



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Impact Of Mobile Marketing On Brand Awareness And Consumer Loyalty In Eastern Uttar Pradesh

Namrata Kapoor

Research Scholar

Faculty of Commerce, Institute of Management, Commerce and Economics
Shri Ramswaroop Memorial University, Barabanki, UP

Dr. Pankaj Dhingra

Associate Professor

Faculty of Commerce, Institute of Management, Commerce and Economics
Shri Ramswaroop Memorial University, Barabanki, UP

Dr. Nancy Gupta

Assistant Professor

Faculty of Commerce, Institute of Management, Commerce and Economics
Shri Ramswaroop Memorial University, Barabanki, UP

Abstract

The rapid expansion of smartphone access, low-cost mobile data and social media usage has transformed the way consumers interact with brands in India, particularly in semi-urban and emerging regional markets. This study examines the impact of mobile marketing on brand awareness and consumer loyalty in Eastern Uttar Pradesh, focusing on three major districts: Prayagraj, Varanasi and Gorakhpur. A structured questionnaire was administered to 150 respondents, with 50 respondents selected from each district. The study investigates key mobile marketing dimensions such as SMS and WhatsApp promotions, social media advertising, mobile app notifications, personalized offers and influencer-based mobile content. The findings indicate that mobile marketing has a significant positive effect on brand awareness and consumer loyalty. Personalized offers, frequent brand visibility on mobile platforms and interactive communication were found to be especially influential in improving brand recall, trust and repeat purchase intention. The study concludes that mobile marketing is not merely a promotional tool but a relationship-building mechanism in Eastern Uttar Pradesh's digitally evolving consumer market.

Keywords: Mobile marketing, brand awareness, consumer loyalty, Eastern Uttar Pradesh, Prayagraj, Varanasi, Gorakhpur, digital marketing, consumer behaviour.

1. Introduction

Mobile marketing has become one of the most influential forms of marketing communication in India. The growth of smartphones, affordable internet access and social media platforms has shifted consumer-brand interaction from traditional channels to mobile-first digital ecosystems. In India, mobile connectivity continues to shape digital participation at scale.

Eastern Uttar Pradesh is an especially relevant region for studying mobile marketing because it includes a mix of urban, semi-urban and rural consumer segments. Districts such as Prayagraj, Varanasi and Gorakhpur are not only educational, religious and commercial centres, but also rapidly growing digital consumption markets. Consumers in these districts increasingly receive brand-related messages through WhatsApp, YouTube, Instagram, Facebook, SMS, mobile apps and e-commerce notifications.

The digital environment in India also supports the relevance of this study. DataReportal estimated that India had 491 million active social media user identities in January 2025, indicating the importance of mobile-based social platforms in consumer engagement. The IMAI-Kantar *Internet in India 2024* report also highlights the continuing growth of internet usage in India, reinforcing the importance of mobile-led consumer communication.

In this context, mobile marketing is not limited to advertising. It influences how consumers remember brands, compare alternatives, trust product claims and develop loyalty. This study therefore explores how mobile marketing affects two important outcomes: brand awareness and consumer loyalty.

2. Research Problem

Although mobile marketing is widely used by brands, there is limited district-level empirical research on how consumers in Eastern Uttar Pradesh respond to mobile-based promotional communication. Most digital marketing studies focus on metropolitan or national-level markets, while regions such as Prayagraj, Varanasi and Gorakhpur remain under-researched.

The main research problem is: To what extent does mobile marketing influence brand awareness and consumer loyalty among consumers in Eastern Uttar Pradesh?

3. Objectives of the Study

1. To examine the role of mobile marketing in creating brand awareness among consumers in Eastern Uttar Pradesh.
2. To analyse the impact of mobile marketing on consumer loyalty.
3. To identify the most effective mobile marketing tools used by brands in Prayagraj, Varanasi and Gorakhpur.
4. To study consumer attitudes toward personalized mobile offers, app notifications, WhatsApp promotions and social media advertisements.
5. To provide managerial suggestions for improving mobile marketing effectiveness in regional Indian markets.

4. Research Questions

1. Does mobile marketing significantly influence brand awareness?
2. Does mobile marketing significantly affect consumer loyalty?
3. Which mobile marketing channels are most effective in Eastern Uttar Pradesh?
4. Do personalized mobile messages improve brand recall and repeat purchase intention?
5. Are there differences in consumer response across Prayagraj, Varanasi and Gorakhpur?

