

Abstract

This research investigates the impact of mobile marketing on consumer decision-making, with a focus on the effectiveness of mobile advertisements. As mobile devices become increasingly central to consumers' daily lives, understanding how mobile ads influence purchasing decisions is crucial for marketers aiming to optimize their campaigns. This mixed-methods study combines both qualitative and quantitative approaches to provide a comprehensive analysis of how mobile advertising affects consumer behavior and decision-making processes.

The qualitative phase of the study involves in-depth interviews and focus groups with mobile users to explore their perceptions of mobile ads and how these ads influence their decision-making. Participants share insights into the types of mobile ads they find most engaging, as well as the factors that increase or decrease their trust in mobile advertising. Additionally, the research examines emotional responses to different types of mobile ads, such as display, video, and interactive formats, to understand which formats resonate most with consumers.

In the quantitative phase, a survey is conducted to assess the impact of mobile ads on actual purchase behavior, with a focus on key metrics such as ad recall, brand awareness, and conversion rates. Statistical analysis is used to identify correlations between mobile ad effectiveness and consumer decision-making. The findings offer actionable recommendations for marketers to enhance mobile ad strategies and better influence consumer decisions in an increasingly mobile-first world.