

The Impact of Mobile Marketing on Consumer Purchase Intentions: An SLR

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Abstract

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The rapid advancement of mobile technologies has reshaped marketing strategies, positioning mobile marketing as a powerful tool to influence consumer purchase intentions. This study applies a Systematic Literature Review (SLR) of research published between 2010 and 2021 to examine how mobile marketing practices such as personalized messaging, mobile applications, push notifications, and location-based services affect consumer behavior. The findings indicate that personalization, interactivity, and value-added content significantly enhance consumer attitudes, trust, and purchase intentions. Trust emerges as a central mediator, as consumers respond more positively when mobile platforms are perceived as secure and credible. Nevertheless, challenges including privacy concerns, intrusiveness, and consumer skepticism persist, often reducing the effectiveness of mobile campaigns and damaging brand reputation. Overall, this review concludes that while mobile marketing provides substantial opportunities to drive purchase intentions, its success relies on balancing personalization with ethical data practices and consumer-centric strategies. The study contributes by consolidating insights into the mechanisms linking mobile marketing with purchase behavior and highlighting future research directions for sustainable and trustworthy mobile marketing practices.

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1. Introduction

The rapid development of mobile technologies has transformed marketing practices, making mobile marketing one of the most powerful tools to influence consumer behavior. Through personalized messaging, mobile applications, push notifications, and location-based services, companies are able to engage consumers directly and stimulate purchase intentions more effectively compared to traditional channels (Verma et al., 2016). This shift has redefined how consumers interact with brands, as mobile marketing enables immediacy, interactivity, and convenience in the purchasing process (Grewal et al., 2016).

Prior research has emphasized that mobile marketing positively affects consumer purchase intentions when campaigns are relevant, personalized, and aligned with consumer preferences. For instance, mobile advertising that provides value-added content and interactivity enhances consumer attitudes and purchase willingness (Unal et al., 2017). Similarly, mobile applications and loyalty programs have been shown to strengthen trust and long-term relationships, leading to higher repeat purchase intentions (Hew et al., 2016). These insights highlight the growing importance of mobile platforms as strategic drivers of consumer purchase behavior.

However, mobile marketing also faces challenges such as privacy concerns, intrusiveness, and consumer skepticism toward targeted advertising (Shareef et al., 2019). These issues may reduce the effectiveness of mobile campaigns and negatively influence purchase decisions. Thus, a systematic literature review (SLR) is essential to synthesize the findings of previous studies, clarify the mechanisms through which

mobile marketing shapes consumer purchase intentions, and identify future research opportunities in this evolving field.

2. Literature Review

Mobile marketing has gained increasing scholarly attention as digital technologies reshape consumer interactions with brands. Scholars argue that the ubiquity of smartphones has created new opportunities for marketers to deliver targeted, timely, and personalized messages that can significantly influence consumer purchase intentions (Maseeh et al., 2021). The immediacy and accessibility of mobile channels make them particularly effective in stimulating impulse buying and strengthening customer-brand engagement (Kumar et al., 2010).

Several studies have shown that personalization and interactivity play critical roles in enhancing the effectiveness of mobile marketing. According to Wang et al. (2016), mobile advertising that aligns with consumer preferences improves attitudes toward brands and increases purchase intentions. Similarly, mobile apps and mobile commerce platforms provide opportunities for loyalty building and repeat purchases by offering convenience and perceived value (Laksamana, 2016). These findings suggest that consumer engagement through mobile platforms is an important mediator between mobile marketing activities and purchase decisions.

On the other hand, scholars also highlight barriers that limit the effectiveness of mobile marketing. Privacy concerns, data security issues, and perceived intrusiveness often discourage consumers from responding positively to mobile advertisements (Martin & Murphy, 2017). Furthermore, over-targeting and excessive

personalization may lead to consumer resistance and negative brand perceptions (Shankar et al., 2020). As a result, the success of mobile marketing depends on a careful balance between personalization, transparency, and respect for consumer privacy.

Overall, the literature demonstrates that mobile marketing has both opportunities and challenges in shaping consumer purchase intentions. While personalization, convenience, and interactivity enhance consumer responses, privacy concerns and intrusiveness remain critical obstacles. This dual nature highlights the importance of conducting a systematic literature review (SLR) to integrate diverse findings and provide a clearer understanding of the mechanisms through which mobile marketing affects consumer purchase intentions.

