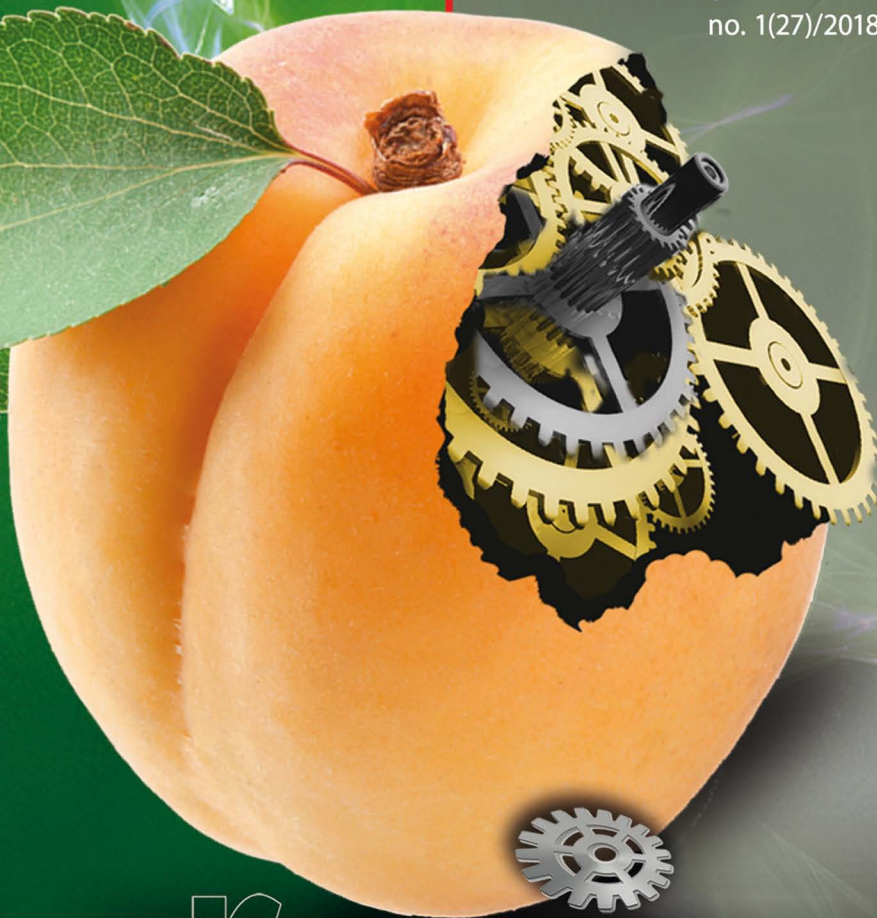


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MOBILE MARKETING IN THE PROCESS OF BUILDING VALUE FOR GENERATION Y ON THE TOURIST MARKET



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Summary

In 2017 the youngest consumers qualifying for the Y/millennials generation in Poland (people born between 1984 and 1997) will be 20 years old. In Poland it is a group of about 9 million people who are in the stage of life cycle characterized by high dynamics of growth of product and service consumption. Information and communication technologies (ICT) play a key role in the life of Y-generation. They influence the decision-making process and formation of the purchasing process on the market. An area using ICT technologies is the continuously growing set of instruments of mobile marketing, in particular in the area of communication with clients (among others, mobile applications, mobile vouchers, SMS/MMS, newsletter).

In the article, on the basis of the results of conducted direct surveys, the issues concerning the conditions for the use of ICT technologies by the representatives of Y generation are described. The article presents chosen tools of mobile marketing used by companies in the process of building the value of products/services on the tourist market for a specific target group (Y generation) characterized by needs and expectations different from the segments of the market served by tourist companies thus far.

