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ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF GRADUATE STUDIES

THE EFFECT OF MOBILE MARKETING ON CUSTOMER POSTPURCHASE BEHAVIOUR: A RESEARCH ABOUT COSMETIC PRODUCTS IN PAKISTAN

MASTER'S THESIS

Huma SALEEM

Department of Business

Business Administration Program

AUGUST, 2024

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THESIS EXAM REPORT

Istanbul Aydın University Institute of Graduate Studies Board of Directors …….. date and ……. The thesis of ……..., whose thesis defense exam was held on …… before the jury members formed at the meeting no. ……..…..……. .* and …….……..** decision was made.

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DECLARATION

I hereby declare that all information in this thesis document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results which are not original to this thesis.

Huma SALEEM

FOREWORD

I would like to express my thanks and gratitude to all those who helped me accomplish this work and to overcome our difficulties, especially Assist. Prof. Dr. Muhammad Talha NARCI who honored me by accepting the supervision of my letter and making observations and suggestions that would enrich the scientific research of all professors at the Faculty of Business Administration.

I would like to thank Istanbul Aydin University for having a Master's degree in Business Administration.

August, 2024 Huma SALEEM

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ABSTRACT

.This thesis investigates the interrelationships between Mobile Marketing, Customer Satisfaction, and Customer Retention in the contemporary digital landscape. Through empirical analysis and interpretation of data obtained from regression analysis using the maximum likelihood method, the study examines five hypotheses positing relationships between Mobile Marketing efforts and customer outcomes. The results reveal significant positive relationships between Mobile Marketing and both Customer Satisfaction and Customer Retention, highlighting the pivotal role of Mobile Marketing in shaping customer perceptions, behaviors, and loyalty. Real-life examples illustrate the tangible impact of Mobile Marketing strategies on enhancing Customer Satisfaction and fostering Customer Retention. The study also uncovers a reciprocal relationship between Customer Satisfaction and Customer Retention, emphasizing the symbiotic nature of these constructs. However, limitations such as sample representativeness and data collection methods are acknowledged, along with suggestions for future research. Overall, the thesis contributes to a deeper understanding of the complex dynamics influencing customer experiences and loyalty in the digital era, offering practical insights for businesses seeking to thrive in competitive markets.

Keywords: Mobile Marketing, Purhasing Behaviour, Cosmetic Products, Pakistan

THE EFFECT OF MOBILE MARKETING ON CUSTOMER POSTPURCHASE BEHAVIOUR: A RESEARCH ABOUT COSMETIC PRODUCTS IN PAKISTAN

ÖZET

.Bu tez, çağdaş dijital ortamda Mobil Pazarlama, Müşteri Memnuniyeti ve Müşteriyi Elde Tutma arasındaki ilişkileri araştırıyor. Maksimum olasılık yöntemini kullanarak regresyon analizinden elde edilen verilerin ampirik analizi ve yorumlanması yoluyla çalışma, Mobil Pazarlama çalışmaları ile müşteri sonuçları arasındaki ilişkileri ortaya koyan beş hipotezi incelemektedir. Sonuçlar, Mobil Pazarlama ile Müşteri Memnuniyeti ve Müşteriyi Elde Tutma arasındaki önemli pozitif ilişkileri ortaya koyuyor ve Mobil Pazarlamanın müşteri algılarını, davranışlarını ve sadakatini şekillendirmedeki önemli rolünü vurguluyor. Gerçek hayattan örnekler, Mobil Pazarlama stratejilerinin Müşteri Memnuniyetini artırma ve Müşteriyi Elde Tutmayı teşvik etme üzerindeki somut etkisini göstermektedir. Çalışma aynı zamanda Müşteri Memnuniyeti ile Müşteriyi Elde Tutma arasındaki karşılıklı ilişkiyi de ortaya çıkarıyor ve bu yapıların simbiyotik doğasını vurguluyor. Ancak örneklem temsililiği ve veri toplama yöntemleri gibi sınırlamaların yanı sıra gelecekteki araştırmalar için öneriler de kabul edilmektedir. Genel olarak tez, dijital çağda müşteri deneyimlerini ve sadakatini etkileyen karmaşık dinamiklerin daha derinlemesine anlaşılmasına katkıda bulunarak rekabetçi pazarlarda gelişmek isteyen işletmeler için pratik bilgiler sunmaktadır.

Anahtar Kelimeler: Mobil Pazarlama, Satın Alma Davranışı, Kozmetik Ürünler, Pakistan

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I. INTRODUCTION

Due to the rapid growth of the market for portable communication, cell phones, which were previously only used by financial professionals, are now private items that are deeply ingrained in everyone's daily routines and are used slightly more frequently than other cell phones (Clarke, 2001). Other than voice services, advanced services that are added to mobile phone organisations include portable worth added services. These services' products can either be self-created by mobile telecom specialised cooperatives or made available through partnerships with content suppliers. Some of these services include games, icons, ringtones, information, online browsing, SMS (short message messaging) coupons, and electronic trades. (Anckar and D'Incau, 2002) suggested that they might provide clients with five qualities: time-sensitive requirements and game plans, imprecise requirements and judgements, entertainment requirements, effectiveness requirements and aims, and portability-related requirements. Because of portable value-added services, telecom expert co-ops will have additional options. By the way, all of them fall under one of the four categories of portable value-added services offered by telecom specialised organisations: data, correspondence, exchange, and entertainment. Even though new services are always being offered, telecom specialist companies must determine whether their offerings are compelling to consumers and capable of enabling exceptional post-buy goals once those customers have engaged them in order to increase revenue and successfully manage growth.

According to several studies (Khatibi, Ismail, and Thyagarajan, 2002); (Yang and Peterson, 2004), increasing administration quality, saw value, and customer loyalty is the key to company success. In order to determine which components of administration quality are usually relevant, this study aims to develop a scale for measuring the help nature of flexible value added perks. It also examines the relationships between administration quality, saw esteem, customer loyalty, and post-buy objective. There aren't many studies on the effectiveness of mobile telecom administrations, and there isn't yet a specific set of estimation lists for the assistance

quality of mobile value-added services.

Monetary globalization has led to the development of the global financial demand, bringing with it both new opportunities and problems. The yearly display of an astounding quantity of creations together with rapid advancements in specialized fields has fundamentally changed consumer preferences and demands. Customers are growing more reputable, intelligent, and dispersed, and they are expecting more noticeable customisation. This inevitable peculiarity has a revolutionary impact on buyers' perceptions and responses to the acceptance and proliferation of flexible showcasing initiatives. The greatest theory to investigate which states that dispersion is the cycle via which an invention eventually disseminates among people from a social context via certain channels. Exam papers and distributions pertaining to portable showcasing are dispersed around a few journals in diverse domains, such as data innovation, business research, designing, promoting, and finance. A study of the advantages and applications of portable promoting has recently been conducted (Dineshwar and Steven, 2013). Numerous factors have been identified by numerous studies (Laszlo, 2009) that affect how well-received flexible services and mobile marketing are. Eventually, even with the growing number of businesses engaging in flexible marketing initiatives, there is still a dearth of information in the literature on the attitudes and behaviors of the target audience. It remains unclear if consumers are adopting mobile marketing favorably despite a great deal of study on the topic and its adoption in a number of publications (Cheng, 2002). Additionally, there is yet little evidence of the unfavourable behavioural reactions of consumers that are a result of their disapproval of mobile marketing initiatives.

The main effects of the Web on retailing are reduced costs for shoppers (Lynch and Ariely, 2000); a wider range of products offered (Brynjolfsson, Hu, and Smith, 2003); lower prices; enabling customers to make better decisions for themselves; and strengthening the relationship with the brand after purchase (Edelman, 2010). For instance, (Court, Elzinga, Mulder, and Vetvik, 2009) discovered that 60% of consumers who bought products for good skin on their faces looked up information online after making a purchase. However, whether customers search for an experience, an item preview, an in-store environment, or a sales representative interaction, Web distance undercutting violates beliefs about purchase circumstances (Daugherty, Li, and Biocca, 2008). Because of their customization

based on individual profile, time, and location (Figge, 2004) and their openness disregarding overall setting (Chen and Nath, 2004), versatile administrations provide customers with additional value in applied examinations. Additionally, purchasers have the ability to self-credit roll categories (Proficient—while working), private—when not working, and position—while working, spending time nearby, or halting) (Dholakia and Dholakia, 2004). According to (Kumar and Zahn, 2003), functional productivity and customer commitment were the primary business motivations for adaptable innovation, which might support the viability and competence of retailers. Reasonable analyses provide recommendations for adaptable showing value chains that integrate different tasks completed by numerous parties in order to advance transactions and communication (Shankar and Balusbramanian, 2009). However, these investigations failed to take into account the customer's dedication as a co-creator of substantial value. For example, (Prahalad and Ramaswamy, 2003) acknowledge that a large portion of future innovations will result from customers participating in the co-creation of meaningful value. It is anticipated that flexible marketing strategies would be employed to sign up customers for remote co-creation initiatives. Therefore, customer incentives should influence retailers' adoption, usage, and commitment to portable advertising applications, which in turn affects representatives' dependability and hiring.

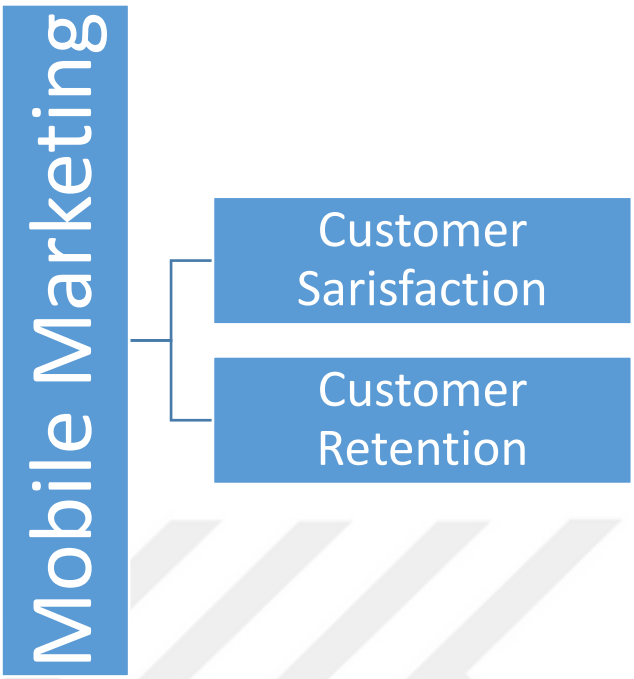
A. Research Objectives

The research objective could be to analyze the impact of mobile marketing on post-purchase behavior of consumers in the cosmetic products industry in Pakistan, with a focus on understanding how mobile marketing strategies influence customer satisfaction, loyalty, and repeat purchase intentions.

