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The Impact of Mobile Marketing on Consumer Behavior in Azerbaijani IT Companies

Master's thesis

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We have written this master's thesis independently. All viewpoints of other authors, literary sources and data from elsewhere used for writing this paper have been referenced.

22.05.2023

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Abstract

The fact that mobile devices based on technology allow not only interpersonal connection but also satisfy numerous human-specific aspirations and requirements has led to a rise in the gadgets' prevalence in everyday life. As a result of these advancements, companies can now market their goods and services to customers at a lesser cost, engage with them directly, and increase their sales. The success of a company's efforts to take advantage of this window of opportunity hinges on its ability to accurately gauge the factors that influence customers' opinions of mobile marketing apps. The aim of this research is to determine the variables that affect consumer behaviors towards mobile marketing applications and to reveal which variables have a stronger explanation ability on consumer behaviors when evaluated in terms of effect sizes. The online survey technique was used to collect primary data as one of the quantitative research methods. The study's target population consists of employees serving in the IT industry in Baku, the capital city of Azerbaijan. In this study, 299 employees who agreed to provide data were reached, and based on this number, it was concluded that the results of the research, based on the sample size of the research, could be generalized to the research population. The collected data was analyzed with the help of the Excel program. Firstly, the frequency and reliability analyzes were made. Then regression analysis was performed to test the research hypotheses. According to the results of the research, informativeness, innovativeness, perceived benefit, and perceived personalization, which are the independent variables of the research model, positively affected the attitudes of consumers toward mobile marketing applications, while the variable of inconvenience had a negative effect on consumer behavior

Key Words: Mobile marketing, consumer, behavior, attitude.

CERCS: S190

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Introduction

In recent years, mobile marketing has emerged as one of the most cutting-edge and consequential branches of the marketing industry. The increase in the use of mobile marketing is progressing with technological developments. In addition, the increasing number of mobile phone users and the advancements and changes in mobile applications create new advantages for the market (Gao, 2012). The fact that almost all individuals have a mobile device, and they are together with their devices anytime, anywhere, has brought along the marketing thought based on mobile channels and applications (Krum, 2010). Thanks to mobile marketing applications, it is aimed to provide more effective communication, understand consumer needs, determine the consumer's interest areas, and offer marketing activities in line with the consumer's living standards (He et al., 2013). The fact that mobile marketing is constantly progressing and being renewed today causes the idea that mobile marketing applications will gain more importance in the future and makes it necessary to research the subject.

This study aims to analyze the effects of mobile marketing on consumer behaviors and the factors affecting the formation of these attitudes in the consumer attitudes in IT industry in Azerbaijan. In other words, the goal of this research is to answer how does mobile marketing affect consumer attitudes of employees working in IT sector in Azerbaijan. As a country with a growing market and developing IT industry, Azerbaijan remains not well explored in terms of marketing and consumer behavior, and little to no research have been done to study Azerbaijani consumer. Additionally, this research is especially important in terms of predicting the meaning of mobile marketing applications, which are frequently used by commercial enterprises to inform consumers about their products/services or to increase their sales by promoting and advertising these products/services. As a matter of fact, the overlap of the message conveyed by the businesses to the consumers through these tools and the message perceived by the consumers is a strong sign that the company's products/services will be accepted in the market. From this point of view, this research is important to provide businesses with some insights into mobile marketing applications and consumer relationships. However, it has been observed that the number of research focused on mobile marketing applications has increased rapidly to better understand the opportunities brought by the information and technology age we live in. The fact that this research also has a texture that includes mobile marketing applications makes the research in question valuable in terms of contributing to the related literature.

The thesis work consists of four parts. In the first part of the thesis, conceptual issues related to mobile marketing, which is one of the modern marketing methods, are explained. The purpose, features, and tools of mobile marketing are discussed. In the second part of the thesis, conceptual issues related to the concept of consumer behavior are explained. The concept of consumer behavior and consumer attitudes and behaviors toward mobile marketing are analyzed. In the third part of the thesis, methodological information on the effect of mobile marketing on consumer behavior is given. A survey study, which is a quantitative data collection method, was carried out. In this section, detailed information about the variables and model, hypotheses, scope and limitations, data collection method, and analysis are given. Various statistical analyzes are used to test the research hypotheses. At the end of this research, which aims to determine the effect of mobile marketing on consumer behavior, general results are obtained, and these results are given.

1. Mobile Marketing

1.1 Mobile Marketing Concept

The invention of wireless telegraphy in the 1890s marked the beginning of technological advancements in the field of communication. This was followed by fixed telephone systems used between 1910 and 1980 (Tahtinen, 2005). In 1978, the first cellular telephone system that enables wireless communication for commercial purposes was established in Bahrain, and thus the process of penetrating human life through mobile communication systems began. The evolution of mobile communication systems continued in the 1990s with the transition to digital mobile systems and continued in the 2000s with the transition to multimedia systems. In the past, wireless communication applications, which were used for military reasons and special purposes by a privileged segment of society, could only transmit audio signals at first (Strom et al., 2014).

Today, audio and photo sharing, video, blogging, e-mail access, internet browsing, online shopping services, banking transactions, and global communication are carried out through this technology, as well as by providing voice communication. In order to benefit from the services of mobile communication systems that make the life of the individual easier, some mobile devices are needed. It is important to clarify what type of devices the term mobile devices includes because when it comes to mobile devices, the first thing that comes to mind is mobile phones (Persaud & Azhar, 2012). However, just like mobile phones, mobile devices such as

laptops, tablet PCs, global positioning systems (GPS), personal data assistants (PDA), smart mobile phones, and even game consoles such as Play Station, which are portable, have wide coverage and wireless communication feature. can be cited as examples (Nincević et al., 2015). However, it should be noted that especially as smart mobile phones have become an indispensable element in human life, they are used more frequently than other mobile devices. Revolutionary developments in mobile communication systems have resulted in many mobile devices, especially mobile phones, becoming globally accepted consumer products in a relatively short time. Thus, they met with a new marketing application in businesses. The name of this new generation marketing application is known as mobile marketing.

1.2 Features and Purposes of Mobile Marketing

Through mobile devices, which have become more powerful with their operating systems, businesses can access both their active customers and potential customers 24 hours a day on the go (Ozuem and Mulloo, 2018: 155). Thanks to this basic feature of mobile devices, businesses can establish one-to-one contact with consumers to limit space, time, and space, and offer consumer-specific advertising and promotional content (Cengiz, 2017: 50). Recognizing these and some similar distinctive features of mobile devices will make it easier to understand the features of the mobile marketing application. From this point of view, the most basic features of mobile devices, especially mobile phones, that offer various opportunities to innovate in marketing applications for businesses are as follows (Shankar & Balasubramanian, 2009);

- Customers always carry their mobile phones with them wherever they go and use them frequently;
- Allowing communication anytime, anywhere;
- Messages sent to customers can be preserved for a later reply;
- Providing the opportunity to have one-on-one audio-visual communication with customers;
- Making life easier for customers and increasing marketing effectiveness for businesses.

However, these devices are highly personal and are rarely used by anyone other than their owner. In addition, it contains the demographic and personal information of consumers, which is very valuable for the marketing activities of businesses through the subscriber identification module (SIM). Moreover, these devices become a part of consumers' identities and even allow them to express themselves to the outside world. This allows businesses to carry out personalized

marketing activity that responds to the unique wishes and needs of each consumer (Robayo et al., 2017). In other words, it would not be wrong to state that mobile marketing has a permissioned marketing feature based on giving the communication messages that the consumer expects and wants to receive.

The main reason why mobile marketing has become an increasingly adopted marketing application by mobile devices is that these devices are open to internet access, have small sizes, and have portable features. Due to these features, these devices are used more than other devices (desktop computers, etc.) that require a wired connection. This will create greater opportunities for businesses to create longer-term, more permanent, and meaningful communication experiences with their customers (Robayo et al., 2017). In other words, mobile marketing is the most important practitioner of one-to-one and direct marketing. Another feature of mobile devices is that they allow the use of geo-localization technologies, a global positioning system known as GPS. With the application of this technology, businesses can focus their products/services geographically according to their target markets. For example, discount, promotional or promotional information received on the mobile phones of target customers passing by a workplace may cause customers who receive the relevant message to display purchasing behavior. (Nicolaas, 2016). In addition to these features, mobile marketing also includes many high-value-added features such as speed, low cost, high return rates, measurability of marketing success, and increasing brand awareness (Nicolaas, 2016).

