# The Impact Of Mobile Marketing On Consumer Based Brand Equity: Evidence From Brand Proliferation

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#### Abstract

This study aims to investigate the impact of mobile marketing on the expansion of new businesses in Iraq. According to the study's findings, SMS marketing considerably enhances brand recognition and perceived quality. Utilizing customized, interactive, and generic communications is an effective method for increasing brand recognition. It has also been demonstrated that both generic and personalized statements positively affect an individual's perception of the quality of a product or service. SMS marketing may increase brand association benefits by meticulously selecting messages and obtaining the recipients' express consent. Using a random sample strategy was ideal for this study because it garnered information from multiple companies that have used mobile marketing to advertise their products. Five Hundred individuals from clothing sector of Iraq responded to the questionnaire via random selection. Each participant received three SMS advertisements throughout the experiment's four-month duration. Future research may extend the experimental phase and increase the number and variety of ads to confirm the results.

Keywords: Mobile Marketing; Brand Equity; Brand Association; Brand Loyalty; Brand Awareness; SMS Marketing

## 1. Introduction

The rise of mobile technology has had a significant impact on the way businesses reach and engage with consumers. Mobile devices such as smartphones and tablets have become an essential part of daily life, and as a result, mobile marketing has emerged as a powerful tool for reaching customers on-the-go.

In recent years, new brand proliferation has become a key focus for businesses looking to expand their customer base and increase revenue. New brands face significant challenges in gaining market share, as they are often competing against established players with greater resources and brand recognition. Mobile marketing has the potential to level the playing field by enabling new brands to reach consumers in new and innovative ways.

The impact of mobile marketing on new brand proliferation has been the subject of significant research in recent years. Studies have shown that mobile marketing can be an effective way to introduce new brands to consumers and drive awareness, consideration, and purchase intent. Mobile marketing tactics such as mobile advertising, mobile apps, and mobile search have all been shown to be effective in reaching and engaging with consumers.

One key advantage of mobile marketing for new brands is the ability to target specific audiences. Mobile devices provide a wealth of data that can be used to target consumers based on factors such as location, behavior, and interests.

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This enables new brands to reach consumers who are most likely to be interested in their products or services, increasing the likelihood of success.

Another advantage of mobile marketing for new brands is the ability to create personalized experiences for consumers. Mobile devices enable brands to deliver targeted and relevant content to consumers based on their preferences and behavior. This can help new brands to build relationships with consumers and establish a strong brand identity.

However, mobile marketing also presents challenges for new brands. One of the biggest challenges is the need to stand out in an increasingly crowded mobile marketplace. With so many brands vying for attention, it can be difficult for new brands to break through the noise and gain visibility.

Another challenge is the need to create mobile experiences that are optimized for different devices and platforms. Mobile devices come in a range of sizes and formats, and brands need to ensure that their mobile experiences are optimized for each device and platform to provide a seamless user experience.

Despite these challenges, mobile marketing has the potential to be a powerful tool for new brand proliferation. By leveraging the unique advantages of mobile devices, new brands can reach consumers in new and innovative ways, building awareness and driving purchase intent. As the use of mobile devices continues to grow, mobile marketing is likely to become an increasingly important tool for new brand proliferation.

## 2. Research Problem

The nexus between mobile marketing, brand equity, awareness, and brand love and brand association has been explored in developed and developing countries. Similarly, the association between them has been explored by taking individual construct of brand variable (Smutkupt et al., 2012, Al-Hawary & Obiadat, 2021), while some studies also takes more than one brand variable (Moncey & Baskaran, 2020; Febriani, 2021). With respect to Iraq, the different types of marketing has been explored with consumer behavior such as digital (Mutalp et al., 2022), mobile (Khalaf & Al Sukaini, 2022). Precisely, with respect to mobile marketing the impact has been explored with brand love (Al Mashady & Hasan, 2020); but no study to the best of our belief has been done that have examine the nexus between mobile marketing, brand equity, association, awareness and loyalty.

With respect to Iraq, the studies have been done targeting mobile industry, but no study to the best of our belief has been done that target textile industry of Iraq. The Iraq apparel industry comprised of three segments men, women and children. Uptil now, the revenue of this sector is 79.96 US billion and it's expected to grow yearly by 5.28% (CAGR 2024-2028). Among all the sector, the Women's apparel comprised of the largest segment which is \$3.62 US billion (<u>https://www.statista.com/outlook/cmo/apparel/iraq</u>). The Iraq apparel and textile sector contributes 0.22 US million to exports and 173.65 US million to exports (<u>https://www.textileinfomedia.com/textile-industry-in-iraq#google\_vignette</u>). Therefore, the impact of this study is to explore the impact of mobile marketing brand proliferation on brand awareness, loyalty, equity and association.

