

THE EFFECT OF MOBILE MARKETING ON CUSTOMER POSTPURCHASE BEHAVIOUR: A RESEARCH ABOUT COSMETIC PRODUCTS IN PAKISTAN

Huma Saleem

Master's Student of Istabul Aydin University

Email ID: hsaleem@stu.aydin.edu.tr

DOI: <https://doi.org/10.5281/zenodo.12724893>

Published Date: 11-July-2024

Abstract: This thesis investigates the interrelationships between Mobile Marketing, Customer Satisfaction, and Customer Retention in the contemporary digital landscape. Through empirical analysis and interpretation of data obtained from regression analysis using the maximum likelihood method, the study examines five hypotheses positing relationships between Mobile Marketing efforts and customer outcomes. The results reveal significant positive relationships between Mobile Marketing and both Customer Satisfaction and Customer Retention, highlighting the pivotal role of Mobile Marketing in shaping customer perceptions, behaviors, and loyalty. Real-life examples illustrate the tangible impact of Mobile Marketing strategies on enhancing Customer Satisfaction and fostering Customer Retention. The study also uncovers a reciprocal relationship between Customer Satisfaction and Customer Retention, emphasizing the symbiotic nature of these constructs. However, limitations such as sample representativeness and data collection methods are acknowledged, along with suggestions for future research. Overall, the thesis contributes to a deeper understanding of the complex dynamics influencing customer experiences and loyalty in the digital era, offering practical insights for businesses seeking to thrive in competitive markets.

Keywords: Mobile Marketing, Purchasing Behaviour, Cosmetic Products, Pakistan.

I. INTRODUCTION

According to several studies (Khatibi, Ismail, & Thyagarajan, 2002) (Yang & Peterson, 2004), increasing administration quality, saw value, and customer loyalty is the key to company success. In order to determine which components of administration quality are usually relevant, this study aims to develop a scale for measuring the help nature of flexible value added perks. It also examines the relationships between administration quality, saw esteem, customer loyalty, and post-buy objective. There aren't many studies on the effectiveness of mobile telecom administrations, and there isn't yet a specific set of estimation lists for the assistance quality of mobile value-added services.

The main effects of the Web on retailing are reduced costs for shoppers (Lynch & Ariely, 2000); a wider range of products offered (Brynjolfsson, Hu, & Smith, 2003); lower prices; enabling customers to make better decisions for themselves; and strengthening the relationship with the brand after purchase (Edelman, 2010). For instance, (Court, Elzinga, Mulder, & Vetvik, 2009) discovered that 60% of consumers who bought products for good skin on their faces looked up information online after making a purchase. However, whether customers search for an experience, an item preview, an in-store environment, or a sales representative interaction, Web distance undercutting violates beliefs about purchase circumstances (Daugherty, Li, & Biocca, 2008).

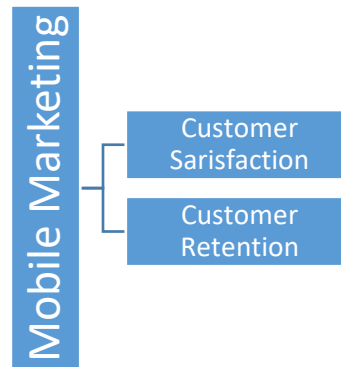
A. Research Objectives

The research objective could be to analyze the impact of mobile marketing on post-purchase behavior of consumers in the cosmetic products industry in Pakistan, with a focus on understanding how mobile marketing strategies influence customer satisfaction, loyalty, and repeat purchase intentions.

B. Statement of Problem

The cosmetic industry in Pakistan is witnessing a surge in mobile marketing strategies, yet a comprehensive understanding of the specific effects on customer post-purchase behavior remains elusive. This study seeks to address this gap by investigating the nuanced impact of mobile marketing on aspects such as customer satisfaction, loyalty, and repeat purchase intentions within the context of cosmetic products in the Pakistani market.