Businesses often resort to two basic marketing communication strategies to make the most of the opportunities arising from the unique structure and features of mobile marketing. These strategies are closely related to the promotion activities, especially from the marketing mix elements. These strategies are divided into two as push and pull, customized according to mobile marketing activities. A push mobile marketing strategy is sending content for marketing purposes to consumers' mobile devices without being asked for them. This content is sent by the business to the consumer's mobile device; It can be in the form of e-mail, short message service (SMS), data file, or multimedia messaging service (MMS). On the other hand, a pull-oriented mobile marketing strategy is a method based on the consumer's request for content from the business to their mobile device. At this point, the consumer may make some requests about the products/services that are of interest (Leppaniemi et al., 2016). In other words, the push strategy aims to reach a large number of consumers at the same time, regardless of the product/service

offered by the business, while the pull strategy is an active promotion strategy that allows consumers to request data about the product/service offered by the business at their request (He et al., 2013). The simplest example of a push strategy is when a business delivers information about its products/services, such as campaigns and discounts, to its customers or potential customers via SMS. An example of a pull strategy is that consumers send the mobile password that comes out of the package of a product they buy via SMS and participate in a lottery to be held by the business voluntarily. Promotion efforts applied in this way are frequently preferred by many businesses because they have a direct impact on sales performance (Gao, 2012).

The purpose of mobile marketing activities and applications differ according to the perspectives of consumers and businesses. The purpose of mobile marketing in terms of consumers: accessing the features of the product/service to be purchased at any place and at any time, especially through mobile devices such as smartphones, making comparisons with other products/services, making the payment by placing the order, in short, making a purchase decision/ It is a kind of shopping assistant to consumers at the point of not giving. (Berman, 2016). Smartphone apps such as Amazon's Price Check and Google Shopper are purely rational reflections of the term shopping assistant. Thanks to these applications, consumers can immediately access customer comments about the product in question, price comparisons with equivalent products, and discount or lottery coupon opportunities by scanning the barcode of a product they like or taking a photo while browsing the product shelves in a retail store (Persaud & Azhar, 2012). So much so that with these applications, even the functionality of the salespeople and traditional advertisements in the stores are starting to be questioned. As a matter of fact, according to the research, many consumers find it healthier to obtain the necessary information from their smartphones instead of consulting a sales representative or relying on advertisements about a product/service they are interested in (Ozuem & Mulloo, 2018).

1.3 Mobile Marketing Tools

With the access of mobile devices to the internet and the rapid development of internet-based technologies, mobile marketing tools, and application techniques have also varied considerably from past to present. From this point of view, some mobile marketing tools used in the field of marketing will be examined under this title.

By acquiring socio-demographic data compiled by GSM carriers, businesses may send customized product/service promotion messages to consumers' mobile phones through SMS.

Compared to other direct marketing apps, placing banner advertising on mobile/desktop websites, and marketing activities done through e-mail or direct mail, SMS is considerably cheaper and has better feedback levels, hence firms regularly utilize it for promotion and sales promotion goals. However, research shows that consumers are more likely to check out SMS advertising than those that arrive in their inboxes through email. One other truth is that customers are more likely to have a favorable outlook on SMS marketing if firms conduct their mobile marketing operations through SMS with their permission (Dix et al., 2017).

MMS is defined as a mobile marketing tool that can support text messages as well as photos, greeting cards, figures and graphics, games, and voicemail content. In addition to this content, businesses can launch remarkable marketing activities, including GIFs, scannable coupons, and other applications via MMS (Strom et al., 2014).

Today's consumers tend to enter the websites they use for shopping, gathering information, or socializing through their mobile devices instead of desktop computers. A user-friendly mobile website for a business is extremely important to increase sales in online stores, that is, through the mobile site of the business, by establishing trust between the business and the user. Being aware of this fact, businesses are rapidly transforming their existing websites into designs that are compatible with mobile devices (Robayo et al., 2017).

Mobile apps are pieces of software developed specifically for mobile devices and their operating systems (most often iOS and Android). Mobile apps, a crucial factor in particular for users of smart mobile phones, provide a wide range of service possibilities in fields as diverse as banking, education, sports, company management, television, music, and gadget effectiveness. Both the Android and iOS mobile operating systems have become the de facto standard for smartphones (Ozuem & Mulloo, 2018). Mobile applications developed through the IOS mobile operating system are only available to AppStore stores. Mobile applications developed through the Android operating system, on the other hand, can be downloaded from all application stores (especially Google Play) compatible with the Android operating system.

Bluetooth is a communication feature that can be used to share content over a short distance without requiring a wired connection to connect two devices. Wireless communication devices such as Bluetooth are now used for mobile marketing purposes. Over Bluetooth, businesses have the opportunity to communicate with the consumer's phone and send the marketing message in the places that fall within the attraction area of the private frequency. In

this way, businesses can disable GSM operators and send their messages to their target audiences at a lower cost (Berman, 2016). All smartphones used today are compatible with NFC technology, and to use this feature, users must activate NFC settings on their smartphones (He et al., 2013). NFC, just like Bluetooth, can be used to share data such as videos, photos, music files, and sound recordings with other devices, as well as with a barcode reading function. With a mobile device with NFC, consumers can scan tags embedded in shopping stores, restaurants, stadiums, banners, posters, and billboard advertisements with the help of NFC. Thus, businesses can access the information they want by transferring promotional videos, messages, or promotional information about the products/services they offer to their own devices (Khan et al., 2017).

According to a research result, 50% of smartphone users scanned the QR codes of the products/services to access information such as price, discount, promotion, lottery, quantity, and production date, and 18% of these users decided to purchase the relevant product/service after this transaction (Khan et al., 2017). In light of this data, it is possible to comprehend how QR codes, consisting of small square dot matrices, affect consumer behavior, especially in the purchasing decision process. QR Codes are mobile marketing tools that help connect online and offline internet environments by applying them to almost any surface (websites, bus stops, books, magazines, Billboards, business cards, t-shirts, etc.).

Businesses aim to increase brand awareness and attract more online consumers to their websites by making advertising agreements with search engines. For this purpose, businesses create keywords related to the content of the products/services they sell and send them to search engines. Afterward, the advertisements of the products/services of the enterprises for a certain fee are placed on search engines (Leppaniemi & Karjaluo, 2008). Thus, if the keywords describing the product/service of the advertiser match the searches made by the consumers, the advertisements of the business can be presented to the consumer together with the search results. Displaying ads related to that text alongside the results of the text you searched in the search engine can be shown as an example of search engine advertising (Shareef et al., 2016).

Location-based mobile marketing apps employ real-time consumer location data gathered through tracking technologies like GPS and Galileo Global Navigation Satellite System (GNSS) to provide targeted adverts to users' mobile devices (Nincevic et al., 2015). Much like other forms of advertising, location-based mobile marketing aims to raise brand loyalty, expand the

consumer base, and improve service quality. To reach customers, companies employ location-based mobile technology, which is the sole distinguishing feature of location-based marketing (Nincevic et al., 2015).

2. Consumer Behavior

2.1 Consumer Concept

Before defining the consumer, it is important to explain the consumption phenomenon. Consumption is related to individuals with different personality traits and is generally used to indicate individuals who buy products/services produced. The consumption process includes three decision stages that are linearly related to each other, and each stage acts as a trigger for another stage that follows it. These stages of the consumption process are to identify individual or mass requests/needs, to search for and purchase the product/service that will best meet these requests/needs, and finally to use these products/services to gain benefits (Hua et al., 2022). The world's becoming a global village, the development of marketing activities throughout history, and the rapid penetration of many remarkable innovations in information technologies have caused the concept of consumption to be re-evaluated. Today, the concept of consumption has begun to be accepted not only as an economic phenomenon but also as a phenomenon with cultural, psychological, and social aspects. In other words, the phenomenon of consumption has turned into a new structure that allows individuals to form an identity, gain prestige, communicate, gain social acceptance, and even use it as a status indicator, leaving its traditional function of meeting the basic desires and needs of individuals (Mothersbaugh et al., 2020).

The subject of all actions related to consumption, that is, the person who consumes, is called the consumer. Considering the changes in the consumption phenomenon, with a broader definition, the consumer refers to individuals who evaluate, buy, use, or do not use products/services to satisfy many of their economic, social, cultural, psychological, or physiological needs. According to another definition, individuals who use products/services for their individual or family needs are defined as consumers (Reyes, 2020). According to the traditional point of view, the consumer is defined as individuals who consume products/services purely from an economic point of view.

