



Impact Of Mobile Marketing on Consumer Purchase Intention: An Analysis of Perceived Informativeness, Entertainment, Irritation, Source Credibility, And Incentives in North Indian Retail Sector

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Abstract

This study examines how customer purchase intention is affected by mobile marketing in the North Indian retail industry, with a particular emphasis on incentives, perceived informativeness, entertainment value, aggravation, and source credibility. The study investigates how these characteristics affect customer perceptions (H1) and purchase intentions (H2) using a descriptive and analytical research approach. Structured questionnaires were used to gather data from a sample of retail consumers in North India who belonged to urban and semi-urban populations. Results show that, despite noticeable levels of annoyance, consumers usually see mobile marketing as educational and amusing. Additionally, customers are swayed by incentives and give mobile marketing messaging credence. Strong positive correlations between consumer attitudes and perceived entertainment value, informativeness, and source credibility are found using correlation analysis; in contrast, negative correlations are found with annoyance. Regression research reveals the important influences on customer purchase decisions of perceived informativeness, credibility of the source, incentives, and annoyance. The results of a chi-square test show a strong correlation between customer perceptions of mobile marketing and their actual purchasing behavior. These results highlight how crucial it is for marketers to strategically raise the perceived worth and legitimacy of their mobile marketing campaigns in order to effectively increase customer engagement and buy intentions in the retail environment of North India.

Keywords: Mobile marketing, Consumer purchase intention, Retail sector, Perceived informativeness, Entertainment value, Irritation, Source credibility, Incentives.

1. INTRODUCTION

In the ever changing digital world, mobile marketing has become a critical tactic for companies looking to interact with customers more directly and individually. The potential for mobile marketing to dramatically impact customer behavior increases as cellphones become more commonplace and the internet becomes more widely used, particularly in developing nations such as India. The retail industry, with its wide range of customers and fierce rivalry, stands to gain the most from the thoughtful application of mobile marketing strategies. In the context of the North Indian retail industry, this study aims to investigate how mobile marketing affects consumers' purchase intentions. It does so by concentrating on important variables such as perceived informativeness, entertainment, annoyance, source legitimacy, and incentives.

Mobile marketing includes a broad range of initiatives aimed at reaching customers on their mobile devices, such as push notifications, in-app ads, SMS and MMS campaigns, and more. Delivering the appropriate message to the appropriate audience at the appropriate moment is critical to its efficacy. However, knowing customer attitudes and impressions is just as important to the success of marketing initiatives as using technology. While incentives and the perceived legitimacy of the source may greatly raise the perceived value of marketing messages, perceived informativeness and entertainment value are crucial for piquing customer attention and encouraging positive involvement. However, annoyance from invasive or too frequent adverts can produce unfavorable customer reactions, which can undermine the success of mobile marketing campaigns.

The retail industry in North India offers a distinct setting for this research because of its dense

population, varied socioeconomic backgrounds, and disparate customer levels of digital literacy. This area, which includes both urban and semi-urban areas, provides a microcosm of the larger tastes and behaviors of consumers, which makes it a perfect place to study the subtle effects of mobile marketing. Reflecting wider worldwide trends, retail shoppers in this area are increasingly depending on their mobile devices for product information, pricing comparisons, and purchase decisions.

Even while the corpus of research on mobile marketing is expanding, very little of it focuses on how technology affects North Indian retail settings. By offering empirical data on the ways in which various aspects of mobile marketing affect consumers' intentions to make purchases, this study seeks to close this information gap. This study examines the mediating influence of consumer attitudes in addition to evaluating the direct effects of mobile marketing variables through the use of a complete research methodology that combines descriptive and analytical components.

For marketers looking to increase customer engagement and enhance their mobile marketing strategy, understanding these relationships is essential. The research findings have the potential to enhance competitive advantage in the retail industry by facilitating the creation of mobile marketing campaigns that better suit consumer preferences and expectations, leading to increased buy intentions. Studies like this one offer helpful advice on how to use mobile platforms to build stronger customer connections and achieve sustainable development as companies continue to negotiate the challenges of digital marketing.

2. LITERATURE REVIEW

Hongyan and Zhankui (2017) looked on how customer purchase intentions were influenced by text-based advertisements seen in mobile shopping apps. The results indicate that infotainment, subjective norms, and annoyance are associated with customer attitudes, which in turn influence how these three elements affect purchase intention. In addition to enhancing the favorable effects on infotainment, marketers want to strengthen the attitude-mediated mediation effect between infotainment and purchase intention through strong advertising focus.

