THE IMPACT OF MOBILE MARKETING IN CONSUMER MARKET: A CASE STUDY OF TURKEY

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Abstract. Mobile marketing has gained immense popularity in the contemporary business world because of its convenience in sending promotional messages to individual customers. In Turkey, this method of advertising has enhanced effective dissemination of information and is thus highly regarded; both by the business community and the consumers. Mobile marketing is well known for its ability to overcome barriers of place and time that are often associated with traditional advertising methods. Using mobile marketing, companies are in a position to reach out to customers from wherever they are due to the portable nature of the mobile phone. This study seeks to explore the impact of mobile marketing in Turkey's consumer market. It aims at establishing whether mobile marketing is an effective marketing tool in Turkey's consumer market, why there is an increasing popularity of mobile marketing and whether there is a general acceptability of mobile marketing in Turkey.

The study begins by exploring the concept of mobile marketing and its effectiveness as a marketing media. The nature and potential of mobile marketing are discussed and so are the ethical issues affecting mobile marketing. Given the level of popularity and convenience that mobile marketing exudes, it can be established that mobile marketing is an effective form of advertising in the Turkish consumer market and that companies could tap this potential to enhance profitability.
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1. INTRODUCTION

Mobile marketing in Turkey's consumer market has provided an efficient communication and marketing avenue that enhances the dissemination of information in the consumer market; thereby enabling more informed decision-making. This follows the increasing momentum in the use of mobile marketing in the contemporary business world. Mobile marketing is now one of the most preferred modes of advertisement, not only because of its convenience but also because of the ability to deliver promotional messages regardless of the customers' geographical location. In essence, mobile marketing eliminates the 'place' constraint and 'time' constraints which often challenge other forms of advertisement in that customers can get promotional messages any time of the day through mobile marketing. Mobile marketing is also preferred because companies are assured that the messages reach the intended audience through targeted marketing. Mobile marketing has affected the consumer market in a significant manner; mostly concerning the acceptability of mobile marketing among consumers. This means that apart from allowing customers to get adequate information on company products thus enhancing decision making, ethical issues have also emanated from mobile marketing. Examples include privacy issues, the need for companies to seek permission and acceptance before sending, marketing to children and the frequency of advertising. This paper seeks to

establish the impact of mobile marketing in the consumer market; with Turkey as the case study. It will examine the perceptions of consumers on mobile marketing, general acceptability, and the kind of impact that this form of marketing has had on them.

2. HYPOTHESIS

Mobile marketing in the Turkish consumer market will experience increased growth as the popularity of mobile marketing increases in the market.

3. RESEARCH QUESTIONS

Is mobile marketing an effective promotional tool in the Turkish consumer market?

What are the reasons behind the increasing popularity of mobile marketing?

How is the general acceptability of mobile marketing in the Turkish market

4. LITERATURE REVIEW
4.1. Mobile marketing: Definition

There is no definite definition of the term mobile marketing. It can be defined as a set of practices that enhances engagement and communication of organizations with their audience in a manner that is interactive and relevant through the use of mobile devices or networks. It entails the use of wireless media that reaches out to the customers in a bid to provide them with personalized information and that is determinant of the location and time the customer will find relevant. This enhances the promotion ideas, services and goods so as to bring forth the value for the esteemed shareholders (Michael & Salter, 2006). Mobile marketing and in-game advertisements have been on the rise in the recent years. Companies have taken advantage of the increasing growth of mobile phone ownership and technology to send content to consumers using SMS (Short Message Services), MMS (Multimedia Services), Bluetooth and infrared (Pelau & Zegreanu, 2010). Internet enabled phones also ensure that individuals can access different social networks, such that companies take this opportunity to advertise themselves.

In-game advertising is also growing in popularity, where companies sponsor the development of particular games and then put up advertisements in between the levels (Cadin, 2006).