C. Framework



This theoretical framework is self developed.

Figure 1: Theoretical Framework

D. Hypothesis

H₁: Mobile Marketing has a positive effect on Customer Satisfaction

H₂: Mobile Marketing has a positive effect on Customer Retention

II. LITERATURE REVIEW

According to (Shankar & Balusbramanian, 2009), text messaging or Short Message Services (SMS), and wireless access protocol (WAP) sites or website content links are the most widely used mobile marketing techniques. These mobile marketing techniques are regarded as beneficial and useful avenues for direct marketing and advertising campaigns (Wang, Lin, & Luarn, 2006). Front desk agents might enhance one-on-one interactions between businesses and customers by utilizing a portable displaying device. According to (Drossos, George, George, Flora, & Maria, 2007), it may be one of the most effective marketing channels that reaches the target audience wherever and whenever they choose. Numerous studies have shown the value and advantages of portable showcasing in a variety of domains (Dholakia & Dholakia, 2004).

A. Mobile Marketing

One group of influential mobile users also made extensive use of the internet for dual purposes, whereas the other group only sometimes used it for defined goals. Given that both Web users were also smartphone users, it is likely that this behavior originated from fixed Web PCs and then developed from other mobile encounters. According to (Okazaki & Romero, 2010) findings, markets with high fixed Internet penetration and high percentages of dual media users may find success in attracting mobile device buyers using PC Internet.

B. Customer Satisfaction

Seen universality is one of the most important aspects of portable administrations (Watson, Pitt, Berthon, & Zinkhan, 2002). According to (Okazaki & Romero, 2010), perceived universality is a multifaceted concept made up of advancement (or being "consistently on"), promptness, portability, and accessibility. Since versatile media provide distant, easy, area-specific correspondence, they are not exactly the same as mass advertising instructions in the promoting atmosphere (Shankar & Balusbramanian, 2009).

C. Customer Retention

Additionally, the study found that the item categories with the highest usage of portable promoting were excellence and individual attention (15%), food and refreshment (21%), and diversion, music, and video (44%). According to the research,

12% of the portable offers were in the categories of get-away/travel, business services, consumer electronics, automobile/transportation, and financial services. In any event, the research discovered that customers of items classified as video, music, and entertainment were more receptive than those of other item categories. This suggests that mobile marketing works best for products and services related to entertainment.

D. Experiences of Using Interactive Features of a Mobile App

Customers of the Dependability Program trade past experiences and loyalty points. They may also flip upward and share information on high-quality things that catch their attention. These components entice users to explore the program, which transfers brand info tailored to each user's tastes by using a significant degree of machine collaboration.

III. METHODOLOGY

In order to have a comprehensive knowledge of the effect of mobile marketing on customer post-purchase behavior: A Study Concerning Cosmetic Products In Pakistan, this research will utilize a quantitative research design. We determined the necessary sample size for our study and experiment using a confidence range of 95% and an 5% margin of error.

Additionally, from the sample population of turkey 54,387,200, 385 samples were chosen to test the results. Samples were obtained for this investigation by using the quantitative method approach.

We'll talk to them and get their input through polls. Closed-ended surveys will be distributed to research participants in an effort to collect data. The poll will be planned using a five-point Likert scale that scores the following categories Strongly Disagree, Disagree, Neutral, Strongly Agree, and Agree. The survey consists of two sections: an overview of the respondents' real-life data is provided, and further questions concerning the review are raised. The instrument was specifically chosen because it allows respondents to provide a wide range of information by asking them to share their emotional assumptions and drawing from their expertise.

