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TOKAT GAZİOSMANPAŞA UNIVERSITY
GRADUATE EDUCATION INSTITUTE

THE ROLE OF MOBILE MARKETING ACTIVITIES IN ENHANCING CUSTOMER CONFIDENCE IN THE ORGANIZATION: A STUDY ON THE OPINIONS OF CELLULAR COMMUNICATION COMPANIES' WORKERS IN NORTHERN IRAQ

Prepared by
Shaafan Jasim HUSSEIN

Department of Business Administration
Master thesis

Advisor
Assoc. Prof. Dr. Elif Boyraz

TOKAT – 2023

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SCIENTIFIC ETHICS PAGE

According to the thesis writing guide of Tokat Gaziosmanpaşa University Institute of Social Sciences, My Master's thesis named “The Role Of Mobile Marketing Activities In Enhancing Customer Confidence In The Organization: A Study On The Opinions Of Cellular Communication Companies’ Workers In Northern Iraq” that I have prepared under the consultancy of “Assoc. Prof. Dr. Elif Boyraz” is based on scientific ethical values and rules. I hereby declare that it is an appropriate, original work, and I will accept any legal sanctions if it is determined otherwise.

Signature

SHAAFAN JASIM HUSSEIN

/ /2023

Shaafan Jasim Hussein tarafından hazırlanan “The Role Of Mobile Marketing Activities In Enhancing Customer Confidence In The Organization: A Study On The Opinions Of Cellular Communication Companies’ Workers In Northern Iraq” adlı tez çalışmasının savunma sınavı ( ) tarihinde yapılmış olup aşağıda verilen jüri tarafından Oy Birliği cellular / Oy Çokluğu ile Tokat Gaziosmanpaşa Üniversitesi Lisansüstü Eğitim Enstitüsü İşletme Ana Bilim Dalı’nda Yüksek Lisans Tezi olarak kabul edilmiştir.

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ABSTRACT

THE ROLE OF MOBILE MARKETING ACTIVITIES IN ENHANCING CUSTOMER CONFIDENCE IN THE ORGANIZATION: A STUDY ON THE OPINIONS OF CELLULAR COMMUNICATION COMPANIES' WORKERS IN NORTHERN IRAQ

Hussein, Shaafan Jasim

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Tez Danışmanı: Doç. Dr. Elif Boyraz

Temmuz 2023, viii + 51 sayfa

The decision to purchase via a mobile phone is considered one of the important matters that cannot be dispensed with in the current era, especially after the Corona epidemic, when the mobile phone was considered the only means through which internal and external operations could be completed.

Therefore, researchers in the field of economic psychology had to search for the factors influencing the purchase decision and what activities should be available on the mobile phone in order for purchases to become easier and more receptive to the hearts of customers. These efforts encourage trust between telecommunications companies and their customers. This study is to determine the relationship between mobile marketing activities and its role in improving customer confidence within telecom companies operating in Northern Iraq.

To achieve this purpose, a questionnaire was built on mobile phone activities and customer trust, prepared by the researcher. There are 45 questions in this questionnaire. First 5 questions are aimed at determining the demographic characteristics of the participants. In the second part of the questionnaire there are 20 items about mobile marketing. These items are about mobile marketing activities of telecommunication firms about people, goals, strategies and technology. In the last part of the questionnaire there are 20 items that measure the customer trust according to reliability, customer

satisfaction, security and tangible reliability. The questionnaire was distributed to four telecommunication companies' employees. 120 employees filled the questionnaire and 100 of them are valid for statistical analysis.

The results of the study showed that there is a correlation relationship at the macro level between the variables of the study. The results also indicated that mobile phone activities affect customer confidence.

Keywords: Customers, mobile activities, customer trust, telecommunication companies.

ÖZET

MOBİL PAZARLAMA FAALİYETLERİNİN MÜŞTERİLERİN ORGANİZASYONA GÜVENİNİ ARTIRMADAKİ ROLÜ: KUZEY IRAK'TAKİ HÜCRESEL İLETİŞİM ŞİRKETLERİNDE ÇALIŞANLARIN GÖRÜŞLERİ ÜZERİNE BİR ARAŞTIRMA

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Temmuz 2023, viii + 51 sayfa

Mobil pazarlama faaliyetleri sonucu satın alma kararı, özellikle Korona salgını sonrasında cep telefonunun iç ve dış işlemlerin tamamlanabileceği tek araç olarak görüldüğü günümüzde vazgeçilemeyecek önemli konulardan biri olarak kabul edilmektedir.

Bu nedenle, ekonomik psikoloji alanındaki araştırmacılar, satın alma işleminin müşterilerin kalbine daha kolay ve daha açık hale gelmesi için satın alma kararını etkileyen faktörleri ve cep telefonunda hangi aktivitelerin olması gerektiğini araştırmak zorunda kalmıştır. Bu çabalar, telekomünikasyon şirketleri ve müşterileri arasındaki güveni teşvik etmektedir. Bu çalışma, Kuzey Irak'ta faaliyet gösteren telekomünikasyon şirketlerinde mobil pazarlama faaliyetlerinin müşteri güvenini artırmadaki rolünü belirlemeyi amaçlamaktadır.

Bu amaca ulaşmak için araştırmacı tarafından cep telefonu aktiviteleri ve müşteri güveni üzerine bir anket oluşturulmuştur. Bu ankette 45 soru bulunmaktadır. İlk 5 soru, katılımcıların demografik özelliklerini belirlemeye yöneliktir. Anketin ikinci bölümünde mobil pazarlama ile ilgili 20 madde yer almaktadır. Bu maddeler telekomünikasyon firmalarının insanlar, hedefler, stratejiler ve teknoloji ile ilgili mobil pazarlama faaliyetleri ile ilgilidir. Anketin son bölümünde ise müşteri güvenini güvenilirlik, müşteri memnuniyeti, güvenlik ve somut güvenilirliğe göre ölçen 20 madde yer almaktadır. Anket dört telekomünikasyon şirketi çalışanlarına dağıtılmıştır. 120 çalışan anketi doldurmuş ve bunlardan 100 tanesinin istatistiksel analiz için geçerli olduğu tespit edilmiştir.

Çalışmanın sonuçları, çalışmanın değişkenleri arasında makro düzeyde bir korelasyon ilişkisi olduğunu göstermiştir. Sonuçlar ayrıca mobil pazarlama aktivitelerinin müşteri güvenini etkilediğine işaret etmektedir.

Anahtar Kelimeler: Müşteri, Mobil pazarlama faaliyetleri, müşteri güveni, telekomünikasyon şirketleri

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INTRODUCTION

Nowadays, the markets are full of competitors, and you can find plenty of commodities and services that are provided to customers. On one side, companies are looking to increase their profits, while on the other side, customers also search for more valuable products. In such a situation, companies and organizations are seeking to influence their customers in order to build trust between their companies and the clients.

In light of the digital age revolutionizing modern marketing practices and concepts, a significant transformation is occurring. It has become crucial for individuals to prioritize owning a smart device in order to access information quickly and in real-time. This shift is in line with the demands of the technological landscape and contemporary lifestyle, as the means of accessing information extend beyond traditional desktop browsing on a PC. Consequently in order to adapt to the rapid evolution of mobile phone usage, which has expanded beyond mere calls to encompass various functionalities, telephone companies have extensively developed their programs across all domains, including the field of marketing. This led to eliminate the necessity of being physically present in a market and significance of physically being present in a specific location for shopping has diminished, as mobile phone applications enable shopping from anywhere and under any circumstances (Harfanti, 2013, p.25).

Smartphone marketing is set to play a pivotal role in shaping the future of marketing and advertising. It has become a crucial channel for brand owners to engage with their customers, with approximately 55% of customers being reached through smartphones via SMS to provide updates on their accounts, product information, and marketing offers. Furthermore, it has been observed that 4 out of 5 users conduct product research on their smartphones before making a purchase decision. This trend not only leads to increased returns but also highlights the growing significance of mobile advertising (Bridget, 2016, p.113).

When it comes to Iraq, we can say that since the process of liberating Iraq by the United States in 2003, the country, especially the northern regions (Erbil, Dohuk, and Sulaymaniye), has been experiencing significant developments in the telecommunications sector, particularly in mobile phones. Since that year, there has been a significant increase in the number of individuals using mobile phones.

With the rise in the number of mobile users in this region, the role of mobile marketing activities in enhancing customer confidence has become an important topic. This holds particular significance for companies and organizations that seek to utilize the most effective and cost-efficient methods of marketing to influence their customers and increase their profits. Additionally, this leads to increased customer confidence in products and services in a place like the North of Iraq, which has recently emerged as a fully potential market attracting both local and foreign companies.

This emphasizes the importance of mobile marketing activities throughout the entire marketing process, particularly in enhancing customer confidence. Consequently, this subject has been chosen for investigation and we will attempt to address the topic of "mobile marketing and customer confidence," with a specific focus on the case of the North of Iraq. The research will explore the dynamics of mobile marketing in general, and its specific relevance in this region will be examined.

