

The Impact of Mobile Marketing, Personalization, and Customer Engagement on Purchase Decisions

Rah Utami Nugrahani^{1*}, Yudiyanto Joko Purnomo², Mahmuddin³, Marjuki⁴

¹Universitas Telkom, Indonesia, ²Universitas Nasional Pasim, Indonesia, ³Universitas Negeri Makassar, Indonesia, ⁴Universitas Negeri Yogyakarta, Indonesia

Email: ^{1*)}rutamin@telkomuniversity.ac.id, ²⁾joko.jember2015@gmail.com,

³⁾mahmuddin@unm.ac.id, ⁴⁾marjuki64@uny.ac.id

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Abstract

With the advancement in digital technology, marketing strategies and consumer behavior are becoming more and more influenced by mobile technologies. The objective of this paper is to evaluate the impact of mobile marketing, personalization, and customer engagement on the purchase decision of the consumer. In order to collect the required data, quantitative research methodology was employed using survey methodology, where data were collected from the individuals who have undergone marketing processes through mobile and also engaged in online purchases. Data analysis was done using multiple linear regression. From the results, it is evident that mobile marketing, personalization, and customer engagement all influence purchase decision positively. Out of the above-mentioned variables, customer engagement emerges as the most dominating variable affecting the purchase behavior of the consumer. From coefficient of determination, it is found that the above-mentioned independent variables significantly explain a considerable amount of variance in purchase decisions, the remaining variances being explained by some other variables not included in the model.

Keywords: Mobile Marketing, Personalization, Customer Engagement, Purchase Decision, Digital Marketing, Consumer Behavior

1. Introduction

In recent years, the rapid advancements that have taken place in technology, especially in the digital environment, have greatly influenced the ways that organizations interact with their customers (Ramadhona et al., n.d.; Seyedghorban et al., 2020). One of the biggest changes has been the advent of mobile marketing where mobile devices like cell phones are used as a medium through which interaction is achieved (X. Wang et al., 2026). The ability to get in touch with customers at any time and anywhere has been possible for organizations through mobile marketing because the traditional marketing communication media of television, print, and radio do not have this capability. In addition, the use of mobile devices worldwide has raised the expectations of customers regarding access to marketing communication (Apostolov & Coco, 2021).

In addition to mobile marketing, personalization is another key concept which plays an essential role in modern marketing strategies. Personalization can be described as the ability of firms to tailor content, recommendations, and promotions based on the consumer's personal information, preferences, and behavior (Liébana-cabanillas et al., 2014). Using big data analytics and artificial intelligence, businesses are now able to analyze the behavior of



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consumers and deliver a highly personalized experience to them. In such a marketing approach, the relevance of the marketing message increases, making it possible for consumers to react to it (Huma et al., 2024; Riu et al., 2026).

Another essential aspect of the field of digital marketing is customer engagement. Customer engagement entails the affective, cognitive, and behavioral link between consumers and the brand (Bruce et al., 2023; Colicev et al., 2018). Customer engagement is not only about transactions but rather establishing connections and developing relationships between the business and the customers in different ways. The advent of social media websites, mobile applications, and interactive websites has provided a number of avenues for customer engagement (Bazi et al., 2023; Bruce et al., 2023). Customers' engagement will make them trust the brands and become loyal towards them, which will enable them to become brand advocates through word of mouth and comments online (Sudi, 2024).

The purchase decision is one of the key stages in the consumer decision-making process whereby individuals evaluate the alternatives available and make a choice of whether or not to purchase the product or service (Anwar, 2022; Arif & Windarsari, 2026). There are a number of internal and external factors that influence purchase decisions and these include psychology, social influences, marketing influences, and technology. In e-commerce, however, consumers' purchasing decisions are influenced by the interactions that occur via digital and mobile communication. Consumers use online ads, reviews, and recommendations from mobile apps before making any purchases. Therefore, it is essential for firms to identify the factors influencing mobile purchase decisions (Julianti et al., 2023; Ramadhani et al., 2023).

The combination of mobile marketing, personalization, and consumer engagement creates an extremely dynamic marketing environment that influences consumer behavior. Mobile marketing is a method of communication, personalization ensures that the content is relevant, and consumer engagement strengthens the connection. When all three elements perform their functions effectively, the efficiency of marketing activities increases significantly, and the process of making the purchase decision moves in the favor of marketers (Ernestivita et al., 2026). On the other hand, the degree of involvement of each of these elements varies depending on consumer demographics, technology skills, and the industry in question. Thus, further research into this topic is needed.