Maseeh, Ashraf, and Rehman (2020) examined how customers' intentions to make purchases were impacted by digital mobile ads. Customers may participate and have engaging conversations with marketers. Mobile social networking sites facilitate the sharing of users' opinions and brand experiences. Research reveals that most individuals use social media and spend a lot of time on mobile apps. As a result, ads on these platforms have the potential to boost customers' intentions to buy while also increasing revenues.

According to Zhang, Yang, and Zhang (2020), customer purchasing behavior is no longer constrained by time or place as mobile buying gains popularity daily. Impulsive buying has therefore gained significant importance. The goal of this study was to investigate how mobile shopping affects consumers' impulsive purchase intentions. Three mobile conditions elements were examined in this study: system usability, tailored suggestion, and visual attractiveness. Mobile shopping has been shown to positively affect consumers' intentions to make impulsive purchases by affecting their perceptions of arousal and enjoyment.

According to He, Fu, Li, and Liu (2021), people's lives are now more comfortable thanks to mobile shopping, which also gives them access to a variety of options. As a result, it becomes crucial for marketers to maintain their customers' intent to buy. According to a study, customer emotions are significantly positively impacted by the mobile sales applications' dependability, sales promotion inside the apps, and UI quality. Customers' intentions while they shop on their phones are positively influenced by their feelings.

According to Shahina and Sachitra (2021), mobile marketing is very relevant and has a lot of effect on marketing communications since it allows consumers, particularly the younger generation, to access information constantly, anywhere, at any time. Young customers are not homogeneous when it comes to mobile marketing since their usage habits and views are mostly influenced by their social backgrounds, technical literacy, and urban or rural



lifestyles. This study examines how young Sri Lankan consumers' attitudes, buying behaviors, and intentions are affected by mobile marketing innovations.

3. RESEARCH METHODOLOGY

3.1. Research Design

This study's primary research approach is descriptive and analytical, with the goal of determining how mobile marketing affects consumers' intentions to make purchases in the North Indian retail industry. This method enables a thorough analysis of customer attitudes and actions regarding mobile marketing tactics.

3.2. Hypotheses

H1: Consumer perceptions of mobile marketing in the retail sector are influenced by perceived informativeness, entertainment, irritation, source credibility, and incentives.

H2: Consumer purchase intention in the retail sector is impacted by factors influencing mobile marketing, including perceived informativeness, entertainment, irritation, source credibility, and incentives.

3.3. Population and Sampling

3.3.1. Population: The research focuses on a broad range of North Indian retail consumers, including both urban and semi-urban populations. Because of its dense population and wide range of socioeconomic backgrounds, North India was selected to offer a thorough understanding of consumer behavior in the area.

3.3.2. Sampling Technique: A stratified random sample approach was used to guarantee that the target population was represented. Using this method, the population of North India was stratified according to geographic areas (urban and semi-urban areas). In addition to ensuring a balanced sample that reflected the range of customers touched by mobile marketing methods, it helped decrease biases.

3.3.3. Sample Size Determination: To get reliable findings, a sample size of 200 people was chosen based on statistical considerations. With a respectable margin of error, this size provides sufficient power in identifying associations between influencing variables and customer actions.

3.4. Data Collection

3.4.1. Primary Data: Retail consumers in North India were given standardized questionnaires as part of the data collecting process. The purpose of the poll was to find out how consumers felt about mobile marketing's efficacy and influence over purchases. 200 of the 500 surveys that were given were completed; these were then screened for completeness before being utilized for analysis.

3.4.2. Secondary Data: Books, articles, and scholarly journals obtained from databases like EBSCO, ProQuest, and Emerald were examples of secondary data sources. These resources helped shape the study questions and survey methodology by offering background knowledge and insights about mobile marketing strategies and customer behaviors in the retail industry.

3.5. Data Analysis

Thorough analysis was performed on the gathered data in order to verify the study hypotheses:

- **Descriptive Analysis:** Gave a summary of how customers felt about incentives, perceived entertainment value, annoyance, and credibility of the source.
- **Correlation Analysis:** Correlation analysis was used to investigate relationships between consumer views toward mobile marketing and influencing elements (entertainment, believability, informativeness, incentives, and annoyance).
- **Regression Analysis:** Taking into account the significance and effect sizes of the variables, logistic regression was used to evaluate the influence of influencing factors on customer purchase intentions.
- **Chi-square Test:** Used to assess the statistical significance of the relationship between customer perceptions regarding mobile marketing and real purchase behavior.



4. RESULTS AND DISCUSSION

4.1. Descriptive Analysis

With an emphasis on perceived informativeness, entertainment value, aggravation, source legitimacy, and incentives, the study sought to understand how mobile marketing affected consumers' intentions to make purchases in the North Indian retail sector. A survey with a questionnaire was used to gather information from 200 people in North India's urban and semi-urban populations.

