

# Exploring The Significance Of Mobile Marketing For The Retail Industry

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## Abstract

*Mobile gadgets have become a popular tool for purchasing, and have extended customer shopping methods from internet-connected personal computers. They also offer the potential for new mobile marketing approaches based on their unique embedded features, such as scanners, GPS, IoT-based devices, and cameras. This paper aims to highlight the significance of mobile marketing in creating value for these stakeholders, leading to more effective research and development of managerial strategies and tools. This will enable managers and researchers better to understand mobile marketing and its value for merchants. A systematic review methodology was used for this paper. A total of 60 papers were reviewed. The review found substantial evidence supporting the idea that mobile marketing increases perceived value for customers and outcome value for merchants. However, only a few studies endorse the notion that mobile marketing is more effective than other marketing investments made by merchants. This study has practical implications for merchants and marketing professionals.*

**Keywords:** *Mobile marketing; marketing; context-based marketing; retail industry; marketing challenges; approaches of marketing.*

## Introduction

Mobile marketing is a subject of increasing curiosity and significance. While the proof of mobile marketing success is still limited, marketers across the globe are spending large sums of money on marketing activities in mobile media. This is mainly because businesses are looking for ways to obtain improved value from their marketing investments in fast-changing marketing communication settings. Mass markets have split, so impersonal mass communication, mainly media marketing, has become less operational, whereas targeted one-to-one marketing communication has become more significant.

The mobile channel has developed as a new and potential tool for marketing practices due to the current progression in mobile technology and the swift increase in built-in characteristics of mobile gadgets. Many existing works have been illustrated regarding mobile channels. According to Watson et al. (2002), the practical benefits of the mobile medium present a new marketing setting in which businesses should participate if they want to survive and thrive. Similarly, Shankar, Venkatesh, Hofacker, and Naik (2010) proclaim that mobile marketing can shift the paradigm of trading from one based on customers approaching merchants to the other. Barnes and Scornavacca (2004) discuss that shortly, mobile gadgets will emerge as the mainstream channel for marketing, just like TV or print media. Friedrich, Grone, Holblin, and Peterson (2009) assert that mobile gadgets are ideal

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for customer relationship management (CRM). Moreover, Wei, Xiaoming, and Pan (2010) relate the acceptance of SMS as a mobile service application to that of email on the internet.

Apart from all the opportunities available on mobile media, the potential of mobile marketing has not been fully realised. This is mainly due to marketers' insufficient mobile marketing capability and the phenomenon is still in the early stages (Ong, 2010; Leppäniemi & Karjaluoto, 2005). Moreover, mobile marketing gadgets have the greatest influence on the marketing domain and are worth reconsidering. The marketing communication mix offers an extensive range of tools to reach consumers. Each tool has its distinct characteristics and is designed for various purposes. Although some of these tools have already been used for mobile media, some have not. This allows businesses to increase the use of mobile gadgets in new marketing domains, demanding further study.

This paper aims to provide a structured examination of the existing literature regarding the significance of mobile marketing within the retail sector. This systematic literature review follows the established and widely recognised approach Kitchenham et al. (2009) introduced. For a comprehensive exploration of mobile marketing intricacies, we have structured the literature review into six research inquiries, outlined as follows: What constitutes the concept of mobile marketing within marketing research, and what drives the interest in studying this subject? How is mobile marketing defined, and what advantages does it offer? What characterises context-based mobile marketing, and what advantages does it bring? What strategies and technologies are utilised in the realm of mobile marketing? What obstacles are encountered in the application of context-based mobile marketing? And what potential methods can enhance the effectiveness of mobile marketing?

The remaining sections of the paper are organised as follows. The next section provides the details of methodology used for this research. This is followed by a summary of the results obtained and accompanying discussion. The final section offers some concluding remarks.

### Methodology

To conduct this systematic literature review, we thoroughly investigated articles released in esteemed journals, books, and conferences from 1999 to 2022. Here is a detailed breakdown of the procedural steps involved in our assessment of the chosen articles. As this chapter encompasses a systematic review, the methodology utilised to address the research inquiries aligns with the review approach proposed by Nguyen et al. (2017). The outlined approach follows these stages:

Stage 1 – Gathering pertinent materials through a methodical search and refinement of article selection.

Stage 2 – Conducting a descriptive analysis to outline the overarching characteristics of the included literature.

Stage 3 – Establishing categories to construct a framework for classification based on diverse structural dimensions and analytical groupings.

Stage 4 – Engaging in material evaluation, involving scrutinising articles through the lens of the designated classification framework and subsequent interpretation of findings.

