



The Influence of Real-time Marketing Campaigns of Retailers on Consumer Purchase Behavior

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ABSTRACT

The rapid advancements in technology have provided retailers with various methods of communicating with the customer such as real-time marketing (RTM). RTM allows retailers to interact with customers through various means in real time. Although many businesses are starting to adapt RTM as a marketing tool in their businesses, the influence of RTM on consumer purchase behavior has not been investigated. The primary purpose of this study was therefore to determine the influence of RTM campaigns of retailers on consumer purchase behavior in South Africa. An empirical study was conducted, in which data was collected from consumers of retail stores in the Gauteng province of South Africa by means of a web-based (computer-assisted), self-administered questionnaire. A quantitative approach was followed in order to satisfy the research objectives of the study. The study found that RTM campaigns that were personalized and offered immediate discounts influenced consumers behaviors.

Keywords: Real-time Marketing, Consumer Behavior, Retailers, Technology

JEL Classifications: M30, M31

1. INTRODUCTION

With the increased developments and changes in the economy, technology and consumer purchase behavior have led to retailers having to adapt their businesses, the products and services that they provide and the way in which they communicate with customers (Dunne et al., 2014. p. 2). The development of new software technology has made it possible for retailers to personalize their offerings based on the consumers purchase history. Technology has also made it possible for retailers to communicate with the customer anytime, at any place and through a medium that the customer prefers (KPMG, 2013. p. 1).

The rapid changes in technology and social media as well as changes in consumer behavior have led to businesses developing creative ways of capturing consumers' attention and anticipating and responding to consumers' needs in real time. These developments have led to the growth of real-time marketing (RTM).

RTM can be defined as the "... systematic, multi-channel engagement, using more than one channel to communicate with

the customer, based upon real-time insights" (GolinHarris, 2013. p. 1). RTM is the ability of a business to go the extra mile, to engage with their customers in a way that is non-intrusive, and be able to share information that is relevant through the use of multiple media channels (GolinHarris, 2013). A study conducted by Evergage (2014) indicated that marketing professionals defined RTM as "personalization of content in response to consumer interactions (emarketer, 2014). Research conducted by Wayin (2016. p. 6) found that marketer's definitions of real time marketing involved the use of various digital and social media tools to develop content in order to respond to their audience as fast as possible. The results showed that marketers indicated that in order for a marketing campaign to be considered "real-time," the response time to the audience must be within minutes (Wayin, 2016. p. 6).

Over the past few years RTM has evolved. It has moved from focusing on up-to-date events and current trends to a more customer centric approach that makes use of various customer data to deliver personalized content at the right time and through the right media channels (Galetto, 2017). RTM has also progressed to include responsive marketing, which essentially combines a

strategically planned marketing campaign with a current event (Nicholson, 2016). The business thus plans their content before the event and strategically responds to the event when it happens.

Previously marketing campaigns consisted of well thought out and planned campaigns that followed strict schedules and deadlines. Today however, customers want real-time interaction that is personalized to their needs. Through the use of various technology and new media platforms marketers are able to deliver this type of real-time personalized interaction to consumers in the form of RTM campaigns. RTM is on the rise and as such it is important to understand if these types of marketing efforts have an influence on consumer behavior and if so how does it influence the consumer's behavior.

Not much academic research has been conducted in the field of RTM as a whole. There is thus a lack of understanding of how RTM campaigns will influence consumer purchase behavior. This research will provide further insight on RTM from the consumer's perspective. It will also provide retailers with an indication as to which RTM campaigns to make use of in order to influence customers purchase behavior.

The next section will discuss RTM in detail.

2. RTM

In order to deliver marketing communication messages effectively and to engage with consumers, retailers have started using more than one communication channel that enable the interaction with customers in real time (GolinHarris, 2013). RTM encompasses the use of more than one channel to engage with the consumer at a time and place that is convenient for the consumer, and doing so in real time. It also involves listening to consumers and anticipating their interests (Lieb, 2014, p. 3). With RTM, the retailer is able to use the channels that individual consumers prefer and to respond in real time to their needs.

