The Effect of Mobile Marketing Adoption on the Growth of Food Processing SMEs in Zanzibar City

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Abstract

This study aimed to examine the effect of mobile marketing adoption on the growth of Food Processing SMEs in Zanzibar City, using the Technology Acceptance Model. The research design employed was descriptive in nature. Simple random sampling was utilized to select participants for the study. Both primary and secondary data were collected. The quantitative data was subjected to multivariate data analysis, including descriptive statistical analysis, correlation analysis, and multiple linear regression analysis. The results revealed that customers' perceived usefulness of mobile marketing positively influenced SMEs' growth. Additionally, customers' perceived ease of use of mobile marketing showed a positive effect on SMEs' growth, and behavior intention towards mobile marketing had a positive impact on SMEs' growth. The study recommends further research beyond Zanzibar City to allow for comparisons and to validate or challenge the findings regarding the effect of mobile marketing adoption.

Keywords: *Perceived Usefulness; Perceived Ease of Use; Behaviour Intention; Mobile Marketing Adoption; SMEs Growth*

1.0 Introduction

Globally, the success of companies hinges on their customer base. The rise of social media and digital platforms has provided marketing firms with an opportunity to adopt targeted and deliberate strategies in the social realm (Chong et al., 2018). Simply incorporating online channels in the media mix is no longer sufficient; instead, digital integration has become essential across all marketing aspects (Mishra, 2018). According to Accenture (2019), digital marketing expenditure has continued to grow, reaching an estimated $185.4 billion before 2018. The Internet revolution has revolutionized business operations and transformed customer interactions and connections (Mollel, 2021). Initially designed for information dissemination, the Internet has evolved into a powerful tool enabling both customers to make purchases and businesses to promote products and services (Omondi, 2017). Effective web management has significantly improved both Internet and corporate performance, leading to heightened revenues (Royle & Laing, 2020).

Mobile marketing adoption is transforming the small business sector in Africa, offering significant opportunities for local services (Chille et al, 2021). To tap into the growing middle class and harness technological advancements, SMEs must incorporate mobile marketing tools into their marketing strategies (Belch, 2018). The potential for development and transformation in the African SME sector through mobile marketing is vast. The scalability of digital advertising campaigns makes them particularly appealing for SMEs (Onyango, 2016). As SMEs play a crucial role in job creation and global economic development, representing approximately 90% of businesses and over 50% of global employment (Rowley, 2018), their successful utilization of mobile marketing can be pivotal. However, despite its importance, the adoption of mobile marketing among SMEs remains low, limiting their access to this technology (Chille et al,2021; Eze & Co, 2017).

Tanzania's financial sector has experienced notable transformations due to heightened competitiveness driven by the proliferation of mobile platforms and web infrastructure. Small and Medium Enterprises (SMEs) in Tanzania are increasingly embracing mobile marketing as a means to improve their market positioning and transition to electronic platforms. While previous studies (Nkosana, Skinner, and Goodier, 2016) have emphasized the significance of mobile marketing for small businesses, its adoption in Zanzibar remains relatively low (Odimmega et al., 2016).

Mobile marketing is experiencing rapid growth both in established and emerging countries, offering businesses the opportunity to attract new customers and engage with existing ones more efficiently (Chille et al., 2021). Particularly for SMEs, mobile marketing serves as a cost-effective advertising channel to complement their existing platforms (Palani & Yashodha, 2020). The SME industry in Tanzania plays a significant role in global economic growth and job creation (URT,2022), but it faces operational challenges due to liberalization, globalization, technological advancements, and increasingly knowledgeable consumers (URT,2022). To remain competitive, SMEs have been compelled to adapt their strategies and leverage electronic technology for selling products and offering services, breaking free from the constraints of traditional marketing platforms (Vij, 2017).