4.2. Rationale for mobile advertising

The fact that different homesteads have mobile phones forms a basis to the argument that mobile advertising is efficient in a company's advertisement of its products. The current wave of technological growth has contracted the world to global village and there is increased connectivity between individuals and companies thus making mobile marketing a viable endeavor. The advancement in mobile technology further makes the use of mobile phones for advertising highly viable in the contemporary world.

Before giving your customers the option of mobile advertising, there are several questions you need to factor in:

- Are your prospective customers in possession of mobile phones or devices?
- How can you create a cost effective wireless 'tether' so as to keep the customers in a continuous loop of communication?
- Will the messages that you will send open up new opportunities in business?

In a study conducted by Forester, the findings were that by year 2005, sixty seen per cent of the American citizens had at least each a mobile phone in their homes (Business Communications Review, 2005). Most of the homes had up to four phones. By the year 2009 the mobile contracts had risen up to 4.6 billion worldwide, justifying the increase of mobile phones (Pelau & Zegreanu, 2010). the observance of this trend made the marketers to maximize on the usage of the phones. Use of mobile phones enhanced communication to the potential and existing customers. The mobile phones are highly flexible and one can convey messages any time and any place. Through advanced technology, marketers can send even photos and videos of their products to the consumers. At one fell swoop,

the marketers get immediate answers or views on their products from the consumers over the social networks. This helps them plan on how to come up with ideas that will facilitate consumer satisfaction (Michael & Salter, 2006).

4.3. Effectiveness of mobile marketing

Mobile marketing has been an effective activity where the companies make significant sales to the already acquired customers. Through this marketing, there is a possibility of retaining customers due to the communication process that is done between the company representatives and individual customers. There is an assurance that, the sent messages will definitely get to their intended destinations or individuals. Mobile marketing is highly innovative and a relevant tool in direct marketing in that an assumption that customers' have and must use their mobile phones (Anckar & D'Incau, 2002).

4.4. Pros and cons of mobile marketing

Through mobile marketing the businessman is in a position to meet other consumers through the established relationship with the initial consumers. This fosters customer loyalty as well as building customer experience. There is also the freedom of the customers or consumers in contacting the company directly. The wireless marketing has come in to help the company realize maximum profits because the MMS and SMS services are not really expensive and saves money than the television and print adverts (Michael & Salter, 2006).

There are various advantages and disadvantages that are found when using mobile marketing programs. The level of acceptance in mobile marketing is quite low but to the few individuals who complied, the method is highly effective. The use of mobile phones is the best for it enhances privacy and ensuring that there is personal communication with the concerned individual. It is a quite effective in that consumers are reached wherever they are, because of the mobile phones. The growth of technology has enhanced contracted world making the world a global village. One can access e mails from anywhere through the internet – enabled phones or network deices.

The potential consumers are reached through the use of phones (Leek & Christodoulides, 2009).

Mobile marketing makes the process of advertising very cheap and convenient. The mobile ownership has really gone up thus encouraging the use of mobile marketing to be highly effective and to fetch more consumers. The one on one communication with the consumer places the application of the mobile marketing program to serve its function in a direct manner. The marketer is able to contact the consumer any time and also make connections with the customers friends who can also qualify to become the consumers too. In relation to the cost of marketing, mobile marketing is cheaper by far when compared to other Medias like television and prints like newspapers and magazines. There is loyalty of consumers as well of that of companies. One is able to give promotions and award to the consumers because of the rapport created between the two.

The mobile marketing programs are also bearing some disadvantages. For example, there are various attitudes that come with the way the application of mobile marketing is done. Most of the consumers have received spam messages and confuse them with genuine ones. This makes them decline offers made in their databases. This decreases the number of consumer enrolment. The phones are not in a position to detect the difference between spam and genuine communication (McCarthy, 2005).