This study purposes to analyze the effects of mobile marketing activities in enhancing customer confidence in the organization a study of the opinions of workers in cellular communications companies in North of Iraq. For this purpose, the thesis is organized as follows. After the introduction, in next chapter, the origin and evolution of the smartphone are mentioned. Then, in Chapter 2 customer trust is examined and discussed. In Chapter 3 methodology of the research and field framework of the research are described. At the end of this section, some conclusion based on the content of the thesis are written.

CHAPTER ONE: MOBILE MARKETING ACTIVITIES

This chapter review the concepts related to mobile marketing activities. In this section we will focus on the origin and evolution of the smartphone, the evolution of the mobile phone, features of social networks and marketing through this networks, smartphone marketing features, telephone activities related to marketing, and challenges of mobile marketing.

1.1.The Origin and Evolution of The Smartphone

In recent years, the advancement of mobile technology has experienced significant growth, transforming traditional phones into much more than mere communication devices. The term "smartphones" has emerged to describe these portable devices that offer users enhanced internet accessibility and capabilities beyond what traditional phones can provide. Operating systems play a crucial role in smartphones, managing all functions and ensuring the device operates efficiently and quickly (Judge and Marr, 2012, p. 5).

The operating system of a smartphone enables the execution of mobile applications, which are software programs developed by phone manufacturers and specialized companies. These applications cover various domains such as sports, news, social communication, entertainment, religion, science, education, and tourism (Bernardo, 2009). This distinction sets smartphones apart from traditional mobile phones, as they? According to Alarcon (2015, p. 22), smartphone applications are compact collections of icons that are designed and developed to enhance the functionality and capabilities of thfdataese devices. They offer additional technical features and tasks, providing smartphones with a competitive edge through the utilization of advanced software.

1.1.1.The evolution of the mobile phone

Mobile phones were initially developed over a long period of time, and it took many years to convince individuals, i.e., customers, to buy them. This developmental stages can be illustrated as follows.

- **Generation Zero G0**: This refers to all portable communications devices that appeared from 1946 to the mid-1980s, including car telephones and push-to-talk wireless handsets.

- **The First Generation G1:** Motorola unveiled the first mobile phone model on April 03, 1973, and in 1978, laboratories in Chicago introduced the first mobile phone network utilizing the analog system.
- **The Second Generation G2:** This generation was first released in 1991 by the Linja Radio Company in Finland. Mobile phones of this generation were able to provide brief text messaging and data transfer services at a maximum speed of 9.6 kilobytes per second. Following that, the enhanced second generation (G2.5) appeared, enabling for a 56 kilobyte per second data transfer speed. This improvement made it easier to use services like email, multimedia messaging, and others.
- **The Third Generation G3:** This generation arrived in the year 2000, heralding a great improvement in the world of communications. It was widely recognized at the time as one of the most sophisticated technologies. This generation, also known as the advanced third generation or HSDPA technology, offers a variety of previously unavailable services with data transmission rates ranging from 2 to 42 megabytes per second. Video calls, streaming TV channels, numerous applications, and other unique services that dramatically increased the mobile phone experience were among them.
- **The Fourth generation G4:** This generation first appeared in early 2015, and it is distinguished by the utilization of local radio frequencies for high-speed data transport. This generation employs Internet protocols and can transport data at rates of up to 15 megabytes per second. Japan and South Korea are thought to be forerunners in high-speed communications (Maryam, 2016, p.33).

1.2.Mobile Marketing

In recent years, technological advancements have brought about significant transformations in people's habits and traditions. This is primarily attributed to the advancements made by mobile companies in terms of technologies and software, which have effectively turned the world into a closely connected global community. This development has particularly emphasized the integration of technology within the operations of business companies and highlighted the utilization of this technology, specifically within mobile phones, for marketing purposes and across various fields. The methods employed for marketing within the mobile phone encompass the following.

Telemarketing is the process of using the telephone to generate leads, make sales or gather marketing information. In the other word, telemarketing is the direct marketing

of goods or services to potential clients by phone, internet, or fax. This strategy entails interacting with clients either via actual engagement by telemarketers or, more typically nowadays, through automated phone calls or automated texts (Islam, 2020, p.4).

Telemarketing may be a valuable tool for small businesses since it is a cost-effective and time-saving alternative to in-person sales. It provides comparable advantages in terms of direct engagement with clients or consumers, with the goal of persuading them to make purchases. Telemarketing enables firms to engage with potential customers and promote product options without the need for in-person contacts. This strategy can help small businesses reach their intended audience and produce revenue.

Mobile marketing is a multi-channel web marketing approach that tries to reach a specific audience via smartphones, feature phones, tablets, or other similar devices. This strategy entails engaging clients through multiple channels including as websites, email, messaging, SMS, MMS, social media, and mobile applications. Mobile marketing has the benefit of providing clients with customized and relevant information based on their location and the time of day. This enables the advertising of products, services, appointment reminders, and ideas that are targeted to the customers' particular requirements and interests.

Andreas Kaplan describes mobile marketing from a theoretical standpoint as the execution of marketing operations through a ubiquitous network, where customers stay continually linked utilizing their personal mobile devices (Henning, 2014, p.14).

1.2.1.Social Networks

Social networking has emerged as a significant and widely discussed subject in the realm of modern technology, owing to the novel possibilities and features it presents. Various definitions have been put forth to encapsulate the essence of social networking, and some of them are outlined below.

According to the definition provided in the ODLIS dictionary, a social networking service is an electronic platform that enables users to create and manage their profiles, as well as communicate with others. Its primary purpose is to facilitate communication among individuals, whether they are acquainted offline or connected through online networks (Joan, 2014, p.12).

Additionally, Pallas is described as a program designed to establish online communities where individuals can connect for various purposes (Kittiwongvivat, 2010,

p.20). Moreover, Jan (2019, p.214) defines social networks as a process that involves the utilization of social networking tools on the internet. It involves the creation and sharing of content through these channels among different parties.

The first social networking sites on the internet, often known as social networks, appeared in the early 1990s. Randy Conrads established Classmates.com in 1995 to connect and interact with his friends and colleagues from his studies, which was a big milestone. This marked the registration of the first virtual electronic communication site that allowed people to connect with one another. Numerous websites subsequently appeared and rose to popularity on the World Wide Web, with major examples being Facebook, Twitter, MySpace, LinkedIn, Google Plus, YouTube, and Skype (Mustafa, 2009, p.91). Social networks come in various types and classifications, which have proliferated worldwide and continue to expand rapidly. One classification categorizes them based on their public availability into two parts: closed networks and open networks. Closed networks involve individuals and groups connected through specific professional frameworks, while open networks are accessible to anyone with an internet account, such as Facebook and Twitter. Another classification is based on the form of electronic communication, including social blogs, limited blogs, encyclopedias, podcasts, and more. Additionally, social networks can be classified based on the means of participation, interaction, and the goals they serve (Jan, 2019, p.241).

1.2.1.1.Advantages of Marketing Through Social Networking Sites

There are some important advantages of marketing through a social networking site. These advantages can be highlighted according to (Jacques, 2013, p.630):

1- Ease of use: This refers to the design of mobile phone software to be straightforward and accessible for all users.

2- Communication and Self-Expression: By providing appealing communication channels, mobile phones enable users to easily connect with the external community and express themselves effectively.

3- The existence of new methods (Innovation): The presence of evolving social networking programs allows for periodic updates, enhancing the marketing process.

4- Global Connectivity: The information network and the Internet have interconnected the world, transforming it into a closely connected global community.

5- Interactivity: The user-friendly nature of these programs facilitates seamless interaction, benefiting both individuals and companies.

6- Savings (Efficiency): Incorporating these programs into mobile phones leads to time and effort savings for both organizations and individuals, as the user-friendly interface reduces time consumption (Shaker, 2018, p. 45).

Jacques (2013, p.22) highlighted social network marketing as a distinctive aspect that emerged in the evolution of social networks, specifically Web 2.0. This marked a significant intellectual and scientific advancement, as it introduced interactivity and facilitated collaboration and social interaction among internet users. Prior to this, website marketing was limited to static marketing programs.

Shaker (2018, p.20) emphasized that the key distinguishing feature of this marketing approach is the direct interaction between the customer and the marketer, enabling discussions about product specifications and benefits. This interactive exchange builds trust in the marketing company, ultimately leading to the completion of the marketing process. The features of social networking marketing approach can be illustrated as follows.

A. Broad service: Marketing through social networking sites is characterized by its wide range of services. Customers who engage with these marketing platforms have the flexibility to do so at any time without the site's owning company being aware of who has read their emails, unless the customer initiates contact. Furthermore, the company is unable to monitor visitors to its site.

B. The universality of e-marketing: E-marketing media transcend geographical boundaries, allowing customers to shop from any location using their personal computers on the company's website. However, it is important to note that the legal framework governing e-commerce, particularly regarding secure trade transactions, is still in the process of development.

C. The speed of changing concepts: E-marketing is distinguished by its dynamic nature, constantly evolving concepts, activities, and regulations. This is due to the close connection between e-commerce and the rapidly changing landscape of electronic communications and information technologies.

D. The importance of advertising via the international network: The utilization of excitement and attention-grabbing strategies in electronic messages is

essential, like the approach taken in television advertising. This is particularly crucial considering the large number of companies that distribute their emails.