Keywords: mobile marketing, Y generation/millennials, tourist market

Introduction

One of key decisions in marketing activity is the identification of the target group for the products and/or services offered by a company. Segmentation of the market facilitates making decisions about the choice of group(s) of consumers whose needs will be satisfied by a company's offer. Market trends determined by, among others, changes of social-demographic character have a substantial impact on the process of market segmentation and subsequently the choice of the target group. Companies conduct in-depth analyses of the market focusing on the identification of changes which will have the biggest influence on the formation of the purchasing behaviours of consumers from the served target group. Trends of both a local and global character are subject to the diagnosis. Information from this area is delivered to the greatest extent by the results of social surveys, which bear the characteristics of a social diagnosis and are published by commercial and public research centres (among others, *Diagnoza społeczna 2015. Warunki i jakość życia Polaków*, ed.J. Czapiński, T. Panek).

The available research results point to, among others, the popularization of mobile access to the Internet, which is associated with the growing popularity of smartphones. Over a half of Poles (57%)¹ now use smartphones and more and more declare that they use mobile access to the Internet using data transfer offered by mobile networks². At the same time the composition of the group of people using mobile devices is not uniform in terms of social-demographic characteristics³. Also, the degree and scope of using mobile devices varies in particular social groups⁴. Using modern information and communication technologies (ICT) is one of the dimensions which substantially differentiates groups of peers and is one of distinctive factors in literature on the subject and in the economic practice of X, Y and Z generations.

Companies, in response to the ongoing changes in the environment, among others, the emergence of new groups of consumers (X, Y, Z generations), take actions aimed at adapting their marketing activity to the expectations and values important from the perspective of served clients. The development of ICT technologies has influenced the frequency of utilization of mobile marketing tools, among others, SMS and MMS messages, QR codes, newsletters, by companies. In particular, an

interesting subject of research are marketing activities of companies operating on the tourist market, taking into consideration the fact that the client frequently changes his location in the process of consuming a tourist service.

The goal of this article is to present the results of surveys concerning the opinions and attitudes of consumers from the Y generation towards mobile marketing tools used by entities from the tourist market (travel agents, airlines, gastronomy, hotels etc.).

In the first part of the article the issues associated with generation Y and issues associated with mobile marketing are discussed. Next, the methodology of conducted direct research is presented and the surveyed sample is characterized. Further parts of the paper contain a discussion concerning the results of direct surveys, including:

- devices which the representatives of generation Y use to gain access to the Internet;
- place and frequency of using the Internet by means of mobile devices within a day;
- the approach to the use of mobile marketing tools by companies operating on the tourist market in marketing communication;
- the kind of devices used by consumers to carry out activities associated with behaviours on the tourist market.

The article contains a summary including key conclusions drawn from the presented research results delivering cognitive and application-related values to managers working on the tourist market.

Generation Y and mobile marketing

In literature on the subject and in the field of business practice the main criterion for distinguishing, division as well as allocation of individuals to peer groups — generation X, Y and Z is mainly a person's age. Generation X includes people born in the years 1965–1980, generation Y (the so-called millennials) are people born after 1980 (in literature on the subject an even more precise period

is mentioned, that is, 1984–1997⁵), at the same time generation Z are people born after the year 2000. Nevertheless, apart from age, the key variables distinguishing generations X, Y and Z are different thoughts, values and behaviours shared by each of the groups. One of the planes for the identification of important differences in behaviours between consumers from the generations X, Y and Z are attitudes, opinions and behaviours in the area of modern information and communication technologies.

Generally, it is generation Y (the so-called millennials) which is called the generation of enthusiasts of "mobile" solutions. What suggests high significance of mobile devices in the life of millennials are the results of a survey in which 24% support the statement: "As soon as I wake up, I reach for a smartphone, or tablet to check what interesting things are happening around the world and what my friends are doing". Millennials are the generation of people who have been in touch with electronic media from the very start, which has taught them a positive approach to modern information and communication technologies. For the representatives of Y generation Internet is a plane for the formation of social ties, as well as knowledge and entertainment. Moreover, among the characteristic traits of people from generation Y there are the following: creativity, openness to new challenges, sharing knowledge, learning new things. The key elements of the identity of the millennials is having free time for your passions, nurturing friendships and travels, as well as healthy diet and physical activity⁶.

