

Exploring the impact of mobile marketing tools on the purchase intention of iberian consumers

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ABSTRACT

Mobile devices have become an integral part of our daily lives, and people use them for numerous activities, including shopping. As a result, businesses must utilize mobile marketing tools to communicate with their customers and offer personalized and differentiated products. Mobile marketing employs various tools such as location-based services, mobile applications, and mobile e-mail to attract customers and stimulate their interest in purchasing a particular product. This research seeks to identify the mobile marketing tools that influence the Iberian consumer's purchase intention. The study collected data through a questionnaire from Iberian consumers using a non-probabilistic convenience sample. The study results showed that a positive attitude towards mobile marketing is a significant factor that influences the purchase intention of a product or service. The study also revealed that location-based services and mobile applications are the most effective tools in creating a favorable attitude towards mobile marketing and, consequently, the intention of Iberian consumers to purchase a product or service. This investigation aims to provide organizations and researchers with know-how on mobile marketing and the Iberian consumer's purchase intention so that they can make better decisions and encourage further research.

Keywords: Mobile marketing, Tools, Purchase intention, Attitude, Location-based services, Mobile applications

INTRODUCTION

Today's consumers are increasingly connected and dependent on technology. For this reason, organizations are increasingly having to modify their strategies to deal with these consumers. For Tong et al. (2020), the ubiquitous nature of mobile devices enables organizations to interact with consumers more effectively and immediately and to obtain hypertext information to design their marketing strategies and campaigns.

Although mobile marketing is not a recent concept, it has emerged as a marketing strategy that enables organizations to treat consumers in a personalized, relevant, and timely manner so that they become loyal to the brand. Mobile marketing is changing as mobile technology, devices, and networks change, enabling companies to adapt to these new technologies, devices, and even new audiences.

Mobile marketing uses various tools to disseminate company information/communication to its target audience. Companies, therefore, need to understand which tools are most relevant for reaching consumers, influencing their attitudes, and stimulating greater purchasing intent. Although there is no single terminology for presenting the tools, some authors suggest dividing them as follows: mobile advertising, mobile sales promotion, mobile entertainment, location-based mobile service, and mobile banking (Barutçu, 2007, 2008; Megdadi & Nusair, 2011).

When we refer to Iberian consumers, we are talking about people who live in Spain and Portugal. According to Dementiev (2018), these Iberian Peninsula countries share a history of cooperation. Despite being geographically neighboring, Spain and Portugal have similarities and discrepancies. They generally share the same traditions, culture, religion, and values as the rest of Europe and thus have strong similarities (Reis, 2010; Royo, 2010). Despite their similarities and proximity, they have some cultural distinctions that affect aspects of society, e.g., individuals from the Portuguese culture tend to perceive opportunities easily when they have previous knowledge and skills, compared to their Spanish counterparts, who are less inclined to be intolerant of risk (Motoki et al., 2022). Regarding technology, Portugal has more barriers to technological adoption than Spain (Pereira et al., 2019). However, in general, regarding mobile technology, the Iberian population has high smartphone penetration rates (Sanchez et al., 2019), and mobile marketing strategies in Spain and Portugal share meaningful similarities in adapting to the growing influence of mobile technology (Piñeiro-Otero & Martínez-Rolán, 2015). According to Sádaba et al. (2023), the cell phone users' profile is similar. They are moderate, hyperconnected, organized, social, impulsive, and escapist.

For the Iberian consumer, this study on the mobile marketing tools that have the greatest impact on purchase intent is of great importance. This research will provide organizations with an idea of the tools that have the greatest impact on the Iberian consumer, helping them to disseminate their communication to the consumer in the way that is of greatest interest and impact to them, making the ways of reaching them more effective. So, this study aims to identify the mobile marketing tools that influence the Iberian consumer's purchase intention. To achieve this goal, a quantitative methodology was employed through a questionnaire.

