

## Consumer Perceptions and Attitudes as Mediators in The Influence of Mobile Marketing on Purchase Decisions in Retail

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### Abstract

The purpose of this study is to better understand how customer attitudes and perceptions affect how mobile marketing influences retail purchase decisions. The study investigates the effects of perceived informativeness, entertainment value, trustworthiness of marketing messages, availability of incentives, and discomfort produced by mobile marketing on consumer behavior. It does this by using a descriptive research approach and a diagnostic research design. Data collection comprised structured questionnaires to gauge perceptions on the influence of mobile marketing on purchase decisions among a stratified random sample of retail consumers in North India. The premise that customer views of mobile marketing greatly impact their propensity to purchase is supported by statistical studies, such as regression and correlation, which show strong correlations between these parameters and purchase intentions. Additionally, mediation analysis demonstrates that a key mediating factor in these correlations is customer views regarding mobile marketing. These results highlight how crucial it is from a strategic standpoint to foster favorable customer perceptions in order to improve the efficiency of mobile marketing tactics in boosting retail sales.

**Keywords:** Consumer perceptions, Attitudes, Mobile marketing, Purchase decisions, Retail sector.

### 1. INTRODUCTION

With retail marketing changing so quickly, mobile technology has completely changed the way businesses engage with their customers. Modern marketing methods now include mobile marketing, which is defined by the use of mobile devices to convey adverts and promotional messages. Customers are depending more and more on smartphones and other mobile devices for information, entertainment, and shopping as they become more commonplace. Due to this change, companies are now investigating how mobile marketing could affect customer behavior and impact purchase choices. Creating successful marketing strategies for the retail industry requires an understanding of how consumer attitudes and perceptions of mobile marketing affect their purchase intentions.

Mobile marketing has a complex impact on consumer behavior because it affects how consumers react psychologically and emotionally to marketing stimuli. Numerous aspects, such as the marketing messages' legitimacy, entertainment value, informativeness, and availability of incentives, influence consumers' opinions of mobile marketing. The aforementioned characteristics augment the efficacy of mobile marketing initiatives by amplifying customer interaction and cultivating affirmative sentiments towards marketed commodities or amenities. But more research has to be done to determine how much these impressions influence real purchasing choices. In order to better understand this link, this study will look at how customer attitudes affect how mobile marketing affects purchase intentions in the retail industry.

Taking into account the wide range of consumer expectations and tastes is one of the main issues facing mobile marketers. Retail consumers in North India span a wide range of socioeconomic backgrounds and cultural influences, with urban and semi-urban communities included. Because of this diversity, it's important to have a sophisticated understanding of how various customer segments view and react to mobile marketing initiatives. This study aims to characterize the awareness levels and traits that effect mobile marketing among retail consumers and to thoroughly investigate its influence on their purchase intentions by utilizing a descriptive and diagnostic research approach. Retailers looking to maximize their mobile marketing tactics and boost customer engagement will find great assistance from the research's insights.

The research's assumptions are based on the idea that customer attitudes about mobile marketing act as a mediating factor in the link between consumer perceptions and purchase propensity. The study specifically postulates that customer attitudes about mobile marketing mediate the relationship between influencing variables and purchase choices (H2) and that consumer perception of mobile marketing in the retail sector strongly impact their purchase intentions (H1). The study uses a strong scientific framework, including statistical analysis, mediation analysis, and stratified random sampling, to evaluate these hypotheses and guarantee the validity and trustworthiness of the results.

For merchants, the growing use of mobile technology brings both possibilities and difficulties. Creating successful marketing strategies requires an understanding of how customer attitudes and perceptions of mobile marketing affect purchasing choices. By presenting empirical data on the mediating function of consumer attitudes in the link between mobile marketing and purchase intentions, this study seeks to further our knowledge of this relationship. The study's conclusions will have a big impact on merchants looking to use mobile marketing to increase sales and foster client loyalty in a cutthroat industry.

## 2. LITERATURE REVIEW

In the context of retail, Qin, Peak, and Prybutok (2021) investigated how Mobile Augmented Reality (MAR) affected consumers' decision-making processes. Their investigation focused on how MAR can provide customers an immersive and participatory experience by superimposing digital information over the real world, so altering the conventional retail encounter. The authors discovered that by raising the perceived informativeness and entertainment value of the shopping experience, MAR dramatically improves the decision-making process for consumers. Through the use of MAR apps, customers may see things in a more realistic setting, which boosts their confidence while making purchases. Because customers may essentially "try before they buy," MAR helps lower the perceived risk associated with online purchasing, which increases customer happiness and purchase intention, as the study pointed out. This study highlights MAR's potential as an effective tool for businesses to interact with customers and increase sales, and it implies that MAR may help customers have better informed and pleasurable shopping experiences when it is included into mobile marketing strategy.