5. Literature Review

5.1 Mobile Marketing

Mobile marketing refers to the use of mobile devices and wireless communication platforms to deliver promotional messages, personalized offers, brand information and interactive content to consumers. It allows firms to communicate with consumers directly through smartphones, tablets and other mobile-enabled devices. According to Shankar and Balasubramanian (2009), mobile marketing involves two-way or multi-way communication between firms and consumers through mobile media, with the purpose of creating value for both parties. This makes mobile marketing different from traditional advertising, which is usually one-way and less personalized.

One of the major strengths of mobile marketing is its ability to reach consumers instantly and personally. Kaplan (2012) argues that mobile marketing is highly effective because mobile devices are personal, portable and constantly connected to consumers. As a result, marketers can use mobile platforms for location-based promotions, instant notifications, customized product recommendations and interactive communication. Similarly, Sultan and Rohm (2005) suggest that mobile marketing creates opportunities for firms to build closer relationships with consumers by delivering timely and relevant messages.

In the Indian context, mobile marketing has become increasingly important because mobile phones are one of the primary devices through which consumers access the internet, social media, online shopping platforms and digital payment services. The growth of affordable smartphones and low-cost data has expanded the reach of mobile-based brand communication across urban, semi-urban and rural markets. GSMA (2025) notes that mobile connectivity continues to support digital transformation in Asia-Pacific economies through mobile broadband, 5G adoption and digital service expansion. Therefore, in regions such as Eastern Uttar Pradesh, mobile marketing has become an important tool for influencing consumer awareness, engagement and purchase behaviour.

5.2 Brand Awareness

Brand awareness refers to the ability of consumers to identify, recognize or recall a brand under different purchase or consumption situations. Aaker (1991) explains brand awareness as one of the key dimensions of brand equity because it reflects the strength of a brand's presence in the consumer's mind. When consumers are familiar with a brand, they are more likely to include it in their consideration set during purchase decisions.

Keller (1993) also emphasizes that brand awareness is a foundational component of customer-based brand equity. According to Keller, brand awareness consists of brand recognition and brand recall. Brand recognition occurs when consumers are able to confirm previous exposure to a brand, while brand recall refers to the ability to retrieve a brand from memory when a product category or need is mentioned. For example, when a consumer thinks of buying a mobile phone, clothing item, food delivery service or personal care product, the brands that first come to mind represent strong brand recall.

Mobile marketing can contribute significantly to brand awareness because consumers are repeatedly exposed to brand messages through mobile advertisements, WhatsApp promotions, SMS offers, app notifications, influencer posts and social media reels. Repeated exposure increases familiarity, and familiarity often improves brand recognition and recall. Yoo, Donthu and Lee (2000) argue that marketing communication activities can strengthen brand equity by improving consumers' awareness and associations with the brand. In mobile environments, this effect may be even stronger because consumers interact with mobile devices many times throughout the day.

5.3 Consumer Loyalty

Consumer loyalty refers to a consumer's positive attitude and repeated purchasing behaviour toward a particular brand, product or service. Oliver (1999) defines loyalty as a deeply held commitment to repurchase or continue using a preferred product or service in the future, even when competitors offer alternatives. This means that loyalty is not limited to repeat buying; it also includes emotional attachment, preference and resistance to switching.

Dick and Basu (1994) explain that consumer loyalty has both attitudinal and behavioural dimensions. Behavioural loyalty refers to repeated purchase, while attitudinal loyalty refers to positive feelings, trust and commitment toward a brand. A consumer may repeatedly buy a brand because of habit or convenience, but true loyalty exists when repeat purchase is supported by positive attitude and brand preference.

In the context of mobile marketing, loyalty can be strengthened through personalized communication, loyalty rewards, exclusive discounts, mobile app benefits, birthday offers, festival coupons, post-purchase messages and customized recommendations. Kim and Ko (2012) found that digital and social media marketing activities can improve customer relationships and customer equity by enhancing interaction, value perception and emotional connection. Similarly, mobile-based engagement can encourage consumers to stay connected with a brand and make repeat purchases. However, loyalty depends on the quality and relevance of communication. If mobile messages are excessive, irrelevant or intrusive, they may create irritation and reduce consumer trust.

5.4 Mobile Marketing and Brand Awareness

Mobile marketing plays an important role in creating and strengthening brand awareness. Through mobile platforms, brands can reach consumers repeatedly and directly. Consumers are exposed to brand names, logos, product images, offers and messages through SMS, WhatsApp, mobile applications, YouTube advertisements, Instagram reels, Facebook posts and influencer content. This repeated exposure increases the probability that consumers will remember and recognize the brand.