B. Statement of Problem

The cosmetic industry in Pakistan is witnessing a surge in mobile marketing strategies, yet a comprehensive understanding of the specific effects on customer post-purchase behavior remains elusive. This study seeks to address this gap by investigating the nuanced impact of mobile marketing on aspects such as customer satisfaction, loyalty, and repeat purchase intentions within the context of cosmetic products in the Pakistani market.

C. Framework:



This theoretical framework is self developed.

Figure 1: Theoretical Framework

D. Hypothesis:

H_1: Mobile Marketing has a positive effect on Customer Satisfaction

H_2: Mobile Marketing has a positive effect on Customer Retention

H_3: There is a relationship between Mobile Marketing and Customer Satisfaction.

H_4: There is a relationship between Mobile Marketing and Customer Retention

H_5: There is a relationship between Customer Satisfaction on Customer Retention

II. LITERATURE REVIEW

Portable showcasing is seen as a useful form of fostering connection because to its inherent qualities, which include customization, restriction, universality, and collaboration (Bauer, Reichardt, Exler, and Tranka, 2007). According to the Portable Showcasing Association (Strom, Vendel, and Bredican, 2014), versatile advertising is "a bunch of practices that empower firms to impart and draw in with their client in an intuitive and significant way through any cell phone or Individual Computerized Colleagues." The distant Promoting Association (WAA) defines portable showcasing as essentially transmitting commercial correspondences to mobile phones via a distant organization (Xu, 2007). It is undoubtedly impossible to define versatile marketing in a way that accurately captures its uniqueness; in fact, most definitions that have been proposed have primarily addressed innovation rather than attempting to go beyond it and establish a clear connection between it and the exhibiting industry (Ngai and Gunasekaran, 2007). As such, there is still a lot to learn about versatile showing.

According to (Shankar and Balusbramanian, 2009), text messaging or Short Message Services (SMS), and wireless access protocol (WAP) sites or website content links are the most widely used mobile marketing techniques. These mobile marketing techniques are regarded as beneficial and useful avenues for direct marketing and advertising campaigns (Wang, Lin, and Luarn, 2006). Front desk agents might enhance one-on-one interactions between businesses and customers by utilizing a portable displaying device. According to (Drossos, George, George, Flora, and Maria, 2007), it may be one of the most effective marketing channels that reaches the target audience wherever and whenever they choose. Numerous studies have shown the value and advantages of portable showcasing in a variety of domains (Dholakia and Dholakia, 2004). The main benefits of mobile showcasing for businesses were to increase wages, reduce advertising expenses, and reach a large audience for their services and goods. According to a few calculated analyses (Brynjolfsson, Hu, and Smith, 2003), mobile showcasing services offer customers

additional value in the form of a selection of less expensive goods and services, the ability to make better decisions for themselves, and tailored services based on the environment.

Scholarly work on the impact of variable promotion on customers' viewpoints and responses is lacking, both positively and negatively. This review of experiments aims to close this gap.

A. Mobile Marketing

Two Japanese market overviews identified segments of both fixed and flexible web clients (Okazaki and Romero, 2010). Reviews provided all of the information used in the investigations. If clickstream data from mobile phones had been remembered for the evaluations, the knowledge on the sections' precise adaptable Web use would have evolved and, surprise, more clear-cut division models may have been constructed. The research revealed segments of flexible pull marketing customers with varying degrees of usage, but it also revealed a lack of knowledge on mobile phone purchase tendencies.

(Mahatanankoon, Wen, and Lim, 2005) discovered useful m-trade working modes and prospective shopper-based applications. Customers using cell phones seemed to find the following applications particularly appealing: content delivery (searching and obtaining information about brands, retailers, varieties, prices, etc.); exchange-based (making requests and making payments for goods); area-based (obtaining time-sensitive, personalized offers based on location); advertising; navigation and routing to the closest store (using GPS); finding available items; and using directions. Additional mobile features that might be useful for customers using cell phones include content and data sharing, project management, memory support (shopping logs, brand and item photos, and bookmarks on websites), and brand and item sharing. In contrast to a PC or a webpage, the gadget may be used for a variety of functions, leading to a range of behavioral responses. Among the many uses for the camera are item inspection, verification, GPS location tracking, and the utilization of programs that provide more information and upgrades. As such, it may seldom serve as an adjunct to another channel, such as the physical store, or it may be the channel where a customer is now typically active. Everything becomes meaningful when an encounter is made gratifying.

According to (Okazaki and Romero, 2010), there are three groups of Japanese flexible Web users based on their financial status and way of life. Furthermore, studies suggested that cell phone buyers may also be divided into groups based on a variety of metrics. Since they were the ones who had previously possessed mobile force campaigns and occasionally used the mobile Web to find new information, understudies and young, single office workers appeared to best fit the profile of cell phone users. (Okazaki and Romero, 2010) have discovered fragments of dual Internet media consumers. Four distinct kinds of Web clients were identified in the Japanese market: two segments of heavy portable Web clients, portions of transitional fixed and flexible Web clients, and portions of heavy fixed Web clients.

One group of influential mobile users also made extensive use of the internet for dual purposes, whereas the other group only sometimes used it for defined goals. Given that both Web users were also smartphone users, it is likely that this behavior originated from fixed Web PCs and then developed from other mobile encounters. According to (Okazaki and Romero, 2010) findings, markets with high fixed Internet penetration and high percentages of dual media users may find success in attracting mobile device buyers using PC Internet.

The most widely used flexible marketing techniques are mobile selling, push notifications, message informing or Short Message Services (SMS), wireless access protocol (WAP) locales or site content connections (Shankar and Balusbramanian, 2009). These adaptable advertising strategies are thought to be beneficial and important avenues for directing publicity and advertising efforts (Wang, Lin, and Luarn, 2006). According to (Lee, Cheng, and Cheng, 2007), front desk employees may enhance one-on-one interactions between businesses and customers by utilizing mobile marketing as a tool. According to (Drossos, George, George, Flora, and Maria, 2007), it has the potential to be among the most effective advertising mediums that can reach the target audience at any time and anyplace. Numerous studies (Shankar and Balusbramanian, 2009) have emphasized the significance and advantages of mobile marketing in a variety of fields. According to (Chen and Nath, 2004), the main benefits of mobile marketing for businesses were concentrated on generating income, lowering advertising costs, and reaching a large audience for their goods and services.

Table 1: Earlier research on the concept for mobile marketing

Authors	Mobile Marketing Initiative	Findings
(Liu, Sinkovics, Pezderka, and Haghirian, 2012)	SMS	In contrast to respondents from Austria, Japanese consumers found portable advertising extremely bothersome.
(Varnali, Yilmaz, and Toker, 2012)	SMS advertising	A portable promotional message initiates substantial attitudinal responses, which in turn shape the behavior reactions the mission causes. This is how the mission's mindset and perceived rudeness are interpreted.
(Cheng, 2002)	SMS - MMS	SMS is more annoying than MMS.
(Shankar and Balusbramanian, 2009)	SMS - WAP - Telemarketing	A significant portion of their clientele despises those who are excluded from their accommodating environment. Therefore, in order for a customer to consent to receiving customized advertising messages, consent must be obtained.
(Xu, 2007)	SMS - MMS	Comparing interactive media to SMS and MMS, it seems that the former positively impacted utility and folly. That being said, people were more disturbed by multimedia push advertising (MMS) since it interrupts and overloads their minds.
(Carroll, Stuart, Eusebio, and Keith, 2007)	SMS advertising	The primary factor influencing the usage of mobile advertising, particularly SMS advertising, was perceived annoyance.
(Muk, 2007)	SMS	Customers view mobile marketing messages as invasive, bothersome, and/or an infringement on their privacy.

1. The value of mobile marketing for consumers

When comparing an item or service to competitors, its perceived value is defined as the advantages it provides above the expenses the user must incur to purchase and utilize it (Ulaga, 2003). Customers' experiences with the product determine how they feel about it (Parasuraman, 1997). Aesthetic value influences how mobile technology, services, and advertising are received and used, as well as how loyal customers are to these platforms. In that mindset of inquiry on the value of portable advertising to customers, perceived value was not quantified specifically. However, the great bulk of the research examined different aspects of advantages and penances. The Technology Acceptance Model (TAM), the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB) innovation qualities were utilized in studies of consumer mobile marketing adoption.

Research on how consumers utilize mobile advertising has mostly focused on the Media Gratification Theory, which has been applied to mobile media and has an impact on customers' attitudes, intentions, and behaviors while using mobile media. The media uses and gratifications hypothesis (Okazaki and Romero, 2010), media benefits, and felt annoyance were all incorporated in the TBP model assessments of benefits and perceived risk. A sacrifice component that is comparable to the TAM model's ease of use was employed in some perceived value research (Dickinger and Kleijnen, 2008).

2. Attitudinal outcomes of mobile marketing

Advances in flexible innovation have made many domestic and international organizations aware of the economic potential of mobile displaying vehicles. These cars enable businesses to establish a global digital footprint near their customers at any time and from any location (Laszlo, 2009). These developments in the consumer atmosphere have resulted in a rapid shift in the attitudes and behaviors of buyers (Shankar and Balusbramanian, 2009). According to (Lewis and Bridger, 2000), because today's consumers are expected to be autonomous, self-sufficient, astute, and engaged, it is more problematic than at any previous point in recent memory for businesses to try interference-based communication. Companies currently need to find out what consumers think about flexible displaying (Varnali, Yilmaz, and Toker, 2012). Views about flexible displaying have received well-established

attention. Perspectives, according to (Batra, John, and Aaker, 1996), are "mental states utilized by people to structure the manner in which they see their current circumstance and guide the manner in which they answer it." This programmed inclination to perform in a consistently particular or pessimistic way shapes clients' conduct expectations (MacKenzie and Lutz, 1989). Similarly, mentality is a mental probability expressed by a positive or negative evaluation of a certain object, according to (Eagly and Chaiken, 1993).

After doing research, (Andrews, 2006), came to the conclusion that customers' viewpoints influenced not only how they interpreted direct advertising limited time signals but also served as the foundation for certain decisions they made. Customers' attitudes regarding flexible advertising reflect how they feel about the purpose overall, whether positively or negatively (Varnali, Yilmaz, and Toker, 2012). Shop behaviorists are interested in demeanor because they believe it comes before conduct. It serves as a stand-in for conduct. Therefore, understanding and identifying clients' positive and negative views as well as the viewpoints that influence them to comprehend reference behavior is crucial when it comes to flexible marketing.

