Mobile Marketing: Current State and Future Research Directions

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Mobil Pazarlama: Mevcut Durum ve Gelecara Araştırmalara Yönelik Öneriler	Mobile Marketing: Current State and Future Research Directions
Özet	***Abstract***
Bu çalışmanın amacı, mobil pazarlama literatürüne ayrıntılı bir genel bakış sağlamaktır. Bu amaç doğrultusunda, mobil pazarlama çalışmalarının mevcut durumunun geniş bir görüntüsü verilmekte ve yayınlanan mobil pazarlama makalelerinin sayısı, araştırmaların niteliği ve çalışma alanının nasıl büyüdüğüne dair bir anlayış gösterilmektedir. EBSCOhost, ABI / INFORM, IEEE Xplore, Scopus, ProQuest Central, Wiley Online Library, Emerald Library, JSTOR, Springer Link veri tabanları taranarak elde edilen mobil pazarlama ile ilgili 97 makale içerik analizine tabi tutulmuş ve değerlendirilmiştir. Araştırma, Ocak 2014'ten Aralık 2019'a kadar pazarlama dergilerinde yayınlanan mobil pazarlama literatürünü tartışmaktadır. Makaleler Varnalı ve Toker'in (2010) çalışması temel alınarak sınıflandırılmıştır. Bu literatür taramasında, mobil pazarlama literatüründe, belirli ilgi alanlarıyla ilişkili olarak, geleceğe yönelik yol gösterebilecek önemli eğilimler belirlenmiştir. Mobil tanıtım, mobil reklamlar ve mobil kuponlar, genişleyebilecek ana araştırma alanlarıdır. İnceleme hem akademisyenlere hem de uygulayıcılara, mobil pazarlama literatürünün nasıl ilerlediğine dair bir fikir de dâhil olmak üzere, mobil pazarlama çalışmalarına ilişkin güncellenmiş genel bir derleme sunmaktadır.	*The goal of this study is to provide a detailed overview of mobile marketing literature. This gives a broad image of the present state of mobile marketing studies and represents an understanding of the number of mobile marketing papers published, the essence of the research, and how the area of the study has grown. The content of 97 peer-reviewed articles on mobile marketing obtained by searching the databases like EBSCOhost, ABI / INFORM, IEEE Xplore, Scopus, ProQuest Central, Wiley Online Library, Emerald Library, JSTOR, and Springer Link has been analyzed and evaluated. The paper discusses the mobile marketing literature which was published in marketing journals from January 2014 till December 2019. Articles are classified based on the work of Varnali and Toker (2010). A significant trend in mobile marketing literature offering future guidance was established in the review paper, significantly in the relation to anticipated specific fields of interest. Mobile promotion, mobile ads, and mobile coupons are the main areas of research that can expand. The review presents both academics and practitioners with an updated overview of the mobile marketing studies, including a sense of how mobile marketing literature is progressing.*

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1. Giriş

Marketing is applied in a far more complicated way in our technology-dominated world, just as mobile marketing uses mobile applications for marketing reasons. Advertising or promotional messages are sent to consumers using wireless networks to offer customized services and ideas that add value to customers based on customer time and location. Mobile marketing is carried out via wireless channels; this does not mean that every technology device, such as a computer, would give the concept of mobile marketing if connected to a local Internet network. A mobile device is a small electronic device that has an operating system and is a portable computing device that runs different types of application software (Fritz et al., 2017), such as electronic readers, tablets, and GPS (Varshney & Joy, 2015). Short message service (SMS), multimedia message service (MMS), mobile applications, services dependent on locations, quick response codes voice marketing, telephone pay-per-call, mobile banner advertising, and bluetooth proximity wireless marketing are used in mobile marketing forms (Bamoriya, 2014).

The rate of acceptance for mobile phones and internet users has increased considerably and cell phones have become the most prominent marketing tool (Chiang & Cheng, 2017). Because of recent developments in mobile technology, most marketers are creating their content in this data sector to attract more audience and create a new source of revenue. Smartphones and mobile apps deliver more than just the possibility for retailers to use a new channel to meet

consumers. Smartphones provide ways to integrate data exploration, phone access, and engagement while shopping in-store or using an app (Ström et al., 2014). When shopping in-store or using an app, smartphones offer opportunities to combine data search, phone connectivity, and interaction (Shankar et al., 2010).

The publications in existing journals in the context of mobile marketing has increased. Most mobile marketing studies have been published in high-quality journals such as the Journal of Marketing, the Journal of Research in Interactive Marketing, the Journal of Interactive Marketing, and the Journal of Mobile Communication. The substantial body of mobile marketing literature, on the one hand, is still quite untidy and highly poorly developed, considering the number of publications. On the other hand, the growth of the customer environment has made mobile marketing an important research field for many years. For instance, in June 2020, 4.54 billion individuals were using the internet all over the world and the number of users is growing continuously (Kemp, 2020). In June 2015, total number of internet users was 2.82 billion while in June 2020 it became 4.54 billion. This shows for 5 years the number of internet users almost doubled (Kemp, 2020). The total amount of smartphone users throughout the globe in June 2020 was 4.18 billion the average daily time spent using the internet on mobile was 3 hours (Kemp, 2020).

For this purpose, the aim is to evaluate the present status of mobile marketing research (Barnes & Scornavacca, 2004; Carroll et al., 2007). Three research questions are raised to be answered: 1- What is the central emphasis of mobile marketing research? 2- What were the studies' key contributions? 3- What is the studies' methodology?

The remainder of the paper is structured in the following way: The mobile marketing and analysis methods used in the study are listed first. The finding of a scientific assessment and analysis of the mobile marketing research is then articulated. As a consequence, mobile marketing studies are categorized into four groups and analyzed in greater detail. Finally, based on studies and discussions, we present study constraints, implementation, and a direction for ongoing studies into mobile marketing.

2. Mobile Marketing

Mobile Marketing has been described by the American Marketing Association (AMA) as "the process of planning and executing the conception, pricing, promotion, and distribution of ideas goods, and services to create exchanges that satisfy individual and organizational objectives (Bennett & Savani, 2011). In other words, to promote products, services, and ideas, mobile marketing uses mobile communication methods.