Another concept that is often used together with the concept of consumer and sometimes even replaces each other is the concept of customer. Although the concepts of consumer and

customer are perceived as having the same meaning, there is a difference between them. The concept of the customer emerges in the sense of a private brand or business and refers to individuals who regularly repurchase a certain brand or product/service of a business, and who have low price sensitivity due to brand loyalty. Consumers, on the other hand, are individuals who are generally not loyal to a particular brand or business, have a relatively lower intention to repurchase the same product/service from the same brand or business, and are highly sensitive to price. In short, every customer is a consumer, but not every consumer is a customer (Hua et al., 2022). However, while the customer is the individual who buys the product/service, the consumer can be the end user of these purchased products/services. For example, a father who is shopping for his young child at a famous toy brand's store is a customer of that brand, while a young child who is a user of the toys purchased from that brand is a consumer of the brand (Datta, 2016). Just as there are characteristic differences that separate consumers from customers, consumers can also be divided into various types within themselves. It is seen that these types differ from each other, that is, each consumer exhibits different attitudes and behaviors. The concept of consumer refers to a very broad cluster that includes all kinds of product/service buyers.

2.2 Consumer Behavior Concept

After the definition and general nature of the concept of the consumer has been revealed, the most important issue to be examined is the behavior of consumers. In fact, the concept of consumer behavior is one of the differentiated types of human behavior when evaluated in terms of product/service purchase, and it is a wide phenomenon that covers many different disciplines. (Obilo et al., 2021). To put it more clearly, consumer behavior, which is the most dynamic subject of the marketing discipline, includes the activities carried out to understand the methods used by the consumer when deciding to purchase a product/service, the attitudes formed towards the product/service, and how he chooses the product/service (De Mooij, 2019). According to another definition, consumer behavior is a part of individual behavior that is affected by cultural, social, personal, and psychological factors.

Therefore, with the help of these factors, it is a marketing practice that takes into account the previous purchasing behavior of the individual while making the purchase decision and predicts how he or she may act in the future (Hua et al., 2022). As the definitions suggest, consumer behavior is much more than just examining what consumers buy. Consumer behavior

research tries to understand how consumers' decision-making process works and how this process affects their purchasing behavior. Every business that carries out marketing activities allocates significant budgets to research consumer behavior to figure out where a consumer buys what they buy, how much they buy, and why they buy (Barmola & Srivastava, 2010). However, it is almost impossible to fully understand consumer behavior and to discover the latent variables underlying these behaviors. Because consumer behavior can be locked deep in the mind of the individual, which has a very complex structure. It is undoubtedly a very difficult process to make sense of the behavior of consumers, who are often not even aware of the motivations that push them to make this decision when ordering a simple coffee.

2.3 Consumer Attitudes towards Mobile Marketing

Five independent variables (informativeness, perceived personalization, inconvenience, perceived usefulness, and innovation) that shape consumer attitudes, which are the phenomenon to be measured, are thought to have an effect and explanatory power on these attitudes. While some of these variables (informing, perceived personalization, disturbing) are used to measure consumer attitudes, intentions, and behaviors toward SMS advertising in the narrowest sense, there are relatively few studies (Tsang et al., 2004; Brackett & Car, 2001). However, it is also possible to encounter studies in which the same variables function to determine attitudes toward mobile marketing applications. However, since mobile marketing applications and mobile devices that pave the way for the realization of these applications are technology products, there are studies in which the other two independent variables of the research model, innovation and perceived usefulness, are used to explain the technology acceptance levels of consumers and their attitudes towards them for research in the field of mobile marketing. (Gao, 2012). Therefore, it can be said that the five independent variables, which are the subject of the research model, were selected in accordance with the research purpose. The five independent variables that are the subject of the research model and what these variables mean in terms of consumer attitudes are briefly summarized below in light of the relevant literature.

This variable emphasizes that the information conveyed to customers via mobile devices and mobile marketing applications should have qualities such as accuracy, timeliness, and usefulness for the consumer (Kim et al., 2008). Therefore, it can be said that the information content of the marketing-themed message conveyed to the consumer with mobile marketing applications positively affects the attitudes of consumers towards these applications. In the literature, studies

are showing that the information transmitted via mobile devices should have certain aspects such as usefulness, currency, and relevance for consumers and that consumers respond more quickly to such messages, and that an informative mobile marketing application message is intended for mobile marketing. It has been observed that it has a positive effect on attitude (Nabizadeh & Gharib, 2012). Laroche et al. (2013) investigated the effects of informativeness on consumer attitudes towards mobile advertising. The study found that informativeness positively influenced attitudes toward mobile advertising. Consumers perceived the ads to be more relevant and useful when they contained informative content. The study also found that the relationship between informativeness and attitudes was mediated by perceived entertainment and irritation. Another study by Liu and Liang (2016) investigated the impact of informativeness on consumer attitudes toward online reviews. The study found that informativeness positively influenced attitudes toward online reviews. Consumers perceived informative reviews as more trustworthy and credible. The study also found that the impact of informativeness on attitudes was mediated by the perceived usefulness and credibility of the reviews. Furthermore, a study by Richins and Root-Shaffer (2018) investigated the effects of informativeness on consumer attitudes toward print advertisements. The study found that informativeness positively influenced attitudes toward advertisements. Consumers perceived informative advertisements as more helpful and valuable. The study also found that the impact of informativeness on attitudes was moderated by consumer involvement and product familiarity.

Perceived Personalization: This variable defines the necessity of developing marketing content according to the subjective expectations, interests, and relevance of each consumer through mobile marketing applications, by predicting certain parameters such as what consumers want to learn, what they want to buy, and how they want to buy (Pavlou & Stewart, 2000). Because consumers want a marketing message they see on their mobile devices to contain special and privileged information. Therefore, the messages sent should be more specific, non-conflicting messages (Xu et al., 2008). As a matter of fact, in the relevant literature, it has been seen that the marketing activities prepared by considering the data such as demographic characteristics, personal preferences, behaviors, and characteristics of consumers instead of existing databases have a positive effect on mobile marketing and its applications (Xu et al., 2008). Naturally, it can be said that consumer attitudes towards such applications are also shaped positively.

The study by Lee and Koo (2015) investigated the effects of perceived personalization and perceived control on the evaluation of smartphone applications. The study found that perceived personalization positively influenced consumers' attitudes toward the applications. Consumers perceived the applications to be more useful and enjoyable when they perceived them to be personalized. The study also found that perceived control positively influenced consumers' attitudes toward the applications. Consumers perceived the applications to be more useful and enjoyable when they had a sense of control over them. Another study by Kim et al. (2019) investigated the effects of perceived personalization on customer satisfaction, emotional connection, and loyalty toward upscale restaurants. The study found that perceived personalization positively influenced customer satisfaction, emotional connection, and loyalty toward the restaurants. Customers perceived the restaurants to be more attentive to their needs and preferences when they perceived them to be personalized. The study also found that emotional connection partially mediated the relationship between perceived personalization and loyalty. Moreover, Huang and Rust (2018) investigated the determinants and effects of perceived personalization in the experience economy. The study found that perceived personalization positively influenced customer outcomes such as satisfaction, trust, commitment, and loyalty. Customers perceived the experiences to be more tailored to their individual needs and preferences when they perceived them to be personalized. The study also found that perceived personalization was positively influenced by customer participation, social identity, and service quality.

Inconvenience: Marketing efforts or mobile advertising activities carried out through mobile marketing applications, in addition to influencing the consumer, can often include a series of misleading and distracting content. According to the results of the research conducted by Ispir and Suher (2009), consumers who encounter such a situation naturally feel that they have been misled or manipulated and show a negative attitude towards mobile marketing applications. Again, according to the same research findings, this negative attitude can change towards positive attitudes, although not very intensely, with the permission marketing principles that send mobile ads to them after obtaining permission from their consumers. Jansson and Marell (2018) investigated the effects of inconvenience on consumer attitudes toward online grocery shopping. The study found that inconvenience negatively influenced attitudes toward online grocery shopping. Consumers perceived online grocery shopping as less convenient than traditional

grocery shopping due to delivery fees, limited delivery options, and longer delivery times. The study also found that the impact of inconvenience on attitudes was mediated by the perceived ease of use and usefulness of the online grocery shopping platform. Another study by Barnes and Vidgen (2016) investigated the impact of inconvenience on consumer attitudes toward mobile payment services. The study found that inconvenience negatively influenced attitudes toward mobile payment services. Consumers perceived mobile payment services as less convenient than traditional payment methods due to the lack of acceptance by merchants, technical difficulties, and limited availability. The study also found that the impact of inconvenience on attitudes was mediated by perceived usefulness and perceived ease of use of mobile payment services. Furthermore, a study by Jansson and Marell (2016) investigated the effects of inconvenience on consumer attitudes toward mobile health apps. The study found that inconvenience negatively influenced attitudes toward mobile health apps. Consumers perceived mobile health apps as less convenient than traditional health services due to technical difficulties, lack of personal interaction, and limited availability. The study also found that the impact of inconvenience on attitudes was mediated by the perceived usefulness and perceived ease of use of mobile health apps.