3. The perceived value of interactivity in mobile contexts

Customers' perceptions of the value of mobile advertising were based on the extra benefits it offered in addition to or instead of PC Web (Okazaki and Romero, 2010). An example of this would be when using a PC online was not feasible or open, or when portable devices were displaying more intelligence to innovations, channels, and products. The term "intuitiveness" refers to a variety of ways that people and groups interact, whether directly or via the use of sophisticated platforms or media. According to (Liu, Sinkovics, Pezderka, and Haghirian, 2012), member control over the experience, two-way communication, and the degree of synchronism determine the degree of collaboration. (Gao, Rau, and Salvendy, 2009), provided additional factors, such as availability (having access to other resources), liveliness, and relational correspondence (connection assuming particular features of relational correspondence), for circumstances that are portable. The findings indicate that a rise in saw collaboration and ideal evaluations of the two forms of marketing was caused by more noticeable pranking and flexibility in portable game promotion, as well as more reaction opportunities in versatile push publicizing. According to (Gao, Rau,

and Salvendy, 2009), the findings also suggest that the ideal saw commitment in flexible communications is more significant. This may be relevant for companies who provide information and games as well as, less important, adaptable push media, which is the least connected type of portable media. Regardless, suppliers should adjust their viewpoint to strike a balance between providing customers with just enough data to meet their demands and then reducing their participation in order to facilitate change.

4. Perceived value, consumer's goals and retailers outcome value

The goals that customers have while employing intelligent highlights are an important consideration when assessing how intuitiveness affects saw esteem. For instance, (Moe , 2003) discovered that the average modification rate for an online company website was 1.25%. Using clickstream data—a measure of how users navigate a website—five distinct customer segments were identified based on their hunting behavior. These pieces featured goal-coordinated prompt purchasers, epicurean quick buyers, fourth libertine future buyers, and, lastly, people who, just literally, arrive at the location and depart right away—people who are by no means considered clients. Because clients arrived at the site with varying expectations, the change rate fluctuated. While the rate for opulent programs was 2%, the change speed of goal-coordinated consumers who were considering a virtually rapid buy was 8–13%. These findings suggest that retailers should assess the nature of their online customers and adjust the content, layout, and collaboration of their website to better meet the needs, preferences, and brand and product experiences of their patrons. According to all accounts, learning effects have a negative influence on customers' seeming unwavering faith in an organization's website. If customers' increasing usage of a website's "stickiness" is beneficial to merchants' mobile marketing, it might eventually lead to an improvement in customer brand connections, store visits, and purchase volumes.

According to (Atkin and Block, 1983), Media Delight Hypothesis, consumers may use media for practical or hedonistic reasons. According to (Nysveen, Pedersen, and Thorbjørnsen, 2005), the most widely cited research on consumers' perceptions of cell phones and services focused on the significance of utilitarian enhancements and opulent developments of pleasure and expressiveness. The majority of the examined research indicates that consumers' perceptions of indulgent or utilitarian

attributes, also known as esteem inclinations or benefits, depend on the purposes for which they use flexible services. The bulk of the studies' main focus was on push advertising, the least intelligent portable media. The primary motivation for these investigations is that users are essentially limited to viewing push notifications on their mobile devices. Next, a review of these limited opportunities' apparent upsides was conducted. Less of the assessed study concentrated on adaptable drawing media rather than portable Web. In addition to not taking into account the terms of change and steadfastness, none of these examinations took into account the clients' novel aims in light of their preferences, image encounters, or class. As a result, in mobile situations, the relationship between the outward value, personal desires, and dealers' final respect was not accepted.

5. Onsumer perceived values, benefits and sacrifices of mobile marketing

Numerous findings confirmed the practical, intellectual, financial, and social value and advantages of mobile services. The findings of a few investigation studies revealed how values influenced consumers' choices for mobile media over PC Web. Values observed for adaptable services varied according on situational significance and peculiarity. Situational esteem affected the practical, domestic, social, and financial aspects, whereas oddity esteem just affected the deep and social motivation for data and entertainment services, as well as the financial incentive for data administrations (Pilström and Brusch, 2008). The significance of perceived utilitarian and emotional qualities also appeared to vary depending on the client segment and category. According to (Okazaki and Romero, 2010), merchants' brand positioning may be impacted by the perceived values and benefits of mobile marketing at this early stage of the campaign.

6. Perceived utilitarian values and benefits

Numerous studies promoting the adoption and use of mobile phones, services, and advertising have demonstrated the enormous, albeit not particularly overwhelming, importance of utilitarian features and advantages in situations when mobility is required. Accommodation value was a prerequisite for the application of suitable, adaptable retail classes like financial services and customer loyalty to data services. The reliability and caliber of the information also had a complete impact on steadfastness to flexible services and marketing. Personalization might increase the

material's accommodation value and relevance while also simplifying the usage of mobile advertising and services for customers.

Customization also had an impact on how portable advertising was adopted, used, and purchased. These findings suggest that the combination of clickstream data, individual profiles, and customer purchase history used by retailers with portable advertising may ultimately support the comfort value, customization, and sincerity of the retailers' mobile marketing while also fostering consumer loyalty. Another illustration of how information input techniques have been streamlined is the use of QR codes, or quick reaction contemporary codes, by Japanese organizations. By filtering this code, users might access a targeted, adaptable website without having to hassle with typing in the entire web address (Okazaki and Romero, 2010).

The primary utilitarian benefit influencing the adoption and utilization of flexible push advertising was believable, with content importance carrying less weight. Credibility and data were the two main advantages that affected the application of flexible force promoting. Validity primarily influences how consumers utilize mobile advertising, providing well-known companies an advantage in pre-existing customer relationships or the degree to which consumers trust mobile advertising.

7. The impact of mobile marketing on customer preferences and decision-making

Limited scholarly research has been done on this topic. In any event, industry surveys provide a basic overview of consumer behaviors and mindsets. In particular, a (DMA , 2008), analysis of 800 teenage and young adult cell phone administration clients in the US discovered that respondents to offers for portable showcasing were almost always male, in their teens or early adult years, made more money, and used informational highlights and cell phones more frequently. Therefore, it seems that some customer segments respond better to flexible advertising than others. The analysis also revealed that the item classifications using flexible promotion the most were food and drink (21%) and excellence and personalized consideration (15%), followed by entertainment, music, and video (44%). According to the overview, 12% of the portable offers were in the categories of get-away/travel,

automobile/transportation, business services, buyer electronics, and financial services. However, in terms of reaction, the review discovered that customers of entertainment, video, and music items were more receptive than those of other item categories. This suggests that for products and services related to entertainment, flexible marketing works best.

The focus also revealed that portable review support (41%) yielded the highest response rates (70%) for instant messaging promoting labor and products. Limits, the Internet, and flexible email were shown to be less successful in eliciting a response. These findings indicate that concise communications frequently elicit more responses than jumbled ones, which is consistent with the portable and untethered nature of a cell phone. The survey also showed consumer opinions regarding mobile marketing: over two-thirds of respondents wanted a "do not call" or "do not email/message" register for mobile phones, and fewer than 10% of respondents indicated interest in getting offers or seeing commercials in videos. According to the study, nearly two-thirds of respondents to mobile offers thought that text ads on their phones were annoying, but only 43% of respondents who received mobile offers felt the same way. Additionally, nearly half (45%) of respondents who did not receive mobile offers said they were not interested in the offers they received. These results imply that there is often little consumer receptivity to mobile marketing.

Therefore, how consumers feel about adaptable showcasing indicates how they will react to advances in mobile technology. According to a 2008 study conducted among 370 mobile phone customers in Austria, customers' opinions on and sense of control over portable (m)-coupons affected their desire to reclaim such coupons (Dickinger and Kleijnen, 2008). In particular, the research showed that customers' perceptions of control over mobile marketing were influenced by their concerns around mobile spam and the effort required to retrieve mobile discounts. Many different types of showcasing are now considered intrusive (Shankar and Balusbramanian, 2009).

According to the findings, marketers should concentrate on attracting customers who will be open to these initiatives in the near future and work to increase customer reaction to flexible advertising across the board. In order to identify and pursue certain product categories and marketing initiatives that support flexible advertising, advertisers will also need to do further research. Having the

ability to chat and interact with clients whenever and from anywhere opens up a lot of new opportunities, but there is also a tendency to misuse or abuse these opportunities. The challenge is in applying user-friendly mobile technology to strategically distribute advertising messages that provide customers with contributions that are tailored to their needs.

Going ahead, it will be important to investigate how consumers may be impacted by mobile marketing at different phases of their own decision-making processes in order to gain a deeper understanding of the consequences of managerial choices pertaining to this strategy. Managers may make informed decisions about the kind and timing of suitable mobile marketing campaigns by being aware of these implications.

B. Customer Satisfaction

Many perceptive studies have illustrated extraordinary properties of adaptable devices and considered their ramifications.

Seen universality is one of the most important aspects of portable administrations (Watson, Pitt, Berthon, and Zinkhan, 2002). According to (Okazaki and Romero, 2010), perceived universality is a multifaceted concept made up of advancement (or being "consistently on"), promptness, portability, and accessibility. Since versatile media provide distant, easy, area-specific correspondence, they are not exactly the same as mass advertising instructions in the promoting atmosphere (Shankar and Balusbramanian, 2009). The characteristics that set mobile phones apart are their versatility, individuality, organization, printing/visuality, and joining. They clarify that these distinctive qualities are valuable to customers. These attributes include information (such as locating information), personality (such as expressing personality), social interaction (such as exchanging experiences or receiving social approval), distraction and emotion (such as taking a break to watch movies or listen to music on the internet or experimenting), ease (such as quickly juggling multiple tasks like paying bills), and financial respect (such as receiving limits or offers for advancements).

Customers may download an app initially based on its value and convenience, but an app's true power lies in its intuitiveness, enabling customers to interact with

the brand through its cutting-edge features (Bellman, Potter, Treleaven-Hassard, Robinson, and Varan, 2011). Documentation of intelligent components that support the powerful adequacy of marked applications. The majority of the 106 apps, which come from renowned international companies, employ features like drive, remarkable quality, advancement, control, customization, and critique, according to their content analysis of those applications. According to their findings, rather than PC-based websites, marked apps enable "whenever, anywhere" collaboration with simple-to-understand routing and control features that are appropriate for customers in a flexible context. Furthermore, by offering users a feeling of agency, these applications also raise their satisfaction and propensity to stick with the companies.

1. The Customer adoption of mobile devices and services

The main factors influencing a consumer's decision to adopt a mobile device or service are, in line with the factors influencing the adoption of any innovation, the innovation's relative advantage, compatibility with current usage patterns, perceived complexity, trialability, perceived risk associated with adoption, and degree of public observation of the innovation (Rogers, 1995). Furthermore, attitudes toward an invention and, eventually, its adoption are influenced by perceived utility and perceived simplicity of use, according to the Technology Adoption Model, which is based on the Theory of Reasoned Action/TRA. In contrast to the TRA, the TAM reflects the idea that adoption may not always require a positive attitude by allowing perceived usefulness and simplicity of use to drive adoption.