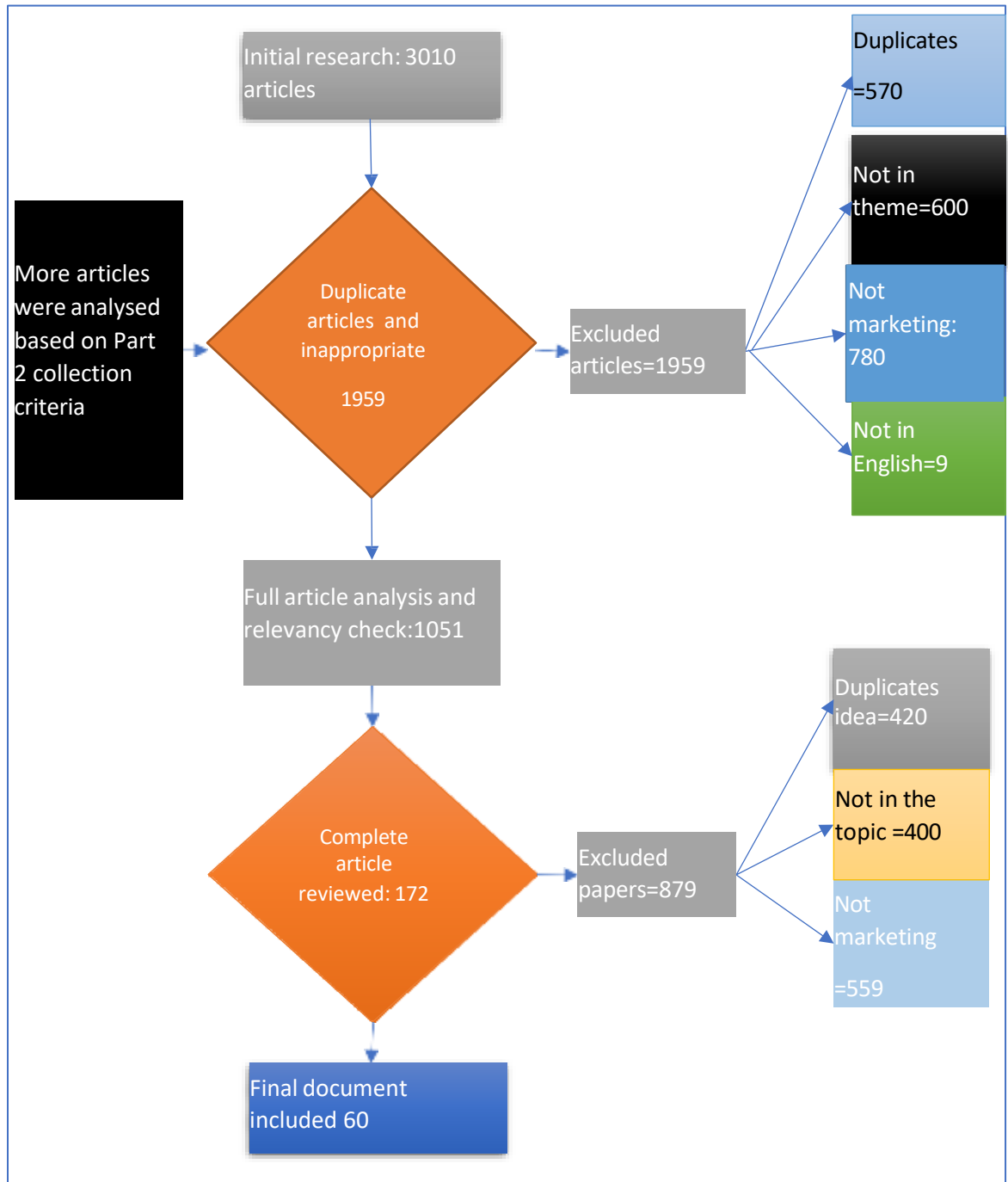


Figure 1: Selected article selection criteria

Furthermore, during the process of systematic inquiry, it becomes imperative for the researcher to establish a proficient strategy for pinpointing unbiased sources that can effectively contribute to the attainment of defined goals. With this intention, specific keywords were identified to encapsulate the amalgamation of ongoing investigations concerning the particular research topic. The search categorised the employed keywords into two distinct groups:

Group 1: The initial set of keywords encompassed terms such as "Mobile marketing," "location marketing," "context-aware marketing," and "context marketing."

Group 2: The secondary collection of keywords pertaining to the sphere of "Consumer."

The exploration was carried out across renowned academic databases, including Web of Science and Scopus, and the sources selected for this endeavour spanned the period from 2007 to 2022. This timeframe was selected due to the established nature of context-based mobile marketing in the retail sector within the realm of mobile internet technology.

The initial search generated 3010 papers. All duplicated sources were eliminated, and the papers were reduced to 1959. Further, the remaining articles were evaluated for relevance, and papers that did not have the identified keywords in the title or the abstract were eliminated from the list. The evaluation and screening reduced the articles further to 1085. The filtering of the remaining articles was based on exclusion and inclusion criteria. Notably, the authors developed and justified the inclusion and exclusion criteria, which reduced the impact of subjective bias as proposed by Tranfield et al. (2003). After the filtering using the inclusion criteria, only 172 articles were selected and further subjected to the exclusion criteria. The exclusion criteria required a detailed reading of the introduction and discussion sections of the 170 papers.

The exclusion criteria for the 170 papers encompassed removing the articles that only mentioned the application of SoCoMo as a fleeting point of reference or collateral research topic. During this analysis, we were left with 60 articles. This whole process is shown in Figure 1.

## **Results & Discussion**

The rapid increase in the business potential of mobile marketing invites researchers from different fields to contribute to the developing body of knowledge on the phenomenon. While research on mobile marketing is growing, it is still in its developmental phase and, therefore, needs to be revised and more cohesive. This research paper aims to establish and categorise the research on mobile marketing and evaluate the contemporary aspects to support future research. In this systematic literature review, we aim to answer six literature review questions on the social context of mobile marketing. This section presents a summary of the literature review.

What constitutes the concept of mobile marketing within marketing research, and what drives the interest in studying this subject?