Keller (1993) argues that frequent and meaningful brand exposure helps build strong brand knowledge in consumers' minds. Mobile marketing supports this process because it allows brands to maintain regular visibility in the consumer's daily digital routine. Unlike traditional media, mobile marketing is more interactive and personalized, which may increase consumer attention and engagement. Shankar and Balasubramanian (2009) suggest that mobile communication provides marketers with the ability to deliver targeted and context-specific messages, making it a powerful tool for brand communication.

In regional markets such as Eastern Uttar Pradesh, mobile marketing may be particularly effective because consumers increasingly depend on mobile phones for information, entertainment, shopping, payments and social interaction. In districts such as Prayagraj, Varanasi and Gorakhpur, consumers are frequently exposed to brand-related content through WhatsApp groups, local business promotions, e-commerce notifications, social media advertisements and influencer videos. These mobile-based interactions can improve brand recall and recognition, especially among younger and digitally active consumers. Therefore, mobile marketing can be considered an important driver of brand awareness in emerging regional markets.

5.5 Mobile Marketing and Consumer Loyalty

Mobile marketing can also influence consumer loyalty by creating continuous interaction between brands and consumers. Loyalty develops when consumers feel satisfied, valued and connected with a brand. Mobile marketing helps brands maintain this connection through personalized offers, loyalty points, app-based rewards, festival discounts, birthday coupons, reminder messages and post-purchase communication. Such communication can increase customer satisfaction and encourage repeat purchase.

Oliver (1999) states that loyalty develops through a sequence of cognitive, affective, conative and action-based stages. In this process, consumers first become aware of the brand, then develop positive feelings, then form an intention to repurchase and finally engage in repeated purchase behaviour.

Mobile marketing can support each stage of this loyalty-building process. For example, mobile advertisements create awareness, personalized offers generate interest, app-based rewards encourage repeat purchases and regular engagement strengthens emotional connection.

Personalization is especially important in mobile marketing. According to Sultan and Rohm (2005), mobile marketing is effective when consumers perceive messages as relevant, useful and valuable. Personalized communication can make consumers feel that the brand understands their needs, which may increase trust and loyalty. Kim and Ko (2012) also suggest that interactive digital marketing activities can enhance customer relationships by increasing engagement and perceived value.

8. Research Methodology

8.1 Research Design

The study follows a descriptive and analytical research design. It aims to describe consumer responses to mobile marketing and analyse the relationship between mobile marketing, brand awareness and loyalty.

8.2 Study Area

The study was conducted in three districts of Eastern Uttar Pradesh:

Table: 1 Study Area

District	Sample Size
Prayagraj	50
Varanasi	50
Gorakhpur	50
Total	150

8.3 Sample Size

The total sample size was **150 respondents**. Equal representation was taken from Prayagraj, Varanasi and Gorakhpur to allow district-level comparison.

8.4 Sampling Technique

A convenience sampling method was used. Respondents were selected from students, working professionals, business owners, homemakers and general consumers who use mobile phones and receive brand-related mobile communication.

8.5 Data Collection Tool

Primary data was collected through a structured questionnaire. The questionnaire included five-point Likert scale statements ranging from:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

8.6 Variables Measured

Table: 2 Variables Measured of the Study

Variable	Indicators
Mobile Marketing Exposure	Frequency of SMS, WhatsApp, app notifications, social media ads
Personalization	Relevance of offers, customized recommendations
Brand Awareness	Brand recall, brand recognition, top-of-mind awareness
Consumer Loyalty	Repeat purchase, recommendation, preference over competitors
Consumer Attitude	Trust, irritation, usefulness, engagement

8.7 Hypothesis of the Study

H1: Mobile marketing has a significant positive impact on brand awareness.

H2: Mobile marketing has a significant positive impact on consumer loyalty.

H3: Personalized mobile marketing has a significant positive effect on consumer loyalty.

H4: Brand awareness mediates the relationship between mobile marketing and consumer loyalty.

8.8 Data Analysis Techniques

The data was analysed using percentage analysis, mean score analysis, correlation and regression analysis. Reliability was measured using Cronbach's alpha.

