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Identifying Factors Affecting the Acceptance of Mobile Marketing Activities by Customers Using a Meta-Synthesis Approach

AliReza Mandegari (iD) | PhD Candidate in Commerce, Department of Business Management, Central Tehran Branch, Azad Islamic University, Tehran, Iran

Sina Nematizadeh (iD)∗ | Associate Professor, Department of Business Management, Central Tehran Branch, Azad Islamic University, Tehran, Iran

Abbas Heidary (iD) | Assistant Professor, Department of Business Management, Central Tehran Branch, Azad Islamic University, Tehran, Iran

Abstract

Purpose: The aim of the present research is to identify the factors influencing the acceptance of mobile marketing activities by customers using a meta-synthesis approach.

Method: The research was conducted with an exploratory and qualitative approach. Using a systematic and meta-synthesis review approach, the researcher analyzed the results and findings of previous researchers and identified the influencing factors on the adoption of mobile marketing by performing the 7 steps of the Sandelowski and Barroso method. In this context, in order to measure reliability and quality control, the Kappa method was used, and its value was identified for the identified indicators at the level of excellent agreement.

Findings: The results of the implementation of meta-synthesis steps in Maxqda10 software showed that the factors influencing the acceptance of mobile marketing activities by customers based on the meta-synthesis approach include two general dimensions individual and environmental ones, and these two dimensions include 6 components in total. and there are 33 indicators. Based on these results, the individual dimension includes the components of perceptual factors, personal habits and characteristics, emotional and belief factors, and cognitive factors, and the environmental dimension includes the components of technical factors and social factors. The research results show that marketing is a dynamic field that changes over time. Understanding the effective components at any point in time can increase marketing effectiveness. Mobile marketing combined with traditional and virtual methods has become the most powerful tool even for traditional sellers.

conclusion: It can be concluded that proper implementation and digital marketing can help sellers in increasing customer reach and brand awareness

Keywords: mobile marketing, adoption of mobile marketing, meta-synthesis method.

Introduction

Moving from the past era to the contemporary era, indicates the difference in the type of persuasion of consumers and potential buyers to sell products and services to them (Sharma, 2022). In today's era, despite meeting prerequisites such as quality and price, different marketing tools are needed for the success of products and services in the market (Bernritter et al., 2021). Also, regarding the diversity of such tools, it should be stated that the tendency of people has shifted from visual environmental and television advertisements to digital media and social networks (Iqbal & Nawaz, 2019).

One of the media used by the general public in recent years is the mobile phone, with its advancement of technology , people have been able to receive, compare, buy, pay and even express their opinions about products and services (Borah et al., 2016). A new type of communication service using the Internet is performed in front of our eyes by mobile devices, which has led to the emergence of new opportunities to perform various digital services, called mobile commerce (Kim et al., 2013). With the arrival of smartphones and tablets, mobile phones have replaced not only landlines but also desk phones (Czarny, 2018). Each mobile device belongs to a specific person. The expansion of the Internet and related technology has given us a wide range of new opportunities to provide businesses with new ways and do business and exchange information and communicate through the development and expansion of the electronic business market (Yazdanifard et al, 2011).

In this regard, there are various marketing methods specific to such tools. One of these cases is mobile marketing (Tong et al., 2020). Mobile marketing is distributing and publishing any type of message or advertisement that creates value for the customer and increases business income (Bailly et al., 2017). Also, this essential means uses wireless media to provide personalized information without the time and place restrictions on customers to promote goods, services and ideas and thereby benefit all stakeholders (Akhtartale, 2014). Marketing and business managers are increasingly seeing mobile as an attractive tool by means of which they can interact with consumers through a variety of different forms of marketing communications. In the last century, more expectations arose from the growth of advertising and marketing by mobile (Gao et al., 2010). In general, mobile advertising is the transmission of a message about products

and services through mobile devices (Sharma et al., 2020). One of the most essential features of mobile advertising is being interactive and personal. In mobile advertising, quick, easy, cheap, and effective interactions are created between customers and the company. Personal messages can be transmitted to the target audience regardless of time and place. Therefore, companies have accepted mobile advertising as a part of integrated marketing communication strategies. Currently, most of the leading companies in the world, such as Procter & Gamble, Microsoft, Disney, Coca-Cola, and McDonald's, have accepted mobile advertising and consider it in their marketing budget every year (Ünal et al., 2011).

However, the acceptance of mobile marketing actions and activities by customers has always been one of the challenging cases in advertising and promotion activities of companies, and the occurrence of behaviors of avoiding advertising and not accepting marketing actions has led to a decrease in the effectiveness of mobile marketing actions. In this context, studies such as Cheong and Tu (2017) have introduced the adoption of mobile marketing as one of the key antecedents of the success of mobile marketing actions. In fact, the acceptance of mobile marketing activities and actions is considered a fundamental step toward the success of such programs. Therefore, it is necessary to determine what causes and factors are able to influence the behavior and tendencies of customers in the field of accepting mobile marketing. The point is that in the last two decades, many studies have discussed the causes and factors affecting the acceptance of marketing through mobile and various factors have been identified in this field. But the dispersion of the obtained results makes it difficult to achieve a comprehensive view of the factors introduced in the literature. Therefore, the present study tries to identify and categorize the causes and factors influencing the adoption of mobile marketing activities based on a systematic approach and in the form of a hybrid approach. From this research, an answer is sought to the following question ' what are the factors influencing the acceptance of mobile marketing activities by customers?'