IV. DATA ANALYSIS

A. Regression Analysis

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1 ^a	(Constant)	1.915	0.207		9.258	0.000
	Mobile_Marketing	0.314	0.069	0.207	4.553	0.000
2 ^b	(Constant)	2.087	0.192		10.872	0.000
	Mobile_Marketing	0.280	0.064	0.198	4.365	0.000
3 ^b	(Constant)	1.981	0.118		16.843	0.000
	Customer_Satisfaction	0.329	0.040	0.355	8.180	0.000
Dependent Variable: Customer Satisfaction				Dependent Variable: Customer Retention		

Analyzing each hypothesis as per the results obtained from our regression analysis. The table above shows the coefficients obtained from our models of their dependent and independent variables. Starting with H₁ which states, "Mobile Marketing has a positive effect on Customer Satisfaction." The coefficient obtained from model 1 for "Mobile Marketing" is 0.207. The positive number suggests that the effect of Mobile Marketing on Customer satisfaction is positive. Customer satisfaction increases by 0.207 times of Mobile Marketing as per our analysis. The t value obtained from our analysis is also positive supporting the coefficient results. Hence, we conclude that Mobile Marketing has a positive effect on Customer Satisfaction.

Moving on towards our second hypothesis which states, "Mobile Marketing has a positive effect on Customer Retention." This hypothesis uses model 2 for testing and determining the results. The coefficients table give us a value of 0.198 for the independent variable of "Mobile Marketing". The positive number suggests that the effect of Mobile Marketing on Customer retention is positive. Customer retention increases by 0.198 times of Mobile Marketing as per our analysis. The t value obtained from our analysis is also positive supporting the coefficient results. Hence, we conclude that Mobile Marketing has a positive effect on Customer retention.

The next three hypotheses that we designed checks the relationship between two variables. Starting with our third hypothesis which states, "There is a relationship between Mobile Marketing and Customer Satisfaction." For this hypothesis, we'll again check our model 1, but this time we'll have to look at the significance value obtained from the model. The coefficient helped us determine that the Mobile Marketing variable has a positive effect on Customer Satisfaction. The significance

value obtained from this model is 0.000 which is less than the threshold of level of significance which is 0.30. This helps us conclude that there exists a significant relationship between Mobile Marketing and Customer Satisfaction.

Moving on towards our fourth hypothesis which states, "There is a relationship between Mobile Marketing and Customer Retention." For this hypothesis, we'll again check our model 2, but this time too we'll have to look at the significance value obtained from the model. The coefficient helped us determine that the Mobile Marketing variable has a positive effect on Customer retention. The significance value obtained from this model is 0.000 which is less than the threshold of level of significance which is 0.30. This supports our conclusion that there is a strong correlation between customer retention and mobile marketing.

Finally, examining the last hypothesis, which claims that "Customer Satisfaction and Customer Retention are Related," In order to address this hypothesis, we will use our model 3. This model yielded a coefficient of 0.355. According to this coefficient, customer satisfaction has a major impact on customer retention. Furthermore, the significance value obtained from this model is 0.000 which is less than the threshold of level of significance which is 0.30. This helps us conclude that there exists a significant relationship between Customer Satisfaction and Customer retention.

Result summary

Results Summary				
Hypothesis	Dependent Variable	Independent Variable	Significance	
				Decision
H ₁	Customer Satisfaction	Mobile Marketing	0.000	Accepted
H ₂	Customer Retention	Mobile Marketing	0.000	Accepted
H ₃	Customer Satisfaction	Mobile Marketing	0.000	Accepted
H ₄	Customer Retention	Mobile Marketing	0.000	Accepted
H ₅	Customer Retention	Customer Retention	0.000	Accepted

The findings summary produced from the regression analysis's results is displayed in the table above. The findings of the regression study provide important light on the connections between mobile marketing, client retention, and satisfaction. Based on the data, there is a statistically significant correlation (p-value of 0.000) between "Mobile Marketing" and "Customer Satisfaction," supporting Hypothesis H₁. This suggests that raising the efficacy of mobile marketing campaigns will most likely result in higher levels of customer satisfaction. Similarly, Hypothesis H₂ explores the relationship between "Mobile Marketing" and "Customer Retention." With a p-value of 0.000 demonstrating a significant positive impact of mobile marketing on client retention, this hypothesis is also accepted.