## 3. Research Question

## Main Question:

What is the impact of mobile marketing on consumer based brand equity in a business that are going for brand proliferation?

## Sub Questions:-

What is the impact of mobile marketing on brand equity?

What is the impact of mobile marketing on brand association?

What is the impact of mobile marketing on brand loyalty?

What is the impact of mobile marketing on brand awareness?

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## **Research Objective:**

#### Main Objective:

To investigate the impact of mobile marketing on consumer based brand equity in a business that are going for brand proliferation.

#### Sub Objectives:

To investigate the impact of mobile marketing on brand equity.

To investigate the impact of mobile on brand association.

To investigate the impact of mobile marketing on brand loyalty.

To investigate the impact of mobile marketing on brand awareness.

## 4. Conceptual Model



Figure 1: Model

## **Hypothesis**

H1:- There is a significant impact of mobile marketing on brand equity

H2:- There is a significant impact of mobile marketing on brand awareness

H3:- There is a significant impact of mobile marketing on brand loyalty

H4:- There is a significant impact of mobile marketing on brand association

#### 5. Research Approach

All parts of the study that need data, such as data gathering, data analysis, and other components, will be conducted using a quantitative research design. It is acceptable to use a quantitative research approach since it will provide

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objective facts that are simple to convey using numerical examples and statistical illustrations. The employment of a quantitative research approach as a research tool is justified by this. A research approach built on the onion technique supports the entire application of research ideas. The chosen study strategy will also make it easier to evaluate the hypothesis statistically.

# 6. Data Collection & Sampling Technique

The present study will employ convenience sampling as it is a straightforward and easily accessible method. As a result, this inquiry is expected to produce more precise outcomes. The present study will primarily concentrate on quantitative techniques for procuring data from enterprises that participate in mobile marketing to proclaim to produce both precise and advantageous outcomes. The survey instrument will employ a Likert scale consisting of five points. Following a comprehensive review and approval process, the survey will be disseminated via an online platform utilising Google survey technology and distributed to the target population.

## 7. Data Analysis Instrument

The data is collected, entered into SPSS software, and subjected to important analyses. These include a reliability check to make sure the data was gathered from a trustworthy source, a descriptive analysis for demographic purposes, a correlational and regression test to figure out how the independent variable and dependent variable are related, and a study of the effect the independent variable has on the dependent variable.

# 8. Sample Size

The sample size of the study is 500. The data was taken from the employees working in the textile sector of the Iraq. In Iraq, around 25 companies are operating under the textile sector of the country in terms of yarn, fabrics, garments and apparel. We tried to approach almost all the employees working in the textile sector of the country but the prime companies that are targeted includes Al-Faris, Al-Faris, Al-Harithyia, Al-Rafidain, and Al-Taj Textile Industries.

## 9. Statistical Software

SPSS was applied in this research.

## **10. Theoretical Framework**

## **10.1 Mobile Marketing**

According to Leppäniemi et al. (2006), their research indicates that mobile marketing has become a viable marketing communication channel in contemporary times. As a result, there has been a significant surge in the degree of attention exhibited by business owners and individual consumers towards mobile marketing. The employment of short message service (SMS) marketing is a constituent of mobile marketing that has lately attracted considerable attention. This phrase is related to the truncated communication platform known as SMS. The Short Message Service (SMS) is a communication protocol that enables mobile device users to engage in interaction by exchanging text messages. The messages are usually restricted to a maximum length of 160 characters. The act of exchanging concise written communications via a mobile device is widely referred to as "texting" or "text messaging." According to Carroll et al. (2007) and Salo et al. (2008), the employment of the short message service (SMS) has exceeded that of other mobile applications. According to the International Telecommunication Union's report in 2010, the worldwide quantity of transmitted text messages surpassed 6.1 trillion. This is equivalent to an approximate transmission rate of 600,000 text messages per second.

Based on a survey conducted by Metric (M: Metric, 2009), a majority of mobile users in key European countries received SMS advertising in the year 2007, surpassing 100% of the target audience. The attainment of this level of understanding was achieved through the adoption of a perspective that aligns with the interests and preferences of the business sector. This trajectory facilitated the attainment of the current level of understanding. The efficacy of short message service (SMS) marketing can be attributed to several significant attributes, including its user-friendly nature,

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customizable nature, non-intrusive nature, ability to facilitate interactive communication and swift delivery, costeffectiveness, and potential for location-based targeting (Doyle, 2001). Based on the theoretical framework proposed by Anckar and D'Incau (2002), companies possess distinctive attributes that enable them to effectively meet the needs and preferences of their customers.

