

# Mobile App holiday marketing

**Christine (Eunyoung) Sung**  
Montana State University

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## Abstract

As digital mobile marketing is becoming increasingly important, marketers can adopt mobile promotional strategies in their holiday marketing. The study measures the mediating role of consumers' mobile app ad attitude toward the menus featuring holiday-themed vs. non-themed products in the relationship between brand trust and purchase intention at different discount depths. In addition, the current study is to measure consumers' anticipated gain (e.g., discount information) of the location-based mobile app benefit from using it, and their anticipated loss of the mobile app benefit from not using it, as moderating effects. Online participants (M-Turk) were randomly assigned to one of six groups, in a 2 (menu type: holiday-themed vs non-themed coffee/beverage menu) x 3 (promotion level: zero, low, and high), by using scenario-based holiday mobile app ads during the Valentine's Day holiday. The study found that mobile users' anticipated gains from mobile app use make them willing to use contemporary mobile apps for the mobile ad with the non-themed regular menu (not new holiday-themed menu) during the holiday promotion season.

**Keywords:** *mobile app marketing; holiday-themed menu; prospect theory*

**Track:** Digital Marketing & Social Media