Table 1: Descriptive Statistics of Influencing Factors

Influencing Factor	Percentage (%)
Perceived Informativeness	72
Entertainment Value	65
Source Credibility	58
Incentives	42
Irritation	30

According to the descriptive research, 72% of customers in North India believe that mobile marketing efforts are very informative and may help them make judgments about what to buy. Furthermore, 65% of participants enjoy the entertainment value that these advertisements provide. Nonetheless, a significant proportion of customers—30%—state that they are irritated in some way by mobile marketing initiatives. Significant roles are also played by the perceived reliability of the source and the attractiveness of incentives; 58% of respondents acknowledge that the communications are credible, and 42% are affected by incentives provided through mobile marketing.

4.2. Correlation Analysis

Table 2: Correlation Analysis between Influencing Factors and Consumer Attitudes

Influencing Factor	Correlation (r)
Perceived Informativeness	0.73
Entertainment Value	0.68
Source Credibility	0.55
Incentives	0.42
Irritation	-0.36

Strong positive relationships between customer sentiments and a number of mobile marketing influencing elements are shown by the correlation study. A strong connection of 0.73 is shown in perceived informativeness, indicating that consumers who find mobile advertising informative are probably going to feel better about them. Similar to this, customer opinions are positively influenced by entertainment value ($r = 0.68$) and source credibility ($r = 0.55$). On the other hand, annoyance has a negative correlation ($r = -0.36$), suggesting that customer opinions tend to grow more unfavorable as irritation from commercials increases.

4.3. Impact on Buying Behavior

Table 3: Regression Analysis Results for Purchase Decisions

Influencing Factor	Beta (β)	p-value
Perceived Informativeness	0.81	< 0.001
Source Credibility	0.62	< 0.01
Incentives	0.45	< 0.05
Irritation	-0.29	< 0.05

Regression research reveals important effects of influencing factors on customer purchasing decisions in North India's retail market. The biggest effect is related to perceived informativeness ($\beta = 0.81$, $p < 0.001$), indicating that customers are more likely to base their purchase decisions on mobile advertising if they believe them to be informative. Purchase behavior is also strongly influenced by source credibility ($\beta = 0.62$, $p < 0.01$) and incentives ($\beta = 0.45$, $p < 0.05$), demonstrating the significance of these factors in driving consumer behavior. On the other hand, annoyance has a negative effect ($\beta = -0.29$, $p < 0.05$), meaning



that higher annoyance levels reduce the possibility that consumers will base their purchases on mobile marketing.

4.4. Attitude-Behavior Linkage

Table 4: Chi-square Test for Attitude-Behavior Linkage

Test Statistic	Value	p-value
Chi-square	25.6	< 0.001

A substantial correlation between customer views regarding mobile marketing and their actual purchasing behaviour is shown by the chi-square test ($\chi^2 = 25.6$, $p < 0.001$). This implies that customers' positive perceptions of mobile advertisements are correlated with greater levels of purchase intention and actual activity in the North Indian retail market. The strength of this link is highlighted by the significant chi-square value, which highlights the direct influence of customer views on the decisions they make about what to buy, which are impacted by mobile marketing methods.

The results corroborate the hypotheses H1 and H2, suggesting that incentives, perceived entertainment value, informativeness, and source credibility all affect consumers' opinions of mobile marketing in the retail industry and affect their propensity to make a purchase. The study emphasizes how crucial these elements are in influencing customer behavior in the context of North Indian mobile marketing techniques.

5. CONCLUSION

The impact of mobile marketing on customer purchase intention in the North Indian retail sector is explored in this study, which focuses on perceived informativeness, amusement, annoyance, source legitimacy, and incentives. By means of an all-encompassing study design that blends descriptive and analytical methodologies, the results underscore noteworthy correlations between consumer attitudes and their actions concerning mobile marketing tactics. According to the descriptive research, a significant number of customers find mobile marketing to be both fun and educational, yet a significant minority also find it irritating. Notably, the attractiveness of incentives and the perceived legitimacy of the source are shown to be important variables affecting customer decisions. link research highlights the positive relationships that good consumer attitudes have with perceived informativeness, entertainment value, and source credibility; annoyance, on the other hand, demonstrates a negative link. The usefulness of incentives, perceived informativeness, and source trustworthiness in influencing purchase decisions is further supported by regression analysis, which highlights how these factors influence customer behavior. The chi-square test highlights the practical ramifications for marketers looking to optimize mobile marketing strategies in North India's diversified retail ecosystem by confirming the relationship between favorable customer perceptions about mobile advertisements and actual purchase behavior. In the end, this research advances our knowledge of how mobile marketing affects consumer behavior and provides tactical advice for raising marketing efficacy and customer involvement in the digital era.

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