The evolution of the internet and communication technologies (ICT) has reshaped direct marketing into online marketing, which facilitates communication with potential clients through the Internet (Gür & Türel, 2022). Employing the internet as an online marketing channel establishes an electronic connection between sellers and potential clients. Amirkhanpour et al. (2014) suggest that direct marketing can be defined as any activity that establishes and leverages a direct connection between sellers and individual buyers. Table 1 presents the number of articles selected and evaluated under this research question.

The rapid development in mobile information technology has enabled the personalisation of profiles using social applications and social networks, enabling the creation of dynamic interactions within their contexts. According to Bolat et al. (2016), such developments have elicited the interest of marketers in different sectors of the economy who have developed frameworks focused on enhancing marketing personalisation. Pelet et al. (2021) noted that the new technologies are characterised by adopting cutting-edge technologies focused on responding to the context around the users. Social Context Mobile (SoCoMo) is among the top marketing concepts. Buhalis and Foerste (2015) defined SoCoMo as an advanced and systematic approach to content marketing that uses mobile devices to integrate social media and enhance value co-creation. The following framework can be applied in a general marketing context.

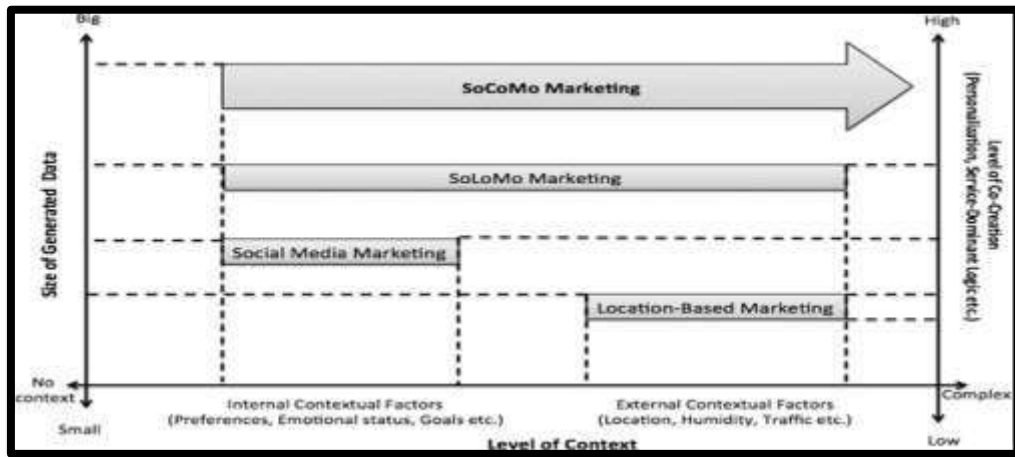


Figure 2: SoCoMo approach by Buhalis and Foerste, 2015

The diagram is critical in explaining the interrelationship of SoCoMo in the marketing framework based on information collected from three sources. These sources include information within the mobile device, external contexts of the mobile devices, and information from social media interactions. The context labels for this review will be related to various general marketing applications. Furthermore, Buhalis and Foerste (2015) presented the SoCoMo framework demonstrating the supplier-customer relationship and their interactions that result in value co-creation, as shown in Figure 2. The information generated from the consumer includes data from the mobile device, social media posts, and contextualised personal information. This data is critical, and marketers can use it to personalise their marketing strategies based on the needs identified in consumer profiles.

On the supplier side, there are Social Media Marketing (So), Context marketing (CO), and mobile-based marketing (MO), which they use in research, consumer proposition, engagement, and sharing, as shown in Figures 2 and 3. The interactions between suppliers and consumers result in the co-creation of value.