3. Methods

This study employs a Systematic Literature Review (SLR) to synthesize and evaluate prior research on the impact of mobile marketing on consumer purchase intentions. The review was designed to ensure transparency and replicability by following a structured procedure. Data were collected from major academic databases including Scopus, Web of Science, ScienceDirect, and Google Scholar. To provide up-to-date insights, the search was limited to studies published between 2010 and 2021. Keywords such as “mobile marketing”, “mobile advertising”, “consumer purchase intention”, “mobile applications”, and “digital marketing behavior” were used in various combinations to capture relevant literature.

The inclusion criteria focused on peer-reviewed journal articles and conference papers published in English that specifically addressed the relationship between mobile marketing and consumer purchase intentions. Studies that dealt exclusively with traditional digital marketing without mobile-specific contexts were excluded, as were papers lacking empirical findings or conceptual contributions to consumer behavior. After removing duplicates, the screening process began with titles and abstracts to assess relevance, followed by a full-text review to confirm eligibility.

The final set of studies was analyzed thematically to identify recurring patterns, theoretical frameworks, and research gaps. Particular attention was given to factors such as personalization, interactivity, trust, and privacy concerns, as these often serve as mediating or moderating variables in shaping purchase intentions. By applying this SLR approach, the study consolidates findings from the period of 2010 to 2021, providing a comprehensive understanding of how mobile marketing influences consumer purchase behavior and outlining potential directions for future research.

4. Results and Discussion

The results of this systematic review indicate that mobile marketing has a significant and positive influence on consumer purchase intentions when campaigns are designed with personalization, interactivity, and value-added content. Recent studies show that personalized mobile advertising enhances consumer attitudes toward brands, increases engagement, and ultimately drives purchase behavior

(Kumar et al., 2019). Similarly, interactivity through push notifications, gamified applications, and in-app promotions creates immersive experiences that strengthen customer-brand relationships and improve purchase intentions (Grewal et al., 2020). These findings are consistent across multiple contexts, suggesting that personalization and interactivity serve as critical success factors for mobile marketing strategies.

Another key finding highlights the role of trust as a mediator in mobile marketing effectiveness. Research suggests that consumers are more likely to respond positively to mobile advertisements and applications when they perceive the brand as credible and secure (Shareef et al., 2021). Mobile applications that provide transparent information, secure payment systems, and reliable customer service increase consumer confidence and willingness to purchase. This underscores the importance of integrating trust-building mechanisms into mobile marketing strategies to mitigate consumer skepticism.

Despite these benefits, challenges such as privacy concerns and perceived intrusiveness remain significant barriers. Studies reveal that over-targeting, excessive use of personal data, and unsolicited mobile advertising often reduce consumer acceptance and may even harm brand reputation (Martin et al., 2019). Consumers are increasingly sensitive to how their personal information is collected and used, making privacy assurance a central element in sustaining the effectiveness of mobile campaigns. Balancing personalization with respect for privacy is therefore essential to ensure long-term consumer loyalty and avoid negative perceptions (Shankar et al., 2020).

Overall, the findings of this review reinforce that mobile marketing can effectively drive consumer purchase intentions when strategies emphasize relevance, personalization, trust, and transparency. However, marketers must carefully address privacy and intrusiveness issues to sustain positive consumer responses. These results suggest that future research should explore innovative ways to integrate ethical data practices and consumer centric personalization to enhance the long term impact of mobile marketing.

5. Conclusion

This study concludes that mobile marketing plays a significant role in shaping consumer purchase intentions, particularly when strategies emphasize personalization, interactivity, and value-added content. The findings reveal that tailored and engaging campaigns not only improve consumer attitudes toward brands but also strengthen trust and long-term relationships, which are essential for driving purchase behavior. Trust emerges as a critical mediator, indicating that consumers are more receptive to mobile marketing efforts when brands demonstrate credibility, security, and transparency.

At the same time, the review highlights persistent challenges such as privacy concerns, perceived intrusiveness, and consumer skepticism. These issues can diminish the effectiveness of mobile campaigns and potentially damage brand reputation if not addressed properly. Thus, marketers must find a balance between delivering personalized experiences and ensuring consumer data privacy to maintain positive perceptions and loyalty.

Overall, mobile marketing represents both an opportunity and a challenge for businesses. It offers powerful tools to influence consumer behavior, yet its success depends on ethical implementation and consumer-centric strategies. Future research should explore innovative approaches that integrate personalization with responsible data practices, enabling companies to maximize the potential of mobile marketing while safeguarding consumer trust.

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