Theoretical Foundations

Mobile Marketing

The expansion of the Internet and the different business environments has led to the emergence of a type of marketing called mobile

marketing (Aminian et al., 2021). The advancement in mobile technology has changed the business environment significantly. Mobile technologies have great potential to create new markets, change the business competitive landscape, create new opportunities and change the structure of society and the market (Zolloa et al., 2020). The mobile phone has provided a new media and channel for person-to-person marketing activities and has a great contribution to achieving marketers' demands and communicating with customers at any time and place. Nowadays, the definition of mobile is no longer limited to mobile phones (Weng et al., 2018). Over the past few decades, the definition of mobile has included a wide range of portable computing devices (such as tablets, wearables, and smart speakers) and mobile services (such as mobile applications and virtual assistants). With this definition, mobile has caused the formation of a new type of interaction between customers and marketers, and with this, it has provided new marketing opportunities (Tong et al., 2020).

The increasing growth of the Internet caused many changes in the marketing industry. Digital platforms such as browsers and smartphones have confronted the advertising role of television, radio, and newspapers. Recent studies have estimated that the percentage of advertising investment allocated to online channels in 2018 will reach 44% of the total expenses dedicated to advertising and will reach 50% of the total expenses in 2020. Handley & Pulizzi, 2017). The main factor in changing the marketing channel from traditional to online mode is consumers' preference for smartphones. The characteristics of the Internet, such as the epidemic and the speed of its operation, and the revolution in technological devices (such as smartphones) caused consumer habits to change and new interactions between users and companies, and creators. The content should be done. Today, more than 3.196 million people around the world use smartphones; So this amount increases by 13% every year. The increasing use of smartphones and access to information and entertainment shows how much information and communication technology can affect the daily life of users (Belanche et al., 2019).

Mobile marketing has been able to show itself more prominent and successful among other marketing strategies by targeting the personalization of the provided content. In other words, marketeers can design personalized content through mobile channels (text messages, applications, and notifications) based on accurate

information regarding location, time, and environment. and provide communication to their customers. In the era of the influx of different marketing strategies, marketeers equipped old marketing channels such as television and newspapers with all advertising tactics; However, with the advent of the Internet, marketeers are faced with a better tool that can separate their consumers based on their online behavior. In addition, the ubiquity of the mobile phone made it possible for marketeers to obtain accurate data from the environment and behavior of their consumers through the GPS, accelerometer, sensors, and gyroscope features of the mobile phone. This detailed information made marketeers improve their pricing and sales strategies and present them to the market in a more accurate and personalized way (Tong et al., 2020). Mobile channels and services such as applications, smart speakers, and mobile blogs made the interactive features of mobile phones more advanced and engage with customers more. Marketeers can find out where consumers are using their mobile phones through the location feature. What time they are looking for products , how they search for information to buy, and whether they are alone or with someone else when using a mobile phone. Marketeers can accurately predict consumer behavior with data obtained from mobile phones and artificial intelligence algorithms (Tong et al., 2020).

Mobile advertising
Advertising started with the first advertising message in 1997 in Scandinavia (Cooley et al., 2019). Advertising SMS is a special type of mobile marketing that uses SMS and includes sending and receiving text messages between mobile devices. The ability to show SMS on all mobile devices and its special popularity in interpersonal relationships are the characteristics that maintain its popularity compared to multimedia messages, and the importance of checking and planning on it. (Prabowo et al., 2020). Case studies in Japan show that marketeers can provide comprehensive mobile advertising programs with the aim of building a large base of potential customers, and better understanding customers through data mining and advertising preparation. As a result, they can more easily target a specific group of customers and measure the effectiveness of their advertising programs (Dedeoglu et al., 2019). Sky Gunn (2001) also believes that marketeers can send the right offer to the consumer at the

right time by using the mobile phone, but since this medium is a very personal medium and attracts the immediate attention of the consumer. , they should be more careful to ensure that their advertising programs are valuable to consumers and do not annoy them. Considering that mobile is a personal device, it has been increasingly used in marketing (Pan et al., 2019). The usefulness of mobile advertising and factors such as the reduction in the price of high-quality multimedia phones have led to the growing growth of advertising on mobile phones in all over the world (Ciechanowski et al., 2019). With the ever-increasing expansion of mobile applications and everyone's acceptance of mobile communications and increasing the scope of hunting users; And also the forecast of 106 billion dollars income from 5 trillion text messages in 2010, to 136 billion dollars (from 7.8 trillion text messages) in 2015 in the world, mobile phone is still the main source of income for communication industries in all over the world. Considering that mobile marketing is still in the early stages of its life cycle; And also because of the low cost compared to other marketing approaches, many companies send their marketing messages to the mass target market without taking into account the details of personal information and their time and place. As a result, many people are greatly offended due to the irresponsible use of this tool. This annoyance can ruin the image of the company in the mind of the customer and a lot of capital will be wasted in this way. Also, due to the significant relationship between the favorable attitude towards mobile marketing and the level of response to this type of marketing (as annoying, lovely, enjoyable, etc.), it is important to study the consumer's attitude towards mobile marketing (Wang et al., 2018). Therefore, it is necessary to identify and investigate the influencing factors on the attitude toward mobile marketing; Because creating a positive attitude and turning the attitude into acceptance is one of the most essential steps in mobile marketing that leads to shaping the appropriate behavior of the audience (Huang and Rust, 2018). Therefore, according to the many and extensive uses that can be mentioned of mobile phones in the field of marketing, it seems necessary to know the attitude and reaction of customers towards the use of this marketing tool; Because the mobile phone is still a new medium in the field of marketing that has not reached its maturity stage and companies do not have enough experience to use this effective medium optimally.