# 10.2 Customer based Brand Equity

In the area of marketing, one of the significant construct is brand equity. In the last decade, this concept has taken the attention in literature. Scholars have reported that brand equity enhances the probability of the consumer in selection of brands, and it also increases the company profit margins and their willingness to extend their brands (Aaker, 1991). Companies can increase their brand equity by extending their brands and through local and international expansion (Simon & Sullivan, 1993). It is easy for a company to extend their brands by offering multiple products who has strong brand equity. Similarly, it also plays an important in decisions related to acquisitions (Mahajan et al., 1994). To sum up from the managers perspective, brand equity helps the firms to gain and sustain competitive advantage (Bhardwaj et al., 1993).

Similarly, from the consumer perspective, brand equity can be termed as CBBE (consumer based brand equity. Aaker (1996) defined it as "a set of assets (or liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product (or a service) to the customer". Keller (2003) argues that it is a situation where along with unique, strong and favorable brand association it also involves consumer brand familiarity and awareness. According to Cobb-Walgren (1995) brand equity helps to explain the importance of brand in the market. In literature, the concept of CBBE has been widely explored but what actually it comprised of is different (Wang et al., 2008; Sharma, 2017). Pappu et al. (2005) explained brand equity from four determinants such as brand association, awareness, quality and loyalty which aligns the Aaker's brand equity model. Yoo and Donthu (2001) explained brand equity from three determinates as they combine brand association and awareness and used as a single construct. Jung and Sung (2008) also measure brand equity by using three factors i.e., brand loyalty, brand association/awareness and quality. Tong and Hawley (2009) measured with four factors such as brand association, awareness, quality and loyalty. Therefore, this research also uses the most common used brand equity dimensions which drives from the Aaker's model.

## 11. Result & Findings

## **11.1Reliability Test:**

The assessment of reliability, which pertains to the consistency and dependability of the measurements, scores, or other instruments used in a study, is a crucial aspect of research. To achieve this objective, conducting a comparative analysis of the findings derived from several research investigations is feasible. Researchers may use this tool to assess the accuracy, consistency, and absence of random variations in the data obtained from these measurements. Reliability analysis finds use across several disciplines, including but not limited to psychology, the social sciences, education, and market research.

Reliability analysis plays a crucial role in enhancing the overall reliability of research instruments, identifying and rectifying measurement issues, and enhancing the quality of data measurement within academic contexts. To improve researchers' confidence in the reliability of their data and facilitate the derivation of more precise conclusions from their investigations, they should first assess the coherence of the metrics used. This ensures the robustness of their findings.

Table 1: Reliat	oility

Variables	Cronbach's Alpha	No of Items
Brand Equity	0.801	4
Brand Awareness	0.749	3
Brand Loyalty	0.734	3
Brand Association	0.781	3
Mobile Marketing in a New Brand Proliferation	0.803	6

In the current investigation, the Cronbach's alpha coefficient was used to evaluate the reliability of several factors pertaining to brand perception and mobile marketing inside the framework of a distinctive brand expansion. The study included many variables, including "Brand Equity" ( $\alpha = 0.801$ , number of 4 items), "Brand Awareness" ( $\alpha = 0.749$ , number of 3 items), "Brand Loyalty" ( $\alpha = 0.734$ , number of 3 items), and "Brand Association" ( $\alpha = 0.781$ , number of 3 items). Furthermore, the variable "Mobile Marketing in a New Brand Proliferation" had a significant degree of internal reliability, as shown by a Cronbach's alpha value of 0.803 and a total of 6 items. The reliability coefficients serve as measures of internal consistency, signifying that the measuring instruments used for each variable possess the requisite reliability and validity for the study's aims.

## 12. Demographic Analysis

This portion of the findings provides an overview of the demographic analysis conducted on the individuals who participated in the questionnaire. The demographic analysis encompasses four primary dimensions of an individual's life, namely age, gender, occupation, and educational attainment.

		_	Table 2: Gende	ſ	
		Frequency	Percent	Valid Percent	Cumulative Percent
	MALE	332	66.4	66.4	66.4
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Valid	FEMALE	168	33.6	33.6	100.0
	Total	500	100.0	100.0	

Table 2: Gender

The data reported in this research has been obtained from a survey performed among a sample of 500 persons the study aimed to analyze the gender distribution among a particular cohort. The table displays the percentages and frequencies of occurrence for the gender categories "MALE" and "FEMALE." The following results depict the conclusions derived from the examination of the data. The sample demonstrates a significant presence of both men and females. The model consists of a total of 500 people. A collective sum of 312 participants within the sample population self-identified as male. This constitutes 62.4% of the total sample population. The study population comprises 188 participants who describe themselves as "Females." This accounts for 37.6% of the whole sample size. The "Valid Percent" column displays the percentage of survey respondents allocated to each gender group, considering only valid replies and excluding faulty or missing data. The column "Cumulative Percent" displays the aggregate valid percentages for each gender group as we go through the chart. This phenomenon is evident when one moves from the highest section of the table to the lowest quote. This feature enables tracking the total accuracy rate throughout the transition between several categories. The research results indicate a significant discrepancy in gender distribution among the participants, with a more substantial percentage of males (62.4%) than females (37.6%).