If we look historically at when the mobile invented and how its development process has affected mobile marketing, we find that in 1876 the first telephone invented by Alexander Graham Bell, in 1973 for the first time the mobile phone is tried, in 1993 text messaging is developed, in 2002 the first smartphone is invented, in 2005 the first major SMS campaign has launched by Nike and Pontiac, in 2007 Apple company released the Apple iPhone, in 2010 Quick Response (QR codes) are largely used to bring users to a particular mobile website for mobile marketing, in 2011 mobile marketing became an industry worth 14 billion dollars (Gedik, 2020; Hsu, 2014).

With improvements in augmented reality (AR) and wearable devices, mobile marketing has achieved its next stage: mobile marketing 2.0 (Gedik, 2020). Mobile marketing 2.0 has shown three special and unique features (Gedik, 2020; Narang & Shankar, 2019b): First, in this new era, the usage of mobile devices for digital media consumption has overcome the use of desktops. Second, the coverage of mobile devices has extended to wearable devices and other smart devices, such as smartwatches, beyond smartphones and tablets. Third, the spread of the Internet of Things (IoT) has increased the integration and interconnectedness of devices. It is justifiable that mobile marketing still rapidly expanding. According to report of wearesocial.com in 2020, mobile devices made up more than 50 % of all the time we spend online. Mobile apps now calculate for more than 90 % of our overall time spent. The report also reveals that individuals use mobile apps in an increasingly diverse variation of everyday activities, but social media, however, makes up 50 % of all the time we spend using mobile devices. The daily time that internet users aged 16-64 spend using the internet via mobile devices has increased from 33% in 2014 to 51.1% in 2019. Besides, the share of mobile in total web traffic has increased in web browsers over time, as in 2014 it had a share of 31.8 percent, while in 2019 this figure increased to 53.3 percent (Kemp, 2020).

Texting, digital advertising, WAP websites, voicemail, geo-targeting, viral marketing, online ads, cell phones, and mobile direct marketing are all mobile marketing efforts (Lamarre et al., 2012). The most basic and popular type of mobile marketing technique currently offered is mobile marketing via SMS. (Hsu, 2014). The benefits of mobile marketing include exceptional interactivity ability, allowing businesses to encourage customer engagement and operational excellence, potentially increasing the efficacy and efficiency of every company's marketing programs (Ström et al., 2014).

Crucial instruments like mobile marketing help the practitioners to create business relationships, brand awareness, brand attitude, involvement, consumer engagement, and purchase intent. Studies indicate that mobile marketing can improve customer perceived efficiency, perceptions value, and customer loyalty

(Bakr et al., 2019; Dix et al., 2017; Souiden et al., 2019). Small and medium enterprises are well-matched by the accessibility and focused reach that the mobile marketing platform often describes, especially when one addresses the weak financial bases, the high cost of capital, and the lack of marketing expertise that so many of them face. SMEs use this mobile marketing to attract consumers by promoting sales and promotions and using competitions and polling (Eze et al., 2019).

Nowadays, the smartphone is seen as an important part of consumers. In today's modern world, the rapid global growth of sales and the use of mobile turn mobile marketing into a leading marketing tool. The study showed a broad acceptance of cell phones than other platforms, including TVs and computers, and has also generated an emerging concept of mobile ads (Yoo et al., 2019). Mobile marketing allows referring to all of those customers by place, choice of content, continue to offer an engagement forum.

3. Research Methodology

There is a strong tradition in marketing research of examining current research literature to assist in understanding the state of studies in the field and to distinguish developments in the field itself. A large number of articles on mobile marketing have been published in excellent journals such as the International Journal of Retail and Distribution Management, International Journal of Mobile Communication, Journal of Interactive Marketing, Journal of Marketing, Journal of Service Marketing, International Journal of Information Management and the Asia Pacific Journal of Marketing and Logistics. The object of the current review paper is to explore the existing state of mobile marketing literature and how mobile marketing could develop over a specific period. Also, we concentrated on organizing and classifying mobile marketing literature and reviewing the state-of-the-art to promote future study. Articles are categorized their contexts such as theory, strategy, consumer behavior, legal and public policy based on Varnali and Toker's study (2010). The literature search was restricted to papers in journals and was focused on keywords: "Mobile marketing", "SMS marketing", "Wireless marketing", "Mobile marketing research", and "Consumer behavior".

The extent of this review was restricted to January 2014 to December 2019 period because, before 2014, peer-reviewed journal articles in terms of mobile marketing have reviewed by other researchers (Sinisalo & Karjaluoto in 2006; Ström et al. in 2014 and Varnali & Toker in 2010). Some common academic fields for mobile marketing research are marketing, business, management, information technology, information systems, finance, operations research, and engineering (Sinisalo & Karjaluoto, 2006; Varnali & Toker, 2010). Ultimately, online journal databases including IEEE Xplore, JSTOR, Springer link, Emerald

Library, Scopus, Wiley Online Library, ProQuest Central, EBSCOhost Academic Search, ABI/INFORM Collection were searched to provide an extensive bibliography of the scholarly articles on mobile marketing.

Firstly, 124 existing Springer link, JSTOR, Scopus, IEEE Xplore Databases articles were imported to reference manager named Mendeley Desktop. After that, bibliographically confidential papers were acquired in full text from EBSCOHOST, ScienceDirect, and the author's databases. Secondly, the report eliminates papers that are not relevant to mobile marketing. On Excel, the final collected data (n=97) was then re-created, documenting features including author, the title of the article, year of publication, journal, and keywords. Finally, based on a study of the abstracts, under the name of results, a more detailed analysis of the research subject, methodologies, and hypotheses was conducted in consideration of the full texts.

The 97 journal articles were published in 66 different publications distributed from 2014 to 2019. The resulting methodology summarizes development in mobile marketing research and offers guidance for future research. Although there may be valid concerns involving the subjective existence of the classification process, it does not undermine the adequacy of the knowledge presented in the literature review.