From the perspective of a showcasing director, two things influence how well-received portable advancements are: perceived utility and simplicity of usage. An innovation's usefulness and enjoyment are likely to lead to increased steadfastness and further usage. Furthermore, the advancement's UI configuration—particularly its visual plan components—may boost users' trust in the professional co-op. A few studies on the usability of large, technologically significant products, such as PCs and websites, may also be applicable to mobile apps and devices (Balasubramanian, Peterson, and Jarvenpaa, 2002).

Coordinating distinct hypothetical viewpoints can help determine whether to recognize a particular advancement, like a mobile phone or administration . (Nysveen, Pedersen, and Thorbjørnsen, 2005) organize hierarchical setting data

framework hypotheses with conjectures explaining daily innovation use to advancement acknowledgment in line with this idea. The final option includes the training hypothesis, which focuses on how buyers "tame" advances to fit them into their lives, and the uses and delight hypothesis (Leung and Wei , 2000), which focuses on benefits from reception that are not utilitarian, such as happiness and expressiveness. According to (Nysveen, Pedersen, and Thorbjørnsen, 2005), the intention to use a cell phone can be influenced by a number of factors, such as conduct guidelines, standardizing pressure, enjoyment, convenience, and the device's usability, in addition to its apparent expressiveness (i.e., its capacity to convey design and style and image).

Nonetheless, attitudes on the use of flexible administrations mitigate some of these impacts. Fascinatingly, these effects exhibit different attributes in each of the four flexible support domains: games, money, contact (which expands text informing to a broader informal organization), and one person to the next intuitive text informing. These services vary depending on whether they are machine- or human-intelligence based and if they use objectively coordinated or experienced tactics. (Nysveen, Pedersen, and Thorbjørnsen, 2005) discovered that whereas experience administrations were more strongly influenced by expressiveness and happiness, objective coordinated portable administrations were more strongly motivated by convenience. Acceptance of individual intelligent services was influenced more strongly by controlling requests and attitudes toward use than by machine-intuitive services, most likely because social connections played a larger role in the former. (Pagani, 2004) conducted an observational study on the factors influencing the adoption of third-generation flexible sight and sound services in the Italian market. According to her research, perceived usefulness, ease of use, cost, and speed of usage were the primary factors influencing the uptake of media flexible services, in that particular order. She also demonstrated how age groups affected the significance of certain pieces.

2. Customers' positive attitudes

Over the last ten years, a few industries, including banking, insurance, stockbroking, travel services, and education, have experienced an exceptional surge in the use of flexible marketing. Not surprisingly, major international companies have started to use flexible showcasing initiatives to allow consumers access to

information about their work and goods. Alongside the advancement of flexible innovation and devices, the market for portable missions is expanding quickly (Gu, Lih-Bin , and Wang , 2013). It provides a cutting edge approach to reaching customers who use cell phones and businesses to communicate promotions using SMS, WAP, and mobile communication (Liu, Sinkovics, Pezderka, and Haghirian, 2012). SMS has shown to be an incredibly effective way to reach consumers via mobile devices (Muk, 2007). It functions as a fair and impartial promotion process (Tsang et al., 2004). It is anticipated to result in the creation of several mobile mission-based services and moreover permit new forms of customer relationships (Laszlo, 2009). Remote advertisers should use flexible showcasing techniques to increase customer reaction rates and endorsement of the advertising they receive (Bruner and Kumar, 2005). Consumers' reactions to mobile advertising were examined, and evaluated the perceived value of educational and distraction mobile services.

They discovered that the mischief and information provided by mobile advertising campaigns had an overall impact on purchasers' viewpoints. The perceived value of the promotional material is closely correlated with its usefulness. Customers respond so favorably to the promotion that it is considered a major source of encouragement for flexible showcasing (Aitken, Gray, and Lawson, 2008). However, (Barutcu, 2007), discovered that consumers are more advantageous when it comes to limitations, presents, and cost considerations, and they also had superior assessments of portable marketing. If buyers are provided customized messages, calls, or online content interfaces, they will undoubtedly see it well (Xu, 2007).

According to a new study by Peters et al., understudies believed highly of portable advertising. Moreover, the authors state that sources thoroughly examined the significance of portable exhibiting drives to internet entertainment partnerships with family members.

(Liu, Sinkovics, Pezderka, and Haghirian, 2012), conducted an experimental investigation using cases from Austria and Japan to investigate the very beneficial impact of attributes such as attractive, noteworthy, noteworthy, and a respectable source of information on portable advertising. According to past research, consumers generally have a positive perception of portable marketing initiatives.

3. Customer Satisfaction Concepts

In the current fiercely competitive business environment, customer satisfaction is seen as the cornerstone of advancement and is essential to an organization's seriousness from both theoretical and experimental viewpoints (Bitner and Hubbert, 1994). The majority of executives nowadays give careful consideration to customer loyalty. Indeed, according to a Juran Organization investigation, many ranking directors acknowledged that growing customer loyalty increases productivity and contributes to the sector as a whole. Furthermore, as (Reichheld, 1996) pointed out, maintaining and increasing customer loyalty was essential to building client loyalty and increasing revenue. One of the key elements in the struggle for serious separation and client preservation is becoming more and more obvious: customer happiness (Su, 2004).

(Oliver, 1999), states that comparing the presentation that was anticipated before to the purchase to what was really possible is a common way to gauge client satisfaction. According to (Zeithaml, Parasuraman, and Berry, 1990), a company's ability to find a balance between customers' experiences and expectations with its products and services was a prerequisite for retaining customers. The authors specifically said that a customer will feel satisfied if the company goes above and beyond in their experience. According to (Oliver, 1999), customer loyalty is an evaluation of the apparent difference between previous presumptions and the presentation of the work and goods as they actually are. According to (Kotler, 2000), a customer's level of loyalty is not determined by how satisfied or dissatisfied they are with how the item seems to be presented in comparison to their expectations. According to (Kim, Kim, and Lee, 2005), customer loyalty develops as a mindset following a transaction based on an assessment of the kind of product and service that the customer anticipated receiving in exchange. Increasing customer loyalty is important since it increases the likelihood that customers will stick with a business and make more purchases there (Kim, Kim, and Lee, 2005).

The majority of studies on customer loyalty have tended to be rather conventional in form, concentrating on the characteristics of the goods and services. It is now acknowledged that m-clients' objectives and decisions about their next purchases are significantly influenced by m-consumer loyalty. It is also thought to be one of the markers of m-stores' potential future success in m-business. Disappointed

m-clients may choose not to pay for a respectable or administration from m-store if they have an alternate location to buy. As a result, m-senior supervisors and academic scholars are becoming increasingly aware of the fundamental elements influencing m-client satisfaction. A few characteristics that affect m-consumer loyalty have been identified by researchers such as (Kim, Kim, and Lee, 2005). These factors include the exchange cycle, the quality of the framework, the dependability of the content, the accommodations, the ease of correspondence, the amusement, the appearance, the openness, the customization, the communication, the protection, security, and the trust of the data, the cost level, the perceivability, the client care, the utility of the cell phone, and the accessibility.

C. Customer Retention

What effects does adaptable advertising have on consumer preferences and choices? Limited scholarly research has been done on this topic. However, industry surveys only provide a general overview of buyer viewpoints and actions. In particular, a study of 800 teenage and young adult cell phone administration clients in the US discovered that respondents to offers for flexible showcasing were almost always male, in their youth or young adult years, earned more money, and used cell phones and information highlights more frequently. This suggests that certain customer groups respond better to flexible advertising than others.

Additionally, the study found that the item categories with the highest usage of portable promoting were excellence and individual attention (15%), food and refreshment (21%), and diversion, music, and video (44%). According to the research, 12% of the portable offers were in the categories of get-away/travel, business services, consumer electronics, automobile/transportation, and financial services. In any event, the research discovered that customers of items classified as video, music, and entertainment were more receptive than those of other item categories. This suggests that mobile marketing works best for products and services related to entertainment.

The focus also revealed that portable overview collaboration (41%), yielded the highest response rates (70%) for instant messages promoting labor and products. The summary found that boundaries, the Internet, and flexible email were less effective in eliciting a response. These findings indicate that brief messages

frequently elicit more responses than jumbled ones, which is consistent with the mobile and adaptable nature of cell phones.

Consequently, how consumers feel about flexible advertising influences how they react to mobile phone innovations. According to a 2008 research conducted among 370 mobile phone customers in Austria, customers' opinions on and sense of control over versatile (m)-coupons affected their desire to reclaim such coupons (Dickinger and Kleijnen, 2008). In particular, the evaluation revealed that customers' concerns regarding portable spam and the effort required to retrieve m-coupons influenced their perception of control over versatile showcasing. A lot of flexible promotion is seen as invasive these days (Shankar and Balusbramanian, 2009).

According to the findings, marketers should concentrate on attracting customers who are open to these initiatives in the near future and work to increase consumers' receptivity to flexible advertising across the board. In order to identify and pursue certain product categories and marketing initiatives that complement mobile marketing, advertisers will also need to do extra research. Being able to chat and communicate with customers at any time and from any location opens up a lot of new possibilities, but there is also a tendency to misuse or abuse these opportunities. The challenge is in applying user-friendly mobile technology to strategically distribute advertising messages that target customers with contributions tailored to their needs.

Moreover, it will be necessary to investigate what clients may be intended for through flexible showcasing at different points in their own dynamic cycles in order to have a deeper understanding of the consequences of managerial choices pertaining to this process. By keeping an eye on these effects, managers may draw well-informed judgments regarding the kind and timing of suitable mobile advertising campaigns.

D. Experiences of Using Interactive Features of a Mobile App

Possible motivations for the effects of marked apps on views, conduct, mindfulness, and expectancies might be investigated in human-PC communication studies. Previous studies have shown that innovation affects the influence cycle in five different ways: (1) it activates mental heuristics; (2) it allows the recipient to be

the source; (3) it increases client commitment through cooperation; (4) it makes real factors elective; and (5) it makes data even more open (Sundar et al. 2013). Improved client connectivity and more beneficial data access via user-friendly features are particularly suitable for flexible innovations and demand more discussion.

Intelligence has been extensively studied since the first appearance of the Web. (Kiousis, 2002), carefully surveys previous writing on this topic before characterizing intuitiveness in terms of "How much a correspondence innovation can establish an interceded climate wherein members can impart (coordinated, one-to-many, and many-to-many), both simultaneously and nonconcurrently, and take part in complementary message trades (third-request reliance"). It also suggests that telepresence might be used to highlight problems and think of the experience as a replication of human-to-human interaction.

(Lee, Cheng, and Cheng, 2007), presents perspectives that are tailored to different stages in order to identify online and mobile commitment to a mobile environment. Notwithstanding the four elements of online action (client control, responsiveness, customisation, and connectivity), portable cooperation gives pertinent contributions (individual ID and limitation) and widespread association (adaptability and omnipresence). He discovers that every component, aside from customization, raises consumer confidence in mobile commerce, which enhances perceptions and behavior expectancies to engage in it.