The rest of this article is structured as follows: the second section deals with a theoretical contextualization of mobile marketing, the acceptance of technology, and mobile marketing tools. The third section looks at the methodology used in this research, presenting the conceptual model, the sample, the data collection technique, and the statistical procedures. The fourth section presents the results obtained from the data collected and analyzed using SPSS. The fifth section discusses the results obtained and validates the hypotheses and conceptual model. Finally, the sixth section presents the conclusions, contributions, limitations, and suggestions for future work.

THEORETICAL BACKGROUND

Mobile Marketing

Mobile marketing consists of a digital marketing strategy that seeks to reach consumers via mobile devices (e.g., smartphone, tablet) using marketing actions, e.g., Applications, SMS (Short Message Service), MMS (Multimedia Message Service), e-mail, mobile advertising, location-based marketing (Atar et al., 2021). This type of marketing is a fast, agile, direct, and recurring form of marketing that allows marketers to reach consumers anywhere, anytime, and in a personalized way (Alameer et al., 2022).

Mobile marketing is known for its widespread adoption and adaptability on smart mobile devices, enabling access anytime and anywhere. It allows two-way communication between marketers and consumers, using a variety of channels and tools. Personalization and better segmentation are possible due to the high potential of mobile marketing (Kumar & Mittal, 2020).

Technology Acceptance

When it comes to technology acceptance, the Technology Acceptance Model (TAM) is the most widely recognized model that seeks to explain the determinants of computer acceptance in general and user behavior (Figure 1). The TAM has two primary beliefs - perceived usefulness (individual believes that using a specific application system will increase their work performance) and perceived ease of use (individual believes that the target system is effortless), which are determined by external beliefs. Perceived ease of use and perceived usefulness jointly determine the attitude towards use. The perceived usefulness directly influences the intention to use (Davis et al., 1989). Intention refers to the consumer's willingness to purchase a certain product or service (Wu et al., 2011).

About the digital and mobile world, Gao et al. (2012) state that consumers' feelings and beliefs towards mobile devices impact their behavior in terms of obtaining information about brands, purchasing products, or receiving added value.

According to Bauer et al. (2005) research, a positive attitude towards mobile marketing leads to a higher intention to adopt mobile. Similarly, Laksamana (2016) found a positive correlation between attitude and purchase intention in the banking sector. In a study of young Malaysian consumers, Saeed and Bekhet (2018) also confirmed a relationship

between attitude towards mobile marketing and intention to use mobile marketing services. Ismail et al. (2022) research corroborated that a positive attitude toward mobile marketing has an impact on the intention to use mobile marketing services. Alameer et al. (2022) concluded that there is a significant positive correlation between consumer attitudes toward using mobile devices, their behavioral intentions, and mobile marketing.

H1: Attitude towards mobile marketing has a favorable influence on purchase intention.

Mobile Marketing Tools

There are various tools that marketing can use to reach consumers via mobile devices. According to the Mobile Marketing Association, mobile marketing tools are mobile messaging, mobile web, and mobile applications (MMA, 2008). Megdadi and Nusair (2011) and Barutçu (2008) suggest that mobile marketing tools include mobile advertising, mobile sales promotion, mobile entertainment, and mobile shopping. Barutçu (2007) mentioned location-based services, mobile internet, and mobile banking.

For Patsiotis et al. (2020) mobile marketing tools have a direct impact on consumer decision-making. Loyalty also has a direct effect on the effectiveness of mobile marketing, as the tools have a greater influence on the decision-making process of loyal customers than non-loyal ones (Patsiotis et al., 2020). Marketers recognize that there is great potential in mobile marketing activities to influence consumers' purchasing intentions (Alameer et al., 2022).