2.1. Forms of RTM

RTM can take on one of three forms, automated RTM, personalized marketing that is executed in real time, and marketing campaigns that are developed in real time (Bathelot, 2013). These are discussed below:

- Automated RTM: This refers to delivering the right, pre-written messages to the right customers at the right time (Davies, 2013). These are automated messages that are triggered by various events or actions of the customer, and which are sent almost immediately after the action. For example, a consumer wants to purchase a mobile phone. They search using Google for the specs of the latest mobile phones on the market and prices. A pop-up banner advertisement appears on the consumer's search page for a mobile phone store closest to the consumer.
- Personalized marketing efforts executed in real time: This refers to marketing messages that are created for the customer and executed in real time. For example, some retailers offer consumers loyalty cards that can be used to generate points for every purchase. When consumers pay with their loyalty

cards, their points accumulate or they receive an immediate discount for their purchase.

- Marketing campaigns developed in real time: This refers to marketing messages that are developed and sent in real time via different channels as a result of an event or special occasion. Events such as the Soccer World Cup, the announcement by the Duke and Duchess of Cambridge's of a royal baby and the Oscars generate considerable interest and consumer conversation. Brands use these events to be part of the conversation and gain awareness.

2.2. How RTM Works

RTM makes use of various technology and software to gather and analyze consumer data in order to send out real-time messages to the right customers. Businesses can gather customer data from the customers themselves when they fill in promotional forms or apply for loyalty programmes (Raj, 2014). Additional customer information, such as customer purchase behavior and purchase history, likes and dislikes, online and social media behavior, can be captured using various data analytics software (Raj, 2014). The businesses can then analyze and identify patterns and relationships in consumer behavior, which results in sales (Lee, 2014). This data is then used to segment the customers based on their specific needs and wants and develop strategies that are specific to the individual customer (Davies, 2013; Lee, 2014). Businesses, such as Amazon.com, make use of this type of technology to deliver a personalized online experiences to their customers (Rao, 2013). Using data analysis and software to capture web browsing, Amazon.com personalizes their home page per user based on consumers' previous interaction on their site, and they make pro-active data-driven suggestions to the consumer for future purchases (Rao, 2013).

Another tool that assists in the execution of RTM is geolocation. This refers to the use of mobile devices and online services to identify the real-world geographic location of an individual or his/her proximity to a specific area or store (Cravens and Burtoft, 2013, p. 273; ISACA, 2011, p. 5). Geolocation data can be obtained through GPS devices, mobile phones, credit/debit card transactions, radio frequency identification and social media postings (ISACA, 2011, p. 5). By using geolocation technology, retailers are able to develop special offerings to consumers who are within a specific area (Cravens and Burtoft, 2013, p. 273).

Retailers also make use of various automated technology to send out RTM messages, such as automated bulk text message services or bulk e-mail services. As technology changes and improves, RTM evolves and it has become easier for businesses and retailers to implement and monitor their RTM efforts (Smith, 2013).

2.3. RTM Channels

Consumers have access to many devices with more than one channel to gain information about a retailer and their products, to get reviews from others and to search for what they need (GolinHarris, 2013). Information is available to consumers instantly in real time and they expect retailers to interact with them and respond in real time as well (Wirth, 2013). With RTM, the retailer is able to use the channels that individual consumers prefer and to respond in real time to their needs.

Using the correct marketing communication channel is important for the success of a RTM campaign. There are various online and offline marketing channels that can be used to send messages and interact with consumers in real-time.

Figure 1 indicates the most common marketing channels that are used for RTM campaigns.

