Effectiveness of Real-Time Mobile Messaging: A Natural Field Experiment

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Abstract

Recent developments in mobile technologies have enabled firms to communicate with customers in real-time and incentivize them to visit their stores. However, the effectiveness of these marketing campaigns is often unclear. On one hand, firm-initiated real-time messages (RTM) can be viewed as relevant information to help customers continue in shopping mode. On the other hand, RTM can be viewed as distracting resulting in customer disengagement. Furthermore, it is also important to consider how RTM impacts the effectiveness of customer-brand interactions that have occurred before the shopping journey such as mobile advertising. The study uses data provided by a big shopping mall operator in Asia and finds that customers who receive RTM continue shopping mode by visiting more stores. Contrary to the above, customers who plan before starting a shopping trip visit fewer stores. Interaction effect of RTM and mobile ad clipping show heavy buyers have a higher likelihood of continuing shopping mode.

Keywords

Real-time messages, mobile advertisement clipping, shopping mode.