Despite the extensive application of mobile marketing, personalization, and customer engagement techniques in firms today, certain firms are still experiencing challenges in translating digital behaviors into actual purchases. This means that there might be certain issues related to knowledge of the effects of mobile marketing, personalization, and customer engagement practices on consumer purchasing behaviors. Inconsistencies witnessed in previous studies also mean that the connection between the three variables has not yet been properly established. Due to this, an investigation into the effects of these three variables on the purchase decision process is necessary. Objective of the research is to investigate the influence of mobile marketing, personalization, and consumer engagement on the purchase decision of the consumers (Ani et al., 2026). Objective of the research is to determine the influence of each of these factors on the purchasing intention of the consumers when they are individually or collectively used.

2. Method

The Quantitative research method will be applied in this research to examine the influence of mobile marketing, personalization, and customer engagement on the purchase decision. The use of the quantitative research method in this research is explained by the ability of measuring the relationship among the variables using numerical measures. In this research, the survey design which is descriptive and explanatory will be adopted. This design will be used to describe the characteristics of the respondents and explain the causative relationship between the independent variables (mobile marketing, personalization, and customer engagement) and the dependent variable (purchase decision).

In this study, the population will consist of mobile devices' users who have undergone the process of digital marketing and purchased products through the internet within a specific period. Sampling of the population is conducted using the non-probability sampling technique through purposive sampling whereby the participants are chosen in order to fulfill the criteria of the study. A questionnaire will be used as the data collection tool by distributing it to the chosen sample through an online mode using the Likert Scale which ranges from strongly disagree to strongly agree.

This process involves conducting statistical analysis on the collected data by carrying out validity and reliability tests in order to assess the quality of the measurement tool that was used. Multiple regression analysis will be conducted to determine the impact of independent variables on purchase decisions. Classical assumption tests including normality test, multicollinearity test, and heteroscedasticity test will also be conducted before regression analysis to determine whether the model that will be developed is suitable for the data. Tests of hypothesis will be carried out using t-test for the partial effect of independent variables while F-test will be used for the overall effect of all variables.

3. Results and Discussion

The research findings obtained using the collected data from the respondents will be presented. This includes the results obtained during the tests of validity and reliability, classical assumptions, and multiple linear regression analysis regarding the effects of mobile marketing, personalization, and customer engagement on buying behavior. The results will be provided below with their respective interpretations to give clearer statistical analysis results.

3.1. Validity Test Results

All questionnaire items were tested using Pearson Correlation to determine whether each item is valid. An item is considered valid if the significance value is below 0.05 or the correlation value exceeds the r-table value (0.361 for N = 30 pilot test).

Table 1. Validity Test Results

Variable	Item Code	Pearson Correlation	Sig. (2-tailed)	Result
Mobile Marketing	MM1	0.742	0.000	Valid
Mobile Marketing	MM2	0.801	0.000	Valid

Mobile Marketing	MM3	0.765	0.000	Valid
Personalization	P1	0.733	0.000	Valid
Personalization	P2	0.784	0.000	Valid
Personalization	P3	0.812	0.000	Valid
Customer Engagement	CE1	0.790	0.000	Valid
Customer Engagement	CE2	0.825	0.000	Valid
Customer Engagement	CE3	0.808	0.000	Valid
Purchase Decision	PD1	0.771	0.000	Valid
Purchase Decision	PD2	0.799	0.000	Valid
Purchase Decision	PD3	0.840	0.000	Valid

Source: Data Analysis

All items show correlation values above the required threshold, indicating that the questionnaire items are valid and suitable for further analysis.

3.2. Reliability Test Results

Reliability testing was conducted using Cronbach's Alpha to measure internal consistency. A variable is considered reliable if Cronbach's Alpha is greater than 0.70.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Result
Mobile Marketing	0.821	3	Reliable
Personalization	0.839	3	Reliable
Customer Engagement	0.856	3	Reliable
Purchase Decision	0.874	3	Reliable

Source: Data Analysis

The results indicate that all variables have Cronbach's Alpha values above 0.70, meaning the measurement instruments are consistent and reliable.

3.3. Multiple Linear Regression Analysis

Multiple regression analysis was used to examine the effect of mobile marketing, personalization, and customer engagement on purchase decisions.