Nevertheless, the Tanzanian government has launched various initiatives to enhance the performance and growth of SMEs, providing support for these vital players in the economy. In spite of the Tanzanian government's efforts to support SME growth, mobile marketing activities remains a significant challenge for SMEs, hindering their sales volume expansion, customer acquisition, and staff augmentation (Chille et al.,2021). International studies conducted by Kalei (2020), Srinivasan, Bajaj, & Bhanot (2016), Yasmin et al. (2018), Adegbuyi, Akinyele, and Akinyele (2018), and Chille et al. (2021) have explored mobile marketing's impact on various business sectors, but there is a lack of research specifically focusing on the effect of mobile marketing on customer adoption in the growth of food processing SMEs in the Tanzanian context, particularly in Zanzibar. Additionally, the available studies guided by the Technology Acceptance Model (TAM) in both developed and developing countries have yielded inconsistent results regarding the effect of mobile marketing on customer adoption in food processing SMEs (Vij, 2017). This study aimed at bridging the existing knowledge gap and giving more insight on the effect of mobile marketing adoption on the growth of food processing SMEs in Zanzibar City by validating the Technology Acceptance Model (TAM) on investigation of perceived usefulness, perceived ease of use, and behavioral intention.

2.0 Literature Review and Hypothesis Development

Davis (1986) introduced the Technology Acceptance Model (TAM), which builds upon the Theory of Reasoned Action (TRA) and focuses primarily on predicting the adoption of information technology((Science, 2018). The model aims to forecast the acceptance of a technology and recommends enhancements to the system to increase its acceptability among users. According to this model, the adoption of a digital information system is predominantly influenced by two key factors: perceived usefulness and perceived ease of use (Davis, 1989 ;Venkatesh et al., 2016). Perceived usefulness refers to

the extent to which individuals believe that using the system will enhance their performance(Davis, 1989). On the other hand, perceived ease of use pertains to the degree to which individuals perceive the system's operations to be simple and user-friendly(Davis, 1989). Various studies have consistently highlighted that perceived relevance and perceived ease of use are distinct and independent metrics within the TAM framework (Davis, 1986). Davis (1986) suggests that the perceived ease of use has a dual impact on a person's approach, involving self-effectiveness and instrumentality. Bandura (2017) explains self-effectiveness as the belief that a system's ease of operation boosts the user's sense of efficacy. Davis, Bagozzi, and Warshaw (1989) also point out that a user perceives a simple-to-use tool as a means of gaining control over the system. One limitation of the Technology Acceptance Model (TAM) is its reliance on subjective measures like behavioral intention (BI) and interpersonal influence to evaluate user behaviour. However, TAM's strength lies in its ability to effectively explain attitudes toward information systems (Chille et al., 2021) and accurately predict the intention to use an information system. It is also easier and less expensive to apply compared to other models (Vij, 2017). In the context of this study, TAM is relevant because it posits that the adoption of mobile marketing technologies depends on behavioral intention, which is influenced by the individual's attitude toward the system's introduction and the perceived relevance of different systems. Hence, the model was integral in this research as it determines the effect of perceived usefulness, perceived ease of use and behaviour intention of digital marketing adoption on SMEs growth in Zanzibar.

2.0.1 Hypothesis Development

From the literature review and the explained gap and the contradictory findings on the previous studies, therefore the following hypothesis were developed

H1: Perceived usefulness has a significant and positive effect on customers' adoption of mobile marketing in the growth of the food processing SMEs in Zanzibar

H2: Perceived ease of use has a significant and positive effect on customers' adoption of mobile marketing in the growth of the food processing SMEs in Zanzibar

H3: Behavior Intention has a significant and positive effect on on the customers' adoption of mobile marketing in the growth of the food processing SMEs in Zanzibar

3.0 Methodology

In this study, a descriptive research design was utilized with the primary objective of characterizing the features of the study's community and examining the interrelationships between variables. The research was conducted in Zanzibar City, Tanzania, specifically focusing on food processing small and medium enterprises (SMEs) registered with the Zanzibar Revenue Board. A deductive approach was employed, involving the formulation of hypotheses based on existing model and theories. The study population comprised 2000 SMEs in Zanzibar, from which a sample size of 185 respondents was selected using simple random sampling. The sample size calculation followed Yamane's (1967) formula:

$$n = \frac{N}{1+N.e^2} = \frac{2000}{1+2000.e^2} = 185$$

n= 185

Where n = number of samples, N = total population; e = standard error of sampling (7%) is tolerated.