The intrusion done by the mobile marketing through sending of voluminous messages to the consumers who are intended or to wrong ones makes they have a negative attitude towards the brand and even end up discouraging would-be consumers. When the fears of consumers in the threats posed to them in location, identity, information and choices, the dislike of mobile marketing affects the sales of a company's brand. Despite the fact that consumers have phones, those phones, the phones are not modified to received some sophisticated data like videos and photos. This creates illusory marketing achievements that bring zero or negligible results.

4.5. The potential of mobile marketing and value creation

Mobile marketing promises to elevate business communication through increased convenience and more targeted marketing and can thus be considered a potentially valuable form of marketing. Mobile marketing is well known for its ability to overcome barriers of distance and time in that users can receive promotional messages from wherever they are and that they may receive the messages at any time as opposed to traditional methods where a person for example would have to watch TV or read a newspaper in order to know about a particular product (McCarthy, 2005). Mobile marketing therefore has potential due to increased convenience and ease in use which makes it highly preferred by marketers. The fact that mobile marketing can be used to conduct targeted marketing through concentrating on one region of the market denotes that mobile marketing is highly useful where market segmentation has been done. Marketing also promises to reach a considerable number of people due to the increased popularity of mobile phones and mobile internet thus indicating that mobile marketing has great potential (Pelau & Zegreanu, 2010). Mobile marketing is expected to create value for companies that use it to advertise in that it will ensure that the messages reach the targeted markets at the most cost effective manner. Notably, mobile marketing is cheaper than traditional forms of advertisement because marketers mostly use SMS and MMS that can be sent as broadcast messages. Accordingly, the marketers are able to reach a considerable number of people at a low cost.

4.6. Customer attitudes towards mobile marketing (Acceptance)

The fact that the customers have varying attitudes when it comes to accepting mobile marketing affects the viability of mobile marketing. This affects the role of permission and acceptance in mobile marketing. The negative attitudes portrayed by the customers are not to be neglected for they help the company representatives to know what to improve and what to remove in their adverts. The positive attitude also comes in handy as the marketer will be guided or be in a position to measure his work and estimated outcomes.

The attitude factor is in most cases affected by the threats to the consumer's privacy in: identity, information, choice and location annoying (Sultan & Rohm, 2008; Barutçu, 2007). The customers are in perpetual fear because they feel that when they expose their information, it is going to be accessed by the hackers. A study conducted in USA for ages between 16 and 30 showed that just a51 % were satisfied by the mobile marketing while 42% percent were not satisfied at all. The other cause of negative attitude is the volumes of messages that are received on a daily basis. They are intrusive into people lies and thus cause people to form a negative attitude in mobile marketing (Sultan & Rohm, 2008; Barutçu, 2007).

Most of the adults are no longer interested with the mobile marketing messages, this is because the impromptu messages contain content that is not pleasing to the adults or the brands being advertised are not in line with what the adults want. On the contrary, the young generation is much welcoming the messages. This is an indication that the adults who are one in position of purchasing the brands have a negative attitude towards the channels used to advertise the brands (Barutçu, 2007).

The attitude is determined by the fact that, a mobile phone ca not detects the difference between spam and genuine communication. This ends up irritating customers and forces them want to refrain from the mobile marketing messages. If the customer is interrupted in his/her daily routine or work, he develops hatred towards the brand. He would to have a specific time to receive the messages or frequency to receive the messages in the agreed time.

The consumer attitudes differ in so many factors. This is influenced by so many factors: age, level of income or education. Older people as opposed to younger generation are not that welcoming to mobile marketing. The younger people are appreciative to the mobile marketing messages although they do not have a higher purchasing power.

The marketers are therefore supposed to put in to consideration to the classification according to demographics in their planning and implementation of the mobile marketing. The consumers are supposed to be advised about the policies in their privacy rights (Sultan & Rohm, 2008; Barutçu, 2007).

