**T.C.**
**ISTANBUL AYDIN UNIVERSITY**
**INSTITUTE OF GRADUATE STUDIES**

**IMPACT OF MOBILE MARKETING ON COMSUMER**
**BEHAVIOUR IN THE COSMETIC INDUSTRY**

**MASTER'S THESIS**

**ASSALA MANSOURI**

**Department of Business**
**Business Administration Program**

**OCTOBER, 2022**

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**Thesis Advisor: Asst. Prof. Dr. Murat UNANÖĞLU**

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# ONAY FORMU

# DECLARATION

I hereby declare with the respect that the study "Impact of Mobile Marketing on Consumer Behavior in the Cosmetics Industry", which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the References.  (14/10/2022)

Assala MANSOURI

# FOREWORD

Foremost, I want to thank Allah for giving me the concentration and drive to accomplish this task.

Many people deserve credit for their contributions to the successful fulfillment of my dissertation. Every one of them has assisted me to avert multiple errors by contributing to my research in various ways.

I would also like to convey my profound thanks and admiration to Dr. Murat UNANÖĞLU, my supervisor. Without my supervisor's great aid in completing my project, this analysis and the investigation that poured into it wouldn't even be possible. His advice and assistance will always be appreciated.

Furthermore, I would want to thank our department, the Dept. of Business Management, for its continuous commitment and guidance in assisting us to succeed in our field. I am thankful to all members of our university, as well as its academics and administrators, for working relentlessly to guarantee that we do have the finest feasible resources and services.

October, 2022                                                     Assala MANSOURI

# THE IMPACT OF MOBILE MARKETING ON CONSUMER BEHAVIOUR IN THE COSMETIC INDUSTRY

## ABSTRACT

The inspiration for this analysis came from the need for people in today's environment to comprehend how businesses work. People must comprehend how businesses use various manipulation strategies to get customers to purchase their items.

This research serves as a guide to assist individuals to comprehend the consequences of brand marketing manipulation and how businesses profit from common people's shortsightedness. To build customer loyalty, businesses seek to create positive sensations.

Because many advertisements are only for fun, they don't try to sell everything at first glance. Rather, they create a fascinating advertisement that we want to watch again and over again and show to our friends.

I might not have been capable to attain this measure of success without the help of a strong support system. Primarily and principally, my loving and understanding parents; secondly, my professor and panel members, who have all offered regular guidance and encouragement during the study procedure. Thanks a lot for your continued backing.

**Keywords:** Mobile advertising, credibility, amusement, permission, informativeness

# KOZMETİK SEKTÖRUNDE MOBİL PAZARLAMANIN TÜKETİCİ DAVRANIŞLARINA ETKİSİ

## ÖZET

Bu analizin ilham kaynağı, günümüz ortamında insanların işletmelerin nasıl çalıştığını anlama ihtiyacından geldi. İnsanlar, müşterilerin ürünlerini satın almalarını sağlamak için işletmelerin çeşitli manipülasyon stratejilerini nasıl kullandıklarını anlamalıdır.

Bu araştırma, bireylerin marka pazarlama manipülasyonunun sonuçlarını ve işletmelerin sıradan insanların dar görüşlülüğünden nasıl kâr elde ettiğini anlamalarına yardımcı olacak bir rehber görevi görüyor. İşletmeler, müşteri sadakati oluşturmak için olumlu duyumlar yaratmaya çalışırlar.

Birçok reklam sadece eğlence amaçlı olduğundan, ilk bakışta her şeyi satmaya çalışmazlar. Bunun yerine, tekrar tekrar izlemek ve arkadaşlarımıza göstermek istediğimiz büyüleyici bir reklam yaratıyorlar.

**Anahtar Kelimeler:** Mobil reklamcılık, güvenilirlik, eğlence, izin, bilgilendirme

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# I. INTRODUCTION

## A. Context of research

Mobile phone advertising is described as an effective promotional method that uses cell phones to promote items in a mode that paybacks the company and all of its interested parties. SMS advertising is a type of mobile marketing that also encompasses email and multimedia communications (MMS).

The rising popularity of SMS marketing has granted an upsurge to a new kind of advertising known as mobile phone marketing. As per eMarketer.com, one out of every four people will own a cell phone by the end of 2014, a total of 1.75 billion. Emarketer.com estimates that 3145 billion USD will have been consumed on mobile phone advertisements globally by the end of 2014. The money was gathered by advertising corporations, with Facebook and Google being first.

In mobile marketing, customizing and personalizing are critical since it is critical to give the appropriate message to the correct individual at the correct time. To be user- specific, advertisers must construct a portrait of their target clients that includes relevant personal data.

Users enjoy receiving personalized messages, but there are also privacy concerns with creating a customer-specific profile since not everyone wants to provide sensitive information. They are sometimes fearful that the information they provide will be exploited. Based on their own experiences and qualities, privacy concerns differ from person to person (Bauer et al, 2005).

Individuals who carry mobile phones with them at all times, provide the most convenient and efficient manner of communicating with probable clients at any moment, regardless of place or time.

Cosmetics companies used to rely mostly on conventional advertising tactics such as television and newspapers, but in recent years, they have increasingly attempted to connect directly to their customers using social media as per Bisell and Shen (2013).

The bulk of the posts on six large cosmetic firms' social media profiles is about entertaining, interactive components like cosmetic polls, riddles, testimonials, prize-giving activities, or alternative variations. Cosmetics businesses, for example, provide marketing details and allow customers to engage in product disputes.

Consumer feedback also helps to improve the corporation's image and stimulate the development of new beauty-related products. Because of technology improvements, customer research and purchases of beauty items are evolving.

Cosmetics firms employ internet communities and websites with style advice or apps for smartphone owners to contact customers frequently, with almost 50 percent of customers finding information on products through blogging, and corporate websites.

Some cosmetics companies have already reaped significant benefits from e-commerce, and the desire for online purchasing has radically altered marketing tactics. As per Qiutong (2019), An example is L'Oréal, which has multiple pages dedicated to providing information about products and special offers to its customers.

### a. Broad Area

Over the decades, advertising has evolved, particularly when it comes to mobile marketing. When the mobile phone was first released, it was large and expensive, which is why only a small percentage of the population used it.

Due to their large size and weight, individuals used to employ a servant to carry their cellphones. Only 215 million individuals around the globe used mobile phones in 1997. The amount had risen to 961 million by 2001, and by the end of 2003, it had risen to 1.16 billion. Following then, it eventually evolved into a hand-held phone in response to user demand and practicalities.

Owing to this sharp development, low and reasonable rates, and the current period of

necessity, it is now accessible to everyone. People are more trend seekers now that cell phone has become the norm. Phones have now become the most important aspect of a person's life. Every second individual is heavily reliant on it.

Marketers modified the channel of their contact with potential customers by focusing on the requirement for phone development in an individual's life. Earlier, radio, publications, and then television channels were prioritized.

Nevertheless, advertising companies are increasingly relying on the internet and mobile marketing to reach their customers since they know that contacting them via smartphone is the most successful and effectual method to impact their purchase choice at the last minute.

However, there are several restrictions to using mobile marketing. The single aspect that leads to the great potential of mobile communication is the high universal saturation of mobile communication devices. By increasing employment, pay rates, state tax revenue, and GDP, the rising trend in emerging nations provide direct benefits to native and national economies.

Based on one estimate, 10 percent mobile growth will result in a 0.6 percent annual rise in GDP. Marketers are constantly looking for new tactics or services to help them raise sales. With this in mind, SMS texts have exceeded expectations.

Worldwide, 670 billion SMS messages were transmitted in 2002, with 2.6 trillion estimated to be delivered in 2007. As a result of this remarkable development, advertising companies' interest in message marketing or using mobile phones as a communicating device with their probable clients is growing.

As a result, multinational corporations such as BMW, McDonald's, and Nike are using mobile phones to distribute advertisements. Mobile marketing, according to worldwide marketing institutions, would be a powerful advertising instrument that will continue to grow in importance.

### b.    Definite Area

The public must be aware of the implications, applications, and effects of mobile marketing. Because cultures are so different, there is extremism in every ideology, and customs and societies differ from place to place and household to household.

Even educated individuals have been separated into groups, in addition to the urban-rural divide. One is closed-minded or unwilling to participate in activities that compromise their privacy, while the other aspires to be daring, current, and up-to-date.

Considering these diverse viewpoints, mobile marketing is not progressing at its full potential. Even though individuals prefer personalized communications, they are reluctant to display or share their information, marketers have problems acquiring data from potential clients.

It is becoming more than a struggle for marketers to demonstrate their skills and collect data without infringing on consumers' privacy concerns. Furthermore, people's attitudes on sharing even generic information have shifted as a result of their negative experiences.

The information supplied to one firm is likewise used by the rest of the companies, who aren't even concerned about whom they're sending. People and the economy both benefit from the development of mobile marketing. Because mobile SMS usage has increased significantly, marketers must take advantage of this development.

SMS marketing is developing, but unlike TV commercials and social media, it has not yet reached the point where it can significantly alter customer perceptions of a company. Marketers must put out significant effort to satisfy their clients' privacy concerns (Chowdhury et al, 2010).

### c.      Research gap

Since it is critical to understand how consumers feel about smartphone advertisements, the surge in smartphone advertising has sparked a new area of study. What do they make of the SMS or email advertisements? It's critical to understand if customers prefer to receive SMS or be contacted via their cell phones. Is their attitude or conduct toward mobile advertisements favorable or negative? To be more productive with mobile marketing, all of these questions must be answered. Marketing by phone is projected to become the most important instrument in the advertising business in the next years.

The major goal of this study is to obtain adequate information regarding how mobile commercials affect people's views and behaviors. Because several elements influence customer behavior, it is also crucial to figure out which items have a

favorable or unfavorable influence, and how much. Secondly, notwithstanding the increasing relevance of mobile advertising in recent times, no extensive and in-depth research has been done on the topic.

