



# Innovations on Mobile Music Recommendations and Viral Marketing

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# Introduction

- Research for Nokia Research Center (NRC)
- Human behavior on mobile viral marketing arena
  - Survey, focus group
    - > detect factors affecting consumers' willingness towards mobile music recommendations, mobile marketing & viral mobile marketing

# Mobile Viral Marketing

- Increasing resistance towards traditional forms of advertising (TV and newspaper ads)
- Marketers have started to use alternative strategies including viral marketing
- Idea:
  - exploit existing social networks
  - encourage customers to share product information with their friends
  - information spreads really fast, like virus

# Mobile Viral Marketing

- Used successfully in the Internet (e.g. Hotmail)
- Can be used as one message delivery method in mobile marketing
- Assumption: ads have a higher credibility when they are received from relatives rather than marketers
- Possible to lower promotion costs and increase the amount of consumer interaction

## Mobile Music Recommendation Application

- NRC has been developing a Super Music application which would enable music recommendations through mobile phones
  - Share recommendations
  - Browse friends' music collection

## Evolution of Music Recommendations and Sharing

	Old System	New System
New songs, song ratings	e.g. TV-program where famous people rate new song	Friends
New artists	Music magazines, charts, etc.	Recommendations (from a service/friend)
Buying music	Vinyl, CDs, etc.	Digital format (downloading, streaming)
Sharing music	Copying a CD to a friend	Using a mobile phone application to share music recommendations and tracks



## Mobile Music Survey

- Purpose: find out willingness towards mobile music recommendations & viral marketing
- Was conducted in May 2007
- It was sent to 5500 students of which 1299 responded (the response rate was 23.6%)
- The results were analyzed with SPSS-program (correlation and cluster analyses)

## Willingness towards Mobile Music Recommendations & Viral Marketing

- Value is the key issue
  - People have to feel they get at least some kind of value when receiving or forwarding the message
  - Does not always have to be monetary, can also be entertainment or status value
- Almost 80 percent of the respondents wanted to have something for return when forwarding the message to their friends

## Willingness towards Mobile Music Recommendations & Viral Marketing

- No big correlations between variables
  - hard to form clear user segments
- However, it can be said
  - the more listen to music and the more interested to listen to new bands' music, the more willing towards mobile music recommendations.
  - if already used such a system in the Internet, more confident and willing to use it also on mobile phone

## Willingness towards Mobile Music Recommendations & Viral Marketing

- The younger, the more want others to know what kind of music they are listening
- Willing to receive personalized music recommendations to mobile phones, also very likely to be ready to forward those recommendations to their friends
- The older people get, the more willing to pay for their music

## Conclusions

- Mobile marketing offers great opportunities for marketers to personalize their campaigns
- Personalized services are what people want and need in today's world
- Personalized mobile music services are highly relevant for users
- People more willing to receive & forward messages when they receive some kind of value
- The challenge is to offer personalized services without violating users' privacy