Interestingly, Hypotheses H₃ and H₄ also review the relationship between "Mobile Marketing" and the dependent variables of customer happiness and retention, respectively. Once again, the p-value for H₃ is 0.000, confirming the previous finding that employing effective mobile marketing strategies is necessary to improve consumer satisfaction. Likewise, H₄ has a strong association with a 0.000 p-value, indicating the significance of mobile marketing in maintaining customer loyalty.

The fifth hypothesis in this research, H₅, looks at how "Customer Retention" affects itself. It's an intriguing hypothesis. With a p-value of 0.000, this hypothesis—which suggests that traits crucial to customer retention have a substantial and constant effect on continued customer loyalty—is accepted. This self-referential relationship may emphasize the importance of organizational policies or practices that continuously increase customer retention independent of other considerations.

The regression study's conclusions have significant real-world implications for businesses attempting to expand their customer base through mobile marketing. In the contemporary digital era, mobile marketing has become an essential component of a business's overall marketing strategy. The significant positive connections shown between "Mobile Marketing" and "Customer Satisfaction" and "Customer Retention" attest to its importance. Mobile marketing has helped businesses like Amazon and Starbucks, for instance, boost customer satisfaction through the use of push notifications, loyalty programs, and customized mobile applications. Through the provision of relevant and timely promotions, services, and information, these strategies increase customer happiness. The data reveals a substantial association between customer happiness and mobile marketing, which suggests that providing tailored and engaging mobile experiences is crucial for retaining and inspiring satisfied customers.

Moreover, the significant association shown between "Mobile Marketing" and "Customer Retention" underscores the critical role that mobile strategies play in maintaining customer loyalty. Companies such as Nike and Sephora, for example,

use mobile marketing to offer seamless, engaging experiences that entice new customers. Nike's app keeps users engaged and increases consumer satisfaction by providing fitness tracking, personalized product recommendations, and original content. Similar to this, Sephora's mobile app offers features like virtual try-ons, personalized product suggestions, and a robust incentive system that make it easier for consumers to remain loyal to the company. Based on the research, it appears that investing in this type of mobile marketing might pay off by increasing customer loyalty.. According to this group, businesses who engage in mobile platforms and advertising may eventually see significant increases in customer retention. By developing a strong mobile presence, businesses can create constant touch points that foster and sustain long-term client relationships.

From a practical standpoint, these findings may be implemented in several real-world corporate settings. Whether it is a retail app that gives exclusive discounts, a banking app that provides personalized financial advice, or a healthcare app that organizes and reminds patients of their appointments, mobile marketing clearly has the power to increase customer satisfaction and retention. Businesses that wish to thrive in this competitive market must realize that having a mobile strategy is not just a nice-to-have, but a must for drawing in and retaining customers. Regression analysis offers compelling proof that mobile marketing strategies are necessary for achieving positive customer results, making them a vital tool for any contemporary business.

Overall, the results are consistent with the important role that mobile marketing plays in fostering customer satisfaction and retention, as shown by the robust correlations seen across all related hypotheses. The recurrent significance in H_1 , H_2 , H_3 , and H_4 provides compelling proof that mobile marketing is essential to customer experience and loyalty. Acceptance of H_5 highlights how much a company's own dynamics influence customer retention and may shed light on the overall effects of long-term retention initiatives. These findings suggest that businesses that focus on enhancing their mobile marketing tactics will likely observe considerable gains in customer satisfaction and retention.

V. CONCLUSION, FUTURE WORK & LIMITATIONS

In summary, the thesis provides compelling evidence that mobile marketing contributes significantly to consumer satisfaction and retention. To forge closer bonds with their customers, businesses must prioritize and continuously refine their mobile marketing strategies while they handle the complexities of digital connection. Although the benefits are small, they demonstrate how businesses may use mobile technology to better engage and retain customers. Future research may incorporate more variables and settings to gain a deeper understanding of the ways in which mobile marketing interacts with other factors to create customer success.