The mobile marketing message should be able to entertain the consumer. In this way there is the possibility of changing the attitude of the consumer. The content should at most be visual, or else be sensational to the consumer. It should also be able to convey it message: it should be aesthetic as well as functional in its purpose. To change the attitude of the consumer, you need to be offering time saying applications to busy businessmen. By doing this, mobile marketing will obtain a lot from different quarters, more so those that are having a lot of money but don't have time to go checking prices (Amen, 2010).

4.7. The role of permission and acceptance in mobile marketing

The role of permission and acceptance applies in the case where the marketers just send messages to the consumers without the latter are consent. This behavior leads to annoyance and at times dislike towards that company. This portrays a poor marketing strategy where unintended messages get to customers who never subscribed for them. Widespread spamming and frustration in the user could easily diminish the potential in the mobile marketing (Haig, 2002).This brings the question of whether marketers should seek consent of the consumers before sending them messages. In their researches, Barnes and Scornovacca (2004) argue that the consumers would be glad if they were allowed to make decision on when to receive the messages from the marketers, thus appreciating mobile marketing more.

Ensuring that the customers are given a chance to make choices on when to be contacted gives the marketers an opportunity to conduct mobile marketing in a more efficient manner than forcing themselves into the customers. Conducting the process in the right manner prevents the customers from wearing

out thus increasing the efficiency in the mobile marketing (Barwise & Strong, 2002).

In reference to Barnes and Scornovacca (2004) model, permission and acceptance, there were factor to be considered in mobile marketing: WSP, personalization and content, frequency, time, brand. The participants agreed that, they will be receiving a limited number of messages per day at a scheduled time and with the only company and brands they have subscribed. There was also wireless service provider control. This enhanced filtering of the messages and the senders. The permission was also discussed in that, consumers should have an 'opt in' and 'out' at any stage. This shows that the consumer has a choice.

4.8. Ethical issues in mobile marketing

One major ethical issue in mobile marketing emanates from hacking the computer systems or the internet systems. The marketers are known to purchase information retrieved from private individuals' database accessed without the owner's consent and retrieve information that they expose to the children and others who are vulnerable to internet advertisement. This act of violating privacy terms ha contributed greatly in to having the customers shy away from accepting to be sent messages through mobile marketing.

The hacking of individual or customer privacy has been facilitated by the legal system that is compromising with the hackers or not asserting the right pressure on the wrong doers. There are no key regulations on the customers' information hence the intrusion of people's privacy Gurdu and Ranchhod (2009). A general study conducted by Amen (2010) has confirmed the customer fears in that they don't have any confidence in mobile marketing due to the security concerns. Some texts that are sent to the customers cannot be replied back for they are automated. They do not have an option to reply and suggest what one wants. Many of the customers, whose privacy rights are messed with, do not really know what to uphold in privacy rights. They are not exposed when it comes to the legislation of their rights. There are some threats that are associated with mobile marketing: identity, location, informa-

tion and choices.

Threat to identity

Due the usage of open directory, the marketers send advertisement with consumer's numbers to other people. This exposes their privacy thus making his/her identity exposed. The one in charge is to larger extent in position to know the other content of the consumer and this can be really dangerous for the customers.

Threat to location

With the use of a mobile phone that has an enabled Geographical Positioning System (GPS), the user can be traced easily. The one in charge of sending the messages can easily target the phone receiving the message as well as the location of the owner. This robs the recipient of the message real privacy.

Threat to information

The user's information is as well at risk because, if the databases are exposed, his/her whereabouts are exposed as well. This shows that the information is not guarded as it is supposed to. When one sends opt- out message, it confirms the existence of that number and the database. This poses the threat of hackers and can interfere with vital information. When you also opt- out in this case, you confirm to the other party that the database is active.

Threat to choices

The marketers do not give the consumer freedom to make a choice. They push messages to the consumers as if they are forcing consumers to accept a new product. The random advertisements that are for new brands are pushed in the users phones; this is a threat to the choice and also to the taste of the consumer. If the users opt-out, the message becomes a confirmation that his number is active. In this case the user feels that, mobile marketing is a disturbance to his privacy. Users are at times turning away to other brands for they feel that mobile marketing is highly intrusive.