## B. Research questions

1) What effect does mobile marketing have on consumer acceptance of cosmetics?

2) What effect does mobile marketing have on customer behavior in the cosmetics industry?

3) In the cosmetics market, how does trustworthiness affect customer behavior intentions?

4) What effect does entertainment have on client behavior in the cosmetics industry?

5) In the cosmetics market, how does knowledge affect customer behavior intentions?

6) In the cosmetics market, how does authorization affect customer behavior intentions?

7) In the cosmetics sector, how does irritation affect customer behavior intentions?

## C. Thesis problem statement

The study's main purpose is to figure out or understand how mobile advertising affects the behavior of customers.

All of the answers to which variables have a substantial or negligible, positive or negative influence on customer behavioral intent may be found in the research.

Consumers appreciate mobile advertisements, according to Chowdhury et al. (2006), and their view of the product will be good. Both of their findings contradict the existing study. According to research, annoyance has a strong association with customer behavior, implying that the relationship between the two is unfavorable (Pavlov and Stewart, 2000).

More often than any other aspect, entertainment and annoyance influence behavior. This study's P-value likewise reveals the same conclusions.

**D. Thesis problem statement**

The goal of this research is to figure out how firms and enterprises are increasingly using mobile phone marketing. This study can help managers restrict their usage of mobile phone marketing, particularly SMS-based advertising. So firms may have a beneficial impact on customer behavioral intent through their mobile phone marketing efforts.

Managers may also find out how well mobile phone marketing operations, particularly SMS-based promotions, are received by their clients. The findings show that entertainment has the greatest impact on customer behavior. Aggravation and irritation have a detrimental influence on the buying choice of consumers.

As a result, before delivering messages to their target clients, managers must gain permission beforehand. The message content must also be entertaining for the individuals' managers want to attract. Managers must use caution while delivering or generating mobile advertising that is neither insulting nor bothersome to the public.

## II. LITERATURE REVIEW

### A. Historic Context of the Study

Lately, there has been a considerable shift from second-generation to third-generation smartphones. This indicates that the primary use of a mobile phone has evolved away from calling and toward a variety of unique capabilities such as internet access and multimedia messaging, among others.

In the Indian mobile phone industry, Amandeep (2019) looked at the elements that impact brand selections. She observed that consumer sentiments had a major impact on buying decisions. In her investigation, she observed that feelings about a brand and a mobile phone network influence phone selection.

Consumer choices for phone network carriers and branding were impacted, while service costs and frequency dominated mobile phone technological features.

Even while certain Chinese firms, such as Techno, produce high-quality phones, Chinese mobile phones have received a lot of negative press in several Asian countries.

Significant progress has been achieved in the creation of innovative marketing tactics that are tailored to the requirements and desires of customers in recent years. These advancements have focused on lowering product failure rates in the consumer sector; yet, product failure rates remain high and have not altered.

AT&T Company debuted its first image phone at the 1964 Global Fair, which was an example of this failure. The image phone was introduced in 1970, but sales fell off in 1974 owing to low demand.

**B. Theorical literature**

Notwithstanding the product's failures in the marketplace, the corporation remains committed to relaunching it. The picture phone's time has not come, even in this age of internet-based mobile phones.

Consumers are clamoring for smartphones these days, but they are disinterested in picture phones. As a result, new commodities that do not meet the necessities and desires of consumers are doomed to fail. Companies are increasingly using marketing research technologies to determine customer partialities and requirements.

In the mobile phone industry, Apple Company is an instance of a corporation that has been capable to comprehend customer behaviors. Its market penetration approach is credited with its success.

Regulators were able to identify undesired messages as SPAM using this new set of standards. The limitations did not deter the desire to reach a larger audience. It spurred many businesses to enhance both the process of creating advertising material and the means of distribution (Purdy, 2010).

They also discovered a means to increase their ability to send targeted messaging to their clients. It should be noted that their capacity to transmit messages may be divided into several categories, including the usage of multimedia communications, which include timed text, music, video, and even downloaded games.

When it comes to the cosmetics sector, mobile marketing has a lot of promise. Advertisers emphasize the capacity of mobile marketing to provide advertising material tailored to the target market, as previously noted.

Cosmetics companies must adopt digital advertising. It points towards the future. Conventional marketing methods that are useless and costly are no longer viable. Conventional marketing communication methods have been shown to fail to reach the                          intended                          target.

The principle underlying mainstream media advertising is that the more people who see the information, the more responses there will be. But, forcing a customer to stop what they are doing to focus on an advertising message via the "interrupt strategy" is no longer feasible. The cell phone's potency stems from the fact that it has evolved into a personal extension. It has evolved from a communication device to an organizer, a memory keeper, a camera, a recording device, and many more functions.

In conclusion, the average smartphone user does not travel without their cell phone, and also that the mobile is kept nearby and readily accessible when they are at home. As a corollary, developing marketing campaigns that incorporate this evidence and information is crucial for the cosmetics industry.

## C. Empirical literature

When inquired if a given policy would provide the intended result, product managers typically respond that it relies on the product or service, target customers, messaging, and strategy design.

The marketing mix includes all of the aspects listed above. The 4Ps (product, pricing, promotion, and location) make up the marketing mix, which is used to position product brands and generate value for them in conjunction with the techniques employed.

In the context of our research, if mobile phone businesses in Asia define their goals correctly, they may create large volumes of sales. Individuals cannot be characterized as a single entity, according to several pieces of literature in our study, because multiple internal and external influences impact their purchase decisions.

As a result, mobile phone firms must address the requirements and desires of mobile phone users while considering their attitudes, reference groups, and motivational and emotional commitment to the product. In marketing research, the idea of reference groups has an encompassing effect.

Numerous marketing research in various industries has relied on reference groups as a foundation. In our instance, however, he claims that reference groups impact

people in a variety of ways, including the demand for social acceptability. When purchasing a product, consumers make both comparisons and reflective analyses.

Although some consumers may choose to tread carefully when following position groups, those who are more susceptible to contemporary inspiration will constantly attempt to meet the reference groups' outlooks by adhering to their standards.

These rules usually work without any verbal contact or thought. Consumer attitude describes how customers see the items and services available on the market.

Companies must do marketplace studies to determine how their goods and facilities are viewed by the general public and make required improvements. This new issue is exacerbated by globalization, which is fueled by rapid technological advancements.

The pace of transactions and communication is unmatched in human history, allowing businesses to transact at the speed of light on a worldwide scale. Products, commodities, and notions may easily be transported from one hemisphere to another, and a surprising number of these interactions can be completed using a smartphone.

In mobile advertising, short messaging services (SMS), multimedia services (MMS), in-game mobile marketing, mobile web marketing, mobile apps, Bluetooth, infrared, and proximity technologies are all widespread (Jimenez-Lopez, 2020).

The speed and efficiency of transactions and communication are characteristics of these new capabilities. The following is a study of related literature that explains the history and current state of digital advertising in the world, as well as how it is applied in the cosmetics business. The nature of mobile marketing is highlighted, as well as how it differs from traditional marketing strategies employed by advertisers.

This study also sheds light on the capabilities of mobile advertising and also the challenges faced by those eager to embrace new communication channels.

The relevance of mobile phones as the keystone of mobile advertising is the topic of this review. This is an easy-to-understand definition that emphasizes marketing as a planned activity.

When looking at mobile messaging and how its possibilities may be used to reach a bigger proportion of the market, one can fully comprehend mobile marketing.

Mobile messaging may be summarized by stating that it covers SMS and MMS (Multimedia Messaging Service).

Mobile marketing using short messaging services began to gain traction towards the turn of the century. Before it became popular in North America, this service was mastered in Asia and Europe.

The standard way is to build databases with the mobile numbers of the target market and then deliver them texts about a good or service.

From the start, it was clear that this would be the new method to run a business. There are new business communications techniques that can be used to provide advertising material. MMS, SMS, and email are all outcomes of the telecoms industry's dramatic developments. These new methods of communication or types of media provide new opportunities for connecting with customers.

There is, however, a substantial difference in substance and delivery that distinguishes it from traditional methods of creating and showing advertising.

The conclusions of a study conducted to understand more about the emerging field of mobile advertising are as follows: "When contrasted to other forms of marketing and advertising, like door-to-door selling and telephony, consumer demands with the internet and email were more favorable" (Heinonen & Strandvik, 2006).

This sort of smartphone can receive stuff without having to pay for it. As long as the user remains within reach of a Wi-Fi hotspot, he or she may access the Internet as simply as if linked to a standard computer.

There could be display resolution constraints and other limitations, but the most significant aspect is the flexibility it gives the consumer.

SMS and MMS commercials, mobile game ads, and smartphone adverts are all examples of this style of marketing. Consumer interaction with advertising is another important component of mobile marketing.

Consequently, "the new interactive media or mobile services allow business organizations to interact directly with their customers. And it has been observed that

customers' attention to marketing communications is influenced by the location and circumstances when the recipient received the advertising message".

With increasingly tailored and dynamic adverts, the promotion has moved to a new dimension. Customer connection with various companies is not restricted by time or location with mobile advertising (Tiewul, 2018).

Customized or tailored mobile adverts are available. This is determined by the target market and sector that advertising is attempting to reach. For example, firms selling beauty items may have targeted women aged 40-50 to set themselves apart from the competition. As a consequence, they will create a marketing campaign targeted at that age range.

When it pertains to promoting a film that resonates with a wider public, digital marketing may be tailored to meet a strategy that tries to reach as wider an audience as feasible.