For the representatives of generation Y the Internet is a source of entertainment, relaxation, inspiration and communication⁷. Millennials are a generation strongly attached to mobile applications, as 69% of them have declared that they can't function without access to an application on a smartphone, or a tablet. Only 1% of the surveyed don't trust applications and Internet platforms offering services. A major share of mobile applications used by the millennials are those which facilitate moving around cities — 91% of them know the application jakdojade.pl (8 out of 10 use it on a regular basis) and 86% use Uber⁸.

Generation Y currently constitutes around 1/4 of the Polish society. It is estimated that there are 9 to 11 million millennials⁹, in Poland, which constitutes a major segment of consumers with very specific needs and purchasing behaviours, which have to be addressed by companies, among others, in the area of conducted marketing activity. A response to the needs

of communication and purchasing needs of the millennials are activities conducted within the framework of mobile marketing.

Mobile marketing (m-marketing) by means of available instruments creates an interactive environment for a dialogue between the sender and receiver of the advertising message¹⁰ and covers the actions taken with the utilization of mobile devices (e.g. smartphone, or tablet)¹¹. Among the instruments of mobile marketing there are the following: mobile applications, mobile WWW websites, mobile vouchers, electronic mail, SMS and MMS messages, QR photocodes, newsletter, communication based on the location of the consumer and helpline.

Mobile marketing instruments create big opportunities for the personalization of the advertising¹², and information message, reaching any place without temporal limitations, enabling immediate reaction of the consumer to the communication activities of the sender of the message¹³. Thus, the instruments of mobile marketing constitute a plane for creating values important from the perspective of generation Y in the area of: spending free time and pursuing passions, nurturing friendships and travelling, physical activity. Mobile marketing instruments enable millennials to enjoy the conveniences arising from the development of ICT technologies, providing contents desired by the user¹⁴, or creating purchasing opportunities outside a company's headquarters, they also enable service in the location of the current stay of the user of a mobile device.

As a result, the efficiency of activities in the area of mobile marketing seems to have a considerable impact on the level of satisfaction with the used tourist services, which in essence are associated with moving and frequent change of the consumer's location. That's why it is important to identify the attitudes and opinions of consumers from generation Y, taking into consideration the available instruments of mobile marketing, which can be used by companies operating on the tourist market.

Description and methodology of direct surveys

The research was conducted at the end of December and the beginning of January 2017 on the basis of the technique of online questionnaire. Information about the survey was disseminated in the social media (among others, Facebook), moreover, the link to the survey questionnaire was sent

to the potential respondents by e-mail. Such form of distribution of the research tool enabled reaching the respondents — representatives of generation Y — in a comparably easy way. The main rationale for the use of this research technique was above all simple organization of the measurement, the possibility of surveying a comparably big group of respondents in a short time and low costs. An important methodological restriction is undoubtedly the declarative character of the survey, non-random choice of respondents and low degree of sample control. 258 respondents took part in the survey. Full social-demographic characteristic of the surveyed sample is presented in table 1.

Table 1. Characteristic of the respondents participating in the survey titled "The attitudes of generation Y consumers to mobile marketing tools used by companies on the market of tourist services" (N= 258)

Features	N	%
Gender		
Woman	174	67.4
Man	84	32.6
Age		
16–20	68	26.4
21–25	141	54.7
26–30	29	11.2
31–36	20	7.8
Current level of education		
Primary	2	0.8
Junior high school	13	5.0
High school/vocational	147	57.0
University	96	37.2
Place of residence		
Countryside	27	10.5
Town with up to 50,000 inhabitants	52	20.2
Town with 50,000–100,000 inhabitants	53	20.5
City with more than 100,000 inhabitants	126	48.8
Subjective assessment of the material situation of your household		
Very good	47	18.2
Good	142	55.0
Moderate	62	24.0
Poor	6	2.4
Very poor	1	0.4

Source: own materials.

Social-demographic characteristics presented in table 1 are coherent with the research problem and correspond with the adopted subject of research. However, it is necessary to point out that the size of the sample and the method of selection don't give the right to recognize it as a representative sample and to make general conclusions about the whole population. The research was exploratory in character, but can serve as an important source of information in the area of discussed subject, especially for managers of entities from the tourist branch.