Of the tools mentioned in this research, Mobile Applications, Mobile E-mail, and Mobile Location-Based Service were selected because they are tools that are directly related to the consumer, and their intention to buy and are frequently used. According to Statista (2024b), while messengers and chat apps are expanding, email continues to be a crucial part of consumers' daily lives. This study also indicates that 43% of e-mail opens occurred on mobile devices which highlights the significance of investing in mobile e-mail. Gitnux (2024) points out that mobile applications now account for more than half of all time spent consuming digital media worldwide. In 2021, a total of 218 billion mobile applications were downloaded globally. Users spend around 3 hours on mobile apps every day. Mobile applications are projected to surpass 613 billion dollars in revenue by 2025 (Statista, 2024a). About Location Based Marketing, a study of mobile marketing professionals found that 89% pointed to increased sales as the main advantage of using this type of marketing, as well as the growth of the customer base and their greater involvement (Statista, 2023).

Mobile E-mail

Mobile e-mail is an extension of Internet e-mail on a computer to mobile devices, offering the possibility of sending and receiving e-mails on mobile devices wherever they are (Granat & Stanoevska-Slabeva, 2007). This form of email marketing has become increasingly important as more users access their email using smartphones (Tarnanidis, 2024). Khan and Iftikhar (2017) verify that there is a positive impact between e-mail marketing and online consumer purchasing behavior. The content of email advertising strongly and positively affects customers' attitude toward email-based advertising (Jamalzadeh et al., 2012). Bismo et al. (2019) allude that email marketing has a significant effect on purchase intention in their study conducted in Indonesia. Also, Samsudeen and Kaldeen (2020) claim that email marketing has a significant impact on purchase intention.

H2: Mobile e-mail influence Iberian consumers to have a favorable attitude towards mobile marketing and, consequently, leads to purchase intention.

Mobile Application

Mobile Applications are downloadable software for mobile devices that can be used by brands for education, entertainment, engagement, or sales to consumers (MMA, 2013). Shahina and Sachitra (2021) found in their research in Sri Lanka that mobile applications influence consumer purchasing behavior. Attitude towards the use of mobile applications positively affects the intention to use mobile applications (Kim et al., 2016). Seitz and Aldebasi (2016) report that the use of branded applications strongly influences users' attitudes towards brands, but that the use of branded applications had a lesser impact on purchase intentions. Waheed et al. (2021) report that the branded applications use strongly influences users' attitudes toward brands, but that branded applications use has a lesser impact on purchase intentions.

H3: Mobile applications influence Iberian consumers to have a favorable attitude towards mobile marketing and, consequently, leads to purchase intention.

Mobile Location Based Service

Proximity or location-based marketing involves interacting with customers in local areas on mobile devices. It uses technology e.g. RFID (Radio Frequency Identification), GPS (Global Positioning System) to display relevant content according to location (Kumar & Mittal, 2020; Tarnanidis, 2024). Studies on location-based marketing have found that it affects consumer acceptance of mobile marketing (Donga, 2017; Donga et al., 2018). Location-based Services (LBS) users are more likely to adopt LBS, and their attitudes towards LBS play a significant positive role, as do users' usage intentions (Jang & Lee, 2018). Shieh et al. (2019) allude that location-based advertising influence in-store purchase intention.

H4: Location-based mobile services influence Iberian consumers to have a favorable attitude towards mobile marketing and, consequently, leads to purchase intention.

METHODOLOGY

To conduct this research, a quantitative methodology was utilized to gather data, test hypotheses, quantify the information, and apply statistical analysis (Malhotra et al., 2020; Sampieri, 2018). The data collection technique considered most suitable for primary data collection was a structured questionnaire administered to extract specific information (Malhotra et al., 2020) on the Iberian population (Portugal and Spain). According to Sundareswaran et al. (2022), the questionnaire is a valuable tool for gaining insights into consumer behavior, as it can help identify these factors and predict consumer reactions. Questionnaires provide valuable information about consumer behavior, preferences, and feelings, and are fundamental to more effective marketing strategies (Jain et al., 2021). Non-probabilistic convenience sampling was used, i.e. it depends on the researcher's judgment and can produce good population estimates (Malhotra et al., 2020). **Figure 1** shows the conceptual model with the research hypotheses.



