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IMPACT OF MOBILE MARKETING ON CONSUMER BEHAVIOR IN THE COSMETICS INDUSTRY

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ABSTRACT

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 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. The dimensions' validity and reliability were validated using exploratory factor analysis. The findings of the regression study show that credibility, amusement, permission, and informativeness all have a substantial positive link with customer behavior, but irritation has a large negative relationship.

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

1. INTRODUCTION

One out of every four people owned a cell phone by the end of 2014, a total of 1.75 billion. In mobile marketing, customizing and personalizing is critical since it are critical to give the appropriate message to the correct individual at the correct time. There are also privacy concerns with creating a customer-specific profile since not everyone wants to provide sensitive information. Mobile phones provide the most convenient and efficient way of communicating with probable clients at any time, regardless of place or time. Consumer feedback also helps to improve the corporation's image and stimulate the development of new beauty-related products. Some cosmetics companies have already reaped significant benefits from e-commerce, and the desire for online purchasing has radically altered marketing tactics.

When the mobile phone was first released, it was large and expensive, which is why only a small percentage of the population used it. Today, with low and reasonable rates, and the current period of necessity, it is now accessible to everyone. As a result, multinational corporations such as BMW, McDonald's, and Nike are using mobile phones to distribute advertisements.

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. Because mobile SMS usage has increased significantly, marketers must take advantage of this development.

The surge in smartphone advertising has sparked a new area of study. It's critical to understand if customers prefer to receive SMS or be contacted via their cell phones. No extensive and in-depth research has been done on the topic. Marketing by phone is projected to become the most important instrument in the advertising business in the next years.

The study aims to determine which variables have a substantial or negligible, positive or negative influence on customer behavioral intent. According to research, annoyance has a strong association with customer behavior, implying that the relationship between the two is unfavorable (Pavlov and Stewart, 2000). This study's P-value likewise reveals the same conclusions. This study can help managers restrict their usage of mobile phone marketing, particularly SMS-based advertising. The message content must also be entertaining for the individuals' managers want to attract. Findings show that entertainment has the greatest impact on customer behavior. Managers must use caution while delivering or generating mobile advertising that is neither insulting nor bothersome to the public.

2. LITERATURE REVIEW

2.1. Historic Context of the Study

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. AT&T's image phone was introduced in 1970 but sales fell off in 1974 owing to low demand. The picture phone's time has not come, even in this age of internet-based mobile phones. 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. Developing marketing campaigns that incorporate this evidence and information is crucial for the cosmetics industry. Conventional marketing communication methods have been shown to fail to reach the intended target.

2.2. Theoretical Literature

Advertisers' perceptions of marketing authenticity include truthfulness and desirability. Commercial reputation is influenced by several factors, including the firm's legitimacy and the statement's bearer. Mobile phones can also help buyers and sellers share information more efficiently, increase supplier productivity, and reduce value dispersion. Excitement offers might increase buyer commitment and cover client charges. The anticipation of receiving varied adverts is linked to mental action, and intention is influenced by the motivational force associated with the promotion.

When a promotion obstructs the message, customers frequently ignore it without expressing any opposition. The most pervasive negative influence on client attitudes about SMS marketing is the fear of spam. In this manner, it is critical to persuade this consumer to consider the impact on their behavior. The increasing use of mobile phones in today's online environment has paved the way for mobile marketing success. When customers read text message advertisements, their inclination to buy increases by 36 percent, which justifies its growing appeal among advertisers. As per a report, 47 percent of companies expect to boost their smartphone advertising investment next year.

Mobile marketing is most successful for marketing basic and low-cost products and services. Because mobile phones are such intimate devices, digital marketing may be deemed intrusive, although relevance and value creation (e.g., reductions or special deals) may help customers embrace it. Customers create a good attitude towards mobile ads and a cognitive inclination to use mobile networks just when mobile marketing efforts are visually crafted and entertaining.

2.3. Empirical Literature

The 4 Ps (product, pricing, promotion, and location) make up the marketing mix, which is used to position product brands and generate value for them. In Asia, if mobile phone businesses in Asia define their goals correctly, they may create large volumes of sales. 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.

The relevance of mobile phones as the keystone of mobile advertising is the topic of this review. Mobile messaging may be summarized by stating that it covers SMS and MMS (Multimedia Messaging Service) 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. Mobile advertising is an emerging field of marketing and advertising, where a smartphone can receive ads without having to pay for them. 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. With increasingly tailored and dynamic adverts, the promotion has moved to a new dimension with mobile advertising.

2.4. Hypothesis

- H¹. Customers' willingness to adopt mobile advertising is impacted by the sender's reputation.
- H². Customers' willingness to adopt mobile advertising is influenced by entertainment.
- H³. The value of information influences customer adoption of mobile advertising.
- H⁴. Consumer authorization has a big influence on whether or not they accept mobile marketing.
- H⁵. Message irritability has a big impact on customers' adoption of mobile marketing.
- H⁶. Customer acceptance has a big impact on customer behavior.

3. FINDINGS and ANALYSIS

3.1. 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.

3.1.1. 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.