The utilization of mobile devices by the representatives of generation Y

In the first part of the survey the respondents were asked to name devices they use to gain access to the Internet. They were also asked where they most often use these devices to browse the Internet and how often they use a particular device every day. The results of the survey show that currently mobile devices are successfully replacing the desktop computer in access to the Internet. The analysis of research results shows that most often, in order to gain access to the Internet, respondents — representatives of generation Y — choose mobile devices: laptops (86.0%), smartphones (77.9%) and tablets (31.0%). Only 30.6% of the respondents choose desktop computers. Representatives of generation Y, to gain access to Internet contents, also take advantage of the functions offered by interactive tv's (14.0%) and phablets (phones with screens bigger than 5 inches) — 7.4%.

It is worth pointing out here that the percentage of people using the Internet by means of mobile devices has been growing dynamically in the recent years. Back in 2010 "mobile users" constituted less than a half of Internet users¹⁵. Thus, along with the growth of the number of mobile devices on the market, including in particular smartphones, consumers' awareness of the possibilities of using the Internet on a phone is growing.

Location and frequency of the utilization of access to the Internet by generation Y

Apart from the issue of access to the Internet itself, one of the main detailed goals of the research was identifying the places where the respondents most often use devices to browse the Internet and how often they use this access per day. The results of the research show that the respondents used a desktop/laptop computer to use the Internet most often at home (72.1%), at the same time they use smartphones outside their homes, mainly in school, at university, or work — 78.7% of the respondents — and in other places, mainly means of transport, as well as shops, or shopping centres — 89.5%. The research has already shown that using the Internet is common among the respondents (100% declared they use the Internet everyday). It is also worth signalling here that the time people spend online using mobile devices keeps growing, e.g. almost 16% of the respondents declared that they use the Internet by means of a smartphone for over 6 hours per day. The median of the use of Internet by the respondents using a smartphone is 3.6 hours and by the respondents using a desktop/laptop computer is 3.2 hours. The results of the survey give us the right to conclude that the perception of mobile devices, including, in particular, smartphones, in generation Y is changing. For generation Y smartphone is becoming a "daily tool", a natural element of their daily functioning in the environment, a life companion in almost any moment: at home, at school, at university, at work, on holidays, during travels and even during most intimate moments.¹⁶

Many people from generation Y have their smartphones on them all the time.

The growth of popularity of smartphones among people from generation Y results mainly from the fact that the functionality of smartphones as mobile devices is constantly getting expanded. Now practically all information that could be obtained only by means of desktop computers with access to the Internet is now offered by smartphones. Additionally, the advantage of smartphones as a mobile device is that they can be used practically everywhere. In fact, it is impossible to describe all functions offered by contemporary smartphones.

The presented results show that not just the very fact of using the Internet, but also the kind of devices used to gain access to the Internet (mainly mobile devices) and places where you use the Internet (mobile devices can be used not just at home, but also at university, or in means of transport, shopping centres, hiking trails, etc.) are to a large extent determined by age (respondents are the representatives of generation Y)¹⁷.

Vast majority of consumers representing generation Y in essence recognize "mobile communication as indispensable in their life"¹⁸. In literature on the subject the phenomena mentioned above — frequency of using a smartphone, the diversity of places in which people use smartphones and the scope of using smartphones for various activities — are currently becoming the basic measures of "mobile transformation" of consumers¹⁹. In such a situation the application of mobile technology in the marketing activity of contemporary entities from the tourist market is becoming more and more important. It is because this technology creates many new opportunities for more efficient functioning of the whole tourist sector. This covers not just the area of communication with client e.g. in the area of visualisation of the presentation of a product offer (e.g. travel agencies), or in the area of booking systems (e.g. hotels, airlines), but also for the exchange of information between clients and the "verification" of the proposed tourist service offer by the clients. The "verification" of the proposed offer on the market of tourist services usually concerns gastronomic services and hotel facilities, the representatives of generation Y often "verify" the offers of museums choosing "virtual tours around museums to check whether it is worth visiting them in reality.