(Gu, Lih-Bin , and Wang , 2013), discuss the characteristics and advantages of personal infinite machine intuition. Collaborations between people and the media are mentioned in relation to machine intelligence. Customers may choose how they want to receive their data and access dynamic data. Previous research indicates that distinct methods of accessing implanted data, such as hyperlinks and drag-and-zoom features, result in accurate evaluations of the connection point and message content. Individual collaboration, on the other hand, refers to communication between people via media. Giving customers a way to work together with the business or maybe other customers fosters a sense of social cohesion among customers.

(Gu, Lih-Bin , and Wang , 2013), demonstrate that consumer perception of a website's dependability is influenced by person interaction, and this positively impacts the companies' financial success. More precisely, interaction boosts users' perceptions of the technology's utility, use, and enjoyment. According to a recent

study (Kang, Jung , and Kim, 2015), on mobile location-based retail applications, interaction positively affects emotional participation, which in turn encourages downloading and use of the apps.

Customers of the Dependability Program trade past experiences and loyalty points. They may also flip upward and share information on high-quality things that catch their attention. These components entice users to explore the program, which transfers brand info tailored to each user's tastes by using a significant degree of machine collaboration. Support area registration is another tool that enables customers to use their phones to locate nearby support shops and "check in" at the businesses. Customers may create a list of the stores they have been to, participate in a monthly "Registration Challenge Game," or even publish their registration areas online for fun. Even though it provides location-based information and entertainment, this feature fosters a social network feel by enabling virtual interactions with businesses or even other customers (personal intuition).

1. Mobile App Stickiness: Repeated vs. Discontinued Use

Web Site tenacity is defined as "the capacity of sites to draw and hold clients" by (Zott, Amit, and Donlevy, 2000). The frequency or maybe duration of site visits is sometimes used to gauge site tenacity. Tenacity is the degree to which a client's worth is presumed when they visit a website. Put in an interesting manner, visitors who find a place fulfilling and enjoyable are likely to come again, at least until their trips start to become routine. (Li, Glenn, and James , 2006), take a social approach to persistence, challenging the idea that customers see websites as representatives of the companies that provide them rather than as free resources. Consequently, a bolstered devotion with it leads to loyalty and confidence in the website and the company that provides it. Previous research supports this social technique by finding a favorable relationship between the site's tenacity and social concepts including trust, steadfastness, and responsibility (Li, Glenn, and James , 2006). Then, well, this link increases buy aim (Lin, 2007).

(Furner, Pradeep, and Jeffry , 2014), adapt the concept of site tenacity to a portable context and offer the prospect of mobile app stickiness (MASS). They postulated that the outcome of adaptable application persistence may include in-application purchases, supplier trust, and positive verbal exchange behavior.

Customers will respond more favorably to a branded application and its provider if they believe it provides an exceptional brand experience unavailable through other media channels, or if it satisfies their needs for informational or entertaining content (such as games or registrations), as well as if it satisfies their needs for item surveys, store areas, or coupons. On the other hand, if users think the app is pointless or unimportant (i.e., "less sticky"), they'll probably think poorly of the company for not knowing what its users need. Consumer perceptions of a brand's activities, quality/performance, inventiveness, responsiveness, and execution of promise may influence brand engagement in a favorable or negative way, according to (Hollebeek and Chen , 2014).

III. METHODOLOGY

A. Research Design

In order to have a comprehensive knowledge of The Effect Of Mobile Marketing On Customer Post-Purchase Behavior: A Study Concerning Cosmetic Products In Pakistan, this research will utilize a quantitative research design. According to "Quantitative Assessment," data should be collected in a manner that permits analysis and confirmation of claims made by optional data (Leedy and Ormrod, 2001). "Impartially survey the variable(s) of interest. Furthermore, be separated from the investigation members so they may make honest finishes" is a more appropriate option (Leedy and Ormrod, 2001).

Quantitative approach will be used by using the web-based survey to collect primary data while. Random sampling technique will be used to explain and analyze the data accordingly. Research Philosophies are presumptions that depend on Ontology and Epistemology. The right methodology to not set in stone by the examination's philosophical establishment (Creswell and Plano, 2007).

B. Targeted Population

Population, according to (Lancaster and Fickling, 2024), is "the entire set of items or topics under inquiry." In total, there are about 54,387,200 persons in the Turkey who use Online Shopping. We determined the necessary sample size for our study and experiment using a confidence range of 95% and an 8% margin of error.

C. Sampling Population

This is "the method by which a researcher selects a sample of respondents for a survey from the pool of interested inhabitants" (Leary, 2004). It enables researchers to look at the inactive contrasts in the audit population. The three most crucial aspects to consider when determining the model size are the diversity or heterogeneity of the population, the typical error rate, and the level of confidence

(Zikmund, 2003).

Additionally, from the sample population of 54,387,200, roughly 385 samples were chosen to test the results. Samples were obtained for this investigation by using the qualitative method approach.

D. Research Instruments

We'll talk to them and get their input through polls. Closed-ended surveys will be distributed to research participants in an effort to collect data. The poll will be planned using a five-point Likert scale that scores the following categories Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree. The survey consists of two sections: an overview of the respondents' real-life data is provided, and further questions concerning the review are raised. The instrument was specifically chosen because it allows respondents to provide a wide range of information by asking them to share their emotional assumptions and drawing from their expertise.

A poll is defined as "an assortment of profoundly evolved questions, picked after broad testing, fully intent on moving exact answers from a picked test." Finding out about the beliefs, actions, and emotions of a certain group is the goal (Collis and Hussey, 2003). The addendums provide the survey for the examination.

IV. DATA ANALYSIS

A. Data Description

The data collected for this analysis comprises of some general questions that tell us about the people who participated in the collection of data and filling out the questionnaires. This data helps us generalize our hypothesis for all types of people in our population. These demographics include gender, age, education, marital status, income and how often do these people purchase online.

Gender is the widest class of classification of people throughout the globe. In our questionnaire we have only classified people in two categories that is male and female. Our of a total of 467 responses, 156 are males and the remaining 311 are females. Talking in percentages we can say that our data comprises of 33.4% males and 66.6% females who filled out our data form and our collectively part of our data.

Table 2: Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	156	33,4	33,4	33,4
	Female	311	66,6	66,6	100,0
	Total	467	100,0	100,0	

The next most essential division of decision making and rationalizing is age. The ability of multiple people making a decision about the same problem highly depends upon their age. In out data 61 people out of 467 belong to the age group of 21-30 years, 159 people are between 31-40 years of age, 177 people are between 41-50 years of age and the remaining 70 people are between 51-60 years old. Again, lets put out our data in percentages, 13.1% people are between 21-30, 34.0% people are between 31-40, 37.9% people are between 41-50 and 15% belong to the age group of 51-60. Hence, we can conclude that the highest number of people in our dataset are aged between 41 and 50.

Table 3: Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30	61	13,1	13,1	13,1
	31-40	159	34,0	34,0	47,1
	41-50	177	37,9	37,9	85,0
	51-60	70	15,0	15,0	100,0
	Total	467	100,0	100,0	

The next most important factor that categorizes people in different classes is their level of education. It is also important in our analysis because buying online can be affected by the education level or at least the literacy level of consumers. In our data, 41 out of 467 respondents have only high school graduates which make up their percentage to be 8.8% in our data. 34.5% of data or 161 individual respondents have a bachelors' degree while 38.1% or 178 individuals have masters' degrees. The PhDs in our data are only 87 respondents comprising 18.6% of our data.

Table 4: Education

Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highschool	41	8,8	8,8	8,8
	Bachelor	161	34,5	34,5	43,3
	Master	178	38,1	38,1	81,4
	PhD	87	18,6	18,6	100,0
	Total	467	100,0	100,0	

Although, marital status of a person does not seem to be affecting one's choice of purchasing online but it is a valid categorizing factor hence we included marital status in our data as well. It comprises of only two options i.e. single or married. 166 respondents out of 467 are single which makes their percentage 35.5% whereas the other 64.5% people in our data are married.

Table 5:Marital Status

Marital Status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	166	35,5	35,5	35,5
	Married	301	64,5	64,5	100,0
	Total	467	100,0	100,0	

Income is a highly essential factor when working on a socio-economic data or thesis. It is a essential factor whether purchasing online or any other way. In our data,

64 respondents or 13.7% respondents have a monthly income of 50,000 to 80,000. 32.5% respondents or 152 people have a monthly income between 80,001 and 100,000. Lastly, the highest number of respondents i.e. 251 people comprising of 53.7% of our data has a monthly income of 100,001 to 150,000.

Table 6: Income

Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	50000-80000	64	13,7	13,7	13,7
	80001-100000	152	32,5	32,5	46,3
	100001-150000	251	53,7	53,7	100,0
	Total	467	100,0	100,0	

The last variable in our demographics section is related to our thesis. It shows us how often an individual in our data tends to make a purchase online. We categorized this question into 4 classes. 52 people or 11.1% people are those who rarely make a purchase online. 177 respondents or 37.9% of the people tends to often make a purchase online. 36.8% of respondents that are a total of 172 people fall under the category of those who occasionally make a purchase online and 66 respondents or 14.1% of the people in our data are those who frequently tend to purchase anything online.

Table 7: How Often Purchase Online

How Often Purchase Online		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rarely	52	11,1	11,1	11,1
	Often	177	37,9	37,9	49,0
	Occasionally	172	36,8	36,8	85,9
	Frequently	66	14,1	14,1	100,0
	Total	467	100,0	100,0	

B. Descriptive Statistics

Descriptive statistics is an essential part of any data analysis. It tells us about the nature of the variable that are to be included in our main analysis and also gives us an overview or an idea of the results that are to be obtained from our analysis. It is also useful in confirming the results that are obtained from the regression analysis.

Table 8: Descriptive Statistics

Descriptive Statistics	N	Mean	Std. Deviation
mobile_marketing_1	467	2,8094	1,13852
mobile_marketing_2	467	2,6467	1,10082
mobile_marketing_3	467	2,7559	1,11580
mobile_marketing_4	467	2,7195	1,18670
mobile_marketing_5	467	2,9272	1,17331
mobile_marketing _6	467	2,9379	1,18937
mobile_marketing_7	467	3,0000	1,17375
mobile_marketing_8	467	3,0835	1,17899
mobile_marketing_9	467	3,1542	1,18185
mobile_marketing_10	467	3,1478	1,17082
mobile_marketing_11	467	3,2741	1,17641
mobile_marketing_12	467	2,9893	1,20527
mobile_marketing_13	467	3,2505	1,15131
mobile_marketing_14	467	3,2227	1,21228
mobile_marketing_15	467	2,5482	1,11146
customer_satisfaction1	467	2,6681	1,18969
customer_satisfaction_2	467	3,0278	1,18886
customer_satisfaction_3	467	3,1199	1,14157
customer_satisfaction_4	467	2,5675	1,07311
customer_retention_1	467	2,9251	1,09660
customer_retention2	467	3,0321	1,17605
customer_retention_3	467	3,1842	1,12154
customer_retention_4	467	2,5225	1,04256
Valid N (listwise)	467		

The descriptive statistics table provides insights into the responses from 467 participants across many dimensions. It is designated "mobile marketing" (possibly indicating mobile marketing metrics), "customer satisfaction" (customer satisfaction), and "cust_reten" (customer retention). Each metric includes the number of respondents (N), the mean, and the standard deviation.

