phone technology.

“I enjoy learning to use the latest new devices.”

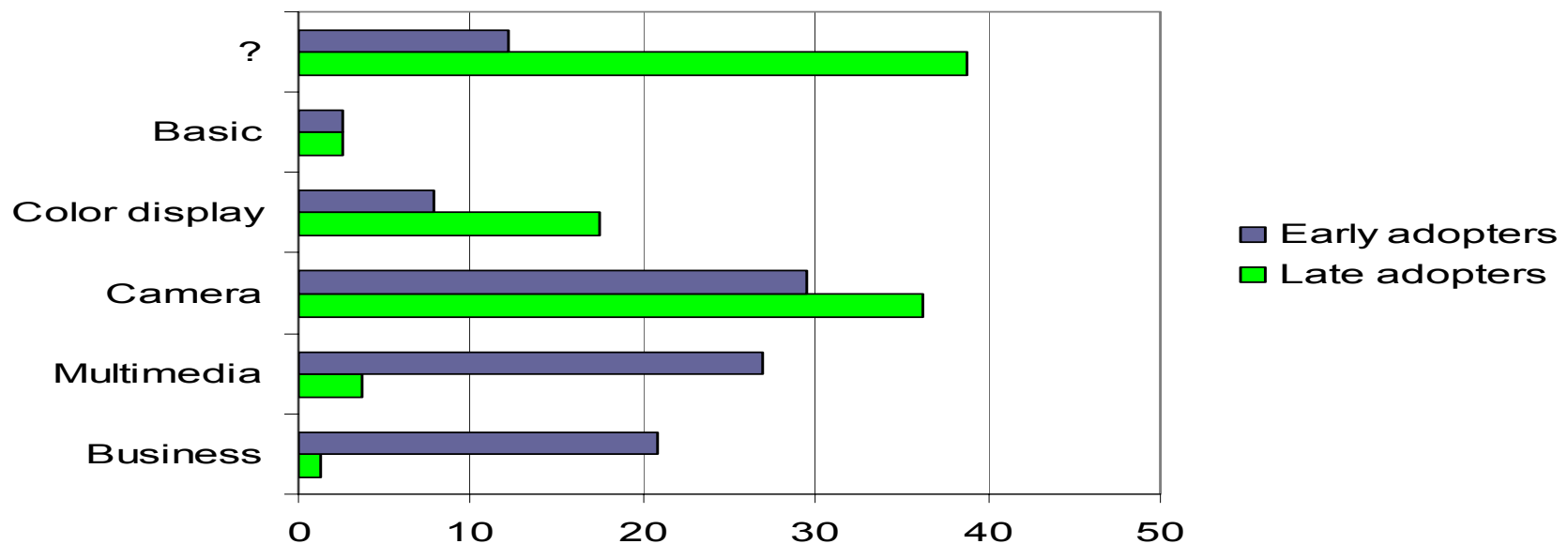
“I never buy the latest model when it is launched, but I wait to see whether it actually works and is useful.”

- Four groups of reasons were defined:
  - Marketing
    - Product, Pricing, Place, Promotion
  - UE
    - Interaction, usability, social & emotional aspects, design
  - Technology
    - Technical features
  - Other
    - Price, peers recommended
- Altogether 67 predefined reasons were given and two possibilities for open-end answers.