In association with this, entities from the tourist market, to achieve marketing success, should systematically adapt their offer, or methods of sale to mobile devices, especially if their offer is aimed at consumers representing generation Y. It is because mobile devices are becoming the dominant tool for gaining access to the Internet and as research shows in the nearest future they will also become the main screen for Internet advertising²⁰. These phenomena in a way force the entities from the tourist market to change their marketing strategies, in particular, activities in the area of marketing communication and stimulate the development of competitive models of functioning. Within them chosen activities associated with behaviours on the tourist market (shopping, reservations, verification, or looking for information) will be facilitated by e.g. offering a useful application.

The attitudes, opinions and behaviours of generation Y towards mobile marketing tools

One of the subjects of research was the identification of the respondents' attitude to particular mobile marketing tools used by companies operating on the tourist market in marketing communication. For the purpose of identifying the attitude to particular mobile marketing tools: helpline, newsletter, electronic mail, SMS/MMS messages, mobile vouchers, QR codes, communication based on the client's location, mobile website and mobile applications the following "like" scale was used: I like it, I rather like it, I don't care about it, I rather not like it, I don't like it²¹.

Analysing data contained in table 2 we can note that the respondents declared that they have the most positive approach to mobile applications as a mobile marketing tool (a total of 76% of "like" and "rather like" answers) and to mobile websites and mobile vouchers (64.7% and 52.7% of "like" and "rather like" answers, respectively). At the same time, according to declarations, the respondents displayed the most negative approach to helplines — only 7.8% of "like" and "rather like" answers and 58.9% of "not like" and "rather not like" answers. The "least known" mobile marketing tools are QR codes and MMS messages. In case of these mobile marketing tools 19% and 15.5% of respondents, respectively, declared that they haven't encountered these tools in case of marketing activities of companies functioning on the tourist market. What may be surprising is the attitude of respondents to QR code as an instrument of mobile marketing. Almost 36% of the respondents declared that their attitude is neutral. Over 19% of the respondents declared that they have a negative approach to QR codes (not like, and rather not like). Finally, 19% declared that they haven't encountered such a tool on the tourist market²². What makes these results surprising is the fact that it is one of the "oldest" mobile marketing tools (the beginning of application of QR codes date back to the middle of 1990's) and the fact that in essence they have a very high informative potential and additionally, information is delivered immediately in the place and at the time desired by the smartphone user²³. An important advantage of QR codes is that it is a low-budget solution, as well as that using them is

Table 2. The respondents' approach to mobile marketing tools (N=258)

Marketing tool	I like it		I rather like it		I don't care		I rather not like it		I don't like it		I haven't encountered such a tool	
	N	%	N	%	N	%	N	%	N	%	N	%
Mobile applications	114	44.2	82	31.8	39	15.1	10	3.9	8	3.1	5	1.9
Mobile website	95	36.8	72	27.9	54	20.9	12	4.7	15	5.8	10	3.9
Mobile vouchers	64	24.8	72	27.9	54	20.9	15	5.8	17	6.6	36	14.0
Electronic mail	42	16.3	60	23.3	80	31.0	31	12.0	41	15.9	4	1.6
SMS messages	38	14.7	37	14.3	52	20.2	54	20.9	63	24.4	14	5.4
QR codes	28	10.9	39	15.1	92	35.7	22	8.5	28	10.9	49	19.0
Newsletter	24	9.3	56	21.7	97	37.6	29	11.2	37	14.3	15	5.8
MMS messages	23	8.9	18	7.0	64	24.8	44	17.1	69	26.7	40	15.5
Communication based on the consumer's location	19	7.4	35	13.6	68	26.4	51	19.8	50	19.4	35	13.6
Helpline	10	3.9	10	3.9	61	23.6	47	18.2	105	40.7	25	9.7

Source: own research.

easy and fast. Moreover, they are commonly available. It is also worth pointing out here that QR codes are quite commonly used in tourism e.g. by airlines — code from boarding pass, Internet railway ticket, codes in hotel rooms giving access to mobile websites of tourist attractions, codes on restaurant menus provide information about products and offer mobile vouchers. At the same time a QR code placed on an advertising leaflet of a restaurant can "take" the smartphone user to an Internet website with breakfast, lunch, or dinner menu depending on the time of the day when the QR code was scanned, etc. Nevertheless, it is possible to explain negative and neutral attitude of the respondents to QR codes with significant disadvantages of the solution, among others: the necessity to install dedicated software, while most clients expect a complete tool for reading QR codes, as well as incompetent utilization of QR codes by marketing specialists e.g. after scanning QR codes the user is redirected to a website, which is not optimized for mobile devices. On top of that come security problems (the possibility of scanning a false code with installed malware)²⁴.