Research method

In terms of identifying factors influencing the acceptance of mobile marketing activities by customers using a meta-synthesis approach, the present study is qualitative and it has been done using a general approach and with a library research method, with meta-synthesis technique in the field of consumer behavior .Also, Sandelowski and Barroso method was applied in this research.

Sandelowski and Barroso's method is a meta-composite coherent model that examines information and findings extracted from other studies with a related topic. By providing a systematic approach for researchers through the combination of different qualitative researches, this method discovers new and fundamental topics and metaphors, and in this way expands the current knowledge and creates a comprehensive and broad view of the issues.

Figure 1. Seven-stage metasynthesis model (adapted from Sandlowski and Barroso, 2007)

Meta-synthesis is not just an integrated review of the qualitative principles of the case or the analysis of secondary data and primary data from selected studies, but rather the analysis of the findings of these studies. In other words, meta-synthesis is the combination of interpretations of the main data of selected studies.

The results of meta-synthesis analysis

As mentioned, the meta-synthesis analysis includes seven steps. In this section, the results related to each step of this analysis are presented separately.

First stage: Setting research questions

The first step of meta-synthesis analysis is setting research questions. The design of research questions in meta-synthesis analysis begins with the question of identifying the nature of the research topic, which is the main goal of the analysis. After that, by specifying the scope of

the research in the form of the study community, the researcher questions the time frame and how to measure it, and before starting the next steps of the research, he specifies its general framework. This is one of the strengths of meta-synthesis analysis; Because while creating a comprehensive view, it helps the researcher not to leave the framework of the research and to advance the research based on the set goals. The main question and the mentioned answers are given in the table below.

Table 1. Research questions

Concept	parameter
Identifying the dimensions and components of identifying factors affecting the acceptance of mobile marketing activities by customers	(What)
Articles and related documents in reliable scientific databases have been examined in the field of acceptance of mobile marketing activities by customers.	(Who)
Articles and scientific research in the period from 2010 to 2022	(When)
Documentary analysis method was used in this research (data analysis which is a secondary form). By considering the criteria, the researcher identifies and specifies the appropriate articles that enter the synthesis process and the articles that are left out of the process.	(How)

Seconod stage: A systematic review of research principles

Different keywords were used to search for research texts. Keyword research was done by searching the title, abstract, keywords, and text of the articles separately in all the mentioned databases. In order to achieve theoretical saturation and prevent any limitations that lead to a deficiency in the research background, in this research, an effort was made to consider the most comprehensive time frame in the field of mobile marketing and related activities and researches. Then we started to search for articles, dissertations, and materials through search engines and reliable sites using English and Farsi keywords, which are the words used in search engines and reliable sites as described in Table No. 2.

Table 2. Some search keywords

Keywords	No.
"mobile marketing acceptance"	1

Keywords	No.
"mobile marketing" + "customer acceptance"	2
"mobile marketing adoption"	3
"mobile marketing" + acceptance	4
" mobile marketing model"	5
" mobile marketing success"	6

Third Stage: Searching and choosing suitable researches
At this stage, the question should be answered whether the searched articles are relevant to the research questions or not. For this purpose, these articles are reviewed several times, and in each review, the researcher usually rejects several articles. Also, the tool that was used to evaluate the quality of the final researches is the Critical Appraisal Skills Program (CASP) evaluation method. This method is used as a tool to evaluate the quality of primary qualitative research studies (MacRae, 2005). Using the critical assessment skills program or CASP method, each article should be evaluated in terms of quality with 10 quality conditions. A score between 1 and 5 is assigned to each of the articles based on each of these conditions. The articles with a total score of 31 and above will be confirmed in terms of quality and the rest of the articles will be deleted.

The conditions considered for the CASP method in this study are:

− Correlation of the goals of the examined article with the goals of the research

− Up-to-date research of the article under review

− The proposed design in the article under review

− Sampling method in the article under review

− Method and quality of data collection

− The level of reflection, the possibility of expanding the results and achievements of the article under review

− The extent and manner of observing common ethical points in the field of writing research texts in the article under review

− The level of accuracy in the analysis and analysis of the data in the article under review