# III. THEORICAL FRAMEWORK

## A. Theorical model

A research model for the current study is provided below:
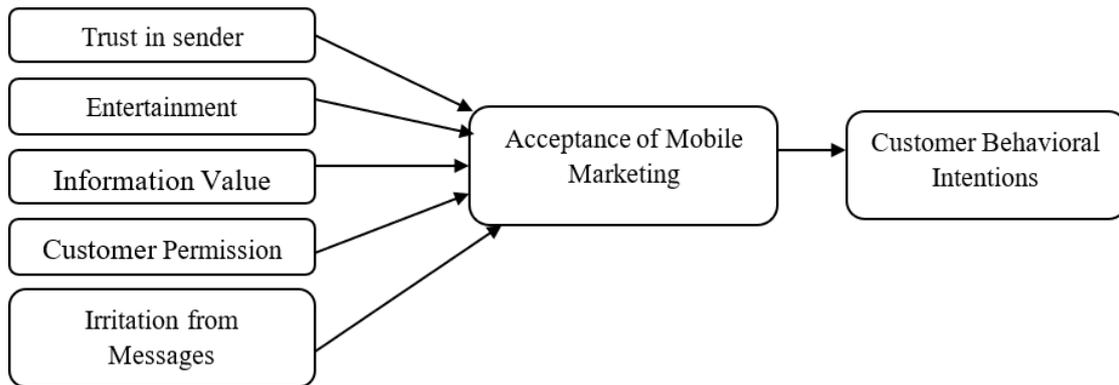


Figure1: Theorical Framework

## B. Hypothesis of Research

H1: The relationship between trust in sender and customer behavioral intention is mediated by acceptance of mobile marketing.

H0: The relationship between trust in sender and customer behavioral intention is not mediated by acceptance of mobile marketing.

H2: The relationship between entertainment and customer behavioral intention is mediated by acceptance of mobile marketing.

H0: The relationship between entertainment and customer behavioral intention is not mediated by acceptance of mobile marketing.

H3: The relationship between İnformation value and customer behavioral intention is mediated by acceptance of mobile marketing

H0: The relationship between information value and customer behavioral intention is not mediated by acceptance of mobile marketing.

H4: The relationship between customer permission and customer behavioral intention is mediated by acceptance of mobile marketing

H0: The relationship between customer permission and customer behavioral intention is not mediated by acceptance of mobile marketing

H5: The relationship between irritation from messages and customer behavioral intention is mediated by acceptance of mobile marketing

H0: The relationship between irritation from messages and customer behavioral intention is not mediated by acceptance of mobile marketing

H6: Customer acceptance has a big impact on customer behavior.

H0: A customer's behavioral intentions are unaffected by customer acceptance.

# IV.   METHODOLOGY

## A. Kind of study

The goal of this research is to determine the influence of mobile advertising on the cosmetics sector, as well as how it may be leveraged to increase income for companies willing to abandon conventional advertising tactics. The study's purpose is to identify the constraints that may function as roadblocks to success. The following questions must be included in the conversation to define the study's goal and objectives:

1. To comprehend the main standards followed by businesses when creating their advertising efforts.

2. To determine if the cosmetics industry can use the same concepts to develop a marketing strategy that will assist them to increase earnings.

Is mobile advertising appropriate for the cosmetics sector? This was the most important question that had to be addressed in this research. As shown below, the inquiry has been further split into analogous queries:

1. What is mobile advertising exactly?

2. Can mobile marketing be applied in the cosmetics business based on evidence?

3. Is there any previous experience with using mobile marketing to offer advertising                                        content?

What are the advantages of employing mobile marketing to send advertising messages to clients over the conventional usage of mass media?

## B. Research technique and actions

The importance of customer behavioral intent in designing and improving marketing tactics is investigated in this study. It also looks into the internal and external variables that influence mobile phone purchases in Asia. It also looks at some of the successful and unsuccessful consumer behavior research cases in the smartphone industry. These businesses' policies must adapt to the changing market environment and evolving consumer requirements and desires. Consumers go through five phases in their decision-making process. These stages aid in comprehending how customer behavior affects the decisions people make when buying products and services. The steps are: identifying the need, looking for a solution, analyzing the options, making a choice, and lastly assessing the result. The last step is when customers either remorse or admire their procurements.

## C. Sampling method

It may not be possible to investigate each individual in a population while studying a specific occurrence. This is due to the fact that study populations are sometimes overly big. In this case, researchers utilize samples to conclude phenomena that are understudied in big populations. As a result, sampling is an important research technique.

Systematic sampling is another probability-sampling technique. Non-probability sampling is the other type of sampling procedure. Convenience sampling and quota sampling are examples of non-probability sampling. Snowball sampling and judgment sampling are two more non-probability sampling approaches. The main difference between probability and non-probability sampling methods is that the former generates a random sample set.

Each sampling technique has benefits and drawbacks. The sample's most important attribute is that it must be representative of the population from which it was drawn. This implies that the survey's features should be spread according to the

demography. This is necessary to ensure that the survey results may be extended to a bigger population. This gives the study's conclusions more credibility and consistency.

**D. Measurement scale**

The data is analyzed using four different scales that were employed in the computation. Nominal, ordinal, and interval scales are examples of proportional scales. A nominal scale is used to compute qualitative information. The word 'nomen' derives from the Latin word for name. This scale shows data with many names but a common theme.

The standard scale is employed in the same set of qualitative data as the nominal scale. In contrast to the nominal scale, it has a sense of hierarchy and supremacy.If we examine the education category to classify data at different levels, we may have undergraduates, diplomas, masters, and doctorates. In this case, doctorate education is greater than master's education, while undergraduate education is lower.

Unlike the nominal and ordinal scales, the interval scale is utilized for quantitative data. In this scenario, the data points are at the same distance. For example, consider data points 1, 2, 3, and 4. The reason for this is that the quantitative data is in a range. The ratio scale, like the interval scale, represents quantitative data. It collects information such as mass, weight, energy level, and age. Because the numbers are many, comparisons may be conducted using a ratio of data.

On this measure, the zero points are significant. For example, a zero-energy value denotes the absence of energy. A scalar can be used to divide or multiply the ratio scale. The statements in the questionnaire were created using the quintet (Likert) type scale. Here,

- 1 is for "Strongly Disagree"
- 2 is for "Disagree"
- 3 is for "Neutral"
- 4 is for "Agree"
- 5 is for "Strongly Agree"

| Variable | No of items | Year | Author |
| --- | --- | --- | --- |
| Customer Acceptance | 4 | 2004 | Tsang et al |
| Customer Behavioral Intentions | 3 | 2011 | Hsieh & Liao |
| | 1 | 2011 | Hernandez et al. |
| Trust in sender | 4 | 2014 | Kim et al |
| Entertainment | 4 | 1996 | Ducoffe |
| Infomation Value | 4 | 2018 | Bolton and Shankar |
| Customer Permission | 4 | 2017 | Haji et al |
| Irritation from Messages | 4 | 2014 | Kim et al |

| Variable | Items |
|---|---|
| Customer Acceptance | The brand image of product or service influences buying intention positively |
| | Mobile advertising keeps me informed about things that I require. |
| | I use mobile advertising as a purchase guide |
| | I believe it helps me identify items or services that are relevant to my personality and interests. |
| Customer Behavioral Intentions | Usually, you spend more time on online shopping than you intend to |
| | You are willing to spend more time on online shopping |
| | You intend to recommend online shopping to friends |
| | You intend to continue buying more products online |
| Trust in Sender | I believe that mobile phones will inevitably become an advertising tool in the future. |
| | Social media advertisements are trustworthy. |
| | Information delivered to you via mobile phone has had a significant impact on how you perceive items and services. |
| | Credible information is supplied to you by corporations through advertisements. |
| Entertainment | Receiving mobile marketing is enjoyable and entertaining. |
| | Entertaining messages have a stronger influence on product attraction. |

| | Mobile app advertising shows entertaining ads to increase brand image |
|---|---|
| | I like to see personalized messages, offers, and products in the mail |
| Information Value | Mobile ads give information aibout a product or service that I am interested in and require. |
| | The information you get on your phone is described as clear. |
| | You respond to information delivered to you through mobile marketing. |
| | You act on the discount information you obtain from mobile marketing. |
| Customer Permission | Permission requests are a crucial aspect of mobile marketing. |
| | Before delivering marketing communications, marketers obtain consent. |
| | Marketers should seek for my approval before sending the catalog updates. |
| | Requesting permission offers a betler impression of the firm. |
| Irritation from Messages | In general, I consider SMS/Mobile app advertising to be beneficial. |
| | I dislike receiving SMS marketing texts. |
| | You're curious about text messages you get on your phone . |
| | Advertising through SMS/mobile app is obnoxious. |

### E. Analysis techniques

The methods for gathering data, analyzing it, and presenting it are all addressed. Each study endeavor employs a specific research strategy to achieve its goals. In this study, the researchers wanted to learn more about bullying.

The information gathered will be examined using SPSS tools. The SPSS analysis would be straightforward due to the quantitative nature of the data. The key goal of this quantitative report's patent prediction for cause and effect was to ensure that an issue was precise, truthful, and comprehensive.

Validity is utilized to establish if the research evaluates what it purports to evaluate and to confirm the correctness of the data. The investigator double-checked the analysis for internal and external validity. The findings' internal validity was thoroughly considered.

# V. FINDINGS AND ANALYSIS

**A. Data**

As shown in Table No. 1, 312 of the 318 forms filled by persons were judged to be usable, resulting in a 98 percent response rate. The final review of the replies revealed no missing values. While looking for abnormalities in the data, no anomalies were detected. The evaluation of responses on a 5-point quintet (Likert) scale, where the lowest answer might be one and the highest response could be five, reveals that the data is normal. In conclusion, there's no cause to assume incomplete data results.

### a. Description of Sample and Sample Statistics

There were 50 percent women and 47.44 percent males among the 312 participants, with 2.56 percent preferring not to reveal their gender. In terms of professions and vocations, 20.83 percent of the participants are employed in various positions, 10.26 percent work in various sorts of enterprises, and 68.91 percent are research participants. A high school diploma is held by 29.17 percent of respondents, a bachelor's degree or undergraduate degree is held by 56.73 percent, and a master's degree or postgraduate degree is held by 14.10 percent.