4.9. Mobile marketing in Turkey's consumer market

The mobile communication market in Turkey has increased significantly since 1994, both in terms of subscribers and GSM operators thus making the country a viable market target for mobile marketers. Mobile marketing use in the country is characterized by innovative strategies and as noted by Şeflek (2010), Turkey's mobile marketing advancement is set to cause ripples in a market where this new trend is becoming increasingly popular. According to Şeflek (2010), 33 million ads are viewed every month via AdMob's network only; signifying the massive rate at which mobile marketing is picking up in Turkey.

The success of mobile marketing is enhanced by the growing number of populace who possess mobile phones within the country and the enthusiasm of youths toward mobile marketing. As at the end of 2004, 50 percent of the country's population (34,707,549) had adopted mobile phones and by 2007, there were 58,055,434 mobile phone users in the country (Turkish Statistical Institute, 2007; Telecommunication Authority, 2007). Hurriyet Daily News notes that the mobile phone market grew by 12 percent in the first quarter of 2010 in terms of units sold. The youth in Turkey form the highest percentage of mobile marketing users and this generation is considered a vibrant market for companies using this mode of advertising (Şeflek, 2010). The young generation has readily adapted to this medium

Turkcell's TonlaKazan service is among the most successful mobile advertising campaign in Turkey. In this service, Turkcell attempts to cash in on ringtones through the use of the 'WinBack Tone," which allows subscribers to select ad-funded content to serve as their Ringback Tone. The users are then given an opportunity to win prizes on the basis of how many people listen to their tones Şeflek (2010). The campaign is highly popular with the youth who download their favorite music to use on their phones. The fact that the youth who make up the largest mobile market are mostly involved in this campaign makes it even more successful.

Customers in Turkey have embraced the idea of mobile marketing and a significant number of consumers attest to the fact mobile marketing is an effective mode of advertising. In a study conducted by Barutçu (2007), there was a generally positive feedback concerning mobile marketing, with a majority of respondents indicating that they would prefer

mobile marketing to receive advertisements and to shop. On the contrary however, respondents noted that mobile shopping could pose security problems. The respondents were asked to rate the survey question on a five-point Likert scale where 1 represented strongly agree while 5 represented strongly agree. In the survey questions, a mean of 4.20 was recorded for the question on whether the respondents found receiving advertisements through mobile phones positive. On the question on whether they found SMS and MMS messages used for advertising useful, a mean of 4.24 was recorded. This is an indication that the level of agreement with this survey question is quite high, given that the maximum score is 5.

5. METHODOLOGY

The methodology section forms an important part of the research because it determines whether the results obtained in the study will effectively meet the needs aims and objectives of the study. The study will utilize primary and secondary data and will be qualitative in nature. Primary data was obtained through the use of mail questionnaires sent out to a random sample of 100 Turkish customers. Secondary data was obtained from printed sources such as books and journals. Secondary data was useful in setting the background for the study and was thus considered vital.

Research Sample

Random email addresses were collected from the Facebook social networking site and 100 mail questionnaires were sent along with an introductory letter. The sample was selected from young and middle aged people up to a maximum of 45 years from Turkey. Respondents were asked to mail back their responses using the sending email. In total 100 mail questionnaires were sent out. Out of the 100 mails sent, 67 questionnaires were returned, representing 67% of the total number of questionnaires. Further, 9 questionnaires were rejected because they were incomplete. This means that 58% of the questionnaires sent out were used for the research as presented below:

Mail questionnaires	Number	Percentage of the total
Sent questionnaires	100	100%
Returned questionnaires	67	67%
Spoilt questionnaires	9	9%
Questionnaires used for data collection	58	58%

Data collection

The results of the research indicated that there mobile users in Turkey generally have a positive outlook on mobile marketing and its potential in enhancing advertisement. 57% of the respondents noted that mobile marketing was bound to be effective in advertising a company and that it could be used as an alternative to traditional media. As a matter of fact, they appreciated the mobile marketing messages sent to them because they helped them to get adequate information about the existing trends in the market. 49% of them preferred to get promotional messages on their phones so that they would know where to shop and where to find discounts.

