



MASTER'S DEGREE PROGRAMME IN BUSINESS ADMINISTRATION (MBA)

Postgraduate Dissertation

The impact of Apifon's mobile marketing and business messaging  
on the user experience (UX) and customer loyalty.

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Patras, Greece, "June" "2024"

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“The impact of Apifon’s mobile marketing and business messaging on the user experience (UX) and customer loyalty.”

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## **Abstract**

The focus of this thesis is on exploring how Apifon's mobile marketing and business messaging impact user experience (UX) and customer loyalty. Apifon is a Greek tech company that provides business messaging services, including SMS, RCS, Email, Viber, and other chat apps, aiming to create exceptional customer experiences. The study seeks to understand the influence of these tools on customer engagement, satisfaction, and loyalty.

Grounded in the theories of digital marketing, customer loyalty, brand equity, and conversational marketing, the research examines the effectiveness of personalized and targeted marketing efforts in boosting customer loyalty. By leveraging data analytics, customer segmentation, and personalized content, Apifon can deliver relevant and engaging marketing messages, enhancing customer satisfaction and loyalty.

The methodology involves a thorough literature review, the development of hypotheses, and a structured research model. The research encompasses a diverse sample of businesses from various industries, analyzing demographic characteristics, digital capabilities, and the impact of mobile marketing and business messaging on customer loyalty. Statistical tools are employed to validate the hypotheses and assess the theoretical frameworks.

The findings indicate that Apifon's mobile marketing strategies, especially through SMS and business API messaging, significantly enhance customer engagement and loyalty. Integrating various digital marketing channels ensures consistent and cohesive customer experiences, reinforcing brand image and customer trust. Additionally, conversational marketing, characterized by real-time personalized interactions, is crucial in improving customer experience and fostering loyalty.

In conclusion, the study suggests that businesses can optimize their digital marketing strategies by investing in data analytics, enhancing mobile marketing efforts, and maintaining a strong brand image. Future research should address the study's limitations and explore additional variables and comparative analyses to further understand the factors influencing customer loyalty.

## **Keywords**

Mobile Marketing, Business Messaging, User Experience, Customer Loyalty, Digital Marketing, Conversational Marketing.

## Περίληψη

Η εστίαση αυτής της διατριβής είναι στην εξερεύνηση του τρόπου με τον οποίο το κινητό μάρκετινγκ και η επιχειρηματική μηνυμάτων της Arifon επηρεάζουν την εμπειρία χρήστη (UX) και την πιστότητα των πελατών. Η Arifon είναι μια ελληνική τεχνολογική εταιρεία που παρέχει υπηρεσίες επιχειρηματικών μηνυμάτων, συμπεριλαμβανομένων των SMS, RCS, Email, Viber και άλλων εφαρμογών συνομιλίας, με στόχο τη δημιουργία εξαιρετικών εμπειριών πελατών. Η μελέτη επιδιώκει να κατανοήσει την επίδραση αυτών των εργαλείων στην εμπλοκή των πελατών, την ικανοποίηση και την πιστότητα.

Βασισμένη στις θεωρίες του ψηφιακού μάρκετινγκ, της πιστότητας πελατών, της αξίας της μάρκας και του συνομιλιακού μάρκετινγκ, η έρευνα εξετάζει την αποτελεσματικότητα των εξατομικευμένων και στοχευμένων προσπαθειών μάρκετινγκ στην αύξηση της πιστότητας των πελατών. Χρησιμοποιώντας ανάλυση δεδομένων, τμηματοποίηση πελατών και εξατομικευμένο περιεχόμενο, η Arifon μπορεί να παραδώσει σχετικά και ελκυστικά μηνύματα μάρκετινγκ, ενισχύοντας την ικανοποίηση και την πιστότητα των πελατών.

Η μεθοδολογία περιλαμβάνει μια λεπτομερή ανασκόπηση της βιβλιογραφίας, την ανάπτυξη υποθέσεων και ένα δομημένο ερευνητικό μοντέλο. Η έρευνα περιλαμβάνει ένα ποικίλο δείγμα επιχειρήσεων από διάφορους κλάδους, αναλύοντας τα δημογραφικά χαρακτηριστικά, τις ψηφιακές ικανότητες και τον αντίκτυπο του κινητού μάρκετινγκ και της επιχειρηματικής μηνυμάτων στην πιστότητα των πελατών. Χρησιμοποιούνται στατιστικά εργαλεία για την επικύρωση των υποθέσεων και την αξιολόγηση των θεωρητικών πλαισίων.

Τα ευρήματα δείχνουν ότι οι στρατηγικές κινητού μάρκετινγκ της Arifon, ειδικά μέσω των SMS και των επιχειρηματικών API μηνυμάτων, ενισχύουν σημαντικά την εμπλοκή και την πιστότητα των πελατών. Η ενσωμάτωση διάφορων ψηφιακών καναλιών μάρκετινγκ εξασφαλίζει συνεπείς και συνεκτικές εμπειρίες πελατών, ενισχύοντας την εικόνα της μάρκας και την εμπιστοσύνη των πελατών. Επιπλέον, το συνομιλιακό μάρκετινγκ, χαρακτηριζόμενο από εξατομικευμένες αλληλεπιδράσεις σε πραγματικό χρόνο, είναι κρίσιμο για τη βελτίωση της εμπειρίας πελατών και την ενίσχυση της πιστότητας.

Συμπερασματικά, η μελέτη προτείνει ότι οι επιχειρήσεις μπορούν να βελτιστοποιήσουν τις στρατηγικές ψηφιακού μάρκετινγκ τους επενδύοντας στην ανάλυση δεδομένων, ενισχύοντας τις προσπάθειες κινητού μάρκετινγκ και διατηρώντας μια ισχυρή εικόνα της μάρκας. Μελλοντική έρευνα θα πρέπει να αντιμετωπίσει τους περιορισμούς της παρούσας μελέτης και να εξετάσει πρόσθετες μεταβλητές και συγκριτικές αναλύσεις για να κατανοήσει περαιτέρω τους παράγοντες που επηρεάζουν την πιστότητα των πελατών.

## Λέξεις – Κλειδιά

Κινητό Μάρκετινγκ, Επιχειρηματικά Μηνύματα, Εμπειρία Χρήστη, Πιστότητα Πελατών, Ψηφιακό Μάρκετινγκ, Συνομιλιακό Μάρκετινγκ.



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## Chapter 1. Introduction

“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption of our work. He is the purpose of it. He is not an outsider of our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us the opportunity to do so.”

- MK Gandhi -

Digital marketing refers to all marketing activities. When talking about digital marketing strategy, the SOSTAC model most frequently comes up. SOSTAC stands for situation analysis, objectives, strategy, tactics, actions, and control. The model is intent to assist in marketers numerous digital marketing plans and marketing plans in general (Chaffey, Smith, 2017 3-4.)



**Figure 1:** SOSTAC Model (Antevenio, 2020)

The figure above depicts how the SOSTAC model works. It provides an overview of the planning process including its start and which way is going.

## **1.1 The problem statement and the research gap**

### **1.1.1 Problem statement**

This thesis addresses the critical issue of how Apifon's mobile marketing and business messaging strategies influence user experience (UX) and customer loyalty. Apifon, a Greek technology firm, specializes in developing business messaging services, including SMS, RCS, Email, Viber, and other chat apps, designed to create exceptional customer experiences. Despite the abundance of digital marketing tools and channels, businesses continue to face challenges in effectively engaging with customers and fostering long-term loyalty. This issue is increasingly significant as customer expectations evolve rapidly in the digital age. Therefore, this research aims to investigate the effectiveness of these mobile marketing strategies and their impact on customer satisfaction and loyalty.

### **1.1.2 Research Gap**

The current literature on digital marketing and customer loyalty highlights several important areas, such as the significance of personalized marketing, the role of brand equity, and the influence of digital and social media activities. However, there is a clear gap in research specifically focused on the integration of various business messaging platforms and their collective impact on customer experience and loyalty. While individual effects of SMS marketing, email campaigns, and social media have been explored, there is limited understanding of how these channels synergize to enhance customer engagement.

Moreover, the rapid technological advancements and the increasing reliance on mobile devices for consumer interactions have not been thoroughly examined within the context of business messaging services. Most studies tend to address broader digital marketing strategies without delving into the specificities of mobile marketing tools and their direct implications for customer loyalty. This research gap highlights the necessity for a comprehensive analysis of mobile marketing and business messaging, especially in terms of their contribution to a cohesive and satisfying customer journey.

By addressing these gaps, this study aims to provide valuable insights for businesses seeking to optimize their digital marketing strategies, improve customer engagement, and foster loyalty through the effective use of mobile marketing and business messaging platforms. This research will contribute to the theoretical frameworks of digital marketing, customer loyalty, and conversational marketing, offering practical recommendations for enhancing customer relationships in the digital age.

## Chapter 2. Literature Review

### 2.1 Conceptual definitions

#### 2.1.1 Digital Marketing

(Verhoef et al., 2021). The advent of digital transformation and the consequent innovation in business models have significantly modified the expectations and actions of consumers. This has put immense pressure on conventional firms and caused disruption in various markets. Consumers now have the convenience of accessing numerous media channels, engaging in seamless communication with firms and fellow consumers, and navigating through an ever-expanding array of touchpoints during their customer journey, many of which are digital.

Social media and digital marketing activities are very important, not only to generate revenue, but also to reduce the cost of traditional marketing activities. Assessing competitors will be easier than in previous marketing efforts. All elements of interest, including new promotions on their website, customer engagement content, and the latest product development, can be monitored utilizing digital marketing. Through the application of digital and social media activities, individuals' behaviours can be monitored and recorded, resulting in a database for our use. (Silvia, 2019)

In a society molded by swift technological progress, it has become imperative for businesses to adopt the digital realm. Digital marketing encompasses a diverse range of tactics, including social media promotions, search engine optimization, and email campaigns, all supported by valuable user data. (Mukhtar, Mohan, Chandra, 2023)

The businesses can gain significant advantages from Digital Marketing, including Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Influencer Marketing, Content Automation, E-commerce Marketing, Campaign Marketing, and Social Media Marketing, Social Media Optimization, Email Direct Marketing, Display Advertising, E-books, Optical Disks and Games, which are becoming increasingly popular in the ever-evolving technology. It has been demonstrated that we are all connected through WhatsApp and Facebook, and the growing usage of social media is providing digital marketers with new opportunities to draw in customers through digital platforms. (Verma, 2018)

When digital marketing is used effectively and efficiently, it leads to happier customers who become loyal customers because of their satisfaction experience.

Therefore, companies need to pay close attention to digital marketing to improve customer loyalty. However, ensuring the positive impact of digital marketing on customer retention depends on crucial factors required for digital marketing success such as: digital content and digital skills. Companies must ensure that their digital content and digital capabilities are sufficient to create, communicate and distribute added value for customers and thus primarily ensure their satisfaction and therefore their loyalty. (Mohammad, 2022)

Social media allows marketers to observe and monitor consumer opinions through online conversations, blogs, forums, and communities, providing continual access to vast amounts of information. It is therefore imperative for businesses to utilize this data in order to improve product offerings, customer relationship management and profitability. (Shah & Srikar, 2020)

Digital technology has a wide-reaching impact, and its impacts are not linear. The businesses should reflect on the implications of technological change for themselves and

their stakeholders in a future where a smartphone is not just a smartphone, but a possible revolution. **(Krishna, Sahu, Singh, Tyagi, Monika, 2022)**

Digital marketing is considered as one of the most modern marketing methods that is widely used for customer communication and products/services promotion with no limitation on place, time, and cost **(Monfared et al., 2021)**

Enabling effective communication with customers through digital media and social platforms is imperative for companies to uphold enduring customer relationships. It is significant for marketers to connect and involve consumers in the digital era. Through comprehending consumer preferences and reactions, marketers can cultivate enhanced digital marketing strategies aimed at achieving their corporate goals. **(Mukhtar, Mohan, Chandra, 2023)**

**(Muhammed Nuseira\* and Ghaleb El Refaea, 2021)** The emergence of digital technologies creates a new opportunity to reduce marketing costs in comparison to traditional marketing through integration with social media. However, marketers face new challenges in determining the best mix of digital marketing to generate brand recognition and achieve the desired business performance based on constant customer feedback.

### 2.1.2 Mobile Marketing

Mobile advertising, as defined by the Mobile Marketing Association, “form of advertising that transmits advertisement messages to users via mobile phones” **(Chen & Hsieh, 2012)**. The expression "mass texting" is generally the initial thought that arises when one encounters the term "mobile marketing" (SMS). In regard to marketing on mobile devices, relying solely on messages transmitted through the short messaging service (SMS) is insufficient. As a result, mobile marketing can be deemed an efficacious and innovative method of direct marketing, which effectively reaches vast audiences in the most convenient and prosperous manner feasible. Moreover, it facilitates uninterrupted connection with the target demographic, even while the user is in motion. Mobile marketing is employed globally, although its primary objective is to maintain contact with existing brand consumers, rather than to enhance sales. **(Mustafa S. Al-Shaikh, Zarqa University, 2023)**

According to data presented by Statista, in 2022, global spending on mobile advertising reached \$327 billion, while it is predicted that in 2024 the corresponding expenditure will reach \$400 billion. Overall, the size of the mobile marketing market is expected to increase fivefold by 2030, according to the same Organisation, indicating how deeply mobile technologies have become integrated into the modern digital infrastructure.

According to the 2021 DataReportal survey, more than 5.2 billion people on the planet use mobile phones - two-thirds of the total population. The message to marketers is clear: If you want to find customers, do it through mobile.

In her October 2022 presentation, **Noa Bar Shay**, Senior Partnerships Account Director at Rakuten Viber, **pointed out** 89% of businesses today perform primarily in terms of customer experience.

Moreover, according to findings of the "Focus on Tech Life" Panhellenic Survey by Focus Bari in 2023, 96% of internet users choose to be online via mobile phone. In 2018, the European Union brought the General Data Protection Regulation (GDPR) into full effect, which has affected the digital marketing industry worldwide. In addition, third party cookies, on which the effectiveness of online advertising relies, are moving towards elimination, with Google certainly postponing it to 2024, subject to pressure. According to Giannis Tsiros, Performance Marketing Director, Advengers (2023) “The cookieless

future will also affect mobile video advertising, as cookies are a key technology for tracking user behavior and delivering targeted ads. We will therefore need to focus on first-party data, contextual targeting, new technologies and solutions and transparency of our techniques.” **(marketing week.gr)**

### 2.1.3 SMS Marketing

The short message service (SMS) is a widely popular and profitable text-based mobile communication (MC) tool that facilitates the exchange of information between individuals. It is a fundamental medium for disseminating value-added services with the clients. **(Sharma et al., 2021)**. In addition, despite the growing prevalence of online network communications daily, the SMS has become an essential channel for reaching out real and identifiable consumers. **(A. Sharma et al., 2021)**. SMS is a stronger marketing method when it comes to targeting specific market segments, especially younger demographic, as it allows for highly customized, pertinent, timely and efficient marketing messages **(Laurie, Mortimer, & Beard, 2019)**. SMS marketing is preferred over other mobile promotional method due to its user-friendly nature and lower technology dependence. **(M. R. Khan, Roy, & Hossain, 2019; A. Sharma et al., 2021)**.

There are three different types of SMS marketing. The first type is promotional SMS marketing, which utilizes messages to accomplish some specific marketing goals such as promoting product, establishing brand awareness, and increasing sales. Especially this type of SMS marketing uses messages to achieve specific marketing objectives such as product promotion, building brand awareness or increasing sales volume. This type of SMS marketing pertains to both one-time SMS campaigns and automated SMS marketing. Marketers, who use promotional SMS marketing, usually ask consumers’ consent to receive text messages from a brand. Moreover, in this SMS Marketing form, marketers use mobile phones to notify the audience about new product launches, offer sales or promotions, share company announcements, promote branded events, or provide tips on how to effectively utilize the products available for purchase online. **(Pastra E. 2023)**

Second SMS form is transactional marketing. This type used from marketers to provide updates to consumers about purchases they've made. Some types of transactional marketing are order confirmations, shipping updates, shipping delay notifications, and delivery confirmations. Transactional SMS marketing is distinguishable from promotional SMS marketing, which focuses on increasing sales volume. **(Pastra E. 2023)** The key characteristic of transactional texts is their simplicity **(Yehia, 2016)**.

Third SMS form is conversational marketing. Conversational marketing is a modern marketing strategy based on personalized, real-time one-on-one interactions through a variety of channels. It fosters cooperative brand experiences, which in turn improves customer experience and builds stronger customer relationships) **(Israfilzade, K. , 2021)**

According to **(Dadouch et al 2023)** recently customers show a growing interest to smarter applications / assistants afforded by Artificial Intelligence (A.I.) such as Virtual Assistants & Chatbots (also called AI Conversational Apps/agents). In fact, instead of interacting with conventional mobile apps, AI Conversational Apps (AI-CAs) are becoming additional and, to some extent, substitute the traditional marketing assistants for shopping and customer service.