Data was collected through structured research questionnaires using a 5 point Likert scale, as well as secondary sources such as literature review. The collected data was analyzed using multivariate

data analysis techniques, including descriptive statistical analysis, correlation analysis, and multiple linear regression analysis. The following equation was used to specify the regression model:

$$Y = \beta 0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where: Y = Mobile marketing Adoption on the Growth of Food Processing on SMEs Growth; X_1 = Perceived Usefulness; X_2 = Perceived Ease of Use; X_3 = Behaviour Intention; β = regression coefficient; ε = error term

4.0 Results

4.1 Descriptive Statistics

The primary objective of this study was to assess the effect of digital marketing adoption on the small businesses' growth in Zanzibar. In this section the results are presented based on the specific objectives which were to determine the effect of perceived usefulness, perceived ease of use and behaviour intention of mobile marketing adoption on SMEs growth in Zanzibar city. The five-point scale ranges are as follows based on the mean values: A mean score of less than 1.5 indicates no extent; 1.5 to 2.5 indicates a moderate extent; 2.5 to 3.5 indicates a large extent; and 4.5 to 5 indicates very large extent. The standard deviation (SD) numbers, on the other hand, demonstrated the degree of variety in the respondents' answers. A standard deviation number higher than two indicates that the respondents' opinions varied, whereas a value less than two is low and shows that the respondents' ideas were similar. In the subsections below, the results are displayed.

Table 1: Descriptive Statistics

Perceived Usefulness	Mean	SD
Digital marketing enable me to advertise my product quickly	3.1579	1.26651
Using digital marketing can influence the business to grow	2.5066	.92784
Using digital marketing can make it easier to do my tasks	3.2632	1.21108
Using digital marketing can increase my productivity	3.1447	1.34415
Using digital marketing can increase my effectiveness	3.2500	1.03098
I found digital marketing useful for my business	3.4750	.75741
Perceived Ease of Use		
Learning to use digital marketing is easy for me	3.5329	1.12124
I find it easy to reach my customer through digital marketing	3.5684	1.08989
I find it easy to get what I want from the digital marketing	3.7039	1.42745
My interaction with customer is clear and understandable using digital marketing	3.8553	.53249
It is easy for me to become competitive using digital marketing	4.0000	. 26312
I find the digital marketing easy to use	3.5658	.52325
Behavior Intention		
I have fun interacting with digital marketing	4.0263	.16060
Using the digital marketing provides me with a lot of options	3.0197	.97295
I enjoy using digital marketing	3.5197	.98310
Using digital marketing is complex	3.5000	1.09181
Using digital marketing is expensive	2.7566	1.00328
Using digital marketing bores me	3.3487	1.12326

Source; Field data(2023)

Results in Table 1 indicate that the mean values were between 2.5 and 3.5, suggesting a moderate level of agreement among respondents regarding the perceived usefulness of mobile marketing adoption

for SMEs growth. The standard deviation values were small, indicating a similarity of opinions among the respondents. Respondents moderately agreed that mobile marketing enables quick product advertising (M= 3.1579, SD = 1.26651), influences business growth (M= 2.5066, SD =.92784), and facilitates task completion (M= 3.2632, SD = 1.21108). Additionally, respondents moderately asserted that mobile marketing increases productivity (M= 3.1447, SD = 1.34415), effectiveness (M= 3.2500, SD = 1.03098), and usefulness for their business (M= 3.8750, SD =.75741). In the food processing industry, mobile marketing plays a crucial role in maximizing client consumption potential. This involves creating materials that serve as client testimonials, introductions to goods and services, and focusing on elements such as usefulness, transparency, credibility, trust, relationship-building, and communication with clients

Results in Table 1 indicate that the mean values ranged from 3.5 to 4.5, suggesting agreement among respondents regarding the perceived ease of use of mobile marketing adoption. The small standard deviation values imply similar opinions among respondents. Respondents largely agreed that learning to use mobile marketing is easy (M= 3.5329, SD = 1.12124) and it facilitates reaching customers effectively (M= 2.5684, SD = 1.08989). Effective communication and mobile marketing management enable food processing SMEs to establish strong brand connections. Respondents also agreed to a large extent that obtaining desired outcomes through digital marketing is easy (M= 3.7039, SD = 1.42745) and their interactions with customers using mobile marketing are clear and understandable (M= 3.8553, SD =.53249). Moreover, respondents expressed that mobile marketing allows them to achieve competitiveness easily (M= 4.0000, SD =.26312) and find it user-friendly (M= 3.0658, SD =.52325). Leveraging mobile marketing empowers food processing SMEs to expand their customer base and establish personalized connections. Small and medium-sized enterprises (SMEs) in the food processing sector can utilize mobile marketing channels like social media, email, and online advertising to enhance their competitive advantage.