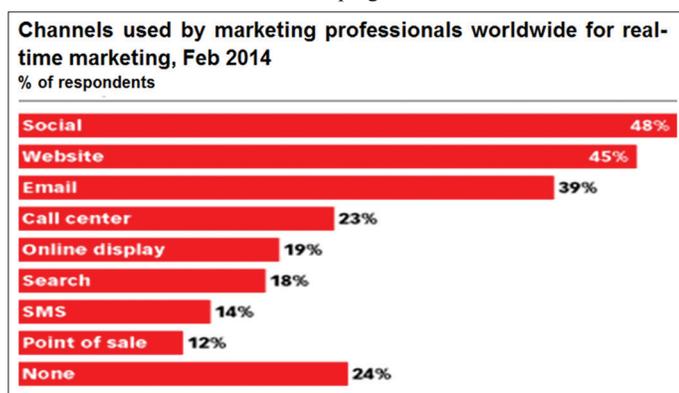
Social media is the most common tool that is used for RTM campaigns by marketers (eMarketer, 2014). Social media refers to the various activities of individuals who gather online to share knowledge, opinions and various types of information using various forms of media (Taskiran and Yilmaz, 2015. p. 201). Social media includes tools such as social networking sites (Facebook and Twitter), video sharing sites (YouTube), picture sharing sites (Instagram and flicker), blogs, mobile and local search engines, and user-created content sites. These social media channels allow the business to engage with the customer in real time and to gain feedback from the customer.

The businesses website is also often used in RTM campaigns. Businesses are able to personalize their websites based on the consumer's previous search and purchase history and make proactive data-driven suggestions to the consumer for future purchases (Rao, 2013). Automated triggered e-mails are also commonly used for RTM. This refers to the marketing messages that are sent automatically and that are triggered by an event or any action taken by the consumer (Bathelot, 2012). Another RTM tool is online displays, or online banner advertisements which refer to advertisements that appear on the consumer's computer or mobile device screen (Kelly, 2014). These advertisements are based on the consumer's online search history.

Non-digital tools such as call centers and point of sales are also used in RTM. These channels allow for a salesperson to market the product to the customer either telephonically or at the point of sale stand in real-time.

With the development of new technology and social media, the way in which consumers interact with each other has changed. Consumers are always connected to the internet and have access to much more information than before (Garner, 2013. p. 6).

Figure 1: Most common channels used for real-time marketing campaigns



Source: eMarketer (2014)

In South Africa, however, only 41% of the population use the internet (The Broadband Commission, 2013. p. 99). A report by the Broadband Commission shows that 25.5% of households in South Africa have internet access. The report also found that mobile broadband subscriptions in South Africa are increasing by 30% per year (The Broadband Commission, 2013. p. 99). Consumers make use of the internet and are able to decide which information they would like to see by accessing websites or through social media networks (Pelsmacker and Neijens, 2012. p. 1-4). RTM is the next step in interacting with these customers, developing customer relationships and providing customers with customized marketing services.

3. OBJECTIVE OF THE STUDY

The growth in the utilization of RTM campaigns by retailers has given rise to the question of whether or not RTM campaigns have an influence on consumer purchase behavior. This aim of this study is to determine the influence of RTM campaigns on consumer purchase behavior.

The primary objective of this study is to determine:

- The influence of RTM campaigns of retailers on consumer purchase behavior.

4. RESEARCH METHODOLOGY

For this study, primary data was collected by the researcher. The type of research used was descriptive with a quantitative approach. In order to achieve the objectives of the study, survey research was conducted. Convenience sampling was used for this study. This method of data collection was cost-effective, and data was collected within a short period of time. The data collection method that was used for this study was that of a web-based online survey.

The target population for this study comprised consumers in the Gauteng region of South Africa. Gauteng was chosen as more than a quarter of the retail sector's contribution to the total gross value added in South Africa comes from Gauteng (Gauteng Provincial Treasury, 2012. p. 29). The units of analysis for this study consisted of individual consumers of retailers within Gauteng. These consumers included anyone who was over the age of 18 and who had made a purchase from a retail store and who resided in Gauteng, a province in South Africa. As discussed with the Bureau of market research (BMR) of the University of South Africa, for the study to be measurable, a sample of at least 120 retail consumers was necessary.