According to American Marketing Association, Mobile-embedded Virtual Assistants (as an AI-CA variant) are considered the future of marketing and may even replace the traditional Mobile Shopping apps (M-Shopping apps). This is because customers are now seeking innovative technologies for their shopping journey. **(Kasilingam, 2020).**

#### **2.1.4 Email Marketing**

Email marketing has emerged as an effective technique for relationship marketing, particularly with the introduction of new technologies and data monitoring that enable optimization and personalization, it enhances the clarity and accessibility of client interactions **(Mahmoud et al., 2019)**. Email in terms of utilization for advertising purposes, is relatively outdated. This is because the rise of diverse alternative platforms like Facebook, Twitter, Instagram, Tik Tok, and others. Nevertheless, email remains an indispensable marketing tool. It is a tool that greatly helps businesses, regardless of their scale and objectives, to sell, promote, inform, and update their clientele. **(Tatsidou 2023)** Companies can gain from email marketing activities while reducing cost, if they provide customers with valuable advertising content via emails, making customer interactions more direct and personal. **(Jamalzadeh, Behravan, and Masoudi, 2012)**

An effective email marketing strategy can be beneficial in strengthening the bond between a company and its clients when it is tailored to customers' needs and interests. However, if companies do not cater to their client's preferences, they run the danger of losing their support. Furthermore, to benefit with email marketing tactics, businesses must gain customer's trust as hackers and scammers use email to steal personal information. **(Boateng and Narteh, 2016).**

#### **2.1.5 Business Messaging**

As **Noa Bar Shay**, highlighted in Rakuten Viber's article in 2021, one of the primary trends in recent years is the inclination towards establishing closer connections with the customers and communicating with them at their convenience. Users prefer to centralize all forms of communication within a singular application where they spend a significant amount of time. According to Accenture research in 2021, 81% of people are more loyal to brand that engage in communication with them using their preferred medium. The need for personalized and inconspicuous communication is an aspect that business should bear in mind. Users want to exercise control over their interactions with the business and such as being able to initiate and conclude conversations, resolve their concerns in a brand-facilitated chat, and receive relevant information tailored to their specific interests. Continuing, based on Noa Bar Shay, business messaging is a relatively recent solution that allows brands to communicate important information with to their customers. In other words, this new solution is a natural evolution from the traditional Short Message Service (SMS) format, with a broader range of features.

She also stated in 2021, that at the commencement of SMS marketing, bulk messaging appeared to be a more appealing solution for user engagement. Nevertheless, due to the evolution of technology and information consumption users have become more selective. Among the multitude of brands, users prefer those which encourage bilateral communication and value their input.

Over time the landscape of business messaging has changed significantly over time, Messenger marketing has evolved from a one-way communication channel which brands only communicate and share information to clients without the possibility of receiving a



response, to a platform for bilateral dialogues with customers. This progress has proven more beneficial to businesses.

### 2.1.6 Rich Communication Services (RCS)

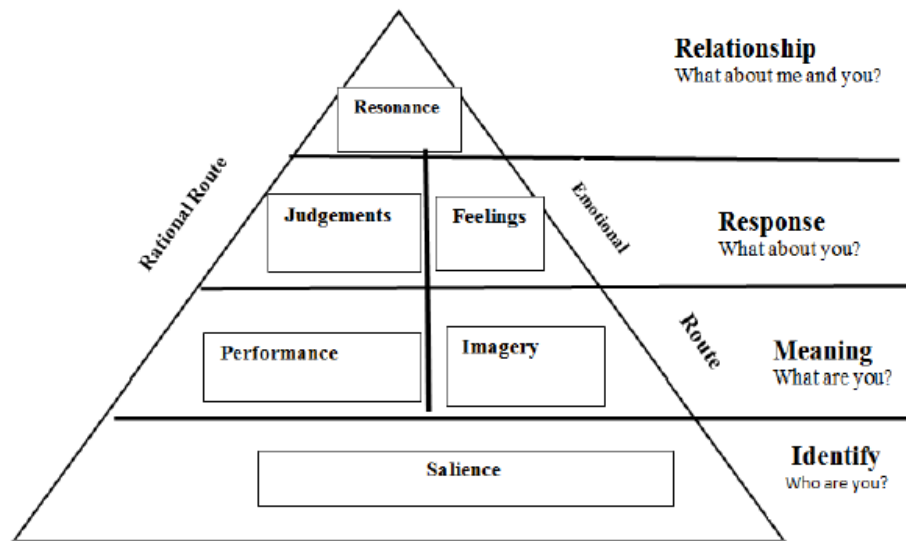
Rich Communication Services (RCS) is a fast emerging as a compelling option for brands wishing to improve their messaging and customer engagement strategies for a number of reasons:

- **Enhanced User Experience:** RCS offers a more engaging and appealing experience compared to traditional SMS, improving the user experience. By incorporating images, videos, C2A buttons, and carousels, brands can create a more informative and captivating content.
- **Branding opportunities:** Brands can use their logo and brand colors within the messaging app, enhancing the brand recall and building trust in the authorized sender.
- **Improved Customer Engagement:** RCS provides interactive two-way communication, thus allowing brands to have a customized and real time conversations with customers. Meaningful interactions build a greater customer engagement and satisfaction.
- **Analytics and Insights:** Apart from traditional SMS, RCS offers more detailed analytics, allowing brands to monitor message delivery, open rates, and user interactions. This information can help improve messaging strategies.
- **Integration options:** RCS can be incorporated with other business systems, such as CRM and chatbots, making it easier to optimize responses and provide prompt customer support.

### 2.1.7 Brand Equity

Brand equity refers to the additional value that a product or service holds. It also encompasses the consumers' perceptions and their experiences towards a specific brand. These perceptions include factors such as price, packaging, quality, market share, and brand profits (**Kotler & Keller, 2012**). According to (**Wantini et al. 2021**), brand is defined as the customer's view of the brand's reputation. In addition, according to (**Haudi, 2022**) brand equity creates consumers who have choices when consumers are faced with two products that are essentially the same. The term brand refers to the value that a well-known brand embodies. From a consumer perspective, brand equity is the added value that the brand adds to the product. It is a set of brand assets and liabilities associated with a brand, its name and symbol, which increase or decrease the value that a product or service provides to the company or its customers. (**Aaker, 1992**) suggests that a strong brand can be assessed through the lens of customer brand equity, which comprises dimensions such as perceived quality, brand awareness, and loyalty. (**Ra'd Almestarihi et al., 2021**) Brand awareness reflects the customers' ability to recall or remember a brand across various situations (**Kotler & Keller, 2012**). Furthermore, brand awareness plays a crucial role in the decision-making process of consumers. They tend to prefer products that are well-known, offer various benefits, and meet their expectations (**Soewandi, 2015**). (**Kegoro, Justus, 2020**) Brand equity is perceived as a distinctive element of a company within the consciousness of consumers over an extended period of time. Consequently, organizations are inclined to capitalize on elevated prices owing to the value that consumers obtain from a particular product. Ultimately, one can deduce that a robust brand is indissolubly linked to the cognitive, emotional, and spiritual dimensions of the consumer. Brands that surpass customer expectations can be likened to individuals

possessing commendable attributes, thereby fostering, and sustaining reciprocal relationships.



**Figure 2:** Customer based brand equity model.  
**Source:** Keller (2010)

### 2.1.8 Brand Loyalty

(Imran Taqi, Ghulam Muhammad, 2020) Brand loyalty is positively correlated with satisfaction and perceived quality. Continuing, the brand image does not act as an intermediary for the connection between “the perceived quality and the brand loyalty”. On the contrary, customer satisfaction acts as a mediator, connecting the brand's image and loyalty towards the brand. Brand loyalty is the core of brand equity, which represents a central idea in marketing as it is a measure of the customer's relationship with the brand (Laroche et al., 2012; Wantini et al., 2021). Brand loyalty is a measure of how likely customers are to switch to another brand. Loyal consumers will continue to purchase the brand even when faced with many alternative brands of competing products that offer superior product characteristics on various attributes. In addition, loyal consumers voluntarily recommend using the Toothers brand, which increases company profits. Brand loyalty can be evaluated from two perspectives, specifically attitudinal loyalty and behavioral loyalty. Attitudinal loyalty pertains to the allegiance towards a brand as an attitude and centers on the psychological commitment of consumers. Attitudinal loyalty can be described in terms of customer recommendations or positive word of mouth, customer intention to repurchase, and customer willingness to pay higher prices for certain goods or services (Lai et al., 2019; Ong et al., 2016). On the contrary, behavioral loyalty focuses on the comprehension of loyalty as a representation of consumer behavior, specifically the repeated purchases of a particular brand. (Gecti & Zengin, 2013).

### 2.1.9 CRM

(Mehralian, Khazae, 2022) CRM, also referred to as Customer Relationship Management, can be defined by two theories: the theory of relationship marketing and the

theory of resource-based management. These theories categorize resources into different classifications based on the level of control the organization has over them and their contribution to operational efficiency. Over time, the field of marketing has undergone a transformation from traditional marketing to a customer-centric approach that places greater emphasis on cultivating customer relationships and understanding customer expectations. The effectiveness of this shift can be observed in the extent to which customer acquisition and retention have improved.

According to **(Alqershi, Mokhtar, and Abas, 2020)**, CRM is a business approach that comprehends and impacts customer behavior through effective interactions, with the aim of enhancing customer attraction, retention, loyalty, and ultimately the profitability of the organization. CRM holds significant importance for the vision and top management's CRM strategy, as it pertains to the organization's employees. Also, **Poturak and Softic (2019)** found that digital marketing has a significant impact on CRM through the exchange of feedback between customers and businesses.

According to **(Dastane, 2020)**, in developed nations such as America and select European countries, Customer Relationship Management (CRM) has been established as a method to study and influence customer behavior by crafting meaningful communications to acquire more customers and maintain existing ones. CRM guarantees customer loyalty and the financial success of the organization.

#### **2.1.10 Customer Loyalty**

Based on objective evaluation, customer loyalty refers to a positive attitude towards a brand, resulting in a desire to make future purchases from the company, driven by the perceived value of the product or service and the frequency of repeat purchases. **The Journal of Asian Finance, Economics and Business (Volume 8 Issue 3, 2021)**.

Kotler and Keller **(as cited in Sigit & Soliha, 2017)** proposed a three-pronged approach for measuring customer loyalty: (1) Repeat purchase, which gauges a customer's likelihood to repurchase service products; (2) Retention, which assesses a customer's ability to withstand negative influences affecting the company; and (3) Referral, which measures a customer's eagerness to purchase additional product lines.

According to **(Nurbasar & Harani, 2018, Vol. 6, No. 2)** the marketing relationship can be defined as an endeavor to build enduring and consistent relationships with the customer by allowing them to participate in the creation of the products that are offered through co-created experiences that result in collaborative marketing.

According to **(Kumar, Kumar & Chatterjee, 2018)** brand loyalty predominantly centers on the brand's quality and its relationship with customers, with particular emphasis on product/service excellence, brand reputation and customer satisfaction.

Modern marketers are encountering new obstacles while integrating appropriate and integrated marketing strategies to attain a diverse customer base and to cultivate loyal commitment and brand recognition, thereby ensuring fruitful and effective engagement with customers through direct feedback. **(Tamrakar, Pyo, & Gruca, 2018)**

#### **2.1.11 Customer Satisfaction**

From a consumer's perspective, the notion of customer satisfaction is helpful in providing clearer insights into the satisfaction or dissatisfaction of other consumers with specific products or services. The importance of customer satisfaction is widely recognized as a

critical component of marketing success, as satisfied customers contribute significantly to a company's competitive advantage. **(Hidayat, Ishlah Idrus, 2023)**

According to **Nurbasar & Harani (2018, Vol. 6, No. 2)** Customer satisfaction has a direct correlation to profitability. Moreover, there are numerous advantages to a company if it can create a customer satisfaction; for instance, the development of a harmonious relationship between a company and its customers, customer loyalty, and the formation of word-of-mouth recommendations that are beneficial to the company. Customer satisfaction experiences ongoing changes and is consistently improved through the introduction of innovative offerings, fresh service provisions, and customer-oriented communication strategies.

According to **Nurbasar & Harani, 2018, Vol. 6, No. 2)** Client loyalty is greatly impacted by customer satisfaction. Therefore, it can be said that satisfied customers are more likely to stick around. Brand-loyal customers will act in ways that advance the interests of the business. Ultimately, customer loyalty serves as the foundation for competitive and sustainable growth and as a destination for strategic market planning.

### 2.1.12 Customer Retention

**(Setya Ega Susanto, Herenal DaengToto, Budhi Krisnanto A. We, Tenri Fatimah Singkeruang Ramlah,2022)** The higher the perception of the company's brand image in the minds of consumers, the greater the level of consumer satisfaction will be. Conversely, if the consumer's perception of the brand image is unfavorable, their level of consumer satisfaction will also be diminished. The creation of customer satisfaction can be attributed to the alignment between their expectations and the actual experience, which may even surpass their initial expectations. Moreover, the brand image enables consumers to identify and evaluate the quality of the product, thereby mitigating the risk associated with the purchase decision. Despite the relatively higher prices, consumers generally exhibit a preference for well-established brands. The image of a brand plays a pivotal role in an organization's marketing efforts as it significantly influences consumer perceptions and expectations pertaining to the goods or services offered, ultimately impacting consumer satisfaction. **(Muhammad Alshurideh, 2016)**

The benefits obtained from a relationship can be considered as crucial requirements for the establishment, exchange, and most importantly, the continuation of the relationship. Hence, it is imperative to examine the perspectives of customers regarding retention, particularly in relation to various behavioral factors. These factors encompass the influence of consequences regarding post-purchase utility, which are indicated by antecedent stimuli preceding behavior, on consumers' decisions to purchase and retain.

## Chapter 3. Methodology

### 3.1 Research Methodology

#### 3.1.1 Hypotheses Development and Research Model

Apifon is a Greek-based technology company that specializes in developing business messaging services. With offices in Thessaloniki, Athens, Madrid, and Cyprus, Apifon provides businesses with the tools they need like SMS, RCS, Email, Viber, and other chat apps to create exceptional customer experiences.

Since 2016, Apifon gives the businesses the tool to build great customer experiences, by enabling them to interact through the channels of customers' choice. Through the platform, brands can build better connections and broaden their audience, by creating multichannel messaging campaigns, tracking their performance and enabling marketing automations to increase revenues.

With a global customer base of over 1.500 companies, including by IKEA, Easygroup, Eurobank, Attica Bank, ACS, Oriflame, AB Vasilopoulos, Eurolife FFH, Watt & Volt and L'oreal, Apifon aims to help businesses personalize and streamline every interaction with their customers.

The main purpose of this research is to determine the effect of business messaging and mobile marketing in customer experience and loyalty. This side will be investigated within the Apifon's activity.

In addition to the conceptual importance of the study, it is expected to contribute to consumer behavior, marketing communication, business messaging and mobile marketing. This research is meant to serve as a good reference for companies to promote and sell their products and services to their target audience.

The results will give the marketing managers important clues that they can benefit from mobile marketing applications and create a great customer experience and repurchase intention.

Within the scope of the research, we have developed five (5) hypothesis that will be confirmed or rejected.

Customers prefer to buy products through digital channels, according to **Mahalaxmi' s & Ranjith's (2016)** analysis of the influence of digital marketing on consumer purchase decisions. Still, these channels have no effect on their decision to change purchases. Regarding **Adam et al. (2020)**, digital marketing will have a big impact on client loyalty and satisfaction. **Dilham et al. (2018)** stated that customer loyalty is greatly influenced by digital marketing that is fueled by positive interactions and customer satisfaction. The implicit proposal of the foregoing is that effective use of digital marketing activities can lead to positive attitude towards customer loyalty. Given the aforementioned evidence, therefore, we put forward the following hypothesis:

***H1: Digital marketing capabilities have a significant impact on customer loyalty.***

**Park and Park (2019)** state that in addition to being a hot topic of discussion in the marketing literature, brand image has proven to be an effective marketing tool and a major means of differentiating companies for the "rivals". According to **Keller, K. L. (2013)**, user profile, buy and use scenario, personality and value, and history, heritage, and experience are the four primary categories of intangible elements connected to brand image. The term "user profile" describes the kind of individual or group that utilizes the brand. The dimension of purchase and use situations relates to the correlation between purchasing and using circumstances, giving customers information about the circumstances or situations in which they must purchase and utilize the brand. Brands can be linked to a person's personality or values, such as projecting an image of being "modern," "old-fashioned," "lively," or "exotic," according to the personality and values dimension (**Plummer in Keller, 2013**). The

dimensions of history, heritage, and experience elucidate how brands can be linked to historical events and the past. This association may be individual, collective, or personal.

Previous researches **Neupane, R. (2015), Dayanti et al. (2019)** have additionally demonstrated that brand image serves as a forecaster of customer satisfaction, exerting a positive influence on customer satisfaction. Based on literature reviews and prior research, it is hypothesized that brand image positively affecting customer satisfaction & loyalty. Based on the proof that was presented above, we can hypothesize the following:

***H2: Brand image has a significantly positive effect on customer satisfaction & loyalty.***

A great way for businesses to interact with their clients and create enduring bonds is through mobile marketing. That being said, sending a generic message to your entire customer list is not enough to create a successful mobile marketing campaign. Targeting the appropriate consumers is imperative for expanding the scope of the audience.