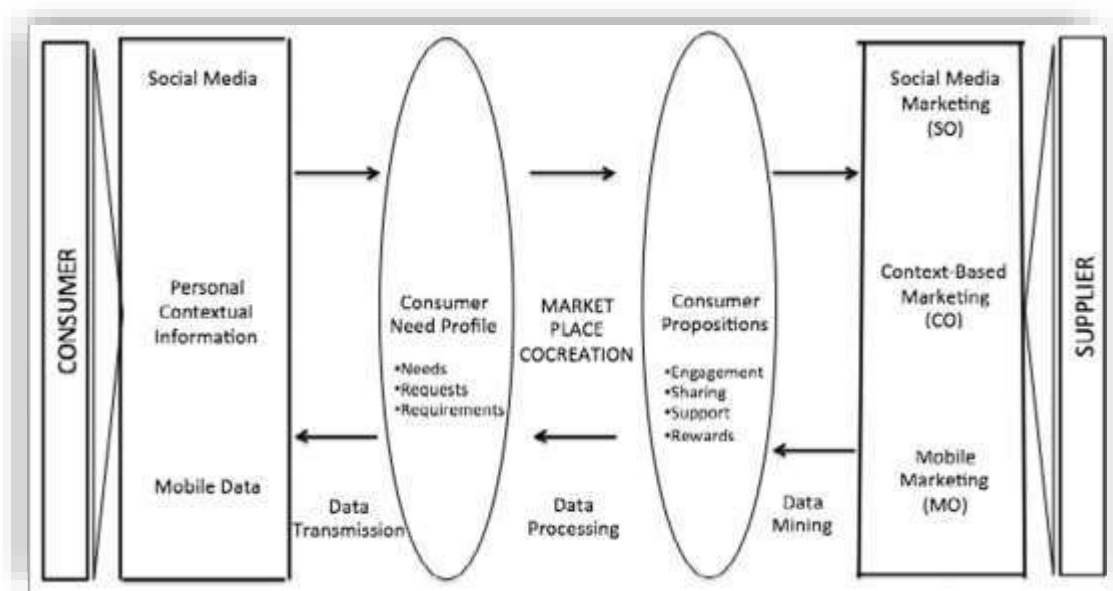


Figure 3: SoCoMo marketing framework by Buhalis & Foerste, 2015

The SoCoMo framework is among the precision mobile technology concepts that have enabled marketers and advertisers to use real-time contextual information concerning customers. According to Ghose, Li, and Liu (2019), context-based marketing can facilitate understanding consumer behaviour and influencing their purchasing behaviours. Chen and Hsieh (2012) argued that this approach is more effective because it is interactive and not one-way like traditional marketing methods. As a result, advertisers can develop personalised advertising messages, which are effective due to the collaboration with different players. Chung et al. (2015) asserted that mobile marketing is a more effective approach to marketing because mobile phones are supported by mobile location-based services such as GPS. Marketers and advertisers engage consumers in social conversations and engagements, which they use to generate information concerning human behaviour (Bencsik et al., 2018).

Such information is based on shared information by consumers on different issues, such as their experiences regarding their immediate environment. This demonstrates the concept of context, which is based on internal data and information about the consumers, such as social media posts (Bies et al., 2021). The context can also be based on external factors such as the weather, the season, and the location. Kim et al. (2013) acknowledged that the deployment of mobile marketing is primarily effective in developing personalised marketing and advertising messages. When the benefits of social media marketing are combined with SoCoMo marketing, it optimises the potential, defining the framework (Roebuck & Siha, 2013). The adoption of the framework is beneficial to consumers because personalisation and the use of context-specific information will ensure that the specific needs of the consumers are met, resulting in high satisfaction.

How is mobile marketing defined, and what advantages does it offer?

The MMA (2022) defines mobile marketing as a series of activities enabling organisations to engage and establish relevant communication with their intended audience through any mobile device or network. As per Dushinski (2009), mobile marketing connects commercial entities and their customers via their mobile devices precisely at the optimal time and location while delivering a suitable message. This necessitates explicit consent and/or active engagement from the customer. Additionally, the rise of mobile as a favoured marketing channel among numerous clients has enabled advertisers to enhance the practice of permission-based marketing.

Among various forms of direct marketing, such as direct mail and TV advertising, marketing through mobile stands out with its superior read rate, growth rate, and return on investment (ROI). This distinction arises from customers consistently having their mobile phones at hand, making them inclined to engage with SMS messages swiftly regardless of location. However, transitioning into the mobile domain necessitates a carefully structured strategy. Regrettably, at times, advertisers dive into this medium without thoroughly considering their objectives.

Advertisers should consider particular strategies for various gadgets, as responses can broadly fluctuate. For example, cell phones are primarily used to fulfil a direct need, such as searching for directions, while tablet PCs facilitate web browsing and support conversions. Hence, advertisers must know which smart devices their target audience is using and which type of content they view on these devices to ensure that they always offer a remarkable experience.

The MMA (2022) stresses the fact that a cell phone is an ideal medium to conduct permission-based marketing, as it enables the brands to connect with each target customer as an individual. Likewise, LaValle et al. (2011) consider that mobile gadgets are becoming a fundamental part of the daily life of the majority of people and indicate that technology will only continue to enhance in the approaching years, as mobile devices will be the basic tool that can be linked with the internet for the majority of people across the globe by 2020.

Hence, the notion of “value exchange” emerges as the primary aspect of effectual and thriving permission-based mobile marketing, as consumers interchange their permissions and sometimes personal data and preference info before the launch of a product, service, or offer that may entice or appeal to them (due to relevance or worth).

Mobile marketing and mobile advertising are approaching major challenges in the marketing community. This is basically due to the newest technological development that sourced a new mobile era. Moreover, advertisers are always in search of groundbreaking, affordable, and highly powerful techniques to boost revenues. Though if we analyse today's declining economy, small-scale business setups along with advertisers' search for ways to boost client response rates by planning directed advertising campaigns, mobile marketing is the most suitable technique to accomplish these goals, as it offers many advantages to business organisations and advertisers as enlisted below (Bies et al., 2021; Dwivedi et al., 2021). Table 1 presents the number of articles selected and evaluated under this research question.

<b>Research Question 1: What constitutes the concept of mobile marketing within marketing research, and what drives the interest in studying this subject?</b>	
<b>Theme</b>	<b>Number of selected articles</b>
Motivation behind social context mobile marketing	7
Context based marketing and motivation	6
What is social marketing and its motivation	2
Context aware based marketing	3
<b>Research Question 2: How is mobile marketing defined, and what advantages does it offer?</b>	
Mobile marketing	5
Social marketing using mobile	3
Role of mobile in Advertisement	2
<b>Research Question 3: What characterises context-based mobile marketing, and what advantages does it bring?</b>	
Context based marketing	3
Benefits of context-based marketing	5
Context marketing for social commerce	2
<b>Research Question 4: What strategies and technologies are utilised in the realm of mobile marketing?</b>	
Context based marketing approaches	2
Technologies of context-based marketing	3
Social context mobile and communication	2
Social context mobile and big data	2
<b>Research Question 5: What obstacles are encountered in the application of context-based mobile marketing?</b>	
Challenges in social context mobile	3
Obstacles in social context mobile	2
Future direction of social context mobile marketing	1
<b>Research Question 6: What potential methods can enhance the effectiveness of mobile marketing?</b>	
Ways to improve social context mobile	2
Approaches for social context mobile	2
Methods for social context mobile in marketing	3

Table 1: Selected number of articles against each theme

What characterises context-based mobile marketing, and what advantages does it bring? Context marketing evolves from the concept of content marketing and takes it to the next level. Beyond merely sharing content for passive consumption, context marketing revolves around providing precisely tailored content to a specific audience at the most opportune moments (Vieirae et al., 2022; Zarif et al. 2023). The optimal approach to harness the potential of context marketing is to understand your customers and leads thoroughly. Contextual marketing enhances the customer experience by delivering content that aligns with their preferences precisely when they're interested. This approach contrasts with other advertising methods that distribute content without considering the context (Vieirae et al., 2022; Zarif et al., 2023).