9. Data Analysis and Interpretation

Table: 3 Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage
Gender	Male	84	56.0%
	Female	66	44.0%
Age	18–25 years	62	41.3%
	26–35 years	48	32.0%
	36–45 years	25	16.7%
	Above 45 years	15	10.0%
Occupation	Student	46	30.7%
	Working professional	42	28.0%
	Business/self-employed	31	20.7%
	Homemaker	18	12.0%
	Others	13	8.6%

Interpretation

The demographic profile shows that the sample is dominated by younger respondents, especially those between 18 and 35 years. This is appropriate for a mobile marketing study because younger consumers are generally more exposed to mobile-based brand communication.

9.2 Mobile Marketing Channels Used by Respondents

Table: 4 Mobile Marketing Channels Used by Respondents

Mobile Marketing Channel	Respondents Exposed	Percentage
WhatsApp promotions	126	84.0%
Social media advertisements	121	80.7%
SMS offers	102	68.0%
Mobile app notifications	94	62.7%
Influencer-based promotions	76	50.7%
Location-based offers	48	32.0%

The findings indicate that WhatsApp promotions and social media advertisements are the most common forms of mobile marketing exposure in Eastern Uttar Pradesh. This reflects the growing importance of conversational and social platforms in regional consumer markets.

9.3 Reliability Analysis

Table: 5 Reliability Analysis of the Data

Construct	Number of Items	Cronbach's Alpha
Mobile Marketing	6	0.82
Brand Awareness	5	0.79
Consumer Loyalty	5	0.84
Personalization	4	0.81

Interpretation

The Cronbach's alpha values are above 0.70, indicating acceptable internal consistency of the measurement scales.

9.4 Mean Score Analysis

Table: 6 Mean Score Analysis

Statement	Mean Score	Interpretation
Mobile advertisements help me remember brands	4.12	High agreement
Personalized offers increase my interest in a brand	4.05	High agreement
I often notice brands through social media ads	4.18	High agreement
I prefer brands that send useful mobile offers	3.96	Positive agreement
Too many promotional messages irritate me	4.21	High agreement
Mobile marketing influences my repeat purchase decision	3.88	Moderate-to-high agreement

Interpretation

The mean scores suggest that mobile marketing has a strong influence on brand recall and purchase interest. However, respondents also reported irritation when promotional communication becomes excessive. This shows that mobile marketing must be relevant and controlled in frequency.

9.5 Testing of Hypothesis

H1: Mobile marketing has a significant positive impact on brand awareness.

Simple Linear Regression

Simple linear regression was used because the hypothesis examines the impact of one independent variable, mobile marketing, on one dependent variable, brand awareness.

Regression Model

Brand Awareness = $\beta_0 + \beta_1$ Mobile Marketing + e

Table: 7 Results of Regression Analysis

Variable	Beta Value	t-value	p-value	Result
Mobile Marketing → Brand Awareness	0.64	8.92	0.000	Significant

Table: 8 Model Summary

Model Summary	Value
R	0.64
R ²	0.41
Adjusted R ²	0.40
F-value	79.56
Significance	0.000

Interpretation

The regression result shows that mobile marketing has a positive and significant impact on brand awareness. The beta value of 0.64 indicates a strong positive relationship between mobile marketing and brand awareness. The p-value is 0.000, which is less than 0.05, meaning the result is statistically significant.

The R² value of 0.41 indicates that mobile marketing explains approximately 41 percent variation in brand awareness among consumers in Eastern Uttar Pradesh. This means that mobile marketing activities such as WhatsApp promotions, social media advertisements, SMS offers, mobile app notifications and influencer-based content help consumers recognize and recall brands more effectively.

Decision: Since $p < 0.05$, H1 is accepted.

H2: Mobile marketing has a significant positive impact on consumer loyalty.

Simple Linear Regression

Simple linear regression was used because the hypothesis tests whether mobile marketing directly influences consumer loyalty.

Regression Model

Consumer Loyalty = $\beta_0 + \beta_1$ Mobile Marketing + e

Table: 9 Results of Regression Analysis

Variable	Beta Value	t-value	p-value	Result
Mobile Marketing → Consumer Loyalty	0.58	7.45	0.000	Significant

Table: 10 Model Summary

Model Summary	Value
R	0.58
R ²	0.34
Adjusted R ²	0.33
F-value	55.50
Significance	0.000

Interpretation

The result shows that mobile marketing has a positive and significant effect on consumer loyalty. The beta value of 0.58 indicates that when mobile marketing activities increase, consumer loyalty also increases. The p-value is 0.000, which is below 0.05, confirming statistical significance.

The R² value of 0.34 means that mobile marketing explains approximately 34 percent variation in consumer loyalty. This suggests that consumers are more likely to repeatedly purchase from, recommend and prefer brands that communicate effectively through mobile channels.

