

ECR Academic Student Award 2016

Name des Studenten: Michael Kubu

Hochschule: IMC Fachhochschule Krems

Kategorie der Arbeit: Master Thesis



Titel der Arbeit

BLUETOOTH LOW ENERGY BEACONS IN RETAIL STORES



Ziel / Forschungsfrage(n)

Research question:

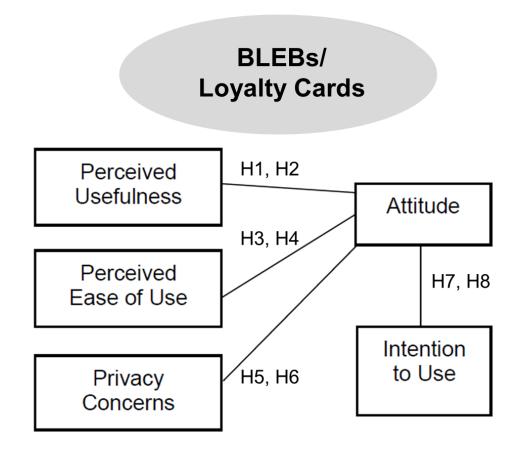
In general, what is Generation Y's attitude to location-based mobile marketing in retail stores on the example of "BLEB" technology compared to loyalty cards in Austria?

Sub-questions:

- To what extend do privacy-access requirements correlate with the attitude to BLEB in comparison to loyalty cards?
- What is Generation Y's intention to use BLEBs in comparison to loyalty cards?



Angewandtes Modell: Modified Technology Acceptance Model





Methodik

| Methodological aspects | Description | | |
|--------------------------|--|--|--|
| Sampling design | Quantitative research: quota sampling | | |
| Population | Gen Y in Vienna: between 18 and 35 years old. | | |
| Investigation period | One shopping week: 17 th - 23 rd February 2016 | | |
| Survey location | Stadion Center, Olympiaplatz 2, 1020 Vienna | | |
| Data collection | Standardized face-to-face paper questionnaire | | |
| Conducted questionnaires | 150 conducted questionnaires | | |
| Data analysis | Uni- and bivariate analyzing techniques | | |
| Data tools | SPSS, Microsoft Excel | | |



Ergebnisse

| Hypothesis | | p-value | Significance |
|------------|---|-----------|-----------------------|
| Н1 | There is a positive correlation between the perceived usefulness of coupons via BLEBs and the attitude to coupons via BLEBs. | p < 0,001 | Highly significant |
| H2 | There is a positive correlation between the perceived usefulness of coupons via LCs and the attitude to coupons via LCs. | p < 0,001 | Highly significant |
| НЗ | There is a positive correlation between the perceived ease of use of coupons via BLEBs and the attitude to coupons via BLEBs. | p < 0,001 | Highly significant |
| Н4 | There is a positive correlation between the perceived ease of use of coupons via LCs and the attitude to coupons via LCs. | p < 0,001 | Highly significant |
| Н5 | There is a negative correlation between privacy concerns regarding BLEBs and the attitude to coupons via BLEBs. | p < 0,001 | Highly significant |
| Н6 | There is a negative correlation between privacy concerns regarding LCs and the attitude to coupons via LCs. | p = 0.003 | Significant |
| H7 | There is a positive correlation between the attitude to coupons via BLEBs and the intention to use coupons in such a way. | p < 0,001 | Highly significant |
| Н8 | There is a positive correlation between the attitude to coupons via LCs and the intention to use coupons in such a way. | p < 0,001 | Highly significant |

 The customer's attitude to Beacons is between a positive and a neutral approach, whereby loyalty cards show a positive attitude



Relevanz für ECR / Mitgliedsunternehmen

- Young people representing Gen Y are interested in such form of mobile couponing and would like to try coupons via BLEBs.
- A potential market for coupons via BLEBs is especially seen for grocery and fashion stores with young adults as the target group.
- Marketers are recommended to reduce the privacy access requirements of similar m-services to a minimum in order to convince more customers to use their services.
- An overall system which combines Loyalty Cards and Beacons could increase the customers' shopping experience and complement the businesses' data pool.



Kontaktdaten

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