The Effect of Mobile ADs To Consumers' Purchasing Behavior Who Live in the Province of AYDIN

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ABSTRACT

The developments in mobile communication technologies bring firms to include mobile Technologies into their marketing applications. Mobile marketing applications and mobile ads has become a new channel for marketing strategies. People always keep their mobile phones with them everywhere so this situation increases the interest for mobile ads. For this reason, the aim of the study has been determined as mobile marketing applications. Therefore, the effects of retailers' mobile marketing applications on consumer's purchasing behavior in the center of Aydın have been investigated. Mobile ads are intended as mobile marketing applications. The study has two parts. The first part contains literature review and the second part contains the application. In application part, a questionnaire has been applied for the participated sample. The results have been analyzed with SPSS 17 software. According to the results of the study, the mobile advertising messages which are coming from retailers affect the purchasing behavior of the consumers. Also, according to the results of the study, the mobile ad messages that come to friends and family members are the most effective groups who affect the consumers.

JEL Classification: M39.

Key Words: Mobile Advertisement; Consumer; Purchasing Behavior.

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1. INTRODUCTION

The technological changes occurring nowadays, affect both companies and consumers. Especially using internet in all aspects of life and the development of mobile communication, help consumers to reach their needs easily and help companies to offer their products for sale twenty-four hours seven days a week.

The benefits of mobile technologies and the frequency of mobile usage, help companies to find a new media to communicate with the consumers. Mobile marketing efforts, saved from being stationary applications of companies' marketing efforts. Therefore, mobile marketing efforts, has allowed us to reach customers anywhere, anytime.

1.1. Advertisement and Mobile Advertisement

With very important advantages as a form of persuasive communication, advertising is an important tool for public relations applications. Due to the high cost and the effects, advertisement is one of the major areas of decisions in marketing activities of companies (Taşçı, 2010: 17).

The meaning of the success of advertising message, signifies thinking positive about the advertising message tools to perform the purchase of consumers. Therefore, the advertising message must be understandable, effective, and be simple (Scharl, Dickinger ve Murphy, 2005: 159-173).

In traditional advertising concept, consumers are faced with the constant advertising messages, so consumers often do not pay attention to this advertisement messages. At this stage, mobile advertising has become an important issue. In the literature, there are many different aspects of mobile ads to increase marketing effectiveness (Roozen vd., 2008: 50).

With the development of technologies of Text message (SMS) and MMS, mobile advertising has become a new area, which without limitation of time and place, target audience can meet.

Mobile ads are the most important part of mobile marketing applications. Using a mobile device as an advertising tool, briefly describes the mobile ad. Basically Mobile ads have two meanings in marketing literature. One of this advertising meanings is moving from one place to another place advertising, and the other advertising means the ads sent to mobile phones (Barutçu vd., 2009: 26).

Mobile ads are new marketing channels of choice for companies to reach consumers, and in general mobile ads can be divided into two groups. These advertising messages are, SMS and MMS advertising messages. Also mobile coupons, mobile games, mobile advertising campaigns with various applications such as Bluetooth applications can be created.

Text messages apps are the most used apps in mobile marketing but there is another marketing app too and its called MMS apps. MMS messages do not contain only text messages they can also contain video, picture or other type of data. This shows the difference between text messages and MMS messages. Another difference between text messages and MMS messages is that it is required to have mobile phones which contain WAP technology. (İspir ve Süher, 2009: 6).

The advertising campains created with mobile ads have a higher interest than advertising campagins created with other advertising media in consumer's mind. Therefore, consumer attitudes towards mobile advertising is very important for companies (Okazaki ve Taylor, 2008: 4-12).

To provide an effective,inexpensive, fast and easy communication between businesses and consumers,are among the reasons of mobile marketing. Mobile ad messages include more personalized messages, so this reason makes mobile ad messages more effective than general ad messages. Compared with traditional ads, understanding the consumer desires and needs, and developing relationships with consumers will be counted as advantages of mobile ads (Xu, Liao ve Li, 2008: 710-724).

Mobile advertising compared with advertising in traditional media and on the internet, has several advantages. Mobile advertising is localized, personalized and interactive (Taşçı, 2010: 24).

