

PRECISION MARKETING: A MOBILE APPLICATION CASE FROM HONG KONG

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[dx.doi.org/10.18374/JIBE-20-3.2](https://doi.org/10.18374/JIBE-20-3.2)

ABSTRACT

In this paper, we reviewed previous studies on precision marketing and described a mobile application developed for vegetables and seafood products in Hong Kong. This analysis provides a framework for current marketing management practices with the implementation of information and communication technology (ICT). Actionable information from Marketing 4.0 can benefit marketers and improve the effectiveness of marketing campaigns.

Keywords: *Precision marketing, big data, consumer behaviour, Marketing 4.0*