E. Deception and fictitious companies: It are critical to avoid false marketing methods that lack authentic content. Customers may encounter fraudulent or non-compliant firms due to the ease with which information about a company may be published on the Internet, potentially leading to situations of deceit.

F. Narrowing the distance between companies: E-marketing bridges the gap between large and small businesses by offering equal chances in production, distribution, and human resources. It enables small firms to compete on an equal footing by allowing them to reach the global market via the Internet without relying on the infrastructure of big enterprises. Furthermore, cultural variations and sensitivities influence the acceptability of online promotional tools in e-marketing. Some advertising strategies may be accepted and linked with cultural mentalities, while others may be rejected or opposed.

G. Not relying on papers: The advancements in technology and the evolution of marketing have resulted in a shift towards electronic transactions conducted through mobile phones or email. This transition has reduced the reliance on paper documents within the marketing process.

1.2.1.2. Marketing Strategies Through Social Networks

Forrest International introduced an experimental model for social network marketing known as "Post." This model is depicted in the accompanying diagram:

Figure 1 Social Media Marketing Strategies

Reference: Mashara, N. (2017). The role of marketing through social networks in managing the relationship with the customer. an unpublished master's thesis, Kasdi University, Algeria.

From the diagram, which represents the implementation of strategies in social network marketing, we observe four sequential steps referred to as "post." The term "post" is an acronym derived from the initial letters of the following words:

People: The target audience of a firm is critical to the existence and effectiveness of social networks or websites. As a result, the model's developers stress the significance for businesses to obtain a thorough understanding of their target audience by evaluating their profiles, behavior, and actions on these platforms. It is critical to determine the communication techniques, preferred messaging, and dialogues that are most effective with the target audience. This insight is critical since the quality of connections, rather than the amount provided, determines the effectiveness of a social network marketing strategy.

Objective: The objectives of the marketing plan must be defined in different ways. Building a good reputation, engaging in meaningful dialogues with consumers, enhancing customer service, and cultivating client loyalty are examples of these.

Strategy: It applies to recognizing the target audience, setting the objectives, and selecting the proper resources and techniques to achieve them in this aspect. The targeted message and content will be delivered to the target audience, and their reactions, such as likes and shares, will demonstrate the strategy's efficacy.

Technology: This stage entails deciding on the best marketing platform, such as Twitter or Facebook, to reach the target demographic. Furthermore, French researchers include the letter "E" in the "POST" model, which stands for evaluation. This emphasizes the significance of evaluating marketing activities by developing appropriate criteria and tracking the results over time.

In the current study, we discovered that this model is utilized to explore and identify mobile marketing tactics.

1.2.2.Social Media Marketing Forms

Because of the rising popularity of social networks, many businesses have begun to use them and incorporate them into their marketing efforts. There are many kind of social media in today’s world, we will mention the most famous of them below:

1.2.2.1.Facebook

Facebook is one of the most widely used social network, has grown tremendously in popularity and speed. With nearly 3 billion users globally, it has grown to become one of the most influential social networks. Through numerous social networking technologies, Facebook allows individuals and groups, including businesses, to market themselves and strengthen their visibility. Users may interact with others on the site, make relationships, and communicate, exploiting Facebook's networking features (Rizan and Muhammad, 2017).

1.2.2.2.YouTube

YouTube, which debuted on February 14, 2005, has sparked discussion about its designation as a social network. However, it is crucial as a video-sharing platform, allowing users to submit films, get comments, and gain widespread distribution (Disponible, 2019, p. 33).

1.2.2.3.Twitter

Twitter is a famous and frequently used social networking site recognized for its 140-character message restriction. It has grown in popularity and is commonly used for social communication reasons (Bernardo, 2009, p. 55).

1.2.2.4.Google Plus

Google Plus is a significant social networking site owned by Google International that was established on June 21, 2011. It was created with the intention of providing complete services and extending its internet presence. Google Plus soon rose to popularity, surpassing Facebook as the world's biggest social communication platform (Hollis, 2010, p. 60).

1.3.Smartphone Marketing Tools

Smartphone marketing tools have grown in importance in our lives, acting as important gadgets for communication, entertainment, productivity, and other purposes. Companies and marketing gurus have recognized the value of cellphones in advertising products and services, recognizing their broad use among customers. They use a variety of methods and approaches to efficiently attract and engage customers and we mentioned them below:

1.3.1.Marketing Using SMS

SMS marketing is widely regarded as an efficient technique for businesses to contact their target clients. According to statistics, SMS messages have a high open rate, with over 90% of messages being read within minutes of delivery, above the 22% open rate for emails. The amount of SMS texts exchanged in 2013 surpassed 10 trillion, demonstrating its widespread use. However, as new technologies and cellphones proliferate, SMS marketing is on the decrease, as these new technologies take over traditional tasks. Additionally, SMS messages may be used to notify customers near a physical store about ongoing specials, offering a more localized approach (Judge, 2012, p. 20).

1.3.2.E-mail

Studies, such as the one conducted by LAB Spain, have revealed a significant email open rate of 78% in Spain, indicating its effectiveness as a marketing tool. Various email platforms are available to enhance your marketing strategy and reach your target audience. E-mail serves as an electronic medium for transmitting messages and files between individuals, offering flexibility and independence from capacity and time constraints. While e-mail communication was previously limited to computers, advancements in mobile phone technology have enabled seamless and confidential email correspondence directly from mobile devices (Marcel, 2009, p. 40).

1.3.3.Mobile Browsing Sites

Several studies, including research conducted by the Nelson Research Center, have highlighted the significant impact of mobile browsing compatibility on consumer purchasing behavior. Brands that ensure their websites are optimized for smartphone browsers have experienced a notable increase of over 73% in product purchases.

1.3.4.Mobile Apps

Mobile applications have emerged as one of the key marketing channels on smartphones, primarily due to their widespread usage and ability to engage users in innovative and captivating ways. Advertisers can leverage services like Google Admob to create targeted smartphone ads that are displayed within third-party mobile applications, providing them with an effective platform to reach their desired audience.

1.3.5.QR Code

QR codes have gained significant acceptance within the realm of social communication, particularly in shopping and interactive programs. Studies have highlighted their effectiveness in enhancing the shopping experience and facilitating interactions between individuals. Larkin (2010, p. 22) explores the various ways to leverage QR codes in the shopping context, providing insights on how they can be beneficial in the following areas:

1. It enables marketers to establish easier and more effective communication channels, thereby building trust and confidence in the brand.
2. QR codes offer tracking functionality through scanning programs and symbols, making marketing operations more convenient and manageable.
3. Marketers can gather valuable information through QR programs, as continuous scanning of the QR code provides data that can be utilized to assess the usage and effectiveness of the technology.

1.4.Smartphone Marketing Features

Smartphone marketing offers several features that attract companies to promote their products. These features include:

- ✓ Low cost: Compared to traditional marketing methods, especially through social networking sites, smartphone marketing allows reaching many consumers at a lower cost.
- ✓ Measurability: It provides the ability to collect data and statistics on the effectiveness and response rate of marketing campaigns.
- ✓ Presentation method: Smartphone marketing offers a wide range of interactive presentation methods that are not easily achievable with traditional marketing approaches. It allows customers to engage through comments, questions, and other interactive features.
- ✓ Targeted Approach: Smartphone marketing enables the precise targeting of specific market segments, allowing for personalized and tailored marketing campaigns.
- ✓ Wide Reach: With smartphones being widely used, marketers could reach a vast audience through their mobile devices.

✓ Rapid Implementation: Advertising campaigns can be swiftly published on the internet via smartphones, providing flexibility and the ability to quickly modify or replace content based on evolving needs (Tolin, 2015, p. 15).

1.5.Telephone Activities Related to Marketing

The mobile phone is one of the consumer products that has gained global support in a relatively short period of time (Barnes and Sconavacca, 2004, p.15), as it has become a necessity in the lives of most consumers, especially the students among them. Everywhere they go, they see it not only as a personal holiday that they use to communicate with their family and friends, but it also represents an extension of their personal and individual distinction (Sultan and Rohm, 2005, p. 20). About marketers, the wide spread of telephone devices the mobile represents huge marketing opportunities to reach the consumer and to serve at any time and any place.

Consumers have integrated mobile phones into various aspects of their lives, enhancing their personal and social interactions, as well as facilitating their daily work tasks. The significance of mobile phones in people's lives has become so profound that it can be considered an inseparable component of human existence, applicable in any given situation (Amato and Hollenbeck, 2007).

1.6.Challenges Facing Mobile Marketing

Despite the advancements in technology and the widespread adoption of marketing concepts through social networking programs, there is a significant number of companies that have not allocated sufficient budgets to tap into the marketing potential of mobile devices. Banrutcu (2017, p.25) highlights several drawbacks associated with mobile marketing that can be identified:

1. The limited screen size of mobile phones poses a challenge for displaying content effectively.
2. Writing and reading can be difficult on mobile devices due to their small screens.
3. Communication costs may be high in certain cities, affecting the accessibility of mobile marketing.
4. Some mobile phones have limited battery power, which can hinder marketing activities.