− Clarity of expression in the submissions of the examined article

− The overall value of the article under review

− In the search process, various parameters such as the title, abstract, content and details of the article were taken into consideration and the articles that did not match the question and purpose of the research were removed. The process of review and selection in this research is shown outlined in the figure below:
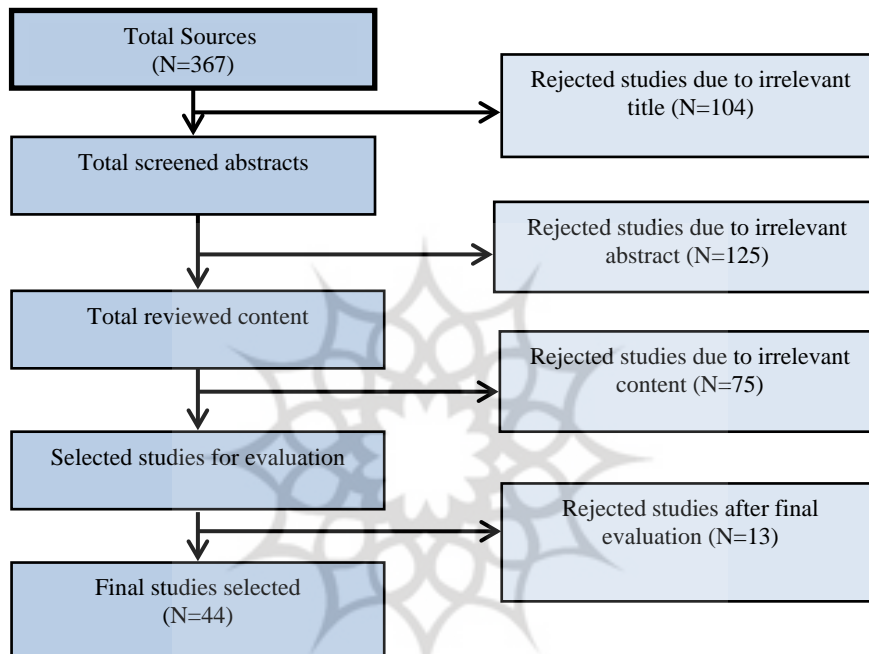

Figure 2- Review and selection process

In Table 3, the specifications of the approved articles in Casp analysis were determined.

Table 3: Articles confirmed in CASP evaluation

CASP	Title	Authors	Code
38	Research into consumers' attitudes and acceptance intentions toward mobile marketing	Zhang et al (2012)	P1
33	Factors affecting consumer attitudes towards mobile marketing	Yousif (2012)	P2
37	Mobile Location-Based Advertising: How Information Privacy Concerns Influence Consumers' Attitude and Acceptance	Limp et al (2015)	P3

CASP	Title	Authors	Code
40	Attitudes towards in-app advertising: a uses and gratifications perspective.	Logan (2017)	P4
39	). The relationship between young consumers' decision-making styles and propensity to shop clothing online with a smartphone	Eriksson et al (2017)	P5
45	Opening location-based mobile ads: How openness and location congruency of location-based ads weaken negative effects of intrusiveness on brand choice	Ketelaar et al (2018)	P6
33	Factors Affecting Attitudes and Behavioral Intentions Toward In-app Mobile Advertisements	Sigurdsson et al (2018)	P7
37	A factor-identifying study of the user-perceived value of collective intelligence based on online social networks	Weng et al (2018)	P8
37	Advertising Effects of In-Game-Advertising vs. In-App-Advertising.	Bidmon, & Röttl (2018)	P9
38	Application of consumer style inventory (CSI) to predict young Indian consumer's intention to purchase organic food products	Prakash et al (2018)	P10
33	Customization in location-based advertising: Effects of tailoring source, locational congruity, and product involvement on ad attitudes.	Lee et al (2015)	P11
33	Developing customer product loyalty through mobile advertising: Affective and cognitive perspectives	Lu et al (2019)	P12
38	Culture, Perceived Value, and Advertising Acceptance: A Cross-Cultural Study on Mobile Advertising	Liu et al (2019)	P13
38	Mobile searching versus online searching: Differential effects of paid search keywords on direct and indirect sales	Wang et al (2019)	P14
38	Exploring readers' evaluations of native advertisements in a mobile news app	Krouwer et al (2019)	P15
42	How smartphone advertising influences consumers' purchase intention	Martins et al (2019)	P16
43	Artificial Intelligence in FinTech: understanding robo-advisor's adoption among customers	Belanche et al (2019)	P17
41	Social media communications and marketing strategy: A taxonomical review of potential explanatory approaches	Pan et al (2019)	P18
43	Personal trust, institution trust and	Menon (2019)	P19

CASP	Title	Authors	Code
	consumerism attitudes towards mobile marketing and banking services in India.		
32	Reconceptualizing customer-based destination brand equity	Dedeoglu et al (2019)	P20
37	Integrative perceived values influencing consumers' attitude and behavioral responses toward mobile location based advertising: an empirical study in Vietnam	Le et al (2020)	P21
35	Privacy concerns, internal political efficacy, intrusiveness, and voter resistance to the acceptance of political mobile marketing campaigns	Maduku (2020)	P22
44	Native advertising in mobile applications: Thinking styles and congruency as moderators	Park et al (2020)	P23
34	Student purchase intention in higher education sector: The role of social network marketing and student engagement	Prabowo et al (2020)	P24
38	Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience	Zolloa et al (2020)	P25
38	The role of socialization agents in adolescents' responses to app-based mobile advertising	Shin et al (2020)	P26
33	Personalized mobile marketing strategies	Tong et al (2020)	P27
43	Use of social networking sites by SMEs to engage with their customers: A developing country perspective	Sharma et al (2020)	P28
42	Getting in the flow together: The role of social presence, perceived enjoyment and concentration on sustainable use intention of mobile social network game	Wang & Lee(2020)	P29
40	Content-related factors influence perceived value of location-based mobile advertising.	Lin et al.(2020)	P30
44	Drivers and barriers of permission-based marketing	Bhatia (2020)	P31
34	An Empirical Analysis of Location-Based Mobile Advertising—Determinants, Success Factors, and Moderating Effects	Kurtz et al (2021)	P32
38	What Do Consumers Like to See in a Cause-Related Marketing Campaign Board?.	Hong et al (2021)	P33
43	Sustainable destination marketing ecosystem through smartphone-based social media: The	Sharmin et al (2021)	P34