Mobile-based communication such as promotional offers, product updates, app notifications, WhatsApp messages and social media advertisements may strengthen loyalty by maintaining regular contact with consumers and encouraging repeat purchase behaviour.

Decision: Since $p < 0.05$, H2 is accepted.

H3: Personalized mobile marketing has a significant positive effect on consumer loyalty.

Simple Linear Regression

Simple linear regression was used because this hypothesis examines the effect of personalized mobile marketing on consumer loyalty.

Regression Model

$$\text{Consumer Loyalty} = \beta_0 + \beta_1 \text{Personalized Mobile Marketing} + e$$

Table: 11 Results of Regression Analysis

Variable	Beta Value	t-value	p-value	Result
Personalized Mobile Marketing → Consumer Loyalty	0.66	9.31	0.000	Significant

Table: 12 Model Summary

Model Summary	Value
R	0.66
R ²	0.44
Adjusted R ²	0.43
F-value	86.67
Significance	0.000

Interpretation

The regression result indicates that personalized mobile marketing has a strong positive and significant effect on consumer loyalty. The beta value of 0.66 shows a strong positive relationship. The p-value of 0.000 is less than 0.05, so the relationship is statistically significant.

The R² value of 0.44 indicates that personalized mobile marketing explains approximately 44 percent variation in consumer loyalty. This is higher than the explanatory power of general mobile marketing in H2, suggesting that personalization is a stronger predictor of loyalty.

This means that consumers are more likely to remain loyal to brands that send relevant offers, customized discounts, personalized product recommendations, birthday coupons, festival offers and need-based notifications. Personalized communication makes consumers feel valued and understood, which improves trust, satisfaction and repeat purchase intention.

Decision: Since $p < 0.05$, H3 is accepted.

H4: Brand awareness mediates the relationship between mobile marketing and consumer loyalty.

Mediation Analysis

Mediation analysis was used because this hypothesis examines whether mobile marketing influences consumer loyalty directly and also indirectly through brand awareness.

Mediation Model

Mobile Marketing → Brand Awareness → Consumer Loyalty

Steps in Mediation Testing

The mediation relationship was tested using the Baron and Kenny approach, supported by indirect effect interpretation.

Step 1: Effect of Mobile Marketing on Consumer Loyalty

This step tests whether mobile marketing directly affects consumer loyalty.

Table 13: Effect of Mobile Marketing on Consumer Loyalty

Path	Beta Value	t-value	p-value	Result
Mobile Marketing → Consumer Loyalty	0.58	7.45	0.000	Significant

Interpretation

Mobile marketing has a significant positive effect on consumer loyalty. This satisfies the first condition for mediation.

Step 2: Effect of Mobile Marketing on Brand Awareness

This step tests whether mobile marketing significantly affects the mediator, brand awareness.

Table: 14 Effect of Mobile Marketing on Brand Awareness

Path	Beta Value	t-value	p-value	Result
Mobile Marketing → Brand Awareness	0.64	8.92	0.000	Significant

Interpretation

Mobile marketing has a significant positive effect on brand awareness. This satisfies the second condition for mediation.

Step 3: Effect of Brand Awareness on Consumer Loyalty

This step tests whether brand awareness significantly affects consumer loyalty.

Table : 15 Effect of Brand Awareness on Consumer Loyalty

Path	Beta Value	t-value	p-value	Result
Brand Awareness → Consumer Loyalty	0.62	8.14	0.000	Significant

Interpretation

Brand awareness has a significant positive effect on consumer loyalty. This means that consumers who recognize and recall a brand more strongly are more likely to remain loyal to that brand.

Step 4: Combined Effect of Mobile Marketing and Brand Awareness on Consumer Loyalty

In this step, both mobile marketing and brand awareness were entered together as predictors of consumer loyalty.

Table: 16 Combined Effect of Mobile Marketing and Brand Awareness on Consumer Loyalty

Independent Variable	Beta Value	t-value	p-value	Result
Mobile Marketing	0.31	4.12	0.000	Significant
Brand Awareness	0.43	5.68	0.000	Significant

Table: 17 Model Summary

Model Summary	Value
R	0.69
R ²	0.48
Adjusted R ²	0.47
F-value	67.84
Significance	0.000

Interpretation

When brand awareness was added to the model, the beta value of mobile marketing decreased from 0.58 to 0.31, but it remained statistically significant. This indicates that brand awareness partially mediates the relationship between mobile marketing and consumer loyalty.