5. Users' familiarity with social networking programs may vary, impacting their engagement with mobile marketing.

6. Trust levels in mobile devices vary among users, with concerns about security and privacy (Fenech, 2002, p.497; Barnes, 2002; Yuan and Cheng, 2004; Funk, 2005, p. 83)

CHAPTER TWO: CUSTOMER TRUST

In this section customer trust will be evaluated. Focusing on this we will discuss definition of the customer, the importance of trust, components of customer trust, types of customer trust, and factors that affecting customer trust.

2.1 Definition of The Customer

The client, whether an individual or a corporate organization, plays an important part in the market by rationally acquiring goods or services for personal consumption or on behalf of others (Laith, 2009, p.74). The consumer is the key source of profit and future growth for a business. A delighted consumer not only creates more income but also uses fewer resources to keep (Gray and Byun, 2001, p.8).

2.2 Definition of Trust

Trust is a complicated notion with several meanings and views, and it is critical to grasp that these multiple definitions are not incompatible but rather complimentary. There have been several notable definitions of trust offered, including those provided by Bellamy and Bounoua (2016, p.36).

According to the Stanford Encyclopedia of Philosophy, trust is an attitude that people feel toward those whom they believe to be trustworthy. It entails trusting in someone's dependability and trustworthiness based on previous experiences or proof. Trust may be defined as a pledge or commitment made between persons or groups, whether represented via written or moral duties.

Chu (2009, p.22) defines trust as a set of characteristics that an individual employee should demonstrate in their conduct. These characteristics serve as differentiators amongst employees because they represent the ideals and standards that are embedded in their psyche and thought processes.

In this sense, trust might be defined as a shared responsibility between two people for a given issue. The presence of trust requires each partner to hold the other accountable. This helps to build confidence and prevents manufacturers and distributors from manipulating or falsifying brands. When a brand is trusted, the marketing process between the two sides is greatly streamlined.

It has been proposed that there is a moral relationship between a brand's reputation, perceived personality, image, brand communication, and trust placed in it. Furthermore, the brand's resistance to copying has been studied, as has its influence on

improving trust levels and consumer loyalty (Sirdeshmukh et al., 2002, p.37). As a result, clients create expectations that the company is reliable and will keep its commitments. This trust perception adds to the brand's reputation, capacity to address client wants, and the formation of a long-term relationship with customers (Chu, 2009).

2.3. The Importance of Trust

The importance of customer trust can be illustrated as follows.

2.3.1. Enterprise

A corporation may get various advantages from trust, including long-term success and insights about the strengths and flaws of its goods through consumer participation. Furthermore, trust is critical in promoting consumer loyalty (Abdel, 2019, p.67). It has a significant impact on buy intentions and consumer behavior, resulting in higher customer trust and lower advertising expenditures (Pennanen, 2009, p.15).

2.3.2. Customer

Customers tend to develop loyalty to an institution over time and are reluctant to switch to competitors frequently. This loyalty is built upon the institution's ability to understand and fulfill the customer's needs. When customers perceive an institution as trustworthy, honest, and attentive, they naturally place full confidence in it to meet their needs and requirements. Consequently, when they have any needs, they will turn to this institution rather than others they may encounter (Ben Hamo, 2016, p.56).

Trust plays a crucial role in the connection between commitment and loyalty. When one party places complete trust in the other, the other party must strive to maintain that trust by consistently creating a positive impact. If an organization delivers its services in a manner that fosters mutual trust with the customer, it allows for the acceptance of potential risks that may impede service provision, ultimately contributing to the organization's success (Vuuren et al., 2012, p.85). Additionally, Hanawi (2016, p.127) emphasized the significance of customer trust through several key points:

1. Contentment with job-related tasks and choices.
2. It fosters enduring and enduring exchange relationships with partners.
3. Trust is crucial for the success of business relationships, particularly those marked by high levels of risk, as it serves as a safety net.

4. The primary advantage of trust is customer loyalty, which consequently cultivates long-term relationships.
5. Since evaluating a product or service prior to actual consumption is not feasible, trust becomes a valuable determinant in decision-making.

2.4. Components of Customer Trust

There are various elements that contribute to customer trust, including, but not limited to:

- **Honesty:** The belief that the other party will fulfill the customer's expectations.
- **Sincerity:** The belief that the other party will engage in safe and genuine interactions, even when presented with opportunistic situations (Ben Hamo, 2016, p.7).
- **Credibility:** Referring to the other party's ability to fulfill their obligations, encompassing competence, honesty, promise fulfillment, and capability consistently and effectively.
- **Integrity:** Defined as entrusting the other party to fulfill their obligations with reliability and honesty, incorporating the ethical dimension of trust (Meryem & Bounoua, 2016, p. 39)
- **Good Faith:** Represented by acting in the customer's best interest, even when new conditions have not been previously agreed upon, ensuring the customer feels secure and emotionally supported (Kantsperger and Kunz, 2010, p.6).

2.5. Types of Customer Trust

Abboud et al (2015) discussed customer trust and categorized it into three types, outlining the nature of each type.

1. Interpersonal trust: This type of trust pertains to the level of trust between individuals involved in the marketing process across different stages and levels.
2. Trust between organizations: This type of trust goes beyond individual expectations and encompasses trust between organizations. It is reflected in cooperative and collective behavior throughout the marketing process among different institutions.
3. Institutional trust: This form of trust is developed through the recognition and acceptance of the social, political, and economic norms that govern a particular society.

2.6 Factors Affecting Customer Trust

Salah El-Din (2015, p.22) pointed out that trust between the client and the institution can be achieved through several indicators.

2.6.1. Price

Price is an important aspect in influencing and inspiring individual customers to acquire products or services. It is critical to obtaining consumer happiness and success in domestic and international markets. Companies and organizations must carefully consider price when developing marketing strategies since it has a direct influence on product demand. Setting reasonable pricing is critical for meeting consumer expectations and increasing sales (Virvilaite et al., 2009, p.16).

Customers may be prepared to pay a greater price for a product or service if they perceive a proportional advantage, according to Awan and Iqbal (2014). In this sense, price represents the value and advantages that buyers anticipate receiving from their purchase.

Virvilaite emphasized that pricing is a vital component of the marketing mix that can be tweaked or changed, making it distinct from other components. It is also seen as an essential aspect that cannot be disregarded in marketing tactics (Virvilaite, 2008, p.60).

2.6.2. Quality

As stated by Virvilaite etal (2009, p.16), quality serves as a connecting factor between price and the benefits customers can derive. It is considered a measure of the value and sustainability of the service offered in the mobile industry. There exists a strong correlation between the quality of mobile phone services and customer loyalty, supported by research indicating that higher quality standards contribute to greater customer loyalty towards a specific mobile phone brand.

2.6.3. The Reputation of The Organization

According to Ibok and Etuk (2015, p.12), brand image represents the desired identity that a company aims to establish in the market, encompassing how it presents its products and communicates its brand promise to customers. Their study conducted in the Nigerian telecommunications industry found a strong positive correlation between brand identity and customer loyalty. As a result, they recommended integrating management and promotional strategies to enhance customer loyalty in this industry.

Similarly, another study by Nasserzadeh et al. (2014) also confirmed a significant positive relationship between brand image, brand loyalty, and customer satisfaction. The study suggests that companies with a favorable market image have a higher likelihood of achieving better rankings, gaining a competitive advantage, and securing a larger market share.

2.6.4. Cost

Mandal and Bhattacharya (2013, p.21) discuss the various costs associated with consumer switching behavior. They identify three types of switching costs: procedural, financial, and relational. Procedural switching costs include factors such as economic risks, evaluation costs, setup costs, and learning costs, which entail the time and effort needed to adapt to a new product or supplier. Financial switching costs involve tangible monetary resources at stake, such as the loss of investments, interest, or financial penalties. Relational switching costs arise from the disruption of the consumer-supplier relationship, encompassing psychological and emotional factors like the loss of personal connections and brand attachment. These different types of switching costs act as barriers, dissuading consumers from changing products or suppliers by highlighting the potential losses and challenges associated with such a switch.

2.6.5.Good Site Design and Its Features

The design of websites plays a crucial role in establishing consumer trust and confidence. In the realm of internet marketing, website design and e-marketing activities are significant factors that influence consumer behavior. Specifically, website design, reliability, customer service, security, and privacy are key features that greatly impact consumers' perceptions and willingness to make online purchases (Shergill & Chen, 2005, p.78).

According to the findings of the study conducted by Hsieh et al. (2018, p.27), consumers' online responses to product prices vary based on the background color of the website. The study identified two distinct types of participants: those exposed to a red-colored screen and those exposed to a blue-colored screen. Participants viewing the red-colored screen exhibited a strong motivation to make a purchase and responded quickly to the price, even if it was high. On the other hand, participants viewing the blue-colored screen displayed very low motivation to make a purchase, irrespective of whether the price was low or high.

2.7. Dimensions of Customer Trust

Based on an extensive review of research and literature, it is evident that trust in institutions encompasses multiple dimensions that have not been unanimously agreed upon by scholars. However, for the purposes of this study and in alignment with its practical focus, three specific dimensions have been identified: efficiency, credibility, and integrity or honesty, along with the aspect of good reception. These dimensions can be explained as follows:

In the present study, the researcher intends to utilize the study conducted by Wong and Sohal as a foundation for measuring customer trust. This study has been widely accepted and supported by various fields. The dimensions of customer trust that were adopted in their research will be utilized as a framework in this current study. The following provides an explanation of these dimensions.