Asked whether they would recommend businesses to use mobile marketing in order to reach their clients, 71% of the respondents considered mobile marketing an effective tool for advertising. The various reasons given for their responses were that mobile marketing was a method that could reach the clients wherever they are; mobile marketing is less costly; mobile marketing messages are easy to understand because they are simple and brief; and that mobile marketing reaches a significant number of people among other factors. In this regard, businesses could use mobile marketing as their means of advertising the company's products as opposed to placing advertisements in other traditional media such as newspapers, radio and television; or as a complimentary form of marketing within the company.

The most common views on mobile marketing were identified as follows. The percentage indicates the proportion of respondents who mentioned the views presented.

Views	Percentage of respondents
Mobile phones do not limit the effectiveness of the advertisement due to time constraints. Customers can be accessed any time even when other media are unavailable	74%
Mobile marketing is not affected by the geographical location because customers will get the messages or calls wherever they are. This is unlike traditional media where a person has to be present to watch or listen to the advertising clip.	69%
Reduced targeting errors because only specific customers are sent the messages	42%
Timely communication; given that mobile communication is instant	63%
The mobile phone is highly personalized. This means that whichever way, the customer will look at their mobile phone and thus the advertisement cannot go to waste unless it is deleted	76%
Most people will read the read the sent advertisements	59%
Marketing through mobile marketing is cost effective	38%
Companies can target specific groups through using cues such as area codes and thus control the population to be sent the promotional messages	24%

Despite the high prevalence of mobile phones among the respondents however, there was a notable mistrust about mobile advertising. A significant number of respondents indicated that they did not appreciate the idea of getting advertising messages on their phones as they considered them a nuisance (19%). Out of the 58 respondents whose questionnaires were used for the research, 31 respondents expressed fears of privacy in regard to mobile advertising; noting that there was a possibility that their privacy would be compromised as a result of allowing companies to use their numbers for mobile advertising. They feared that the companies would misuse their information for purposes that they would not approve of and therefore felt that they were powerless as far as their own privacy was concerned. Notably, the issue of the high frequency at which companies send promotional messages was a great cause of concern. 43% of the respondents indicated that they were not comfortable with mobile marketing because companies often sent very many messages to the same user every month. As a matter of fact, some expressed that there was a problem of duplicate messages being received into their phones and therefore they did not support the idea of mobile marketing. The views can be expressed in a tabular form as follows:

Arguments against mobile marketing	Percentage
Mobile marketing is a nuisance for the mobile users as they do not necessarily need these advertisements	19%
Privacy is intruded. This makes customers feel powerless. There is also fear of misuse of customer personal details	31%
Too many messages are sent by mobile marketers, even when they are not needed. Occurrence of duplicate messages was identified.	43%

7. DISCUSSION

The results of this study indicate that mobile marketing is an effective form of advertising that not only enhances effective communication between the company and the consumers but which also ensures that the information is disseminated in a convenient manner. It has been established that with increased use of mobile phones, mobile marketing is bound to enhance advertising to a significant level. Most of the respondents found the use of mobile marketing convenient in that it informed them of the new trends in the market in good time and thus kept them up to date with information. This insinuates that the popularity of mobile marketing is bound to rise as consumers become increasingly aware of the importance of mobile marketing. As noted by Şeflek (2010), consumers love beneficial promotional messages and they are therefore likely to benefit from mobile marketing through getting information on promotions and new products in the market. This way, they are able to make their purchase decisions more easily.