There are some various implemented campaigns for mobile ads. While preparing these campaigns, the customer sholudn't be left out from campaign, campaign must attract the customer's interest and entertain customers for the benefit of the campaign. Classifying the mobile advertising campaigns in general, it can be said that there are three types of campaigns. These are push-type campaigns, pull type campaigns and dialogue campaigns (Taşçı, 2010: 25).
Push type mobile advertising campaigns, often not requested in advance, are performed by sending a text message to the consumers who take part in company's data base. Consumers are passive in this period. and in this case push campaigns take a lower feedback than pull campaigns (Huang ve Symonds, 2009: 159).

Push-campaigns, messages sent to customers, is a kind of pre-prepared campaign. Here, companies create a list of people who will take their ad message and for this list, use the customers who made purchases with them before. Here it must be allowed from the people who recieved the message. The campain message, must be sent to customers who are interested in the content of advertising messages (Taşçı, 2010: 27).

One of the things that makes Mobile marketing really special is that it allows to create an interactive relationship between costumer and company. In Mobile marketing, there are two basic forms of communication established to connect with the consumers. One of these is the consumer-eyed communication and the second of these is marketer-eyed communication. In Marketer-eyed communication, marketers, for example send a message or send an application to costumer contacted by and this is also known as "push-based marketing" (Becker vd., 2010:16).

Push type mobile advertising campaigns are the most referred mobile advertising campaigns. However, while applying these advertising campaigns, the sent messages must be associated with consumers' interests. Otherwise, the ad messages may be detected as spam and could be deleted without reading (Yıldırım, 2010: 27). Pull-type mobile advertising campaigns, try to engage the customers who acknowledged with the subject. For example, to send a password to a number to participate in a prize could be counted as pull type marketing (Taşçı, 2010: 25).

If consumers contact with a marketer or a company, for example, if they visit the website of the company or download an application of the company, it is called pull-based marketing too (Becker vd., 2010: 16).

Pull-type mobile advertising campaigns are advertising campaigns that are launched with the initiative of the consumer's. These campaigns are performed using mobile devices interactively. So there can be very fast feedbacks at the end of the advertising campaigns. To provide the participation of costumers, first, the general media channels are used for advertising to present the mobile campain to the costumers. With Pull-type mobile advertising campaigns, traffic, weather, news, such as the latest breaking news have been sent to consumers, at the request of consumers, with mobile messages (Dickinger, Haghirian, Murphy ve Scharl, 2004: 2).

Companies can benefit from mobile advertising in their promotional activities (Yıldırım, 2010: 28). Dialogue type of mobile advertising campaigns are campaigns which are separated from the other campaigns, in terms of interaction provided between the company and the consumer. Push and pull type of campaigns are usually last for two to four weeks, but dialog type campaigns added a couple of different themes on each other consist of month-long activities (Taşçı, 2010: 26).
Therefore, dialogue-type campaigns, are used to establish for a long lasting relationship between the companies and customers

2. APPLICATION

2.1. The Subject Of The Study

Nowadays, some technological changes affect quite closely on manufacturers and consumers. Especially using the Internet in all aspects of life and the development of mobile communication, help consumers to achieve the needs more easily, and help companies to receive the feedback more quickly and clearly and also help companies to present their products twenty four hour-seven days a week.

Companies' marketing strategies and application paths vary in line with the developments in mobile technologies. As it is said that the most widely used mobile communication device is mobile phone, and almost everyone have a cell phone, and able to transport mobile phones to everywhere at once, companies' marketing practices, including mobile devices have become compulsory. Thus the mobile phones, are not just communication tools that facilitate users communication, they have also became a tool for mobile marketing, mobile advertising, SMS advertising.

Marketing communications through mobile channels, especially through mobile phones, are often used for communication and promotion activities. Mobile marketing applications can be used as a separate media as well as using the mobile marketing applications with traditional marketing applications. Therefore, several communication options, and media created with mobile marketing applications are emerging.

This situation emphasizes that the mobile marketing process and applications should be investigated in many ways. The subject of the study is determined as mobile marketing applications. In this regard, the effect of mobile marketing applications of retailers who are operating in the province of Aydın, to consumer's purchasing behaviour is investigated. The mobile marketing applications which arebmentioned in the study means mobile advertising applications.

