

عنوان مقاله:

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

محل انتشار:

مجله بین المللی مدیریت محتوای دیجیتال، دوره 4، شماره 7 (سال: 1402)

تعداد صفحات اصل مقاله: 33

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خلاصه مقاله:

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 V 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 Maxqda 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

کلمات کلیدی:

adoption of mobile marketing, mobile marketing, Meta-synthesis Method

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