There are various advantages that have been singled out in support of mobile marketing. To begin with, the use of mobile phones across the world has increased vehemently and most people now have at least one or more mobile phones. This makes it effective in reaching out to a large number of people. Secondly, mobile devices assure that the message reaches the customer because the mobile phone is highly personalized. This insinuates that despite the location of the customer, he or she must at one point look at his mobile phone and see the advertisement. This is unlike in traditional media such as TV and radio where the message only reaches those who have switched on their devices at any particular time. Thirdly, the mobile nature of these phones makes them effective in that there are no geographical barriers as far as communication is concerned. This proposition is emphasized by King (2008) and Michael and Salter (2006) who note that mobile phones transcend the barriers caused by distance and go on to provide the much desired publicity that the company deserves without caring the location that the customer is in at any particular

time. Accordingly, marketing may be done at any time of the day in preference to traditional media which requires companies to advertise during peak hours such as evening and weekends so that potential customers are already at home. Fourthly and most importantly, the development of internet enabled phones through mobile technology has increased the potential of mobile phones in enhancing marketing. This means that companies have the liberty to advertise on websites and be assured that consumers can still access the advertisement on phones thus easing their advertisement costs. Companies can therefore use websites, social sites and blogs to reach their customers. Internet enabled phones also ensure that consumers have more access to important information to assist in their decision making processes.

It is notable that while the use of mobile marketing promotes business, it is not entirely popular among all users because they feel that their privacy is violated. As indicted in the study, customers feel that companies at times exaggerate the number of messages sent and that their private information may not be safe in their hands. This is a factor that is expected to impact on the use of mobile marketing to a significant level and could thus reduce its effectiveness. According to MMA (2009) some companies are sharing or even selling customer databases unscrupulously to other companies thus raising the issue of privacy for customers. It is a serious issue that may cause customers to distrust the marketers thus leading to ineffectiveness of the marketing method. Mobile marketing elicits a significant level of other ethical issues, mostly associated with privacy and the reluctance of individuals to be sent advertising messages (King, 2008). Further, customers do not like the idea of being sent too many texts and are thus likely to develop a 'delete on receipt' kind of reaction whenever they get promotional messages (Barwise & Strong, 2002). Another ethical issue that has arisen but which was not considered during the data collection stage is marketing to children; which is been considered harmful due to the possibility of sending out material that is not appropriate for their age (Molina, 2007). This is exemplified by the fact that children are now obtaining mobile phones at a very young age and are therefore prone to targeted promotions. Given that children have little decision making power, the burden of purchasing the advertised products may fall on the parents as they try to meet their children's demands. Further, children are likely to develop immoral behavior such as stealing in order to access credit to participate in mobile competitions put up by advertising companies or to purchase the advertised products (Smith, 2008).

8. CONCLUSION

This paper establishes that mobile marketing in the Turkish consumer market has a huge potential for growth and this trend may continue unless the marketers do not adhere to the ethical rules of mobile marketing. It is established that the ethics of mobile marketing to a significant level impact on the ability of the mobile marketing to perform the expected functions. This is mostly associated with the privacy of customer information, issues with frequent messaging and sending messages that are considered irrelevant to customers. The issue of marketing to children is also taken very seriously as far as mobile marketing is concerned. In Turkey, mobile marketing has had the impact of enhancing communication between the customers and companies such that customers can easily present their concerns. Mobile marketing has played the role of keeping customers more informed about new trends in the market thus making the purchasing process easier. It is notable that as mobile technology advances, the use of internet marketing is no longer confined to computer use and that individuals can access advertisements placed on the internet through browsing websites and social networking sites. This in turn insinuates that the potential for mobile marketing has grown significantly. In conclusion, this paper establishes that the place of mobile marketing in the Turkish consumer market is growing tremendously and that businesses could tap this potential to enhance profitability.

Conflict of interests

Authors declare no conflict of interest.

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