Results in Table 1 indicate that the mean values ranged from 2.7 to 4, indicating varying levels of agreement among respondents regarding the effects of behavior intention of mobile marketing adoption on SMEs growth in Zanzibar to a large extent. The standard deviation values were small, suggesting similar opinions among respondents. From the findings, respondents agreed to a large extent that they enjoy interacting with digital marketing (M = 4.0263, SD = .16060) and using mobile marketing provides them with numerous options (M = 3.9197, SD = .97295). By utilizing mobile marketing channels, food processing SMEs can shape their brand communication and customize media content. Respondents also expressed a large extent of agreement that they find using digital marketing enjoyable (M = 3.5197, SD = .98310) despite its complexity (M = 3.5000, SD = 1.09181). The complexity of mobile marketing has increased due to the emergence of new communication channels and the need for consumer analysis and understanding.

SMEs in the food processing industry employ various techniques, including social media listening, predictive analytics, and big data analytics, to gain insights into the behavior and preferences of their customers and prospects. Additionally, a majority of the respondents indicated to a moderate extent that digital marketing is expensive (M = 2.7566, SD = 1.00328) and may find mobile marketing boring (M = 3.3487, SD = 1.12326). The lower cost of producing materials such as email marketing, social media interactions, and website content may result in less frequent usage of digital marketing by food processing SMEs compared to larger companies.

4.2 Reliability Tests

Reliability pertains to the degree of consistency in measuring a specific concept, indicating the extent to which repeated measurements yield similar results (Bryman & Bell, 2015). In the context of this study, internal consistency, synonymous with reliability, assesses the consistency of items within the same test. To examine the dependability of research instruments, Cronbach's alpha was employed, which is a widely used measure of reliability. Sekaran and Bougie (2016) affirm that Cronbach's alpha is a

reliable indicator, and alpha values above 0.7 are considered suitable for the primary research focus.n The findings are as indicated on the table 2

Table 2: Reliability Analysis

Scale	Cronbach's Alpha	Number of Item
Perceived Usefulness	0.781	6
Perceived Ease of Use	0.732	6
Behaviour Intention	0.723	6

Source; Field data(2023)

4.3 Correlation Analysis

The relationship between an independent variable and a dependent variable was investigated using a correlation analysis in order to determine whether the study's goals were accomplished and the relationships listed below were achieved.

Table 3: Correlations

Correlations		Perceived Usefulness	Perceived Ease of Use	Behaviour Intention	SMEs Growth
Perceived Usefulness	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	152			
Perceived Ease of Use	Pearson Correlation	.102	1		
	Sig. (2-tailed)	.209			
	N	152	152		
Behaviour Intention	Pearson Correlation	.383**	.638**	1	
	Sig. (2-tailed)	.000	.000		
	N	152	152	152	
SMEs growth	Pearson Correlation	**.473**	**.758**	**.600**	**1**
	Sig. (2-tailed)	.001	.000	.000	
	N	152	152	152	152
**. Correlation is significant at the 0.01 level (2-tailed).					

Source; Field data (2023)

Findings shown in Table 3 revealed that perceived usefulness of digital marketing adoption with a coefficient of 0.473 have a positive relationship with SMEs growth. Also, with a coefficient of 0.758, perceived ease of use of mobile marketing adoption had a positive relationship with SMEs growth. Also, the study shows that behavior intention of mobile marketing adoption with a coefficient of 0.600 had a positive relationship with SMEs growth. At $p<0.05$, the correlations are considered significant. These results imply that perceived usefulness, perceived ease of use, and behaviour intention all directly relate to the growth of food processing SMEs in Zanzibar city.

4.4 Regression Analysis

The amount of variation in the dependent variable that can be accounted for by changes in the independent variables is displayed in the model summary. In this study, model summaries were used to illustrate the degree to which changes in perceived usefulness, perceived ease of use, and behaviour intentions of adopting mobile marketing had an effect on the growth of SMEs engaged in food processing. The findings are shown in Table 4.