Context marketing is ideal for enticing new clients who might not have searched for or even known about your product or service. Instead, they would have encountered it more organically. Apart from being less intrusive, like some advertising campaigns, clients are more likely to engage with an organic advertisement. Contextual marketing campaigns are less susceptible to confidentiality issues (Bernritter et al., 2021; Zarif et al., 2023). While behavioural marketing is often open to criticism for tracking and targeting user behaviour and search history, contextual marketing is not. Contextual marketing is less likely to be criticised as it shares adverts with a wide variety of people based on their current activity, not because of their actions over the past few months. Table 1 presents the number of articles selected and evaluated under this research question.

What strategies and technologies are utilised in the realm of mobile marketing?

Industries are recognising the advantages of context marketing for its effectiveness in attracting and retaining consumers. According to Alaimo et al. (2019), the evolution of social media platforms and the increasing usage by consumers have revolutionised how businesses engage in networking and data-sharing practices. As a result, numerous studies and investigations have been conducted to delineate the scope of content marketing and the optimal approaches for companies to leverage it (Andrews et al., 2015). An illustrative instance occurred during the 2014 FIFA World Cup in Brazil when researchers examined the ontology of tourist services. Within this context, they proposed a seven-phase social media content mining framework (Chen & Yue, 2023). This framework aimed to enhance marketing strategies, particularly in the realm of managing tourism—an industry that significantly benefits from the practice of content marketing. Table 1 presents the articles selected and evaluated under this research question.

Kawaguchi et al. (2021) initiated a study that analysed consumers' responses to time pressure in purchasing products to design a product recommendation framework that will optimally utilise the conclusions discovered by the research. In the retention of consumer attention and loyalty to products, Bies et al. (2021) studied how to build on context marketing by enabling in-app push messaging to consumers. The research evaluated consumer responses before and after the purchase of the products and reported a positive effect of the strategy on consumer expenditure and redemption compared to a control group that received no notifications. The researchers also analysed the best time to send the messages, concluding that the best effect occurred when the notifications were sent early after purchase to increase consumer spending. The effect of redemption of stamps obtained from the purchases was best seen when the notifications were sent later in the program, which is also demonstrated in (Appel, Grewal et al., 2020).

Their study demonstrated the advantages businesses obtain from using context marketing strategies, further proving the necessity of context marketing. Applying a personalised algorithm leads to better results than leaving the responsibility of customisation to the customer. Wong et al. (2020) asserted that customers' social connections for results that are personalised often lead to increased improvement. The automated personalised adaptive mobile systems often take advantage of social networks that may be promising in their approach to making personalisation more effective. Hofacker et al. (2016) and Stocchi et



al. (2021) noted that mobile applications have been effective in engaging customers and stimulating spending in general. The mobile phone is a highly viable method for application-based customisation of programs (Hubert et al., 2017). Studies have reported on their impact and how they help boost online and offline sales.

The increase in sustained sales has been directly linked to the continuous use of mobile applications updated according to the user's needs (Chung et al., 2015). Messages from mobile phones are also used in marketing to reach specific users at specific times at a reduced cost. Kurtz et al. (2021) describe mobile phones as a medium that pushes messages to grasp attention and capture them as they advertise relatable content contextualised to build deeper connections and boost engagement. Mobile marketing often highlights the significant role of mobile apps alongside advertisement mobile messaging in luring customers' attention and boosting sales (Park et al., 2010). The SoCoMo strategy has been useful in tourism because it has allowed travellers to participate in the creation that supports the peer-to-peer economy (Erawan, 2016).

Through these platforms, travellers can connect with various organisations to help them plan their specialised and contextualised trips according to their personal needs and expectations. Shankar and Balasubramanian (2010) and Liu and Hill (2021) asserted that the internal contextual information obtained from social media marketing is used to enhance the marketing adverts specialising in mobile technology. Further, Häubl and Murray (2003) noted that the peer-to-peer economy has been useful to customers in helping them share ideas, experiences, and advice, which was a needed support system for them as they navigated their adventures. Through the reviews feature, travel companies can attract more customers and generate content that gives them more visibility (Bies et al., 2021). The strategies and approaches of mobile marketing are categorised into the below themes.

#### **Social context mobile and improvement of marketing communication**

Businesses achieve success in context marketing by comprehending the environments in which their consumers operate. Consequently, social media platforms that facilitate data sharing and information exchange to construct consumer profiles emerge as the most effective pathways for context marketing, particularly within the realm of Social Context Marketing. Alaimo et al. (2019), along with Rafieian and Yoganarasimhan (2020), highlighted the expansion of social media platform ecosystems driven by their user base, exemplifying the case of Facebook's development of its cryptocurrency due to its substantial growth. The satisfaction of consumers and the strategies employed to entice them when promoting products contribute to the expansion of the customer pool, a notable advantage for any business (Boyd et al., 2019). In a self-sustaining manner, social media platforms employ context marketing to augment their ecosystems, furnishing a blueprint that other businesses can adopt for effective consumer communication.