Going back to the analysis of information provided in table 2 it is worth pointing out that it comes as no surprise that the respondents

pointed to mobile applications²⁵ as the tool of mobile marketing they like the most. It is because mobile applications are not just one of the most advanced contemporary tools of mobile marketing, but they are also one of the tools that is gaining more and more popularity and is broadly used in tourism. This is confirmed by other results of the discussed research which show that over 61% of the respondents declared that they already have one installed mobile application of a company providing services on the tourist market (tour operator, airline, travel agent, accommodation services, gastronomy etc.). It seems that we can formulate the thesis that mobile applications, making it easier for a contemporary tourist to search for information about his destination, allowing him to see sightseeing routes, visualization of historical buildings, check the weather conditions in the place of his stay, book tourist services, check currency exchange rates etc., can contribute to the growth of demand for tourist services, as well as increase security and comfort of stay outside the place of residence and thus constitute one of the main factors behind the development of the tourist branch in the coming years.

Most certainly, mobile applications have a big potential for development in the area of tourism, especially taking into consideration the prospect of dynamic growth of demand for mobile devices, including above all smartphones. The key elements, which undoubtedly contribute to the fact that people declare they have a positive attitude to mobile application in tourism is, among others, ease of use, graphic design, illustrations, professional text and innovative functions which mean that e.g. an application is "something more" than just e.g. a simple guidebook. It is also worth adding here that even though mobile applications are becoming a kind of standard in marketing communication in many branches, it seems that they are still regarded by the consumers as a distinctive feature, or an element building competitiveness and in a significant way building the image of the entity offering it as a modern market entity.

Other mobile marketing tools that the respondents like the most, along with applications are mobile websites and mobile vouchers. Mobile website is in essence a traditional desktop website scaled down to the dimensions of a smartphone screen. Consumers-users of smartphones

most often expect basic options — including above all finding the address, route, opening hours, contact data, information about the availability of Wi-Fi connection, opinions of other consumers, or the possibility of making a reservation, or cancelling a reservation — from the mobile websites provided by the entities from the tourist market. At the same time, in case of airlines consumers additionally expect e.g.: information about the network of connections, information about delays, possibility of online check-in, etc. Another among the most appreciated mobile marketing tools are mobile vouchers. In essence they constitute a kind of "certificate" issued by an entity from the tourist market as a service provider that the client can buy a particular service at a price reduced by the amount shown on the voucher. We can distinguish two types of mobile vouchers: push (sent by the advertisers) and pull (downloaded by the consumers themselves). The research identified the way mobile vouchers are distributed by entities from the tourist market and whether the respondents have already used such mobile vouchers. Thus, in essence push-type mobile vouchers were investigated. The results of research show that mobile vouchers are most often distributed by means of notifications in mobile applications, SMS/MMS messages, or newsletter. However, the rate of use of promotional mobile vouchers of the push kind offered by entities on the market of tourist services isn't too high (see table 3).

Table 3. The manner of distribution and the level of utilization of promotional mobile vouchers from companies operating on the market of tourist services

Mobile vouchers — distribution	The level of utilization of promotional mobile vouchers							
	Often		From time to time		Rather rarely		Never	
	N	%	N	%	N	%	N	%
Notification in mobile application	34	13.1	51	19.7	48	18.6	125	48.6
SMS/MMS messages	21	8.1	52	20.1	50	19.3	135	52.5
Newsletter	17	6.5	37	14.3	49	18.9	155	60.3

Source: own research.