**Table 1 Respondent's Profiles**

| Gender | | |
|---|---|---|
| Variables | | |
| Males | 148 | 47.44 |
| Females | 156 | 50 |
| Prefers not to Tell | 8 | 2.56 |
| Education | | |
| O & A-Levels | 91 | 29.17 |
| Bachelors | 177 | 56.73 |
| Masters | 44 | 14.10 |
| Occupation | | |
| Student | 215 | 68.91 |
| Job | 65 | 20.83 |
| Business | 32 | 10.26 |

## B. Normality of data

Normal data is information derived from a population having a regular distribution. In statistical theory and practice, this distribution is without a doubt the most important and commonly used model. Normal data is an essential concept in parameterized research, and many statistical studies need an estimation of normality testing. P-P plots, Q-Q plots, and box plots are some of the most used ways of determining the normality of constant findings.

Furthermore, relying on the central limit theorem, which states that the frequency distribution of data should be essentially normal for sample sizes of thirty or more, has become a typical practice in analytics.

In this dissertation, the sample size of 312 is sufficient to conclude that the data distribution is normal. The K-S test and the S-W test are two typical normality checks that are performed on data to evaluate the null hypothesis of data distribution. The zero assumption, which asserts that the data distribution is statistically different from the regular distribution, is accepted if these tests provide a trivial p-value, and the distribution is normal (Nist.gov, 2019). To support the normal distribution hypothesis, the statistics application SPSS was used to create a P-P plot for each element in this dissertation. The next pages include P-P charts.

The P-P plot of consumer behavior and distrust follows a normal distribution, with almost all findings sitting diagonally on the straight line, implying that their frequency distribution is normal. The P-P plot of consumer behavior and distrust looks to be typical, with just a few deviations and a fairly symmetrical straight line.
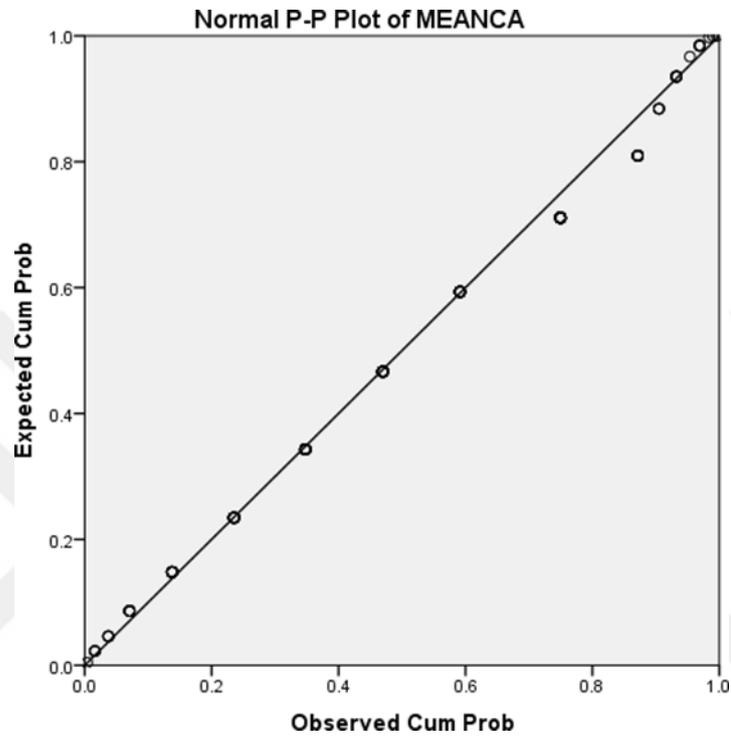


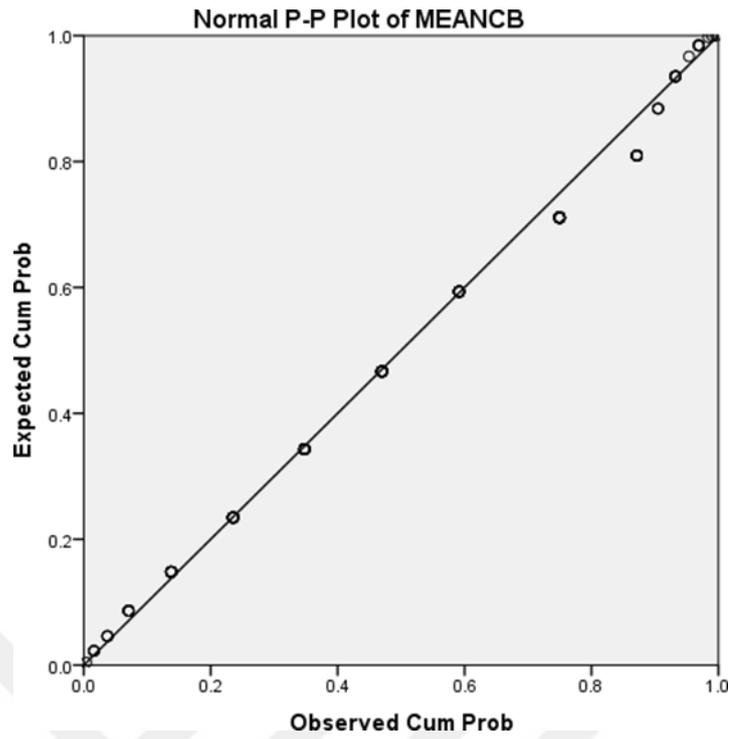**Figure 2 : Normal P-P plot of Customer Acceptance**
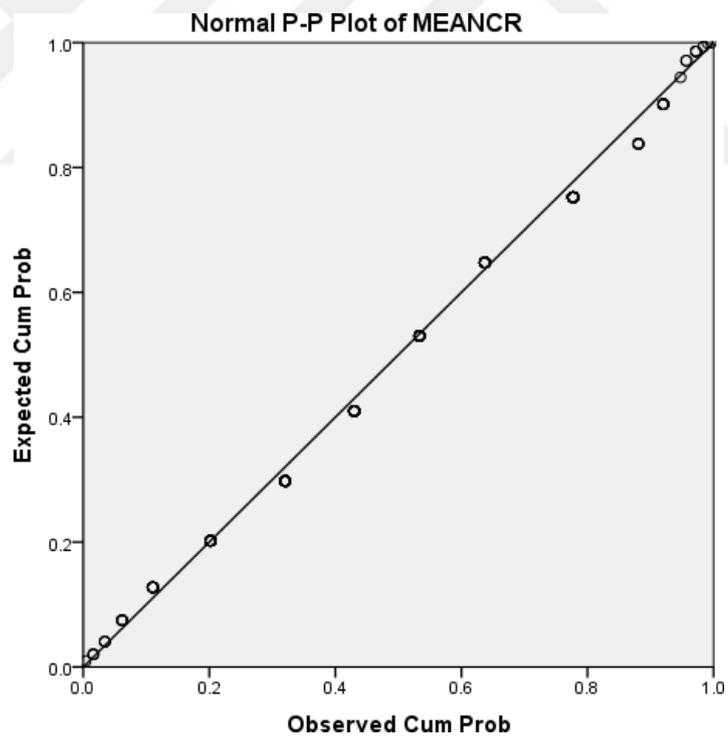
**Figure 3 : Normal P-P plot of Customer Behavioral Intentions**

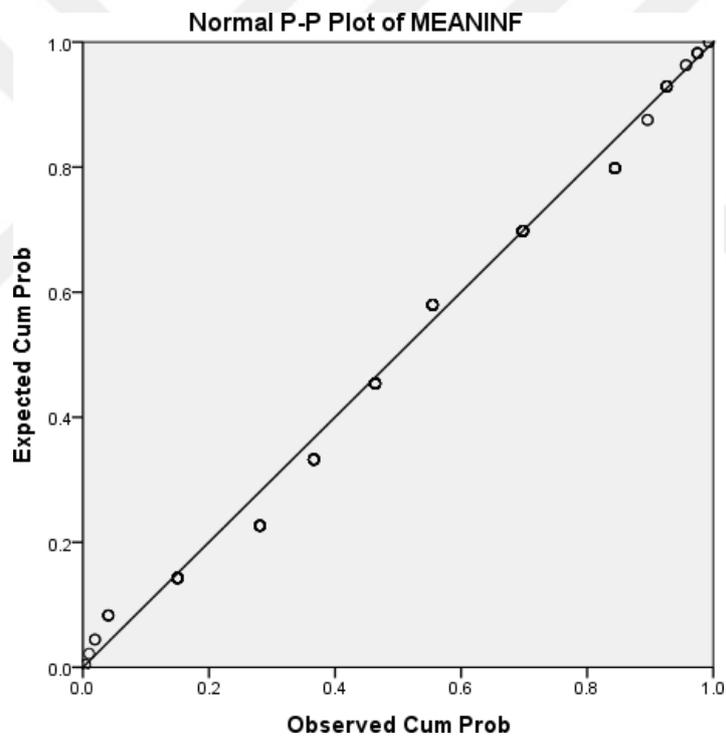

**Figure4 : Normal P-P plot of Trust in Sender**

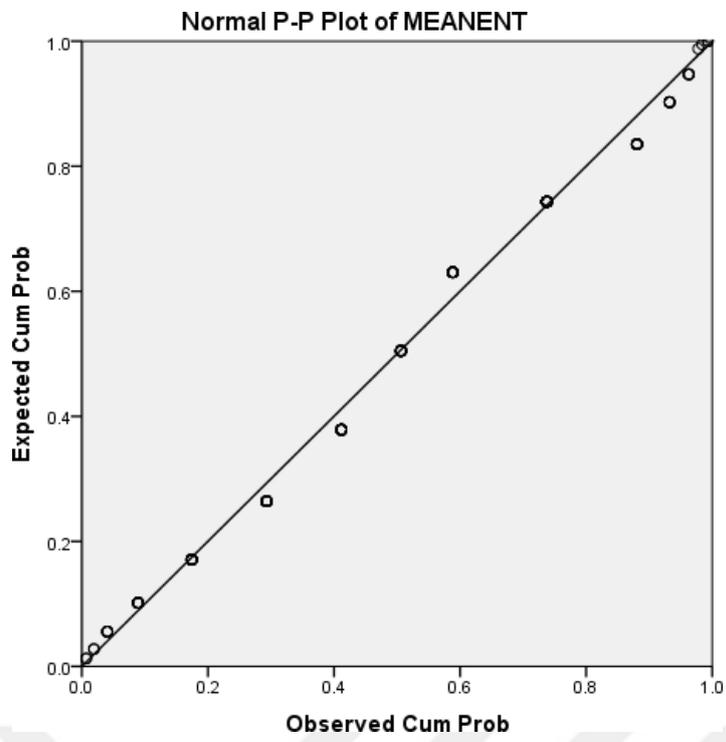**Figure 6: Normal P-P plot of Information Value**

