

ABSTRACT

Along with the growth of telecommunication technology, the mobile phone users are increasing annually. It creates business opportunity on advertising using mobile phone media, called mobile marketing. This potency is also indicated from the number of advertisement requests via mobile that exceeds one billion requests on May 2010 (based on Admob Mobile Metric Reports). This potency should be managed well by designing mobile marketing that's acceptable by consumers.

To gain the optimum design, analysis conjoint was used based on promotion type, message format, delivery time, delivery frequency, and incentives attributes. Supporting this analysis, conjoint questionnaires were distributed to 215 cellular customers in Bandung. Nevertheless, only 204 questionnaires were feasible to be processed. Before the utility and the importance of the attributes were estimated, the respondents were classified based on their preference using cluster analysis to gain an accurate design.

Cluster analysis revealed that there were two groups. The first group that mostly consists of the youth is more potential to accept mobile marketing, while the second group has relatively smaller in willingness to accept mobile marketing. The optimum design for the first group (called as incentive seeker) is the mobile marketing that gives information about event, in animation, sent twice a day at 08.00 am until 02.00 pm, within 100 points of incentives inside. While, the optimum design for the second group (called as information seeker) is the mobile marketing that gives information about product promotion, in textual design, sent twice a day at 02.00 pm until 08.00 pm, within 100 points of incentives inside.

Key words: Mobile Marketing Design, Conjoint Analysis, Cluster Analysis, Attributes Utility, Attributes Importance