However, it is worth pointing to the fact that moving vouchers to the mobile channel may bring a company a whole series of benefits, among

others, reduction of costs (the costs of producing mobile vouchers are lower than the costs of producing traditional vouchers), greater ability to measure the utilization of offers by individual consumers, thus, in essence immediate information about the efficiency of a conducted campaign²⁶ or high flexibility in creating and delivering vouchers to the consumers, the possibility of sending mobile vouchers only to the clients chosen by a company, following earlier definition of the targeting criteria²⁷. It is also worth adding here that an average user of mobile vouchers in Poland are people aged 18–24 living in big cities who use mobile vouchers mainly in such categories as gastronomy, fashion, services, entertainment²⁸.

Another detailed goal of the research was identifying the approach of the respondents to using SMS messages as a mobile marketing tool for chosen marketing activities conducted by companies operating on the market of tourist services. The results of the research are presented in table 4.

Table 4. The respondents' attitude to using SMS as a mobile marketing tool of contemporary companies operating on the tourist market

Use of SMS	Respondents' attitude						Total	%
	Positive		Neutral		Negative			
	N	%	N	%	N	%		
Sending mobile discount vouchers	141	54.6	81	31.5	36	13.9	258	100.0
Information about promotional activities	135	52.3	81	31.3	42	16.4	258	100.0
Loyalty activities	94	36.4	111	43.0	53	20.6	258	100.0
Sales activities	79	30.6	113	43.7	66	25.7	258	100.0
Contests	56	21.8	101	39.1	101	39.1	258	100.0
Providing entertainment (SMS with links to videos, games, music etc.)	30	11.6	80	31.0	148	57.4	258	100.0
Polls (opinion polls, market research)	20	7.7	107	41.4	131	50.7	258	100.0

Source: own research.

The premise for this detailed goal in the research was the fact that even though SMS is the oldest tool of mobile marketing (first commercial SMS was sent in 1992), it turns out that this simple mobile communication tool is quite efficient²⁹. For example, according to a survey

conducted by SMSAPI in cooperation with IPSOS 33% of Poles above the age of 15 receive commercial offers on their phones and 44.3% claim they are able to take advantage of the offer delivered by SMS³⁰. It is also worth emphasizing that: 75%, or about 4.5 billion of phones around the world can handle SMS, 96% of smartphone users use SMS, 41% of smartphone users can't imagine their life without SMS. Among the advantages of SMS as a mobile marketing tool there is also "high ratio of fast reading" (it amounts to 98%, while in comparison, in case of e-mails it is just about 22%, moreover, an SMS is read within 4 minutes from reception by almost every recipient), SMS is also a source of 6–8 times higher engagement than e-mail etc.³¹ Other advantages of SMS from the perspective of a company are, among others: low cost, possibility of personalizing the message, ease of measuring the effects of an SMS campaign, flexible communication tool giving the possibility of reaching every holder of a mobile device.

The analysis of the results of the survey shows that the respondents have a positive attitude to the application of SMS as a mobile marketing tool mainly for the purpose of sending mobile discount vouchers and sending information about promotional campaigns. At the same time they displayed a negative attitude to the use of SMS for opinion polls (market research), delivering entertainment (SMS with links to games, videos and music), as well as using SMS in various kinds of contests. It is worth pointing out here that the application of SMS as a mobile marketing tool requires the consent of the phone owner to receiving text messages³².

Another detailed goal of the research was the identification of the type of device used by the respondents for particular actions associated with behaviours on the tourist market (see table 5).

Analyzing data contained in table 5 we should notice that a major share of the respondents declared that they have already in reality done many things associated with behaviours on the tourist market, e.g. buying airplane tickets, bus tickets, railway tickets, ordering a taxi, checking the offer of a travel agent, booking a stay, or booking a table in a restaurant, as well as searching for information about historical sites, cultural events in the area of the tourist destination. Smartphone as a mobile device was most often used for ordering a taxi (almost 56% of the respondents declared that

they used a smartphone to order a taxi) as well as for searching for information about historical sites, or cultural events in the area of a tourist destination (over 46%) and for booking a table in a restaurant (over 34%). At the same time laptops were usually used for buying airplane, or bus tickets, booking a room, or checking the offer of a travel agent.