2.7.1. Reliability

According to Kotler, credibility refers to the amount of trustworthiness between the client and the firm. It refers to the company's capacity to deliver credible and trustworthy information about its products or services to customers (Kotler, 2001, p.465; Damour, 2008, p.22).

Loureiro (2008, p.249) examines the idea of dependability, which refers to the organization's ability to supply the service in a dependable and correct manner. The consumer expects the service provider to meet their deadlines and deliver on their promises. Reliability refers to an organization's ability to satisfy its promises by delivering an acceptable service that is provided on time and with the required precision. This indicates that the organization has responsibility for meeting its duties (Davis et al., 2003, p.220).

2.7.2. Customer Satisfaction

Customer satisfaction is critical for every institution that aims to fulfill the demands of its customers and create loyalty. An institution's potential to flourish and achieve optimal market growth can be enhanced by knowing the demands of its clients. The pursuit of customer happiness is critical to the institution's performance and attempts to retain a strong market footing.

Consumer satisfaction, according to Kotler, is the emotional response of joy or disappointment that a consumer feels when comparing the actual performance of a

product to their prior expectations. Customer satisfaction, on the other hand, is defined by Reed and Hill as the customer's impression of how efficiently an institution meets their wants and wishes. Carman goes on to say that there are two definitions of customer satisfaction, one of which emphasizes the distinction between service experiences. Customer satisfaction clearly includes the evaluation of product performance, the impression of satisfying customer demands, and the whole service experience. (Barutçu, 2007, p.10).

It is an important aspect in the interaction between the organization and the consumer, as well as a determinant of the relationship's continuance and growth, especially because it is the true bridge to establish loyalty (Ping, 2003, p.329).

Satisfaction serves as a gauge for evaluating marketing performance. Customer satisfaction is defined as the positive sentiment derived from assessing every aspect of the customer's relationship with the organization, encompassing present experiences and future expectations (Yang and Peterson, 2009, p.29).

Omar et al. (2011, p.28) affirm that when customers are satisfied with their relationship with an organization, it can motivate them to provide support and advocacy for the organization, while also influencing their intentions to switch to other alternatives.

2.7.3. Safety

This implies that employees possess the necessary knowledge and skills to effectively carry out their tasks, ensuring that the services provided are delivered without any potential risks that could jeopardize the well-being of the service recipients. As a result, customers develop a higher level of confidence in receiving error-free services that are devoid of any potential harm, whether it be physical or ethical in nature (Luqman, 2012, p.37).

Luqman (2012, p.37) highlighted the physical aspect as a mechanism employed by organizations to cultivate trust and provide reassurance to service recipients. By ensuring that there are no errors or mistakes in the service delivery, organizations aim to instill a sense of psychological and material reassurance in their customers.

Various promotional efforts, according to Al-Jasmi (2007, p.54), play an important part in developing trust and drawing clients to a firm. Kotler also underlined the significance of security and dependability in building trust. Trust, in general, is an essential component for effective partnerships since it represents one party's willingness

and reliance on another in a specific economic transaction. Marketing businesses try to delight clients and acquire their confidence (Kotler, 2000, p. 59).

2.7.4. Tangibility

It refers to the physical features of the service, and its visibility is obvious via the building of trust between consumers and marketing service firms. This trust helps firms to provide quality service to clients on time (Davis et al., 2003, p.220).

Tangibility, according to Kotler, relates to the tangible features of a service, such as a company's visible resources and facilities. Businesses frequently use the physical component of trust to create and deepen connections with current and future consumers. Tangibility includes a variety of variables, such as the existence of contemporary equipment, physically appealing premises, well-groomed workers, and appealing and compelling service materials (Kotler, 2016).

According to Al-Taie (2009, p.155), tangibility is important in promoting consumer trust. The physical evidence of the service, including tangible components such as the look of equipment and machinery, the outward appearance of service providers, and the communication technologies utilized, is referred to as tangibility. It is reflected by the tangible resources accessible inside the service organization, such as equipment, the physical appearance of service providers, and the instruments and modes of communication used to connect with them (Al-Taie, 2009, p.155).

Customers assess the quality of a service based on physical features such as the materials and technological equipment used, the interior design of the institution, and its overall customer convenience. These visible features are critical in creating trust in the service provider. Tangibles include physical buildings, equipment, and employees, all of which help to make a good image and gaining consumer confidence (Lovelock, 1996, p.456).

Employees who directly provide services to clients and show a willingness to assist and serve them play an important part in the tangibility of service delivery. Their proximity to clients and the great degree of confidence put in them help to make their work performance tangible (Schroeder, 2007, p.140).

Furthermore, these professionals are capable of efficiently addressing and fulfilling consumer requests, as well as quickly and effectively resolving any difficulties that may emerge. They express the organization's dedication to valuing and respecting its

consumers by doing so, generating a sense of value and happiness among customers (Najm, 2015, p.240).

CHAPTER THREE: A RESEARCH ON MOBILE MARKETING ACTIVITIES AND CONSUMER TRUST IN NORTHERN IRAQ

In this section firstly subjects related to the methodology of the thesis such as, study problem, research questions and objectives, study model, types of data, hypothesis of research, and important of the research are discussed. Afterwards the findings of the research will be mentioned.

3.1.Research Methodology

3.1.1.Problem of The Research

The mobile phone is one of the fastest growing products in the global market (Shaker, 2018:16), where statistics between 2001-2017 indicate that mobile phone subscriptions were less than a billion worldwide, with the majority of subscription being in developed countries.

However reached subscriptions at the end of 2010 to five billion with the majority of subscription in developing countries (Than kina et al, 2013 :327), mobile phone consumers around the world are greatly influenced by several factors in their purchasing decisions, which may be related to individual characteristics or the characteristics and features of the phone itself, this is what leads the phone manufacturing establishments to offer a variety of brands and different features, and prompts researchers and those interested in this field to search for those factors and determine the most influential factor on the decision to purchase this product.

Given the scarcity of such studies in the Arab world in general and Iraq in particular, we decided to research, through our study on mobile phone activities and the extent of their impact, enhance the confidence of the business organization.

Accordingly, we can define the problem of the study through a set of questions.

1. What are the differences in employee opinions about mobile activities and the organization's trust?

2. Is there a role for mobile phone activities in improving the organization's confidence?

3. Is there an impact of mobile phone activities on the organization's trust?

4. What is the nature of the relationship between mobile phone activities and the trust of the organization?

5. Does customer confidence differ between the different companies that have different mobile marketing activities?

3.1.2.Purpose of The Research

The importance of the study consists of the importance of the topic for the communication companies in the Kurdistan Region of Iraq, as well as the importance of the topic for researchers in this field, as it is a main reference for them.

The importance of the study for the field is due to the possibility of benefiting from the results of this study for the companies studied, now or in the future. The main and secondary purposes of this study are as follows.

1. Diagnosing the availability of mobile marketing activities in the companies under study.

2. Getting to know the customer's trust in the company.

3. To provide a theoretical and philosophical framework for the variables and dimensions of the study

4. Presenting a number of proposals and their implementation mechanism for the companies under study according to results of the study.

3.1.3.Research Model

According to the content of the study problem and its objectives, the study adopted a model to clarify the relationship between the studied variables and their effects represented in (mobile phone activities and the organization's trust), as shown in the following formula.

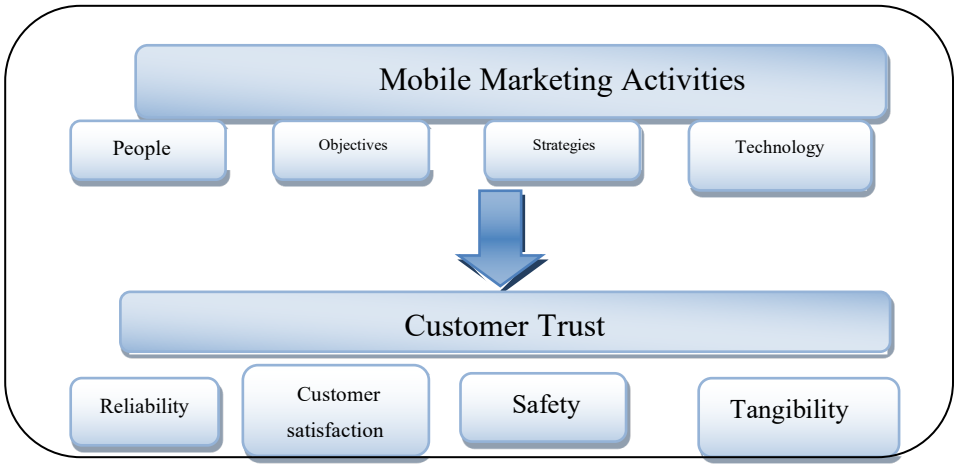

Figure 2 Research Model

3.1.4.Hypotheses and Research Questions

Based on the research problem and purposes of the study, the following research questions and hypotheses are improved:

Q1: What are the perceptions of participants on mobile phone marketing activities and customer trust?

