

Mobile marketing technology
adoption in service SMEs:
a multi-perspective framework

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Abstract

Purpose – The popularity and use of mobile marketing technologies or devices have led to significant interest from researchers and practitioners, particularly in small- and medium-sized enterprises (SMEs), where these technologies offer significant benefits to SMEs given the poor human capital and financial constraints encountered. The use of mobile marketing devices assists SMEs to boost their sales promotion strategies which aim at increasing the sales of their products and services. However, there has been limited focus on developing a suitable framework that enables the evaluation and shared an understanding of the factors influencing the adoption of mobile marketing technology by service SMEs in Nigeria. Therefore, this paper aims to develop a theoretically grounded framework for exploring these factors and explaining their impact on mobile marketing technology adoption in SMEs in Nigeria.

Design/methodology/approach – The study is qualitative and used both unstructured and semi-structured interviews with a total of 26 participants drawn purposively from NIJA database in Nigeria. Thematic analysis was deployed in analysing the data.

Findings – The study developed an extended technology organisation environment (TOE) framework by incorporating the value anticipation context which helped to unveil 16 key factors influencing mobile marketing technology adoption in service SMEs in Nigeria. The finding revealed that factors associated with the extended TOE framework have an impact on SMEs mobile marketing technology adoption but at different levels.

Research limitations/implications – The limitation of this study emerged because of the use of qualitative methodologies about the research design, rigour in the collection and management of the large volume of the raw data, the data analysis and the credibility of the findings. This may lead to unforeseen respondent and research bias in the data analysis, which may lead to a limited understanding of alternatives and insights into the factors influencing the adoption of mobile marketing. Hence, other measures and approaches such as case study and mix-method could be deployed to validate the findings further. Also, one of the limitations of qualitative study has been the issue of theoretical generalizability of the framework. The generalizability of the formwork needs to be established across a broader range of the population. Future studies may apply confirmatory statistical techniques to test and ascertain the validity and reliability of the framework across a broader population of mobile marketing technology adopters in Nigeria. Such studies may be used as a benchmark for the theoretical constructs and the factors that may lead to the success or failure of mobile marketing technology adoption.

Originality/value – The study had further enriched TOE framework and provided an analytical

dimension for exploring the adoption of mobile marketing technology. It also demonstrates the capacity to