

# ECR Academic Student Award 2016

Name des Studenten: Michael Kubu

Hochschule: IMC Fachhochschule Krams

Kategorie der Arbeit: Master Thesis

# Titel der Arbeit

## BLUETOOTH LOW ENERGY BEACONS IN RETAIL STORES

# Ziel / Forschungsfrage(n)

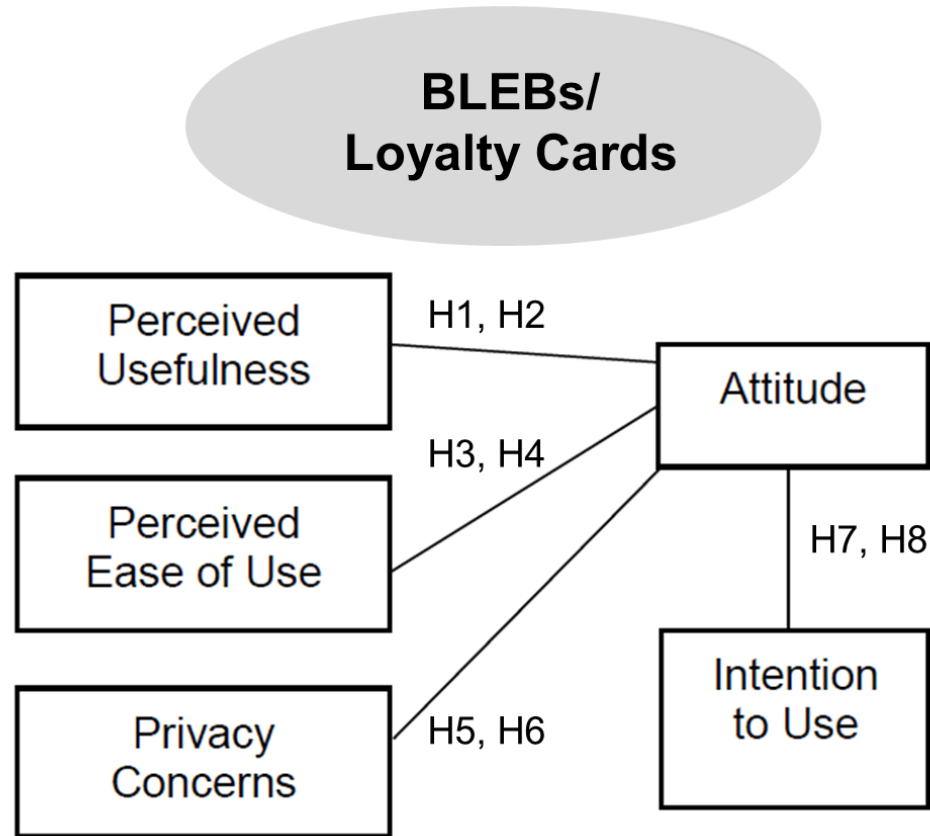
- Research question:

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

- Sub-questions:

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

# Angewandtes Modell: Modified Technology Acceptance Model



Modified after Davis, *Bagozzi & Warshaw, 1989, p. 985*

# Methodik

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

# Ergebnisse

Hypothesis	p-value	Significance
<b>H1</b> There is a positive correlation between the perceived usefulness of coupons via BLEBs and the attitude to coupons via BLEBs.	$p < 0,001$	Highly significant
<b>H2</b> There is a positive correlation between the perceived usefulness of coupons via LCs and the attitude to coupons via LCs.	$p < 0,001$	Highly significant
<b>H3</b> There is a positive correlation between the perceived ease of use of coupons via BLEBs and the attitude to coupons via BLEBs.	$p < 0,001$	Highly significant
<b>H4</b> There is a positive correlation between the perceived ease of use of coupons via LCs and the attitude to coupons via LCs.	$p < 0,001$	Highly significant
<b>H5</b> There is a negative correlation between privacy concerns regarding BLEBs and the attitude to coupons via BLEBs.	$p < 0,001$	Highly significant
<b>H6</b> There is a negative correlation between privacy concerns regarding LCs and the attitude to coupons via LCs.	$p = 0,003$	Significant
<b>H7</b> There is a positive correlation between the attitude to coupons via BLEBs and the intention to use coupons in such a way.	$p < 0,001$	Highly significant
<b>H8</b> There is a positive correlation between the attitude to coupons via LCs and the intention to use coupons in such a way.	$p < 0,001$	Highly significant

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

# Relevanz für ECR / Mitgliedsunternehmen

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

# Kontakt Daten

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