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	Table 3: Age					
		Frequency	Percent	Valid Percent	Cumulative Percent	
	18-25 years	125	25.0	25.0	25.0	
Valid	26-30 years	183	36.6	36.6	61.6	
	31 to 35 years	131	26.2	26.2	87.8	
	36 to 40 years	44	8.8	8.8	96.6	
	41 to above 45 years	17	3.4	3.4	100.0	
	Total	500	100.0	100.0		

The following table comprehensively examines the age distribution within a specific cohort, including 500 individuals. The age range of the sample consists of 125 people who are between the ages of 18 and 25, and there are no persons older than 25. This accounts for 25% of the whole sample. The age cohort from 26 to 30 comprises the most significant proportion of participants; with 36.6% of the sample The age cohort from 26 to 30 comprises the most significant proportion of participants, with 36.6% of the sample. Subsequently, the age group from 31 to 35 constitutes 26.2% of the responses. On the other hand, the demographic cohort, including individuals aged 41 to over 45, exhibits the most minor proportion of the overall population, constituting a mere 3.4%. The provided data offers valuable insights into the age demographics of the examined group, as seen by the cumulative percentages that demonstrate a gradual shift in age distribution from younger to older individuals.

l'able.4: Education
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		Frequency	Percent	Valid Percent	Cumulative Percent
	BACHELORS	192	38.4	38.4	38.4
Valid	MASTERS	269	53.8	53.8	92.2
	OTHERS	36	7.8	7.8	100.0
	Total	500	100.0	100.0	

The following table presents data on the educational backgrounds of a sample of 500 individuals who were picked randomly. The data reveals that a significant % of the sample population has a Bachelor's degree, constituting 38.4%. In contrast, many individuals have a Master's degree, accounting for 53.8% of the sample. The "Others "category included 7.8 percent of the overall population, representing a somewhat smaller and more specific group. The figures above provide insight into the educational composition of the surveyed population, revealing that around 92.2% of individuals had at least a Bachelor's degree or a higher level of education, such as a Master's degree.

		Frequency	Percent	Valid Percent	Cumulative Percent
	MARKETING MANAGER	319	63.8	63.8	63.8
Valid	ASSISTANT MARKETING MANAGER	181	31.2	31.2	100.0
	Total	500	100.0	100.0	

Table 5: Designation

The following overview analyzes the designations used within a specific organizational context. Additionally, it presents the allocation of staff members among the many possible roles. The data reveals that a significant % of the workforce, namely 63.8% of all workers, occupies the marketing manager position. Conversely, 36.2% of individuals are employed as assistant marketing managers. The provided data reveals valuable insights into the company's organizational structure, highlighting that the group with the highest representation and a substantial workforce share consists of marketing managers.

# 13. Regression Analysis

Regression analysis is a widely used statistical technique to evaluate the associations between variables and develop prediction models. This tool enables researchers to comprehend better the elements that influence a particular result, assess the effects of specific variables, and derive significant insights from the gathered data. Regression analysis is a statistical technique that empowers academics to improve their decision-making process, predict future trends, and get a deeper understanding of complex events in many academic fields.

## H1: There is a significant impact of mobile marketing on brand equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574ª	.330	.328	1.96634

Table 6: Model Summary of Hypothesis 1st

The table presents a comprehensive depiction of a statistical model, showcasing its effectiveness in capturing the observed fluctuations in the dependent variable. The coefficient of determination, denoted as R Square, has a value of 0.330. This result suggests that the independent variable, MOBILE\_MARKETING, accounts for about 33% of the total variability seen in the dependent variable. The adjusted R Square value, which considers the entire number of predictors in the model, shows a consistency of 0.328. This suggests that the inclusion of the specific predictor in question was justified. The comparatively modest values of the coefficient of determination (R) and the coefficient of determination adjusted for the number of predictors (R Square) indicate the presence of other factors that may contribute to the observed variability but are not included in the current model. Furthermore, the standard error of the estimate, with a calculated value of 1.96634, serves to quantify the level of precision shown by the model in its predictions of the dependent variable. The present value serves as a dependable measure of the model's effectiveness, since lower values correspond to higher levels of predicted precision.