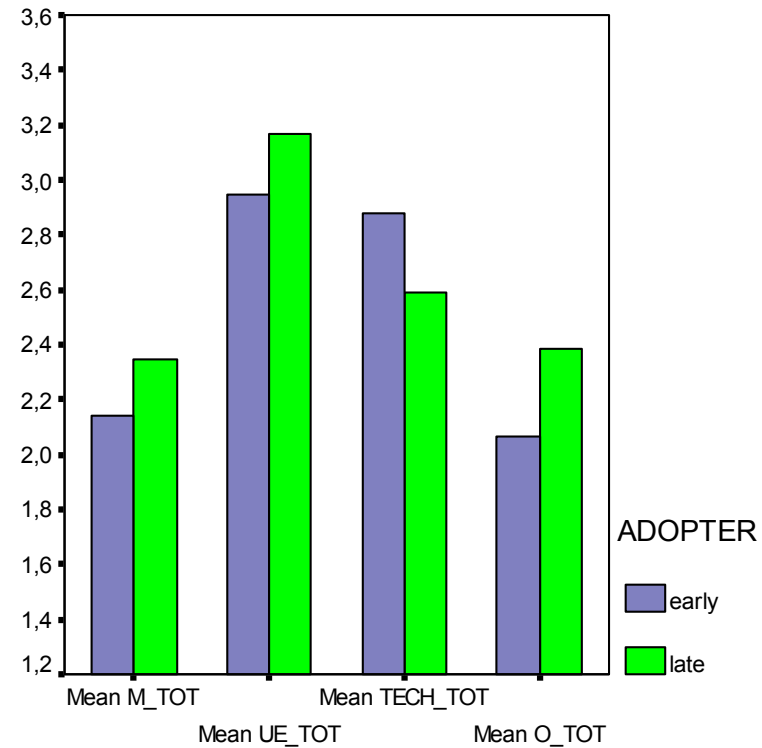


# Demographics of the adoption categories

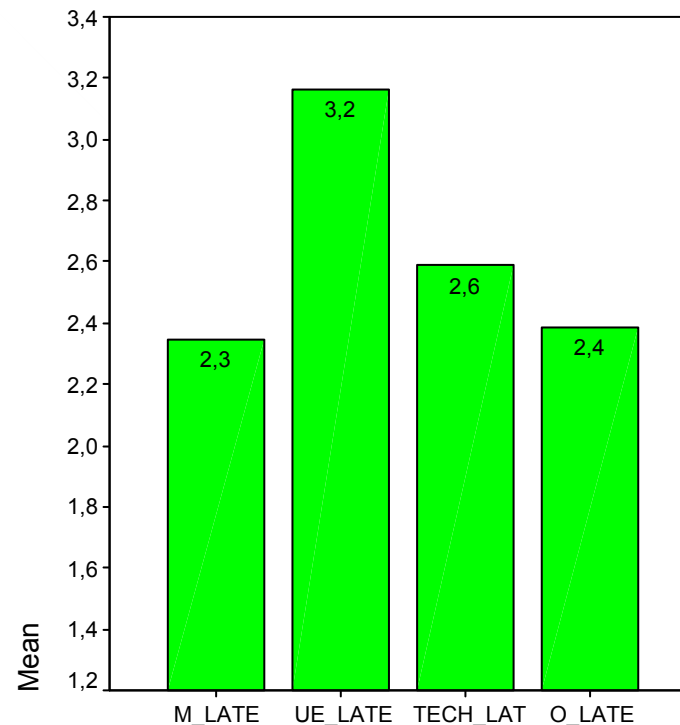
- 115 Early adopters
  - males dominated
  - more expensive current mobile phones
- 80 Late adopters
  - quite equal amount of female and male
  - many didn't remember their current mobile phone model