The researcher gathered a sample of consumers by providing consumers who were readily available (at retail stores, in malls, at work or at social gatherings, etc.) with information regarding the study, and asking them whether they would like to participate in the research study. The consumers who agreed to participate were asked to provide the researcher with their e-mail addresses, which then formed part of the database that was used to send out the survey. Social media such as Facebook, Twitter and LinkedIn were also used. The researcher uploaded a short description of the study on these social media sites and included a weblink to

an Excel document where interested individuals were able to provide their e-mail address to be included in the final database. These consumers were sent an e-mail with a web link to an online survey platform, LimeSurvey, on which the survey was presented.

5. RESEARCH FINDINGS

A total of 201 consumers indicated their willingness to participate in the study. The survey was sent to these 201 individuals of which 201 responses were received back. From the responses that were received, 33% of the responses were partial responses. The partial responses were the result of the qualifying questions that were asked in the survey. Some of the respondents also answered selected questions only and as a result, the number of responses for each question differed. The number of responses received was in line with the minimum of 120 responses that was required by the BMR.

In order to analyze the data that was collected from the sample, descriptive research was used.

The respondent group consisted mostly (53%) of consumers between the ages of 26 and 35. Of these consumers more than half of the respondents were female (67%). The majority (99%) of respondents completed matric and had some form of higher qualification. Understanding the demographic profile of respondents was important as it assisted in determining the type of consumers (with regard to gender, age, and qualifications) most likely to be attracted to RTM campaigns of retailers.

5.1. The Influence of RTM on Consumer Behavior

The focus of the current study was on RTM and to determine whether RTM campaigns of retailers will affect consumer

purchase behavior. In order to determine the influence of RTM campaigns on consumers purchase behavior, respondents were given a list of statements regarding their behavior in response to RTM campaigns, and they were asked to indicate on a scale of 1 (“strongly disagree”) to 4 (“strongly agree”) whether they agreed or disagreed with the statements. The results provided an indication as to which RTM campaigns will have an influence on participating consumers’ purchase behavior. This may assist retailers to execute RTM campaigns that consumers will respond to and that will result in purchases from the consumer.

In Table 1, the influence of the various RTM campaigns on the consumers’ purchase behavior can be seen. In order to simplify the reporting, the responses in disagreement (“disagree” and “strongly disagree”) and agreement (“agree” and “strongly agree”) were combined in the analysis and reporting.

It is clear from Table 1 that most of the respondents agreed/strongly agreed that they would purchase from a retail store if they received discount vouchers based on what they most frequently purchased at the time of purchase (89%) and if they received discounts based on their current purchases at the time of purchase (86%). Respondents also indicated that they would purchase from a retail store if the retailer creates personalized marketing offerings at the time of purchase for them (83%).

From Table 1 it can be seen that 62% of respondents disagreed/strongly disagreed that they would purchase from a retailer if the retailer engaged directly with them on Twitter in real time. More than half (56% of respondents also disagreed/strongly disagreed that the following would have an influence on their purchase behavior:

- Receiving a text message from the retailer as they walk past the store;

Table 1: The influence of RTM on consumer behavior (n=135)

No	Statements	Strongly disagree (%)	Disagree (%)	Agree (%)	Strongly agree (%)	Mean
Q12.1	I will purchase from a retailer if I receive discounts based on my current purchases at the time of purchase	0	14	53	33	3.19
Q12.2	I will purchase from a retailer if I receive discount vouchers based on what I most frequently purchase at the time of purchase	2	9	58	31	3.19
Q12.3	I will purchase from a retailer if I receive a text message regarding store sales as I walk past a store	6	50	30	14	2.52
Q12.4	I will purchase from a retailer if the retailer engages with me directly through Twitter in real time	13	49	27	11	2.37
Q12.5	I will purchase from a retailer if the retailer engages with me directly on Facebook in real time	6	49	34	11	2.49
Q12.6	I will purchase from a retailer if the retailer engages with me directly through e-mails in real time	5	50	31	14	2.55
Q12.7	I will purchase from a retailer if their website is personalised based on my previous online behaviour	3	30	52	16	2.8
Q12.8	I will purchase from a retailer if they respond to trends and specific cultural events using social media tools in real time	6	25	45	25	2.88
Q12.9	I will purchase from a retailer if they create personalised marketing offerings at the time of purchase for me	3	14	66	17	2.97
Q12.10	I will purchase products of a retailer that appear on pop-up online banners that are based my current needs	20	35	35	9	2.34

RTM: Real-time marketing

- Retailers engaging with consumers directly on Facebook in real time (55%),
- Retailers engaging with consumers through e-mail in real time (55%) and,
- Online pop-up banners that are based on consumers' current needs (55%).

