

## Chapter 51

# Understanding How Mexican and U.S. Consumers Decide to Use Mobile Social Media: A Cross-National Qualitative Study

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### ABSTRACT

*This chapter investigated cross-national consumer behaviors in adopting mobile social media among U.S. and Mexican samples. Using a combination of Extended Technology Acceptance Model (TAM2) and consumer behavior theories to describe the decision-making process of mobile and social media platform adoption. Three thematic insights are identified after analyzing their adoption decision narratives. This book chapter concluded with a summary of current academic research on multi-platforms and their advertising applications. This chapter further identified major theoretical concepts, frameworks, and methodological approaches that may help advertising and marketing communications researchers and practitioners to better understand the planning, execution, and assessment of multi-platform advertising campaigns.*

### INTRODUCTION

Since its introduction in the late 20<sup>th</sup> century, multi-platform advertising and marketing communications activities have played an indispensable part in the pervasive digital economy as part of the contemporary human experiences (Neijens & Voorveld, 2015; Nielsen, 2014). These multi-platform technologies have become an integral part in the life of many younger consumers around the world (Pew Research Center, 2012). They have shown similarly significant impacts on consumers with different demographic attributes as reported by Pew Internet Research Project (2014, January). For many young consumers, they began

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their early multi-platform experiences with relatively simple mobile phones, and has progressed into avid users of feature-rich cell phones and hand-held computers (Stempel & Hargrove, 1996).

The evolution of multi-platform advertising technologies (for example, mobile or social media platforms) have affected advertising and marketing communications strategies and practices (Dreyer, 2013). In this com.Score report, Dreyer (2013) also identified the following five strategies to take advantage of the advent of multi-platform advertising practices: 1) to focus on platform-centric marketing strategies; 2) to create integrated, yet consistent, user experiences with platforms; 3) to maximize multi-platform campaign effectiveness through the leveraging synergies; 4) to collect and analyze users' demographic data to increase targeting efficiencies; 5) to select the most appropriate and relevant metrics to measure campaign ROI. Given the significant impacts of multi-platform advertising on consumers, advertising and marketing communication industry, and technology firms, this book chapter reports a cross-national qualitative study of Mexican and U.S. consumers to provide a rich and thorough exploration of their decision-making process to adopt mobile social media—a potentially feasible advertising media. This book chapter concludes by reviewing the current state of multi-platform advertising research to show its impacts on advertising, marketing, and consumer research. This study attempts to demonstrate what this multi-platform phenomenon have affected advertising research and methods.

## **BACKGROUND**

### **The United States: Country Profile**

The United States is a country with about 324 million people (UNData, 2016a). Its population density is 35.14 (International Telecommunications Union, 2016a). GDP per capita in 2014 is USD\$54,306 (UNData, 2016a). Various ICT indices show that the United States is a developed country. Its fixed (wired)-broadband subscriptions are 31.53 per 100 inhabitants (or 31.53%), while those for active mobile-broadband are 109.23 per 100 inhabitants (or 109.23%) (International Telecommunications Union, 2016a). Its mobile-cellular subscription has grown to 117.59 per 100 inhabitants (or 117.59%) (International Telecommunications Union, 2016a) and individuals using the Internet is about 87.4% (International Telecommunications Union, 2016a; UNData, 2016a). Percentage of households with Internet access is 82.20 (or 82.20%) (International Telecommunications Union, 2016a).

### **Mexico: Country Profile**

Mexico is a country with about 128 million people (UNData, 2016b). Its population density is 65.34 (International Telecommunications Union, 2016b). GDP per capita in 2014 is USD\$10,325 (UNData, 2016b). As seen in Figure 2 below, several ICT indices have shown that Mexico is a developing country (International Telecommunications Union, 2016b). Subscriptions of fixed telephone is 15.88 per 100 inhabitants (or 15.88%), while mobile-cellular telephone subscriptions are far more popular among Mexican consumers (85.30 per 100 inhabitants) (International Telecommunications Union, 2016b). Its mobile-cellular subscription is about 98.4% and individuals using the Internet is about 87.4% (UNData, 2016b). Access to the Internet through fixed (wired)-broadband is 11.65 per 100 inhabitants, while active mobile broadband subscriptions are 50.36 per 100 inhabitants (or 50.36%) (International Telecommunications Union, 2016). In 2014, 82.5% of its population has subscribed to mobile and cellular devices

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