2.2. The importance of the study

In recent years the introduction of the option of marketing with the mobile channels, makes it important for research as a topic. The reason for selecting mobile marketing applications in this research is to guide companies who use mobile marketing applications or will use mobile marketing applications as a marketing tool. The retail industry has been chosen for an industry that is using the mobile marketing applications. Studies in the field of mobile marketing is newly emerging and in the future mobile applications are thought to gain more and more importance. Hence, it has become important to work on mobile marketing applications. Along with the development of mobile applications, it is assumed that mobile marketing will develop and update itself. Moreover the study is thought to be helpful to obtain an idea about mobile marketing for the behalf of mobile applications such as companies with partners, consumers and social circles.

2.3. The Aim of The Study

To communicate with consumers in a continious and healthy way, companies benefit from technological developments. One of these developments which companies benefit from nowadays is mobile marketing applications. The aim of this study is to investigate the effects of retailers' mobile marketing applications to consumer's purchasing behaviour. In this regard, the view point of consumers to mobile marketing in province of Aydın and the effect of mobile advertising messages to purchasing behaviour of consumers have been investigated. Some alternative hypothesis are created to reach the aims of the study.

2.4. The Limits of The Study

The study focuses on the consumers who live in the province of Aydın and the consumer of retailers at the age of between 15-59. The study is limited by the questions which are created for the survey. And the findings of the study is limited by the viewpoints of the consumers.

2.5. The Methodology

In the study, the descriptive research model was used. The study has two parts. First part contains the litareture review and the second part is formed from the application part. During the literature review, books, articles, websites and databases were investigated. the application part is formed from a survey that were applied to the sample. The survey has three parts. First part contains 7 questions about demographical factors. Second part contains 8 questions about mobile phone and SMS using. And the third part contains questions that investigates the effect of mobile advertising messsages to purchasing behaviour of consumers. The questions which took part in the third part of the survey are constituted by 5 point likert scale. In the likert scale, 1 means strongly disagree and 5 means strongly agree. It is estimated from the surveys of Tsang, Ho, Liang, (2004) and Alkaya (2007) when the questions of this survey is prepared. A total of 580 surveys have been distributed to the field according to study and 530 survey returned. The first question of the second part of the survey is "Have you got a mobile phone?" It has been asked to participants to end the survey if they answered this question "no". 12 participants answered no to this question and they have only been taken place in frequency tables. And this 12 participants did not take place in the rest of the analysis. The applied survey has been analyzed with SPSS data program.

2.6. Reliability Analysis

The reliability of this studty has been tested with Cronbach Alpha coefficient. The cronbach alpha coefficient is the most common method to measure internal consistency. Alpha coefficient gets a value between 0 and 1 and it will be better if it gets a value at least 0.70 (Altunışık, Çoşkun, Bayraktaroğlu ve Yıldırım, 2005: 115-116).

There are 42 questions in the survey also containing demographical questions. If a reliability analysis is done for all of the questions, the alpha coefficint value is 0,855. This result shows that the measure is highly reliable. Ant the reliability test is repeated without demographical questions.

Table 1: Reliability Analysis For All Questions In The Survey

Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
0,885	42	0,946	27

As it seen in the table, after repeating the analysis without demographical questions, this time the coefficient value is 0,946. So it can be said that the questions prepared to reach the aims of the study are higly reliable.

2.7. Data Analysis

The questions which the participants answered for the study have been analyzed with SPSS data program. The results of the analysis are shown below.

2.7.1 Demographical Characteristics

The demographical specialities of the participants shown in the table below;

Table 2: Frequencies Of Sex, Age and Profession

Sex	Frequency	Percent	Profession	Frequency	Percent
Female	251	47,4	Student	43	8,1
Male	279	52,6	House Wife	28	5,3
Age	Frequency	Percent	Retailed	22	4,2
16-25	87	16,4	Officer	267	50,4
26-35	142	26,8	Employee	95	17,9
36-45	160	30,2	Private Sector	75	14,2
46-55	113	21,3	Monthly Salary	Frequency	Percent
>56	28	5,3	<500	11	2,1
Graduate	Frequency	Percent	501-1000	37	7,0
Primary School	29	5,5	1001-1500	77	14,5
High School	151	28,5	1501-2000	97	18,3
Collage	121	22,8	2001-2500	88	16,6
Universty	204	38,5	>2501	220	41,5
Postgraduate	25	4,7	Frequancy of going to supermarket	Frequency	Percent
Mobile phone ownership	Frequency	Percent	Everyday	36	6,8
Yes	518	97,9	Every second days	44	8,3
No	12	2,1	Two or three times a week	166	31,3
Total	530	100,0	Once a week	159	30,0
			Monthly	81	15,3
			Bimonthly	44	8,3
			Total	530	100,0