4. Findings

In total, 97 articles were selected for analysis. By reading the full text of each article and excluding those articles that were not related to the subject of mobile marketing, we identified the articles related to mobile marketing. Criteria for identifying articles unrelated to the topic of mobile marketing based on the foundation of wireless network, core technologies, and development of mobile apps software. From 66 peer-reviewed journals, we have reviewed 97 articles related to mobile marketing. To understand how many papers were written each year, we applied descriptive and content analysis. The constructs are concentrated included findings, research limitations, and implications.

M-Marketing Publication Per Year
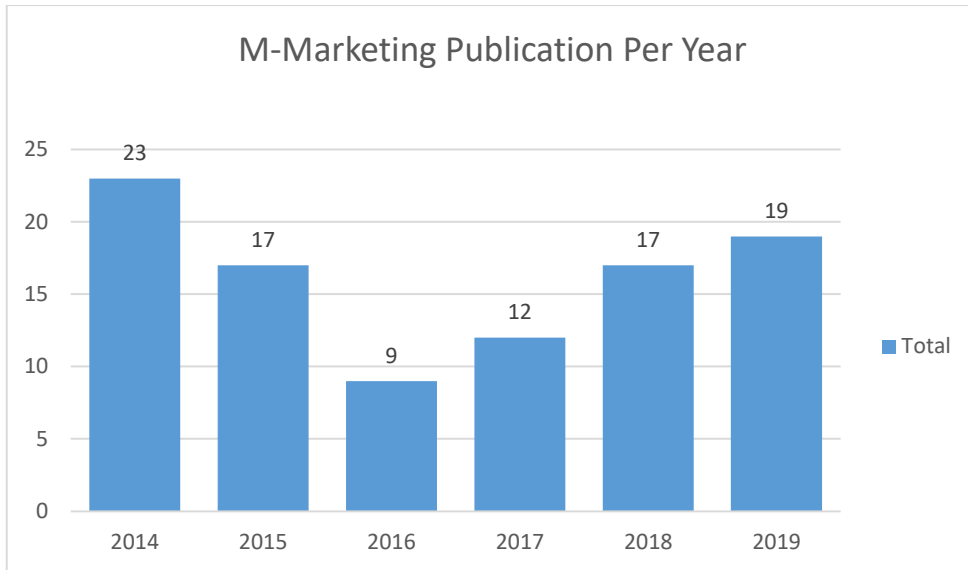
Figure 1: Distribution of Articles Per Year.

Table 1 shows that 79.4 percent of studies applied quantitative research methodology and analyzed data collected by questionnaire while the share of qualitative research methodology is 14.4%. Researchers have shown little interest in conceptual research methodology after quantitative research. The mixed research method has been used only in one article.

Table 1: Percentage of Mobile Marketing Research Methodology

Methodology	Number	Percentage
Quantitative	77	79.4 %
Conceptual	14	14.4 %
Qualitative	5	5.2 %
Mixed-Method	1	1%
Total	97	100 %

The category of peer-reviewed journals that report more than two mobile marketing articles is shown in Table 2. Articles that are published annually are shown in Fig. 1. By 2016, the number of publications reported in mobile marketing had decreased dramatically, then this trend changed, and the publication of articles began to increase so that in 2019 it stabilized at around 19 articles.

Table 2: Journal Distribution

Journal of Marketing	9
Journal of Research in Interactive Marketing	7
Journal of Interactive Marketing	6
Journal of Retailing and Consumer Services	5
International Journal of Retail and Distribution Management	3
Asia Pacific Journal of Marketing and Logistics	3
International Journal of Information Management	3
International Journal of Mobile Communications	3
Psychology and Marketing	3
Journal of Service Marketing	2
Behavior and Information Technology	2
European Journal of Marketing	2
International Journal of Electronic Commerce Studies	2
Journal of Business and Retail Management Research	2
Journal of Product and Brand Management	2

Distribution of papers by journals showed that more than 16 % of all mobile marketing papers had been published by two journals, namely the Journal of Research in Interactive Marketing and the Journal of Marketing. Beside these two journals, there are other top-tier journals in which published great articles that focusing on mobile marketing namely, Journal of Interactive Marketing, the Journal of Retailing and Consumer Services, the International Journal of Retail and Distribution Management, the International Journal of Information Management, the International Journal of Mobile Communications, the Journal of Service Marketing, and the International Journal of Electronic Commerce.

A comprehensive review of mobile marketing publications was conducted to provide a broad description of the current state of mobile marketing. The number of articles published in the field of mobile marketing showed that how the scope of mobile marketing research has changed over time. The key factors of mobile marketing acceptance and the effects of perceived competitive advantage, perceived cost, managerial support, employee IT capability, and customer pressure have therefore been analyzed in several studies as a crucial element of mobile marketing acceptance. (Adhami et al., 2015; Dix et al., 2016; Mas Manchón et al., 2014; Shareef et al., 2017). The high-level management endorsement element was identified as the dominant predictor of intent to adopt. (Salem et al., 2018). Some researchers also tested potential drivers underlying SMS advertisement affirmation, which is a subset of mobile marketing, and found that the usefulness of SMS advertising, the interpretation of SMS advertising, and advertising attitudes are important drivers in general. (Kotze et al., 2015; Lin et al., 2014; Salem et al., 2018). Force over SMS, belief in advertisers and laws are not critical elements of SMS advertisement acceptance. (Hor-Meyll et al., 2014; Rajesh et al., 2019; Varnali, 2014). Besides the aforementioned factors, a study indicated that the factors with a larger effect on

the probability of accepting advertisements via SMS are social norms (Hor-Meyll et al., 2014).