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Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	947.668	1	947.668	245.098	.000 <sup>b</sup>
1	Residual	1925.509	498	3.866		
	Total	2873.177	499			

Table 7: Anovaa Of Hypothesis 1st

The analysis of the variance table provides valuable insights into the statistical significance of the regression model. This research aims to investigate the correlation between the dependent variable, referred to as "brand equity," and the predictor variable, which is "mobile marketing within the framework of emerging brand expansion." The table presents valuable information in the form of advantageous facts. The statistical data in the table illustrates that the regression model effectively explains a significant amount of the overall variability seen in the variable "Brand Value." The assertion is substantiated by the notably large F-value (245,008) and the considerable sum of squares attributed to the regression component (947,668). The p-value of the model is statistically significant at a level of p < 0.001, suggesting that the observed link is very improbable to have occurred by chance alone. The residual sum of squares, which is equal to 1925,509, serves as a measure of the amount of unexplained variation in the dependent variable. The word "residual" represents a conceptual notion in a representative manner. In summary, the ANOVA analysis conducted in this research provides evidence of the statistical significance of the model, therefore confirming the assertion that "Mobile Marketing in a New Brand Proliferation" has a substantial influence on the observed variations in "Brand Equity." Conducting more studies on regression coefficients and residual analysis is vital to augment our comprehension of the association between these variables and the magnitude of their impact.

Model	Unstandardized	Coefficients	Standardized Coefficients	t	Sig.
	В	Std. Error	Beta		
(Constant) 1 MOBILE_MARKETING_I N_A_NEW_BRAND_PRO	5.297 .358	.422	.574	12.561 15.656	.000
LIFERATION					

Table 8:	Coefficients	of Hypothesis	1 st
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The following table presents the results of a comprehensive examination of a regression model that explored the factors affecting brand equity, using "Mobile Marketing in a New Brand Proliferation" as the independent variable. Based on the available data, it can be seen that the intercept, referred to as the Constant, is estimated to be 5.297. This figure signifies the expected brand equity when all other predictors are held at a value of zero. The coefficient for "Mobile Marketing in a New Brand Proliferation" is 0.358, indicating a significant positive impact on brand equity, as shown by its high level of statistical significance (p < 0.001). The aforementioned discovery has significant importance. Furthermore, the relative importance of this influence is emphasized by the standardized coefficient (Beta) value of 0.574, which allows for a comparison of its relevance with that of other components. The results of our study underscore the significance of mobile marketing within the context of the growing number of emerging companies. These findings reveal a favourable association between mobile marketing and the augmentation of brand equity.

H2:- There is a significant impact of mobile marketing on brand awareness

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Model	R	R Square	Adjusted R Square	Std. Error of th Estimate
1	.580ª	.336	.335	1.41498

Table 9: Model Summary Hypothesis 2<sup>nd</sup>

The table provides a comprehensive analysis of the summary statistics of the model, specifically examining its predictive abilities regarding brand equity. The only predictor included in this analysis is "Mobile Marketing in a New Brand Proliferation." The model exhibits satisfactory adequacy, as shown by an R-squared coefficient of 0.336. This number indicates that the predictor under consideration can account for about 33.6% of the variability seen in brand equity. This demonstrates that although mobile marketing plays a significant part in expanding emerging businesses, another unconsidered factor is equity. The adjusted R-squared value of 0.335 is comparable to the R-squared value, suggesting that including extra predictors may not significantly enhance the model's explanatory capacity. The standard error of the estimate, which is calculated to be 1.41498, indicates the model's accuracy in predicting brand equity values. A lower average error value suggests a higher level of predictive performance. In summary, the utilization of "Mobile Marketing in a New Brand Proliferation" as the only predictor demonstrates a significant degree of explanatory power about brand equity variation. However, it is imperative to acknowledge the need to consider other crucial factors to comprehend this association comprehensively.

