



Tikrit Journal of Administrative and Economics Sciences

مجلة تكريت للعلوم الإدارية والاقتصادية

EISSN: 3006-9149

PISSN: 1813-1719



Review

The Role of Mobile Marketing in Shaping Consumer Purchasing Decisions in Iraq

Aklas Khedir Dara*

College of health & medical techniques/Middle Technical University-baghdad

Keywords:

Mobile marketing, consumers purchasing behavior, Iraq, SMS marketing, social network ads, mobile apps, personalized marketing, digital advertising, emerging markets, consumer engagement

ARTICLE INFO

Article history:

Received	09 Nov. 2025
Received in revised form	20 Nov. 2025
Accepted	01 Dec. 2025
Available online	31 Dec. 2025

©2023 THIS IS AN OPEN ACCESS ARTICLE
UNDER THE CC BY LICENSE

<http://creativecommons.org/licenses/by/4.0/>



*Corresponding author:

Aklas Khedir Dara

College of health and medical techniques/
Middle Technical University



Abstract: This review paper discusses the role of mobile marketing in the consumer purchasing decision-making process in Iraq. With the transformations taking place within mobile marketing globally, it has become of supreme importance to understand how this world-reaching industry impacts things at a regional level. The paper focuses on the main constituents of mobile marketing-SMS marketing, social media advertisements, and mobile applications-and determines their impacts on consumer behavior. Case studies of the Almas Line by Asiacell and the e-commerce app of Elryan underpin how varied targeted mobile marketing campaigns have turned out to be effective in Iraq. Personalized culturally adapted mobile marketing efforts may go a long way in enhancing engagement and driving purchasing decisions among Iraqi consumers. The review has also identified the issues that are generally encountered in Iraq, including those regarding the state of privacy and infrastructural limitations, and has recommended the lines of future research to know newer technologies and audience-specific strategies. This paper contributes to the growing knowledge base on mobile marketing in emerging markets and provides depth in terms of useful insights for businesses that plan expansion of their reach in Iraq.

دور التسويق عبر الهواتف المحمولة في تشكيل قرارات الشراء لدى المستهلكين في العراق

اخلاص خضر داره

الجامعة التقنية الوسطى/كلية التقنيات الصحية والطبية-بغداد

المستخلص

تتناول هذه الورقة البحثية دور التسويق عبر الهاتف المحمول في عملية اتخاذ قرارات الشراء لدى المستهلكين في العراق. ومع التحولات التي يشهدها هذا المجال عالمياً، باتت من الأهمية بمكان فهم كيفية تأثير هذه الصناعة واسعة الانتشار على المستوى الإقليمي. تركز الورقة على المكونات الرئيسية للتسويق عبر الهاتف المحمول، وهي: التسويق عبر الرسائل النصية القصيرة، والإعلانات على وسائل التواصل الاجتماعي، وتطبيقات الهاتف المحمول، وتحدد تأثيراتها على سلوك المستهلك. وتبرز دراسات حالة تطبيق "خط ألماس" التابع لشركة "آسياسيل" وتطبيق التجارة الإلكترونية "إلريان" مدى فعالية حملات التسويق عبر الهاتف المحمول المتنوعة والموجهة في العراق. وقد تسهم جهود التسويق عبر الهاتف المحمول المخصصة والمكيفة ثقافياً بشكل كبير في تعزيز التفاعل وتحفيز قرارات الشراء لدى المستهلكين العراقيين. كما حددت الورقة البحثية المشكلات الشائعة في العراق، بما في ذلك تلك المتعلقة بوضع الخصوصية والقيود المفروضة على البنية التحتية، واقتربت مسارات بحثية مستقبلية للتعرف على التقنيات الحديثة والاستراتيجيات المخصصة للجمهور. تساهم هذه الورقة في إثراء قاعدة المعرفة المتنامية حول التسويق عبر الهاتف المحمول في الأسواق الناشئة، وتقدم رؤى قيمة للشركات التي تُخطط لتوسيع نطاق أعمالها في العراق.