At the University of Jordan, Shamieh and Shehada (2020) investigated how social media applications affected young people's purchase decisions. Their study aimed to comprehend the ways in which different social media platforms influence the behavior and decision-making processes of young customers. The study conducted by the authors revealed that social media applications significantly impact young people's purchase decisions, mostly by means of social influence and information diffusion techniques. Young customers' perceptions of goods and services are greatly influenced by peer evaluations, suggestions, and marketing that they may access on social media sites. According to the study, social media's participatory features, together with how simple it is to give and receive feedback, foster a feeling of community and trust among users. This in turn impacts buying intentions and raises the information's believability. According to the research, marketers who cater to younger audiences should make the most of social media's ability to generate interesting content and build online communities that may boost sales and brand loyalty.

A thorough investigation on the effects of digital marketing on customer decision-making processes was carried out by Garg, Bansal, and Single in 2021. Their study centered on determining the ways in which different digital marketing tactics, such social media marketing, pay-per-click (PPC) advertising, and search engine optimization (SEO), affect customer behavior. The authors discovered that by offering customized advertising experiences and information, digital marketing greatly raises customer awareness and engagement. The study found that when exposed to focused digital marketing initiatives, customers are more likely to make well-informed purchase decisions. Consumers may

compare goods and services with ease because to the accessibility and convenience of digital platforms, which promotes more thoughtful and educated decision-making. This study emphasizes how crucial it is to use digital marketing tactics to effectively reach and influence consumers, highlighting how digital marketing contributes to higher customer satisfaction and purchase intention.

A descriptive research was carried out in Nagpur City by Dhore and Godbole (2019) to investigate the impact of online advertising on customer purchasing behavior. Their study sought to comprehend how customers' purchase decisions are influenced by web marketing. According to the study, online advertising is quite important in influencing the attitudes and actions of consumers. The information offered in online commercials has the potential to affect customers, increasing their brand recognition and likelihood of making a purchase, according to the authors' research. Internet advertising is dynamic and engaging, allowing customers to thoroughly examine goods and services and building their confidence in their dependability. The results indicate that by raising brand awareness and legitimacy, successful online advertising tactics—like interesting content and interactive advertisements—can have a big influence on customer purchasing decisions.

Omar and Atteya (2020) investigated how digital marketing affected Egyptian consumers' purchasing decisions. The goal of their research was to determine how different phases of the customer purchasing decision process are impacted by digital marketing tools such online commercials, social media marketing, and email marketing. The authors found that the stages of the purchasing process that include awareness, contemplation, and choice are greatly impacted by digital marketing. According to the survey, customers who interact with digital marketing content are more likely to have favorable opinions of the company and proceed with a purchase. Digital marketing platforms provide customers the ease of gathering information fast and making educated judgments due to its accessibility and convenience. The study underscores the significance of incorporating digital marketing tactics to augment customer involvement and sway purchase choices, stressing the necessity for marketers to embrace a multi-channel strategy to efficiently connect with consumers.

### 3. RESEARCH METHODOLOGY

#### 3.1. Research Design

The research design includes many components to examine the impact of mobile marketing on customers' purchase decisions within the retail industry.

**3.1.1. Descriptive Research Technique:** To identify the attributes and awareness levels impacting retail consumers' use of mobile marketing, the study used a descriptive research methodology.

**3.1.2. Diagnostic Research methodology:** To thoroughly investigate how mobile marketing affects customer perceptions and buy intentions, a diagnostic research methodology is used.

#### 3.2. Hypotheses

**H1:** Consumer perceptions of mobile marketing in the retail sector significantly influence their propensity to make a purchase.

**H2:** The association between variables influencing mobile marketing and consumer purchase intention is mediated by customer attitudes regarding mobile marketing in the retail sector.

#### 3.3. Population

The research focuses on a wide range of North Indian retail consumers, including both urban and semi-urban populations. North India was chosen because of its dense population and wide range of socioeconomic backgrounds, which offer a thorough understanding of regional consumer preferences and habits.

#### 3.4. Sampling Technique

Stratified random sampling is used in the study to guarantee that different consumer demographics in North India are adequately represented. To reduce bias and improve sample

representativeness, population segments are stratified by geographic regions, including urban and semi-urban areas.

### 3.5. Sample Size Determination

Based on statistical considerations, a sample size of 200 people was chosen to produce strong and trustworthy findings. This sample size strikes an appropriate mix between accuracy, margin of error, and degree of confidence to adequately investigate customer attitudes and views regarding mobile marketing in the retail industry.

### 3.6. Data Collection

#### 3.6.1. Primary Data

- **Questionnaire-Based Approach:** 500 retail consumers in North India will get structured questionnaires as part of the data collecting process. The questionnaires record attitudes and actions pertaining to how mobile marketing influences buying decisions.
- **Data Validation:** Of the 500 surveys that were sent out, 200 answers were chosen for analysis after being checked to make sure all the information was correct and full. The authenticity and dependability of the data gathered are guaranteed by this method.

#### 3.6.2. Secondary Data

Academic journals, articles, and books that may be accessed through databases like EBSCO, ProQuest, and Emerald are examples of secondary data sources. These resources help the creation of the study framework and hypotheses by offering background data and insights about mobile marketing and customer behavior in the retail industry.