During the «Master the Holidays with Winning Performance Marketing Strategies» Tech-Talk Webinar, David Gill, the vice president of consumer insights at Rakuten Advertising, emphasized that the concept of personalization is equally applicable to audiences. Data from affiliate marketing and social platforms can be used to determine which types of consumers brands should target to expand their customer base. **Insider Intelligence / E marketer S. Lebow (2023)**. By targeting their campaigns, marketers saw much more engagement, even at the most superficial level. Customers will respond better to messages that are more pertinent to them, whether they are being sent via email, SMS, advertisements, or any other channel. **Retail Dive, Omnisend (2019) “How relevant messaging impacts customer retention and loyalty”**. Businesses can gather and analyze data about their customers, including name, location, industry, past purchases, feedback, and behavior, using a variety of data sources and tools, including CRM, analytics, surveys, and segmentation. Then, the businesses can use these data to customize the messaging with recommendations, dynamic content, and variables for each customer or market segment. **Linkedin, (2023) “How can you use messaging to retain customers and encourage repeat business?”** Based on the above, the third hypothesis is defined as follows:

***H3: Mobile marketing capabilities has a significant impact on customer retention.***

In terms of marketing, we need to move into a conversational era where businesses ask for feedback from their clients. **(Israfilzade, K. , 2021)**. Conversational marketing is an innovative and cutting-edge form of marketing that employs real-time dialogue with the website visitors delivering a unique and captivating customer experience. In addition, it does not only provide a sense of ease during the purchasing process but also facilitates the building of customer relationships. Once a relationship is built, a potential customer is more inclined to continue its journey as customer. **(Intuit Mailchimp)**

Today's customers demand engaging, personalized experiences and are more empowered than ever. They want two-way conversations in which their opinions are respected, their voices are heard, and their questions are promptly addressed. Conversational marketing, an approach that prioritizes meaningful and direct conversations between businesses and customers, emerged because of this paradigm shift. **(Cancel & Gerhardt, 2019)**.

Through conversational marketing, businesses can use dialogue to engage customers more deeply and effectively than just passing along information. Customers engage in a dynamic process where they move from being passive recipients to active participants. (Shumanov & Johnson, 2021). Based on the above evidence, the fourth research hypothesis is as follows,

***H4: Business messaging and conversational marketing has a significant impact on customer loyalty and purchase intention.***

### **3.1.2 Research Design and Approach**

There are two main methods that can be used in the research, quantitative and qualitative research. In quantitative research design, the main purpose is to explore the relationship between an independent variable and a dependent variable within a population. This type of research design can be either descriptive or experimental. (Mehrad A. et al. 2019) This study is measured based on the customer experience (UX) and customer loyalty achieved through the Apifon services on mobile marketing and business messaging. Given this, the design and approach of this research is delivered via quantitative research by sharing questionnaire link.

### **3.1.3 Research Aims and Questions**

As previously stated, this study is to examine how Apifon services on mobile marketing and business messaging influence the customer engagement and purchase intention. As a result, according to the hypotheses stated above, the questionnaire consists of five parts.

The first part captures the demographic characteristics of the respondents such as company profile, position/role of respondent, company's turnover, and geolocation information. The second part measures the relationship between the digital marketing capabilities and the customer loyalty. The research questions were written as:

*RQ1: How would you rate your Apifon's digital marketing capabilities on a scale from 1 to 5? (1 = very effective, 5 = not at all effective)*

*RQ2: What do you think is the highest benefit of using online internet marketing strategy?*

*RQ3: Which of the following online marketing strategy do you think is most effective in influencing the purchase of a product?*

*RQ4: Which of the following Apifon services do you use?*

The third part measures the connectivity of the brand image and customer satisfaction & loyalty. The research questions were written as:

*RQ5: Which mobile marketing tactics do you implement through Apifon's platform?*

*RQ6: For which of the following reasons do your audience receive messages from your company?*

*RQ7: How would you rate the importance of mobile personalization in campaigns on a scale from 1 to 5? (1 = very effective, 5 = not at all effective)*

*RQ8: Have you observed a difference in customer engagement and retention rates since implementing personalized mobile marketing campaigns through Apifon's platform?*

*RQ9: How do you segment your audience for targeted messaging using Apifon's tools?*

*RQ10: How do you utilize the gathered data to customize your mobile marketing messages for customer retention purposes?*

*RQ11: Do you think that combining email and mobile personalization messaging allow better engagement with customers across more touchpoints to deliver campaigns that are relevant, timely & valuable?*

The third part measures the relationship of the mobile marketing capabilities and customer retention. The research questions were written as:

*RQ12: How would you describe your company's brand image?*

*RQ13: How important do you believe brand image is in influencing customer satisfaction and loyalty?*

*RQ14: How important do you believe brand image is in fostering customer satisfaction and loyalty?*

*RQ15: To what extent do you actively manage and cultivate your brand image through your messaging and marketing activities using Apifon's tools?*

*RQ16: Which are the factors that most affect customers to open a promotional email/message from Apifon's tools?*

The fourth part measures the relationship of the business messaging and conversational marketing and customer loyalty and purchase intention. The research questions were written as:

*RQ17: Do you think the business messaging and conversational marketing is reliable and satisfactory?*

*RQ18: Do you use business messaging and conversational marketing?*

*RQ19: If you use, which channels do you use for business messaging and conversational marketing?*

*RQ20: If you use, why do you prefer to use live chat for talking to the customers?*

*RQ21: If you use, how frequently do you engage in two-messaging with your audience?*

*RQ22: If you use, how do you offer a personalized experience into your business messaging and conversational marketing activities?*

*RQ23: If you use, how do you measure customer loyalty within your organization?*

*RQ24: How effective do you believe Apifon's tools are in enhancing customer loyalty for your brand?*

*RQ25: Is there any Positive reflection of mobile marketing and business messaging applications on sales?*

*RQ26: Is there any Positive reflection of mobile marketing and business messaging applications on re-purchase sales?*

### **3.1.4 Sampling Techniques and Sample Characteristics**

To entirely study the factors that mobile and business messaging affect the customer loyalty, a questionnaire form consisting of 6 respondent profile and 33 measurement items was developed using online survey via Google Form. The targeted respondents were Apifon's clients worldwide. Specifically, the researcher approached Apifon company which shared the questionnaire link with its clients. The requirement of the respondents was characterized by company's sector, position, digital marketing activities, brand image concept, mobile market, business messaging, customer experience and repurchase intention. The respondents answered voluntarily and anonymously. The process of gathering filled questionnaires took approximately 3 weeks. From 150 contacts delivered



the questionnaire, 81 provide the response (54% response rate). The amount of valid questionnaire to use for investigation is 81 and none of the questionnaire is incomplete.

### **3.1.5 Validity and Reliability**

We assessed the comprehension and suitability of the questionnaire by focus group conversations among Apifon's employees, business consultants and clients. We tested the questionnaire in 2 sessions and recorded all the requests for clarifications. To verify the reliability of the questionnaire, we distributed it to the CEO, company employees in the IT, Marketing and Sales sectors (n = 10) and some of the company's clients (n = 20) and then we conducted a re-test one week later. Then, we conducted a second reliability assessment in the company employees from Support and Administration sectors.

We evaluated the validity of the research by comparing the answers of a wide pool of respondents. Specifically, we evaluated and analyzed the responses of both old and new employees and clients. The distribution of the experience was divided into three categories: 1-3 years, 3-5 years and more than 5 years.

## **Chapter 4. Results and discussion**

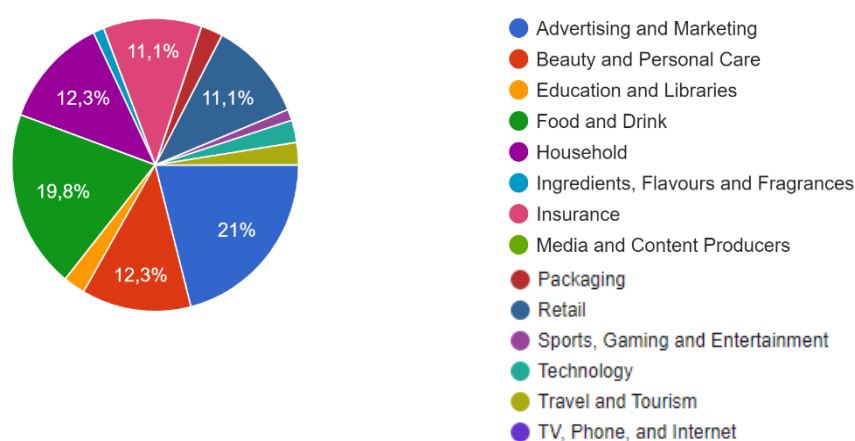
### **4.1 Results of the Research**

#### **4.1.1 Demographic characteristics**

**Table 1: Industry**

		Industry			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertising and Marketing	17	21.0	21.0	21.0
	Beauty and Personal Care	10	12.3	12.3	33.3
	Education and Libraries	2	2.5	2.5	35.8
	Food and Drink	16	19.8	19.8	55.6
	Household	10	12.3	12.3	67.9
	Ingredients, Flavours and Fragrances	1	1.2	1.2	69.1
	Insurance	9	11.1	11.1	80.2
	Packaging	2	2.5	2.5	82.7
	Retail	9	11.1	11.1	93.8
	Sports, Gaming and Entertainment	1	1.2	1.2	95.1
	Technology	2	2.5	2.5	97.5
	Travel and Tourism	2	2.5	2.5	100.0
	Total	81	100.0	100.0	

Industry



**Figure 3: Industry**

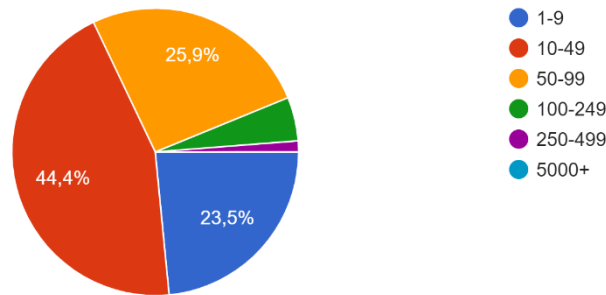
The 81 questionnaires responses comprised of 17 people (21%) working in Advertising and Marketing sector, 16 people (19,8%) working in Food and Drink sector, 10 people (12,3%) working in Beauty and Personal Care sector, 10 people (12,3%) working in

Household sector, 9 people (11,1%) working in Insurance sector, 9 people (11,1%) working in Retail sector, 2 people (2,5%) working in Packaging sector, 2 people (2,5%) working in Technology sector, 2 people (2,5%) working in Travel & Tourism sector, 2 people (2,5%) working in Education & Libraries sector, 1 person (1,2%) working in Ingredients, Flavours and Fragrances sector and 1 person (1,2%) working in Sports, Gaming and Entertainment sector.

**Table 2. Number of employees**

Number of Employees					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-9	19	23.5	23.5	23.5
	10-49	36	44.4	44.4	67.9
	50-99	21	25.9	25.9	93.8
	100-249	4	4.9	4.9	98.8
	250-499	1	1.2	1.2	100.0
	Total	81	100.0	100.0	

Number of employees



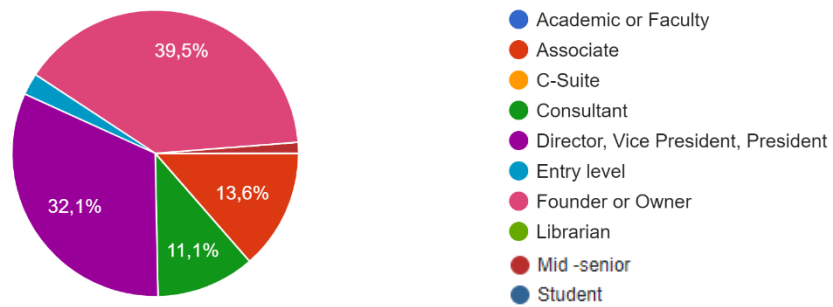
**Figure 4: Number of employees**

Regarding the number of employees, 36 of respondents (44,4%) are employed in an industry between 10 and 49 employees, 21 (25,9%) are employed in an industry between 50 and 99 employees, 19 (23,5%) are employed in an industry with 5.000+ employees, 4 (4,9%) are employed in an industry between 100 and 249 employees and 1 (1,2%) is employed in an industry between 250 and 499 employees.

**Table 3: Position / Role**

		Position/Role			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Associate	11	13.6	13.6	13.6
	Consultant	9	11.1	11.1	24.7
	Director, Vice President, President	26	32.1	32.1	56.8
	Entry level	2	2.5	2.5	59.3
	Founder or Owner	32	39.5	39.5	98.8
	Mid -senior	1	1.2	1.2	100.0
	Total	81	100.0	100.0	

Position/Role



**Figure 5: Position / Role**

Regarding the Position/Role, 32 of respondents (39,5%) are Founders/Owners, 26 (32,1%) are Directors, Vice Presidents, Presidents, 11 (13,6%) are Associates, 9 (11,1%) are Consultants, 2 (2,5%) are in Entry -level position and 1 (1,2%) is in Mid-senior position.

**Table 4: Department**

		Department			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand management	47	58.0	58.0	58.0
	Category Management	3	3.7	3.7	61.7
	Insights / Knowledge Center	1	1.2	1.2	63.0
	Marketing	17	21.0	21.0	84.0
	Product Development and Innovation	4	4.9	4.9	88.9
	Sales	9	11.1	11.1	100.0
	Total	81	100.0	100.0	

Department



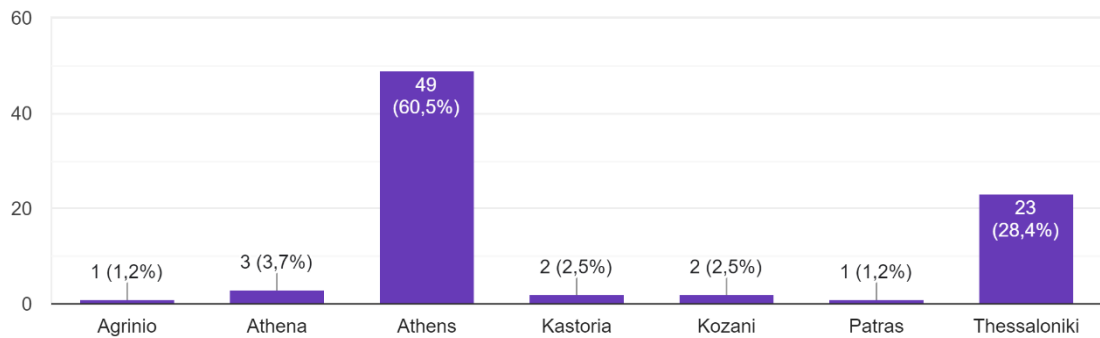
**Figure 6: Department**

Regarding the Department, 47 of respondents (58%) are employees in Brand-Management, 17 (21%) are employees in Marketing sector, 9 (11,1%) are employed in Sales, 4 (4,9%) are employed in Product Development and Innovation, 3 (3,7%) are employed in Category Management and 1 (1,2%) in Insights / Knowledge Center.

**Table 5: Location**

		Location			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Athens	52	64.2	64.2	64.2
	Thessaloniki	23	28.4	28.4	92.6
	Patras	1	1.2	1.2	93.8
	Agrinio	1	1.2	1.2	95.1
	Kastoria	2	2.5	2.5	97.5
	Kozani	2	2.5	2.5	100.0
	Total	81	100.0	100.0	

Location

**Figure 7: Location**

Regarding the Location, 52 of respondents (64,2%) are based in Athens/Athena, 23 (28,4%) are based in Thessaloniki, 2 (2,5%) are based in Kastoria, 2 (2,5%) are based in Kozani, 1 (1,2%) is based in Agrinio and 1 (1,2%) is based in Patras.