Some research centered on the impact of perceived value, including the impact of perceived value on post-adoption behavior for consumers of studied successful mobile messaging services, and the result indicated that perceived value significantly contributed to a sense of satisfaction, the main entity being that culture played a moderating role, even has a major impact on loyalty. (Hernandez-Ortega et al., 2017; Huang, Mou, See-to, et al., 2019; Mathmann et al., 2017). Several research papers sought to realize the value development of mobile marketing for both customers and organizations and most of them agreed that due to greater purchasing power, mobile devices could reflect significant value for sellers, though their mobile purchasing habits were far from being revealed (Chung, 2019; Grewal et al., 2018; Shankar et al., 2016). Retailers with mobile devices can be viewed as various segments, further fragmented, based at least on variations in gender, age, and culture (Achadinha et al., 2014). In brief findings of these papers suggest that buying for mobile devices is an extended version of Internet shopping habits, possibly established by interactions with different mobile device features, including camera, QR code scanning, and GPS (Eneizan et al., 2019; Kushwaha & Agrawal, 2016).

Mobile marketing provided customers with utilitarian, hedonistic, social, and monetary beliefs and values (Guido et al., 2017; Wu et al., 2018). Value or profit cerate's relative significance varied between all the types of mobile media or networks, utilitarian or hedonistic, and circumstances (Banerjee & Longstreet, 2016; Guido et al., 2017; Wu et al., 2018). However, the reviewed articles indicated little on how customers utilize mobile platforms and networks, the buying of the Internet PC and store network, as well as what value each type of channel has delivered in different shopping settings. Under such buying conditions that trigger higher emotional values such as free time covering, customers can prefer mobile platforms, whereas away from a computer, or in circumstances where a laptop is impractical to use, including commuting, coffee breaks, or while watching mass media. (Holmes et al., 2014; Marino & Lo Presti, 2019).

Limited papers attempted to analyze the dynamics of relative significance in the sense of mobile marketing of various dimensions (monetary, emotional, functional, social, design, and guarantee value) of consumer-perceived real value (Eze et al., 2019; Narang & Shankar, 2019a). Results suggested that major dynamic variations occur in each step between these value dimensions (Alzubi et al., 2018; Mukherjee et al., 2014). In these researches, even gender disparity and market diversity were discussed (Chiang & Chen, 2017; S. (Ally) Lee, 2018). They found that the overall of customers was mainly utilitarian, finding

functional value in all critical phases to be the most significant aspect (Kushwaha & Agrawal, 2016; Liu et al., 2017; Y. Wang & Genç, 2019). Customers saw monetary, assurance, and emotional dimensions as more essential than design value and social value when they chose to select short titles, open links in a post, or buy items, respectively (Mukherjee et al., 2014; Ozata & Keskin, 2014; Viejo-Fernández et al., 2019). When customers either wanted to open on short subtitles or decided to open the link in a post, emotion played a much greater role than the monetary value (Mukherjee et al., 2014). There are no substantial sex differences in determining all dimensions of the value when customers want to open on brief posts (Doub et al., 2014; Ltifi, 2018). When consumers chose to follow the link to get more details in an article, males assessed design value as more significant than females (Doub et al., 2014). While customers agreed to purchase goods, males assessed design value and a social value greater essential than females, while females assessed monetary value and guarantee as much more valuable than males (Cheong & Mohammed-Baksh, 2019; Doub et al., 2014; Pousttchi & Hufenbach, 2014). In the context of mobile marketing, the researchers proposed finding new aspects to have a greater understanding of the perceived value of customers (Berman, 2016; Shareef et al., 2017; Z. Wang et al., 2014; Yin et al., 2019). The findings show when consumers make their choices the significance of value dimensions are substantially different; besides, the value of dimension varies dynamically through a mobile marketing strategy (Daldal & Kiliç, 2014; Eneizan et al., 2019; Huang, Mou, See-to, et al., 2019; Kushwaha & Agrawal, 2016).

Interesting results have shown the difference between mobile device adopters and non-adopters of the seller's buying results, such as online and traditional purchases and returns of the purchased product (Narang & Shankar, 2019a). The findings are reported that app adopters buy greater frequency, more products, and pay much more than non-adopters in the time after app launch (Narang & Shankar, 2019a). Simultaneously, they are returning more frequently, more products, and more in cash value (Narang & Shankar, 2019a). Researchers also examined the possible triggers and consequences of the simultaneous existence of individuals in physical and virtual environments concerning the virtual-physical interaction of individuals performed as well (Banerjee & Longstreet, 2016; Marino & Lo Presti, 2019; Scholz & Du, 2018). Ultimately, pointing out that people's physical presence is shaped by the multitude of meaningless roles and objectives, neglect of factor responsible, awareness of social norms, and efficiency of daily activities, while people's virtual presence is shaped by powerful executive control procedures, concentrated distinct objectives, and to strengthen their hard activities, the use of the virtual world. (Banerjee & Longstreet, 2016; Scholz & Du, 2018). Mobile marketing affected all

stakeholders including sellers, service providers, and specifically, those marketers who mostly work through the internet and social media (Banerjee & Longstreet, 2016).

4.1. Classificatıon of Mobile Marketing Research

The mobile marketing literature is categorized differently by previous reviewers. For instance, Sinisalo et al. (2006), in their review paper, categorized mobile marketing into three main categories: customer, business, management, and general. Another research review classified mobile marketing into four categories including theory, strategy, consumer behavior, and legal & public policy (Varnali & Toker, 2010). This classification is different from the previous classification that has done by Sinisalo in 2006. The main reason for this is mainly because the phenomenon still lacks a common conceptualization (Sinisalo & Karjaluoto, 2006). Similarly, If we pay attention to the definition of mobile marketing, there is still no common ground in this field to define the true nature of the mobile marketing phenomenon. (Varnali & Toker, 2010). As a consequence, the area of mobile marketing is still indefinite, and we decided to follow Varnali and Toker's (2010) classification framework.

4.1.1. Theory

Studies that are primarily conceptual and literature reviews are classified under this category. In this section, studies are purely theoretical consist of conceptualizations and descriptive research. Compared to the work of Varnali and Toker (2010), the number of conceptual studies has decreased considerably. This shows that this research area has matured, and conceptual studies have been replaced by empirical studies. Apparently, most of the concepts have already been defined in the field of mobile marketing. Berman (2016) emphasized why mobile marketing is essential for companies and discuss the criteria for evaluating the effectiveness of mobile marketing. Andrews et al. (2016), bridged theory and practice on mobile promotions and distinguish mobile promotions from mobile advertising. Similarly, Grewal et al. (2016), provided a framework to synthesize current findings in mobile advertising. Lamberton and Stephen (2016), combined digital, social media and mobile marketing research evolution from marketing perspective and identify key themes emerging between 2000 to 2015. On the contrary, Ström et al. (2014) focused only mobile marketing and its value for consumers and retailers in their systematic literature review.