Perceived Benefit: The term "perceived benefit" describes how confident an individual is that using a certain tool or technique would boost his or her efficiency at work. When this definition is revised specifically for mobile marketing, consumers are emotionally benefited from the mobile marketing applications they use (consumers are satisfied with using mobile marketing applications), social benefit (consumers using mobile marketing tools are accepted by their social circles or contribute to their image) and functional benefits (conformity of mobile marketing applications to consumer expectations, advantages in terms of time and cost, reliability, quality of these applications, etc.) will be likely to adopt these applications and develop positive attitudes towards them. When the literature on the subject is examined, it has been concluded that a consumer's continued use or decision to use a particular mobile marketing application is directly proportional to the perceived usefulness and usefulness of that application. If the consumer perceives that such applications are devoid of usefulness or benefit, an internal barrier arises in adopting such applications (Khan et al., 2017). The study by Lin and Wang (2012) investigated the effects of perceived benefit on consumer attitudes toward green products. The study found that perceived benefit positively influenced attitudes toward green products.

Consumers perceived green products as more beneficial than traditional products due to their environmental friendliness, health benefits, and cost savings. The study also found that the impact of perceived benefit on attitudes was mediated by the perceived value of green products. Another study by Kim and Choi (2017) investigated the impact of perceived benefit on consumer attitudes towards wearable technology. The study found that perceived benefit positively influenced attitudes toward wearable technology. Consumers perceived wearable technology as beneficial due to its functionality, convenience, and personalization. The study also found that the impact of perceived benefit on attitudes was mediated by perceived usefulness and perceived ease of use of the wearable technology. Additionally, the study by Wen and Hu (2018) investigated the effects of perceived benefit on consumer attitudes toward mobile advertising. The study found that perceived benefit positively influenced attitudes toward mobile advertising. Consumers perceived mobile advertising as beneficial due to the information, entertainment, and rewards that it provided. The study also found that the impact of perceived benefit on attitudes was mediated by perceived value and attitude towards advertising.

Innovativeness: This variable is defined as a consumer's willingness to research and adopt products, services, or ideas (Ryu & Murdock, 2013). With the help of this variable, factors such as consumers' enthusiasm for seeking new experiences, their intention to turn to new products/services, their willingness to adapt to technological innovations in the field of marketing, and the extent to which even a marketing message sent to their mobile devices has a creative content and is perceived as unusual, should be taken into account with the help of this variable. When examined specifically in mobile marketing, the positive and direct effect of the innovation variable on both mobile shopping and the intention to use mobile marketing applications is also fixed by many studies in the literature (Aldás-Manzano et al., 2009). Munzel and Kunz (2018) analyzed the effects of innovativeness on consumer attitudes toward smart home products. The study found that innovativeness positively influenced attitudes toward smart home products. Consumers with high innovativeness were more likely to adopt and use smart home products due to their perceived usefulness and convenience. The study also found that the impact of innovativeness on attitudes was mediated by perceived usefulness and perceived enjoyment. Another study by Hwang and Koo (2019) investigated the impact of innovativeness on consumer attitudes toward electric vehicles. The study found that innovativeness positively influenced attitudes toward electric vehicles. Consumers with high innovativeness were more

likely to consider purchasing electric vehicles due to their perceived benefits such as environmental friendliness and cost savings. The study also found that the impact of innovativeness on attitudes was mediated by perceived usefulness, perceived ease of use, and perceived social norms. In addition, a study by Yang et al. (2019) investigated the effects of innovativeness on consumer attitudes toward mobile payment services. The study found that innovativeness positively influenced attitudes toward mobile payment services. Consumers with high innovativeness were more likely to adopt and use mobile payment services due to their perceived convenience, security, and novelty. The study also found that the impact of innovativeness on attitudes was mediated by perceived usefulness and perceived ease of use.

In summary, these independent variables are important because they help to explain the factors that can impact consumer attitudes towards brands and products. By understanding these variables and their impact on consumer attitudes, marketers can develop more effective strategies to positively influence consumer attitudes and drive product adoption and use.

Some variables that are outside the research model but have explanatory power on consumer attitudes towards mobile marketing are essentially variables such as perceived ease of use and perceived risk, which are the dimensions of the technology acceptance model. The perceived ease of use, one of these variables, is defined as the degree of belief that consumers will not require physical or mental effort when using a particular system. As can be understood from this definition, the perceived ease of use variable focuses on the user-friendliness of mobile devices rather than the usefulness of mobile marketing applications at the most basic level. This research, on the other hand, has been excluded from the model, considering that this variable will not contribute to the research model, since it examines not the functionality of mobile devices, but the mobile marketing applications that create an ecosystem for themselves through these devices. However, it is known that the perceived ease of use variable is essentially in a cause-effect relationship with the perceived usefulness variable (Gao, 2012). Therefore, if it is thought that a benefit is obtained from an application or system, this can also be shown as evidence that that application or system has a user-friendly structure. In light of this determination, the reason why only the perceived usefulness variable is included in the research model is that it is thought that this variable can indirectly give an idea about the perceived ease of use variable.

The perceived risk variable, which is another variable excluded from the research model, is expressed as consumers' perceptions of the uncertainty and negative consequences of purchasing a good or service by definition. However, consumers may have different and diverse risk perceptions regarding a product/service or an application (financial risk, product risk, compliance risk, delivery risk, time risk, confidentiality risk, psychological risk, etc.) (Khan et al., 2017). Since it is not possible to include all of these risk perceptions in the model due to time and cost constraints, it is assumed that the innovation variable will also be functional to estimate the risk perceptions of consumers towards mobile marketing. As a matter of fact, the innovativeness variable also predicts that consumers do not avoid uncertainty and that they approach things they have not experienced before with an open mind. From this point of view, it has been hypothesized that the innovativeness levels of consumers are negatively correlated with their risk perceptions and that by looking at the innovativeness level of a consumer, clues about his risk perception can be obtained (Reyes, 2020). Therefore, it is seen that excluding the perceived risk variable by modeling the innovativeness variable does not mean ignoring the risk perception levels of the consumers.

Today, mobile marketing has evolved into an indispensable instrument for businesses that want to communicate with the consumers they are trying to reach. People are growing more dependent on mobile devices to carry out routine chores as the prevalence of smartphones, as well as tablets, continues to rise. This change in customer behavior has opened up a massive door for companies to promote their goods and services by means of handheld devices. The ways in which customers' actions may be affected by mobile advertising are many. Mobile marketing has been proven to be an efficient tool for expanding consumer exposure to brands, changing consumers' perceptions of those brands, and eventually boosting revenue. Tsai and Li's (2012) research is one of the examples of how mobile marketing might improve customers' propensity to buy a certain brand's wares by altering their perceptions of that brand.

Mobile marketing additionally possesses the potential to affect customers' final purchases. Tsang et al. (2004) report that mobile marketing significantly affects customers' propensity to make purchases. The results of the research showed that customers' opinions about the product's quality, the brand's reputation, and their propensity to buy were all affected by mobile marketing. Mobile marketing may affect customers' commitment to the brands along with their purchase behavior. Hsiao and Chen (2016) performed research showing that mobile

marketing may boost customer loyalty. According to the findings of the research, mobile marketing has the potential to create a connection that is both more customized and engaging for the customer and the company, which ultimately results in enhanced brand loyalty. In addition, mobile marketing may influence shoppers' actions at brick-and-mortar establishments. Okazaki and Taylor (2013) discovered that customers' in-store actions, such as browsing, and buying, may be influenced by mobile marketing. The research demonstrated that using mobile marketing techniques may improve customer satisfaction and loyalty to a certain business.

3. Methodology

3.1 Research Model and Hypotheses

The model developed within the scope of this research was created with reference to the predictive relational screening design, which is one of the quantitative research designs. In general terms, the purpose of relational screening designs is to explain the relationships between variables. When evaluated in a broader context, relational screening designs are research designs applied to reveal whether more than one variable changes together and if so, at what level the change between variables occurs (Poell et al., 2001). In the predictive relational screening design, which is a subtype of the relational screening design, the relationships between the variables are examined and then the other variable (predicted, dependent variable) is tried to be predicted by one or more of the variables (predictor, independent variable(s)). A remarkable point here is that although the results obtained from this screening design provide some insights into the researcher in terms of causality, there is no clear cause-effect relationship between the predicted and predicting variables (Poell et al., 2001). For example, when examined in terms of its effect on academic success, the level of intelligence can be only one of many factors that can predict this success or a high grade in a mathematics course will not be able to explain the high grade received in a music course on its own (Poell et al., 2001).

The model included in the research model and showing the expected effects between the variables is shown in Figure 1.