Figure 1. Conceptual Model

The research questionnaire was created in both Portuguese and Spanish to enhance clarity for the participants. The questionnaire consisted of closed questions, with multiple-choice questions used to define the sample and assess the variables of the conceptual model. To measure responses, a 7-point Likert scale was used (**Appendix 1**). The questionnaire was distributed through email and social media between February and May 2020. A total of 73 individuals completed the questionnaire with valid and complete responses.

The questionnaire data was processed and analyzed using the Statistical Package for the Social Sciences (SPSS) software. Sociodemographic questions were evaluated using frequency analysis, while linear regression was used to analyze the variables and verify the hypotheses of the conceptual model. To ensure the reliability and validity of the model's variables, the process began with factor analysis, which reduced and summarized data by identifying the representative variables in a set of larger variables (Hair et al., 2022; Malhotra et al., 2020). To determine if factor analysis is feasible, we conducted the Kaiser-Meyer-Olkin (KMO) test to assess the variables' homogeneity. Any value below 0.5 is deemed unacceptable, rendering factor analysis unsuitable. Additionally, we examined Bartlett's test of sphericity to ensure that the significance level was below 0.05, indicating that the variables were significantly related (Marôco, 2018). Finally, the total variance explained was analyzed to understand which component explains the variable the most. The variance value must be 60% or higher (Hair et al., 2022; Malhotra et al., 2020).

After conducting factor analysis, we used Cronbach's alpha as a measure to verify reliability and internal consistency. The range of this measure is between 0 and 1, with a minimum recommended reliability of 0.70 according to Hair et al. (2022). In exploratory studies, however, the minimum recommended reliability can be 0.60.

In this study, a statistical analysis was conducted to examine the relationship between a dependent variable and one or more independent variables. Specifically, the research used linear regression, a powerful tool for analyzing associations between variables. The goal was to determine whether changes in the independent variables had a

significant impact on the dependent variable, and to quantify the strength of that relationship (Malhotra et al., 2020). To achieve this, multiple linear regression was employed to assess the influence of Mobile E-mail, Mobile Application, and Mobile Location-based Service on Attitude. Then, simple linear regression was used to investigate the connection between Attitude and Purchase Intention.

RESULTS

This section presents the results of the analysis of the questionnaire using SPSS. The analysis began by characterizing the sample, followed by a descriptive analysis of the variables studied in the model, factor analysis, internal consistency, and linear regression.

Sample Characterization

The following information details the characteristics of the surveyed population. According to **Table 1**, 54.8% of the sample were Portuguese, while 45.2% were Spanish. Most respondents were females aged between 25 and 64 years. Most of the participants had higher education, with 38.6% holding a doctorate, 31.7% holding a bachelor's degree, and 21.5% holding a master's degree. In terms of geographical location, 47.9% of the respondents lived in the north of Portugal, while 43.8% resided in Galicia.

Table 1. Sample Characterization

		Frequency (N=73)	% (100%)
Gender	Female	44	60,3
	Male	29	39,7
Age range	15-24 years	2	2,7
	25-64 years	71	97,3
Educational qualifications	Basic education	2	2,7
	High school	4	5,5
	Bachelor's degree	1	1,4
	Graduation	23	31,5
	Master's degree	16	21,9
	Doctorate	27	37,0
Region	Galicia	32	43,8
	Community of Madrid	1	1,4
	North	35	47,9
	Center of Portugal	1	1,4
	Lisbon	4	5,5
Professional occupation	Employee	53	72,6
	Independent worker	3	4,1
	Businessperson	4	5,5
	Unemployed/retired/domestic	2	2,7
	Student	1	1,4
	Other	10	13,7
Nationality	Spain	33	45,2
	Portugal	40	54,8

Descriptive analysis

A descriptive analysis was carried out considering the mean, minimum, maximum, and standard deviation to verify the variables under investigation. **Table 2** shows that the variables with a mean close to 4 were Attitude and Mobile Applications, indicating that the selected respondents "agree" on the items that make up the variables. The variables with the lowest averages were Purchase Intention and Mobile Location-Based Service (LBS), with a value of 2. In other words, on average, respondents tended to disagree/be neutral on the items in these variables. The variable with the greatest dispersion in responses was the Mobile Web.