In the research where mobile marketing and other subjects intersect; Mgiba (2019), investigated gamification growth in marketing and mobile marketing space. Tanner et al.,)2019) used the exploratory study to investigate QR code's adoption; researchers aimed to understand the role of innovativeness and risk aversion on the adoption of QR codes that delivering through mobile marketing.

Research findings showed that if QR codes' purpose and functionality be confused, it will negatively affect the willingness to use and utility perceptions. So, the information and the source must be highly credible.

Table 3: Conceptual Studies 2014-2019

Author(s)	Research Focus	Methodology
Andrews et al., (2016)	Mobile promotion	Conceptual
Berman, (2016)	Mobile marketing programs	Conceptual
Grewal et al., (2016)	Mobile advertising	Conceptual
Lamberton & Stephen, (2016)	Mobile marketing and social media	Conceptual
Mgiba, (2019)	Marketing success in gamification	Conceptual
Ström et al., (2014)	Value for consumers and retailers	Conceptual
Tanner et al., (2019)	Digital labeling in the retail environment	Conceptual

4.1.2. Strategy

The articles classified under this category take a strategic perspective and approach to the field of mobile marketing from a business perspective. It mostly focuses on mobile business models, revenue generating models for businesses through mobile marketing, company-level adoption of mobile technologies, consumer-level adoption, mobile advertisements, promotional campaigns, and effectiveness. We have summarized the findings of the most prominent studies. The socio-cultural transformation has taken place from corporate-controlled media to consumer media, and the method of adapting a co-production strategy from marketing services to marketing communications sent to personal media has been studied by researchers. The finding showed that a co-produced communication strategy for direct marketing improves perceptions regarding messaging, purchase intent, and buying practices, while also serving as a way of reducing risk (Bacile et al., 2014). The integration of quick response codes with marketing has raised concerns among several scholars due to the lack of knowledge about the beliefs and consumers' intention towards quick response codes. So, researchers investigated the customers' beliefs and intentions across different communities about the use of quick response codes in marketing. Results have shown a positive relationship between culture and beliefs as well as between beliefs and purpose (Bamoriya, 2014). Online marketing strategy and mobile marketing strategy as drivers of brand love have been investigated. Findings indicated that various online marketing strategies and mobile marketing strategies are needed to be designed and implemented to develop brand love because customers do not want to communicate with brands in the traditional way. Therefore, brands should use interactive marketing tools to communicate with their customers and be able to meet customers' needs in real time. For instance, using various social media sites such as blogs, YouTube, Facebook, professional teams, and so on improve brand's presence in the public sphere. Moreover, creating virtual communities on customer choice and brand-customer interaction has a significant impact (Baena, 2016).

According to Berman (2016), an important component of a promotional strategy is mobile marketing, which is rapidly expanding among consumers and companies. In another word, the use of mobile marketing has increased significantly and there is no doubt that the importance of using mobile in marketing is obvious, but there are still problem areas such as poor planning and poor implementation that companies' marketing departments need to identify and adapt themselves to rapid-changing dynamics till overcome such problems. Results have shown that firms have to develop strategies to extend their mobile marketing effectiveness and suggested that mobile marketing has numerous advantages that companies need to benefit from them. For instance, first, mobile marketing tools can create destination offer; second, mobile marketing tools are always activated, linked, and most of the time is with the customers; and third, mobile marketing devices are the way to send specific customized offers and promotions. Moreover, companies need to expand and execute impressive strategies for their mobile marketing using a set of actions. it contains recognizing and adapting to the realities of mobile marketing, constructing websites focused on easiness of using it vs "bells and whistles", utilizing efficient techniques for consumer interaction, and creating efficient mobile promotions (Berman, 2016). Yin et al., (2019) realized that the mobile marketing system recognizes location information as a feature and this feature weakens the function and recommendation of buying location information. Therefore, the researchers aimed to examine the mobile marketing recommendation model based on location and compare it with the conventional model. As a result, researchers found that the location-based mobile marketing model predicts 80 percent accuracy in customer behavior and performs better compared to the conventional model (single model).

Sciandra et al. (2019) investigate an effect on the ability of consumers to accurately manage in-store shopping plans of unassociated cell phone shopping, a widespread but recognized phenomenon, and points out that unassociated cellphone shopping harms the willingness of consumers to accurately carry out in-store shopping plans and is associated with an increase in an impulse purchase (Smith, 2019). To develop new approaches to audience measurement, focusing on the role of third-party location analytics companies that passively collect location data from mobile ad exchanges, explores the connection between location data and geographic information.

Table 4: Studies from Strategy Perspective 2014-2019

Author(s)	Research Focus	Methodology
Bacile et al., (2014)	Firm-controlled and consumer-contributed	Quantitative
Baena, (2016)	Mobile marketing strategies	Quantitative
Bamoriya, (2014)	Quick Responses code	Quantitative
Banerjee & Longstreet, (2016)	Virtual worlds and virtual-physical consumer	Quantitative