H1: There is a significant relationship between mobile phone marketing activities and customer trust.

H2: Mobile phone marketing activities affect customer trust.

Q2: What are the significant effects of different types of mobile phone marketing activities on the dimensions of customer trust?

3.1.5.Research Importance

The importance of the current study can be determined at the academic and field level as follows:

The academic importance comes through clarifying two important variables in the marketing literature. The marketing environment is very dynamic in nature and these variables have continuous improvement. In addition, it is thought that testing this relationship, which has not been studied sufficiently in Duhok sample, will contribute to the literature.

It is thought that the research will also contribute to marketing practitioners. Marketing activities have largely turned to mobile platforms with the inevitable developments in technology. For this reason, gaining competence in mobile marketing applications will provide an important competitive advantage for companies trying to gain customer trust. The research is important in terms of revealing which mobile marketing application is more effective in gaining customer trust.

3.1.6.Population and The Sample of The Research

The population of the research consist of employees of telecommunication companies operating in Northern Iraq. The current study was conducted within the private sector of the telecommunications companies operating in Iraq by selecting a sample of employees, because these mobile phone companies are among the biggest beneficiaries of marketing through mobile phone programs. The reason for choosing these companies can be summarized as follows:

1. Communication companies have an important position within the service sector.

2 . The private sector owns the financial liquidity that enables it to obtain the best technology and human resources.

3 . Communication companies were chosen because of the lack of trust between them and their customers.

4. Ease of obtaining cooperation from telecom companies within the current environment. The questionnaire is distributed according to the convenience sampling method. Questionnaire forms were distributed to employees of the specified companies.

The population was represented by all telecommunication companies operating in Northern Iraq (Asiacell, Korek, Zain, Newroz). The questionnaire was distributed to the employees of private sector telecommunication firms. The researcher distributed approximately 125 questionnaires to the companies concerned, 100 questionnaires were retrieved, valid for analysis.

3.2.Findings of The Research

In this part of the study, the findings regarding the demographic characteristics of the sample, descriptive statistics regarding the research variables and the results of the hypothesis tests will be discussed.

3.2.1.Demographic Characteristics of The Participants

In order to achieve the objectives of the study and prove its hypotheses, the employees of communication networks operating in Northern Iraq (Asiacell, Korek, Zain, and Newroz) were selected.

As for the research sample, it was chosen according to the quota sampling method. The questionnaires referred to in Appendix (1) were first distributed to a sample of teachers at the University of Duhok such as the arbitration experts referred to in Appendix (2), and some modifications were applied to the form according to the experts' suggestions. The final form of the questionnaire was distributed to the employees of the four selected telecommunication companies within the region. 125 questionnaires were distributed to the employees and 100 of them are valid for analysis. The percentage of total valid forms and the frequencies of the employees from four company are shown in Table 1.

Table *1* The Frequencies of The Respondents from Four Telecommunication Companies

N	Company	Number of Forms			Percentage of total valid forms
		Distributed	Received	Valid	
1	Asiacell	30	19	19	%19
2	Korek Company	35	31	31	%31
3	Zain Company	30	26	26	%26
4	Nowruz	30	24	24	%24
	Total	125	100	100	%100

To describe the study population, the data obtained by the researcher from the introductory part of the questionnaire. These demographic characteristics are shown in Table 2.

Table *2* Demographic Characteristics of The Respondents

Female		Mail		Gender
%	n	%	n	
%41	41	%59	59	

More than 50		50 -41		40-31		30-21		Age
%	n	%	n	%	n	%	n	
4%	4	9%	9	42%	42	45%	45	

	Unmarried		Married		Marital Status
	%	N	%	N	
	42%	42	57%	57	

Postgraduate		Bachelor's degree		High School		Middle School		Education
%	N	%	N	%	N	%	N	

7%	7	50%	50	21%	21	22%	22	
11-15 y			5-10 y		Less than 5 y		Tenure of Office	
%		N	%	N	%	N		
8%		8	43%	43	49%	49		

According to Table 2 the percentage of males is higher than females in research sample. Most visible age group is 21-30 years old. It is followed by the 31-40 years old age group. The majority of the research sample are married. The half of the respondents have a Bachelor's degree. Nearly the half of the respondents are working in this company for less than 5 years. These characteristics show that the employees are young and well educated.

3.2.2.Descriptive Statistics of Mobile Marketing Activities and Customer Trust Items

In the second part of the questionnaire there are 20 items that measure the mobile marketing activities of telecommunication companies. Table 3 shows the descriptive statistics of these items.

Table 3Descriptive Statistics of Mobile Marketing Activities

Variable	No	Item	Mean	St. Dev.
People	1	The telecommunications company determines the audience it is targeting precisely	4.080	0.991
	2	The telecommunications company has full knowledge of all the needs of the customers it deals with.	3.960	0.875
	3	The Communications Company studies everything related to customers (values, customs, traditions) before offering its services to them.	3.860	0.864
	4	Our company uses all social media to communicate with customers at all times and places.	3.650	1.057
	5	Our company has the ability to maintain its customers under any force majeure circumstances	3.730	1.043
Objectives	6	Our company always strives to achieve its goals with regard to the target customer.	3.880	1.112

	7	Our company works to reach the planned goals on time.	3.850	0.998
	8	Our company sets its goals in the light of studying the environment and the target audience.	3.700	0.915
	9	Our company is characterized by the rapid completion of the services it provides to customers via the mobile phone	3.700	0.858
	10	Our company enables customers to control all services through a mobile phone.	3.810	1.021
Strategies	11	Our company determines in advance the strategies that it will follow to achieve its goals.	3.980	0.931
	12	Our company works on developing strategies in accordance with the nature and quality of the target customer	3.800	1.005
	13	Our company is working on discussing the implemented strategies with the staff to know the success rates for them in advance	3.880	0.913
	14	Our company takes into account the opinion of customers about it and ways of offering services to them	3.790	1.027
	15	Our company is working to provide services related to the mobile phone that are characterized by quality and high quality.	3.810	0.884
Technology	16	Our company provides the service through the mobile phone with high speed and accuracy	3.870	1,01
	17	Our company's technology is characterized by a wide variety to suit the different needs of customers.	3.790	0.956
	18	Our company uses electronic marketing means (mobile phone), which increases the efficiency of service provision.	4.290	0.795
	19	The use of mobile phone activities in providing the service helped to complete the work correctly and with high accuracy.	3,88	0.807
	20	Our company diversifies the programs that the customer uses to avoid being boring in his relationship with the company	3.840	0.861

People: When the descriptive statistics for the first five items of the scale related to the people dimension are analyzed, it is seen that the companies are highly customer-oriented. They analyze the target customer groups very well and they are successful about reaching them from different communication channels. The lowest mean is 3,65 in this part of scale and this item is about using social media platforms. The employees think that the companies must be more visual in social media.

Objectives: When the descriptive statistics of the five items of the scale are examined, it is seen that the companies are also successful and punctual in reaching their goals. The means of the items are between 3,70 and 3,88. Customer-related targets, timing targets and environmental analysis targets are successfully achieved.

Strategy: When the descriptive statistics of the five statements under the strategy heading are examined in the scale, it can be said that companies act in a customer and employee-centered manner while developing strategy. Strategy developing activities focus on improving quality of products and services.

Technology: When the descriptive statistics about the technology dimension in the last five statements of the scale are examined, it can be said that companies keep up with technology and use high technology to satisfy customers. In particular, it is seen that the level of use of electronic marketing tools by companies is quite high.

In the second part of the questionnaire there are 20 items that measure the customer trust by 5 point Likert scale. Table 4 shows the descriptive statistics of these items.

Table 4 Descriptive Statistics of Customer Trust

Var.	No	Item	Mean	St. Dev.
Reliability	1	The company's employees are committed to the correct time frame to complete the services.	4.030	0.846
	2	The company's employees provide documented services.	3.930	0.890
	3	The company's employees have time to respond to customer requests	3.830	0.943
	4	The services provided by our company are characterized by a high degree of accuracy	3.910	0.964
	5	The company is distinguished by the ability to fulfill its services, no matter what the cost	3.910	1.092
Customer Satisfaction	6	Customers are fully satisfied with their relationship with the company	3.880	1.112
	7	Customers get all the benefits as a result of their dealings with the company	3.880	0.977
	8	The company offers high-quality offers that accompany the competitive environment	3.930	0.879
	9	The company is constantly trying to develop its relationship with customers	3.870	0.981

	10	Our customer service is given the first priority by the employees and workers on it.	3.960	0.983
Safety	11	Our company provides personalized services to customers.	4.070	0.867
	12	Working hours within the company are suitable for all customers	4.060	0.885
	13	The company provides employees to take care of all customers' special needs	3.990	0.881
	14	The company is interested in all requests, opinions and suggestions of customers.	3.910	0.985
	15	The company's employees are distinguished by the ability to understand all customers' needs	3.880	0.913
Tangibility	16	The company is committed to all promises made to customers.	3.790	1.066
	17	When there is any problem, the company works with great interest in trying to solve it or provide solutions.	3.900	1.077
	18	The company provides its services in a way that meets the desires of customers from the first time.	3.840	1.002
	19	The company provides its services within the agreed period.	3.860	0.921
	20	The company avoids making any mistakes when dealing with customers.	3.860	0.953

Reliability: When the descriptive statistics on the first five items of the customer trust scale are examined, it can be said that the companies offer their services at the right time and in the right way. Item statistics show the employees think that the customer trust level is high in this telecommunication companies.