**Figure7: Normal P-P plot of Customer Permission**
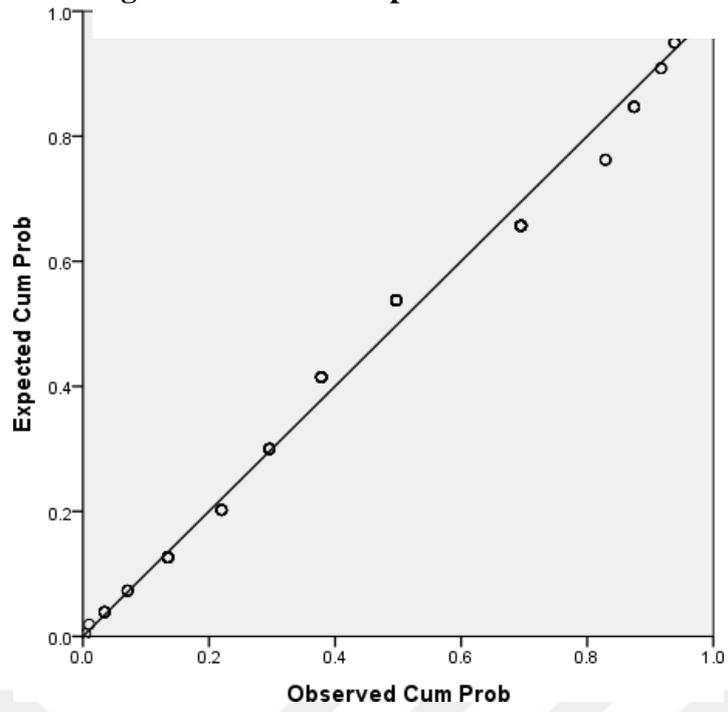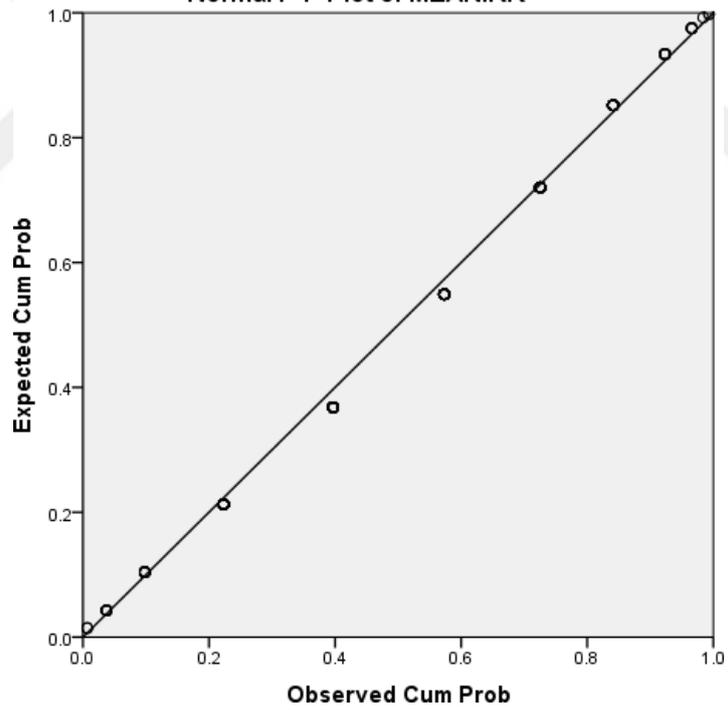


**Figure 8 : Normal P-P plot of Irritation from Messages**

**Table 2 : Descriptive Statistics of data**

| Latent Constructs | Mean | Standard Deviation |
|---|---|---|
| Customer Acceptance | 2.6627 | .63549 |
| Custon1er Behavioral Intentions | 2.6524 | .62499 |
| Trust in Sender | 2.5500 | .65920 |
| Entertaimnent Value | 2.5927 | .62303 |
| Inf ormation Value | 2.6732 | .63052 |
| Custoıner Permissions | 2.7390 | .64604 |
| Irritations froın Messages | 2.6829 | .54273 |

## C. Exploratory factor analysis

It's a quantitative strategy for compressing data into a smaller number of descriptive variables and looking at the phenomenon's basic conceptual structure. It is used to determine the type of relationship between the variable and the receiver. To guarantee that the latent variables were trustworthy and valid, the EFA for this dissertation was conducted using SPSS software. Tables 4 and 5 show the findings of the EFA.

### a. EFA Results

Exploratory factor analysis was performed using the main components extraction approach and varimax rotation. Table no. 2 shows the results of the KMO and Bartlett's Sphericity tests.

**Table 3 : KMO and Bartlett's Tests Results**

| KMO and Bartlett's Test | | |
|---|---|---|
| KMO Measure of Sampling Adequacy. | | .787 |
| Bartlett's Test of Sphericity | Approximate. Chi-Square | 1713.695 |
| | df | 374 |
| | Sig. | .000 |

The KMO value is 0.787, which is quite near to one, as seen in Table 3. With chi-square value = 1713, df = 374, and significance or p-value of 0.05, Bartlett's test of sphericity likewise yielded significant findings, implying that the data size is sufficient to infer the constructs' reliability and validity.

## D. Validity and Reliability Analysis

The concepts of reliability and validity are employed to assess the outcomes' dependability. They show how a technique, approach, or test calculates data precisely. The dependability of a strategy refers to how well it analyzes results. The formula is regarded accurate if the same results can be achieved accurately using the same techniques under similar conditions. Validity is the precision with which a machine computes what it is supposed to compute. The outcomes of a credible investigation mirror real-world features, characteristics, and anomalies. Even if a test is trustworthy, validity is not guaranteed.

A latent construct has convergent validity if its average variance extracted (AVE) value is larger than 0.5, and discriminant validity if its average mutual variance (ASV) value is bigger than AVE, according to Fornell and Larcker (1981). The bulk of items in the constructs had significant factor loadings of greater than 0.4, according to exploratory factor analysis. The variables were recalculated after the items with factor loadings of less than 0.4 were removed from the study. After that,

the analyses were repeated. The factor loadings for all items are shown in Table 4. The magnitudes of these factor loadings were then utilized to determine the variables' reliability and validity. Cronbach's alpha was used to assess the consistency of the scales used to define the constructs.

The literature-based scales utilized to form the structures in this study were judged to be valid, with Cronbach's alpha values of higher than 0.6, with the exception of the Permission and Irritation variables, which had low reliability.

**Table 4: Factor Loadings of items of Constructs**

| Items | Latent Constructs | Factor loadings |
|---|---|---|
| The brand image of product or serviceinfluences buying intention positively | Customer Acceptance | 0.873 |
| Mobile advertising keeps me informed about things that I require. | Customer Acceptance | 0.752 |
| I use mobile ads as a purchase guide. | Customer Acceptance | 0.746 |
| I believe that mobile advertising assists me in locating items or services that are appropriate for my personality and interests. | Customer Acceptance | 0.568 |
| Usually, you spend more time on online shopping than you intend to | Customer Behavioral Intentions | .939 |
| You are willing to spend more | Customer Behavioral | .591 |

| | | |
|---|---|---|
| time on online shopping | Intentions | |
| You intend to recommend online shopping to friends | Customer Behavioral Intentions | .798 |
| You intend to continue buying more products online | Customer Behavioral Intentions | 0.467 |
| I believe that mobile phones will inevitably become a marketing tool in the future. | Trust in Sender | 0.686 |
| Advertisements appearing on social media are credible | Trust in Sender | 0.654 |
| Information delivered to you via mobile phone has had a significant inpact on how you perceive items and services. | Trust in Sender | 0.765 |
| Credible information is supplied to you by corporations through advertisements. | Trust in Sender | 0.796 |
| Receiving Mobilie marketing is amusing and   pleasurable. | Entertainment | 0.745 |
| Messages that are entertaining have a greater impact on product appeal. | Entertainment | 0.764 |
| To improve brand image, mobile app advertising displays amusing advertisements. | Entertainment | 0.615 |
| In the mail, I enjoy receiving | Entertainment | 0.733 |

customized messages, offers, and
items.

| | | |
|---|---|---|
| Mobile ads give information on a product or service that I am I interested in and require. | Information Value | 0.733 |
| The information you get on your phone is classified as clear. | Information Value | 0.537 |
| You respond to information delivered to you through mobile marketing. | Information Value | 0.587 |
| You act on the discount information you obtain from mobile marketing. | Information Value | 0.555 |
| Permission requests are a crucial aspect of mobile marketing. | Customer Permission | .564 |
| Before delivering marketing conununications, marketers obtain consent. | Customer Permission | .786 |

**Table 5: Validity and Reliability ratios of constructs**

| Variables | Number of items | AVE | ASV | Cronbach Alpha |
|---|---|---|---|---|
| Customer Acceptance | 4 | 0.552 | 0.743 | 0.634 |
| Customer Behavioral | 4 | 0.521 | 0.722 | 0.621 |

| | | | | |
|---|---|---|---|---|
| Intentions | | | | |
| Trust in Sender | 4 | 0.529 | 0.727 | 0.658 |
| Entertainment | 4 | 0.514 | 0.717 | 0.625 |
| Information Value | 4 | 0.370 | 0.608 | 0.643 |
| Customer Pennission | 4 | 0.438 | 0.662 | 0.586 |
| Irritation from Messages | 4 | 0.795 | 0.892 | 0.118 |

The variable Customer Acceptance has an AVE ratio of 0.552, which is more than 0.5, indicating that it has convergent validity. Furthermore, because its ASV value is bigger than its AVE value, it has discriminant validity. It also has a Cronbach's Alpha of 0.634, which is higher than 0.6, indicating that it is reliable. As a result, the variable is trustworthy. Customer Behavioral Intentions has an AVE ratio of 0.521, which is more than 0.5, indicating that it has convergent validity. Furthermore, because its ASV value is bigger than its AVE value, it has discriminant validity. It also has a Cronbach's Alpha of 0.621, which is higher than 0.6, indicating that          it          is          reliable.