The mean scores as seen in Table 1 represents the average of the consumers' responses per statement provided, and was used to rank the statements. The highest means were for the statements "I will purchase from a retailer if I receive discounts based on my current purchases at the time of purchase" (3.19) and "I will purchase from a retailer if I receive discount vouchers based on what I most frequently purchase at the time of purchase" (3.19). These means scores are representative of the 89% of respondents who agreed/strongly agreed with these statements. The lowest mean score (2.34) was for the statement "I will purchase products of a retailer that appear on pop-up online banners that are based on my current needs," which indicates that most of the respondents selected "disagree" on the Likert-type scale. This result is representative of the 55% of respondents who disagreed/strongly disagreed with the statement.

Table 1 indicates the influence of real-time marketing on the consumer's behavior.

5.2. Consumers Response to Various Marketing Communication Tools

In determining the influence of RTM on consumer behavior, respondents were also asked to indicate their response towards various marketing communication tools.

Respondents were asked to indicate whether they would "disregard," "consider at a later stage," "pay selective attention to" or "attend to immediately" in terms of items in a list of marketing communication media. Table 2 indicate the range of results regarding consumers' responses to various marketing communication tools. The results provide an indication as to which marketing communication media will attract the consumers' attention and which will most likely result in purchases.

It is clear from the results in Table 2, that respondents regarded online and social media tools, such as pop-up online advertisements (64%), online banner advertisements (58%), advertisements on Twitter (46%), advertisements on LinkedIn (46%) and YouTube (44%), as clutter and would immediately disregard these advertisements. Respondents indicated that they paid selective attention to traditional media such as television advertisements (46%) and radio advertisements (45%). Respondents also indicated that they would attend to and view discounts received from the retailer based on their current purchases at the time of purchase

Table 2: Consumers' responses to various marketing communication tools

No	Media type	Disregard immediately/ regard as clutter (%)	Consider at a later stage (%)	Selective attention/ browse (%)	Attend to/view as valuable (%)
Traditional media					
Q14.1	Television advertisements	17	15	46	22
Q14.2	Radio advertisements	12	19	45	24
Q14.3	Newspaper advertisements	21	25	40	14
Q14.4	Pamphlets received from retailers	38	23	22	17
Online media					
Q14.5	Pop-up online advertisements	64	13	17	5
Q14.6	Online banner advertisements	58	13	25	4
Q14.7	Personalised e-mails from retailers	22	31	32	16
Q14.8	Personalised retailer websites	15	15	38	31
Mobile devices					
Q14.9	Personalised text messages from retailers	32	22	26	20
Q14.10	Product information that pops up on the retailer's mobile website	33	21	39	7
Q14.11	Retailer advertisements on mobile applications	41	20	30	10
Social media					
Q14.12	Advertisements on Facebook	29	17	38	16
Q14.13	Advertisements on Twitter	46	15	28	11
Q14.14	Advertisements on YouTube	44	14	33	9
Q14.15	Advertisements on LinkedIn	46	15	29	9
Real-time marketing					
Q14.16	Discounts received based on current purchases from a retailer at the time of purchase	4	14	23	59
Q14.17	Discount vouchers received based on what is most frequently purchased at the time of purchase from a retailer	5	13	28	54
Q14.18	Text messages regarding store sales as they walk past a store from a retailer	13	17	37	33
Q14.19	Retailers engaging with consumers directly through social media in real time	12	17	43	28

(59%) and discount vouchers received based on what they most frequently purchase at the time of purchase (54%) as valuable to them.