Table 2. Descriptive analysis

(N = 73)	Attitude	Purchase intention	Mobile LBS	Mobile applications	Mobile e-mail
Average	3,8300	2,6849	2,8082	3,8219	3,1644
Median	3,5882	3,0000	3,0000	4,0000	3,0000
Deviation Error	1,29217	0,97006	1,49683	1,19423	1,36436
Minimum	1,35	1,00	1,00	1,00	1,00
Maximum	7,00	5,00	7,00	6,00	7,00

Factor analysis and internal consistency

The variables were subjected to factor analysis and internal consistency analysis, as shown in **Table 3**.

Table 3. Factor analysis and internal consistency

	KMO	Bartlett	% Variance	Cronbach's α	No. of items
Attitude	0,854	0,000	72,615%	0,934	17
Purchase intention	0,814	0,000	69,856%	0,923	22
Mobile LBS	0,859	0,000	86,855%	0,962	5
Mobile App	0,830	0,000	70,865%	0,828	9
Mobile E-mail	0,754	0,000	63,701%	0,900	7

Looking at the KMO value of all the variables, it was found that the factor analysis of most of the variables is considered moderate to good, as it oscillates between 0.7 and 0.9 (Marôco, 2018). Analyzing Bartlett's test of sphericity, there is a correlation between the variables as all the variables have a sig=0.000 (Marôco, 2018). The variance values are between 63.701% and 89.408%, verifying the variation value referred to in the literature of 60% or more (Hair et al., 2022; Malhotra et al., 2020). The reliability of the variable items is verified, as all variables have a Cronbach's alpha above 0.7 (Hair et al., 2022).

Linear regression

In this section, linear regression was carried out to analyze the relationships between the variables in the conceptual model.

Attitude and Purchase intention

The ANOVA test in **Table 4** shows that the significance value is less than 0.001, so the independent variable Attitude explains the dependent variable Purchase Intention.

Table 4. ANOVA

Model	Sum of Squares	df	Mean square	Z	Sig.
Regression	30,448	1	30,448	57,948	<,001b
Residue	37,306	71	,525		
Total	67,753	72			

Table 5. Demonstration of the quality of the linear regression fit

R	R2	Adjusted R2	Standard error of the estimate	Change statistics				
				R2 change	F change	df1	df2	Sig. F change
0,670a	0,449	,442	0,72487	0,449	57,948	1	71	<,001

a. Predictors: (Constant), Attitude

Considering the simple linear regression (**Table 5**), the correlation coefficient (R) was 0.670, which supports the linearity between the independent variables and the dependent variable. The coefficient of determination (R²) is 0.449, indicating that 44.9% of purchase intention is explained by attitude.

Table 6. Simple linear regression

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Error	Beta		
(Constant)	,757	,267		2,837	,006
Attitude	,503	,066	,670	7,612	<,001

Looking at **Table 6**, attitude ($\beta = 0.503$) has a positive impact on purchase intention and is statistically significant (pvalue <0.001).

Determinants of the attitude

Table 7 shows that pvalue<0.001, so the null hypothesis underlying the ANOVA analysis is rejected and Mobile LBS, Mobile Applications and Mobile E-mail explain the Attitude variable.