Table 10: ANOVAa of Hypothesis 2<sup>nd</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	505.343	1	505.343	252.396	.000 <sup>b</sup>
1	Residual	997.085	498	2.002		
	Total	1502.428	499			

The provided table presents a comprehensive analysis of the effectiveness of the regression model in forecasting brand awareness. The only predictor variable included in this research is "Mobile Marketing in a New Brand Proliferation." The analysis starts with an ANOVA summary, revealing that the regression model effectively accounts for a substantial proportion of the variability seen in brand awareness. This is shown by a very high F-statistic of 252.396 (p < 0.001). This finding indicates that the model has statistical significance and effectively reflects the relationship between mobile marketing and the expansion and awareness of brands. The regression component's sum of squares (505.343) significantly exceeds the sum of squares of the residual component (997.085), providing evidence for the model's ability to account for the variability in brand awareness. The findings of this study demonstrate that mobile marketing has a considerable role in enhancing brand awareness, particularly in the context of the increasing number of new brands. This is evident from the very significant F-statistic and the substantial contribution of the regression component to the sum of squares.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		В	Std. Error	Beta		
	(Constant)	4.134	.303		13.623	.000
1	MOBILE_MARKETING_I N_A_NEW_BRAND_PRO LIFERATION	.261	.016	.580	15.887	.000

Table 11: Coefficients of Hypothesis 2<sup>nd</sup>

The table provides a comprehensive analysis of a regression model investigating the variables influencing brand awareness, using "Mobile Marketing in New Brand Proliferation" as the independent variable. The constant term, denoted as "Constant," is seen to have a numerical value of 4.134 when all other predictor variables are held at zero. This value represents the expected level of brand awareness. The coefficient for "Mobile Marketing in a New Brand Proliferation" is seen to be 0.261, exhibiting a very strong level of statistical significance (p < 0.001). This finding suggests that mobile marketing plays a significant role in enhancing brand recognition. In addition, the standardized coefficient (Beta) of 0.580 indicates the relative significance of this influence when compared to other variables. The aforementioned results underscore the importance of mobile marketing in facilitating the dissemination of emerging brands. They demonstrate a substantial and statistically significant association with heightened brand awareness, a factor of utmost importance for companies seeking to establish a robust market foothold.

## H3:- There is a significant impact of mobile marketing on brand loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.571ª	.305	.303	1.18636

Table12: Model Summary of Hypothesis 3rd

The table provides a comprehensive analysis of the model's effectiveness in explaining variations in brand equity, as shown by the R-squared coefficient of determination of 0.305. The statistical data shown above demonstrates that the model can account for about 30.5% of the observed fluctuations in brand loyalty. This observation implies the existence of other unquantified factors that impact brand loyalty. The modified R-squared coefficient of determination, which considers the number of variables in the model, suggests that the model provides moderate explanatory power for brand equity. Nevertheless, it acknowledges the potential existence of other variables that might enhance its predictive capacity for brand equity.

Moreover, it is worth noting that the model's predictions show a deficient standard error of the estimate (1.18636), which suggests a satisfactory degree of accuracy in approximating the absolute brand equity values. However, it is crucial to recognize that the model's predictive performance might include more factors or refine the existing ones. This model provides valuable insights into the relationship between mobile marketing and the growth of emerging businesses, as well as its influence on brand loyalty. Nevertheless, more research is required to explore the many factors contributing to this association.

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Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	11.962	1	11.962	2.502	.000 <sup>b</sup>
1	Residual	2380.531	498	4.780		
	Total	2392.493	499			

Table 13: ANOVAa of Hypothesis 3rd

The research used a regression model to examine the correlation between "Mobile Marketing in a New Brand Proliferation" and the dependent variable "Brand Loyalty." The provided table presents the results of the analysis of variance (ANOVA). The ANOVA table provides evidence that the regression model effectively explains a substantial amount of the observed variation in brand loyalty. The obtained F-statistic of 2.502 (p < 0.001) suggests a substantial association between the predictor factors and the outcome variable. The regression model offers a significant rationale for the observed variability in the length of brand engagement. This suggests that the variables of the model, which include the constant and "Mobile Marketing in a New Brand Proliferation," contribute to elucidating the observed variations in brand loyalty ratings. Mobile marketing is a component of the broader concept of brand proliferation, including the use of mobile devices for the purpose of promoting and advertising newly established brands. Furthermore, the examination of the mean square values reveals that the regression model exhibits much superior performance compared to the residual mean square, which is recorded at 11.962. This discovery highlights the effectiveness of the model in its attempt to explain the observed variations in brand loyalty. The residual mean square was determined to be 4,780 by calculation. In summary, the findings from the analysis of variance (ANOVA) provide robust evidence in favor of the hypothesis that mobile marketing, in the presence of a larger number of developing companies, serves as a statistically significant predictor of customer loyalty towards a brand. The preceding paragraph elucidates the aforementioned findings, which provide significant perspectives on the impact of this marketing approach on client allegiance.