As a result, the variable is trustworthy. As a result, the variable shows a strong positive correlation with Customer Acceptance. The variable Trust in Sender has an AVE ratio of 0.625, which is higher than 0.5, indicating that it has convergent validity. Furthermore, because its ASV value is bigger than its AVE value, it has discriminant validity. It also has a Cronbach's Alpha of 0.658, which is higher than 0.6, indicating that it is reliable. As a result, the variable shows a strong positive correlation with Customer Acceptance. The AVE ratio of the variable Entertainment is 0.514, which is larger than 0.5, indicating that it has convergent validity.

Furthermore, because its ASV value is bigger than its AVE value, it has discriminant validity. It also has a Cronbach's Alpha of 0.625, which is higher than 0.6, indicating that it is reliable. As a result, the variable shows a strong positive correlation with Customer Acceptance. Information Value has an AVE ratio of 0.370, which is less than 0.5, indicating that it does not have convergent validity. However, because its ASV value is bigger than 0.6, it has discriminant validity. It also has a Cronbach's Alpha of 0.643, which is higher than 0.6, indicating that it is reliable. Because two of the three requirements are met, the variable has a substantial positive connection with Customer Acceptance.

Customer Permission has an AVE ratio of 0.438, which is less than 0.5, indicating that it does not have convergent validity. But, because its ASV value is more than 0.6, it also has discriminant validity; however, because its Cronbach's Alpha is less than 0.6, it does not have reliability. Because just one of the prerequisites has been met, it has been demonstrated that consumer consent has no impact on customer acceptance. Irritation from Messages has an AVE ratio of 0.795, which is more than 0.5, indicating that it has convergent validity.

Furthermore, because its ASV value is larger than its AVE value, it has discriminant validity; yet, because its Cronbach's Alpha is less than 0.6, it does not have dependability. The variable now has construct validity and discriminant validity, but not reliability. As a result, annoyance has a strong negative association with Customer Acceptance rather than a big positive one.

### E. Correlation Analysis

SPSS software was used to perform Pearson's one-tailed correlation analysis. The correlations between constructs are shown in Table 6. A significant connection exists if the coefficient value is between 0.5 and 1.0. If the coefficient value is between 0.3-0.49, there is a modest association. The correlation is of a low degree if the coefficient value is lesser than 0.29.

**Table 6: Correlation Analysis**

| Variables | | CA | CBI | TIS | TIS ENT | IV | CP | IFM |
|---|---|---|---|---|---|---|---|---|
| Customer Acceptance | Pearson Correlation | 1 | .453** | .431 * | .365** | .435** | .517** | .446** |
| | Sig. ( 1-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 312 | 312 | 312 | 312 | 312 | 312 | 312 |
| Customer Behavioral Intentions | Pearson Correlation | .445** | 1 | .481** | .380** | .453** | .544** | .486** |
| | Sig. ( 1-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 312 | 312 | 312 | 312 | 312 | 312 | 312 |
| Trust in Sender | Pearson Correlation | .430** | .481** | 1 | .544** | .601** | .445** | .457** |
| | Sig. ( 1-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 312 | 312 | 312 | 312 | 312 | 312 | 312 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Entertainment | Pearson Correlation | .492** | .380** | .544** | 1 | .611** | .437** | .423** |
| | Sig. ( 1-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 312 | 312 | 312 | 312 | 312 | 312 | 312 |
| Information Value | Pearson Correlation | .471** | .453** | .601** | .611** | 1 | .629** | .361** |
| | Sig. ( 1-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 312 | 312 | 312 | 312 | 312 | 312 | 312 |
| Customer Permission | Pearson Correlation | .468** | .544** | .445** | .437** | .629** | 1 | .413** |
| | Sig. ( 1-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 312 | 312 | 312 | 312 | 312 | 312 | 312 |
| Irritation from Messages | Pearson Correlation | .477** | .486** | .457** | .423** | .361** | .413** | 1 |
| | Sig. ( 1-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 312 | 312 | 312 | 312 | 312 | 312 | 312 |

Customer Acceptance has a moderate link with Customer Behavioral intention (r=.453), Trust in Sender (r =.431), Entertainment (r =.365), Information Value (r=.435), and Message Irritation (r =.446), but a significant relationship with Customer Permission (r =.517). Customer Acceptance (r =.445), Sender Trust (r =.481), Entertainment (r =.380), Information Value (r =.453), and Message Irritation (r =.486) all show modest correlations, while Customer Permission (r =.544) has a substantial association. Customer Acceptance (r =.430), Customer Behavioral Intention (r =.481), Permission (r =.445), and Irritation from Messages (r =.457) have a moderate relationship, but Entertainment (r =.544) and Informativeness (r =.601) have a significant relationship. Customer Acceptance (r =.492), Customer Behavioral Intention (r =.380), Customer Permission (r =.437), and Irritation from Messages (r =.423) are somewhat correlated, whereas Trust in Sender (r =.544) and Information Value (r =.611) are strongly correlated. Customer Acceptance (r =.471), Customer Behavioral Intention (r =.453), and Irritation from Messages (r =.361) all show moderate correlations, but Trust in Sender (r =.601), Entertainment (r =.611), and Information Value (r =.629) all have substantial relationships. Customer Permission has a moderate association with Customer Acceptance (r =.468), Sender Trust (r=.445), Entertainment (r =.437), and Message Irritation (r =.413), but a significant link with Customer Behavioral Intention (r =.544) and Information Value (r=.629). Irritation from Messages has a moderate relationship with Customer Acceptance, (r=.477) Customer Behavioral Intention, (r =.486) Trust in Sender, (r =.423) Entertainment, (r =.361) Information Value, and (r =.413) Customer Permission. The constructs are still significant since the p-value in the entire correlation study is less than 0.001.

**Table 7: Summary of results**

| Sr. No. | Hypothesis | Result |
|---|---|---|
| 1) | Hl: Customers' adoption of mobile marketing ıs influenced by their trust in the sender. | Accepted |
| 2) | H2: Customers' adoption of mobile marketing ıs influenced by entertainment. | Accepted |
| 3) | H3: The value of information influences customer adoption of mobile marketing. | Accepted |
| 4) | H4: Customer authorization has a big influence on whether or not they accept mobile marketing. | Accepted |
| 5) | H5: Message irritability has a big impact on customers' adoption of mobile marketing. | Accepted |
| 6) | H6: Customer acceptability has a large impact on customer behavior intentions. | Accepted |

# VI. DISCUSSION

The growing amount of knowledge on consumer acceptance of mobile advertising is expanded by this study. Regarding the elements influencing customers' inclination to buy goods or services pushed by mobile advertising, the research has several practical consequences.

The main goal of this study is to better understand the variables that influence consumer acceptability of mobile advertising. This study shows that if customers adopt favorable attitudes toward mobile advertising, they are more inclined to accept it. The results also show that a variety of variables play a big role in how consumers feel about mobile advertising. It also provides insight on the relationship between customers' acceptance of mobile ads and their intention to buy a good or service.

The validity and reliability of the dimensions were validated using an exploratory factor analysis. The results of the study show that credibility, amusement, permission, and informedness all have a substantial positive relationship with customer behavior.

And so in confirmation to most accepted assumption that trust is a major predictor of consumer's intention to purchase advertised products, the present study not so surprisingly found that consumers' trust in sender is directly related to their acceptance of mobile advertising (H1). This may be the neutral attitude of consumers towards marketing activities of companies or similar types of mobile marketing strategies being adopted by all kinds of companies. This aspect develops the future insight which needs to be researched at length with comprehensive dimensions. Also, the study's test statistics accepted the second hypothesis (H2) indicating entertainment is indeed associated with consumers' acceptance of mobile advertising. This proves that consumer acceptance of mobile advertising are more manipulated by the relevance of the ad.

Hypothesis (H3) is accepted indicating that the value of the information provided has a significant effect on consumers' intention to purchase the products or services

advertised. This might be because mobile advertising messages are more informative and convenient in getting information about the product and service advertised and perceived value can be a differentiation and competitiveness to a company.

Hypothesis (H4) indicating the consumers' permission to receive mobile advertising messages affects the consumers' acceptance towards mobile advertising is accepted. Permission is beginning of two-way mobile communication between the customer and advertiser. It is not easy to carry out mobile advertisement without clear permission from the customer. Consumers' permission to receive message is about starting of building long-term relationships with customers. The consent, trust and two-way exchange of information help to develop the relationship between the consumer and the advertiser. It was advocated that consumers have a more positive attitude toward mobile advertising after agreeing upon receiving the advertisement. Consumers who did not give permission to companies to send out mobile advertisements tended to ignore and not read the received messages and vice-versa. Additionally, hypothesis (H5) relating to the inconvenience of message irritation is not accepted. It was supposed to shows that, for instance, the time the consumers received the message affects their acceptance of mobile advertising. Because usually factors such as time constraints, the consumer's mood, and product or service suitability may influence the message effectiveness. So, consumers' intention to purchase was supposed to be significantly affected by the consumer irritation level.