Table 7. ANOVA

Model	Sum of Squares	df	Mean square	Z	Sig.
Regression	51,811	3	17,270	17,420	<,001b
Residue	68,408	69	,991		
Total	120,218	72			

a. Dependent variable: Attitude

b. Predictors: (Constant), Mobile e-mail, Mobile applications, Mobile LBS

A multiple linear regression was carried out between the independent variables (Mobile LBS, Mobile Applications, Mobile E-mail) and Attitude, and the correlation coefficient (R) was 0.656, indicating linearity, and the adjusted coefficient of determination (adjusted R²) was 0.406. Thus, 40.6% of Attitude is explained by Mobile Web, Mobile LBS, Mobile Applications (**Table 8**).

Table 8. Demonstration of the quality of the linear regression fit

Model	R	R ²	Adjusted R ²	Standard error of the estimate	Change statistics				
					R ² change	Mudança F	df	df2	Sig. Mudança F
1	,656a	,431	,406	,99570	,431	17,420	3	69	<,001

a. Predictors: (Constant), Mobile email, Mobile applications, Mobile LBS

Finally, **Table 9** shows that Attitude is positively affected by all the variables, but it is not statistically significant for Mobile E-mail (pvalue=0.077).

Table 9. Multiple linear regression

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Error	Beta		
1	(Constante)	1,243	,414	3,002	,004
	Mobile LBS	,289	,098	,335	2,945
	Mobile applications	,300	,110	,278	2,741
	Mobile email	,198	,110	,210	1,796

a. Dependent variable: Attitude

DISCUSSION

Taking the results it was found that consumer attitude towards mobile marketing influences their intention to purchase a product or service. This finding is consistent with studies done by other researchers (Bauer et al. 2005; Laksamana, 2016; Saeed & Bekhet, 2018; Alameer et al. 2022; Ismail et al., 2022).

Mobile marketing is a technology that promotes customized products or services to consumers who are constantly connected to networks. Companies need to focus on direct marketing, i.e. one to one so that the right customer can be targeted, sales can be boosted, and brand awareness can be increased among interested consumers. Efforts should be made by marketers to engage consumers in an attractive, innovative, and better way to increase purchase intention and decrease negative factors that discourage purchase intentions (Alameer et al., 2022).

Regarding the mobile marketing tools that have the greatest influence on the favorable attitude of the mobile consumer and, consequently, influence their purchase intention, it was found that they were mobile applications ($\beta = 0.300$; $pvalue=0.008$) and mobile location-based service ($\beta = 0.289$; $pvalue=0.004$). This result corroborates that obtained in the literature (Kim et al., 2016; Seitz & Aldebasi, 2016; Donga, 2017; Donga et al., 2018; Jang & Lee, 2018; Shieh et al.; 2019; Shahina & Sachitra, 2021; Waheed et al., 2021).

Mobile applications have the advantage that they are driven by consumers and not by companies, being considered a receptive and more attractive means of communicating with the consumer. For consumers, using apps benefits from personalized services, savings, and time efficiency (Jebarajakirthy et al., 2021; Shahina & Sachitra, 2021). Concerning mobile location-based service, Gazley et al. (2015) say that receiving location-based advertising messages at the right time and with the right content at the point of purchase strengthens company and customer relationships and is a powerful tool for marketers.

It was not found that mobile e-mail ($\beta = 0.198$; $pvalue=0.077$) is a tool that influences consumer attitude and purchase intention, which is not in line with the literature obtained (Jamalzadeh et al., 2012; Khan and Iftikhar, 2017; Bismo et al., 2019; Samsudeen & Kaldeen, 2020). The failure to corroborate the hypothesis is in line with the study by Ahmed and Rashid (2023) where email marketing was not found to influence consumer purchase intentions in Pakistan's textile industry. Also, Lamichhane (2022) states that mobile email marketing has a negative influence on consumer behavior and can even harm consumer behavior. This negative relationship between mobile e-mail and attitude and purchase intention may arise from the potential for saturation and the increase in spam filters, which may cause consumers to avoid e-mails (Sabbagh, 2021).