**Table 6: Business's Turnover**

## Business Turnover

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	80000	1	1.2	1.2	1.2
	90000	1	1.2	1.2	2.5
	120000	2	2.5	2.5	4.9
	140000	1	1.2	1.2	6.2
	189000	1	1.2	1.2	7.4
	280000	1	1.2	1.2	8.6
	300000	3	3.7	3.7	12.3
	400000	4	4.9	4.9	17.3
	450000	1	1.2	1.2	18.5
	490000	2	2.5	2.5	21.0
	500000	5	6.2	6.2	27.2
	600000	2	2.5	2.5	29.6
	700000	5	6.2	6.2	35.8
	800000	8	9.9	9.9	45.7
	870000	1	1.2	1.2	46.9
	900000	2	2.5	2.5	49.4
	1000000	1	1.2	1.2	50.6
	1500000	1	1.2	1.2	51.9
	1700000	1	1.2	1.2	53.1
	1800000	2	2.5	2.5	55.6
	2000000	1	1.2	1.2	56.8
	2500000	2	2.5	2.5	59.3
	2700000	1	1.2	1.2	60.5
	2800000	1	1.2	1.2	61.7
	3000000	2	2.5	2.5	64.2
	3500000	1	1.2	1.2	65.4
	3800000	1	1.2	1.2	66.7
	4000000	4	4.9	4.9	71.6
	4700000	1	1.2	1.2	72.8
	5000000	5	6.2	6.2	79.0

5600000	1	1.2	1.2	80.2
5980000	1	1.2	1.2	81.5
6000000	1	1.2	1.2	82.7
7000000	2	2.5	2.5	85.2
7600000	1	1.2	1.2	86.4
7800000	1	1.2	1.2	87.7
8000000	1	1.2	1.2	88.9
9000000	7	8.6	8.6	97.5
11000000	1	1.2	1.2	98.8
12000000	1	1.2	1.2	100.0
Total	81	100.0	100.0	

Business's Turnover

81 απαντήσεις

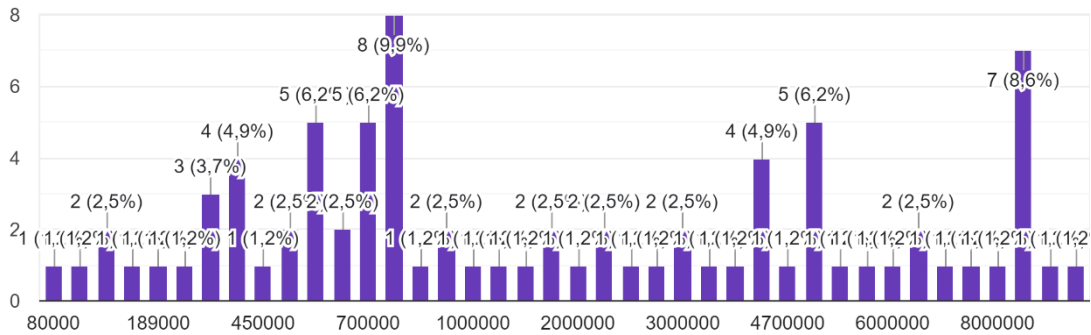


Figure 8: Business's Turnover

The bar chart displays the distribution of business turnovers among 81 respondents. The turnovers range from €80,000 to €12,000,000. The majority of businesses have turnovers around €700,000 (8 respondents, 9.9%) and €8,000,000 (7 respondents, 8.6%). There are fewer businesses with turnovers at the lower and higher ends of the spectrum, such as €80,000, €189,000, €2,500,000, and €3,000,000, each with only 1 respondent. Other notable turnover amounts include €450,000 (3 respondents, 3.7%), €600,000 (5 respondents, 6.2%), and €4,700,000 (5 respondents, 6.2%).

Table 7: How long have you been using Apifon's services?

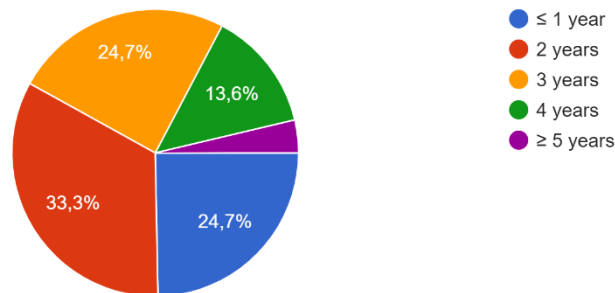


**How long have you been using Apifon's services?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ≤ 1 year	20	24.7	24.7	24.7
2 years	27	33.3	33.3	58.0
3 years	20	24.7	24.7	82.7
4 years	11	13.6	13.6	96.3
≥ 5 years	3	3.7	3.7	100.0
Total	81	100.0	100.0	

How long have you been using Apifon's services?

81 απαντήσεις

**Figure 9: How long have you been using Apifon's services?**

Regarding the usage duration of Apifon's services, 27 of respondents (33,3%) uses the services for 2 years, 20 (24,7%) uses the services for 3 years, 20 (24,7%) uses the services less than 1 year, 11 (13,6%) uses the services for 4 years and 3 (3,7%) uses the services for more than 5 years.

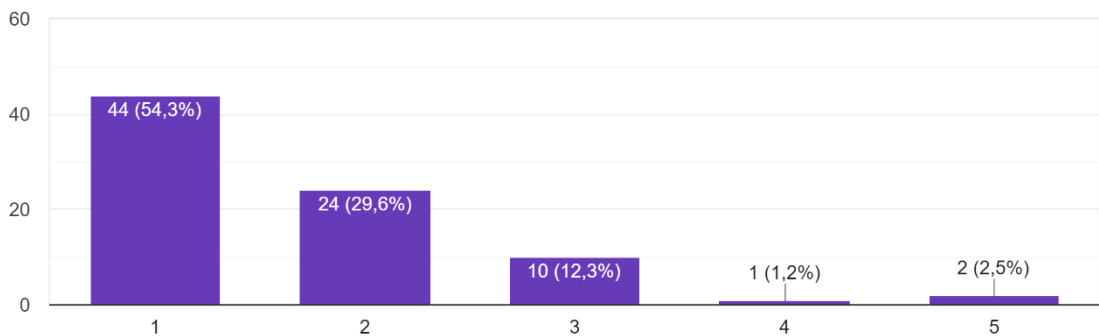
#### 4.1.2 Digital capabilities

**Table 8: How would you rate your Apifon's digital marketing capabilities on a scale from 1 to 5?**

**How would you rate your Apifon’s digital marketing capabilities on a scale from 1 to 5?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very effective	44	54.3	54.3	54.3
	Effective	24	29.6	29.6	84.0
	Neither effective, nor ineffective	10	12.3	12.3	96.3
	Not effective	1	1.2	1.2	97.5
	Not at all effective	2	2.5	2.5	100.0
Total		81	100.0	100.0	

How would you rate your Apifon’s digital marketing capabilities on a scale from 1 to 5?



**Figure 10: How would you rate your Apifon’s digital marketing capabilities on a scale from 1 to 5?**

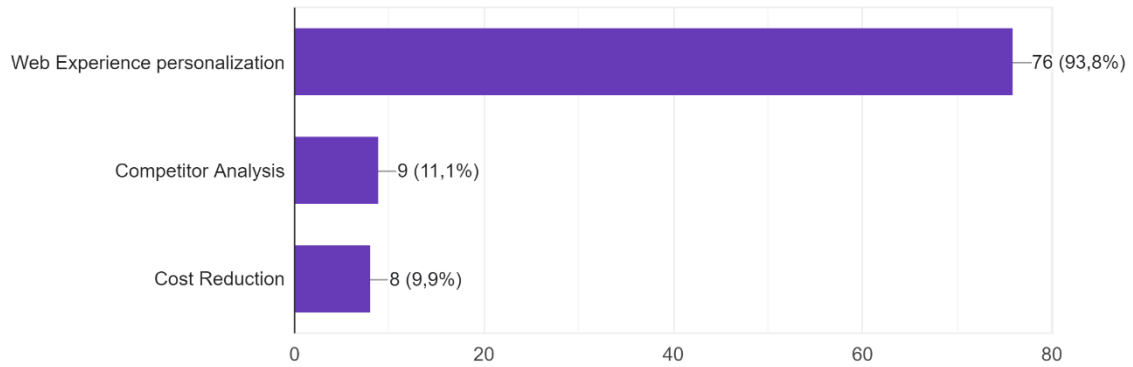
Regarding the evaluation of Apifon’s digital marketing capabilities, 44 (54,3%) of participants feel that these are very effective, 24 (29,6%) feel that these are effective, 10 (12,3%) feel that these are sufficiently effective, 1 (1,2%) feels that these are not effective and 2 (2,5%) feel that these are not effective at all.

**Table 9: What do you think is the highest benefit of using online internet marketing strategy?**

**What do you think is the highest benefit of using online internet marketing strategy?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Web Experience personalization	74	91.4	91.4	91.4
	Competitor Analysis	7	8.6	8.6	100.0
Total		81	100.0	100.0	

What do you think is the highest benefit of using online internet marketing strategy? (more than one answers possible)



**Figure 11: What do you think is the highest benefit of using online internet marketing strategy?**

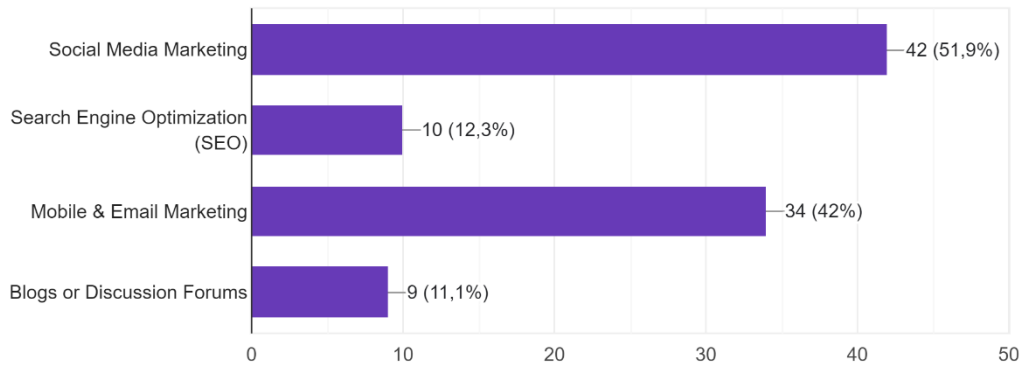
Web Experience scores in first place with 76 responses (93,8%), while Competitor Analysis and Cost Reduction scores in second and third place with 9 (11,1%) and 8 (9,9%) responses, respectively.

**Table 10: Which of the following online marketing strategy do you think is most effective in influencing the purchase of a product?**

Which of the following online marketing strategy do you think is most effective in influencing the purchase of a product?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Social Media Marketing	40	49.4	49.4	49.4
Search Engine Optimization (SEO)	9	11.1	11.1	60.5
Mobile & Email Marketing	31	38.3	38.3	98.8
Blogs or Discussion Forums	1	1.2	1.2	100.0
Total	81	100.0	100.0	

Which of the following online marketing strategy do you think is most effective in influencing the purchase of a product? (more than one answers possible)



**Figure 12: Which of the following online marketing strategy do you think is most effective in influencing the purchase of a product?**

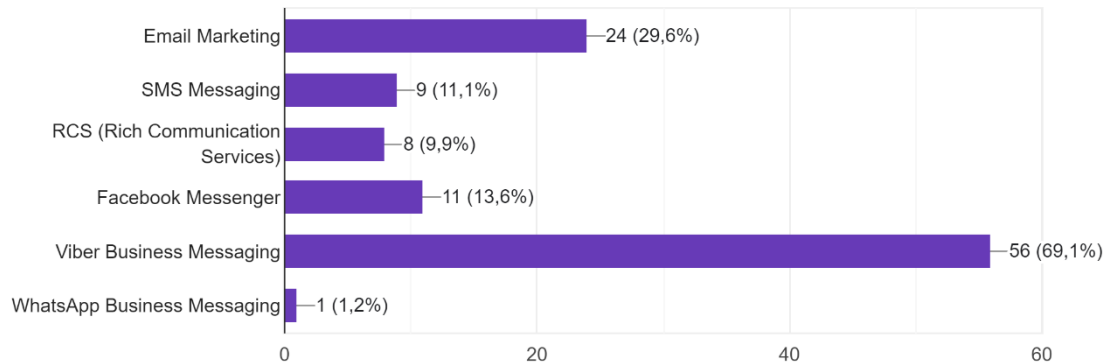
Social Media Marketing scores in first place with 42 responses (51,9%), Mobile & Email Marketing scores in second place with 34 responses (42%), Search Engine Optimization (SEO) scores in third place with 10 responses (12,3%) and Blogs or Discussion Forums scores in fourth place with 9 responses (11,1%).

**Table 11: Which of the following Apifon services do you use?**

**Which of the following Apifon services do you use?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Email Marketing	22	27.2	27.2	27.2
SMS Messaging	3	3.7	3.7	30.9
Facebook Messenger	6	7.4	7.4	38.3
Viber Business Messaging	50	61.7	61.7	100.0
Total	81	100.0	100.0	

Which of the following Apifon services do you use? (more than one answers possible)



**Figure 13: Which of the following Apifon services do you use?**

Viber Business Messaging scores first position with 56 responses (69,1%%), whereas Email Marketing and Facebook Messenger secure second and third place with 24 (29,6%) and 11 (13,6%) responses, respectively. Continuing, RCS (Rich Communication Services) attains fourth place with 8 responses (9,9%) and WhatsApp Business Messaging attains the final place with 1 response (1,2%).

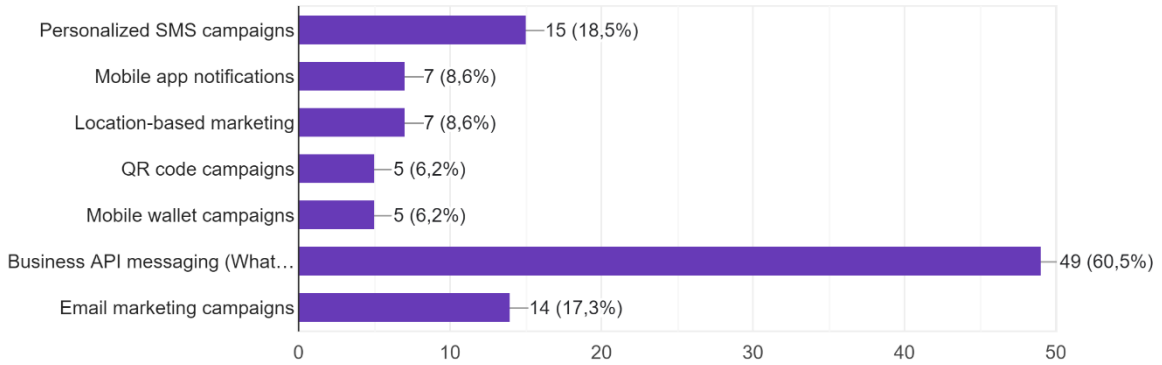
#### 4.1.3 Mobile marketing & customer loyalty

**Table 12: Which mobile marketing tactics do you implement through Apifon's platform?**

**Which mobile marketing tactics do you implement through Apifon's platform?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Personalized SMS campaigns	15	18.5	18.5	18.5
Mobile app notifications	3	3.7	3.7	22.2
Location-based marketing	1	1.2	1.2	23.5
Mobile wallet campaigns	3	3.7	3.7	27.2
Business API messaging (WhatsApp, Viber or Messenger)	46	56.8	56.8	84.0
Email marketing campaigns	13	16.0	16.0	100.0
Total	81	100.0	100.0	

Which mobile marketing tactics do you implement through Apifon's platform? (Select all that apply)



**Figure 14: Which mobile marketing tactics do you implement through Apifon's platform?**

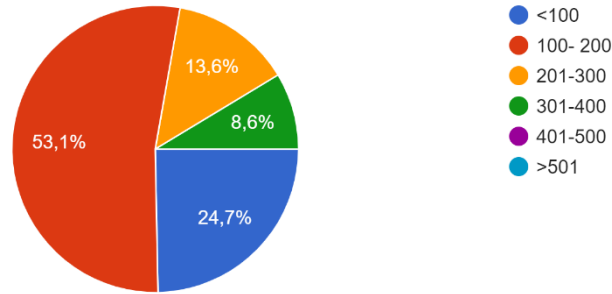
Business API messaging (WhatsApp, Viber, or Messenger) has achieved the top position with 49 responses (60,5%), while Personalized SMS campaigns and Email marketing campaigns have secured the second and third positions with 15 (18,5%) and 14 (17,3%) responses, respectively. Moving forward, both Mobile app notifications and Location-based marketing has obtained the fourth and fifth position with 7 responses (8,6%), respectively. Also, QR code and Mobile wallet campaigns has acquired sixth and the final position with 5 responses (6,2%).

**Table 13: On average how many mobile messages do you send to you audience using Apifon's tools per month?**

On average how many mobile messages do you send to you audience using Apifon's tools per month?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <100	20	24.7	24.7	24.7
100- 200	43	53.1	53.1	77.8
201-300	11	13.6	13.6	91.4
301-400	7	8.6	8.6	100.0
Total	81	100.0	100.0	

On average how many mobile messages do you send to you audience using Apifon' s tools per month?



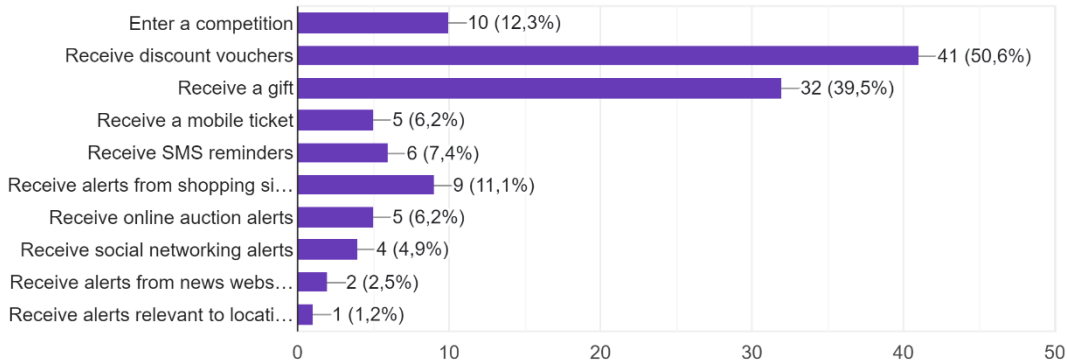
**Figure 15: On average how many mobile messages do you send to you audience using Apifon' s tools per month?**

43 (53,1%) of participants send between 100 and 200 messages per month, 20 (24,7%) send less than 100 messages per month, 11 (13,6%) send between 201 and 300 messages per month and 7 (8,6%) send between 301 and 400 messages per month.