As it seen in the table, it can be said that 251 of participants are female and 279 of participants are male. The 30 percent of the participants are between at the age of 35-45, and the 26 percent of participants are between at the

age of 25-36, 21,3 percent of them are between at the age of 46-55, 16,4 percent of them are between at the age of 16-25 and 5,3 percent of them are older than 56. The 38,5 percent of the participants have a graduate degree and 28,5 percent of them is high school-graduate, 22,8 percent of them have a college degree, 5,5 percent of the participants is primary school graduate and 4,7 percent of the participants have a postgraduate degree. The forth question of the survey is about the profession of participants. As it seen in the table, it can be said that most of the participants are public officers. 17,9 percent of them are employees, 14,2 percent of them work in private sector, 8,1 percent of them are students and 5,3 of the participants are house wives and 4,2 of them are retailers.

The fifth question of the survey is about the monthly salary of participants. According to the survey, most of the participants have a monthly salary over 2501 Liras. 18,3 percent of the participants have a monthly salary between 1501-200 Liras, 16,6 of them have a monthly salary between 2001-2500 Liras, 7 percent of the participants have a monthly salary between 501-100 Liras and 2,1 percent of participants have a monthly salary under 500 Liras. One of the questions in the survey seeks the frequency of going to supermarket. According to this question, most of the participants said that they go to supermarket two or three times a week. The group that visits a supermarket once a week follows the first group (30%). 15,3 percent of the participants said that they go to supermarket once a month. The 518 participants answered yes to the question of owning a mobile phone and only 12 participants answered no to this question. Participants are asked to end the survey if they answer no to this question so, subsequent analysis continues with the participants who answered yes to this question. Table 3 contains the second part of the survey, about mobile phone using behaviours and SMS messages. In this part, it has been asked to participants about the frequency of texting messages with their mobile phones, how many mobile messages they received and how they comment about the ad messages. The frequencies of answers and the percentages of the frequencies are shown below;

Table 3: Frequencies of messaging and Ad Messages

What is the frequency of texting messages with mobile phone?	Frequency	Percent
Several times a day	152	29,3
Once a day	10	1,9
Several times a week	86	16,6
Once a week	53	10,2
I did not use text messaging	217	41,9
How often did it come mobile ad messages to your mobile phone?	Frequency	Percent
Several times a day	225	43,4
Once a day	26	5,0
Several times a week	174	33,6
Once a week	66	12,7
I did not recieve mobile ad messages	27	5,2
Reading the ad mesasges	Frequency	Percent
I just read it	86	16,6
I read it when i have time	163	31,5
I just read the message that interests myself	149	28,8
I read the messages which i allow to come	28	5,4
I don't read, i delete without reading	92	17,8
TOTAL	518	100,0

When it is asked to participants the frequency of texting with their mobile phones, 41,9 percent of them said that they did not use the message application. But 29,3 percent of the participants said that they use message application several times a day. When it is asked to the participants how often they receive mobile ad messages, 43,4 percent of them answered that they receive mobile ad messages several times a day, 33,6 percent of them follows the first group and they said that they receive mobile ad messages several times a week. 12,7 percent of

the participants said that they receive mobile ad messages once a week and 5,2 percent of the participants said that they did not receive mobile ad messages. The third part of the table 3 shows answers of participants when they receive a mobile ad message. According to the answers, most of the participants read the ad message when they have time (31,5%), 28,8 percent of the participants read the message which interest theirselves, 17,8 percent of them said that they delete without reading, 16,6 percent of the participants read the ad message immediately and 5,4 percent of the participant read the messages which they allow.

2.8. The Analysis of The Datas

2.8.1. Mean and Standard Deviation Values of The Third Part of The Survey

The third part of the survey, includes statements about purchasing behaviour and the effect of mobile ads to purchasing behaviour. The statements in the third part of the survey were prepared according to 5 point likert scale. Mean and standart deviation values for this statements have been calculated. The calculated mean and s.deviation values are summarized below.