Figure 2 shows the new conceptual model obtained from this research.

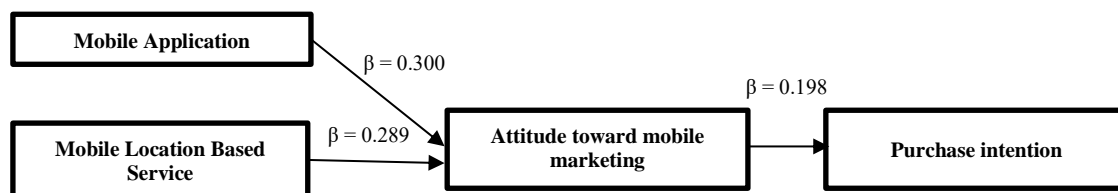


Figure 2. Updated Conceptual Model

CONCLUSION

This section presents the main findings of the research, the limitations of the research, suggestions for future research, and contributions to management.

After analyzing the data obtained from the research on Iberian consumers, it was possible to verify that a favorable attitude towards mobile marketing influences the Iberian consumer's intention to purchase a given product or service. Out of the four hypotheses under investigation, only one was not corroborated, which modified the initially made conceptual model.

The aim of this research was to identify the mobile marketing tools that influence the Iberian consumer's intention to buy. It was found that mobile applications and mobile location-based services influence the Iberian consumer's attitude and intention to buy.

Despite the results obtained in the research, some limitations can be mentioned, such as the size of the sample and the type of sampling, the fact that not all mobile marketing tools were covered, the lack of studies about mobile marketing tools, and the failure to confirm the research hypotheses. Also, how data was collected, i.e., only using social networks, was a limiting factor, not including individuals who do not use networks and use and/or receive information from organizations through mobile marketing.

It is therefore suggested that future research try to overcome all the limitations present in this investigation, such as including more mobile marketing tools to understand their impact on purchase intentions; replicating the study with a larger, representative sample of the population, and using other methods to disseminate the questionnaires.

This research can help those who are interested in mobile marketing to understand which tools have an impact on purchase intent. For organizations, this data can be an asset to make better decisions and be more effective by using the tools that have the most impact on consumers. For researchers, it provides up-to-date information on mobile marketing and can aid in future research.

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APPENDIX

Appendix 1. Variable x items

Variable	Items	Authors
Attitude	At1. Using mobile marketing is a good idea. At2. Using mobile marketing is a wise idea. At3. I like the idea of using mobile marketing. At4. Using mobile marketing is enjoyable. At5. I like the idea of using my mobile device to buy products or services. At6. My mobile device can be a good way for me to access information about what to do and places to go at any time. At7. I would like to receive coupons or other offers and incentives on my mobile device. At8. I like to use my mobile device to find information related to my specific location (e.g. nearby restaurants). At9. I find it useful to receive advertisements on mobile devices. At10. I think that receiving ads is very informative and lets me know about current offers and promotions. At11. I respond to the messages I receive by going online on my mobile devices and checking for more information. At12. I find mobile shopping more convenient and fun than traditional shopping. At13. I find shopping via mobile devices interesting and have a positive outlook. At14. I think it facilitates banking services through mobile applications rather than traditional methods. At15. I like receiving marketing messages on my mobile devices. At16. I find it easier to remember brands that have sent me marketing messages about their services. At17. When I receive messages about the various services offered by a service provider, it creates a brand image in my mind.	(Fishbein & Ajzen, 1975; Davis, Bagozzi, & Warshaw, 1989; Varshney & Joy, 2015; Venkatesh, Morris, Davis, & Davis, 2003)
Purchase intention	Int1. The marketing messages such as SMS/MMS sent to me on various services offered had a clear impact on my purchase decision. Int2. Receiving a marketing message from any specific commercial service sent to my mobile device entices me to make a purchase. Int3. I made a purchase after being influenced by receiving marketing messages about a commercial service on my mobile device. Int4. I think purchasing an advertised product/service is worth it. Int5. I will frequently purchase the advertised product/service in the future. Int6. I strongly recommend others to purchase advertised products/services.	(Akinbode, 2014; Hsu & Lin, 2015; Kumar, Lee, & Kim, 2009; J. Martins et al., 2019; McCorkle, Jurkus, Auruskeviciene, & Reardon, 2013; Sultan et al., 2009; S. Varshney & Joy, 2015)

