

ABSTRACT



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Abstract

The growing possibilities as well as the increased interest in mobile work are creating new possibilities for the telecommunications industry. Mobile business solutions are seen as a way to access the business-critical data of companies and individuals without the limitations of place or time. Now the market for these innovative solutions should be examined to find the most receptive target segments, taking the whole product concept to the main street market. This drives the suppliers of mobile business related products to explore the possibilities and benefits that high-tech segmentation can offer for their everyday marketing.

This study aims to give an insight into the current state of the market for these innovative high-tech products and more specifically to create a segmentation model to discover the potential target groups of mobile business solutions in the western countries. The research problem of the study is: How to find target groups for mobile business solutions? The answer to the research question was searched through the following sub-problems:

What are the characteristics of marketing and segmentation of technological innovations?

How could segmentation variables be implemented in the case of mobile business solutions?

The resulting two segmentation models were built using a constructive research approach which in this case utilizes existing theories of high-tech marketing and more specifically segmentation together with the findings of the empirical study conducted. It should be highlighted that the essence of the constructive research approach is to provide tools for managerial problem solving and also to possess practical relevance and functioning. Therefore it was found very useful given the every-day business nature of this thesis.

The topic of high-tech marketing is rather widely studied. But the specific case of segmenting mobile business solutions has received very little attention from the research community. This study works as a valuable tool in giving guidelines and possibly new, even innovative approaches to this strongly hyped product concept. The study will show that there are complicated and challenging issues facing the industry but also that the actions taken to handle these issues are encouraging companies to invest time and money into R&D and marketing. The segmentation models for horizontal and vertical mobile business solutions, combined with market research of a given case or solid market knowledge (also referred to as intuition), work as a valuable tool in finding receptive and successful target groups for this promising product concept.

Key words	Mobile business, Innovation, High-tech marketing, Segmentation model, Technology
Further information	