6. CONSTRUCT VALIDITY OF CONSUMER RESPONSE TO MARKETING COMMUNICATION

To examine the construct validity of the 4-point Likert scale determining what RTM tools influence consumer purchase behavior was analyzed. In order to determine if there were common factors among respondents regarding what real time marketing communication tools influenced their purchase behavior, exploratory factor analysis was conducted. Two factors were requested based on a scree plot and eigenvalues. The eigenvalues for these factors were above 1 with a cumulative percentage of 69.65%. The scree plot indicated a dramatic drop in the curve after 2 factors. In order to confirm the relationship of each variable to the underlying factor, factor loadings were done.

Factor loadings that were done indicated three possible factors. These three factors indicated cross loading between factor 1 and factor 2. The variables were looked at to determine which factor they aligned the most with. It was found that these variables did not make sense with either of the factors. The factor loading indicated that two of the factors consisted of only two items. For a factor to be suitable, more than two items should ideally be grouped together. If only two items make up a factor, it is deemed as a limitation. Factor loadings were than done for two factors only and this reflected clean loadings without any cross loadings. It was thus reasoned that it would be suitable to make use of only two factors as seen in Table 3.

Table 3 indicates the two factors that were identified that represent the 10 items of the scale.

Two factors that were identified were, factor 1 = personalization and factor 2 = discounts. The items that were grouped under factor 1 focused on, personalized interaction of the retailer with the consumer. The second factor that was established focused on receiving discounts or vouchers at the time of purchase, in real time.

6.1. Reliability

The reliability or internal consistency of the 4-point Likert scale determining what real time marketing tools influence consumer purchase behavior was analyzed. The Cronbach's alpha's as indicated in Table 4 for factor 1, personalization (0.84) and factor 2, discounts (0.72) are above 0.7 which indicates a good reliability of the factors.

The results of the factor analyses and reliability test indicates that consumers identify two factors, personalization and discounts as factors that will influence their purchase behavior. This is in line with the results of the descriptive statistics in Table 2 which also indicates that real time marketing campaigns that offer personalization and immediate discounts will have an influence on the consumer's behavior. This was also in line with the results of Table 1 where participating consumers indicated that immediate discounts received at the time of purchase would influence their purchase behavior.

7. DISCUSSION

The marketing environment is constantly changing and evolving. With the increase of new software technology and accessibility to technology, there are many new ways to engage with customers. In order to obtain the attention of their consumers, retailers have had to find new ways of interacting and communicating with consumers. In order to achieve this, there has been a movement towards the use of communication methods, such as social media, mobile media and e-mail, that not only allow for two-way communication between the retailer and the consumer, but also for real-time interaction with consumers. This has led to the introduction of RTM as a new marketing tool for retailers. The use of RTM as a marketing tool has increased over the past few years. As such the objective of this study was to determine the influence of RTM campaigns on consumer purchase behavior in South Africa.

The current research found that RTM campaigns, which offered personalized marketing offerings at the time of purchase and discount vouchers based on what the customer purchased most frequently at the time of purchase and discount vouchers received immediately, had an influence on the respondents' purchase behavior. The results as indicated in Table 1 clearly show that

Table 3: Rotated factor loadings for the real time marketing tools that influence consumer purchase behaviour

Rotated factor loading	Factor 1	Factor 2
1. I will purchase from a retailer if the retailer engages with me directly on Facebook in real time	0.87	0.28
2. I will purchase from a retailer if the retailer engages with me directly through Twitter in real time	0.82	0.23
3. I will purchase from a retailer if the retailer engages with me directly through e-mails in real time	0.63	0.01
4. I will purchase products of a retailer that appear on pop-up online banners that are based my current needs	0.60	0.04
5. I will purchase from a retailer if I receive a text message regarding store sales as I walk past a store	0.52	0.33
6. I will purchase from a retailer if their website is personalised based on my previous online behaviour	0.52	0.33
7. I will purchase from a retailer if I receive discount vouchers based on what I most frequently purchase at the time of purchase	0.15	0.99
8. I will purchase from a retailer if I receive discounts based on my current purchases at the time of purchase	0.02	0.57
9. I will purchase from a retailer if they respond to trends and specific cultural events using social media tools in real time	0.36	0.46
10. I will purchase from a retailer if they create personalised marketing offerings at the time of purchase for me	0.35	0.36