Though, in this study the effect of irritation was not calculable due to the low Cronbach's alpha value, which I can explain by the fact that the validity of the questions used in the study's questionnaire did not allow us to measure the concept of irritation at a higher level. Hypothesis (H6) relating to the consumers' acceptance of mobile advertising and subsequent behavioral intention is also accepted. Therefore, consumer acceptance of mobile advertising was related to their intention to purchase the advertised products or services. Reasons for this may include the information relating to the product or service is of high entertainment and informational value, a degree of trust between consumer and advertisers, interest in the product being offered, the content and personalization of the message, obtaining consumers'

permission before sending the message and an opportunity to visit the advertiser to react to the product.

As it can be observed from the results, trust and consumers' permission and entertainment are usefulness and important in the area of mobile marketing.

Mobile consumers usually tend to be very skeptical and sensitive towards mobile advertising and there is a high possibility that they will reject messages, when they feel that their privacy is invaded or when they feel that they receive a mass message. It is also believed that consumers expect messages that are personal. When messages are created taking consumers 'expectations and needs into consideration, consumers will accept them and even talk about them to other consumers. As a result, future growth in mobile commerce depends on successful personalization of the messages not only in terms of content but also in terms of time and location. The personalization effect is even more important than the consumer's behavior or trust towards mobile advertising, since it enhances also the perceived utility of the messages leading to incremental positive effects.

# VII. CONCLUSION

This research attempted to offer a framework to adequately explain and predict consumers' acceptance towards mobile advertising and purchase intention in a developing country. It is important for managers to recognize the various drivers of, and obstacles to, the acceptance of mobile marketing practices among consumers. The study's findings have various ramifications for managers working on mobile marketing plans and initiatives in expanding mobile marketplaces.

The results of this study imply that the consumer's acceptance of the mobile advertisement, the relevance of the content, and the context of the marketing communication are likely to have an impact on the customer's behavioral intentions. Interactive, entertaining, and relevant messages are more likely to be received favorably by the target audience. The study offers proof of consumer consent in message reception, content design for mobile commercials, and growing consumer approval of mobile advertisers. In order to effectively appeal to young people, information value and privacy should be taken into account and included into mobile advertising campaigns.

With a sizable young population and practically everyone having at least one mobile subscription, Türkiye is a sizable market that presents a significant opportunity for numerous businesses. As a result, other customers in less developed and developing nations may benefit from the current study's focus on consumer preferences in the cosmetic business. Additionally, young people of all nationalities and socioeconomic levels frequently utilize smartphone apps. As a result, it is advised that marketers pay attention to the motivations behind and constraints placed on mobile advertising as it is a key instrument for influencing long-term success, brand image, and competitiveness.

## A. Theorical Implications

This study proved and clarified the essential aspects that impact attitudes towards mobile ads from a theoretical position, therefore reinforcing the theoretical design on which it is centered. The findings on value-creating behavior and advertising are consistent with earlier research.

In comparison to smartphone application advertising, customers view textual ads to be less trustworthy and have a more negative attitude toward them. Furthermore, customers find Message advertisements to be more irritating. Textual marketing is inferior to mobile phone app advertisements in the view of customers.

Ad effectiveness and opinions regarding mobile app advertising are determined in part by credibility, which is also the third most significant aspect of SMS ads.

Among the antecedents, entertainment has the largest impact on both marketing effectiveness and perceptions. When comparing the differences between SMS and mobile app advertising, we can see that SMS adverts are perceived as less engaging.

Nonetheless, pleasure is the most important part of ad value and attitude formation, and it must be properly addressed in both SMS and mobile ad procedures.

Irritation lowers the ad value of SMS ads, which is consistent with previous research that has demonstrated irritation lowers the value of mobile advertising and affects attitudes about it. There have been various studies on the positive features of literary works' entertainment and knowledge, but none on what causes consumers to reject a product and build a negative mental image of it.

In this area, client irritation is a hot issue, with experts believing that customer discontent is a key driver in customer loss in both the services and consumer products industries. As per this research, market uncertainty can impair customers' attention, prompting them to rely less on their chosen brand, while reduced ad believability provides their brand with a negative image.

The second most important factor in attitude development commercials is informativeness, with advertisement worth for SMS coming in third. This is the third most important factor in shaping attitudes and evaluating the value of advertisements in mobile app marketing. In general, informativeness is considered one of the two

most essential characteristics driving views in internet advertising. The influence of ad believability on customer behavior was studied in this dissertation. It also attempted to bolster the notion that advertisements' entertainment value and informativeness had a substantial impact on customer behavior.

Furthermore, it was stressed that obtaining permission before delivering a slew of adverts has a big impact on customers' perceptions of a business. According to Zabadi et al. (2012), customers desire mobile advertising material that is tailored to their specific interests. They also want to be informed about critical information. Informativeness is seen as a highly beneficial possibility in mobile advertising since consumers respond extremely well to advertising that trades benefits.

Unsurprisingly, the utility of advertisement knowledge when delivered by traditional media vehicles is directly tied to its informativeness. As a result of the need to give material to customers to match their expectations, the informativeness of adverts may be limited.

They also discovered that mobile advertising might contain a lot of content that confuses customers and can be perplexing and frustrating for them. Customers may be confused by them and react negatively. Unwanted messages, often known as emails, are another cause of annoyance. Junk mail jeopardizes the privacy of clients and delays marketplace penetration.

In conclusion, I believe that annoyance produced by an unexpected or unexplainable mobile marketing reaction might reduce the perceived usefulness of mobile advertising.

Customers who had been exposed to a lot of advertisements had a negative response to marketing communication ads and were less willing to participate in permission-based promotional campaigns as a consequence. Customers who thought SMS promotional materials were important and applicable to their preferences were more inclined to participate in such initiatives, implying a link between perceived usefulness and willingness to participate.

As a result, customers who found SMS marketing messages beneficial demonstrated interest in purchasing the items on offer. Consumers who believed SMS advertising messages were amusing were more willing to join such programs,

according to the research, and there was a correlation between perceived fun and purchase intent.

Consumers who thought SMS advertising to be interesting were more inclined to purchase the offered items. Customers who hated direct advertising were less likely to get wireless advertising messages, according to the findings. Customers who were less inclined to use permission-based advertising systems also believed that mobile phones were just for personal use. As a consequence, buyers who thought cell phones were just for personal use were hesitant to buy the items on sale. Mobile carriers are urged to control their SMS flows so that customers do not feel overwhelmed. Personalizing such emails to get customers to join permission-based advertising programs is one method to address this issue.

Of course, this assumes that essential information is conveyed in such exchanges. Customers should see such messages as important and beneficial, and they should correspond to their interests and wants.

The importance of message content quality should be highlighted, and content application companies should work with cellular operators to enhance messaging material value, rendering it more attractive and interesting. As the dynamics of trade and the market have altered, everything has become digital. A client may buy a product online and utilize it without having to go to the store, saving both time and money. There are now a variety of difficulties that may arise as a result of it, including the issue of trust; whether or not to trust a brand for online purchasing transactions. However, because of the trust factor, many companies with a physical presence choose online sales as well.

This research will aid marketers and businesses in better understanding how to target and retarget their products to increase sales and learn more about client purchasing habits.

## B. Implications for marketers

When it refers to items to which clients are extremely dedicated, a significant amount of time and dedication to purchase, advertisers must exercise extreme prudence. The purchase process is becoming more active for customers.

Customers who are concerned about their diets, for example, are growing more interested in buying organic goods and dedicating a substantial amount of time and money to the search for healthful meals. For such culinary goods, they look at dietary information, additives, healthful packaged food, and recipe structure.

The entertainment factor appears to be the most important in predicting ad quality and consumer behavior. Attempting to make mobile advertisements pleasant and amusing might help to overcome disapproving observations of the platform.

The information quality of an advertisement is the second most essential aspect in evaluating its worth. If humorous commercials are not possible on the site, marketers could focus on quality by providing accurate and helpful information to their target audience.

Since visual communication is accessible in mobile phone app marketing but not in textual advertising, it is advisable to use the entertainment component of advertisements in smartphone app advertising rather than text message ads to build internet advertising appeal.

The most important factor influencing the growth of ad value and attitudes is entertainment. Mobile advertising that is as interesting and enjoyable as possible may help to overcome negative preconceptions of the medium.

The informativeness of an SMS ad is the second most important factor in assessing its worth. If enjoyable messages aren't possible via SMS, marketers must develop content by providing their target audience with relevant, up-to-date, and valuable information.

In regards to permission marketing, there seems to be a positive correlation between permission (intention to join) and purchase intent, however, privacy concerns were shown to be negatively related to participation in permission-based advertising programs.

There seems to be a relationship between earlier reactions and trust in terms of the trust, with customers who had negative sentiments about direct marketing being less likely to share personal information via SMS advertising messages. Customers who were subjected to heavy marketing were less inclined to trust companies that used SMS marketing.

Because multimedia material is accessible in mobile app advertising that is not available in SMS advertisements, it is simpler to generate mobile ad value by exploiting the entertainment side of advertising in mobile app ads than in SMS ads.

Finally, building trust and trustworthiness in advertising will improve perceptions about mobile ads. In reality, this may be achieved by ensuring the legitimacy and authenticity of the advertising, as well as ensuring exactly what can be supplied.

Given the negative perceptions of direct advertising, both network carriers and marketing firms must make every attempt to change these perceptions by building strong relationships with customers and making full use of the relevant data about them, and integrating this data into their target strategy.

As a consequence, consumers and cell carriers will undoubtedly earn more trust. Service providers should get users' agreement before using their phone numbers or other personal information, as numerous respondents expressed privacy concerns.

Marketers must be aware that, while SMS ads offer significant benefits in terms of reaching clients, they might not be quite as effective in producing good attitudes about the marketed product/service, based on consumers' unfavorable opinions about SMS marketing.