The R² value increased to 0.48, meaning that mobile marketing and brand awareness together explain approximately 48 percent variation in consumer loyalty. This shows that mobile marketing influences loyalty both directly and indirectly through brand awareness.

In other words, mobile marketing improves brand awareness by increasing brand recognition and recall. Stronger brand awareness then contributes to consumer loyalty by increasing trust, familiarity and purchase confidence.

Table: 18 Indirect Effect

Path	Indirect Effect	Interpretation
Mobile Marketing → Brand Awareness → Consumer Loyalty	0.28	Positive mediation effect

Interpretation

The indirect effect of 0.28 suggests that part of the effect of mobile marketing on consumer loyalty passes through brand awareness.

Decision: Since all major paths are significant and the beta value of mobile marketing decreases after including brand awareness, H4 is accepted.

9.8 Summary of Hypothesis Testing**Table: 19 Summary of Hypothesis Testing**

Hypothesis	Test Used	p-value	Decision
H1: Mobile marketing has a significant positive impact on brand awareness.	Simple Linear Regression	0.000	Accepted
H2: Mobile marketing has a significant positive impact on consumer loyalty.	Simple Linear Regression	0.000	Accepted
H3: Personalized mobile marketing has a significant positive effect on consumer loyalty.	Simple Linear Regression	0.000	Accepted
H4: Brand awareness mediates the relationship between mobile marketing and consumer loyalty.	Mediation Analysis	0.000	Accepted

10. Findings

The findings of the study are based on the responses of 150 consumers from three districts of Eastern Uttar Pradesh: Prayagraj, Varanasi and Gorakhpur. The analysis focused on the effect of mobile marketing on brand awareness and consumer loyalty.

10.1 Major Findings

The study found that mobile marketing has a significant positive impact on brand awareness. Consumers who are regularly exposed to mobile marketing messages are more likely to recognize and recall brands. Mobile advertisements, WhatsApp promotions, SMS offers, app notifications and social media content help brands remain visible in the consumer's mind.

The regression analysis confirmed that mobile marketing significantly influences brand awareness, with an R^2 value of 0.41. This means that mobile marketing explains approximately 41 percent of the variation in brand awareness. Therefore, mobile marketing is an effective tool for improving brand recognition and brand recall among consumers in Eastern Uttar Pradesh.

The study also found that mobile marketing has a significant positive impact on consumer loyalty. Consumers who receive useful and relevant mobile messages are more likely to repeat purchases, recommend the brand to others and prefer the brand over competitors. The regression analysis showed an R^2 value of 0.34, indicating that mobile marketing explains about 34 percent of the variation in consumer loyalty.

Another important finding is that personalized mobile marketing has a stronger effect on consumer loyalty than general mobile marketing. Personalized offers, customized discounts, birthday coupons, festival offers and product recommendations make consumers feel valued. The analysis showed an R^2 value of 0.44 for the effect of personalized mobile marketing on consumer loyalty, suggesting that personalization is a key driver of loyalty.

The mediation analysis revealed that brand awareness partially mediates the relationship between mobile marketing and consumer loyalty. This means that mobile marketing directly improves consumer loyalty and also indirectly improves loyalty by increasing brand awareness. When consumers are more aware of a brand, they are more likely to trust it, remember it and choose it repeatedly.

The study found that WhatsApp promotions and social media advertisements are the most commonly noticed mobile marketing channels. A large number of respondents reported exposure to brand messages through WhatsApp, Instagram, Facebook, YouTube and mobile shopping applications. These platforms are therefore highly effective for reaching consumers in Prayagraj, Varanasi and Gorakhpur.

The findings also show that mobile marketing is more effective when messages are relevant, timely and useful. Consumers respond positively to offers that match their needs, location, interests or previous purchase behaviour. Generic and irrelevant promotional messages are less effective in creating loyalty.

A significant finding is that excessive promotional messaging creates irritation among consumers. Respondents indicated that too many SMS messages, repeated app notifications or unwanted WhatsApp promotions may reduce interest in the brand. Therefore, mobile marketing frequency must be carefully managed.

The district-wise comparison showed that consumers from Varanasi reported slightly higher responsiveness to mobile marketing compared with Prayagraj and Gorakhpur. This may be due to higher commercial activity, tourism-related exposure, retail development and greater interaction with digital platforms. Prayagraj also showed strong responsiveness, while Gorakhpur showed moderate but positive response.

The study further found that younger consumers are more influenced by mobile marketing. Respondents in the age group of 18–35 years showed higher engagement with social media advertisements, influencer content, app notifications and online offers. This indicates that mobile marketing is especially effective for youth-oriented brands.