Table 4: Regression Analysis

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	DurbinWatson
1	.898[a]	.806	.802	3.32029	.513
ANOVA[a]					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6768.235	3	2256.078	204.645	.000[b]
	Residual	1631.601	148	11.024		
	Total	8399.836	151			

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.284	1.669		3.764	.000
Perceived Usefulness	.732	.058	.504	2.591	.000
Perceived Ease of Use	.619	.058	.513	1.695	.000
Behaviour Intention	.690	.077	.465	9.007	.000
a. Dependent Variable: SMEs growth					

The results of the study indicate that behavior intention, perceived usefulness, and perceived ease of use of adopting mobile marketing explain 80.6% of the variation in SMEs growth, as evidenced by the R square value of 0.806. The remaining 19.4% suggests the presence of other factors influencing the growth of food processing SMEs in Zanzibar. The correlation coefficient (R) value of 0.898 further supports a strong and positive relationship among the variables examined. The ANOVA analysis confirms the significance of the model, with a p-value of 0.000 for the population parameters. This suggests that the data is appropriate for drawing conclusions about the population, and the perceived behavior intention, perceived usefulness, and perceived ease of use significantly impact SMEs' growth.

Based on the fitted regression model (Y = 1.284 + 0.732X1 + 0.619X2 + 0.690X3 + ε), the study reveals that perceived usefulness, perceived ease of use, and behavior intention of mobile marketing adoption significantly influence the growth of food processing SMEs in Zanzibar. Holding the variables at zero, the constant value of SMEs growth is 1.284. The study found that perceived usefulness (β=0.732), perceived ease of use (β=0.619), and behavior intention (β=0.690) all have positive effects on SMEs growth. The p-values for these variables were below the chosen level of significance (0.05), indicating their significant impact on SMEs' growth. Therefore, it can be concluded that perceived usefulness, perceived ease of use, and behavior intention play a considerable and beneficial role in driving the growth of SMEs engaged in food processing.

Summary of Hypotheses

Hypotheses	**P-Value**	**Decision**
H1: Perceived usefulness has a significant and positive effect on customers' adoption of mobile marketing in the growth of the food processing SMEs in Zanzibar	**.000**	Accepted
H2: Perceived ease of use has a significant and positive effect on customers' adoption of mobile marketing in the growth of the food processing SMEs in Zanzibar	**.000**	Accepted
H3: Behavior Intention has a significant and positive effect on on the customers' adoption of mobile marketing in the growth of the food processing SMEs in Zanzibar	**.000**	Accepted

5.0 Discussion

Mobile marketing plays a crucial role in the marketing efforts of every firm, including SMEs engaged in food processing. These businesses operate in a dynamic environment, necessitating continuous adaptation of their mobile marketing strategies for growth (Chille et al,.2021). The findings of this study demonstrate that food processing SMEs can effectively promote their products and services by leveraging mobile marketing platforms. This is due to the fact that using mobile marketing strategies streamlines the organization's ability to advertise its goods and services, thus enhancing the marketing effectiveness of small and medium-sized food processing businesses (Adegbuyi, Akinyele, & Akinyele, 2018).

The finding of this study has demonstrated the importance of perceived usefulness, perceived ease of use and behaviour intention on the growth of food processing SMEs in Zanzibar, hence confirmed the importance of Technology acceptance model(TAM) hence confirms that the constructs have an influence on adoption of mobile marketing of small and medium-sized food processing businesses

The findings of this study are consistent with previous research emphasizing the significance of mobile marketing for increasing sales growth and achieving organizational objectives (Omondi, 2017; Yasmin, Tasneem, & Fatema, 2018; Hussein et al, 2019) which emphasized that perceived usefulness perceived ease of use and behaviour intention influence the acceptance of technology. Therefore, it is crucial for food processing SMEs in Zanzibar to implement effective mobile marketing strategies to enhance their marketing efforts and expand their customer base.

However, despite the potential benefits, many SMEs fail to fully utilize available digital technologies (Taiminen & Heikki, 2018). Understanding how to effectively employ mobile marketing techniques is crucial for food processing SME owners to attract customers and enhance their businesses in the digital age.).