Table 4: Mean and Standard Deviation Values of The Third Part of The Survey

Statements	Mean	Std. Dev.
Price is important for me while i'm shopping.	1,844	0,988
I bought discounted items while i'm shopping.	2,162	1,024
Usually i bought retailer-branded products.	2,803	1,111
I usually bought national branded products	2,668	1,076
I follow the sale and promotion news from ad messages which come to my mobile phone.	3,197	1,165
I prefer supermarkets which have club card.	2,905	1,158
I usually prefer the same süpermarket while i'm shopping.	3,095	1,074
I prefer supermarkets which make discounts.	2,853	1,719
I follow the ad messages which sent from supermarkets.	3,367	1,099
The ad messages of supermarkets affect me while i'm shopping.	3,332	1,112
I share my personal information for benefit from the discounts of supermarkets.	3,738	1,154
I affected by the ad messsages which come to my mobile phone while i'm shopping.	3,527	1,115
I share the mobile ad messages with my surroundings while i'm shopping.	3,421	1,157
The SMS messages of supermarkets help to compare while i'm shopping.	3,178	1,111
The SMS messages of supermarkets help to gain knowladge while i'm shopping.	3,097	1,091
I think to take advantage of sms ads, while i'm shopping	3,172	1,111
The mobile ads of supermarkets which i'm a member of affect my purchasing decision.	3,205	1,142
The ad messages that come to my friens affect my purchasing decision.	3,390	1,086
The ad messages that come to my family members affect my purchasing decision.	3,375	1,103
The negative comments about SMS messages affect my süpermarket purchasing.	3,241	1,159
The brands in the SMS message affect my purchasing behaviour.	3,332	1,101
The sale and promotion news in the SMS message affect my purchasing decision.	3,185	1,135
The sale and promotion news in the SMS message affect my purchasing time.	3,189	1,153
I follow the discount news of supermarkets from ad messages which come to my mobile phone.	3,423	1,164
I follow other applications of supermarkets beside mobile ad applications.	3,519	1,158
Usually i purchase from süpermarket which sent me mobile ad messages.	3,610	1,078
I share the mobile ad messages that come from supermarkets with my relatives.	3,427	1,109
N: 518 *Measure: 1=Strongly Disagree, 5=Strongly Agree		

Looking at the averages of the statements in the third part of the questionnaire, it can be said that the minimum value of the statement is "Price is important for me while i'm shopping". So, it can be said that price is not very important for participants who answered the survey. Again, "I bought discounted items while i'm shopping" statement has the second minimum value. So it can be said that participants who joined the survey do not prefer buying discounted items while they are shopping.

The other values of statements calculated near 3 (means neither in 5 point likert scale) so it can be said that mobile advertising messages affect consumers purchasing behaviour partially according to participants who answered the questions in the survey.

2.8.2. Factor Analysis

Factor analysis, examines the interrelationships between the variables, and provides a more meaningful brief presentation of the variables. Factor analysis seeks to build common features in the relations between the variables (Bayram, 2009:199). In the third part of the questionnarie, there are 27 questions. For the questions that are common features of the collection under the specific factors, Factor analysis was applied.

While applying factor analysis including all of the questions, it has been seen that 51, 52 and 55. Questions did not suit for factor analysis. So factor analysis was repeated without this questions. Before repeating the factor analysis, KMO and Barlett's test was applied to understand the suitability of the data. The extraction method of the analysis is principal component of the analysis. To rotate components, Varimax Rotation method was used. The results of KMO and Barlett Tests are shown below at table 5.

Table 5: Results of KMO and Barlett Tests

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,957
Bartlett's Test of Sphericity	Approx. Chi-Square	10426,054
	df	253
	Sig.	,000

As it seen in table 5, KMO coefficient value is calculated as 0,957. It means that factor analysis can be used perfectly for these data. And the sig. Value is less than 0,05 so it can be said that data is suitable for factor analysis. After KMo and Barlett's tests, factor analysis was applied. And it has been seen that questions are collected under 3 factors. The eigenvalue table of the factors are shown below.

Table 6: Eigenvalue Table

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared loadings		
Component	Total	% Variance	% Cumulative	Total	% Variance	% Cumulative	Total	% Variance	% Cumulative
1	12,895	56,063	56,063	12,895	56,063	56,063	7,869	34,212	34,212
2	1,767	7,682	63,746	1,767	7,682	63,746	6,053	26,317	60,529
3	1,034	4,497	68,242	1,034	4,497	68,242	1,774	7,714	68,242

As it is seen in table 6, there are three components which have an eigenvalue over 1. The first component explains 34,21 percent of the variance, second component explains 26,31 percent of the varience and the third component explains 7,71 percent of the varience. While applying factor analysis, reliability analysis is also done for the reliability of the data. Looking at the cumulative percentages of the components, it has been seen that

components explain 68,2 percent of measuring. After factor analysis, components, and loads of components, reliability coefficients and the names of components are summarized below.