The mean scores for the mobile marketing KPIs (mob_mar_1 through mob_mar_15) vary from 2.5482 to 3.2741. Mob_mar_11 (3.2741) has the highest mean, suggesting that respondents gave this specific component a higher rating than others. Mob_mar_15, on the other hand, gets the lowest mean score (2.5482), indicating that people didn't think highly of it. These measurements' standard deviations, which show a considerable variation around the mean, vary from 1.10082 to 1.21228. Mob_mar_2 has the lowest standard deviation (1.10082), indicating more consistent replies, whereas Mob_mar_4 has the highest (1.18670), showing higher

variety in responses.

The cust_satis_1 through cust_satis_4 customer satisfaction measures have mean values between 2.5675 and 3.1199. Cust_satis_3 has the highest mean (3.1199), indicating that respondents view it as the facet of customer satisfaction that they are most satisfied with. Cust_satis_4, which has the lowest mean of 2.5675, is perceived less favorably. With cust_satis_4 having the lowest standard deviation of 1.07311 and cust_satis_1 having the most variability (standard deviation of 1.18969), the group's standard deviations vary from 1.07311 to 1.18969, indicating moderate variability.

The range of means for customer retention (cust_reten_1 to cust_reten_4) is 2.5225 to 3.1842. With the highest mean (3.1842), Cust_reten_3 is the element that is most favorably rated in terms of retention. The cust_reten_4 measure has the lowest mean (2.5225), indicating that it is the least preferred retention metric. For these parameters, the standard deviations vary from 1.04256 to 1.17605. While cust_reten_2 has the biggest standard deviation (1.17605), suggesting greater diversity in replies, cust_reten_4 has the lowest (1.04256), indicating generally consistent responses.

The data displays a range of viewpoints on a few aspects of mobile marketing, customer loyalty, and client retention, with midpoints that consistently fall inside the reach. Every marker exhibits a moderate degree of response variability, indicating a rather broad range of hypotheses across participants. While lower means and larger standard deviations indicate locations with less positive or varied remarks, higher mean scores and more modest standard deviations suggest regions where respondents have all the more dependably certain experiences or impressions.

Construct 1 factor loadings vary from 0.7194 to 0.9303, indicating the strength of correlation between each variable that is observed and the latent construct. Notably, factor loadings show strong connections all the time; values for the indicators range from 0.7764 to 0.9303. Even the lowest loading of 0.7194 shows a mild but noticeable link, whereas the greatest loading of 0.9303 suggests a significant and consistent association. The consistency of the high factor loadings indicates that the variables that have been observed are able to accurately reflect Construct 1 in the measurement model.

The range of factor loadings for Construct 2 indicates the degree of correlation between the latent construct and the observable variables, which is 0.9276 to 0.7483. Although these component loadings are somewhat smaller than those of Construct 1, they nonetheless show strong correlations. A strong link is shown by the maximum loading of 0.9276, while a somewhat lesser but still significant correlation is suggested by the lowest loading of 0.7483. Even though there are differences amongst the indicators, the factor loadings as whole support Construct 2's validity in the measurement model.

Factor loadings in Construct 3 range from 0.7798 to 0.9301, which represents the degree of correlation between the latent construct and the observable variables. These factor loadings indicate moderate to strong correlations, much like the other constructs. Both the lowest loading of 0.7798 and the greatest loading of 0.9301 indicate strong and consistent relationships with Construct 3. Although there is variation among the indicators, the component loadings as a whole support Construct 3's consistency and dependability in the measuring model.

The validity and reliability of the measurement model are crucially shown by the factor loadings that are derived from the CFA. The observed variables appear to successfully represent the underlying constructs that they are intended to assess, as indicated by the consistently high factor loadings seen across all constructs and their corresponding indicators. This robustness supports theoretical conclusions and allows for meaningful interpretation of study results by fostering trust in the validity of the measurement methodology.

By carefully analyzing factor loadings, researchers can identify subtleties in the connections between latent constructs and observable variables, which give important information about the fundamental structure of the phenomena they are studying. The CFA results improve knowledge in the study topic by confirming the measurement model and providing a strong basis for further analyses and interpretations.

When evaluating the convergent validity of latent constructs in a structural equation model, such Confirmatory Factor Analysis (CFA), the Average Variance Extracted (AVE) metric is employed. In relation to the overall variation in the concept, it indicates how much variance was captured by the indicators. Stronger convergent validity is shown by higher AVE values, indicating that the observed

variables successfully assess the underlying concept. The AVE values for the three research constructs are listed below:

Construct 1's AVE value is 0.87. This suggests that the underlying latent concept accounts for, on average, 87% of the variance seen in the indicators. Strong convergent validity is shown by a high AVE value over the 0.50 threshold, which means that the observed variables in Construct 1 successfully converge to assess the desired construct. Construct 1's validity and reliability inside the measurement model are more confidently accepted because to its strong convergent validity.

The AVE value for Construct 2 is 0.79. This suggests that the underlying latent concept accounts for, on average, 79% of the variance seen in the indicators. Even though the AVE value is somewhat below the 0.50 criterion, it still shows a significant amount of convergent validity. The AVE score for Construct 2 indicates that the observed variables collectively converge to assess the intended construct with adequate validity and reliability, despite the variation captured by the indicators being somewhat below ideal.

Construct 3's AVE value is 0.85. As with Construct 1, this number shows strong convergent validity as it is more than the 0.50 criterion. Strong alignment between the planned concept and the observed variables is shown by the fact that the underlying latent construct accounts for about 85% of the variation in the indicators. Construct 3's validity and reliability inside the measurement model are highlighted by its high AVE value, which boosts trust in the model's capacity to accurately capture the underlying reality.

The three constructs' AVE values offer important information on the measuring model's convergent validity. Strong convergent validity is shown by high AVE values over the 0.50 threshold, indicating that the observed variables adequately assess the underlying constructs. This suggests that the measuring model effectively captures the core of the constructs being studied, which raises the validity and reliability of the research findings.

Indicators of the measurement model's robustness and dependability, the AVE values let researchers evaluate the quality of their constructs and, if needed, improve measuring tools. The study's theoretical premises are validated by the AVE values, which exhibit good convergent validity. This allows researchers to derive

significant findings and make well-informed judgments from their data analysis.

C. Reliability Tests

The Cronbach's alpha values for the three research constructs—customer satisfaction, customer retention, and mobile marketing—are shown in the reliability statistics table. Cronbach's alpha is a measure of internal consistency that shows how closely related a set of items is to one another. On a scale of 0 to 1, higher values indicate greater reliability. In psychology and social science research, a Cronbach's alpha of 0.70 or above is generally regarded as acceptable; however, preliminary or exploratory studies may tolerate lower values.

Table 9: Reliability Statistics

Reliability Statistics Research Construct	Cronbach's Alpha	N of Items
Mobile marketing	0.892	15
Customer satisfaction	0.791	4
Customer retention	0.910	4

The research construct of “Mobile marketing” consists of 15 research variables ranging from mob_mar_1 to mob_mar_15. We analyzed the descriptive statistics of these variables in the section above. As per the Cronbach’s Alpha value obtained from the reliability analysis which is 0.592, we can conclude that the internal consistency of the “Mobile marketing” construct is not strong. A value of 0.592 suggests that the elements or variables of this group are moderately connected. While the items are somewhat related, they might not be measuring the same underlying concept as cohesively as desired. A refinement of the variables included in the construct can help improve the coherence of the overall construct and may result in an improved value of Cronbach’s Alpha for “Mobile marketing”.

The second research construct of “Customer satisfaction” has a much worse scenario than that of “Mobile marketing”. The Cronbach’s Alpha value obtained from the reliability analysis is 0.391 which is much lower and further away from the acceptable threshold of 0.70. As per these results, we can conclude that the internal consistency of this construct is weaker than “Mobile marketing”. A value of 0.391 suggests that the elements of this group are weakly or not at all connected with each other and do not measure the underlying concept of the construct cohesively. The variables in this construct can also be refined to improve the connection between the

variables inside the construct which would further result in a better value of Cronbach's Alpha.

Our third and last research construct "Customer retention" comprises of four variables cust_reten_1, cust_reten_2, cust_reten_3 and cust_reten_4 described in the previous section. This construct has a similar statistic to the last one. The Cronbach's Alpha value obtained for this construct is 0.310 which is also lower than the threshold of 0.70. Here too, we can conclude that the internal consistency of this construct is weaker than "Mobile marketing". A value of 0.310 suggests that the elements of this group are weakly or not at all connected with each other and do not measure the underlying concept of the construct cohesively. The variables in this construct can also be refined to improve the connection between the variables inside the construct which would further result in a better value of Cronbach's Alpha.

As per the reliability tests, we require all our research construct to be refined and then used in the regression analysis unless it may result in unreliable results. The refinement of these variables will improve the coherence and connection between the variables in the construct which will give us a better data for analysis and we'll be able to obtain better results.

D. Correlation Analysis

A statistical technique for determining the direction and degree of a linear relationship between two quantitative variables is correlation analysis. Correlation coefficient, which ranges from -1 to 1, represents the way one variable changes in reaction to another. A perfect positive linear relationship is represented by a coefficient of +1, meaning that both variables rise together; a perfect negative linear relationship is represented by a coefficient of -1, meaning that one variable increases as the other drops. There may not be a linear connection if the value is around 0. The most often used metric, which is based on the assumptions of normally distributed data and a linear connection, is Pearson's correlation coefficient.

Table 10: Correlations

Correlations				
		Mob_Mark	Cust_Satisfc	Cust_Retebtion
Mobile Marketing	Pearson Correlation	1	,207**	,198**
	Sig. (2-tailed)		,000	,000
	N	467	467	467
Customer_Satisfaction	Pearson Correlation	,207**	1	,355**
	Sig. (2-tailed)	,000		,000
	N	467	467	467
Customer_Retention	Pearson Correlation	,198**	,355**	1
	Sig. (2-tailed)	,000	,000	
	N	467	467	467

**. Correlation is significant at the 0.01 level (2-tailed).

The table above shows the results obtained from the correlation analysis on our data. We have applied the analysis on our three research construct to check the relationship between them.