CASP	Title	Authors	Code
	consumers'acceptance perspective		
42	The generation Z audience for in-app advertising	Graham et al (2021)	P35
33	Digital Readiness and Acceptance of Mobile Advertising.	Ashari Nasution et al (2021)	P36
36	Mobile Technology and Advertising: Moving the Research Agenda forward	Bernritter et al. (2022)	P37
40	Take it on the Chin! Advertising Acceptance on Mobile Platforms - A Review of Literature	Munawar et al (2022)	P38
42	Examining the demographic differences of consumers with different decision-making styles in the buying behavior of Sunich juices	Qashqaei et al (2019)	P39
40	Identifying and prioritizing purchase decision-making styles among different age groups of consumers	Mansouri Movid et al (2017)	P40
45	Investigating factors affecting the acceptance of mobile marketing by Gilan University students. Master's thesis in business management	Akhtarala (2014)	P41
42	Explaining the model of structural relationships between social network marketing and customer behavior in order to promote the brand in the dairy industry (case study: Kale company in social networks)	Aminian et al (2021)	P42
38	Analysis of factors influencing mobile adoption of electronic services in the insurance industry using the fuzzy network analysis process	Mohammadi (2019)	P43
40	Using mobile phones as a marketing method: problems and solutions	Haghigi Nasab and Hakimifar (2017)	P44

In this research, this evaluation was done regarding the extracted codes.. As It can be seen, the significant value obtained for the Kappa index is less than 0.05, so the assumption of the independence of the extracted codes is rejected and the dependence of the codes as well. extractions confirm each other, so it can be claimed that the tools used to extract the codes had sufficient reliability.

Table 4: Agreement size values

significant number	the amount of	
0.001	0.863	Kappa agreement value
	44	Number of items

Fourth Stage: Extracting information from studies and investigations

The final refined articles and the parts of interest of these articles i.e. their abstract, results, findings and discussion, and conclusions were entered into MAXQDA software in the form of PDF files so that the meanings and themes were considered by the researcher, i.e. The elements influencing the acceptance of mobile marketing from these texts based on the meta-synthesis approach should be identified and extracted. In these tables, the open codes identified from the documents and the frequency of these codes can be seen:

Table 5. Open codes identified from the literature in the form of indicators affecting mobile marketing

Reference	frequency of repetition (in articles)	Indicators
P1-P4-P10	3	Perceived attractiveness
P20-P21-P29-P31-P33-P38-40	7	Perceived risk
P1-P15-P18-P23-P24-P29-P37	7	perceived value
P1-P5-P8-P10-P18-P22-P27-P30-P33-P36	10	Perceived entertainment
P20-P22-P27-P29-P33-P38	6	Perceived usefulness
P3-P4-P9-P10-P15-P27-P28-P29-P37	10	Perceived complexity
P4-P6-P7-P11-P14-P25-P27-P30	8	Perceived compatibility
P21-P28-P30-P41-P42-P43	6	Perceived relative advantages
P14-P20-P23-P27-29-P33	6	Perceived self-efficacy
P8-P11-P13-P19-P20	5	Perceived behavioral control
P12-P19-P20-P22-P27-P29-P33-P38-P40-P44	10	Perceived credibility
P4-P6-P7-P11-P14-	8	Perceived brand benevolence

Reference	frequency of repetition (in articles)	Indicators
P25-P24-P34		
P2-P19-P26-P28-P29-P36-P40-P44	8	Perceived pleasure
P20-P21-P29-P31-P33-P38	6	Risk taking in providing personal information
P5-P18-P28-P40	4	The amount of daily use of mobile phones
P1-P5-P8-P10-P18-P22-P27-P30--P36	9	Consumer innovation
P4-P6-P7-P11-P14-P25-P27-P32	8	Risk avoidance
P20-P21-P29-P31-P33-P38-40	7	Habits and individual characteristics/consumer shopping style
P1-P5-P19-P22	4	Reliability of marketing activity
P2-P7-P10-P14	4	Consumer trust in the brand
P13-P18-P21-P20	4	User annoyance
P30-P32-P39-P41	5	Attachment to the mobile phone
P14-P17-P19-P29	5	Concerns about privacy
P12-P13-P18-P27-P31	5	Individual knowledge of the user
P3-P5-P8-P10-P18-P22-P27-P30-P33-P38	10	User attitude towards mobile marketing
P17-P22-P24-P29-P33-P38	6	The extent and volume of advertisements
P2-P9-P13-P39-P42	5	Informativeness of the message
P4-P16-P26-P29-P30	5	Comprehensibility of the message for the user
P7-P20-P22-P26-P28-P30-P32-P37-P40-P41	11	Personalization of ads
P10-P12-P25-P29-P31	5	Technical features of the mobile phone
P18-P33-P39	3	Message content
P10-P16-P17-P22	4	The quality of message design
P1-P3-P5-P10-P17-P22-P26-P40-P44	9	mental norms (social pressures)

Fifth Stage: Analysis and synthesis of findings

At this stage, components and dimensions are identified. To identify them, two basic principles were used: 1- the principle of semantic differentiation 2- the principle of completing the research questions. Based on these two principles, the components and the dimensions of

the research were determined at a higher level. In Table 5, the classification of indicators is presented in order to shape the components of the research. As It can be seen, the indicators based on substantive and semantic similarities were placed in one category.