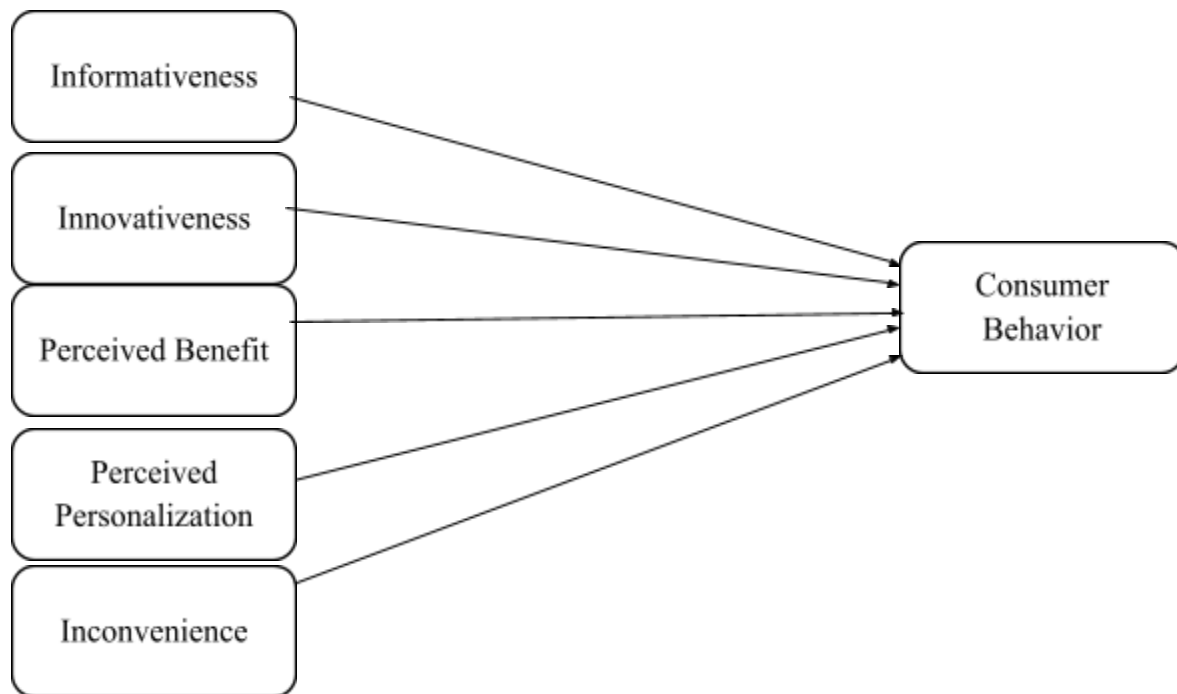


Figure 1. Research Model

Source: developed by authors

Before moving on to the research hypotheses developed within the scope of the research model, it is necessary to make an explanation as to why the independent variables that are the subject of the research model are examined. Accordingly, as a result of the examination of the studies in the relevant literature, it has been seen that the framework of mobile marketing studies, internet/web advertising in a specific sense, and models developed for examining consumer behaviors, intentions, and behaviors towards advertising as a whole. Moreover, when the studies on the subject are examined more comprehensively, it has been observed that the most widely

examined mobile marketing application in the literature is SMS-based mobile marketing activities (Nicolaas, 2016; Gao, 2012). However, this research differs in terms of both the phenomenon it wants to measure and the sources that make up this phenomenon. In other words, this research is trying to measure the attitudes of consumers towards mobile marketing applications, not their attitudes towards mobile advertisements, and for this purpose, the boundaries of mobile marketing applications are not only handled based on SMS but also created in a wider range including other mobile marketing applications (Mobile Barcode, Bluetooth, MMS, etc.).

However, Tsang et al. (2004) stated that mobile marketing and mobile marketing activities in which this type of marketing is performed represent four basic components. These components are mobile advertising, sales promotion through mobile applications, mobile entertainment, and mobile-based shopping. As it can be understood from here, examining the concept of mobile marketing only in mobile advertising will create difficulties in measuring consumer behaviors developed toward mobile marketing on a large scale. As a matter of fact, at this point, the statements in the research scale are not designed to emphasize only mobile advertising, nor are the relevant judgments pointing to a single mobile marketing application. On the contrary, it was tried to measure the general attitudes of the research participants toward mobile marketing applications as a whole under a general roof.

Five independent variables (informativeness, perceived personalization, inconvenience, perceived benefit, and innovativeness) that shape consumer behaviors, which are the phenomenon to be measured, are thought to have an effect and explanatory power on these attitudes. There are studies in which some of these variables (informativeness, perceived personalization, inconvenience) are used to measure consumer behaviors, intentions, and behaviors toward SMS advertising in the narrowest sense. At the same time, it is possible to encounter studies in which the same variables, although relatively few, function to determine attitudes toward mobile marketing applications (Tsang et al., 2004; Brackett & Car, 2001).

The direct effects of each dimension, which were functionalized as independent variables of the research according to the research model, on consumer behavior, which is the dependent variable of the research model, were examined. The hypotheses developed in accordance with this model are given below. The hypotheses of the research;

H1: Informativeness variable has a significant and positive effect on consumer behavior.

H2: Perceived personalization variable has a significant and positive effect on consumer behavior.

H3: Inconvenience variable has a significant and negative effect on consumer behavior.

H4: Perceived benefit variable has a significant and positive effect on consumer behavior.

H5: Innovativeness variable has a significant and positive effect on consumer behavior.

3.2 Target Population and Sample of the Research

The target population of the study consists of employees serving in the IT industry in Baku, the capital city of Azerbaijan. After defining the target population, the critical step is to decide on the size of the research sample that can represent the research universe in question. If a sufficient sample size with the ability to represent the population cannot be reached, it will be very difficult to generalize the results obtained from the research to the population (Majid, 2018). At this point, with the help of two parameters, the sample size needed for the research to reveal healthy and generalizable results can be calculated. One of these parameters is knowing the total number of units included in the research universe, and the second parameter is what research model or design is preferred to serve the research purpose. Accordingly, if the number of units in the research population is known clearly, for example, a sample that constitutes 10% of the population is required for descriptive studies, while this rate should correspond to at least 30% of the population in relational survey research (Majid, 2018). Thus, the sample selected within the scope of the research topic can show functionality in proving the existence or absence of the network of relations between the variables in the research model. However, in causal-comparative and many experimental studies, 30 subjects are recommended for each group (Majid, 2018). In this study, 299 employees who agreed to provide data were reached, and based on this number, it was concluded that the results of the research, based on the sample size of the research, could be generalized to the research population.

3.3 Data Collection and Analysis

To collect primary data, the online survey technique as one of the quantitative research methods was used. The reason to use survey techniques is that surveys assemble a representative cross-section of the population from which to draw results. This is due to the fact that surveys are both inexpensive and flexible in terms of where and how they may be given to participants (Babbie, 2016). In this regard, a survey is especially appropriate for this research since the

researcher needs to gather information from a large number of people. Furthermore, surveys are a powerful tool for gathering this kind of self-reported information. Self-report data is information collected directly from people via the use of questionnaires (Babbie, 2016). Attitudes, opinions, actions, and observations are just a few of the types of self-report data that may be gathered with the help of surveys. Since this study aims to analyze the effects of mobile marketing on consumer behaviors, it requires the collection of self-reported information. It is another reason to use the survey technique for data collection.

The aforementioned online questionnaire form consists of two separate parts, and in the first part, some findings regarding the demographic characteristics of the participants (gender, age, and marital status) were tried to be determined. In the second part of the questionnaire, the scales created by different authors to measure the changes in consumer behaviors toward mobile marketing applications were revised and used in accordance with the research purpose. While creating the scales, an extensive literature review was carried out. As a result of this literature review, it has been tried to determine the scales that can best reveal the relationship between the variables. A questionnaire form was prepared by making necessary adjustments to the scales. The sources used in the creation of the scale questions used are shown in the table below (See Appendix 2 for more details).

Table 1: Resources Used in the Preparation of Scales

Scale	Used Resources
Informativeness	Yousif (2012); McCorkle (2013).
Perceived Personalization	Humbani et al. (2015)
Inconvenience	McCorkle et al. (2013)
Perceived Benefit	Ryu & Murdock (2013)
Innovativeness	Humbani et al. (2015); Ryu & Murdock (2013); Feng et al. (2016)
Consumer Behavior	Yousif (2012); Humbani et al. (2015)

Again, in this section, there are statements about the research scale, which includes 5 independent variables of the research (informativeness, perceived personalization, inconvenience, perceived benefit, and innovativeness) and 1 dependent variable (consumer

behavior) that is tried to be explained by these variables. The research scale contains a structure with 6 dimensions and a total of 22 expressions belonging to these dimensions. The Likert-type five-point rating was used in the response options of the statements in this section of the research scale (1: Strongly Disagree, 2: Disagree, 3: Neither Agree Nor Disagree, 4: Agree, 5: Strongly Agree). The collected data was analyzed with the help of the Excel program. Firstly, the frequency and reliability analyses were made. Then regression analysis was conducted to test the research hypotheses.