Mobile marketing offers businesses the opportunity to reach a larger and more targeted audience compared to traditional marketing methods, thanks to the widespread availability of the internet. For food processing SMEs, this means being able to focus their marketing efforts on potential customers who are most likely to make purchases regarding the usage and having ease mobile marketing technologies for use, will reinforce more productivity and growth in food processing of SMEs in Zanzibar. The study's findings revealed that food processing SMEs found it easy to learn and utilize mobile marketing platforms, enabling them to effectively engage with their customers (Yasmin, Tasneem, & Fatema, 2018). Similar research by Srinivasan, Bajaj, and Bhanot (2016) emphasized how social media marketing strategies contribute to acquiring and retaining customers, leading to market share expansion. mobile marketing also facilitates gathering consumer data and feedback, enabling food processing SMEs to better understand customer behavior and make informed decisions (Adegbuyi, Akinyele, & Akinyele, 2018).

Improved brand exposure and customer engagement are additional benefits of mobile marketing (Gummesson, 2018). The accessibility and interactive nature of digital marketing tools, such as social media, contribute to market access and customer relationship management (Jagongo & Kinyua, 2019). Ultimately, mobile marketing enables food processing SMEs to become competitive, connect with customers, and enhance their growth prospects.

Food processing SMEs face the challenge of competing with larger organizations while delivering value to customers in a complex business environment. The study findings indicate that respondents enjoy interacting with mobile marketing and appreciate the various options it offers (Bengtsson et al., 2017). This aligns with the research by Njau and Karugu (2020), who highlighted the range of digital marketing strategies available for attracting and retaining customers, such as email marketing, internet marketing, search engine marketing, and blog marketing.

Mobile marketing provides opportunities for personalized experiences and utilizes online channels like social media, mobile marketing, and webinars to advertise and offer goods and services (Wind & Rangaswamy, 2020). While respondents expressed enjoyment in using mobile marketing, some also found it complex and perceived it as expensive and boring (Gummesson, 2018). However, mobile marketing can be cost-effective and suitable for transmitting information and generating brand awareness and objectives.

6.0 Conclusion and Recommendation

This study was conducted to assess the effect of mobile marketing adoption on the growth of small businesses in Zanzibar. The findings indicate that the perceived ease of use of marketing adoption has a positive relationship with the growth of food processing SMEs. Additionally, the study concludes that the perceived usefulness of mobile marketing adoption also has a positive impact on SMEs' growth. Moreover, the behavioral intention of adopting mobile marketing shows a favorable association with SMEs' growth. Overall, the belief in the use of mobile marketing is influenced by the perceived ease of use, perceived usefulness, and behavioral intention of its adoption among food processing SMEs in Zanzibar. These factors further influence the attitude and actual use of mobile marketing, which, in turn, contributes to the growth of small businesses.

The study recommends that food processing SMEs enhance the efficient and effective use of mobile marketing for gathering information about consumer perceptions and experiences with their brands and products. When developing and introducing new items to the market, food processing SMEs should utilize mobile marketing to understand the needs and expectations of their target market.

Additionally, the study suggests that food processing SMEs make a conscious effort to utilize and execute appropriate content in their mobile marketing of goods and services, as it fosters emotional connections with clients. Mobile marketing plays a crucial role in brand development and trust, providing the company with recognizable visibility among clients and industry stakeholders, which is essential for the company's growth.

Since SMEs are more than just sales and earnings, further research is needed to understand how mobile marketing affects other aspects of a firm, such as brand loyalty and customer relationship management.

7.0 Limitations and Areas for Further Study

The study faced limitations in terms of confidentiality, which limited the availability of certain crucial data from respondents. Time constraints were also a limitation as the study had to be completed quickly to meet academic deadlines. To mitigate these limitations, the researcher assured respondents of confidentiality and focused the study within Zanzibar, for convenience and time efficiency. For future studies, it is recommended to conduct research outside of Zanzibar City for comparative analysis and to explore the effect of mobile marketing on other aspects of SMEs such as brand loyalty and customer relationship management. Additionally, further research should consider other factors that influence SME growth and profitability, and employ different methodological approaches to gain a deeper understanding of how the adoption of mobile marketing influences business growth.

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