Eze et al., (2019)	Mobile marketing technology adoption	Quantitative
Fang, (2017)	Branded applications and Task-service	Quantitative
Fong et al., (2020)	Mobile promotions competitiveness, location-based-targeting	Quantitative
Ghose & Han, (2014)	Estimating demand for mobile applications	Quantitative
Goneos-Malka et al., (2014)	Differential profiles of mobile marketing	Quantitative
Gosling et al., (2016)	Branded app implementation	Qualitative
Hofacker et al., (2020)	Mobile marketing and Gamification	Quantitative
Ketelaar et al., (2018)	Location-based mobile ads	Quantitative
Khajehzadeh et al., (2015)	Mobile coupons	Quantitative
Kim et al., (2016)	Word of mouth in mobile marketing	Quantitative
Lee Ally, (2018)	Enhancing customers continued mobile app	Quantitative
Liu et al., (2017)	Profiling of mobile app users	Quantitative
Maduku et al., (2016)	Mobile marketing adoption intention	Quantitative
Mas Manchón et al., (2014)	"Rational VS Emotional Content in Mobile Advertising"	Quantitative
Mukherjee et al., (2014)	Mobile technology, learning assistant	Quantitative
Müller et al., (2018)	Mobile marketing, digital, and social media	Quantitative
Noort & Reijmersdal, (2019)	Brands' mobile phone apps on-brand responses	Quantitative
Osinga et al., (2019)	Mobile banner ads	Quantitative
Ozata & Keskin, (2014)	Mobile marketing education application	Quantitative
Pousttchi & Hufenbach, (2014)	Big data, Mobile CRM, the strategic impact of digitization	Qualitative
Scholz & Du, (2018)	Mobile marketing and consumer-brand relationships	Qualitative
Shankar et al., (2016)	Mobile shopping marketing	Quantitative
Shareef et al., (2017)	Advertisement content design for offering to the consumer	Quantitative
Smith, (2019)	Mobile location analytics	Quantitative
Souiden et al., (2019)	New trends in retailing and services	Qualitative
Taylor & Levin, (2014b)	Usage of mobile apps for buying and exchanging knowledge.	Quantitative
Costea & Nedelea, (2014)	State and the Perspectives of Sms Marketing	Qualitative
Varnali, (2014)	SMS advertising	Quantitative
Wu et al., (2018)	Co-creating value with customers	Quantitative
Yin et al., (2019)	Mobile marketing recommendation method	Quantitative

4.1.3. Consumer Behavior

We categorized studies that included personal characteristics, demographics, motivations, attributes, attitudes, social, cultural, and other factors influencing the acceptance and anticipation of mobile marketing. Researchers who are interested in mobile consumer behavior exploring various structures separately or concerning each other to test current models in the mobile contents. The authors focus on factors that highlight topics such as; Trust, satisfaction, loyalty, perceived value, and acceptance of mobile marketing have affected these variables are the basic structure of customer orientation. (Varnali & Toker, 2010). Exploratory shopping behavior trends have a significant relationship with five dimensions of e-marketing which include email marketing, internet marketing, internal marketing, external marketing, and mobile marketing; the moderator role of gender in this regard has not been confirmed (Waheed & Jianhua, 2018).

Achadinha et al. (2014) investigated the factors that ultimately lead consumers to the intention of mobile coupons. These researchers considered that a consumer's positive attitude is the main driving force for mobile coupon redemption goals, based on this they developed a model whose constructs

directly or indirectly affect consumers' intent to use mobile coupons, and these factors include economic benefits, convenience benefits, positive consumer attitudes, perceived control, and social benefits. Aggarwal (2019) studied to understand customer behavior concerning mobile shopping and to research customer pressures when selecting mobile shopping and used typical factors of perceived value, perceived customer-friendliness, and behavioral intent to use mobile shopping. The relationship between the PU satisfaction mobile users showed positive in a study conducted by Amin et al., (2014), and they focused on the impact of perceived usefulness, perceived ease of use, and trusting on mobile application satisfaction. Confidence and happiness of mobile phone users are positively related to perceived usefulness. Besides, mobile users' satisfaction with trust is positively affected. Florido-benítez et al. (2016) examined the satisfaction and experience of passengers at an airport and focused on mobile marketing effectiveness. Their main objectives are to explore the basic concepts relevant to mobile marketing and mobile apps and to assess the effect of this method on the level of user satisfaction and progress in airport image perception thanks to the application. Its findings support the fact that the mobile marketing tools multifunctionality favors the efficiency of the airport passenger processes. The smartphone users' intention to use mobile phones in mobile services has been empirically researched the effect of mobile ubiquity on users' perceived value including utilitarian and hedonic values has been tested. The results show the positive impact of ubiquity and immersion on perceived value, at the same time, utilitarian and hedonistic value intensifies the smartphone usage for mobile services (Ltifi, 2018).

The rest of the categorized studies in this section commonly focused on mobile marketing adoption, factors that determine the acceptance of mobile marketing, mobile services acceptance, mobile-loyalty enlargement, attitude toward mobile advertising, and customer satisfaction in the mobile marketing context.

Table 5: Studies from Consumer Behavior Perspective 2014-2019

Author(s)	Research Focus	Methodology
Adhami et al., (2015)	SMS Marketing	Quantitative
Al Khasawneh & Shuhaiber, (2018)	Consumer acceptance of SMS advertising	Quantitative
Amin et al., (2014)	"Perceived usefulness perceived ease of use and trust"	Quantitative
Bakr et al., 2019)	SMS advertising acceptance	Mixed-method
Bart et al., (2014)	"Mobile display advertising effects on consumer attitudes and intentions	Quantitative
Cheong & Mohammed-Baksh, (2019)	"Acceptance model of shopping apps-based m-commerce"	Quantitative
Chiang & Chen, (2017)	Location-based services"	Quantitative
Chung, (2019)	Mobile commerce intention	Quantitative
Danaher et al., (2020)	Repurchasing the mobile coupons	Quantitative