Table 8: Factor Analysis of The Study

Component Names	Component Items	Component loads	% Variance	Reliability coefficients
SMS Advertisments	Ques. 14	0,815		
	Ques. 15	0,784		
	Ques. 16	0,775		
	Ques. 17	0,768		
	Ques. 18	0,765		
	Ques. 19	0,738	34,212	0, 955
	Ques. 20	0,737		
	Ques. 21	0,730		
	Ques. 22	0,712		
	Ques. 23	0,707		
The Mobile Advertising Applications of Supermarkets	Ques. 5	0,711		
	Ques. 6	0,702		
	Ques. 9	0,694		
	Ques. 10	0,687		
	Ques. 11	0,666		
	Ques. 12	0,641	26,317	0,932
	Ques. 13	0,631		
	Ques. 24	0,619		
	Ques. 25	0,607		
	Ques. 26	0,600		
	Ques. 27	0,516		
Price	Ques. 1	0,899	7,714	0,807
	Ques. 2	0,897		

2.8.3. The Analysis of Hyphothesis

Three alternative hyphotheses have been developed according to aims of the study. And this hyphothesis are analyzed with Anova and Regression Analysis. The hyphothesis and results of the hyphothesis analysis are summarized below. The relation between the effect of mobile ad messages which come from supermarkets to participants' purchasing behaviour and the ad messages which come to consumers mobile phones were investigated in the study. According to this H0 and H1 hyphothesis have been developed.

H0: there is no statistically significant difference between the effect of mobile ad messages sent from supermarkets and reading the ad messages sent to consumers' mobile phones.
H1: there is a statistically significant difference between the effect of mobile ad messages sent from supermarkets and reading the ad messages sent to consumers' mobile phones.
The H1 hyphothesis was tested by one way anova. While testing with anova, it has been benefited from LSD test in Post Hoc Analysis. The test results colud be seen in table 9.

Table 9: Anova Test Results For H1

	Reading mobile ad messages came to mobile phone	
The effect of mobile ad messages sent from	F	p
supermarkets to purchasing	17,877	,000*

According to Anova analysis, it has been seen that there is a statistically significant difference between the effect of mobile ad messages sent from supermarkets and reading the ad messages sent to mobile phones. To see the resource of the statistically significant difference, post hoc tests have been investigated. The post hoc table shows that some groups' purchasing behaviours are effected by the mobile ad messages sent from supermarkets. The group that read the ad messages if they are interested by the message and the group that read the messages if they have time are effected by mobile ad messages. In the study there are three components according to factor analysis. These three factors have been tested with regression analysis. The main aim of the study is seeking the effect of mobile ad messages to purchasing behaviour. So to test this aim, H2 hyhpothesis has been developed. The hyphothesis and the results of the regression analysis could be seen below;

H0: The ad messages sent from supermarkets did not affect the purchasing behaviour of consumers.
H2: The ad messages sent from supermarkets affect the purchasing decision of consumers.

Table 10: Regression Analysis Results For H2

Dependent Variable: The ad messages sent from supermarkets effect the purchasing decision of consumers.			
Independent Variables:	Beta	t	p
I prefer supermarkets which have club card.	,120	3,939	,000
The ad messages of supermarkets affect me while i'm shopping.	,104	2,713	,007
I share my personal information for benefit from the discounts of supermarkets.	-,069	-2,122	,034
The SMS messages of supermarkets help to compare while i'm shopping	,103	2,293	,022
The SMS messages of supermarkets help to gain knowladge while i'm shopping	,118	2,272	,023
Usually I purchase from supermarket which sent me mobile ad messages	,179	4,266	,000
I think to take advantage of sms ads, while i'm shopping	,281	5,284	,000
I follow the discount news of supermarkets from ad messages which come to my mobile phone.	,125	2,799	,005
R=,793; R^2=,629; F = 108,053; p=0,000			