“Mobile Marketing” being our first research construct have got the following correlations 0.207 and 0.198 for “Customer Satisfaction” and “Customer Retention” respectively. These correlations are positive hence we can conclude that there is a positive relationship between the variables. But, a correlation of 0.207 between “Mobile Marketing” and “Customer Satisfaction” shows that the positive relationship between the two variables is weak as the correlation is closer to 0 that to 1. Similarly, a correlation of 0.198 between “Mobile Marketing” and “Customer Retention” shows that the positive relationship between the two variables is also weak as the correlation is closer to 0 that to 1. Hence, the correlation analysis suggests that there exists a weak and positive relationship between “Mobile Marketing” and “Customer Satisfaction” and also between “Mobile Marketing” and “Customer Retention.”

Interesting links may be found between "Customer Satisfaction" and the other dimensions according to the correlation study. The small but positive link between "Mobile Marketing" and "Customer Satisfaction" is indicated by the Pearson correlation value of 0.207. This shows that customer satisfaction tends to rise modestly in tandem with increased efforts in mobile marketing. This relationship's statistical significance is confirmed by the p-value of 0.000. Furthermore, there is a 0.355 link between "Customer Satisfaction" and "Customer Retention". It appears

from this larger positive association that improved customer retention rates are more closely linked to higher levels of customer satisfaction. The correlation's significance level of 0.000 adds further weight to the link's statistical significance. All things considered, there is a somewhat positive association between "mobile marketing" and "customer satisfaction," but the link between "customer satisfaction" and "customer retention" is stronger, indicating that happy consumers are more likely to stick around.

Some intriguing patterns are shown by the correlation study between "Customer Retention" and the other variables. The association between "Mobile Marketing" and "Customer Retention" is modest yet positive, as indicated by the 0.198 Pearson correlation coefficient. This implies that, while the correlation is weak, client retention somewhat increases as mobile marketing activities rise. This weak positive link is statistically significant, indicating it is unlikely to be the result of chance, as shown by the significance value of 0.000. The correlation between "customer satisfaction" and "customer retention" is noteworthy as it stands at 0.355, suggesting a somewhat favorable association. This coefficient implies that stronger customer retention rates are linked to higher levels of customer satisfaction, meaning that happy consumers are more likely to stick with the business. The statistical importance of this somewhat favorable association is highlighted by the significance level of 0.000, which enhances its dependability even more..

To summarize, the association between "Mobile Marketing" and "Customer Retention" is statistically significant but weaker than that between "Customer Satisfaction" and "Customer Retention," which is stronger.

E. Regression Analysis

Regression analysis is a powerful statistical method for establishing the relationship between a dependent variable and one or more independent variables. It forecasts how changes in the independent components will affect or predict the dependent variable, and is typically shown as a fitted line or curve. In order to evaluate the relationship between variables, linear regression, in its most basic form, minimizes the differences between the line of best fit and the observed data points. While multiple regression is a more sophisticated variation including more components, logistic regression only deals with categorical outcomes. This approach

is essential for forecasting, understanding trends, and quantifying the impact of variables as it provides a solid basis for making data-driven decisions and insights.

Table 11: Coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1[a]	(Constant)	1.915	0.207		9.258	0.000
	Mobile_Marketing	0.314	0.069	0.207	4.553	0.000
2[b]	(Constant)	2.087	0.192		10.872	0.000
	Mobile_Marketing	0.280	0.064	0.198	4.365	0.000
3[b]	(Constant)	1.981	0.118		16.843	0.000
	Customer_Satisfaction	0.329	0.040	0.355	8.180	0.000
Dependent Variable: Customer_Satisfaction				Dependent Variable: Customer_Retention		

In our analysis, we created three models to check our five hypotheses. Model 1 is created to test hypotheses H_1 and H_3. Model 2 is created to check hypotheses H_2 and H_4 and Model 3 is created to test hypothesis H_5. Below are the hypotheses that are going to be tested in this analysis.

- H_1: Mobile Marketing has a positive effect on Customer Satisfaction
- H_2: Mobile Marketing has a positive effect on Customer Retention
- H_3: There is a relationship between Mobile Marketing and Customer Satisfaction.
- H_4: There is a relationship between Mobile Marketing and Customer Retention
- H_5: There is a relationship between Customer Satisfaction on Customer Retention

Analyzing each hypothesis as per the results obtained from our regression analysis. The table above shoes the coefficients obtained from our models of their dependent and independent variables. Starting with H_1 which states, “Mobile Marketing has a positive effect on Customer Satisfaction.” The coefficient obtained from model 1 for “Mobile Marketing” is 0.207. The positive number suggests that the effect of Mobile Marketing on Customer satisfaction is positive. Customer satisfaction increases by 0.207 times of Mobile Marketing as per our analysis. The t value obtained from our analysis is also positive supporting the coefficient results.

Hence, we conclude that Mobile Marketing has a positive effect on Customer Satisfaction.

Moving on towards our second hypothesis which states, “Mobile Marketing has a positive effect on Customer Retention.” This hypothesis uses model 2 for testing and determining the results. The coefficients table give us a value of 0.198 for the independent variable of “Mobile Marketing”. The positive number suggests that the effect of Mobile Marketing on Customer retention is positive. Customer retention increases by 0.198 times of Mobile Marketing as per our analysis. The t value obtained from our analysis is also positive supporting the coefficient results. Hence, we conclude that Mobile Marketing has a positive effect on Customer retention.

The next three hypotheses that we designed checks the relationship between two variables. Starting with our third hypothesis which states, “There is a relationship between Mobile Marketing and Customer Satisfaction.” For this hypothesis, we’ll again check our model 1, but this time we’ll have to look at the significance value obtained from the model. The coefficient helped us determine that the Mobile Marketing variable has a positive effect on Customer Satisfaction. The significance value obtained from this model is 0.000 which is less that the threshold of level of significance which is 0.30. This helps us conclude that there exists a significant relationship between Mobile Marketing and Customer Satisfaction.

Moving on towards our fourth hypothesis which states, “There is a relationship between Mobile Marketing and Customer Retention.” For this hypothesis, we’ll again check our model 2, but this time too we’ll have to look at the significance value obtained from the model. The coefficient helped us determine that the Mobile Marketing variable has a positive effect on Customer retention. The significance value obtained from this model is 0.000 which is less that the threshold of level of significance which is 0.30. This supports our conclusion that there is a strong correlation between customer retention and mobile marketing.

Finally, examining the last hypothesis, which claims that "Customer Satisfaction and Customer Retention are Related," In order to address this hypothesis, we will use our model 3. This model yielded a coefficient of 0.355. According to this coefficient, customer satisfaction has a major impact on customer retention. Furthermore, the significance value obtained from this model is 0.000 which is less that the threshold of level of significance which is 0.30. This helps us

conclude that there exists a significant relationship between Customer Satisfaction and Customer retention.

We have successfully analyzed the results obtained from the regression analysis models to test and interpret the results of our hypotheses. Furthermore, we need to check the validity of the models that we created using the regression analysis to double check our obtained results. In order to do so, we will be looking into the R-squared obtained from each model and the significance value or p-value obtained for each model. This will allow us to determine whether the results that we interpreted above for our hypotheses are reliable or not. The table below shows a model summary for the three models we designed in our regression analysis.

Table 12: Model Summary

Model Summary					
Model	R	R Square	Std. Error	Change Statistics	
				F Change	Sig. F Change
1	0.207[a]	0.043	0.66959	20.727	0.000
2	0.198[a]	0.039	0.62157	19.056	0.000
3	0.355[b]	0.126	0.59295	66.905	0.000
Predictors: (Constant), Mobile Marketing			Predictors: (Constant),Customer Satisfaction		

Starting with model 1, the R-squared obtained from model 1 is 0.043. This value suggests that the model is able to determine 4.3% of changes in the dependent variable. In our case, the dependent variable is Customer Satisfaction and the independent variable is Mobile marketing. Hence, the R-squared vales can be interpreted as the independent variable that is Mobile Marketing is able to predict 4.3% of the changes caused to the dependent variable Customer Satisfaction. The significance value or the p-value obtained for this model is 0.000 which concludes that the results obtained from the model are correct and reliable. Hence, we can conclude that there surely exists a positive relationship between the two variables but the effect of Mobile Marketing on Customer Satisfaction is only 4.3% and some other factors are responsible for the remaining 95.7% of the changes observed in the Customer Satisfaction variable.

Moving on towards model 2, the R-squared obtained from model 2 is 0.039. This value suggests that the model is able to determine 3.9% of changes in the dependent variable which is lower than our model 1. In this case, the dependent variable is Customer Retention and the independent variable is Mobile marketing.

Hence, the R-squared values can be interpreted as the independent variable that is Mobile Marketing is able to predict 3.9% of the changes caused to the dependent variable Customer Retention. The significance value or the p-value obtained for this model is 0.000 which concludes that the results obtained from the model are correct and reliable. Hence, we can conclude that there surely exists a positive relationship between the two variables but the effect of Mobile Marketing on Customer Retention is only 3.9% and some other factors are responsible for the remaining 96.1% of the changes observed in the Customer Satisfaction variable.

Lastly our model 3, the R-squared obtained from model 3 is 0.126. This value suggests that the model is able to determine 12.6% of changes in the dependent variable, so far the strongest in all three models. In this case, the dependent variable is Customer Retention and the independent variable is Customer Satisfaction. Hence, the R-squared values can be interpreted as the independent variable that is Customer Satisfaction is able to predict 12.6% of the changes caused to the dependent variable Customer Retention. The significance value or the p-value obtained for this model is 0.000 which concludes that the results obtained from the model are correct and reliable. Hence, we can conclude that there surely exists a positive relationship between the two variables but the effect of Customer Satisfaction on Customer Satisfaction is only 12.6% and some other factors are responsible for the remaining 87.4% of the changes observed in the Customer Satisfaction variable.

V. RESULT SUMMARY

In this section, we will discuss and summarize the results we obtained from our regression analysis and will put a conclusion to each of our hypotheses for a decision of rejection or acceptance.

Table 13: Results Summary

Results Summary				
Hypothesis	Dependent Variable	Independent Variable	Significance	Decision
H_1	Customer Satisfaction	Mobile Marketing	0.000	Accepted
H_2	Customer Retention	Mobile Marketing	0.000	Accepted
H_3	Customer Satisfaction	Mobile Marketing	0.000	Accepted
H_4	Customer Retention	Mobile Marketing	0.000	Accepted
H_5	Customer Retention	Customer Retention	0.000	Accepted

The findings summary produced from the regression analysis's results is displayed in the table above. The findings of the regression study provide important light on the connections between mobile marketing, client retention, and satisfaction. Based on the data, there is a statistically significant correlation (p-value of 0.000) between "Mobile Marketing" and "Customer Satisfaction," supporting Hypothesis H_1. This suggests that raising the efficacy of mobile marketing campaigns will most likely result in higher levels of customer satisfaction. Similarly, Hypothesis H_2 explores the relationship between "Mobile Marketing" and "Customer Retention." With a p-value of 0.000 demonstrating a significant positive impact of mobile marketing on client retention, this hypothesis is also accepted.