Customer Satisfaction: When the descriptive statistics for the five expressions that measure customer satisfaction are examined, it can be said that the employees think that customer satisfaction is high, and the company makes great efforts to improve relations with customers.

Safety: When the descriptive statistics of the five statements that measure customer safety in the scale are examined, it is seen that businesses strive to produce special solutions for customers. The special requests of the customers are taken into consideration and efforts are made to increase customer satisfaction and trust with personalized solutions.

Tangibility: When the descriptive statistics of the five statements about tangibility are examined, it is seen that businesses are successful in producing concrete solutions to customers' problems. Customer expectations and problems are resolved in a short time. It focuses on service production processes that will fully meet customer expectations.

3.2.3.Hypothesis Test Results

In this part of the research, the findings obtained as a result of testing the hypotheses developed will be discussed. First of all, whether there is a significant

relationship between mobile marketing activities and customer trust and relationship between their dimensions was evaluated with the Pearson correlation test. Analysis results are summarized in Table 5.

Table*5* Pearson Correlation Test Results

Marketing activities / customer confidence	People X1	Objective X2	Strategic X3	Technology X4	Overall Index
Reliability Y1	0.315**	0.392**	0.407**	0.277**	0.457**
Customer Satisfaction Y2	0.247*	0.429**	0.403**	0.227*	0.430*
Safety Y3	0.339**	0.360**	0.404**	0.221*	0.437**
Tangibility Y4	0.380**	0.304**	0.325**	0.336**	0.440**
Overall Index	0.339**	0.467**	0.482**	0.332**	0.552**

Table 5 indicates that there is a positive statistically significant correlation between the mean of marketing activities dimensions and mean of customer trust dimensions. The correlation coefficient is 0.552**, and it is significant (p=0,01).

Table 5 shows that there is a significant correlation between customer trust and each dimension of mobile marketing activities, and that the strongest significant correlation was between customer trust and strategy dimension of marketing activities, while the weakest significant relationship was between customer trust and technology dimension of marketing activities.

Table 5 shows that there is a significant correlation between mobile marketing activities and each dimension of customer trust. The strongest significant correlation was between the mobile marketing activities and reliability dimension of customer trust and

the weakest significant correlation was between the mobile marketing activities and customer satisfaction dimension of customer trust.

After the test of correlations the regression analysis have been used for testing the research model. The results of regression analysis are shown in Table 6.

Table*6* The Regression Analysis Results (The Effect of Mobile Marketing Activities on Customer Trust)

Independent / Certified	Marketing activities		R2	(F)Values	
	B0	B1		Calculated	Tabulated
Marketing activities organization trust	0.647	0.552	0.551	42.990	3.84

Table 6 shows that there is a significant effect of marketing activities on the customer trust, and this is supported by the calculated F value of 42.990, which is greater than its tabular value of 3.84 and at a level of significance 0.05 and with a degree of freedom 1,98, which indicates that the regression curve is good in explaining the relationship between marketing activities and the organization's trust and at the overall level, and the coefficient of determination (R2) reached a value of 0.552, which indicates the ability of the independent variable to explain the effect on the organization's confidence by about 55%, and this reinforces the value of the regression coefficient (β1) of 0.552.

Table 7 shows that there is an effect of mobile marketing activities in every dimension of customer trust. The results of the analysis show that all of the regression models are significant. The dimension of customer trust most affected by mobile marketing activities is the reliability dimension, while the dimension least affected by mobile marketing activities is the customer satisfaction dimension.

Table *7* Regression Analysis Results (The Effect of Mobile Marketing Activities on Customer Trust Dimensions)

Marketing activities organization trust	***Marketing activities***		β	(F)	
	B0	B1		Calculated	
Reliability	0.691	0.457	0.457	25.832	3.84
Customer Satisfaction	0.667	0.430	0.430	22.174	
Safety	0.595	0.437	0.437	23.144	
Tangibility	0.634	0.440	0.440	23.569	

3.2.4.Variance Analysis Results

In this part of the research, the results of the tests conducted to determine the differences between the selected telecommunication companies in terms of mobile marketing activities and customer trust will be discussed. The differences between the companies in terms of mobile marketing activities are shown in Table 8.

Table 8 Variation of Companies About Mobile Marketing Activities

S. O. V.	S. S.	D. F.	M. S.	F	Sig.
B. G	4.188	39	1.396	6.620	0.000
W. G.	20.244	96	0.211		
Total	24.432	99			

As seen in Table 8, the F value is 6.620 and is significant at 0.05 significance level. This result indicates that there is a significant difference between the mobile marketing activities of the four businesses included in the research sample.

Accordingly, the Duncan test was conducted to determine the degree of disparity between the companies of the study sample, as Table 9 indicates that there is a discrepancy among companies according to their arithmetic mean, as the highest percentage of marketing activities came in Zayin Telecom Company, and this was in the middle of My account is 4.0442.

Cork Communications Company, as it had an arithmetic mean of 3.9790, and this is an indication that both companies have a great understanding of the concepts of marketing activities as indicated in Table 9 and Figure 1. However, we find that the least variation of marketing activities in this sample was between Nowruz and Asiacell.

Table*9* The Level of Variation of The Companies According to Their Mobile Marketing Activities

Company	N	1	2
Asiacell	19	3.4763	
Nowruz	24		3.8063
Korek Company	31		3.9790
Zain company	26		4.0442
Sig.		1.000	0.091

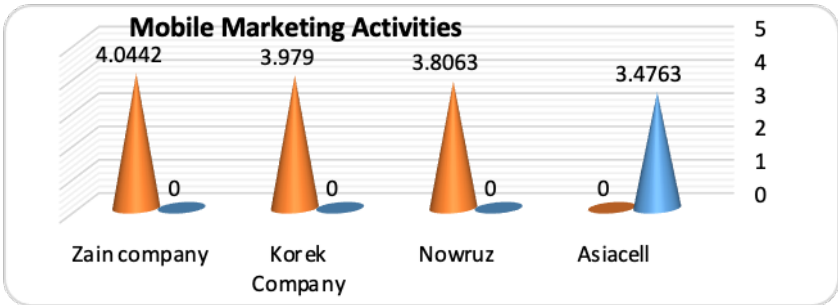

Figure 3 Variation According to Marketing Activities

The differences of the four firms in the research sample in terms of customer trust were also examined. The results of the analysis are shown in Table 10.

Table 10 Variation of The Companies About Customer Trust

S. O. V.	S. S.	D. F.	M. S.	F	Sig.
B. G	5.967	3	1.989	6.934	0.000
W. G.	27.540	96	0.287		
Total	33.507	99			

As seen in the table, there is a difference between the four enterprises in the sample in terms of customer trust. It is seen that the F value is 6,934 and it is significant at 0,05 significance level. The results of the Duncan test to determine the direction of the difference are shown in Table 11.

Table *11* The Level of Variation of The Companies About The Customer Trust

Company	N	1	2
Asiacell	19	3.4307	
Korek Company	31		3.9113
Zain company	26		4.0679
Nowruz	24		4.1094
Sig		1.000	0.229

The highest percentage of the customer trust among the study sample companies came in Newroz Telecom Company, and this was with an arithmetic mean of 4.1094, and then came Zayn Communications Company with an arithmetic mean of 4.0679. We also find that the least variance of the customer trust was from the share of Corek and Asiacell in the arithmetic mean, respectively 3.9119, 3.4307 as in Table 11 and Figure 5.

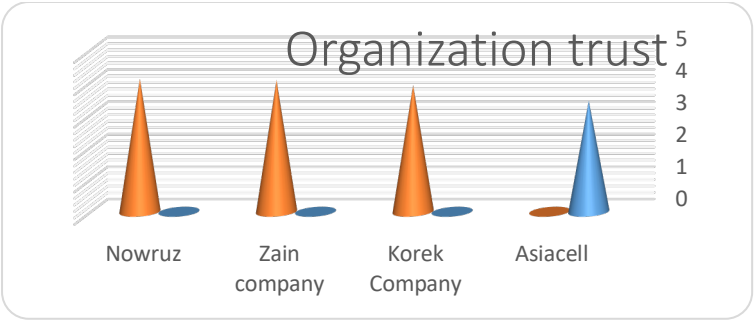

Figure 4: The Level of Variation of The Companies About Customer Trust

Hence, it can be indicated through the analysis of variance that the study sample companies were varied through the extent to which they were affected by mobile marketing activities and the organization's trust. Here we can clarify this discrepancy in the gradation of the study sample companies according to their arithmetic means as indicated in Table 12.

Table *12* The Level of Variation of The Companies According to Mobile Activities versus Customer Trust

Impact	*Marketing activities*	The confidence of the organization
Higher ↓	4.0442	4.1094
	3.9790	4.0679
	3.8063	3.9113
Lower	3.4763	3.4307

Figure 5: Variation of companies according to marketing activities and the customer trust

Table 12 and Figure 3 indicate that there is almost consistency between the companies surveyed through the studied dimensions, as the companies that have mobile

marketing activities are the same companies that have the same orientation towards the trust of the organization.