11. Discussion

The findings support the argument that mobile marketing plays a critical role in shaping consumer behaviour in emerging regional markets. In Eastern Uttar Pradesh, consumers are increasingly exposed to brands through mobile-first platforms. This exposure improves brand recognition and recall, especially when messages are repeated across WhatsApp, Instagram, YouTube, Facebook and mobile apps.

The results also show that mobile marketing influences loyalty. Consumers are more likely to repurchase from brands that provide useful mobile offers, reminders and personalized communication. This supports the relationship marketing perspective, which argues that loyalty is created through continuous engagement rather than one-time advertising.

However, the study also reveals a risk: excessive mobile communication can irritate consumers. This is important because mobile phones are personal devices. Unlike television or outdoor advertising, mobile marketing enters the consumer's private communication space. Therefore, brands must balance frequency with relevance.

The study contributes to regional marketing literature by showing that mobile marketing is highly relevant beyond metropolitan cities. Prayagraj, Varanasi and Gorakhpur represent growing consumer markets where digital adoption is reshaping purchase behaviour.

12. Managerial Implications of the Study

- Brands operating in Eastern Uttar Pradesh should adopt a mobile-first but consumer-sensitive marketing strategy.
- First, brands should prioritize WhatsApp and social media marketing because these channels have high visibility among respondents. However, messages should be conversational, brief and locally relevant.
- Second, personalization should be treated as a loyalty-building tool. Festival offers, location-based discounts, birthday coupons, product recommendations and loyalty rewards can improve repeat purchase behaviour.
- Third, brands should use local language and cultural cues. Campaigns using Hindi, Hinglish and regionally familiar references may generate stronger emotional connection.
- Fourth, businesses should avoid excessive promotional frequency. Too many messages may lead to blocking, ignoring or negative brand attitude.
- Fifth, local retailers, educational institutions, healthcare providers, restaurants, fashion stores and service brands in Prayagraj, Varanasi and Gorakhpur can use mobile marketing to build both awareness and long-term customer relationships.

13. Conclusion

The findings of the study reveal that mobile marketing has a significant positive impact on brand awareness. Consumers who are frequently exposed to mobile marketing communication are more likely to recognize, remember and recall brands during purchase decisions. Mobile marketing helps brands remain visible in the daily digital routine of consumers. Platforms such as WhatsApp, Instagram, Facebook, YouTube and mobile shopping applications create repeated exposure, which strengthens brand recognition and top-of-mind awareness.

The study also concludes that mobile marketing significantly influences consumer loyalty. Consumers are more likely to prefer and repeatedly purchase from brands that communicate with them through relevant and useful mobile messages. Mobile-based communication helps brands maintain regular contact with consumers, share offers, provide product information and encourage repeat purchase behaviour. Therefore, mobile marketing acts not only as a promotional tool but also as a relationship-building mechanism.

Another important conclusion of the study is that personalized mobile marketing has a stronger influence on consumer loyalty than general mobile marketing. Personalized offers, customized discounts, birthday coupons, festival offers and product recommendations create a sense of individual attention and value. When consumers feel that brand messages are relevant to their needs and preferences, they are more likely to develop trust, satisfaction and loyalty toward the brand.

The study further concludes that brand awareness partially mediates the relationship between mobile marketing and consumer loyalty. This means that mobile marketing directly affects loyalty and also

indirectly affects loyalty by first improving brand awareness. When consumers become more familiar with a brand through repeated mobile exposure, they are more likely to trust the brand and choose it repeatedly. Thus, brand awareness acts as an important link between mobile marketing and consumer loyalty.

The district-wise findings suggest that consumers from Varanasi showed slightly higher responsiveness to mobile marketing, followed by Prayagraj and Gorakhpur. However, consumers across all three districts showed a positive response to mobile-based brand communication. This indicates that mobile marketing is effective not only in metropolitan cities but also in emerging regional markets such as Eastern Uttar Pradesh.

The study also highlights that the success of mobile marketing depends on message relevance, personalization, timing and frequency. While consumers respond positively to useful and timely mobile messages, excessive promotional communication may create irritation and reduce trust. Therefore, brands must avoid sending too many irrelevant messages. Mobile marketing should be permission-based, consumer-friendly and value-oriented.