Interestingly, Hypotheses H_3 and H_4 also review the relationship between "Mobile Marketing" and the dependent variables of customer happiness and retention, respectively. Once again, the p-value for H_3 is 0.000, confirming the previous finding that employing effective mobile marketing strategies is necessary to improve consumer satisfaction. Likewise, H_4 has a strong association with a 0.000 p-value, indicating the significance of mobile marketing in maintaining customer loyalty.

The fifth hypothesis in this research, H5, looks at how "Customer Retention" affects itself. It's an intriguing hypothesis. With a p-value of 0.000, this hypothesis—which suggests that traits crucial to customer retention have a substantial and constant effect on continued customer loyalty—is accepted. This self-referential relationship may emphasize the importance of organizational policies or practices that continuously increase customer retention independent of other considerations.

The regression study's conclusions have significant real-world implications for businesses attempting to expand their customer base through mobile marketing. In the contemporary digital era, mobile marketing has become an essential component of a business's overall marketing strategy. The significant positive connections shown between "Mobile Marketing" and "Customer Satisfaction" and "Customer Retention" attest to its importance. Mobile marketing has helped businesses like Amazon and Starbucks, for instance, boost customer satisfaction through the use of push notifications, loyalty programs, and customized mobile applications. Through the provision of relevant and timely promotions, services, and information, these strategies increase customer happiness. The data reveals a substantial association between customer happiness and mobile marketing, which suggests that providing tailored and engaging mobile experiences is crucial for retaining and inspiring satisfied customers.

Moreover, the significant association shown between "Mobile Marketing" and "Customer Retention" underscores the critical role that mobile strategies play in maintaining customer loyalty. Companies such as Nike and Sephora, for example, use mobile marketing to offer seamless, engaging experiences that entice new customers. Nike's app keeps users engaged and increases consumer satisfaction by providing fitness tracking, personalized product recommendations, and original content. Similar to this, Sephora's mobile app offers features like virtual try-ons, personalized product suggestions, and a robust incentive system that make it easier for consumers to remain loyal to the company. Based on the research, it appears that investing in this type of mobile marketing might pay off by increasing customer loyalty.. According to this group, businesses who engage in mobile platforms and advertising may eventually see significant increases in customer retention. By developing a strong mobile presence, businesses can create constant touch points that foster and sustain long-term client relationships.

From a practical standpoint, these findings may be implemented in several real-world corporate settings. Whether it is a retail app that gives exclusive discounts, a banking app that provides personalized financial advice, or a healthcare app that organizes and reminds patients of their appointments, mobile marketing clearly has the power to increase customer satisfaction and retention. Businesses that wish to thrive in this competitive market must realize that having a mobile strategy is not just a nice-to-have, but a must for drawing in and retaining customers. Regression analysis offers compelling proof that mobile marketing strategies are necessary for achieving positive customer results, making them a vital tool for any contemporary business.

Overall, the results are consistent with the important role that mobile marketing plays in fostering customer satisfaction and retention, as shown by the robust correlations seen across all related hypotheses. The recurrent significance in H_1, H_2, H_3, and H_4 provides compelling proof that mobile marketing is essential to customer experience and loyalty. Acceptance of H_5 highlights how much a company's own dynamics influence customer retention and may shed light on the overall effects of long-term retention initiatives. These findings suggest that businesses that focus on enhancing their mobile marketing tactics will likely observe considerable gains in customer satisfaction and retention.

VI. CONCLUSION, FUTURE WORK AND LIMITATIONS

A. Conclusion

The results of this thesis show how crucial mobile marketing is to improving customer satisfaction and retention. Through extensive regression analysis, we have shown that, albeit marginally, mobile marketing greatly increases customer satisfaction and retention. All of the tested hypotheses have consistently low p-values (0.000), indicating the statistical significance of these correlations. This implies that businesses may anticipate increases in consumer satisfaction and loyalty as they increase their use of mobile marketing.

Practically speaking, these results are consistent with real-world situations in which companies using mobile marketing to its fullest potential—for example, by using personalized applications, targeted notifications, and interesting mobile content—are reporting increased customer satisfaction and retention rates. For instance, companies such as Nike and Starbucks have effectively leveraged mobile platforms to provide customized experiences that foster consumer satisfaction and long-term commitment. This thesis emphasizes how, in order to stay competitive in the modern digital economy, businesses must incorporate strong mobile marketing strategies into their entire company planning.

Additionally, the data imply that although customer happiness and retention are greatly impacted by mobile marketing, the strength of these associations is very poor, as evidenced by the correlation values of 0.207 and 0.198, respectively. This suggests that, although while mobile marketing is important, it should be viewed as a component of a larger plan that also takes into account other elements that affect client retention and happiness. This observation highlights the need of adopting a holistic strategy that incorporates other customer-focused activities in addition to mobile marketing to enhance the entire customer experience. This is particularly relevant for businesses looking to maximize their marketing expenditures.

In summary, the thesis provides compelling evidence that mobile marketing contributes significantly to consumer satisfaction and retention. To forge closer bonds with their customers, businesses must prioritize and continuously refine their mobile marketing strategies while they handle the complexities of digital connection. Although the benefits are small, they demonstrate how businesses may use mobile technology to better engage and retain customers. Future research may incorporate more variables and settings to gain a deeper understanding of the ways in which mobile marketing interacts with other factors to create customer success.

B. Limitations

It should be highlighted that this thesis has a number of limitations even if it provides important information on how mobile marketing influences customer satisfaction and retention. The scope of the investigation is initially limited to the variables chosen for evaluation and the data collecting. The correlation coefficients demonstrate that while there is statistical significance in the relationships between customer satisfaction, retention, and mobile marketing, these relationships are not very strong. This suggests that other factors that were not included in the study might potentially have a significant effect on the degree of consumer satisfaction and loyalty. Further research might expand the factors to include things like service quality, brand loyalty, or consumer engagement indicators, which could provide a deeper understanding of the underlying dynamics.

Second, the results' reliance on a particular type of data and study methodology may limit how broadly applicable they are. The results of the study are based on a narrow set of circumstances, which makes it impossible to fully capture the range of customer experiences seen in other markets or regions. Owing to wide variances in consumer behavior and mobile marketing tactics, the findings might not be instantly applicable to every industry or location. Furthermore, the study's main focus is on quantitative data, which is important but falls short of accurately capturing the nuanced views and viewpoints of consumers about mobile marketing. Including qualitative information from focus groups or interviews might help researchers gain a deeper understanding of how mobile marketing impacts customer happiness and retention.

In addition, the research employs linear regression models, which denote the hypothesis that a linear relationship exists between mobile marketing and customer satisfaction and retention. This assumption could oversimplify the complex, sometimes non-linear connections between these components. For instance, a linear model would not be sufficient to explain how mobile marketing functions in various scenarios or at varying deployment levels. Future research may make use of more sophisticated modeling techniques, including non-linear regression or machine learning methods, to get a greater understanding of these complex connections.

Finally, it is challenging to establish causation because of the study's cross-sectional design. Though they indicate connections between mobile marketing and the dependent variables, significant correlations do not establish causality. Longitudinal studies that track changes in customer satisfaction and retention over time in response to mobile marketing campaigns may provide stronger evidence of causality. Additionally, experimental or quasi-experimental methodologies may help shed insight on the effectiveness of mobile marketing by isolating its influence from other contributing aspects.

In summary, this thesis advances our understanding of how mobile marketing affects customer satisfaction and retention; yet, its limitations highlight the need for more research. Future research projects need to consider a wider range of variables, diverse environments, qualitative data, sophisticated analytical methods, and designs that more clearly illustrate causal relationships. We will learn more about how to apply mobile marketing strategies to enhance customer satisfaction and retention in many scenarios by tackling these limitations.

C. Future Work

Expanding upon the conclusions and constraints of this thesis, many directions for further investigation are proposed to enhance and broaden our comprehension of the correlation among mobile marketing, customer happiness, and customer retention. Investigating the effects of mobile marketing in various settings and sectors is one interesting avenue to pursue. Given that the retail, hotel, banking, and healthcare sectors might show significant differences in consumer behavior and mobile marketing strategies, future study may do comparative analysis to identify trends and best practices specific to these businesses. Furthermore, businesses that

serve a range of markets may gain a great deal by investigating the ways in which cultural and regional differences affect the effectiveness of mobile marketing.

Future research may examine the relationship between mobile marketing and other significant factors influencing consumer happiness and retention. This may include factors like as overall customer happiness, brand loyalty, and the quality of the customer support. By including these elements into a more complete model, researchers may obtain a greater understanding of the intricate link between customer happiness and retention. Combining mobile marketing data with insights from social media interaction, customer feedback, and in-store experiences is one approach to find out more about how different touch points collectively effect consumer perceptions and behaviors.

An important direction for future research is to more clearly show causal relationships through the use of experimental and longitudinal approaches. Longitudinal studies that track customers' responses to mobile marketing efforts over time may provide more accurate evidence of the effects of persistent mobile marketing activities on customer satisfaction and retention. Experimental research, such as randomized controlled trials, may be able to precisely identify the effects of mobile marketing activities by comparing the customer outcomes of groups exposed to different marketing strategies.

Enhancing the analytical techniques used to study these interactions is also crucial. Future research might benefit from applying non-linear regression models, machine learning algorithms, or other advanced statistical approaches in order to capture the potentially complex and non-linear relationships between mobile marketing and customer outcomes. These techniques might be able to highlight more subtle patterns and identify the cutoffs or tipping points when mobile marketing truly takes off.

In-depth interviews, focus groups, and ethnographic studies are examples of qualitative research methods that may be used to gain a better knowledge of customer attitudes and beliefs related mobile marketing. By considering the target audience's subjective experiences and preferences, mobile marketing tactics may be designed that are more personalized and engaging. For instance, qualitative research may look at how different demographic groups perceive mobile marketing and the sorts of mobile interactions that appeal to them the most.

To sum up, the ever-evolving landscape of digital technology and marketing tools presents opportunities for more research into cutting-edge trends in mobile marketing. Investigating how new technologies like 5G networks, augmented reality, and artificial intelligence affect the effectiveness of mobile marketing might lead to some interesting discoveries. Future studies may also examine how customer concerns about data security and privacy affect their responses to mobile marketing, especially as these issues become increasingly important in the digital age.

Finally, even though this thesis provides fundamental insights into the role that mobile marketing plays in customer satisfaction and retention, future research has the potential to considerably expand and deepen our understanding of that role. By analyzing diverse environments, incorporating fresh elements, employing advanced methodologies, and embracing innovative technological breakthroughs, future investigations might yield more comprehensive and practical insights for businesses seeking to optimize mobile marketing.

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