Bolat et al. (2016) evaluated the utilisation of mobile social media (MSM) compared to consumer information to determine the best strategies for consumer attraction. According to the study, using MSM would benefit business-to-business (B2B) firms, which communicate user information for better service and to facilitate consumer retention. The research collected information from interviews conducted in B2B firms in the UK with individuals who understood the impact of mobile technology on sales and marketing. The findings are further reflected in Chiang and Chen (2017) that the firms utilised MSM as a strategy for communication between the businesses and as a method of competition, as the use of MSM by B2B firms makes imitation difficult.

#### **Social context mobile and big data analysis**

Context marketing and SoCoMo rely on gathering extensive data related to consumer experiences to facilitate comparison and contextual comprehension. The advancements in technology have made it relatively easy to construct context from various types of big data, as evidenced by Alaimo et al. (2019). Buhalis and Foerste (2015) highlight that the accumulation of diverse big data types involves the utilisation of multiple sensors, enabling

pertinent enterprises to amass real-time contextual insights about customers. These insights directly impact the quality of the services customers receive. The analysis of big data assumes a pivotal role within the framework of SoCoMo. As such, it's advisable for businesses to invest in pertinent technologies to elevate the consumer experience and ultimately enhance their own profitability.

### **Social context mobile and Innovation in marketing**

Maintaining relevance in the market is more than just the proper utilisation of SoCoMo in marketing; it is also based on innovations within the proposed framework. Upscale hotels, as shown by Pelet et al. (2021), have an edge in their operations, which is the provision of the Internet of Things (IoT) as part of the service. Capitalising on this advantage and marketing it to consumers through SoCoIoT is an innovation in the use of SoCoMo, keeping consumers satisfied and increasing their loyalty, directly increasing the business' benefits. According to Lee (2022) and Alqayed et al. (2022), adapting consumers' preferences to their experiences with IoT enhances guest-host interaction, leading to value co-creation between the consumers and service providers.

Lee (2022) stated that focusing on interactions between service providers and consumers is important, as consumers are interested in purchasing the products offered and the experience they co-create with the service providers. Most consumers search for reviews on the company before contact, especially in the service industry, such as in hotels. According to Ryu and Murdock (2013), good interactions between consumers and firms lead to the co-creation of value, with consumers' satisfaction with the service provided contributing to the growth of the customer base and consumer loyalty, while the company also enjoys an increase in business activity and profits. Visual-based attractions are essential for online businesses; therefore, high-quality images of the products are necessary. According to the research conducted by Naegelein et al. (2019), alternative product images lead to more sales compared to zoomed-in images, and the efficacy of the images as a method of attraction differed from device to device.

### **What obstacles are encountered in the application of context-based mobile marketing?**

Existing literature underscores the existence of numerous challenges within the social context of mobile marketing, and this section aims to elucidate these challenges. Additionally, Table 1 furnishes a compilation of selected and evaluated articles pertaining to this research question. This phenomenon arises from the fact that various situations have occasionally proven detrimental to certain individuals due to the exposure of personal information, potentially leaving clients feeling susceptible. Lamberton and Stephen (2016) emphasised the imperative for companies to prioritise their clients' safety and privacy concerns without any exceptions.

Furthermore, a meticulous evaluation of user responsiveness during the implementation of mobile promotions is crucial. Significantly, Melumad and Pham (2020), along with Shi and Trusov (2020), posited that the success of a mobile marketing strategy often hinges on the degree of acceptance among its clients. To establish trust, it's advisable for most companies to provide options that allow clients to choose which information they are willing to share, respecting the preferences of those disinclined to share and avoiding undue pressure. For those who opt in, it's vital to highlight applicable laws or steps they can undertake to ensure their safety (Buhalis & Foerste, 2015).

Additionally, several technological shortcomings are experienced that often minimise the impact of the company's marketing strategies. According to Dwivedi et al. (2021), most businesses are expected to incorporate social media, which should be done together with mobile engagement on all platforms, which is not easily achievable. When companies cannot apply these elements to their marketing schemes, the opportunities will be significantly reduced. Kushwaha and Agrawal (2016) acknowledged that social media

platforms may be challenging to use, especially for start-ups, due to the time and expertise required to reach a useful number of clients. The challenge is that they can be expensive to use for advertisement. Although investment returns are likely to be obtained after engagement, the risk of making losses is also highly possible (Park et al., 2010).

The marketing opportunities are also often limited by challenges encountered in the technological sector, which has a ripple effect on marketing. According to Doub et al. (2015), the amount of data displayed on mobile phones may often be limited. The quality of the graphical content displayed on the screen is often directly affected by the size of the screen, which also affects the formatted text, the sizes of the font, and the displayed graphics. Cruz et al. (2021) argued that long-term graphics design investments could be expensive. However, it is often a requirement to maintain a standard level of quality in content and the user interface, as well as the progression of engagement. The power intensity of the batteries used in today's smartphones is not of good quality and, therefore, cannot meet the standards and the power demand integrated into the device (Erdoğan & Çiçek, 2012). The power of the batteries often depletes before the actual task can be achieved, leading to constant interruptions.