In summary, this thesis advances our understanding of how mobile marketing affects customer satisfaction and retention; yet, its limitations highlight the need for more research. Future research projects need to consider a wider range of variables, diverse environments, qualitative data, sophisticated analytical methods, and designs that more clearly illustrate causal relationships. We will learn more about how to apply mobile marketing strategies to enhance customer satisfaction and retention in many scenarios by tackling these limitations.

Finally, even though this thesis provides fundamental insights into the role that mobile marketing plays in customer satisfaction and retention, future research has the potential to considerably expand and deepen our understanding of that role. By analyzing diverse environments, incorporating fresh elements, employing advanced methodologies, and embracing innovative technological breakthroughs, future investigations might yield more comprehensive and practical insights for businesses seeking to optimize mobile marketing.

REFERENCES

- [1] Brynjolfsson, E., Hu, Y. J., & Smith, M. D. (2003). "Consumer surplus in the digital economy: Estimating the value of increased product variety at online booksellers". *Management Science*, 49 (11), 1580-1596.
- [2] Chen, L. D., & Nath, R. (2004). "A framework for mobile business applications". *International Journal of Mobile Communications*, 2(4), 368-381.
- [3] Court, D., Elzinga, D., Mulder, S., & Vetvik, O. J. (2009). "The consumer decision journey". *McKinsey Quarterly*.
- [4] Daugherty, T., Li, H., & Biocca, F. (2008). "Consumer learning and the effects of virtual experience relative to indirect and direct product experience". *Psychology & Marketing*, 25(7), 568-586.
- [5] Dholakia, R. R., & Dholakia, N. (2004). "Mobility and markets: emerging outlines of mcommerce". *Journal of Business Research*, 57, 1391-1396.

- [6] Drossos, D., George, M. G., George, L., Flora, K., & Maria, G. S. (2007). "Determinants of effective SMS advertising: an experimental study". *Journal of Interactive Marketing*, 7(2), 16–27.
- [7] Edelman, D. C. (2010). "Branding in The Digital Age: You're Spending Your Money In All the Wrong Places". *Harvard Business Review*, 88(12), 62- 69.
- [8] Figge, S. (2004). "Situation-dependent services: A challenge for mobile network operators". *Journal of Business Research*, 57, 1416– 1422.
- [9] Khatibi, A. A., Ismail, H., & Thyagarajan, V. (2002). What drives customer loyalty: An analysis from the telecommunications industry. *Journal of Targeting, Measurement and Analysis for Marketing*, 11(1), 34–44.
- [10] Lancaster, C., & Fickling, M. J. (2024). Expanding Frameworks: Conducting Discourse Analysis in Counseling Research. *Qualitative Report*, 29(4).
- [11] Leedy, P. D., & Ormrod, J. E. (2001). *Practical Research: Planning and Design* . New Jersey: Pearson.
- [12] Lynch, J. G., & Ariely, D. (2000). "Wine online: Search costs affect competition on price, quality, and distribution". *Marketing Science*, 19(1), 83-103.
- [13] Okazaki, S., & Romero, J. (2010). "Online media rivalry: A latent class model for mobile and PC Internet users". *Online Information Review*, 34(1), 98-114.
- [14] Shankar, V., & Balusbramanian, S. (2009). "Mobile marketing: A synthesis and prognosis". *Journal of Interactive Marketing*, 23(2), 118-129.
- [15] Wang, Y., Lin, H., & Luarn, P. (2006). "Predicting consumer intention to use mobile service". *Information Systems Journal*, 16(2), 157.
- [16] Watson, R. T., Pitt, L. F., Berthon, P., & Zinkhan, G. M. (2002). U-Commerce: Extending The Universe Of Marketing. *Journal of the Academy of Marketing Science*, 30(4), 333-347.
- [17] Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology and Marketing*, 21(10), 799–822.