Dinsmore et al., (2017)	Mobile App Purchasing Tendencies	Quantitative
Dix et al., (2017)	"Consumer Acceptance and Response of SMS Advertising"	Quantitative
Doub et al., (2014)	"Consumer attitudes towards and use of mobile technology"	Quantitative
Varshney & Joy, (2015)	Consumer Attitudes toward Mobile Marketing	Quantitative
Eneizan et al., (2019)	Customer acceptance of mobile marketing	Quantitative
Erawan, (2016)	"Tourists' intention to permit mobile technology"	Quantitative
Florido-benítez et al., (2016)	Mobile marketing on passengers' satisfaction and experience	Quantitative
Gavilan et al., (2014)	Mental imagery in mobile advertising	Quantitative
Gazley et al., (2015)	"Location-based-services on consumer purchase intention"	Quantitative
Grewal et al., (2018)	"In-store mobile phone use and customer shopping behavior"	Quantitative
Guido et al., (2017)	"Effects of Blue Lighting in Ambient and Mobile Settings on the Intention"	Quantitative
Hernandez-Ortega et al., (2017)	"Perceived value of advanced mobile messaging services"	Quantitative
Holmes et al., (2014)	Mobile shopping behavior	Quantitative
Hor-Meyll et al., (2014)	Ads acceptance on my Mobile Phone	Quantitative
Hsiao & Chang, (2014)	Consumer's continuance intention towards mobile advertising	Quantitative
Huang et al., (2019)	Perceived value dimensions	Quantitative
Huang et al., (2019)	Consumer value preferences	Quantitative
Im & Ha, (2015)	Mobile coupon and private information	Quantitative
Kotze et al., (2015)	Consumer attitudes towards SMS advertising	Quantitative
Kushwaha & Agrawal, (2016)	"Mobile marketing initiatives, customers' attitudes and behavioral outcomes"	Quantitative
E. Lee & Han, (2015)	mobile health acceptance	Quantitative
Lin et al., (2014)	Content characteristic of short message and consumer attitudes	Quantitative
Ltifi, (2018)	M-Services	Quantitative
Mathmann et al., (2017)	Perceived value	Quantitative
Rajesh et al., (2019)	Customers' Attitude towards SMS Advertisement	Quantitative
Ravoniarison & Benito, (2019)	players' experiences with in-app purchases	Qualitative
Save, (2014)	Marketing in a mobile-first world	Qualitative
Stocchi et al., (2019)	Branded mobile app usage intention	Quantitative
Waheed & Yang, (2018)	Mobile marketing and online consumer buying behavior	Quantitative
Waheed & Jianhua, (2018)	Achieving consumer's attention through emerging technologies	Quantitative
Waheed & Yang, (2017)	Consumer behavior	Quantitative
Wang & Genç, (2019)	Mobile advertising: Credibility, entertainment, and peer influence	Quantitative
Yang et al., (2014)	"Integration and consistency between web and mobile services"	Quantitative
Yoo et al., (2019)	Customer orientation and user-generated content	Quantitative

4.1.4. Legal and Public Policy

There are two papers in this category focusing on privacy concerns, The effect on consumer perceptions of customized mobile advertisement avoidance of privacy issues, irritation and personalization, thus finding out that advertising annoyance is positively linked to advertising avoidance, perceived customization is related to less advertising avoidance (Nyheim et al., 2015). Maduku (2020), in his research, the context of voting opposition to mobile marketing in politics was studied using a conceptual model that raised clear questions about anonymity, invasiveness, and internal political influence as determinants of voters' opposition to mobile marketing campaigns in politics. The author suggested that political parties had provided their mobile devices with determinants of voter resistance to marketing messages.

5. Conclusion

The current study covered 97 articles and all articles summarized according to the published year, journals published in, research methodologies, and categorized into four different sections such as theory, strategy, consumer behavior, and legal and public policy followed (Varnali & Toker, 2010). In general, if we compare the findings of the above three review articles with the findings of the present study, we find out that the subject of the article (Ström et al, 2014) was to study the mobile marketing value creation for consumers and retailers, while the present article does not address the issue of mobile marketing value creation. Therefore, these two articles are completely different in terms of the research objectives. The findings of the review articles of (Sinisalo & Karjaluoto, 2006), (Varnali & Toker, 2010) and current paper have one thing in common, which is that the focus of mobile marketing studies is more on topics such as consumer behavior, attitude, and mobile marketing acceptance; while much less attention has been concentrated in the fields of strategy, public policy, trust, mobile satisfaction, mobile loyalty, as well as cross-cultural studies of mobile marketing. This means that although previous studies have suggested a greater focus on strategy, legal and public policy issues due to the rapid changes that are taking place in the nature of technology and business, the focus is still on consumer behavior and mobile marketing acceptance, and after about more than ten years, the trend in mobile marketing studies continues to focus on consumer behavior, and there has been no noticeable change in researchers' interest in other domains.

Given the importance of mobile marketing, nowadays the number of smartphone users continuously increasing, for instance, 4.18 billion individuals were using the internet on mobile, and the average daily time spent using the internet on mobile 3 hours and 22 minutes all over the world and still it is growing continuously (Kemp, 2020). So, to examine the current state of mobile marketing research, we thought that we had to review the research literature because the review papers might explain the situation. Besides, mobile marketing literature, which is somewhat contradictory and fragmented in respect of publications numbers and clarifies the current state of the mobile marketing literature was necessary especially after 2014 no review paper has published in this context. To find appropriate answers for raised inquiries; What is the central emphasis of mobile marketing research? What were the studies' key contributions? What is the studies' methodology? We searched numerous valuable databases.

Most of the articles were published in 2014 and the least in 2016. If we look at the publication curve of articles during the years 2014 to the end of 2019, it can be seen that first, the curve has a downward trend and after 2016 it has taken

an upward trend. More than 79% of the articles of the quantitative research method, followed by the conceptual research method with 14.4%, and the rest of the studies have used qualitative and mixed methods.

Numerous studies examined the different determinants of mobile marketing adoption and the findings defined perceived relative advantage, perceived cost, organizational support, staff IT capacity, and consumer compression as the main stimulus mobile marketing acceptance (Adhami et al., 2015; Dix et al., 2016; Mas Manchón et al., 2014). Some researchers have tested possible drivers underlying the SMS advertisement argument, which is a subset of mobile marketing, and found that the effectiveness of short message services advertising, SMS advertising definition, and advertising attitudes are generally important drivers (Kotze et al., 2015; Lin et al., 2014; Salem et al., 2018). Several studies centered on the influence of perceived value on users of popular mobile messaging services studied, including the impact of perceived value on post-adoption behavior, and the result indicated that perceived value contributed significantly to retention and satisfaction, as well as having a huge impact on loyalty (Hernandez-Ortega et al., 2017; Huang, et al., 2019; Mathmann et al., 2017).