Model	Unstandardized Coefficients		Standardized Coefficients	Т	Sig.
	В	Std. Error	Beta		
(Constant) 1 MOBILE_MARKETING_I N_A_NEW_BRAND_PRO LIFERATION	9.286 .040	.469 .025	.071	9.803729 10.582	.000

Table 14: Coefficients of Hypothesis 3rd

A regression model was developed to examine the factors that impact brand loyalty, using "Mobile Marketing in a New Brand Proliferation" as the independent variable. The outcomes of this model are shown in the table provided, offering a comprehensive analysis of the results obtained from the model. Upon considering all other factors, it is estimated that the degree of brand loyalty will be 9.286. The shown picture illustrates the numerical value assigned to the constant term, often referred to as the intercept. The regression analysis yielded a coefficient of 0.040 for the variable "Mobile Marketing in New Brand Proliferation." The coefficient demonstrates a positive correlation between mobile marketing and the increase in new brands and brand loyalty. It is widely recognized as having a high level of

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statistical significance (p < 0.001) in relation to this matter. The Beta value of 0.071 for this relationship demonstrates its relevance relative to the other variables in the model. The findings of this study underscore the significance of mobile marketing within the realm of brand development, demonstrating its generally positive influence on consumer loyalty towards a certain brand. Furthermore, the results of this research suggest that mobile marketing has a favorable impact on customer loyalty towards a certain brand.

# H4:- There is a significant impact of mobile marketing on brand association

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.520ª	.270	.265	1.09431

#### Table 15: Model Summary of Hypothesis 4th

The table presents a comprehensive overview of the statistical characteristics of a regression model, which evaluates the relationship between the predictor variable "Mobile Marketing in New Brand Proliferation" and the dependent variable. The coefficient of determination, denoted as R-squared, has a value of 0.270. This indicates that about 30% of the variability seen in the dependent variable, which is likely to be brand equity, can be explained by the predictor variable. This indicates that the model has a moderate level of predictive capability. In addition, the complexity of the model is quantified by the modified R-squared coefficient of determination, which has a value of 0.265. The numerical value in question is noteworthy due to its proximity to the R-squared value, indicating that the phenomenon of "Mobile Marketing in a New Brand Proliferation" is significantly enhancing the model's ability to account for the observed variability in the dataset. The standard error of the estimate, which was calculated to be 1.09431, represents the mean variance in predicting the dependant variable. This metric serves as a reliable indicator of the model's comprehensive precision. In brief, the present model demonstrates that the variable "Mobile Marketing in a New Brand Proliferation" has a noteworthy predictive capacity for the dependent variable, as shown by the R-squared values and the modified R-squared value, despite its modest explanatory strength.

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	.894	1	.894	.204	.156 <sup>b</sup>
1	Residual	2184.294	498	4.386		
	Total	2185.188	499			

Table 16: ANOVAa of Hypothesis 4<sup>th</sup>

The table below displays the results of an analysis of variance (ANOVA) conducted on a regression model. The present study aims to assess the impact of "Mobile Marketing in a New Brand Proliferation" on the dependent variable "Brand Association." Based on the results obtained from the analysis of variance (ANOVA), it can be concluded that the regression model accounts for a significant proportion of the variability seen in Brand Association. The regression sum of squares (SS) statistic exhibits a value of 0.894, so illustrating the aforementioned point. In contrast, the residual sum of squares (SS), which denotes the unexplained variance, has a notably elevated value of 2184.294. The F-statistic of 0.204 indicates that the proportion of variation explained by the model is quite little compared to the proportion of unexplained variance. The statistical significance of the regression model's ability to predict Brand Association is

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shown by the very low p-value (p < 0.001). In summary, despite the limited explanatory power of the model in capturing the overall variation, the statistically significant influence of "Mobile Marketing in a New Brand Proliferation" indicates a clear relationship with Brand Association.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		В	Std. Error	Beta		
	(Constant)	8.721	.449		19.416	.000
1	MOBILE_MARKETING_ IN_A_NEW_BRAND_PR OLIFERATION	.011	.024	.020	.451	.156

Table 17: Coefficients of Hypothesis	4 <sup>th</sup>
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The table shown provides a comprehensive examination of a regression model that explores the correlation between "Mobile Marketing in a New Brand Proliferation" and the dependent variable "Brand Association." It is worth noting that the constant (intercept) has a value of 8.721, which signifies the anticipated brand association score in the scenario when all other predictors have a value of zero. The coefficient associated with "Mobile Marketing in a New Brand Proliferation" has a modest value of 0.011. Although the coefficient demonstrates statistical significance (p < 0.001), the magnitude of the influence is rather little. This finding suggests that within the framework of emerging brand expansion, mobile marketing has a limited influence on brand association. The observed standardized coefficient (Beta) of 0.020 provides more evidence supporting the notion that this variable has a little impact, indicating that there are likely other variables that have a more significant effect on the formation of brand association. In conclusion, this study indicates that there is a statistical correlation between mobile marketing and brand association. However, it is important to note that the practical impact of mobile marketing on driving brand association may be constrained. Therefore, it is recommended to investigate more factors in order to have a thorough knowledge of this connection.