4. Results

In this section, the results of the data and information obtained within the framework of the stages in the method section of the research are given. In addition, the data created to bring the model of the research to a conclusion were also digitized and given statistically, supported by tables and figures.

4.1 Demographic Characteristics of Participants

Under this title, the demographic characteristics of the research sample (gender, age, marital status) are described.

Table 2: Demographic Characteristics of Participants

		N	%
Gender	Male	180	60.2
	Female	119	39.8
Age Group	25 and below	18	6.0
	26-35	164	54.8
	36-45	98	32.8
	46-55	19	6.4

Marital Status	Single	148	49.5
	Married	151	50.5

Source: authors' calculations

When Table 2 is examined, it is seen that approximately 40% of the research sample consists of female individuals and 60% of male individuals. In terms of age, it has been observed that approximately 88% of the research sample consists of relatively young people in the 26-45 age group. It was found that the data on marital status were equivalent to each other, half of the research participants were married, and the other half were single.

4.2 Reliability Analysis for Dimensions Included in the Model

Reliability is one of the most important facts that should be included in a scale. Reliability, when evaluated in general terms, is defined as the ability to give consistent outputs of the measurement values obtained from repeated and repeated measurements of a scale under the same conditions. This definition also includes features that indicate the stability of a scale. Many different methods can be used to reveal the reliability levels of the scales. Among these methods, the most frequently used one is a weighted standard change average, which is found by dividing the sum of the variances of the n expressions in the scale by the general variance. This average value is known as the Cronbach Alpha coefficient (Bonett & Wright, 2014). The number of expressions, mean value, standard deviation, and Cronbach Alpha coefficients of each dimension in the research scales are shown in Table 3.

Table 3: Reliability Coefficient for the Sub-Dimensions of the Research Scale

Sub-Dimensions of the Research Scale	Number of Expressions	Average	Standard Deviation	Confidence Level (alpha)
Informativeness	6	3.55	0.687	0.877
Perceived Personalization	2	3.11	1.073	0.872
Inconvenience	2	2.96	0.912	0.660

Perceived Benefit	3	3.66	0.886	0.962
Innovativeness	4	2.96	0.799	0.722
Consumer Behavior	5	3.37	0.762	0.723
Total	22			0.837

Source: authors' calculations

When Table 3 is examined, it is observed that Cronbach's Alpha values are calculated separately for all variables in the scale. After the analysis, the positive contribution of all the statements to the reliability of the variables they belong to and the fact that the alpha values of the dimensions are between 0.660 and 0.962 show that the reliability of each variable is confirmed and the reliability coefficients are at an acceptable level. However, considering the relatively high general reliability coefficient of the scale (Cronbach's Alpha=0.837), it gives a strong clue that the internal consistency of the scale is at an appropriate size.

4.3 Results of Multiple Linear Regression Analysis

With the examination of the statistical implications in the previous headings, it was seen that all the basic assumptions for the multiple linear regression analysis were met, so there was no obstacle based on the assumptions to test the data obtained in the research observations and the research model with the said analysis. The expected effects between the variables within the scope of the research model are presented in Table 4.

Table 4: Results of Multiple Linear Regression Analysis

Independent Variables	Non-standardized Coefficients		Standardized Coefficients	t Value	Significance Level	Hypothesis (Accepted/Rejected)
	B Value	Standard Error	β Value			
Constant	1.097	0.303		3.624	0.000	

Informativeness	0.414	0.057	0.373	7.279	0.000	Accepted
Perceived Personalization	0.072	0.033	0.101	2.177	0.030	Accepted
Inconvenience	-0.164	0.041	-0.196	-3.967	0.000	Accepted
Perceived Benefit	0.097	0.040	0.112	2.448	0.015	Accepted
Innovativeness	0.240	0.043	0.251	5.541	0.000	Accepted

$R=0.668$, $R^2=0.446$, Adjusted $R^2=.0436$, $F(47.101)$, $p=0.000$

Source: authors' calculations

The first reference point to begin examining Table 4 is to interpret the F-value and its significance level, the p-value, in the output of the multiple linear regression analysis. Because these values allow us to make inferences about whether the research model as a whole is functional and meaningful. According to the analysis findings, it was observed that the F value (47,101) was significant at the $p<0.01$ level, and it was concluded that the research model was statistically significant. On the other hand, these values are generally related to the significance of the model and do not provide information about the significance level of each variable in the model. In order to access this information, the t values of the independent variables of the model and the significance levels of these values were examined. Accordingly, it was seen that each independent variable gave statistically significant results at the $p<0.05$ level and it was found that all hypotheses established within the scope of the research model were accepted.

The β values of the independent variables in the model, on the other hand, give clues about the size of the effect they have on the dependent variable. In other words, this value shows the order of importance of the independent variables in the model. When evaluated from this point of view, it is understood that the independent variable has the strongest positive effect on consumer behavior and has the highest predictive ability ($\beta=0.373$). When consumers get comprehensive and up-to-date information about the nature of a product/service they are interested in, their attitudes toward mobile marketing applications change positively. As a matter

of fact, starting from the β value of this variable, it can be stated that a one-unit increase observed in the informativeness variable will cause an increase of 0.373 in consumer behaviors.

The second most important independent variable that can explain consumers' attitudes toward mobile marketing applications is innovativeness ($\beta=0.251$). Accordingly, they may be more eager to experience new products/services that can meet the ever-changing demands and needs of consumers in a dynamic structure in the most effective way. Consumers who want to follow the developments about such products/services, to get information about them, and to be among the first individuals to try the products/services in question know that mobile marketing applications will provide them with the fastest and most practical service in these matters. Research findings also confirm this finding. When the findings were examined, it was seen that a one-unit increase in the β value of the innovativeness variable would create a positive change of 0.373 in consumer behaviors.

Another important predictor variable in the research is the variable called inconvenience. This variable refers to situations that are perceived as inconvenient by consumers and seriously harm the effectiveness of mobile marketing applications. For example, efforts to promote and sell products/services that do not comply with the wishes and needs of consumers, or mobile advertisements/promotions that are sent persistently to the consumer without the consent of the consumer, that is, inconsistent with the authorized marketing principles, are ignored by the consumer at first but become annoying after a while. can take a turn. At this point, the consumer may adopt a negative attitude towards mobile marketing applications, considering that he is in a passive and volitional position, where his freedom of choice is taken away and pressure is forced upon him to be interested in a product/service. As a matter of fact, the β value of this variable reveals that the disturbing variable has a negative effect on consumer behavior ($\beta= - 0.196$). Accordingly, it was stated that a one-unit increase observed in the inconvenience variable would cause a 0.196-unit decrease in consumer behaviors.

The perceived benefit independent variable is the 4th most important variable in the model in terms of its explanatory power ($\beta=0.112$). This variable refers to the perceived benefit that consumers gain from mobile marketing applications. For example, if a mobile marketing application saves time during consumer shopping, and if it offers entertaining content (games, contests, etc.) by stimulating the consumer's hedonic impulses, the benefits perceived by the consumer from the application will increase. Accordingly, if consumers find the marketing

applications delivered to them via mobile devices useful, their desire to use these applications will increase, and as a final result, positive attitudes towards mobile marketing applications will appear in consumers. As a matter of fact, according to the research findings, as a result of a one-unit increase observed in the perceived benefit variable, it has been observed that consumer behavior will increase by 0.112 units.

One of the most important features of mobile marketing applications that distinguish them from their counterparts is that they can offer special offers and offers tailored to the consumer according to their wishes and needs or their socio/demographic characteristics. The independent variable that meets this definition in the research model is called perceived personalization. The variable in question is the variable that predicts the change in consumer behavior at the lowest rate compared to other independent variables in the model ($\beta=0.101$). Consumers can be very sensitive to the information bombardment and pollution sent to them by many different businesses on many different mobile channels. On the other hand, if consumer encounters marketing content for a product/service that is in line with their lifestyle and personal preferences, they are less indifferent to this customized content than generalized content targeting a whole market. In this case, consumers may show more interest in marketing content that is personalized for them and mobile marketing applications that bring these contents together.