Table 6. Indicators and components affecting mobile marketing

Indicators	Components
Perceived attractiveness	Perceptual factors
Perceived risk	
perceived value	
Perceived entertainment	
Perceived usefulness	
Perceived complexity	
Perceived compatibility	
Perceived relative advantages	
Perceived self-efficacy	
Perceived behavioral control	
Perceived credibility	
Perceived brand benevolence	
Perceived pleasure	
Risk taking in providing personal information	Personal habits and characteristics
The amount of daily use of mobile phones	
Consumer innovation	
Risk avoidance	
Consumer buying style	
Reliability of marketing activity	Emotional and belief factors
Consumer trust in the brand	
User annoyance	
Attachment to the mobile phone	
Concerns about privacy	Cognitive factors
Individual knowledge of the user	
User attitude towards mobile marketing	
The extent and volume of advertisements	Technical factors
Informativeness of the message	
Comprehensibility of the message for the user	
Personalization of ads	
Technical features of the mobile phone	
Message content	
The quality of message design	
mental norms (social pressures)	social factors

As It can be seen, 33 final research indicators were categorized into 6 components. In the next step, these 6 components are also categorized based on the proximity of meanings or functional similarity. The final classification can be seen in Table 6. In this way, the indicators, components and dimensions related to the factors affecting the acceptance of mobile marketing actions and activities were determined.

Table 7. Structure of identified structures effective on mobile marketing

Indicators	Components	Dimensions
Perceived attractiveness	Perceptual factors	Individual factors
Perceived risk		
perceived value		
Perceived entertainment		
Perceived usefulness		
Perceived complexity		
Perceived compatibility		
Perceived relative advantages		
Perceived self-efficacy		
Perceived behavioral control		
Perceived credibility		
Perceived brand benevolence		
Perceived pleasure		
Risk taking in providing personal information	Personal habits and characteristics	
The amount of daily use of mobile phones		
Consumer innovation		
Risk avoidance		
Consumer buying style		
Reliability of marketing activity	Emotional and belief factors	
Consumer trust in the brand		
User annoyance		
Attachment to the mobile phone		
Concerns about privacy	Cognitive factors	
Individual knowledge of the user		
User attitude towards mobile marketing		
The extent and volume of advertisements	Technical factors	Environmental factors
Informativeness of the		

Indicators	Components	Dimensions
message		
Comprehensibility of the message for the user		
Personalization of ads		
Technical features of the mobile phone		
Message content		
The quality of message design		
mental norms (social pressures)	social factors	

Sixth Stage: Quality check

To maintain the quality based on the review of the narrative discussion, the study has used the Kappa index, which will be described in the next section.

In this research, the researchers have used the comparison of their opinions with another expert to control the extracted concepts of the studied researches. For this purpose, a 33-question questionnaire consisting of the final indicators of the research was designed. Then, to extract the kappa coefficient, the obtained data was analyzed through SPSS 19 software. The results of the calculations are shown below, the value of the Kappa index for the indicators affecting the acceptance of mobile marketing measures is 1.000, which according to Table No. 8 is at the level of excellent agreement.

Table 8. Kappa coefficient calculations for mobile marketing dimensions

Coefficient	Measure	Approximate standard error	Approximate T value	Approximate significance
Kappa index	1.000	0.000	4.895	0.000
Number of valid items	33	0		

Finally, based on Shannon's entropy method, data processing in meta-synthesis analysis is discussed with a new perspective and quantitatively and qualitatively. This analysis was done in EXCEL software. Based on this method of data analysis, it works much stronger and more valid in meta-synthesis analysis. Entropy in information theory is an index to measure uncertainty expressed by a probability distribution. Based on this method, which is known as

compensation model, the content of the plan will be analyzed. For this purpose, the linear normalization method is used:

$$n_{ij} = \frac{x_{ij}}{\sum \square_{ij}}$$

The information load of each category should be calculated. For this purpose, the following relationship is used:

$$k = \frac{1}{Ln(a)}; \ a = \text{ Number of options}$$

$$E_j = -k \sum \left[n_{ij} LN(n_{ij}) \right]$$

The importance of coefficient of each category should be calculated. Any category with more information load is more important. For this purpose, the following relationship is used:

Table 9: Evaluation of identified indicators based on frequency in texts

Importance factor Wj	Unreliability	$P_{\square j} \times knP_{ij}$	Frequency	code
0.0175	0.0172	-0.0600	3	Perceived attractiveness
0.0327	0.0321	-0.1122	7	Perceived risk
0.0327	0.0321	-0.1122	7	perceived value
0.0418	0.0411	-0.1436	10	Perceived entertainment
0.0293	0.0288	-0.1006	6	Perceived usefulness
0.0418	0.0411	-0.1436	10	Perceived complexity
0.0359	0.0353	-0.1233	8	Perceived compatibility
0.0293	0.0288	-0.1006	6	Perceived relative advantages
0.0293	0.0288	-0.1006	6	Perceived self-efficacy
0.0256	0.0252	-0.0881	5	Perceived behavioral control
0.0418	0.0411	-0.1436	10	Perceived credibility
0.0359	0.0353	-0.1233	8	Perceived brand benevolence
0.0359	0.0353	-0.1233	8	Perceived pleasure
0.0293	0.0288	-0.1006	6	Risk taking in providing personal information
0.0217	0.0213	-0.0746	4	The amount of daily use of mobile phones
0.0389	0.0382	-0.1337	9	Consumer innovation
0.0359	0.0353	-0.1233	8	Risk avoidance

Importance factor Wj	Unreliability	$P_{\square j} \times knP_{ij}$	Frequency	code
0.0327	0.0321	-0.1122	7	Consumer buying style
0.0217	0.0213	-0.0746	4	Reliability of marketing activity
0.0217	0.0213	-0.0746	4	Consumer trust in the brand
0.0217	0.0213	-0.0746	4	User annoyance
0.0256	0.0252	-0.0881	5	Attachment to the mobile phone
0.0256	0.0252	-0.0881	5	Concerns about privacy
0.0256	0.0252	-0.0881	5	Individual knowledge of the user
0.0418	0.0411	-0.1436	10	User attitude towards mobile marketing
0.0293	0.0288	-0.1006	6	The extent and volume of advertisements
0.0256	0.0252	-0.0881	5	Informativeness of the message
0.0256	0.0252	-0.0881	5	Comprehensibility of the message for the user
0.0445	0.0438	-0.1530	11	Personalization of ads
0.0256	0.0252	-0.0881	5	Technical features of the mobile phone
0.0175	0.0172	-0.0600	3	Message content
0.0217	0.0213	-0.0746	4	The quality of message design
0.0389	0.0382	-0.1337	9	mental norms (social pressures)

Based on the specified frequencies, the importance of each component in the model is determined.

Seventh stage: Presenting the findings and the final model of the research

In the last stage of meta-synthesis analysis, the results of the analysis and the extracted pattern are presented. As mentioned earlier, out of these 33 indicators 6 components and two general dimensions were identified as effective indicators on the phenomenon of mobile marketing. In this step, the obtained research model, which is actually the result of meta-synthesis analysis, is presented at the level of topics and with expansion at the level of concepts. This pattern is shown in Figure 1. In this model, 2 dimensions, 6 components and 33 indicators are shown separately. As mentioned earlier, the identification of the

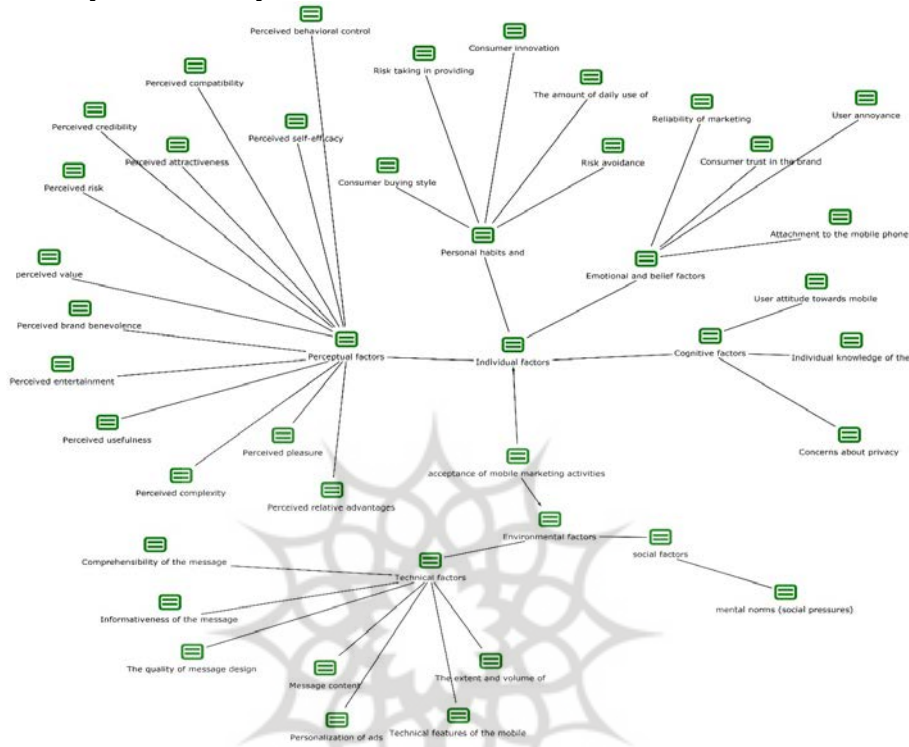concepts and topics of this model was finalized in the fifth stage of meta synthesis analysis.