Int7. I use the mobile ad as a reference for the purchase.
 Int8. If I receive a message on my mobile device informing me of parties or events taking place in town, I will attend.
 Int9. If I receive a free trial of a certain service on my mobile device, for example, free mobile internet or free newspapers, I will call back for more information.
 Int10. If I receive a message on my mobile device offering a discount for a certain product or service, I will visit the specific store to use to obtain the product/service.
 Int11. I would like to receive information about where to purchase certain products or services on my mobile device.
 Int12. I would like to receive offers on my mobile device from companies that sell products related to an event I am participating in (for example, a sporting event).
 Int13. In general, I would like to receive requests from companies to which I have given my permission.
 Int14. I am interested in purchasing products/services that meet my needs.
 Int15. I will respond to a text message promotion sent to my mobile device.
 Int16. I subscribe to receive the latest news on my mobile device after receiving an SMS announcement.
 Int17. I use SMS marketing messages to obtain the information I need.
 Int18. I downloaded ringtones to my device after receiving an SMS advertisement.
 Int19. I've had occasions to vote via SMS for my favorite contestant when purchasing a TV show.
 Int20. Currently, I am using my mobile device to receive the necessary information.
 Int21. I had the opportunity to participate in a promotional program after receiving an SMS advertisement.
 Int22. I purchased a product/service after receiving an SMS advertisement.

Mobile LBS	<p>SBLm1. I would be interested in viewing advertisements for a brand on my mobile device when I pass by its store/place where it is sold. SBLm2. I would be interested in receiving the latest news from a brand on my mobile device when I pass by the store/place where it is sold. SBLm3. I would be interested in being informed of a brand's promotions on my mobile device when I pass by the store/place where it is sold. SBLm4. I would be interested in receiving discount coupons for a brand on my mobile device when I pass by the store/place where it is sold. SBLm5. I would be interested in a brand having access to some of my personal data so that it could personalize communication/promotions/offers for me when I passed by its store/place where it is sold.</p>	(Costa, 2013)
Mobile Applications	<p>Ma1. I like being the owner of mobile applications on smartphones. Ma2. The benefits obtained from using mobile applications on smartphones outweigh the cost of having mobile applications on smartphones. Ma3. Mobile applications for smartphones are something that I consider favorable Ma4. I like the application, but I don't want to buy the brand. Ma5. I want to buy the brand's products, but not using the application. Ma6. I like the application and want to use it to buy the brand's products. Ma7. Overall, I think the use of mobile applications is positive. Ma8. Overall, I feel in favor of mobile applications. Ma9. Overall, I am satisfied with the mobile applications provided by my smartphone.</p>	(Kim et al., 2016; Maghnati & Ling, 2013; Seitz & Aldebasi, 2016)
Mobile E-mail	<p>Me1. Mobile email marketing contributes brand names. Me2. You usually buy online via mobile and email marketing. Me3. Mobile email marketing contributes to increasing product awareness. Me4. Mobile email marketing has played an important role in changing attitudes towards products and services. Me5. Mobile email marketing plays an active role in building a relationship between consumers and the organization. Me6. Trust the information sent to you through mobile email marketing. Me7. You find the information you receive through mobile email marketing exciting and engaging.</p>	(Khan & Iftikhar, 2017b)