According to Emmanouilidis et al. (2013), due to the many smartphone providers with various platforms, it becomes difficult for developers to build applications with the same level of effectiveness on all mobile devices. According to Kunkel et al. (2021), the effectiveness of mobile marketing strategies is often compromised. The approach restricts only people who own these devices and those who opt-in and are comfortable with receiving the marketing notifications (Dinsmore et al., 2017). As a result, the number of people the advertisement engages may not be as many. In SoCoMo, the services may only be accessible to a limited number of people more likely to use certain services than others. A series of marketing strategies need to be put in place in advance to broaden their engagement. Unfortunately for marketers, although much money may be allocated to the advertisement, the level of engagement does not always equate to the level of profits or sales (Rafieian & Yoganarasimhan, 2020).

According to Crossler and Bélanger (2019), marketers need to extract their data from a wide range of sources to provide services based on the context that can be applied in marketing strategies requiring context. Big data often emerges to capture the endless information recorded on online platforms. According to Fang et al. (2015) and Reichstein and Bruschi (2019), data mining often analyses mobile users' behaviour and patterns. It promotes an environment that encourages effective communication while increasing the device's ability to respond to the user's actions. Smutkupt et al. (2012) noted that while there is endless information on the collection and extraction of data, there are still shortcomings in the information and a lack of essential applications that would be useful in brand promotion.

The shortcomings are specifically highlighted in the tourism industry due to its slow growth rates. Chung (2015) and Kushwaha and Agrawal (2016) argued that marketing based on context results in the growth of autonomous data generated on mobile phones and computer systems. Data extraction provides a foundation for gathering intelligence and a personal source for powerful new variables that can be used for consumer research. Extracting valuable information from big data is very useful in opening opportunities for better engagement of customers (Buhalis & Foerste, 2015).

What potential methods can enhance the effectiveness of mobile marketing?

This section explores the applications and implications of social context mobile marketing, along with strategies to enhance it. In terms of applications, Pelet et al. (2021) conducted an analysis of the influence of the Internet of Things (IoT) on consumers' sensory experiences within upscale hotels. The study involved gathering pertinent data through interviews with hotel managers and online surveys administered to consumers after their hotel stay. To capture diverse perspectives, information was collected from a varied

participant pool, allowing for an examination of differing impacts on men and women. Through a comparative assessment of the outcomes, it was concluded that incorporating IoT technologies indeed impacted the consumer experience, eliciting predominantly positive responses. Furthermore, the study revealed distinct variations in consumer experiences between genders. Consequently, the study proposed recommendations for hotels to employ a modified SoCoMo approach called SoCoIoT, which centres on accentuating the hotel's attractions by tailoring IoT-generated stimuli in alignment with consumer preferences.

The utility of SoCoMo by travel agencies facilitates tourism in attraction areas, and movement between different regions has proven to be a marketing advantage. Alaimo et al. (2019) scrutinised the development of TripAdvisor, a travelling agency, and highlighted its use of SoCoMo, emphasising social media platforms as a significant driving force behind its growth. The firm developed a system that offered consumers travel packages that allowed them to review and compare services at their destinations, such as restaurants and accommodations. The convenience brought about by the firm's travel packages has contributed to the firm's profitability, further demonstrating the advantage of SoCoMo in marketing.

An aspect that increases the advantage of SoCoMo in marketing is its capacity to personalise information to form business strategies (Wu et al., 2022). Applying SoCoMo in marketing enables businesses to pool consumer information for adaptation into strategies in the sales and marketing of products. Wang et al. (2022) proposed a personalised mobile product pricing, placement, promotion, and prediction framework. The framework operates on the unstructured granular mobile data produced through consumer hyper-context information comparison prevalent in the use of SoCoMo to provide pertinent marketing strategies for firms and act as a basis for further research.

All businesses pursue SMART (specific, measurable, achievable, realistic, and timely) standards in marketing to enhance the consumer experience. The adoption of the SoCoMo framework is one that directly helps a business achieve its goals. Sayabek et al. (2019) contextualised information based on big real-time data collected by sensors to ensure that the marketing goal is specific to the consumer, measurable according to their preferences, achievable, realistic, and timely. Li and Hill (2021) conducted a study to match this by integrating targeted advertisement with a location-based mobile advertisement to optimise the information obtained. The SoCoMo framework is an advanced version of their proposal, demonstrating its importance in achieving SMART goals in business marketing (Fang et al., 2015).

According to Fondevila-Gascón et al. (2020) and Pearson (2013), consumers who use their smartphones are sensitive to what they perceive as an invasion of their personal space, as their phones contain their personal information. This sensitivity can decrease their likelihood of complying with restaurant recommendations. However, consumers offered devices by the restaurants were less affected by territoriality and were more compliant with unsolicited restaurant recommendations during the ordering process.

Another application of SoCoMo in the service industry is its use by travel agencies, which facilitate consumer movement from one region to another. Alaimo, Kallinikos, and Valderrama (2019) conducted research focusing on the TripAdvisor organisation. The company developed due to its context marketing application, utilising extensive consumer data collection to provide recommendations accordingly. As a result of TripAdvisor's use of SoCoMo, it developed travel packages that allowed consumers to evaluate restaurants and accommodations and compare them to suit their preferences. This approach increased the company's favorability and consumer loyalty, as the convenience associated with big data analysis attracts and retains consumers.