3.2. Normality of Data

The P-P plots of consumer behavior and distrust follow a normal distribution, with almost all findings sitting diagonally on a straight line. This is consistent with the central limit theorem, which states that the frequency distribution of data should be essentially normal for sample sizes of 30 or more. In this dissertation, 312 samples are sufficient to conclude that the data distribution is normal.

3.3. 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.

3.3.1. EFA Results

Exploratory factor analysis was performed using the main components extraction approach and varimax rotation. The table below shows the results of the KMO and Bartlett's Sphericity tests.

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.

3.4. Validity and Reliability Analysis

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.

3.5. 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. 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.

3.6. Regression Analysis

SPSS software was used to do multiple regression analysis on the data. The following regression equation describes the research's regression model:

Customer Behavior = $\beta_0 + \beta_1$ Consumer Acceptance + β_2 Trust in Sender + β_3 Entertainment + β_4 Information Value + β_5 Consumer Permission + β_6 Irritation from Messages

= .318 + 0.327 (Consumer Acceptance) + .196 (Trust in Sender) + .003 (Entertainment) + .037 (Information Value) + .342 (Consumer Permission) + .300 (Irritation from Messages)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 ^a	.412	.393	.51855

a. Predictors: (Constant), MEANIFM, MEANIFV, MEANENT, MEANCPM, MEANTIS, MEANCA

As indicated in the table below, the R-square value is 0.412, or 41.2 percent, implying that the model can explain 41.2 percent of the variability in the result data. Because the number is in the 0.3-0.5 region, the R-square value has a weak or small impact size.

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	29.751	5	5.950	22.128	.000 ^b
Residual	42.485	158	.269		
Total	72.236	163			

a. Dependent Variable: CBI
b. Predictors: (Constant), MEANIFM, MEANIFV, MEANENT, MEANCPM, MEANTIS, MEANCA

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Beta	Std. Error	Beta		
(Constant)	.318	.238		1.339	.183
Customer Acceptance	.327	.245	.023	1.423	.015
Trust in Sender	.196	.081	.200	2.419	.017
Entertainment	.003	.083	.003	.031	.975
Information Value	.037	.100	.035	.367	.714
Customer Permission	.342	.084	.331	4.081	.000
Irritation from Messages	.300	.089	.244	3.370	.001

a. Dependent Variable: Customer Behavioral Intention

Customer Acceptance (=0.327, $p > .05$) has a positive effect on Customer Behavioral intention and is a significant predictor of it, according to the findings of multiple regression shown in Table 9. Customer Behavioral intention has a substantial positive link with credibility (=0.196, $p > .05$) and is a major predictor of it. Customer Behavioral intention is favorably influenced by entertainment (=0.003, $p > 0.05$). At $p = .975$, this association is not significant. Customer Behavioral intention is favorably influenced by informativeness (=0.037, $p > .05$). With a p-value of 0.714, this association is not significant. Permission (=0.342, $p > .001$) is a strong predictor of Customer Behavioral intent and

influences it favorably. Irritation ($r = .300, p > .05$) is a substantial indicator of Customer Behavioral intention and has a favorable impact on it.

4. DISCUSSION

Credibility, amusement, permission, and informativeness all have a substantial positive link with customer behavior, but irritation has a large negative relationship. The dimensions' validity and reliability were validated using exploratory factor analysis. According to the study, technical recognition, usage, and efficacy in entertainment mobile advertisements had a significant impact on youth's purchasing intentions.

The purpose of advertising operations should be determined by the entire marketing strategy for a specific commodity in the market, with the best strategy implementation in mind. Customers' opinions toward mobile advertisements are positively correlated with messaging content-related characteristics such as message validity, information quality, and message reception time, according to Salem, Althuwaini & Habib (2018). A poor acceptance rate will stymie mobile advertising efforts.

5. CONCLUSION

Textual marketing is inferior to mobile phone app advertisements in the view of customers. Customers view SMS ads to be less trustworthy and have a more negative attitude toward them. Mobile advertising might contain content that confuses customers and can be perplexing and frustrating for them. Customers who hated direct advertising were less likely to get wireless advertising messages, according to the findings. Consumers who thought SMS advertising to be interesting were more inclined to purchase the offered items.

The entertainment factor appears to be the most important in predicting ad quality and consumer behavior. 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. There seems to be a positive correlation between permission marketing and purchase intent. 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.

Marketers should 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. Service providers should get users' agreement before using their phone numbers or other personal information. Customers that have a negative opinion of SMS advertising may choose to ignore and dismiss the information contained in the SMS advertising. Despite SMS advertising's entertainment factor, marketers must consider how to improve the sense of happiness and contentment clients associate with receiving SMS messages. The majority of people who answered were under the age of 21-23, which may have resulted in sampling bias.

The focus of the study's focus on the degree of involvement and engagement items was constrained due to the inclusion of students as a population. Given the positive perceptions of SMS advertising's entertainment factor, marketers must evaluate how to improve the sense of happiness and contentment clients associate with receiving SMS messages.

This study has confirmed and defined the important factors that influence attitudes toward mobile advertisements. Consumers view SMS marketing as 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. This study's findings will help future research in this way.

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