Customers that have a negative opinion of SMS advertising may choose to ignore and dismiss the information contained in the SMS advertising. Marketers would have a difficult time boosting awareness of their product or service when using SMS marketing to target clients who have bad feelings about the channel.

Given the positive perceptions of SMS advertising' entertainment factor, marketers must evaluate how to improve the sense of happiness and contentment clients associate with receiving SMS messages.

## C. Limits and forthcoming Directions

Even though the study gives significant statistical and tactical enhancements for evaluating the factors that influence customers' perceptions of mobile marketing,

the data analysis has a few flaws. Fundamentally, before making any assumptions, these flaws should be examined and considered. These constraints will inspire new work in the future. In many aspects, the research is limited.

For starters, the data was acquired in an easy sample method with the aid of conducting questionnaires distributed over WhatsApp, which may have resulted in sampling bias. Every research project has flaws, and this study is no exception.

The demographics of the questionnaire survey, for example, are consistent, with the bulk of information coming from individuals aged 21-23.

Third, the study's focus on the degree of involvement and participants' views toward buying greater engagement items was constrained due to the inclusion of students as a population. The majority of people who answered were under thirty years old.

Furthermore, because the survey was administered to a very small number of people (n = 312), the outcomes of this research are difficult to pull deductions from and enlarge on.

As the studies demonstrate, opinions about mobile app commercials and their reasons vary based on the mobile advertising program. Although this study focused on two of the most prevalent mobile advertising strategies, mobile marketers have other possibilities. Because fewer motivational studies are focusing on diverse mobile marketing and promotional forms, researchers have more study alternatives.

In order to compare their viewpoints on SMS and mobile app marketing, only those with smartphones were included in the study.

By focusing on college students and identifying respondents who use mobile phones, we were able to properly reflect the viewpoint of this important population. However, this choice limits the study's generalizability.

An additional study that includes a broad range of consumer demographics might provide more insight into how individuals acquire opinions about various types of mobile marketing, which would be beneficial to both marketers and researchers.

This study used an attitudes method and a survey technique to analyze attitudes toward mobile advertisements. Another possible research topic is behavioral studies on various mobile advertising tactics. When it comes to diverse mobile marketing methods, this research might help illustrate reasonable correlations between perceptions and real behavior.

From a theoretical standpoint, this study has confirmed and defined the important factors that influence attitudes toward mobile advertisements, therefore strengthening the theoretical foundation on which it is founded.

The findings on attitudes and advertising value establishment are consistent with previous studies. This study differs from previous research in that it examines different types of mobile commercials and includes mobile application advertising, which has previously been overlooked. This study's findings will help future research in this way.

Consumers view SMS marketing to be less useful and have a more negative attitude about it than mobile app promotions in terms of practical implications. Customers also perceive SMS marketing to be more irritating.

In the opinion of customers, SMS advertising is inferior to mobile app advertising. These findings lead to the conclusion that if other factors such as pricing, desired audience, and other factors are equal, marketing professionals should prefer mobile app commercials over SMS advertisements.

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## DISSERTATIONS

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**APPENDICES**

**Table 8 Respondent's Profiles**

| | | |
|---|---|---|
| Gender | | |
| Variables | | |
| Males | 148 | 47.44 |
| Females | 156 | 50 |
| Prefers not to Tell | 8 | 2.56 |
| Education | | |
| O & A-Levels | 91 | 29.17 |
| Bachelors | 177 | 56.73 |
| Masters | 44 | 14.10 |
| Occupation | | |
| Student | 215 | 68.91 |
| Job | 65 | 20.83 |
| Business | 32 | 10.26 |

**Table 9 : Descriptive Statistics of data**

| Latent Constructs | Mean | Standard Deviation |
|---|---|---|
| Customer Acceptance | 2.6627 | .63549 |
| Custon1er Behavioral Intentions | 2.6524 | .62499 |
| Trust in Sender | 2.5500 | .65920 |
| Entertaimnent Value | 2.5927 | .62303 |
| Inf ormation Value | 2.6732 | .63052 |
| Custoıner Permissions | 2.7390 | .64604 |
| Irritations froın Messages | 2.6829 | .54273 |

**Table 10 : KMO and Bartlett's Tests Results**

| KMO and Bartlett's Test | | |
|---|---|---|
| KMO Measure of Sampling Adequacy. | | .787 |
| Bartlett's Test of Sphericity | Approximate. Chi-Square | 1713.695 |
| | df | 374 |
| | Sig. | .000 |

**Table 11: Factor Loadings of items of Constructs**

| Items | Latent Constructs | Factor loadings |
| --- | --- | --- |
| The brand image of product or serviceinfluences buying intention positively | Customer Acceptance | 0.873 |
| Mobile advertising keeps me informed about things that I require. | Customer Acceptance | 0.752 |
| I use mobile ads as a purchase guide. | Customer Acceptance | 0.746 |
| I believe that mobile advertising assists me in locating items or services that are appropriate for my personality and interests. | Customer Acceptance | 0.568 |
| Usually, you spend more time on online shopping than you intend to | Customer Behavioral Intentions | .939 |
| You are willing to spend more time on online shopping | Customer Behavioral Intentions | .591 |
| You intend to recommend online shopping to friends | Customer Behavioral Intentions | .798 |
| You intend to continue buying more products online | Customer Behavioral Intentions | 0.467 |
| I believe that mobile phones will inevitably become a marketing | Trust in Sender | 0.686 |

tool in the future.

| | | |
|---|---|---|
| Advertisements appearing on social media are credible | Trust in Sender | 0.654 |
| Information delivered to you via mobile phone has had a significant inpact on how you perceive items and services. | Trust in Sender | 0.765 |
| Credible information is supplied to you by corporations through advertisements. | Trust in Sender | 0.796 |
| Receiving Mobilie marketing is amusing and pleasurable. | Entertainment | 0.745 |
| Messages that are entertaining have a greater impact on product appeal. | Entertainment | 0.764 |
| To improve brand image, mobile app advertising displays amusing advertisements. | Entertainment | 0.615 |
| In the mail, I enjoy receiving customized messages, offers, and items. | Entertainment | 0.733 |
| Mobile ads give information on a product or service that I am I interested in and require. | Information Value | 0.733 |
| The information you get on your phone is classified as clear. | Information Value | 0.537 |

| You respond to information delivered to you through mobile marketing. | Information Value | 0.587 |
| You act on the discount information you obtain from mobile marketing. | Information Value | 0.555 |
| Permission requests are a crucial aspect of mobile marketing. | Customer Permission | .564 |
| Before delivering marketing conununications, marketers obtain consent. | Customer Permission | .786 |

**Table 12: Validity and Reliability ratios of constructs**

| Variables | Number of items | AVE | ASV | Cronbach Alpha |
| --- | --- | --- | --- | --- |
| Customer Acceptance | 4 | 0.552 | 0.743 | 0.634 |
| Customer Behavioral Intentions | 4 | 0.521 | 0.722 | 0.621 |
| Trust in Sender | 4 | 0.529 | 0.727 | 0.658 |
| Enteıtainment | 4 | 0.514 | 0.717 | 0.625 |
| Information Value | 4 | 0.370 | 0.608 | 0.643 |
| Customer Pennission | 4 | 0.438 | 0.662 | 0.586 |
| Irritation froın Messages | 4 | 0.795 | 0.892 | 0.118 |

**Table 13: Correlation Analysis**

| Variables | | CA | CBI | TIS | TIS ENT | IV | CP | IFM |
|---|---|---|---|---|---|---|---|---|
| Customer Acceptance | Pearson Correlation | 1 | .453** | .431 * | .365** | .435** | .517** | .446** |
| | Sig. ( 1-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 312 | 312 | 312 | 312 | 312 | 312 | 312 |
| Customer Behavioral Intentions | Pearson Correlation | .445** | 1 | .481** | .380** | .453** | .544** | .486** |
| | Sig. ( 1-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 312 | 312 | 312 | 312 | 312 | 312 | 312 |
| Trust in Sender | Pearson Correlation | .430** | .481** | 1 | .544** | .601** | .445** | .457** |
| | Sig. ( 1-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 312 | 312 | 312 | 312 | 312 | 312 | 312 |
| Entertainment | Pearson Correlation | .492** | .380** | .544** | 1 | .611** | .437** | .423** |
| | Sig. ( 1-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 312 | 312 | 312 | 312 | 312 | 312 | 312 |
| Information | Pearson | .471** | .453** | .601** | .611** | 1 | .629** | .361* |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Value | Correlation | | | | | | * |
| | Sig. ( 1-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 312 | 312 | 312 | 312 | 312 | 312 | 312 |
| Customer Permission | Pearson Correlation | .468** | .544** | .445** | .437** | .629** | 1 | .413** |
| | Sig. ( 1-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 312 | 312 | 312 | 312 | 312 | 312 | 312 |
| Irritation from Messages | Pearson Correlation | .477** | .486** | .457** | .423** | .361** | .413** | 1 |
| | Sig. ( 1-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 312 | 312 | 312 | 312 | 312 | 312 | 312 |

**Table 14: Summary of results**

| Sr. No. | Hypothesis | Result |
|---------|-----------|--------|
| 1) | Hl: Customers' adoption of mobile marketing ıs influenced by their trust in the sender. | Accepted |
| 2) | H2: Customers' adoption of mobile marketing ıs influenced by entertainment. | Accepted |
| 3) | H3: The value of information influences customer adoption of mobile marketing. | Accepted |
| 4) | H4: Customer authorization has a big influence on whether or not they accept mobile marketing. | Accepted |
| 5) | H5: Message irritability has a big impact on customers' adoption of mobile marketing. | Accepted |
| 6) | H6: Customer acceptability has a large impact on customer behavior intentions. | Accepted |

# RESUME

Name : Assala

Surname: Mansouri

Education:

- BBA: High management- 2019, HEM Business school, Morocco
- MBA: business administration- current, Istanbul Aydin university, Turkey