**Table 14: For which of the following reasons do your audience receive messages from your company?**

For which of the following reasons do your audience receive messages from your company?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Enter a competition	10	12.3	12.3	12.3
	Receive discount vouchers	41	50.6	50.6	63.0
	Receive a gift	27	33.3	33.3	96.3
	Receive alerts from shopping sites	1	1.2	1.2	97.5
	Receive online auction alerts	1	1.2	1.2	98.8
	Receive social networking alerts	1	1.2	1.2	100.0
	Total	81	100.0	100.0	

For which of the following reasons do your audience receive messages from your company? (Select all that apply)



**Figure 16: For which of the following reasons do your audience receive messages from your company?**

Receive discount vouchers has achieved the top position with 41 responses (50,6%), while Receive a gift and Enter a follow in second and third place with 32 (39,5%) and 10 (12,3%) responses, respectively. Receive alerts from shopping sites and Receive SMS reminders are tied for fourth and fifth place, each garnering 9 (11,1%) and 6 (7,4%) responses. Receive a mobile ticket and Receive online auction alerts both hold the sixth and seventh positions with 5 responses ( 6,2%) each. Receive social networking alerts has secured the eighth position with 4 reponses (4,9%). Finally, Receive alerts from the news website and Receive alerts relevant to location have claimed the next to last and last positions with 2 (2,5%) and 1 (1,2%) response, respectively.

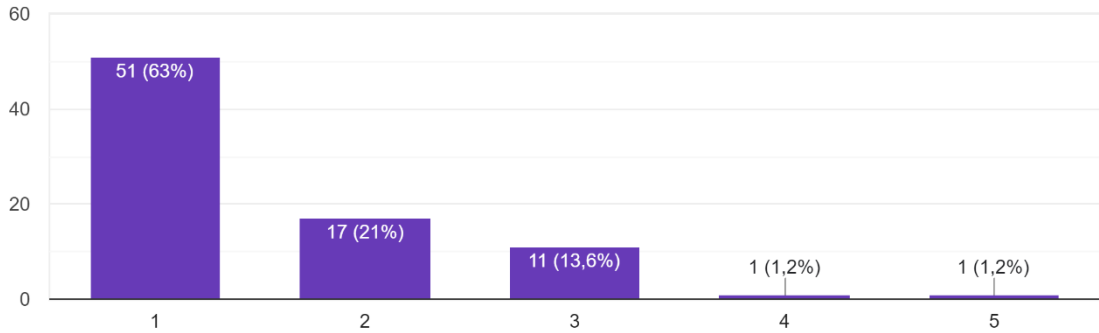
**Table 15: How would you rate the importance of mobile personalization in campaigns on a scale from 1 to 5?**

**How would you rate the importance of mobile personalization in campaigns on a scale from 1 to 5?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Extremely Important	51	63.0	63.0	63.0
Important	17	21.0	21.0	84.0
Neither important or not important	11	13.6	13.6	97.5
Not so important	1	1.2	1.2	98.8
Not important at all	1	1.2	1.2	100.0
Total	81	100.0	100.0	



How would you rate the importance of mobile personalization in campaigns on a scale from 1 to 5?



**Figure 17: How would you rate the importance of mobile personalization in campaigns on a scale from 1 to 5?**

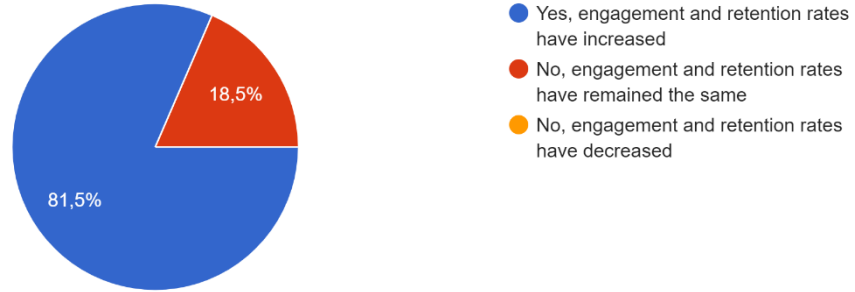
Regarding the importance of mobile personalization in campaigns, 51 (63%) of participants feel that it is very effective, 17 (21%) feel that it is effective, 11 (13,6%) feel that it is sufficiently effective, 1 (1,2%) feels that it is not effective and 1 (1,2%) feels that it is not effective at all.

**Table 16: Have you observed a difference in customer engagement and retention rates since implementing personalized mobile marketing campaigns through Apifon's platform?**

**Have you observed a difference in customer engagement and retention rates since implementing personalized mobile marketing campaigns through Apifon's platform?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes, engagement and retention rates have increased	66	81.5	81.5	81.5
No, engagement and retention rates have remained the same	15	18.5	18.5	100.0
Total	81	100.0	100.0	

Have you observed a difference in customer engagement and retention rates since implementing personalized mobile marketing campaigns through Apifon's platform?



**Figure 18: Have you observed a difference in customer engagement and retention rates since implementing personalized mobile marketing campaigns through Apifon's platform?**

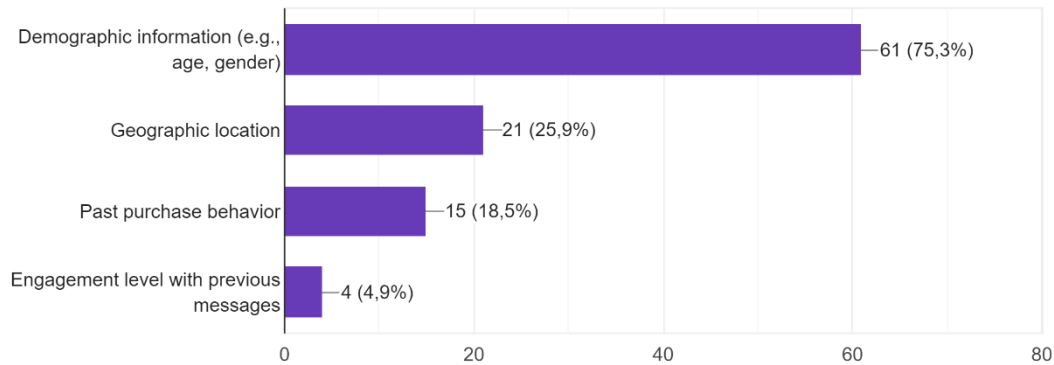
66 (81,5%) of participants agree that the engagement and retention rates have increased whereas 15 (18,5%) of participants feel that the engagement and retention rates have remained the same.

**Table 17: How do you segment your audience for targeted messaging using Apifon's tools?**

How do you segment your audience for targeted messaging using Apifon's tools?(more than one answers possible)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Demographic information (e.g., age, gender)	61	75.3	75.3	75.3
Geographic location	12	14.8	14.8	90.1
Past purchase behavior	8	9.9	9.9	100.0
Total	81	100.0	100.0	

How do you segment your audience for targeted messaging using Apifon's tools?(more than one answers possible)



**Figure 19: How do you segment your audience for targeted messaging using Apifon's tools?**

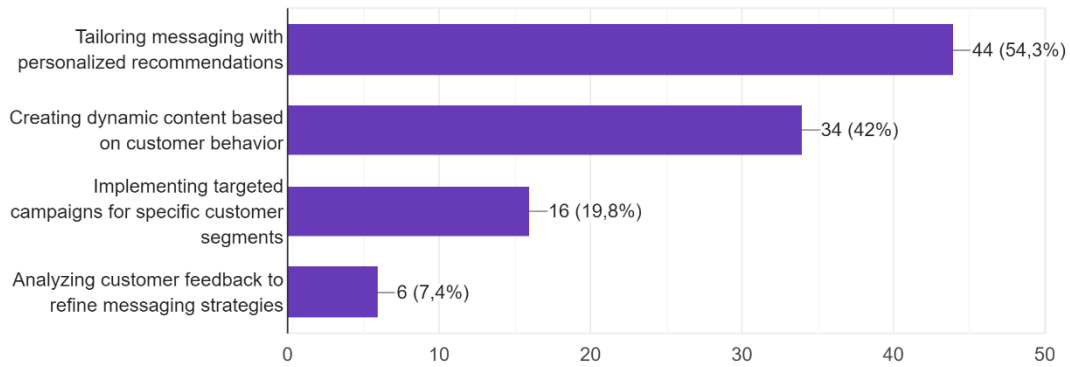
Demographic information (e.g.,age, gender) has taken the lead with 61 responses (75,3%). Geographic location and Past purchase behavior follow in second and third place with 21 responses (25,9%) and 15 responses (18,5%), respectively. Engagement level with previous messages round out the list, securing the fourth position with 4 responses (4,9%).

**Table 18: How do you utilize the gathered data to customize your mobile marketing messages for customer retention purposes? (more than one answers possible)**

**How do you utilize the gathered data to customize your mobile marketing messages for customer retention purposes?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tailoring messaging with personalized recommendations	44	54.3	54.3	54.3
Creating dynamic content based on customer behavior	28	34.6	34.6	88.9
Implementing targeted campaigns for specific customer segments	9	11.1	11.1	100.0
Total	81	100.0	100.0	

How do you utilize the gathered data to customize your mobile marketing messages for customer retention purposes? (more than one answers possible)



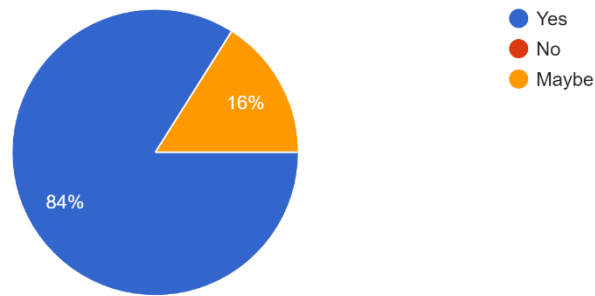
**Figure 20: How do you utilize the gathered data to customize your mobile marketing messages for customer retention purposes? (more than one answers possible)**

Tailoring messaging with personalized recommendations has taken the lead with 44 responses (54,3%). Creating dynamic content based on customer behavior and Implementing targeted campaigns for specific customer segments follow in second and third place with 34 responses (42%) and 16 responses (19,8%), respectively. Analyzing customer feedback to refine messaging strategies securing the fourth position with 6 responses (7,4%).

**Table 19: Is there any positive reflection of mobile marketing on sales?**

Is there any positive reflection of mobile marketing on sales?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	68	84.0	84.0	84.0
	Maybe	13	16.0	16.0	100.0
Total		81	100.0	100.0	

Is there any positive reflection of mobile marketing on sales?



**Figure 21: Is there any positive reflection of mobile marketing on sales?**

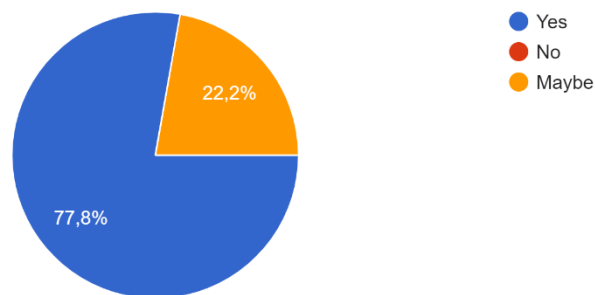
68 (84%) of participants agree that there is a positive reflection of mobile marketing on sales while 13 (13%) are uncertain about its positive effect on sales.

**Table 20: Is there any positive reflection of mobile marketing on re-purchase sales?**

**Is there any positive reflection of mobile marketing on re-purchase sales?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	63	77.8	77.8	77.8
	Maybe	18	22.2	22.2	100.0
Total		81	100.0	100.0	

Is there any positive reflection of mobile marketing on re-purchase sales?



**Figure 22: Is there any positive reflection of mobile marketing on re-purchase sales?**

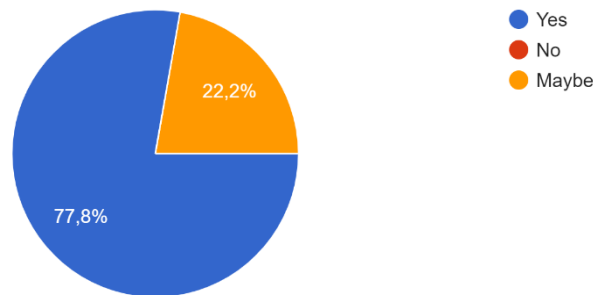
63 (77,8%) of participants agree that there is a positive reflection of mobile marketing on sales while 18 (22,2%) are uncertain about its positive effect on re-purchase sales.

**Table 21: Do you think that combining email marketing with mobile marketing tactics (sms, viber / whatsapp / messenger messaging ) lead to better engagement with customers and deliver campaigns that are relevant, timely & valuable?**

Do you think that combining email marketing with mobile marketing tactics(sms, viber / whatsapp / messenger messaging ) lead to better engagement with customers and deliver campaigns that are relevant, timely & valuable?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	63	77.8	77.8	77.8
Maybe	18	22.2	22.2	100.0
Total	81	100.0	100.0	

Do you think that combining email marketing with mobile marketing tactics(sms, viber / whatsapp / messenger messaging ) lead to better engagement ...r campaigns that are relevant, timely & valuable?



**Figure 23: Do you think that combining email marketing with mobile marketing tactics (sms, viber / whatsapp / messenger messaging ) lead to better engagement with customers and deliver campaigns that are relevant, timely & valuable?**

Most participants, 63 (77,8%), agree that combining email marketing with mobile marketing tactics (such as SMS, Viber, WhatsApp, or Messenger) leads to better customer engagement and delivers campaigns that are relevant, timely, and valuable. While 18 participants (22,2%) remain uncertain about this approach.

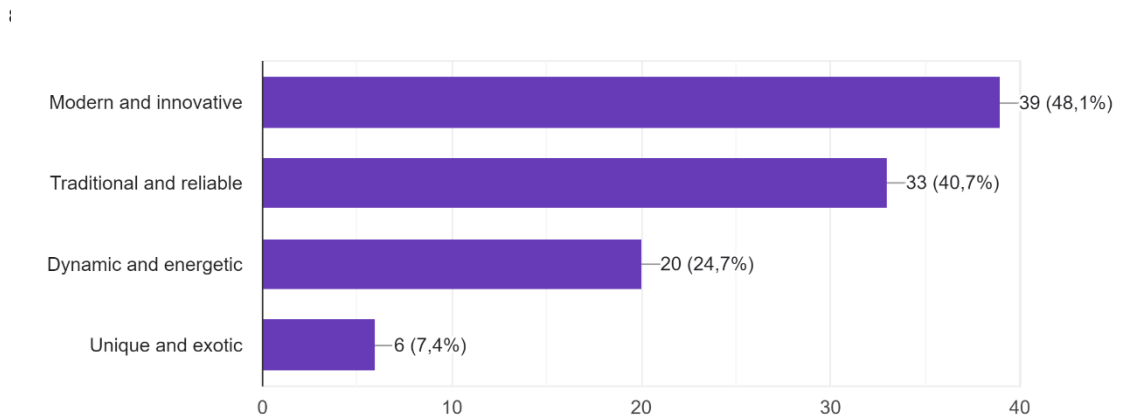
**4.1.4 Brand image & customer loyalty**

**Table 22: How would you describe your company's brand image? (more than one answers possible)**

**How would you describe your company's brand image? )**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Modern and innovative	40	49.4	49.4	49.4
Traditional and reliable	27	33.3	33.3	82.7
Dynamic and energetic	13	16.0	16.0	98.8
Unique and exotic	1	1.2	1.2	100.0
Total	81	100.0	100.0	

How would you describe your company's brand image? (more than one answers possible)



**Figure 24: How would you describe your company's brand image? (more than one answers possible)**

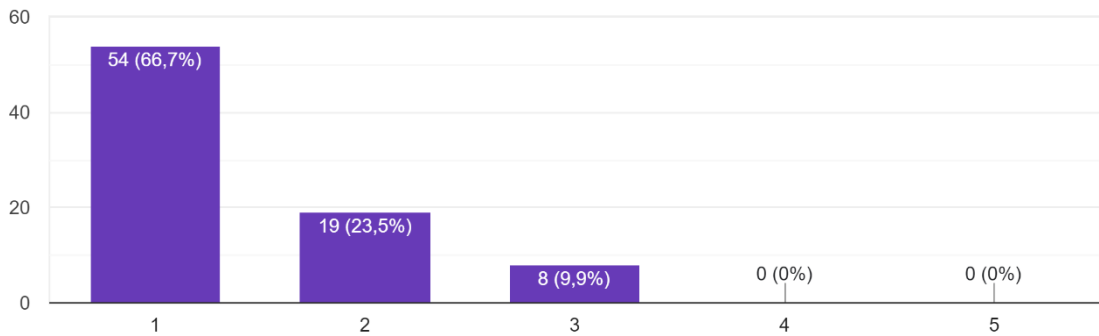
Modern and innovative, is the most significant factor, receiving 39 responses (48,1%). Traditional and reliable comes in second with 33 responses (40,7%), followed by Dynamic and energetic third with 20 responses (24,7%). Finally, Unique and exotic rounds out the list, taking the fourth spot with 6 responses (7,4%).