Overall, the study concludes that mobile marketing is a powerful strategic tool for building both brand awareness and consumer loyalty in Eastern Uttar Pradesh. For businesses operating in Prayagraj, Varanasi and Gorakhpur, mobile marketing can improve brand visibility, strengthen consumer relationships and support long-term customer retention. However, its effectiveness depends on using mobile platforms responsibly, creatively and with proper understanding of consumer preferences.

References

1. Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. Free Press.
2. Al-Hujri, A., Alnawas, I., Altarifi, S., & Ghantous, N. (2025). The impact of social media marketing activities on brand loyalty and brand awareness: The mediating role of customer satisfaction. *Cogent Business & Management*, 12(1), 2509793. <https://doi.org/10.1080/23311975.2025.2509793>
3. Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182.
4. Barutçu, S. (2007). Attitudes towards mobile marketing tools: A study of Turkish consumers. *Journal of Targeting, Measurement and Analysis for Marketing*, 16(1), 26–38.
5. Bauer, H. H., Barnes, S. J., Reichardt, T., & Neumann, M. M. (2005). Driving consumer acceptance of mobile marketing: A theoretical framework and empirical study. *Journal of Electronic Commerce Research*, 6(3), 181–192.
6. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson.
7. Dávila Espuela, N., Sánchez-Teba, E. M., García-Mestanza, J., & Rodríguez-Fernández, M. (2023). Social networks and customer loyalty: Review of literature. *Frontiers in Psychology*, 14, 1286445. <https://doi.org/10.3389/fpsyg.2023.1286445>
8. Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113.
9. Ducoffe, R. H. (1996). Advertising value and advertising on the web. *Journal of Advertising Research*, 36(5), 21–35.
10. Kannan, P. K., & Li, H. A. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45.
11. Kaplan, A. M. (2012). If you love something, let it go mobile: Mobile marketing and mobile social media 4x4. *Business Horizons*, 55(2), 129–139.
12. Keller, K. L. (2001). Building customer-based brand equity: A blueprint for creating strong brands. *Marketing Management*, 10(2), 14–19.

13. Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? *Journal of Business Research*, 65(10), 1480–1486.
14. Leppäniemi, M., Sinisalo, J., & Karjaluoto, H. (2006). A review of mobile marketing research. *International Journal of Mobile Marketing*, 1(1), 30–40.
15. MacKenzie, S. B., & Lutz, R. J. (1989). An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context. *Journal of Marketing*, 53(2), 48–65.
16. Merisavo, M., Kajalo, S., Karjaluoto, H., Virtanen, V., Salmenkivi, S., Raulas, M., & Leppäniemi, M. (2007). An empirical study of the drivers of consumer acceptance of mobile advertising. *Journal of Interactive Advertising*, 7(2), 41–50.
17. Nysveen, H., Pedersen, P. E., & Thorbjørnsen, H. (2005). Intentions to use mobile services: Antecedents and cross-service comparisons. *Journal of the Academy of Marketing Science*, 33(3), 330–346.
18. Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63, 33–44.
19. Persaud, A., & Azhar, I. (2012). Innovative mobile marketing via smartphones: Are consumers ready? *Marketing Intelligence & Planning*, 30(4), 418–443.
20. Pousttchi, K., & Wiedemann, D. G. (2007). Success factors in mobile viral marketing: A multi-case study approach. *International Journal of Mobile Marketing*, 2(1), 34–49.
21. Rohm, A. J., Gao, T. T., Sultan, F., & Pagani, M. (2012). Brand in the hand: A cross-market investigation of consumer acceptance of mobile marketing. *Business Horizons*, 55(5), 485–493.
22. Shang, Y., Mehmood, K., Iftikhar, Y., Aziz, A., Tao, X., & Shi, L. (2022). The nexuses between social media marketing activities and consumers' engagement behaviour: A two-wave time-lagged study. *Frontiers in Psychology*, 13, 811282. <https://doi.org/10.3389/fpsyg.2022.811282>
23. Shankar, V., & Balasubramanian, S. (2009). Mobile marketing: A synthesis and prognosis. *Journal of Interactive Marketing*, 23(2), 118–129.
24. Sultan, F., & Rohm, A. J. (2005). The coming era of “brand in the hand” marketing. *MIT Sloan Management Review*, 47(1), 83–90.
25. Tsang, M. M., Ho, S. C., & Liang, T. P. (2004). Consumer attitudes toward mobile advertising: An empirical study. *International Journal of Electronic Commerce*, 8(3), 65–78.
26. Varnali, K., & Toker, A. (2010). Mobile marketing research: The state-of-the-art. *International Journal of Information Management*, 30(2), 144–151.