Table 4: Cronbach's alpha

Factor	Cronbach's alpha	Strength
Personalisation	0.8425	Very good
Discounts	0.7243	Good

most of the respondents (89%) agreed that they would purchase from a retailer if they received discount vouchers based on what they most frequently purchased. Respondents also agreed that they would purchase from a retailer if they received discounts based on their current purchases at the time of purchase (86%). The findings further indicated that the respondents would purchase from a retail store if the retailer created personalized marketing offerings at the time of purchase for them (83%).

In determining the real time marketing tools that influence consumer purchase behavior two factors were identified, personalization and discounts. The Cronbach's alpha for the two factors were found to be acceptable as the Cronbach's alpha values were above 0.60. This indicates that the scale used was reliable. The results indicated that that respondents would attend to and view discounts received from the retailer based on their current purchases at the time of purchase (59%) and discount vouchers received based on what they most frequently purchase at the time of purchase (54%) as valuable to them.

Most (64%) respondents regarded online pop-up advertisements, online banner advertisements, LinkedIn, Twitter and YouTube advertisements as clutter (Table 2). Respondents also indicated that they did not prefer online pop-up advertisements (64%) and online banners (58%) as a form of communication from retailers. These tools, did not influence the respondents' behavior and were often regarded as clutter. Respondents thus tended to disregard RTM campaigns that made use of these marketing communication media. The reason for this result could be that these media platforms could be seen as invasive and disruptive and participating consumers did not find value in marketing communications from these platforms. Retailers should thus refrain from spending too much money on these marketing communication tools that consumers regard as clutter.

8. CONCLUSION AND RECOMMENDATION

Marketing communication refers to the messages that are sent out by retailers to customers in order to inform, persuade and remind them about the retailers business and their offerings. Over the years the ways in which retailers and marketers communicated these messages to their consumers changed. Technology has provided many more interactive means of sending out their messages to their consumers such as RTM. RTM refers to the use of various marketing communication media, such as social media, online marketing tools and advertising, to engage with consumers or to respond to relevant current or cultural events in real time.

This study aimed to determine the influence of RTM campaigns on consumer purchase behavior in South Africa. The results of the study indicate that RTM campaigns that were personalized and that offered immediate discounts to the consumer influence

consumers purchase behavior. Respondents also indicated that they would attend to and view discounts received from the retailer based on their current purchases at the time of and discount vouchers received based on what they most frequently purchase at the time of purchase) as valuable to them. The implication of this for retailers may be that they should focus their RTM efforts on campaigns that offer immediate discounts and discount vouchers as these campaigns could result in action by consumers.

The research will benefit the retail industry in South Africa as it will provide an indication of how of whether or not their RTM efforts will most likely influence the consumers purchase behavior. It also provides an indication of what RTM channels they regard as clutter and what they would pay attention to.

One of the key recommendations from this study is that retailers focus on personalizing their real time marketing campaigns for the individual customer. The research indicated that personalization of real time marketing campaigns has an influence on the consumer's behavior and consumers pay attention to real time marketing campaigns that are personalized for them. Personalization should thus be an important aspect of a real time marketing campaign.

This study followed a convenience sampling method, and as such cannot be generalized to the entire population. The sample size was also very small, and thus further research will have to be done on a larger sample of the population.

Another limitation is that the study was focused in Gauteng, a province of South Africa only. To obtain a holistic view of the influence of RTM campaigns of retailers, further research will have to include the entire population and not just one province.

Future research regarding RTM should delve deeper into how consumers perceive real time marketing efforts of retailers; an identification of factors that may influence consumer's perceptions of real time marketing could provide greater insight into the field.

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