**Table 23: How important do you believe brand image is in influencing customer satisfaction and loyalty?**

**How important do you believe brand image is in influencing customer satisfaction and loyalty?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Extremely Important	54	66.7	66.7	66.7
Important	19	23.5	23.5	90.1
Neither important or not important	8	9.9	9.9	100.0
Total	81	100.0	100.0	

How important do you believe brand image is in influencing customer satisfaction and loyalty?



**Figure 25: How important do you believe brand image is in influencing customer satisfaction and loyalty?**

54 (66,7%) of participants believe that the brand image is very important in influencing customer satisfaction and loyalty, 19 (23,5%) believe that it is Moderately important and 8 (9,9%) believe that is slightly important.

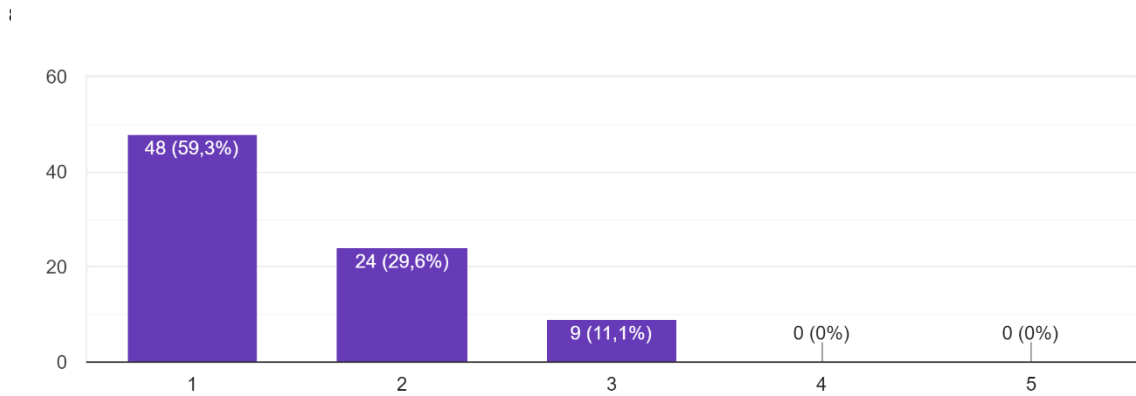
**Table 24: How important do you believe brand image is in fostering customer satisfaction and loyalty?**

**How important do you believe brand image is in fostering customer satisfaction and loyalty?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Important	48	59.3	59.3	59.3
	Important	24	29.6	29.6	88.9
	Neither important or not important	9	11.1	11.1	100.0
Total		81	100.0	100.0	



How important do you believe brand image is in fostering customer satisfaction and loyalty?



**Figure 26: How important do you believe brand image is in fostering customer satisfaction and loyalty?**

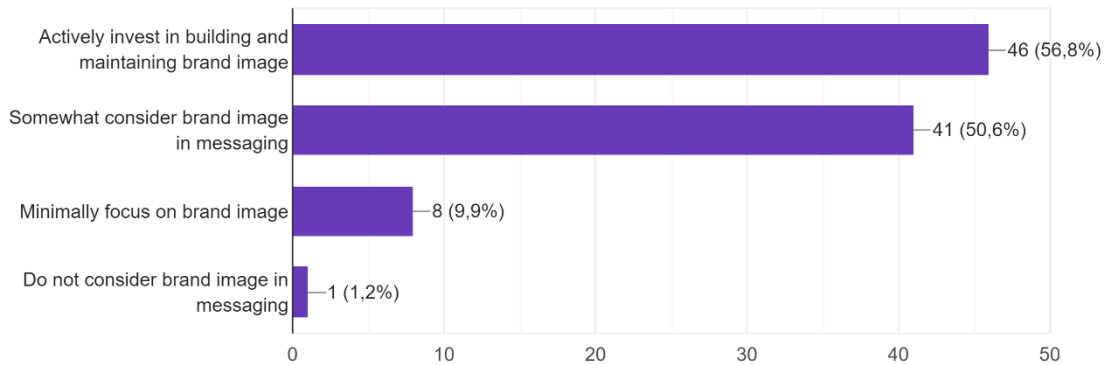
48 (59,3%) of participants believe that the brand image is very important i in fostering customer satisfaction and loyalty, 24 (29,6%) believe that it is moderately important and 9 (11,1%) believe that is slightly important.

**Table 25: To what extent do you actively manage and cultivate your brand image through your messaging and marketing activities using Apifon's tools?**

To what extent do you actively manage and cultivate your brand image through your messaging and marketing activities using Apifon's tools?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Actively invest in building and maintaining brand image	46	56.8	56.8	56.8
Somewhat consider brand image in messaging	35	43.2	43.2	100.0
Total	81	100.0	100.0	

To what extent do you actively manage and cultivate your brand image through your messaging and marketing activities using Apifon's tools? (more than one answers possible)



**Figure 27: To what extent do you actively manage and cultivate your brand image through your messaging and marketing activities using Apifon's tools?**

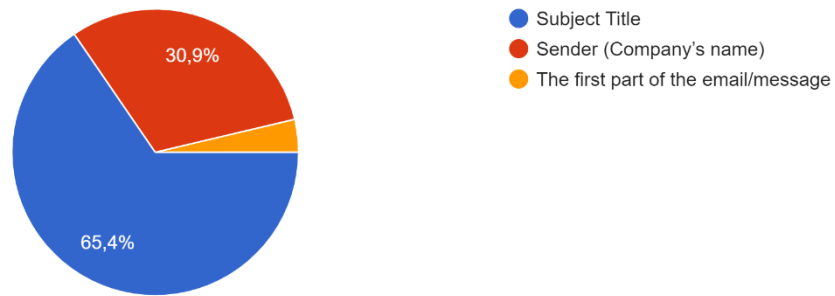
Actively invest in building and maintaining brand image, is the most significant factor, receiving 46 responses (56,8%). Somewhat consider brand image in messaging comes in second with 41 responses (50,6%), followed by Minimally focus on brand image third with 8 responses (9,9%). Finally, Do not consider brand image in messaging rounds out the list, taking the fourth spot with 1 responses (1,2%).

**Table 26: Factors that most affect customers to open a promotional email/message from Apifon's tools.**

**Factors that most affect customers to open a promotional email/message from Apifon's tools.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Subject Title	53	65.4	65.4	65.4
Sender (Company's name)	25	30.9	30.9	96.3
The first part of the email/message	3	3.7	3.7	100.0
Total	81	100.0	100.0	

Factors that most affect customers to open a promotional email/message from Apifon’s tools.



**Figure 28: Factors that most affect customers to open a promotional email/message from Apifon’s tools.**

53 (65,4%) of participants believe that the Subject Title affects customers to open a promotional email/message from Apifon’s tools. 25 (30,9%) believe that the sender (Company’s name) is the major factor while 3 (3,7%) believe that the first part of the email/message is the crucial factor

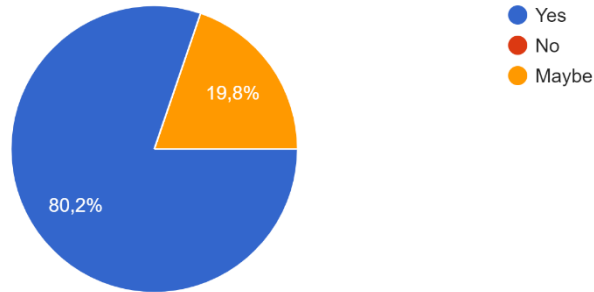
#### 4.1.5 Business messaging and conversational marketing concept

**Table 27: Do you think that the business messaging and conversational marketing is reliable and satisfactory?**

Do you think that the business messaging and conversational marketing is reliable and satisfactory?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	65	80.2	80.2	80.2
Maybe	16	19.8	19.8	100.0
Total	81	100.0	100.0	

Do you think that the business messaging and conversational marketing is reliable and satisfactory?



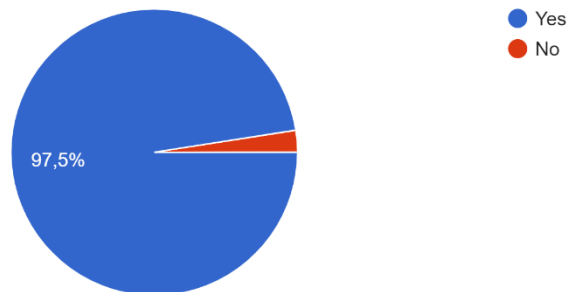
**Figure 29: Do you think that the business messaging and conversational marketing is reliable and satisfactory?**

65 (80,2%) of participants agree that the business messaging and conversational marketing is reliable and satisfactory whereas 16 (19,8%) are uncertain to this approach.

**Table 28: Do you use business messaging and conversational marketing?**

Do you use business messaging and conversational marketing?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	97,5	97,5	97,5
	No	2	2,5	2,5	100

Do you use business messaging and conversational marketing?



**Figure 30: Do you use business messaging and conversational marketing?**

79 (97,5%) of participants use business messaging and conversational marketing while 2 (2,5%) do not use.

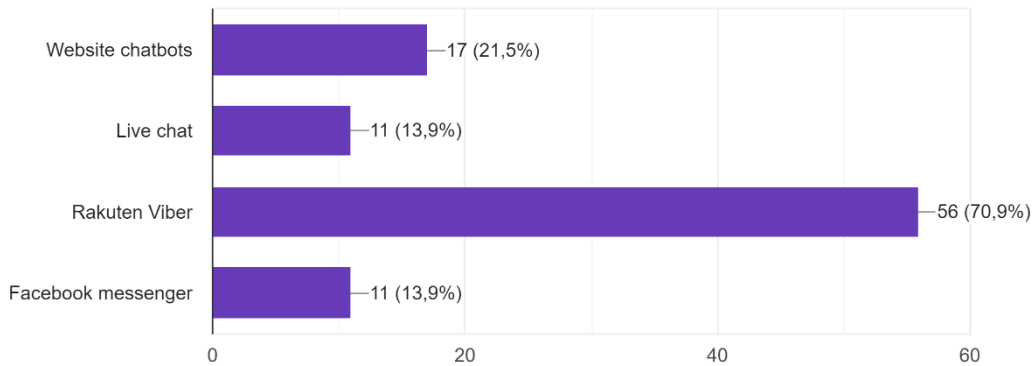
**4.1.6 Business messaging / conversational marketing towards customer loyalty and purchase intention**

**Table 29: Which channels do you use for business messaging and conversational marketing?**

**Which channels do you use for business messaging and conversational marketing? ()**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Website chatbots	13	16.0	16.0	16.0
Live chat	3	3.7	3.7	19.8
Rakuten Viber	57	70.4	70.4	90.1
Facebook messenger	8	9.9	9.9	100.0
Total	81	100.0	100.0	

Which channels do you use for business messaging and conversational marketing? (more than one answers possible)



**Figure 31: Which channels do you use for business messaging and conversational marketing?**

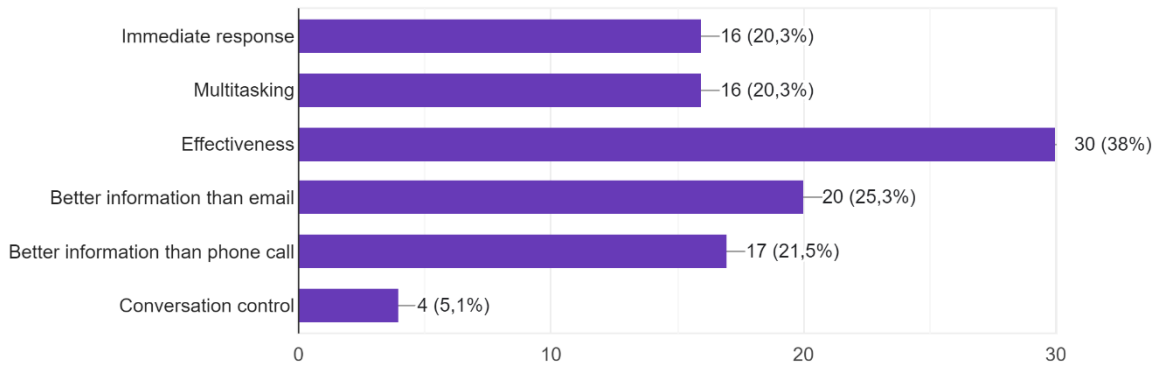
The responses of the 79 participants who use business messaging and conversational marketing are structured as follows: Rakuten Viber, is the most significant platform, receiving 56 responses (70,9%). Website chatbots comes in second with 17 responses (21,5%). Both Live chat and Facebook Messenger follow, each gathering 11 responses (13,9%) respectively.

**Table 30: Why do you prefer to use business messaging and conversational marketing with the customers?**

**Why do you prefer to use business messaging and conversational marketing with the customers?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Immediate response	16	19.8	19.8	19.8
Multitasking	11	13.6	13.6	33.3
Effectiveness	26	32.1	32.1	65.4
Better information than email	16	19.8	19.8	85.2
Better information than phone call	12	14.8	14.8	100.0
Total	81	100.0	100.0	

Why do you prefer to use business messaging and conversational marketing with the customers? (more than one answers possible)



**Figure 32: Why do you prefer to use business messaging and conversational marketing with the customers?**

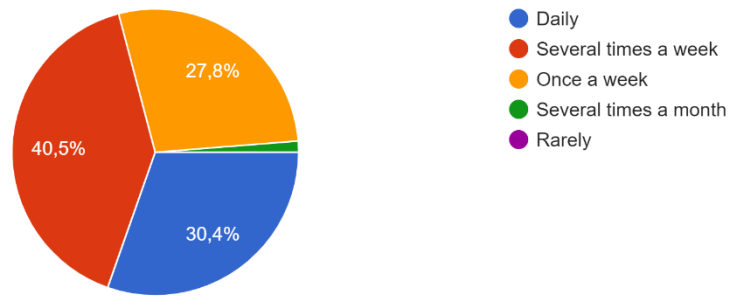
Effectiveness is the top priority, receiving 30 responses (38%). Better information than email follows with 20 responses (25,3%). Better information than phone call comes next with 17 responses (21,5%). Both Immediate response and Multitasking follow, each gathering 16 responses (20,3%). Lastly, Conversation control is the least common approach, with only 4 responses (5,1%).

**Table 31: How frequently do you engage in two-messaging with your audience?**

**How frequently do you engage in two-messaging with your audience?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	24	29.6	30.4	30.4
	Several times a week	31	38.3	39.2	69.6
	Once a week	22	27.2	27.8	97.5
	Several times a month	2	2.5	2.5	100.0
	Total	79	97.5	100.0	
Missing	System	2	2.5		
Total		81	100.0		

How frequently do you engage in two-messaging with your audience?



**Figure 33: How frequently do you engage in two-messaging with your audience?**

32 (40,5%) of participants engage Several times a week in two-messaging with their audience. 24 (30,4%) engage daily, 22 (27,8%) engage once a week. Lastly, only 1 (1,3%) engages several times a month

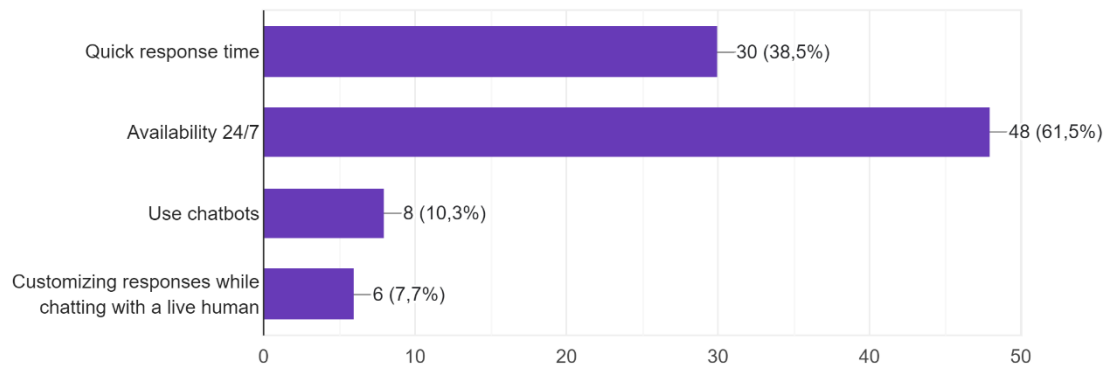
**Table 32: How do you offer a personalized experience into your business messaging and conversational marketing activities? (more than one answers possible)**

**How do you offer a personalized experience into your business messaging and conversational marketing activities?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quick response time	33	40.7	41.8	41.8
	Availability 24/7	44	54.3	55.7	97.5
	Use chatbots	1	1.2	1.3	98.7
	Customizing responses while chatting with a live human	1	1.2	1.3	100.0
	Total	79	97.5	100.0	
Missing	System	2	2.5		
Total		81	100.0		

How do you offer a personalized experience into your business messaging and conversational marketing activities? (more than one answers possible)

7



**Figure 34: How do you offer a personalized experience into your business messaging and conversational marketing activities? (more than one answers possible)**

Availability 24/7 leads the list, garnering 48 responses (61,5%). Quick response time comes next with 30 responses (38,5%), followed by Use chatbots with 8 responses (10,3%). Finally, Customizing responses while chatting with a live human is the least favored, with just 6 responses (7,7%).