### 3.7. Data Analysis

- **Statistical Techniques:** To investigate the links between influencing elements (informativeness, entertainment value, credibility, incentives, discomfort) and purchase intentions, data analysis involves correlation analysis. Regression analysis is used to forecast how these characteristics will affect judgments about what to buy.
- **Mediation Analysis:** The purpose of mediation analysis is to evaluate how customer perceptions of mobile marketing function as intermediaries in the link between influencing variables and intents to buy.

## 4. RESULTS AND DISCUSSION

The study looked at the link between several elements impacting consumers' views of mobile marketing and their intentions to make purchases in order to test hypothesis 3. To evaluate the influence of perceived informativeness, entertainment value, marketing message believability, incentive availability, and discomfort caused by mobile marketing on purchase choices, statistical analysis, including correlation and regression, was carried out.

**Table 1: Correlation Analysis**

| Factor                     | Correlation (r) | p-value |
|----------------------------|-----------------|---------|
| Perceived Informativeness  | 0.65            | < 0.001 |
| Entertainment Value        | 0.52            | < 0.001 |
| Credibility of Messages    | 0.38            | < 0.01  |
| Availability of Incentives | 0.48            | < 0.001 |
| Discomfort                 | -0.21           | < 0.05  |

**Table 2: Regression Analysis**

| Predictor                  | $\beta$ (Beta coefficient) | p-value |
|----------------------------|----------------------------|---------|
| Perceived Informativeness  | 0.45                       | < 0.001 |
| Entertainment Value        | 0.32                       | < 0.001 |
| Credibility of Messages    | 0.20                       | < 0.01  |
| Availability of Incentives | 0.28                       | < 0.001 |
| Discomfort                 | -0.15                      | > 0.05  |

Strong positive connections between customers' purchase intentions in the retail sector and perceived informativeness ( $r = 0.65$ ,  $p < 0.001$ ), entertainment value ( $r = 0.52$ ,  $p < 0.001$ ), and availability of incentives ( $r = 0.48$ ,  $p < 0.001$ ) have been found by correlation analysis

findings (Table 2). This implies that customers are more likely to plan to make purchases if they believe that mobile marketing is educational, interesting, and offers incentives. These results are corroborated by regression analysis (Table 3), which demonstrates that purchase intention is strongly predicted by perceived informativeness ( $\beta = 0.45$ ,  $p < 0.001$ ), entertainment value ( $\beta = 0.32$ ,  $p < 0.001$ ), and availability of incentives ( $\beta = 0.28$ ,  $p < 0.001$ ). The aforementioned findings provide support for hypothesis H3, which posits that consumer perceptions of mobile marketing have a substantial impact on their inclination to make purchases. This highlights the pivotal role that these factors play in molding consumer behavior and the significance of strategic mobile marketing tactics in propelling retail sales. In order to investigate whether consumer attitudes about mobile marketing mediate the link between influencing factors and purchase intention, the study used a mediation analysis to test hypothesis 4.

**Table 3: Mediation Analysis**

| Mediator (Attitudes)       | Indirect Effect | p-value |
|----------------------------|-----------------|---------|
| Perceived Informativeness  | 0.25            | < 0.001 |
| Entertainment Value        | 0.15            | < 0.01  |
| Availability of Incentives | 0.20            | < 0.001 |

The mediation study (Table 3) clearly shows that the link between perceived informativeness, entertainment value, availability of incentives, and purchase intention is mediated by consumer attitudes toward mobile marketing. For perceived informativeness (indirect impact = 0.25,  $p < 0.001$ ), entertainment value (indirect effect = 0.15,  $p < 0.01$ ), and incentive availability (indirect effect = 0.20,  $p < 0.001$ ), the indirect effects are substantial. These results highlight how positive customer perceptions of mobile marketing strengthen the influence of incentives, entertainment value, and informativeness on buying choices. To successfully influence customer purchasing behavior in the retail sector, it is imperative to cultivate good impressions of mobile marketing methods. This underscores the strategic significance of consumer attitudes in mediating the efficacy of marketing activities.

## 5. CONCLUSION

This study offers important new insights into the mechanics of how consumers in the retail industry, especially in North India, are influenced by mobile marketing. By means of a comprehensive research technique that integrated both descriptive and diagnostic approaches, the study highlighted the noteworthy function of customer perceptions and attitudes as intermediaries in molding purchase behavior. Strong positive correlations between perceived informativeness, entertainment value, availability of incentives, and customers' intentions to make purchases were found using correlation and regression analyses, supporting hypothesis H3. Furthermore, as suggested in H4, mediation analysis revealed that customer attitudes regarding mobile marketing strongly mediate these correlations. This highlights the critical role that consumers play in boosting the influence of marketing techniques on purchase choices. These findings highlight how crucial it is from a strategic standpoint to foster positive customer perceptions of mobile marketing campaigns in order to successfully increase retail sales. All things considered, the study offers empirical proof of the crucial interaction between customer attitudes, perceptions, and the efficacy of mobile marketing in shaping retail consumer behavior. This information may be used by marketers who want to maximize their tactics in the digital era.

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