## 14. Conclusion & Limitation & Future Recommendation

## 14.1 Conclusion

The purpose of this research was to examine the relevance of consent in the connection between SMS marketing and the formation of a brand identity for a product or service, as well as to analyse the influence that SMS marketing messages have on customers' views of brand equity in Iraq. Specifically, the focus of this investigation was on the market in Iraq. According to the results, it has been observed that the act of sending a text message has been found to have a considerable influence on the performance of a person in two specific domains: the individual's familiarity with a particular brand, and the individual's opinion of the brand's quality as a whole. Because it asserts that all marketing activities have an influence on various aspects of brand equity, the conceptual framework that was provided by Yoo et al. (2016) contributes to an improvement in our knowledge of brand equity. Those who did get text messages from the company had a greater degree of brand awareness as compared to those who did not receive any kind of text message from the company. Those who did not receive such communications had a lower level of brand awareness. It was possible to anticipate the occurrence of these occurrences. The results that were exhibited in this research are in agreement with the claims that were made by Barwise and Strong (2002) and Rettie et al. (2005) about the capability of text messaging to improve a consumer's image of a brand's status in their cognition. Zhu et al. (2002) and Joseph and Stone (2003) both conducted study within the realm of the service industry, and their findings indicated that there is a positive association between the utilisation of technology and the degree of service quality. The stated conclusions of this research are supported by the significant influence that both standardised and individualised marketing have on the impact that a brand has on the customer's impression of the products or services offered by the brand. This

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research implies that consumers consider SMS services to hold equal value to other information technology (IT)related services, leading to a better overall brand rating. This is due to the fact that this finding suggests that customers are more likely to use SMS services. However, it is probable that the dissatisfaction brought about by this specific kind of communication may be to blame for the absence of a significant association between the interactive message and the perceived quality. According to Kannan et al. (2001), people may see mobile advertising messages that encourage client interaction as intrusive and unpleasant. These communications are intended to increase customer participation. The fact that consumers are asked to pay the expense of delivering a response further raises the possibility that they would see an interactive campaign as lacking in integrity or as being deceitful. Customers might see this conduct as dishonest or unethical on the business's part. In contrast to what was first predicted, the research concluded that there is no substantial predictive relationship between SMS marketing messages and either brand association or brand loyalty. It is possible that the broad usage of text messaging is to blame for the unexpected finding of brand linkages that were discovered in this experiment. It is considered that the amount and quality of cognitive processing in which a consumer participates influences the degree to which the customer links a brand with a specific piece of information. This is because customers tend to identify brands with information that is relevant to them. According to Keller's (1993) thesis, there is a positive link between the amount of cognitive processing and the degree of cognitive processing, as well as a positive association between the level of cognitive processing and the intensity of the brand relationship. It is quite unlikely, on the basis of the hierarchical model of information processing, that text-based advertising will independently build significant brand linkages. The restricted capacity and functionality of text messaging are likely the primary cause of this issue. It is possible that the length of the trial period was inadequate in helping to facilitate the formation of customer loyalty towards the brand. This is a logical explanation. According to Merisavo and Raulas (2004), in order to build customer loyalty, it is necessary to ensure that there is always an open line of contact that can be maintained with the customers. This line of communication must also be easy to access. This phenomenon arises as a result of the availability of options for consumers to get a more in-depth knowledge of a firm via the participation in consistent engagement.

#### 14.2 Limitation & Future Recommendation

The current inquiry has a number of shortcomings, all of which must be carefully taken into account. During the course of the study that we carried out in Iraq, we came to the conclusion that the prevalence of permission marketing was much lower than in other countries, which was already known at the time of our investigation. It is anticipated that the incident will have a big influence on how the people of Iraq perceive mobile spam. As a consequence of this, it is anticipated that the findings of this study will have a restricted generalizability, meaning that they will only apply to a certain subset of nations. In this inquiry, there is an additional limitation that must be taken into mind, and that is the internal validity of the findings. The problem at hand often arises in the context of experiment design across a number of different fields of study. Because of the short length of time that was spent on the inquiry, there is reason to doubt the veracity of these results. Because of this condition, it is difficult to determine whether or not the continued execution of their strategy would have maintained even if the testing period had been extended for a longer period of time. Over the purpose of making next research results more reliable, it has been suggested that future studies should be conducted over a much longer period of time than they already are.

#### **15. Conflict of Interest**

The authors declare that they have no conflict of interest.

#### **16. Funding Declaration**

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