Ultimately, we would say mobile marketing has a great future. We reviewed how mobile would influence the marketing future. We agree however that the best work is yet to come. There are far more things that remain unanswered than those discussed. We invite the best and brightest researchers to explore its present use and the future. The mobile marketing literature pointed out that due to the lack of a common conceptualization of phenomena is not generally exist accepted classification for mobile marketing (Varnali & Toker, 2010). This article provides an overview of mobile marketing studies to assist researchers in the future. Though classified papers in this review may not be complete, they organize the literature adequately in the context of the views pursued by researchers and the predictors that have focused on.

5.1. Managerial Implications For Practitioners

Mobile marketing including its deep components can have the ability to target the consumer effectively. For a particular market, the management approach, like SMS marketing, MMS marketing, and WAP-marketing, maybe to implement certain strategies in mobile marketing (Costea & Nedelea, 2014; Kotze et al., 2015). It's indeed critical to eliminate applying for any purpose to share an inappropriate level of data because such actions can lead to an undesirable picture instead of enriching behavior in the search for information. (Grewal et al., 2016; Kotze et al., 2015).

Advertisers who seek customer acceptance should aim to integrate aspects of usefulness and meaning into their SMS campaigns (Bakr et al., 2019; Kotze et al., 2015). The utility provides the target audience with entertainment, knowledge, relevance, and functionality, and context presents this knowledge within an environment where the customer is most likely to be responsive to the message (Bakr et al., 2019; Salem et al., 2018; Varnali, 2014). SMS advertising has a huge influence on growing consumer awareness of SMS advertisements, building brand recognition and reputation, and transmitting these effects through a powerful medium and providing content and instruments. (Bakr et al., 2019; Salem et al., 2018; Varnali, 2014).

Marketers first examine the advantages and disadvantages of mobile marketing, SMS marketing, and email marketing, then look at the potential of this type of marketing, and finally transfer product information through the same marketing tools. (Osinga et al., 2019; Rajesh et al., 2019). The advertisers are encouraged to understand a few factors when capturing the attention of consumers (Dix et al., 2016; Osinga et al., 2019); For instance factors such as the type of massage (this can be audio, video, or image), massage content (this can be text, graphics or length), and sharing time (whether during the night or the day) of message are important because each has a particular impact on enhancing consumer behavior and exploratory information search.

Studies have highlighted the speeding up of mobile marketing among small-medium enterprises and marketers seeking customer acceptance will aim to integrate value and meaning into their SMS strategies (Al Khasawneh & Shuhaiber, 2018). The information quality of the promotional messages tends to be the most important factor affecting a recipient's attitude, these messages must provide both knowledge and entertainment content that attract a huge potential audience (Al Khasawneh & Shuhaiber, 2018; Y. Wang & Genç, 2019).

The managerial implications of previous value-creation studies enable practitioners to understand how mobile massage services are best used to boost customer satisfaction and service loyalty in every community. Functional value is often seen as the most significant aspect in all stages of mobile marketing for the bulk of people (Costea & Nedelea, 2014; Kotze et al., 2015). Thus, marketers should take into account the usefulness of their knowledge, goods/service when planning a mobile marketing strategy. The messages published, or the goods and services provided, for instance, may help customers meet their real needs or increase their time performance (Kotze et al., 2015). Users use the device while they are near the buying store to access the loyalty bonus program, product information, and notification in the context of mobile shopping adopters. (Narang & Shankar, 2019a; Y. Wang & Genç, 2019).

5.2. Future Research Agenda

Smartphone adoption has grown internationally, which means an increase in smartphone acceptance, which in turn has decreased price spreads (Andrews et al., 2016; Holmes et al., 2014). Thus, the increasing acceptance of smartphones in all societies has provided more opportunities for multinational corporations to launch global advertising tailored to local conditions (Andrews et al., 2016). Local companies, on the other hand, will have the opportunity to grow rapidly alongside international companies because local firms are more adapted to local needs, have lower marginal costs, and have the potential to increase mobile market operations (Dix et al., 2017; Li et al., 2014).

Companies use different advertising methods; each one will pursue a specific goal. In many cases, firms use mobile phones to communicate and contact with customers, but the important thing to consider is that individuals are not only dealing with mobile phones but also dealing with other media such as TV or sometimes with computers (Grewal et al., 2016; Sciandra et al., 2019). Advertisements can be provided through numerous mobile channels (e.g. mobile websites and mobile apps). Advertisements may be provided through the advertiser's website or application or by a third party so that third parties present ads for money that companies are required to pay (Grewal et al., 2016; Osinga et al., 2019). If the ads are presented through mobile applications, two methods should be distinguished: a browser-based or in-app method, and another method in which the user encounters ads by opening a mobile application. The first method is called push-based mobile advertising and the second one pull-based mobile ads (Andrews et al., 2016; Fong et al., 2020; Lamberton & Stephen, 2016). These themes lead to some research questions that are listed in the following table:

Table 6: Future Research Directions

1-How to organize mobile promotions through foreign markets while remaining tailored to local needs and conditions?
2-What advantages do the local players have in terms of the experience of local advertising needs over multinationals?
3-How do advertisers align their platforms and their mobile channels?
4-How effective are mobile advertising strategies in respect of websites, applications, or search engine traffic compared to paid search?
5-How do customers respond to pulling vs force ads and to different forms of mobile advertisement interactivity?
6-To assess and optimize mobile advertisement performance, what analytical capabilities are required?
7-What are the consequences for more detailed identifications to the advertisement impact of mobile advertising?

5.3. Limitations

All studies face a series of limitations, and this study cannot be an exception, so it is necessary to mention the limitations of this study. Firstly, the keywords

covered in this study include mobile marketing, wireless marketing, SMS marketing, mobile marketing research, and consumer behavior. There may be studies that do not include any of these keywords. Secondly, only journal articles that their publication stage was finalized are selected. Thirdly, the time frame is limited to January 2014 – December 2019. Finally, articles' language is limited to the English language.

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