The research findings also confirm this determination, and it has been found that a one-unit incremental change in the perceived benefit variable will increase consumer behaviors by 0.101 units. Another value given in Table 4 is the R coefficient. This coefficient is the multiple correlation coefficient and indicates the level of relationship between the independent variables in a model and the dependent variable. It points to the finding that the independent variables in the model together show a moderate (0.668) significant relationship with the dependent variable of consumer behaviors. When the square of the R coefficient is taken, it shows how much of the independent variables in the model can explain the changes in the dependent variable. Accordingly, the fact that the R^2 value obtained from the analysis output is 0.446 indicates that the independent variables in the model can explain the consumer behaviors as a whole by 44%. The unexplained 56% can be explained by other variables that are not included in the model but are thought to have an impact on consumer behaviors. The adjusted R^2 value gives an idea about the extent to which the model can be generalized to the research

population. The fact that this rate is around 43% in the aforementioned research means that 43% of the attitudes and behaviors of research participants towards mobile marketing applications are shaped by the research model and the independent variables included in this model.

5. Conclusion and Discussion

When the interaction between consumers and businesses, which are the main actors of the marketing ecosystem, is established with a healthy mobile marketing strategy, it is seen that both actors benefit from the results. However, the sustainability of this benefit largely depends on the attitudes of mobile consumers toward mobile marketing applications. Because when consumers decide to purchase any product/service, if they think that the applications in question are useful reference sources for shopping, they will continue to use such applications actively. Therefore, the concept of mobile marketing will continue to exist as a permanent term in both practical and academic terms. On the other hand, as long as consumers do not reach a sufficient level of knowledge about the advantages of mobile marketing applications or businesses use these applications unconsciously and intensively and disturb consumers, consumer attitudes towards such applications will follow a negative course. In such a case, the functionality of the mobile marketing concept will become controversial in the eyes of consumers, and many businesses will be convinced that this marketing technique is insufficient and will adopt different marketing methods. Based on these assumptions, the aim of the thesis research, the subject and framework of which is drawn, is to determine the variables that affect consumer attitudes towards mobile marketing applications and to reveal which variables have a stronger explanation ability on consumer attitudes when evaluated in terms of effect sizes.

According to the research findings, the variables that shape the attitudes of consumers toward mobile marketing applications and emphasize what kind of marketing content a correct mobile marketing strategy should (not) have, are listed as follows in terms of the impact they create on consumer behavior; informativeness, innovativeness, inconvenience, perceived benefit, and perceived personalization. When these variables were examined in terms of their effects, it was seen that all variables except the inconvenience variable had a positive effect on consumer behaviors.

Considering the research findings more broadly with the focus on the inconvenience variable, consumers may perceive an abusive SMS/MMS message or a deceptive, annoying, distracting QR code-based advertising/promotion campaign that is constantly sent to them

without consumer consent for the product/service content in mobile marketing tools. If they see it as such, they will feel uncomfortable with it. One of the inevitable consequences of this inconvenience is that consumers exhibit a negative attitude toward mobile marketing applications and decrease their intention to use such applications. A concrete example of this is Epicurious, a food website. After the bombing of the Boston Marathon, this site made an irritating offer to offer breakfast to individuals by acting on a sales-oriented basis, regardless of humanitarian sensitivities (Nicolaas, 2016). In the face of such a sensitive event, this site, which acts with only marketing-oriented content and approaches and does not take the slightest action in the name of social responsibility, has been subjected to intense criticism by its users (Nicolaas, 2016). While the variable of inconvenience has such a devastating effect on consumer attitudes, the variable of information is considered the main factor for the acceptance of mobile marketing by the consumer. The fact that the information about the product/service communicated to the consumers via mobile devices is accurate, convincing, comparable, comprehensive, up-to-date, and useful for the consumer will contribute to the development of positive beliefs and attitudes of the consumers who use mobile marketing applications towards these applications. It is also possible to come across in studies on the subject that the results of mobile marketing efforts, which are perceived as inconvenient by consumers, in terms of the profitability of businesses and the future of mobile marketing are negative, whereas mobile messages with informative content lead to positive attitudes (Hashim et al., 2018). On the other hand, in the relevant literature, it has not been concluded that the information variable is effective in consumer behavior as well as shaping consumers' attitudes toward mobile marketing. In fact, it is possible to come across findings showing that purchasing behavior, which is one of the most concrete components of the phenomenon of consumer behavior, is not affected by informative mobile marketing content, so while mobile marketing is effective at the level of attitudes, it encounters difficulties at the level of behavior (Kim et al., 2008).

Another parameter that plays a role in consumer attitudes is the innovativeness variable. With the help of this variable, factors such as consumers' enthusiasm for seeking new experiences, their intention to turn to new products/services, and their willingness to adapt to technological innovations in the field of marketing are highlighted. Research findings indicate that mobile marketing is accepted by consumers as it is superior to traditional marketing channels in many aspects (cost advantage, time-saving, ease of use, etc.) and because it contains

relatively more innovative applications. In other words, consumers with high personality innovativeness are more likely to experience new marketing channels. However, consumers who want to follow the developments about new products/services, get information about them, and be among the first to try the products/services in question, think that the most innovative services that can be offered to them in order to meet their demands will be provided by mobile marketing applications.

The positive and direct effect of consumer innovativeness on mobile shopping in the narrow sense and on the intention to use mobile marketing applications in the general sense also coincides with the results obtained from different studies in the literature (Aldás-Manzano et al., 2009). Therefore, it has been proven once again that innovation is specific to mobile marketing, and consumer innovativeness theories have been generalized to mobile marketing applications. Aldás-Manzano et al. (2009), mobile shoppers using mobile marketing applications with innovative motivations will become opinion leaders for both mobile shopping and mobile applications where this shopping takes place. However, this innovative segment is becoming interesting for many other reasons, along with the potential for word of mouth. On the other hand, in the relevant literature, it is possible to encounter studies showing that the higher the consumers' rating of innovativeness in shopping, the less likely they are to adopt mobile marketing applications. According to the results of the study conducted by Ryu and Murdock (2013), no significant effect was observed on the innovativeness variable in consumer attitudes toward QR codes, which is recognized as a mobile marketing application. Considering the ubiquity of mobile phones, the research authors showed that consumers may have perceived QR code as a kind of mobile phone application rather than as a new mobile technology in terms of marketing communication.

The other data revealed by the research findings is that the benefit perceived by the consumers as a result of using mobile marketing applications positively affects their attitudes towards these applications. Accordingly, if consumers gain an emotional benefit, social benefit, or functional benefit from the mobile marketing applications they use, it will be likely that they adopt these applications and develop positive attitudes toward them. The results of the research conducted by Who (2011) also confirm this determination. Accordingly, consumers' belief that using mobile marketing applications during their shopping will provide them with social and functional benefits leads to positive attitudes towards mobile marketing and the acceptance of

such marketing applications by consumers. Wu and Wang (2005), on the other hand, focused on the benefits of mobile devices rather than the benefits provided by mobile marketing applications with a more reductionist approach. According to the results of their research, if mobile marketing consumers perceive the usefulness of mobile devices, their attitudes towards the device are positive and affect acceptance. If consumers perceive that mobile devices provide them with the necessary information, their attitudes and acceptability towards that device and technology increase. Based on this finding, for consumers to fully benefit from the advantages of mobile marketing applications and to make these applications a routine part of their daily lives, the mobile device or devices they primarily use should offer easy use without effort.

The last finding of the research presented to the relevant literature is that mobile marketing applications with personalized content positively affect consumer attitudes. Accordingly, it can be said that a mobile advertisement, which is personally mentioned by the consumer through any mobile application and prepared in line with the wishes/needs of the said consumer, attracts the attention of the consumer. As a matter of fact, according to the results of the research conducted by Unal et al., (2011), it was emphasized that personalization-based mobile marketing applications strengthen their relations with consumers by enabling businesses to penetrate their potential customers and markets more effectively. However, Castrol brand's Appiness application can be given as an example of practical application from the daily life of this variable. This application has a customized and personalized structure only for motorcycle users and offers motorcycle users a socializing and entertaining experience package where they can find various routes and join online motor clubs (Ryu & Murdock, 2013).

The findings of this study are similar to the study of Tsang et al. (2004) who reported that mobile marketing significantly affects customers' propensity to make purchases. The results of the research showed that customers' opinions about the products' quality, the brand's reputation, and their propensity to buy were all affected by mobile marketing. Mobile marketing has an effect on customers' commitment to the brands along with to their purchase behavior. Similarly, Hsiao and Chen (2016) performed research showing that mobile marketing may boost customer loyalty. According to the findings of the research, mobile marketing has the potential to create a connection that is both more customized and engaging for the customer and the company, which ultimately results in enhanced brand loyalty. In addition, mobile marketing can influence shoppers' actions at brick-and-mortar establishments. Okazaki and Taylor (2013) discovered that

customers' in-store actions, such browsing and buying, may be influenced by mobile marketing. The research demonstrated that using mobile marketing techniques may improve customer satisfaction and loyalty to a certain business.