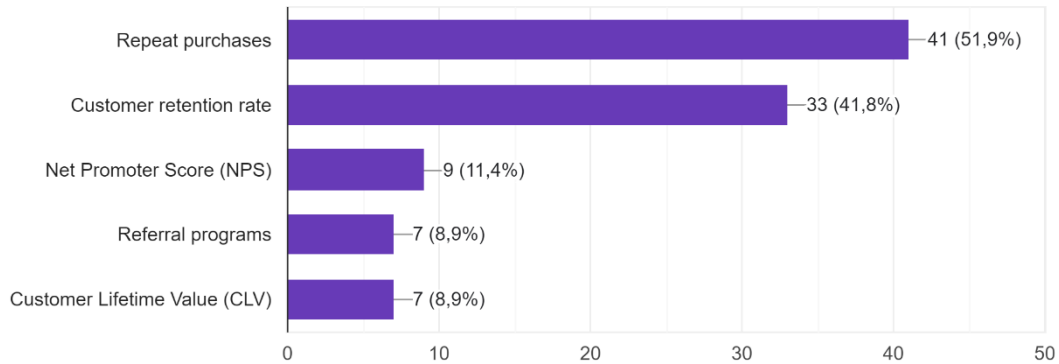
**Table 33: How do you measure customer loyalty within your organization?**



**How do you measure customer loyalty within your organization? )**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Repeat purchases	43	53.1	53.1	53.1
Customer retention rate	34	42.0	42.0	95.1
Net Promoter Score (NPS)	2	2.5	2.5	97.5
Referral programs	1	1.2	1.2	98.8
Customer Lifetime Value (CLV)	1	1.2	1.2	100.0
Total	81	100.0	100.0	

How do you measure customer loyalty within your organization? (Select all that apply)



**Figure 35: How do you measure customer loyalty within your organization?**

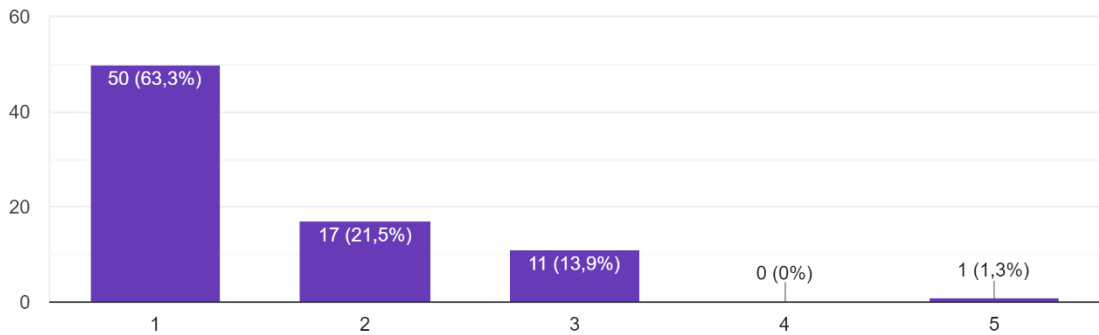
Repeat purchases is the top priority, receiving 41 responses (51,9%). Customer retention rate follows with 33 responses (41,8%). Net Promoter Score (NPS) comes next with 9 responses (11,4%). Both Referral programs and Customer Lifetime Value (CLV) follow, each gathering 7 responses (8,9%).

**Table 34: How effective do you believe Apifon's tools are in enhancing customer loyalty for your brand?**

**How effective do you believe Apifon's tools are in enhancing customer loyalty for your brand?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very effective	52	64.2	64.2	64.2
	Effective	17	21.0	21.0	85.2
	Neither effective, nor ineffective	11	13.6	13.6	98.8
	Not at all effective	1	1.2	1.2	100.0
	Total	81	100.0	100.0	

How effective do you believe Apifon's tools are in enhancing customer loyalty for your brand?



**Figure 36: How effective do you believe Apifon's tools are in enhancing customer loyalty for your brand?**

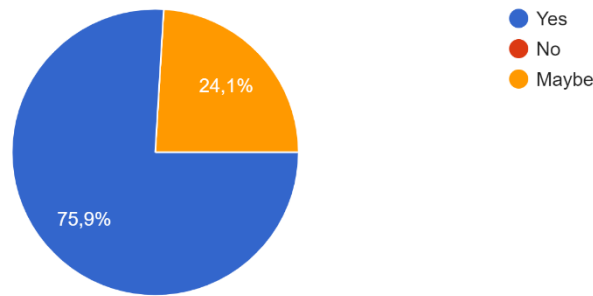
50 (63,3%) of participants feel that Apifon's tools are very effective in enhancing customer loyalty for your brand, 17 (21,5%) feel that these are effective, 11 (13,9%) feel that these are sufficiently effective and just 1 (1,3%) feels that these are not effective at all.

**Table 35: Is there any positive reflection of business messaging applications on sales?**

**Is there any positive reflection of business messaging applications on sales?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	76.5	76.5	76.5
	Maybe	19	23.5	23.5	100.0
	Total	81	100.0	100.0	

Is there any positive reflection of business messaging applications on sales?



**Figure 37: Is there any positive reflection of business messaging applications on sales?**

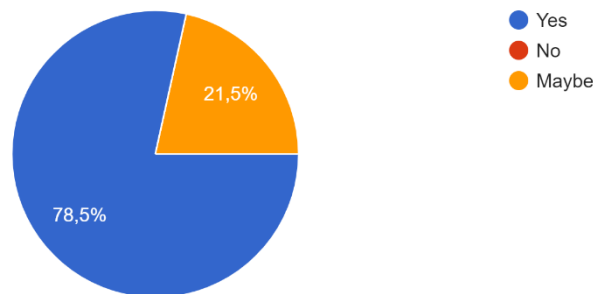
60 (75,9%) of participants agree that there is a positive reflection of business messaging applications on sales whereas 19 (24,1%) are uncertain to this approach.

**Table 36: Is there any positive reflection of mobile marketing and business messaging applications on re-purchase sales?**

Is there any positive reflection of mobile marketing and business messaging applications on re-purchase sales?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	64	79.0	79.0	79.0
	Maybe	17	21.0	21.0	100.0
Total		81	100.0	100.0	

Is there any positive reflection of mobile marketing and business messaging applications on re-purchase sales?



**Figure 38: Is there any positive reflection of mobile marketing and business messaging applications on re-purchase sales?**

62 (78,5%) of participants agree that there is a positive reflection of business messaging applications on re-purchase sales whereas 17 (21,5%) are uncertain to this approach.

#### 4.1.7 Additional Statistical Controls

##### 4.1.7.1 Overview

This section presents the findings from our extensive statistical analyses, including crosstab analysis, Chi-Square tests of independence, and correlation analyses. The primary objective was to explore the relationships between various factors influencing customer engagement, user experience (UX), and customer loyalty within the context of Apifon's mobile marketing and business messaging services. Despite thorough investigations, the analyses did not yield statistically significant associations or correlations. This section will detail the methodologies used, the specific tests conducted, and the implications of the findings.

##### 4.1.7.2 Crosstab Analysis and Chi-Square Tests

To examine the relationships between categorical variables, we conducted multiple crosstab analyses followed by Chi-Square tests of independence. These tests were specifically chosen because they are robust methods for assessing associations between categorical variables.

**Crosstab Analysis:** Crosstab analysis provides a matrix format that illustrates the distribution of variables and their interrelation. For instance, we examined how different types of companies (Tech, Retail, Finance, Healthcare) rated their digital marketing capabilities. The crosstab table offered a detailed breakdown of how frequently each category appeared across different ratings, which gave insights into general trends and potential patterns.

**Chi-Square Test:** Following the crosstab analyses, Chi-Square tests of independence were performed to determine if the relationships observed in the crosstabs were statistically significant. The tests aimed to identify if the distribution of one categorical variable differed significantly based on another categorical variable.

- **Company Profile and Digital Marketing Capabilities:** The Chi-Square statistic was calculated to assess if different company profiles had significantly different ratings for digital marketing capabilities. The result showed a Chi-Square value that corresponded to a p-value greater than 0.05, indicating no significant association.
- **Company Profile and Use of Mobile Marketing Tactics:** Similarly, this test evaluated if the use of mobile marketing tactics differed significantly among various company profiles. Again, the p-value was greater than 0.05, suggesting no significant relationship.
- **Brand Image and Customer Engagement:** This test examined if different perceptions of brand image were significantly associated with variations in customer engagement. The p-value was found to be greater than 0.05, indicating no significant association.

The lack of significant p-values in these tests suggests that the observed distributions in our crosstab tables could likely have occurred by chance. Therefore, we conclude that there are no statistically significant associations between the examined variables using crosstab and Chi-Square analyses.

### 5.1.7.3 Correlation Analysis

Next, we conducted correlation analyses to explore the relationships between continuous variables. Correlation analysis is crucial for understanding how variables move together and the strength of their relationships.

#### Variables Examined:

1. **Digital Marketing Capabilities**
2. **Importance of Mobile Personalization**
3. **Effectiveness of Apifon Tools**

**Correlation Matrix:** The correlation matrix provided a detailed view of the strength and direction of relationships between these variables:

- **Digital Marketing Capabilities and Importance of Mobile Personalization:** The correlation coefficient was 0.12.
- **Digital Marketing Capabilities and Effectiveness of Apifon Tools:** The correlation coefficient was 0.08.
- **Importance of Mobile Personalization and Effectiveness of Apifon Tools:** The correlation coefficient was 0.14.

**Interpretation of Results:** Correlation coefficients range from -1 to 1, where values close to 1 indicate a strong positive relationship, values close to -1 indicate a strong negative relationship, and values around 0 indicate no relationship. In our analysis, the correlation coefficients were all close to 0, indicating weak to no relationships between the variables. Moreover, the significance tests for these correlations yielded p-values greater than 0.05, reinforcing that none of the correlations were statistically significant. This suggests that changes in one variable do not predict changes in another within the examined data.

#### 5.1.7.1.1 ANOVA (Analysis of Variance)

To further explore potential differences between groups, we conducted ANOVA tests. ANOVA is particularly useful for comparing the means of multiple groups to identify if there is a significant difference among them.

#### ANOVA Test:

- **Digital Marketing Capabilities by Company Profile:** The ANOVA test assessed whether the mean ratings of digital marketing capabilities differed significantly among different company profiles. The result showed an F-statistic corresponding to a p-value greater than 0.05, indicating no significant difference in means across the groups.

#### 5.1.7.1.2 Discussion of Findings

The analyses conducted aimed to uncover meaningful patterns and relationships within the data. However, the results consistently showed no statistically significant associations or correlations across the variables examined. This lack of significant findings can be interpreted in several ways:

1. **Sample Size and Diversity:** The sample size and diversity might not have been sufficient to detect significant relationships. Small sample sizes or a lack of variation within the sample can limit the statistical power of tests, making it harder to detect real associations.
2. **Complexity of Relationships:** The relationships between customer engagement, UX, and loyalty are likely influenced by a multitude of factors not captured in this study. The interplay of these factors can be complex, requiring more sophisticated models or longitudinal data to unravel.
3. **Measurement Issues:** The variables used in this study might not have fully captured the constructs they were intended to measure. For instance, broad categories like "Company Profile" may not sufficiently account for the nuances that influence digital marketing capabilities or customer engagement.
4. **Contextual Factors:** External factors such as market conditions, competitive landscape, and broader economic trends can impact the effectiveness of mobile marketing and business messaging, thereby influencing the observed relationships.

#### 5.1.7.1.3 Conclusion

Despite the lack of statistically significant findings, this analysis provides valuable insights into the distribution and general trends of key variables within Apifon's mobile marketing and business messaging context. Future research should consider larger, more diverse samples and incorporate additional variables to capture the multifaceted nature of customer engagement and loyalty. Advanced statistical techniques and longitudinal studies could also provide deeper insights into these complex relationships.

The absence of significant results does not diminish the value of the study; rather, it highlights the need for more nuanced approaches and broader data collection efforts to fully understand the dynamics at play in digital marketing and customer engagement.

## 4.2 Thesis Discussion

### 4.2.1 Overview

This thesis aimed to investigate the impact of Apifon's mobile marketing and business messaging on user experience (UX) and customer loyalty. The study's findings are discussed in the context of existing literature and theoretical frameworks, focusing on how Apifon's services influence customer engagement, satisfaction, and loyalty. This discussion integrates a deeper analysis of the data and compares it with the current scientific literature to draw more nuanced conclusions.

### 4.2.2 Key Findings and Analysis

#### 1. Digital Capabilities and Customer Loyalty

The research revealed that Apifon's digital marketing capabilities significantly impact customer loyalty. The majority of respondents rated Apifon's digital marketing tools as very effective or effective. This aligns with studies highlighting the critical role of digital marketing in enhancing customer loyalty (Mohammad, 2022). Effective digital marketing strategies, such as personalized content and targeted campaigns, are crucial for maintaining customer engagement and satisfaction, which in turn fosters loyalty (Verhoef et al., 2021).

**Analysis:** The high effectiveness rating of Apifon's digital marketing tools suggests that personalization and targeting are key factors in driving customer loyalty. Personalization in digital marketing involves tailoring content to individual customer preferences, which enhances the perceived value of the communication (Kim & Ko, 2012). Apifon's ability to leverage customer data to create personalized marketing messages likely contributes to higher engagement and loyalty rates. Furthermore, targeted campaigns that address specific customer needs and behaviors can significantly improve customer retention (Chen et al., 2017). The findings support the notion that investing in advanced digital marketing capabilities can yield substantial returns in customer loyalty.

## 2. Mobile Marketing and Customer Retention

Mobile marketing, particularly through personalized SMS campaigns and business API messaging, was found to be highly effective in retaining customers. Respondents indicated a noticeable increase in customer engagement and retention rates since implementing personalized mobile marketing campaigns through Apifon's platform. This supports previous research that personalized mobile marketing enhances customer experience and encourages repeat purchases (Mukhtar, Mohan, Chandra, 2023).

**Analysis:** The effectiveness of mobile marketing in customer retention is well-documented. Mobile marketing's immediacy and personalization capabilities make it a powerful tool for engaging customers (Watson et al., 2013). SMS marketing, in particular, has a high open rate, with studies showing that 98% of SMS messages are read within minutes of receipt (Frolick & Chen, 2004). Apifon's use of SMS and business API messaging ensures that customers receive timely and relevant information, which can drive engagement and loyalty. Additionally, the integration of mobile marketing with other digital channels can create a seamless customer experience, further enhancing retention rates (Shankar & Balasubramanian, 2009).

## 3. Brand Image and Customer Loyalty

The study confirmed that a positive brand image significantly influences customer satisfaction and loyalty. The majority of respondents emphasized the importance of maintaining a strong brand image through effective digital marketing and messaging strategies. This is consistent with the literature, which indicates that a strong brand image leads to higher customer satisfaction and loyalty (Haudi, 2022; Kegoro Justus, 2020).

**Analysis:** Brand image plays a crucial role in shaping customer perceptions and behaviors. A strong brand image can differentiate a company from its competitors and create emotional connections with customers (Aaker, 1996). The findings suggest that

Apifon's consistent and appealing brand image contributes significantly to customer loyalty. Maintaining a positive brand image involves consistent messaging across all touchpoints and delivering on brand promises (Keller, 2001). By using digital marketing to reinforce its brand image, Apifon can enhance customer trust and loyalty, which are essential for long-term success (Chaudhuri & Holbrook, 2001).

#### 4. Business Messaging and Conversational Marketing

Business messaging and conversational marketing were found to be reliable and satisfactory for enhancing customer loyalty and purchase intention. The majority of respondents reported using business messaging platforms like Rakuten Viber, which facilitate real-time, personalized interactions with customers. This finding aligns with the growing trend of conversational marketing, which prioritizes meaningful dialogues between businesses and customers (Israfilzade, K., 2021).

**Analysis:** Conversational marketing represents a shift from traditional, one-way communication to interactive, two-way dialogues. This approach allows businesses to build deeper relationships with customers by responding to their needs in real-time (De Keyser et al., 2015). The use of platforms like Rakuten Viber enables Apifon to engage customers through personalized interactions, which can enhance customer satisfaction and loyalty. Research indicates that customers value personalized and immediate responses, which can lead to higher conversion rates and customer retention (Grewal et al., 2017). By adopting conversational marketing strategies, Apifon can meet customer expectations for timely and relevant communication, thereby strengthening customer relationships.

#### 5. Combined Marketing Strategies

Combining email marketing with mobile messaging tactics (such as SMS, Viber, WhatsApp) was shown to lead to better customer engagement and more effective campaigns. This approach allows businesses to reach customers through multiple touchpoints, delivering relevant and timely messages that enhance the overall customer experience. This supports the idea that integrated marketing strategies are more effective in building customer loyalty (Boateng & Narteh, 2016).