<b>Ways to improve social context mobile marketing</b>	<b>Description</b>
<b>Diversify</b>	Never intensely focus on one category of advert, such as browse, social or exhibit. Moreover, avoid preoccupying with a particular set of keywords. Instead, diversify your search by using an array of adverts and keywords.
<b>Understand Your Audience</b>	Ensure your adverts reach the targeted audience. For that, it is important to know your audience closely. Keeping track of the websites they use and their topics of interest will help you find out the accurate advert placement and ascertain that you use the right messaging.
<b>Never Overlook Less Frequently Used Keywords</b>	SEO has schooled advertisers to consider search volume. However, advertisers with a practical approach understand how to target keywords. Accordingly, they avoid contesting against the purchasers having more money and can determine their position. It is also likely to amass keywords to hunt more contextually appropriate placements.
<b>Use an Array of Multimedia</b>	Video adverts are much more prevalent in mobile applications. Sponsored video is even more popular. However, the art of hunting as many browsers and possible engagements as possible is to plan a campaign that can access your target audience regardless of where they are or which application or website they use. We say this with caution – try to fix an advert frequency as it will help avoid spamming browsers.
<b>Supervise to Improve</b>	It is important to recap the significance of supervising campaign performance and adapt accordingly. When it comes to contextual advertising, it is usually sensible to eradicate the lowest-performing websites from the media mix and then emphasise the websites that navigate performance.

Table 1: Ways to improve social context mobile marketing

Wu and Ma (2022) conducted a study on consumer behaviour in airport retail stores to determine the impact of mobile marketing strategies on consumers. The study utilised mobile coupons dependent on consumers' locations to analyse their retail behavior based on preferences and the mobile coupons they received. According to Bernritter et al. (2021), location-based mobile coupons enhance consumers' efficiency in purchasing products but may not necessarily increase their spending. A similar study by Eze, Chinedu-Eze, et al. (2020) established that randomly pushed mobile marketing information is useful in maintaining consumer loyalty to shops, while context-aware mobile marketing effectively increases consumer spending.

Eze, Chinedu-Eze, and Awa (2022) researched the adoption of mobile marketing technology (MMT) by Small and Medium Enterprises (SMEs) and the framework for assisting MMT adoption in Nigeria. Shankara et al. (2016) noted that there is a lack of specialised research in this area, as many studies generalise findings from other countries without considering potential environmental differences. The researchers proposed a grounded theory approach to evaluate factors within the technology-organisation-environment (TOE) framework contributing to SMEs' decisions to adopt MMT in Nigeria. This framework is further supported by Eze and Awa (2022), providing an organised method to analyse MMT adoption by SMEs in developing countries.

SoCoMo is a marketing strategy incorporating smart mobile capabilities based on context and social media. Fong, Fang, and Luo (2015) emphasised the elements of location, distance, and mobile marketing to enhance co-creation through personalised information,

dynamic interaction, and contextual user understanding. It is a highly advanced systematic and contextualised method, often executed through mobile phones, social media, and messaging, to increase customer engagement and business opportunities (Yousif, 2012).

SoCoMo marketing reduces the supplier gap by providing personalised consumer products or services. Kim et al. (2017) highlighted its success due to the acquisition of in-depth data and its application to customise consumer needs at the optimal time. This strategy gives marketers a competitive edge in influencing consumers to their advantage (Kim et al., 2007; Hoyer et al., 2020).

Improved customer-supplier relationships also drive the co-creation process within a contextual value system (Ghose et al., 2019). A significant advantage of SoCoMo is its applicability to businesses of all sizes and natures. Smaller businesses benefit from the strategy's effective awareness-raising methods that positively impact outreach (Buhalis & Foerste, 2015).

Customers benefit from SoCoMo by receiving valuable information relevant to specific contexts. Ghose et al. (2018) and Li and Hill (2021) noted that consumers are supported by aligning their context and social media, optimising their needs. The use of mobile phones in personalised marketing offers flexibility, and the location feature further enables companies to understand consumer tastes and preferences for effective advertising strategies. Just like any advertising approach, contextual advertising demands attention to details and a promise of an improved experience (Kim et al., 2007; Hoyer et al., 2020). Table 2 presents several points, and Table 1 showcases selected and evaluated articles under this research question.

## **Conclusion**

For the past few years, mobile marketing has unlocked new opportunities for businesses to connect and engage with their target audience more effectively. However, the full potential of this tool has yet to be fully realised. This limitation is assumed to be due to marketers' lack of experience in mobile marketing and the current state of this phenomenon. This research aims to evaluate the potential impacts of mobile gadgets on marketing activities in general, utilising the well-established framework of the four Ps (Product, Price, Promotion, Place) and the four Cs (Consumer, Cost, Communication, and Convenience).

Mobile gadgets, devices, and mobile applications offer merchants more than just a new channel to reach consumers. They provide opportunities to integrate information search, mobile functionality, and interaction during in-store shopping or device use. A mobile gadget serves as a constant companion for consumers, serving as a gateway to the relationship between consumers and merchants. This makes it an ideal medium for both distance selling and physical trading. The Mobile Marketing Association defines mobile marketing as a series of activities that enable organisations to connect and engage with their target audience collaboratively and appropriately through any mobile device or network.

The internet has significantly impacted trade, including reduced search costs for customers, an increasing variety of affordable items, aiding customers in making informed choices, and enhancing brand relationships post-purchase.

The paper underscores the contemporary understanding of how mobile marketing can enhance value for both customers and merchants. The review reveals substantial evidence supporting the idea that mobile marketing increases perceived value for customers and outcome value for merchants. However, only a few studies endorse the notion that mobile marketing is more effective than other marketing investments made by merchants, providing relatively greater perceived value to customers and relative outcomes.

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