Table 5. The device most often used by the respondents to conduct particular activities associated with behaviours on the tourist market (N=258)

Device	Chosen actions associated with behaviours on the tourist market													
	Buying an airplane ticket		Buying a bus/railway ticket		Ordering a taxi, e.g. Uber		Checking the offer of a travel agent		Booking accommodation		Searching for information about historical sites/ cultural events in the area of a particular tourist destination		Booking a table in a restaurant	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Smartfon	19	7.4	53	20.5	144	55.8	56	21.7	37	14.3	120	46.5	88	34.1
Tablet	11	4.3	11	4.3	4	1.6	14	5.4	12	4.7	23	8.9	8	3.1
Laptop	135	52.3	117	45.3	12	4.7	166	64.3	170	65.9	104	40.3	60	23.3
I never did it using a mobile device	93	36.0	77	29.8	98	38.0	22	8.5	39	15.1	11	4.3	102	39.5
Total	258	100	258	100	258	100	258	100	258	100	258	100	258	100

Source: own research.

It is worth pointing to the fact that activities associated with behaviours on the tourist market conducted by means of a smartphone are practically associated with the will to use a service immediately (e.g. ordering a taxi, or booking a table in a restaurant), or with looking for information about historical buildings/cultural events. At the same time actions associated with payments are most often taken by way of a laptop (desktop computer), e.g. almost 82% of the respondents who ever bought a plane ticket did it using a laptop, but less than 12% of them

did it using a smartphone. Using a laptop for checking the offers of travel agencies can be explained with a bigger screen and greater browsing possibilities.

Summary

It is worth pointing out that entities from the tourist market, planning mobile marketing communication should take into consideration, among others, the fact that the representatives of generation Y are using smartphones as a mobile device more and more often almost everywhere: at home, at work, in school, at university, as well as in means of transport, shops, during travels etc. What also seems important is the fact that smartphones are used by the representatives of generation Y not just for talking, or sending messages, but also for many actions associated with behaviours on the tourist market e.g. looking for information (weather forecast, searching for information about historical sites, cultural offer in the area of a tourist destination, or "taking a virtual tour" of the place of stay before the real tourist visit etc.) and at least to a varied degree for carrying out various types of transactions (booking accommodation, buying a plane, railway, bus ticket, ordering a taxi, booking a table in a restaurant etc.).

The fact that representatives of generation Y declare their attitude to many mobile marketing tools (especially mobile applications, mobile websites, or mobile vouchers) is positive, comes above all from significant potential of these tools for building value for the clients. Among these values we can name: ease and high speed of obtaining information (e.g. information about the location of a tourist destination, checking weather conditions in the location of the planned stay), availability (the possibility of using mobile application everywhere and all the time), the possibility of making comparisons, saving costs, security (e.g. secure booking of a room) saving time (e.g. help in planning and/or during tourist travels), entertainment (e.g. taking a "virtual tour" of the place of stay before a real tourist stay), or the possibility of co-creating the tourist offer etc. What seems to be the essence of all values for the client arising from the

development of mobile marketing tools is convenience. Entities from the tourist market can use this fact to, among others, build better relations with clients — representatives of generation Y through e.g. a loyalty programme module in mobile application, or providing the clients with many useful bits of information, promotional offers, including information of contextual character resulting from purchasing history, or the place of stay. Moreover, it is worth pointing to the fact that smartphones allow a contemporary tourist to resign from many traditional attributes of tourists: paper maps, dictionaries, guidebooks, as well as cameras, or camcorders etc., as he can find all these functions in one mobile device (smartphone) and mobile applications³³. In this context mobile solutions look like a "natural partner" for the sector of tourist services.

Thus, it seems that the scope of utilization of mobile marketing tools dedicated to the tourist branch will be growing and their offer will be evolving in terms of technology and will make achieving tourist goals more attractive and easier. Entities from the tourist market planning mobile communication should still remember that they can captivate the heart, attention and engagement of the representatives of generation Y mainly with creativity, openness and transparency.

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