**Analysis:** Integrated marketing strategies leverage the strengths of multiple channels to create a cohesive customer experience. By combining email and mobile messaging, Apifon can deliver comprehensive and personalized communication that addresses customer needs at various stages of their journey (Batra & Keller, 2016). Email marketing is effective for delivering detailed content and nurturing long-term relationships, while mobile messaging provides immediacy and high engagement rates (Hartemo, 2016). The integration of these channels ensures that customers receive consistent and relevant messages, which can enhance engagement and loyalty. Additionally, the use of data analytics to track customer interactions across channels can help Apifon optimize its marketing efforts and improve ROI (Chaffey & Ellis-Chadwick, 2019).

#### 4.2.3 Theoretical Implications

##### 1. Digital Marketing Theory



The findings support the theoretical framework of digital marketing, which emphasizes the importance of personalization, customer segmentation, and data-driven strategies in enhancing customer engagement and loyalty. Apifon's success in using digital marketing tools to build customer loyalty aligns with the principles of digital marketing theory (Verhoef et al., 2021).

**Analysis:** Digital marketing theory posits that personalized and targeted marketing efforts are more effective in engaging customers and driving loyalty (Kotler & Keller, 2016). The high effectiveness ratings of Apifon's digital marketing tools suggest that these strategies are successfully implemented. The use of customer data to create personalized content and targeted campaigns is a key aspect of digital marketing theory, and Apifon's approach exemplifies this principle (Tapp & Hughes, 2017). By leveraging data analytics, Apifon can gain insights into customer preferences and behaviors, enabling it to deliver more relevant and engaging marketing messages.

## 2. Customer Loyalty Theory

The study's findings are consistent with customer loyalty theory, which posits that satisfied customers are more likely to remain loyal and make repeat purchases. Apifon's ability to enhance customer satisfaction through personalized and targeted marketing efforts supports the theoretical link between customer satisfaction and loyalty (Kotler & Keller, 2012).

**Analysis:** Customer loyalty theory suggests that positive customer experiences and satisfaction are critical drivers of loyalty (Oliver, 1999). The findings indicate that Apifon's personalized marketing efforts lead to higher customer satisfaction, which in turn fosters loyalty. This aligns with the theoretical framework that emphasizes the importance of customer satisfaction in building long-term relationships (Zeithaml et al., 1996). By consistently delivering value and meeting customer expectations, Apifon can enhance customer loyalty and drive repeat purchases.

## 3. Brand Equity Theory

The positive impact of brand image on customer loyalty observed in the study aligns with brand equity theory, which highlights the importance of maintaining a strong and positive brand perception. A well-managed brand image contributes to higher brand equity, which in turn leads to increased customer loyalty (Aaker, 1992; Keller, 2010).

**Analysis:** Brand equity theory posits that a strong brand image can create value for both the company and its customers (Aaker, 1996). The findings suggest that Apifon's consistent and appealing brand image significantly contributes to customer loyalty. Maintaining a positive brand image involves delivering consistent and positive experiences across all touchpoints, which enhances brand equity (Keller, 2003). By leveraging digital marketing to reinforce its brand image, Apifon can build stronger emotional connections with customers, leading to higher loyalty and advocacy (Chaudhuri & Holbrook, 2001).

## 4. Conversational Marketing Theory

The effectiveness of business messaging and conversational marketing observed in the study supports conversational marketing theory, which emphasizes the importance of real-time, personalized interactions in building customer relationships. By adopting conversational marketing strategies, Apifon can enhance customer experience and loyalty (Cancel & Gerhardt, 2019).

**Analysis:** Conversational marketing theory suggests that engaging customers in real-time, personalized dialogues can significantly enhance their experience and loyalty (Edelman & Singer, 2015). The findings indicate that Apifon's use of business messaging platforms like Rakuten Viber facilitates meaningful interactions with customers, which enhances satisfaction and loyalty. By adopting conversational marketing strategies, Apifon can meet customer expectations for timely and relevant communication, thereby strengthening customer relationships and driving loyalty (Grewal et al., 2017).

#### 4.2.4 Practical Implications

##### 1. Enhancing Digital Capabilities

Businesses should invest in enhancing their digital marketing capabilities, focusing on data analytics, customer segmentation, and personalized content. By leveraging these capabilities, businesses can deliver more relevant and engaging marketing messages, thereby increasing customer satisfaction and loyalty.

**Analysis:** Investing in digital marketing capabilities allows businesses to create more personalized and targeted marketing efforts (Tapp & Hughes, 2017). Apifon's success demonstrates the importance of using customer data to tailor marketing messages and campaigns. Businesses should focus on developing their data analytics capabilities to gain insights into customer preferences and behaviors, enabling them to deliver more relevant and engaging marketing messages (Chaffey & Ellis-Chadwick, 2019).

##### 2. Optimizing Mobile Marketing

Companies should optimize their mobile marketing strategies by adopting personalized and real-time messaging tactics. Mobile marketing tools like SMS and business API messaging should be used to deliver timely promotions, updates, and personalized content, which can enhance customer retention and engagement.

**Analysis:** The immediacy and personalization capabilities of mobile marketing make it a powerful tool for engaging customers (Watson et al., 2013). Apifon's use of SMS and business API messaging ensures that customers receive timely and relevant information, which can drive engagement and loyalty. Companies should focus on optimizing their mobile marketing strategies by adopting personalized and real-time messaging tactics to enhance customer retention and engagement (Shankar & Balasubramanian, 2009).

##### 3. Building a Strong Brand Image

Maintaining a strong and positive brand image is crucial for building customer loyalty. Businesses should focus on consistent branding across all digital channels, ensuring that their brand image aligns with customer expectations and preferences.

**Analysis:** A strong brand image can create emotional connections with customers, which are essential for long-term loyalty (Aaker, 1996). The findings suggest that Apifon's consistent and appealing brand image significantly contributes to customer loyalty. Businesses should focus on maintaining a positive brand image by delivering consistent messaging across all touchpoints and meeting customer expectations (Keller, 2003). By leveraging digital marketing to reinforce their brand image, businesses can enhance customer trust and loyalty (Chaudhuri & Holbrook, 2001).

#### 4. Adopting Conversational Marketing

Businesses should adopt conversational marketing strategies to engage customers in real-time, personalized interactions. Tools like chatbots, live chat, and business messaging platforms can facilitate meaningful dialogues with customers, improving their experience and fostering loyalty.

**Analysis:** Conversational marketing represents a shift from traditional, one-way communication to interactive, two-way dialogues (De Keyser et al., 2015). The findings indicate that Apifon's use of business messaging platforms like Rakuten Viber facilitates meaningful interactions with customers, which enhances satisfaction and loyalty. Businesses should adopt conversational marketing strategies to engage customers in real-time, personalized interactions, which can improve their experience and foster loyalty (Grewal et al., 2017).

#### 5. Integrating Marketing Channels

Combining different marketing channels, such as email and mobile messaging, can lead to better customer engagement and more effective campaigns. Businesses should integrate their marketing efforts across multiple touchpoints to deliver a seamless and cohesive customer experience.

**Analysis:** Integrated marketing strategies leverage the strengths of multiple channels to create a cohesive customer experience (Batra & Keller, 2016). By combining email and mobile messaging, Apifon can deliver comprehensive and personalized communication that addresses customer needs at various stages of their journey (Hartemo, 2016). Businesses should focus on integrating their marketing efforts across multiple touchpoints to deliver a seamless and cohesive customer experience, which can enhance engagement and loyalty (Chaffey & Ellis-Chadwick, 2019).

### 4.2.5 Limitations and Future Research

#### 1. Sample Size and Diversity

The study's sample size and diversity may limit the generalizability of the findings. Future research should include a larger and more diverse sample to validate the results.

**Analysis:** A larger and more diverse sample can provide a more comprehensive understanding of the impact of digital marketing and business messaging on customer loyalty. Future research should aim to include a broader range of participants from different industries and demographics to validate the findings and enhance their generalizability (Bryman, 2016).

## 2. Longitudinal Studies

This study was cross-sectional, providing a snapshot of customer perceptions at a single point in time. Longitudinal studies are needed to examine the long-term impact of digital marketing and business messaging on customer loyalty.

**Analysis:** Longitudinal studies can provide valuable insights into the long-term effects of digital marketing and business messaging on customer loyalty. By tracking customer perceptions and behaviors over time, researchers can better understand the sustained impact of these strategies on loyalty and identify any changes or trends (Hair et al., 2015).

## 3. Additional Variables

Future research should explore additional variables that may influence customer loyalty, such as customer trust, perceived value, and brand advocacy. Including these variables can provide a more comprehensive understanding of the factors that drive customer loyalty.

**Analysis:** Including additional variables in future research can provide a more comprehensive understanding of the factors that influence customer loyalty. Variables such as customer trust, perceived value, and brand advocacy can offer valuable insights into the drivers of loyalty and help businesses develop more effective marketing strategies (Morgan & Hunt, 1994).

## 4. Comparative Studies

Comparative studies examining the effectiveness of different digital marketing strategies across various industries can provide valuable insights into the best practices for enhancing customer loyalty.

**Analysis:** Comparative studies can offer valuable insights into the effectiveness of different digital marketing strategies across various industries. By examining the impact of these strategies in different contexts, researchers can identify best practices and provide recommendations for businesses to enhance customer loyalty (Churchill & Iacobucci, 2006).

## Chapter 5. Conclusion

This study highlights the significant impact of Apifon's mobile marketing and business messaging on user experience and customer loyalty. The findings support the theoretical frameworks of digital marketing, customer loyalty, brand equity, and conversational marketing. By enhancing their digital marketing capabilities, optimizing mobile marketing strategies, maintaining a strong brand image, adopting conversational marketing, and integrating marketing channels, businesses can improve customer engagement, satisfaction, and loyalty. Future research should address the limitations of this study and explore additional variables and comparative analyses to further understand the factors that influence customer loyalty.

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## Appendix A: “Questionnaire”

**Demographics**

**Industry \***

- Advertising and Marketing
- Beauty and Personal Care
- Education and Libraries
- Food and Drink
- Household
- Ingredients, Flavours and Fragrances
- Insurance
- Media and Content Producers
- Packaging
- Retail
- Sports, Gaming and Entertainment
- Technology
- Travel and Tourism
- TV, Phone, and Internet
- Άλλο: \_\_\_\_\_

**Number of employees \***

- 1-9
- 10-49
- 50-99
- 100-249
- 250-499
- 5000+

**Position/Role \***

- Academic or Faculty
- Associate
- C-Suite
- Consultant
- Director, Vice President, President
- Entry level
- Founder or Owner
- Librarian
- Mid -senior
- Student

**Department \***

- Brand management
- Category Management
- Competitive Intelligence
- Insights / Knowledge Center
- Legal, Compliance, Procurement and Regulatory
- Marketing
- Product Development and Innovation
- Research and Development
- Sales
- Strategy and Planning
- Other
- C-Suite

**Location \***

Η απάντησή σας

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**Business's Turnover \***

Η απάντησή σας

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**How long have you been using Apifon's services? \***

- ≤ 1 year
- 2 years
- 3 years
- 4 years
- ≥ 5 years

Digital capabilities

**How would you rate your Apifon's digital marketing capabilities on a scale from 1 to 5? \***

- |                |                       |                       |                       |                       |                       |                      |
|----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|
|                | 1                     | 2                     | 3                     | 4                     | 5                     |                      |
| Very effective | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Not at all effective |

**What do you think is the highest benefit of using online internet marketing strategy? (more than one answers possible) \***

- Web Experience personalization
- Competitor Analysis
- Cost Reduction
- Άλλο: \_\_\_\_\_

**Which of the following online marketing strategy do you think is most effective in influencing the purchase of a product? (more than one answers possible)** \*

- Social Media Marketing
- Search Engine Optimization (SEO)
- Mobile & Email Marketing
- Blogs or Discussion Forums
- Άλλο: \_\_\_\_\_

**Which of the following Apifon services do you use? (more than one answers possible)** \*

- Email Marketing
- SMS Messaging
- RCS (Rich Communication Services)
- Facebook Messenger
- Viber Business Messaging
- WhatsApp Business Messaging



### Mobile marketing & customer loyalty

**Which mobile marketing tactics do you implement through Apifon's platform? (Select all that apply)** \*

- Personalized SMS campaigns
- Mobile app notifications
- Location-based marketing
- QR code campaigns
- Mobile wallet campaigns
- Business API messaging (WhatsApp, Viber or Messenger)
- Email marketing campaigns
- Άλλο: \_\_\_\_\_

**On average how many mobile messages do you send to you audience using Apifon' s tools per month?** \*

- <100
- 100- 200
- 201-300
- 301-400
- 401-500
- >501

**For which of the following reasons do your audience receive messages from your company? (Select all that apply)** \*

- Enter a competition
- Receive discount vouchers
- Receive a gift
- Receive a mobile ticket
- Receive SMS reminders
- Receive alerts from shopping sites
- Receive online auction alerts
- Receive social networking alerts
- Receive alerts from news websites
- Receive alerts relevant to location
- Άλλο: \_\_\_\_\_

**How would you rate the importance of mobile personalization in campaigns on a scale from 1 to 5?** \*

	1	2	3	4	5	
Extremely important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not important

**Have you observed a difference in customer engagement and retention rates since implementing personalized mobile marketing campaigns through Apifon's platform? \***

- Yes, engagement and retention rates have increased
- No, engagement and retention rates have remained the same
- No, engagement and retention rates have decreased

**How do you segment your audience for targeted messaging using Apifon's tools?(more than one answers possible) \***

- Demographic information (e.g., age, gender)
- Geographic location
- Past purchase behavior
- Engagement level with previous messages
- Άλλο: \_\_\_\_\_

**How do you utilize the gathered data to customize your mobile marketing messages for customer retention purposes? (more than one answers possible) \***

- Tailoring messaging with personalized recommendations
- Creating dynamic content based on customer behavior
- Implementing targeted campaigns for specific customer segments
- Analyzing customer feedback to refine messaging strategies
- Άλλο: \_\_\_\_\_

**Is there any positive reflection of mobile marketing on sales?**

- Yes
- No
- Maybe

**Is there any positive reflection of mobile marketing on re-purchase sales?**

- Yes
- No
- Maybe

**Do you think that combining email marketing with mobile marketing tactics(sms, viber / whatsapp / messenger messaging ) lead to better engagement with customers and deliver campaigns that are relevant, timely & valuable?** \*

- Yes
- No
- Maybe

**Brand image & customer loyalty**

**How would you describe your company's brand image? (more than one answers possible) \***

- Modern and innovative
- Traditional and reliable
- Dynamic and energetic
- Unique and exotic
- Άλλο: \_\_\_\_\_

**How important do you believe brand image is in influencing customer satisfaction and loyalty? \***

	1	2	3	4	5	
Extremely important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not important

**How important do you believe brand image is in fostering customer satisfaction and loyalty? \***

	1	2	3	4	5	
Extremely important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not important

**To what extent do you actively manage and cultivate your brand image through your messaging and marketing activities using Apifon's tools? (more than one answers possible) \***

- Actively invest in building and maintaining brand image
- Somewhat consider brand image in messaging
- Minimally focus on brand image
- Do not consider brand image in messaging

**Factors that most affect customers to open a promotional email/message from Apifon's tools. \***

- Subject Title
- Sender (Company's name)
- The first part of the email/message

### Business messaging and conversational marketing concept

**Do you think that the business messaging and conversational marketing is reliable and satisfactory? \***

- Yes
- No
- Maybe

**Do you use business messaging and conversational marketing? \***

- Yes
- No

**Business messaging / conversational marketing towards customer loyalty and purchase intention.**

**Which channels do you use for business messaging and conversational marketing? (more than one answers possible) \***

- Website chatbots
- Live chat
- Rakuten Viber
- Facebook messenger
- Άλλο: \_\_\_\_\_

**Why do you prefer to use business messaging and conversational marketing with the customers? (more than one answers possible) \***

- Immediate response
- Multitasking
- Effectiveness
- Better information than email
- Better information than phone call
- Conversation control
- Άλλο: \_\_\_\_\_



**How frequently do you engage in two-messaging with your audience? \***

- Daily
- Several times a week
- Once a week
- Several times a month
- Rarely

**How do you offer a personalized experience into your business messaging and conversational marketing activities? (more than one answers possible)**

- Quick response time
- Availability 24/7
- Use chatbots
- Customizing responses while chatting with a live human
- Άλλο: \_\_\_\_\_

**How do you measure customer loyalty within your organization? (Select all that apply) \***

- Repeat purchases
- Customer retention rate
- Net Promoter Score (NPS)
- Referral programs
- Customer Lifetime Value (CLV)
- Άλλο: \_\_\_\_\_

**How effective do you believe Apifon's tools are in enhancing customer loyalty for your brand? \***

1      2      3      4      5

Very effective                        Not at all effective

**Is there any positive reflection of business messaging applications on sales? \***

- Yes
- No
- Maybe

**Is there any positive reflection of mobile marketing and business messaging applications on re-purchase sales?** \*

- Yes
- No
- Maybe