The practical implications of this research include the followings:

- The intensity of consumer attitudes toward mobile marketing applications can vary according to different social classes, age groups, occupational groups, and cultures. In this context, it can be examined how consumer attitudes will change with the help of data obtained from different samples. For businesses that want to reach consumers through mobile channels, the most important variable to consider is the informative nature of the marketing message. At this point, businesses should present information about their products/services to the approval of consumers in a simple, innovative, and entertaining language as well as detailed. As result of mobile marketing activities, which are carried out with the consent of the consumer as much as possible and take into account the socio-demographic structures of the consumers, instead of the disturbing marketing content that is thrown to the consumers with exaggerated numbers at any time of the day and does not meet the demands of the consumers in terms of content, the promotion, advertising, sales development and promotion efforts of the enterprises are more intense. will be active.
- It seems very important for businesses to transform their paradigms for mobile marketing strategies from push-side (consumers sending content for marketing purposes to their mobile devices without demand) to pull-side (mobile marketing strategy is a strategy based on the consumer's request for content from the business to their mobile device at their request). In this way, significant savings will be achieved from the resources that businesses will spend to reach consumers in their target markets. Because pull-oriented mobile marketing strategies have functioned to bring consumers who are closely interested in the product/service of the business to the door of the business due to their principles and nature.

When the research is examined in terms of limitations, the geographical scope of the research is limited to Baku, the capital city of Azerbaijan. On the other hand, due to the time constraints of the research, the target population and sample to which the scale was applied were limited to employees serving in the IT industry in Baku. However, the fact that the population

and sample of the research are limited to the employees serving in the IT industry in Baku due to financial and time-related constraints means that the results of the research cannot be generalized. In addition, another limitation of this research is regarding the cross-sectional time horizon. This study was required to be completed in a limited period of time. It is also useful to point out a fundamental limitation in terms of the model of the research. This limitation is that only 5 independent variables (informativeness, perceived personalization, inconvenience, perceived benefit, and innovativeness) are included in the research model, which is thought to explain consumer behavior towards mobile marketing applications. Many other variables that have explanatory power on consumer behavior are excluded from the analysis due to the model's setup.

Future studies may examine how various customer categories react to mobile advertising. For instance, how do demographic factors impact the success of mobile marketing campaigns? Alerts via push, short messaging services, and smartphone applications are just some of the mobile marketing tools at users' disposal. The efficacy of various methods of influencing customer behavior might be compared in future studies. In addition, it is possible that future studies may investigate the ways in which mobile marketing might be utilized to increase brand equity and provide a more favorable perception of the company. Mobile marketers have a serious obstacle in the form of privacy issues. It would be interesting to see how privacy concerns influence customer attitudes and how companies may adapt to such matters to improve the efficiency of mobile marketing.

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Appendix A
Survey Questions

1. What is your gender?

Male

Female

2. Please choose your age group.

25 and Below

Between 26-35

Between 36-45

Between 46-55

56 and Above

3. What is your marital status?

Married

Single

Please mark your agreement with the following statements.

(1) Strongly Disagree, (2) Disagree, (3) Neither Agree Nor Disagree, (4) Agree, (5) Strongly Agree

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
Informativeness					
I am interested in messages coming from my mobile phone.					
I collect the information I need about products and services through my mobile phone.					
I follow the messages sent via mobile marketing about discounts.					
Mobile marketing apps are a good source of product and service information.					
Mobile marketing apps help me stay up-to-date on the products and services I need.					
Mobile marketing apps are a good source of timely information.					
Perceived Personalization					
I think mobile marketing apps send personalized messages (for me).					
Mobile marketing applications think that content is personalized.					
Inconvenience					

Mobile marketing apps are deceptive.					
I feel that mobile marketing applications negatively affect my personal life.					
Perceived Benefit					
Mobile marketing applications allow me to save time while shopping.					
Using mobile marketing applications allows me to shop more effectively.					
In general, I find it useful to use mobile marketing applications while shopping.					
Innovativeness					
I am open to new experiences, knowledge and technology.					
I am usually the first to try a new product.					
I often try new products before my friends.					
I usually like to buy new products.					
Consumer Behavior					

Mobile marketing plays an important role in increasing loyalty to any organization and products.					
Information sent to me via mobile phone positively changes my attitude towards products and services.					
The idea of using my phone to buy products or services sounds good to me.					
I like mobile marketing apps that advertise my favorite brands.					
The idea of using mobile marketing apps sounds good to me.					

Source: compiled by the authors

Appendix B

Authors of Survey Questions

Question	Author
Informativeness	
I am interested in messages coming from my mobile phone.	Yousif (2012)
I collect the information I need about products and services through my mobile phone.	Yousif (2012)
I follow the messages sent via mobile marketing about discounts.	Yousif (2012)
Mobile marketing apps are a good source of product and service information.	McCorkle (2013)

Mobile marketing apps help me stay up-to-date on the products and services I need.	McCorkle (2013)
Mobile marketing apps are a good source of timely information.	McCorkle (2013)
Perceived Personalization	
I think mobile marketing apps send personalized messages (for me).	Humbani et al. (2015)
Mobile marketing applications think that content is personalized.	Humbani et al. (2015)
Inconvenience	
Mobile marketing apps are deceptive.	McCorkle et al. (2013)
I feel that mobile marketing applications negatively affect my personal life.	McCorkle et al. (2013)
Perceived Benefit	
Mobile marketing applications allow me to save time while shopping.	Ryu & Murdock (2013)
Using mobile marketing applications allows me to shop more effectively.	Ryu & Murdock (2013)
In general, I find it useful to use mobile marketing applications while shopping.	Ryu & Murdock (2013)
Innovativeness	
I am open to new experiences, knowledge, and technology.	Humbani et al. (2015)
I am usually the first to try a new product.	Humbani et al. (2015)

I often try new products before my friends.	Ryu & Murdock (2013)
I usually like to buy new products.	Feng et al. (2016)
Consumer Behavior	
Mobile marketing plays an important role in increasing loyalty to any organization and products.	Yousif (2012)
Information sent to me via mobile phone positively changes my attitude towards products and services.	Yousif (2012)
The idea of using my phone to buy products or services sounds good to me.	Humbani et al. (2015)
I like mobile marketing apps that advertise my favorite brands.	Humbani et al. (2015)
The idea of using mobile marketing apps sounds good to me.	Humbani et al. (2015)

Source: compiled by the authors

Resümee

Mobiilse turunduse mõju tarbijate käitumisele Aserbaidžaaani IT-ettevõtetes

Asjaolu, et tehnoloogial põhinevad mobiilseadmed võimaldavad mitte ainult inimestevahelisi sidemeid, vaid rahuldavad ka arvukaid inimspetsiifilisi püüdlusi ja vajadusi, on viinud seadmete leviku suurenemiseni igapäevaelus. Nende edusammude tulemusena saavad ettevõtted nüüd oma kaupu ja teenuseid klientidele vähemate kuludega turustada, nendega otse suhelda ja nende müüki suurendada. Ettevõtte jõupingutuste edu selle võimaluse ärakasutamisel sõltub tema võimest täpselt hinnata tegureid, mis mõjutavad klientide arvamusi mobiilturundusrakenduste kohta. Käesoleva uuringu eesmärk on kindlaks teha muutujad, mis mõjutavad tarbijate käitumist mobiilse turunduse rakenduste suhtes, ning selgitada, millistel muutujatel on tugevam seletusvõime tarbijate käitumisele, kui neid hinnata mõju suuruse järgi. Ühe kvantitatiivse

uurimismeetodina kasutati esmaste andmete kogumiseks veebiküsitlustehnikat. Uuringu sihtrühm koosneb Aserbaidžaaani pealinna Bakuu IT-tööstuses töötavatest töötajatest. Käesolevas uuringus jõuti 299 töötajani, kes nõustusid andmeid esitama, ning selle arvu põhjal järeldati, et uuringu valimimahu põhjal saab uuringu tulemusi üldistada uuringu üldkogumile. Kogutud andmeid analüüsiti Exceli programmi abil. Esmalt tehti sagedus- ja usaldusväärsusanalüüsid. Seejärel viidi läbi regressioonanalüüs, et testida uurimishüpoteese. Vastavalt uurimistulemustele mõjutasid informatiivsus, innovatiivsus, tajutud kasu ja tajutud isikupärastamine, mis on uurimismudeli sõltumatud muutujad, positiivselt tarbijate suhtumist mobiilse turunduse rakendustesse, samas kui muutuja ebamugavus avaldas negatiivset mõju tarbijate käitumisele.

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