This came as confirmation that the relationship between each of the mobile marketing activities and the customer trust is a positive logical relationship and their availability in the study sample companies.

CONCLUSIONS

In today's marketing world, where the relationship between businesses and their customers has changed with technological developments, businesses that can interact with their customers on their platforms are ahead of the competition. One of the most important of these technological developments is mobile technologies. Today, marketing activities are being carried to mobile platforms and permanent relationships are being established with customers through these platforms.

This study analyzes the impact of mobile marketing activities implemented by four telecommunication companies in Northern Iraq on customer trust. The study reached a number of conclusions that can be presented according to each variable separately, as follows:

1. The research findings indicate that there is a positive correlation between mobile marketing activities and customer trust. in addition, there is a significant relationship between all dimensions of mobile marketing activities and all dimensions of customer trust. The dimension with which customer trust is most related to the dimensions of mobile marketing practices is the strategy dimension. This result shows that businesses that take into account customer needs and expectations while developing strategies in mobile marketing practices will achieve higher customer trust.

2. The results showed that there is a strong and direct effect of mobile phone activities on customer confidence at the macro and dimensional levels for telecommunication companies operating in Northern Iraq. Mobile marketing activities have a prominent role in enhancing and improving customer confidence in telecommunications companies.

3. The results of the analysis indicated that there is a positive effect of mobile marketing activities on every dimension of customer confidence. The strongest effect of mobile marketing activities was on the reliability dimension. It can be said that businesses that focus on mobile marketing activities and execute them successfully will be more successful in ensuring reliability in the telecommunications sector.

4. The results of the regression analysis used to test the research model show that mobile marketing activities have a significant effect on the average and all dimensions of customer trust. However, the dimension of customer trust least affected by

mobile marketing activities is customer satisfaction. This result indicates that mobile marketing activities are insufficient in ensuring customer satisfaction.

5. As a result of the difference analyses, differences were found in employee perceptions of mobile marketing activities of the four telecommunication companies. The employees of Zain Company think that their company's mobile marketing activities are more successful compared to the employees of the other three companies.

6. According to the results of the difference analysis, there is a difference in the perceptions of the employees of the four enterprises regarding customer trust. Newruz has the highest level of customer trust, followed by Zain Company, Asiacell and Korek. Among the telecommunication companies in Northern Iraq, Newruz is the company that customers trust the most.

In this part of the research, suggestions developed in the light of the conceptual framework and the findings of the field research will be discussed.

It is important that all business employees take an active role to be successful in the marketing world, whose rules are rewritten with technological developments. Employees should be encouraged to express their ideas freely and develop creative product and service ideas. In this way, employees will develop a belief that their work is their own work and will play a role in ensuring unconditional customer satisfaction and trust.

Senior management and the board of directors must take into consideration the issue of the intellectual and professional integration of employees with the job first and with their colleagues secondly and the company itself thirdly. This incentive will ensure that employees engaged in creativity and innovation are motivated to work and develop creative ideas that will increase customer confidence. It is understood from the research results that mobile marketing activities are effective in ensuring customer trust. It should not be forgotten that employees whose creativity is supported in these mobile marketing applications will provide competitive advantage.

Companies adopt real policies through which they try to integrate employees into their jobs through support and motivation and follow the open-door policy within the work, which helps them increase interaction between employees, customers and administrative units and reduces the ambiguity that may affect the marketing process.

In this research, the success and effectiveness of mobile marketing applications of enterprises and customer trust were measured by the evaluations of business employees.

Therefore, the impression that the success of business activities increases customer confidence belongs to the employees of the business. It is thought that the evaluations of the operating personnel, who are in direct contact with the customers, regarding the effectiveness of the activities and customer trust will be more realistic than the senior management.

It has been observed that the employees of the enterprises think that the mobile marketing activities of the companies are largely successful. Employees think that companies correctly identify their customers in the target market and are successful in developing mobile marketing solutions that meet their expectations. According to the evaluations of the employees, success in mobile marketing activities is effective in ensuring customer trust. It is thought that successful mobile marketing applications increase customer trust. For this reason, employees should be given the opportunity to develop healthy customer relations and they should be encouraged to develop creative ideas.

Considering that employees are the party that interacts with customers face to face, it is a fact that their evaluations regarding customer relations are valuable. However, trust is a strong emotion, and measuring such a strong emotion by the person who feels it will yield more successful results. For this reason, it is recommended to measure customer trust in the eyes of customers in future studies. In addition, measuring mobile marketing activities on customers, who are the target audience of these activities, will provide more objective results.

In this study, the effect of mobile marketing activities on customer trust in four telecommunication companies operating in Northern Iraq was examined. It is possible that studies to be conducted in samples of other countries will yield different results. In addition, it is thought that the effects examined in the research model will be shaped differently when different mediator or regulatory variables are added to the model. Testing the developed models in different country samples will also contribute to the evaluation of cultural differences.

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Appendix (1)

Questionnaire Form

To the gentlemen of the staff

good greeting:

The researcher is conducting a study on “the role of mobile marketing activities in enhancing confidence in the organization / a study of the opinions of workers in cellular communications companies in the North of Iraq,” which forms part of the requirements for obtaining a master’s degree in marketing.

The questionnaire consists of three parts:

Part one: demographic data

The second part: consists of a set of phrases on mobile marketing strategies

The third part: consists of a set of statements related to customer confidence

We hope that you will answer the questionnaire's statements with accuracy, even with care, until this study is accurate and objective, and the information contained therein will be kept strictly confidential and will be used for scientific research purposes only.

My best wishes

Researcher

Shivan Jassim

First: Demographic Data

1. Gender: male ( ) female ( )

2 . Age: from 21-30 ( ) from 31-40 ( ) from 41-50 ( ) 51 and over

3 . Marital status: married ( ) single ( )

4 . Qualification: Preparatory ( ) Diploma ( ) Bachelor ( ) Master ( ) Doctorate ( )

5. Current service period: less than 5 years ( ) 5-10 years 11-15 years

Second: Strategies for mobile marketing activities

Questionnaire

No	People	Strongly disagree	Disagree	neutral	Agree	Strongly agree
1.	The telecommunications company determines the audience it is targeting precisely					
2.	The telecommunications company has full knowledge of all the needs of the customers it deals with.					
3.	The Communications Company studies everything related to customers (values, customs, traditions) before offering its services to them.					
4.	Our company uses all social media to communicate with customers at all times and places.					
5.	Our company has the ability to maintain its customers under any force majeure circumstances					
	Objectives					
6.	Our company always strives to achieve its goals with regard to the target customer.					
7.	. Our company works to reach the planned goals on time.					
8.	Our company sets its goals in the light of studying the environment and the target audience.					
9.	Our company is characterized by the rapid completion of the services it provides to customers via the mobile phone					
10.	Our company enables customers to control all services through a mobile phone.					
	Strategies					
11.	Our company determines in advance the strategies that it will follow to achieve its goals.					
12.	Our company works on developing strategies in accordance with the nature and quality of the target customer					
13.	Our company is working on discussing the implemented strategies with the staff to know the success rates for them in advance					
14.	Our company takes into account the opinion of customers about it and ways of offering services to them					
15.	Our company is working to provide services related to the mobile phone that are characterized by quality and high quality.					
	Technology					
16.	Our company provides the service through the mobile phone with high speed and accuracy					
17.	Our company's technology is characterized by a wide variety to suit the different needs of customers.					
18.	Our company uses electronic marketing means (mobile phone), which increases the efficiency of service provision.					

19.	The use of mobile phone activities in providing the service helped to complete the work correctly and with high accuracy.					
20.	Our company diversifies the programs that the customer uses to avoid being boring in his relationship with the company					

Third: Customer Confidence

No	Reliability	Strongly disagree	Disagree	neutral	Agree	Strongly agree
1.	The company's employees are committed to the correct time frame to complete the services?					
2.	The company's employees provide documented services..					
3.	The company's employees have time to respond to customer requests					
4.	The services provided by our company are characterized by a high degree of accuracy					
5.	Our company is distinguished by the ability to fulfill its services, no matter what the cost					
	Customer Satisfaction					
6.	Customers are fully satisfied with their relationship with the company					
7.	Customers get all the benefits as a result of their dealings with the company					
8.	The company offers high-quality offers that accompany the competitive environment					
9.	The company is constantly trying to develop its relationship with customers					
10.	Our customer service is given the first priority by the employees and workers on it.					
	Safety					
11.	Our company provides personalized services to customers.					
12.	Working hours within the company are suitable for all customers					
13.	The company provides employees to take care of all customers' special needs					
14.	The company is interested in all requests, opinions and suggestions of customers.					
15.	The company's employees are distinguished by the ability to understand all customers' needs					
	Tangibility					
16.	The company is committed to all promises made to customers.					
17.	When there is any problem, the company works with great interest in trying to solve it or provide solutions.					
18.	The company provides its services in a way that meets the desires of customers from the first time.					

19.	The company provides its services within the agreed period.					
20.	The company avoids making any mistakes when dealing with customers.					