According the Table 10, it can be said that the independent variables explain the variance of dependent variable almost 63 percent (R^2=,629). The p-value is less than 0,05 so it can be said that there is a statistically significant difference between variables. So the H2 hyphothesis could be accepted. According to regression analysis, it can be said that the mobile ad messages sent from supermarkets affect the purchasing decision of consumers. Also according to Beta values of regression model, it can be seen that "I think to take advantage of sms ads, while i'm shopping" variable is the most effective variable in the model. The third hyphothesis of the study is about the effect of mobile ads to consumers' purchasing behaviour. For testing H3, regression analysis was applied. So, the H3 hypothesis and the results of regression analysis can be seen below;

H0: SMS ads do not affect the purchasing behaviour of consumers
H3: SMS ads affect the purchasing behaviour of consumers.

Table 11: Regression Analysis for H3

Dependent Variable: **I affected by the ad messsages which come to my mobile phone while i'm shopping.**			
Independent Variables:	Beta	t	p
The ad messages that come to my friends affect my purchasing decision	,252	3,703	,000
The ad messages that come to my family members affect my purchasing decision	,201	2,962	,003
The sale and promotion news in the SMS message affect my purchasing decision	,114	2,201	,028
I think to take advantage of sms ads, while i'm shopping	,216	4,171	,000
R=,707; R^2=,500; F = 128,242; p=0,000			

Table 11 shows that the calculated R^2 value is 50%. So it can be said that the independent variables explain the variance of dependent variable 50 percent.

According to the table, the p-value is less than 0,05 so it can be said the variables are suitable for regression analysis. According to Beta values, it can be seen that "The ad messages that come to my friends affect my purchasing decision" is the most effective variable. So it can be said that consumers are affected by their surroundings and H3 could be accepted.

3. CONCLUSION

The rapid development in mobile communication technologies affect many items such as the lifestyle of consumers or bussiness. So, companies' marketing strategies change correspondingly to these technological developments. Especially the most used communication devices are mobile phones, it can be said that they do not facilitate only users communication, they have also started to be tools for mobile marketing, mobile advertising, SMS advertising. Using the mobile devices as marketing tools makes it important to conduct research on mobile marketing. The study investigates the standpoint of consumers' to mobile marketing applications who live in province of Aydın and at the age of between 15-59 years. Intensive use of mobile phones also affected the retail sector too. So mobile marketing applications have started to used in retailers marketing activities too.

In the study, supermarkets were chosen as retailers. The retailers' mobile marketing applications and the standpoint of consumers to these applications were analyzed. According to this, the effect of mobile marketing applications sent from supermarkets active in province of Aydın to consumers' purchasing behaviour were investigated.

The study is limited by questions asked in survey. The results of the study are limited by participants' viewpoints. The applied survey was analyzed by SPSS data program. According to the results of the study, there is a statistically significant difference between reading mobile ad messages and the effect of mobile ad messages sent from supermarkets to consumers' purchasing behaviour.

The two group of participants who join the survey said that the mobile ad messages sent from supermarkets affect their purchasing decision. These groups are reading the message when they have time and reading the message if it interests them. According to study, the ad messages sent from supermarkets affect consumers purchasing behaviour. Also it can be said that they are affected by mobile ad messages sent to their friends and family most.

According to the results of the study, it has been provided that if a supermarket sends the right ad message at the right time, it could get a positive feedback from costumers. It has been seen that the ratio of reading ad messages are higher than the ratio of not reading the ad messages so it can be said that the participants who join the survey, pay attention to mobile marketing applications. Therefore, firms in other sectors operating in the province of Aydın also can receive positive results when they use mobile marketing applications.

Participants said that the mobile ad messages affect their purchasing behaiour so supermarkets must determine the content of the message carefully and send the message to the consumers especially located in the database of them. In this study, it is focused on mobile ad messsages so in alternative studies it can be focused on the other types of mobile marketing applications. The sample size can also be increased to investigate for a larger population. As a result, it can be said that mobile advertising will take a much more important role in the future. The data contained in the study will be a guide for researchers and companies. Companies will use the results of the study for creating their mobile marketing programmes too. Companies must prepare their mobile marketing programmes according the factors which affect mobile ads.

The respondents who join this study have a positive viewpoint to mobile advertising and this condition affect their purchasing behaviour so the results of this study will serve as to be the data for companies which use mobile marketing or will start to use mobile marketing in the future.

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