Table 3. Multiple Linear Regression Results

Variable	Coefficient (B)	Std. Error	t-value	Sig. (p-value)
(Constant)	1.215	0.402	3.021	0.003
Mobile Marketing	0.268	0.081	3.309	0.001
Personalization	0.312	0.094	3.319	0.001

Customer Engagement	0.401	0.088	4.557	0.000
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Source: Data Analysis
Table 4. Model Summary

Statistic	Value
R	0.812
R Square	0.659
Adjusted R Square	0.646
F-statistic	52.314
Sig. F	0.000

Source: Data Analysis

As per the results of the regression model, it is evident that all independent variables like mobile marketing, personalization, and consumer engagement have a positive influence on the buying decision. Here, consumer engagement has the greatest influence ($B = 0.401$), whereas personalization and mobile marketing have an intermediate influence ($B = 0.312$ and $B = 0.268$, respectively). It can thus be stated that the emotional and interactive relations between consumers and brands play a dominant role in influencing buying behavior.

The coefficient of determination ($R^2 = 0.659$) means that 65.9 percent of the variations in the purchase decision-making process are caused by the independent variables taken into consideration in this study while 34.1 percent of the variations are caused by some other independent variables which have not been considered in this study. With respect to F test (sig = 0.000), it is clear that all the independent variables significantly influence the purchase decision making process.

3.4. Discussion

From this study, it can be concluded that mobile marketing, personalization, and customer engagement have an immense influence on purchase decisions independently or even in combination. This reaffirms the idea that digital marketing trends have taken up extreme importance in shaping consumer behavior in today's market. The model has an extremely high explanatory power ($R^2=0.659$), and hence, it can be inferred that these three factors have an immense impact on consumer perceptions and decision-making in regard to the purchase of goods/services through mobile technology.

It was also seen that mobile marketing has been effective in buying behavior. This means that the efficiency of mobile communication techniques like SMS marketing, push messaging, and mobile advertising may directly contribute towards consumer intention to purchase products. The advantages of mobile communication help marketers to reach out to consumers in real time, which results in a higher probability of conversion. It has also been concluded by previous studies that mobile marketing helps in improving the responsiveness of consumers due to relevance of communication (Huma et al., 2024; Jaafar & Khan, 2022). However, the lower coefficient when compared to other variables implies that mobile marketing is not sufficient on its own to drive sales.

Furthermore, it was discovered that personalization has an important positive impact on the purchase decision process, meaning that customers appreciate the marketing communications that are personalized based on their tastes and behavior. The personalized

recommendations, promotions, and other personalized content increase relevance and purchase intention. The results support the theoretical assumption about the engagement of the consumers with the brands that understand and respect the needs of the consumers personally (Capponi et al., 2022; Dewi & Hartono, 2025; J. Wang et al., 2016). As for the digital marketplace, the personalization is possible due to the data analysis and AI.

It was identified that the customer engagement was the most influential variable in determining purchase decision. This shows the significance of the formation of an interactive and engaging relation between customers and the brand. Activities such as interaction via social media platforms, formation of brand community, customer feedback and reviews help to create a bond and build trust between the customer and the brand. Once a customer feels engaged, it becomes easy for him/her to be loyal and make purchase decision (Felix & Rembulan, 2023; Panjaitan, 2022).

It can be mentioned that the combined effect of mobile marketing, personalization, and customer engagement demonstrates the necessity of having an integrated marketing environment in connection with contemporary purchasing process. In this case, mobile marketing becomes the channel of communication, personalization is related to customizing the message, whereas customer engagement helps build trust and create emotional connections with the company. The integration of these variables leads to the development of a more effective marketing strategy in comparison with using one of these factors separately. However, it is important to emphasize the fact that 34.1% of the variations in the decision-making process can be associated with other variables that have not been taken into account in the course of this research. This may relate to the cost, quality, brand image, influence of peers, or even customer trust. Further investigations should take into account these variables.

4. Conclusion

As far as the results of this study go, mobile marketing, personalization, and customer engagement have a substantial influence on consumer purchase decisions. From the results of multiple regressions, it is clear that all three independent variables have a substantial influence on the changes in purchase decisions. However, customer engagement seems to be the most dominant of all the three. It can, therefore, be concluded that consumers are highly motivated to purchase products where there is an interactive relationship between the consumer and the brand, personalization of information that appeals to the customers, and mobile marketing techniques. In addition, the combination of these three variables indicates that the combination of digital marketing strategies can greatly motivate purchase decisions. However, since there is some other variance in the dependent variable that is caused by other variables not included in the study, future studies are advised to include other variables such as price, brand image, and product quality.

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