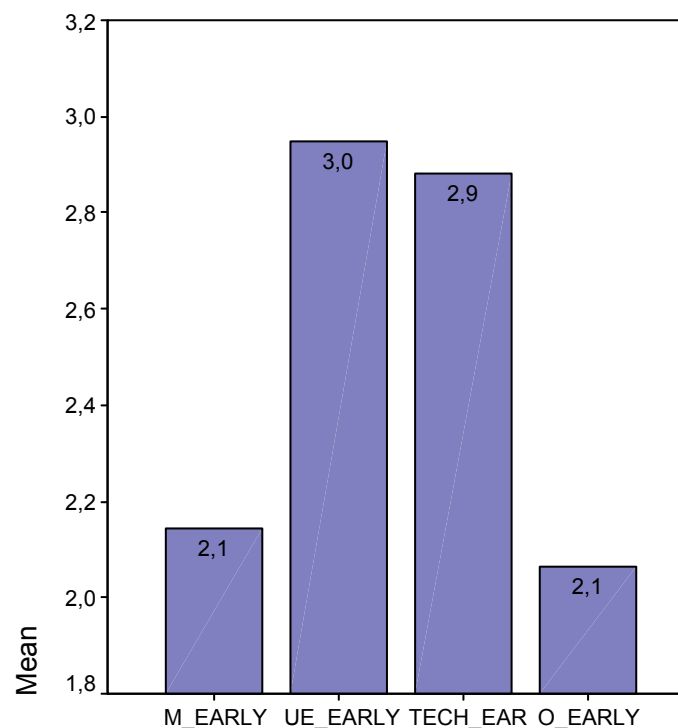
- Means were calculated for the different groups of reasons for each adoption category.
- Statistical comparisons were conducted to test the hypotheses derived from the research questions.



- RQ1: Do late adopters express purchase decision criteria related to user experience?
  - UE reasons are clearly most important.
  - The other groups are equally important.
- Hypothesis was accepted.



- RQ2: Do early adopters' purchase decision criteria relate to technology and marketing?
  - UE reasons most important.
  - Technology needs almost as important.
  - Marketing the other group are clearly less important.
- Hypothesis was rejected.



# Important reasons

	Early adopters	Late adopters
1.	...it had a good display. (TECH)	...it had a good display. (TECH)
2.	...it had features I really need. (UE)	...it had features I really need. (UE)
3.	...it had a calendar. (TECH)	...I liked the looks of it. (UE)
4.	...I liked the design of it. (UE)	...I liked the design of it. (UE)
5.	...I liked the looks of it. (UE)	...I liked the form of it (flip, slide, traditional) (UE)
6.	...I liked the form of it (flip, slide, traditional) (UE)	...the price was good. (OTHER)
7.	...it had good connectivity features (IR, BT, synchronization) (TECH)	...it was easy to use.(UE)
8.	...it had good memory features. (TECH)	...it was of good size. (TECH)
9.	...the brand is well known and has a good reputation. (MARKETING)	...it had a calendar. (TECH)
10.	...it was easy to use. (UE)	...the brand is well known and has a good reputation. (MARKETING)
11.	...the price was good. (OTHER)	...it had a clear and simple display. (UE)

- The early adopters' reasons were mainly related to special features of the mobile phone. Reasons mentioned included:
  - latest Series60 user interface,
  - qwerty, memory card slot,
  - Windows Media 5 operating system
  - superior quality of video camera, camera or headset, and
  - features like WLAN, EDGE and Internet browser.
- The late adopters expressed softer reasons. Examples are:
  - sales person recommended or service in the shop was good,
  - simple phone, the cheapest available,
  - got a nice jacket with the mobile phone,
  - able to make calls, send SMS, not paying for anything extra, and
  - it felt good in the hand.

- The adoption category was not a factor that divided the opinions about important groups of reasons as expected.
  - One reason for this might be that the mobile phone is a product that consumers already have extensive experience of.
  - The surprisingly high weight of UE reasons may be due to the time of asking: users are affected by the experience of having used the mobile phone.
- One limitation of this study is that the edge between what is accomplished by work of the marketing department and what by the UE team is not clear-cut.
  - This might have reduced the importance of marketing.

- Work done by the UE team is appreciated by mobile phone users.
  - Further research of consumers' attitude towards UE should be encouraged.
- Deeper co-operation between marketing and UE teams should be studied and developed.
- Based on the findings it is worth while using UE attributes in the marketing of mobile phones.
  - The reason found in this study can be utilized in a higher degree in marketing communication of mobile phones in the future.



Thank You!

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