Figure 1. The model derived from the identified structures in the field of factors affecting the acceptance of mobile marketing

Based on the final outputs, individual factors include perceptual components (perceived attractiveness, perceived risk, perceived value, perceived fun, perceived usefulness, perceived complexity, perceived compatibility, perceived relative benefits, self-efficacy). perceived, perceived behavioral control, perceived credibility, perceived benevolence of the brand and perceived pleasure), components of habits and individual characteristics (riskiness in the field of providing personal information, daily use of mobile phones, consumer innovativeness , risk avoidance and consumer buying style), the component of emotional factors and belief (reliability of marketing activity, consumer trust in the brand, user annoyance and attachment to the mobile phone) and the cognitive component (concern about privacy, individual knowledge of the user and attitude the user towards mobile marketing) and environmental factors including

technical components (extent and volume of advertisements, informativeness of the message, comprehensibility of the message for the user, personalization of advertisements, technical features of the mobile phone, message content and quality of message design) and the component It is social (mental norms (social pressures).

Conclusion

The purpose of this article is to identify the factors affecting the acceptance of mobile marketing activities by customers using a meta-synthesis approach. More precisely, the study sought to extract the causes and factors that can affect the acceptance of mobile marketing. These factors were also considered from the perspective of customers and consumers. Therefore, the main elements of this model were extracted from the existing literature in the form of open codes and presented during 3 stages of coding, including the identification of indicators, components and dimensions. 6 components and 33 indicators were identified from domestic and foreign literature. The use of new marketing approaches such as mobile-based marketing and its common mode today, i.e. smartphone-based marketing, in the last decade has been considered as one of the most important measures aimed at influencing customers, and many efforts have been made in In order to effectively use this tool and communication channels arising from it, it has been done in order to influence the tendencies and consumption behaviors of customers. In this context, studies have shown that the first and key step towards the success of such measures is the acceptance of mobile marketing by customers and the absence of avoidant behaviors among them. With the emergence and development of hardware and software technologies in the field of mobile phones and the improvement of the Internet speed in the last decade, on the one hand, and more customers prefer to use mobile phones and its programs in online and offline mode, the issue of marketing Mobile has become one of the most important marketing paradigms in the last decade. However, the history of mobile marketing goes beyond this time and dates back to the epidemic period of this tool, i.e. the end of the 20th century and the beginning of the 21st century. It is for this reason that the history of research in the field of mobile based marketing, and the causes and factors affecting it has even reached the year 2000 and the researchers mainly focused on the major communication tools of that era, i.e. SMS and

MMS, to investigate and they analyzed the mobile marketing phenomenon. With the high-speed development of mobile internet and home internet in the middle of the first decade of the 21st century in developed countries, the volume of studies in the field of mobile-based digital or internet marketing has also increased over time and this phenomenon has also been added to the mobile marketing paradigm. As we enter the early years of the second decade of the 21st century, the presence and emergence of smart mobile phones along with the increase in the speed and bandwidth of the internet available to these phones lead to the creation of a turning point in the field of marketing and the emergence of popular social media along with millions of applications has provided new marketing and advertising opportunities for companies and new opportunities for researchers to study further. Thus, at the end of the second decade of the 21st century, more than eighty percent (Sharmin et al., 2021) of research in the field of mobile-based marketing was limited to smartphone marketing and digital marketing in smartphones.

In this context, the study showed that the perceived complexity of mobile marketing actions, along with the perceived credibility of mobile marketing, are the two most frequent factors in the studies. In this regard, studies such as Maduku et al. (2016) introduced the perceived complexity as one of the key antecedents of the willingness to accept mobile marketing measures, and Zhang and Li (2012) also showed that the perceived validity of mobile advertising is a key factor in the field of influence. It depends on attitudes and behavioral tendencies towards these advertisements. Also, the results of the present study showed that the user's attitude toward mobile marketing is another frequent factor and therefore important from the point of view of studies. In such a way most of the studies introduced attitude as an essential antecedent in the formation of behavioral changes. For example, Menon (2019), emphasizing the role of attitude towards mobile marketing, introduced this factor as a shaper to the behaviors of accepting or avoiding these activities. However, advertising personalization was identified as a factor with the highest frequency, which is focused on the activities of marketers in order to tailor advertisements and marketing measures in line with people's interests, tendencies, and behavioral and consumption orientations. The frequency of this factor in studies shows its importance and role in shaping people's behaviors and attitudes towards mobile marketing. In

these studies, Tong et al. (2020), introduced personalized mobile marketing strategies as one of the most important strategies to develop the effectiveness of mobile-based marketing measures.

It is suggested that future studies by adopting a more comprehensive view and by separating mobile marketing in the form of online and offline communication channels conduct their literature analysis studies in order to have a more accurate view and understanding of the field of influencing or shaping factors. To provide the acceptance of mobile marketing by customers. Another limitation of the present study is the focus on identifying and categorizing factors in the field of mobile marketing acceptance through the lens of consumer decisions and attitudes. Beyond the role of consumers in the field of effectiveness or success of mobile marketing measures, there are other causes and factors (such as technical factors or factors related to marketeers themselves, etc.) that can affect the success or effectiveness of mobile marketing measuresso that this crucial point can be taken into consideration in future studies. Finally, it is suggested that in future studies of the factors influencing the acceptance of mobile marketing measures by customers, real and legal customers be divided into two parts, B2C and B2B, and thus, through the separation of these two categories of customers, the reality will be better understood, and more insight into the identified factors will be achieved.

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