الكلمات المفتاحية: التسويق عبر الهاتف المحمول، سلوك المستهلكين الشرائي، العراق، التسويق عبر الرسائل النصية القصيرة، إعلانات الشبكات الاجتماعية، تطبيقات الهاتف المحمول، التسويق الشخصي، الإعلان الرقمي، الأسواق الناشئة، تفاعل المستهلك.

Introduction

With the rapid evolution in the field of digital communication, mobile marketing has cropped up as one of the most potent tools in shaping the purchasing behavior of consumers (Rowles, 2017: 12). In mobile marketing, all this involves the strategies and platforms, such as mobile apps, SMS marketing, social media advertising, and location based services, which together with each other, allow businesses to engage consumers at personal levels using their smartphones. (Lamberton and Stephen, 2016: 5). The personalization of engagement utilizes the convenience and accessibility that have made mobile devices indispensable in the lives of modern consumers (Krnson, 2015: 11). By using mobile marketing, companies can dispatched customized messages to create brand awareness and create compulsory interaction- all of which are contributing elements to heightened levels of

customer interaction and an expanded probability of influencing purchase decisions (Alalwan et al., 2020: 22).

Knowledge of the purchasing behavior of the consumers is the core of effective marketing. The act of consumer buying behavior is a collection of cognitive and emotional processes that people undertake in selecting whether to make a purchase or not.(Rowles, 2017: 54). These are guided, among others, by personal preference, cultural norms, and social influences, and increasingly by the role of digital and mobile technologies(Sultan et al., 2009: 75). Since mobile marketing has the capacity to reach consumers at any place and any time, it is well placed to exploit such decision-making processes that have the potential of altering the traditional routes to purchase. This review paper will therefore discuss the effects, particularly on the consumer behavior, of mobile marketing strategies as applied to Iraq.(David J Faulds et al., 2018; David J. Faulds et al., 2018: 32).

The importance of research into mobile marketing in Iraq is huge, judging by the specific features of this market and the tempo at which digitization is developing(Watson and Hill, 2015: 39). The young population of Iraq, which consists mainly of the youth, coupled with the constantly rising smartphone penetration is eloquent evidence of mobile marketing. The cultural and socio-economic conditions present a number of distinct challenges and opportunities in the eye of marketers who are intending to manipulate the behavior of Iraqi consumers.(H. Bananah, 2023; H. H. A. Bananah, 2023: 55). This review, in that respect, explores the impact of mobile marketing to better develop a balanced understanding of how digital marketing strategies are best contextualized for particular demographics and cultural backgrounds-a significant gap in the literature(Grewal et al., 2016: 21).

This review will also have three objectives; evaluation of the existing trends in mobile marketing and their effect to the consumer purchasing behavior in the world; a discussion of case studies and examples of the mobile marketing activities in Iraq; and finally, the issues and challenges that will be faced in the adoption of mobile marketing in Iraq. The paper framework is entirely representative, as it begins with the review of literature on trends of mobile marketing, moves on to an analysis of main mobile marketing tools and their application to Iraq case studies, and finally, the discussion of challenges and possible ways of future research. In such a way,

the paper does hope to contribute useful information according to which one can place the role of mobile marketing in shaping consumer choices in Iraq into the context that will build a basis on which future studies and practice can be conducted.

Literature Review

Overview of Global Mobile Marketing Trends: Over the last ten years, mobile has evolved from a niche channel of advertising to a prime source of consumer engagement. Because of the deep penetration of mobile devices around the world, brands are ever increasingly counting on mobile marketing strategies for reaching their audiences at the right times (Lamberton and Stephen, 2016: 43). According to a recent report by the Global System for Mobile Communications Association, more than 5.3 billion people use mobile devices, and the rate of smartphone ownership is still growing briskly across emerging markets (Mahajan, 2011: 79). This fast growth has facilitated similarly rapid development in the usage of various forms of mobile-based marketing techniques that include in-app advertising, SMS marketing, social media advertisement, location-based services, among others. Because all these techniques may be used by the brand in their own way to develop highly personalized marketing experiences, appeal to consumers with targeted messages contextualized for their location, preference, and behaviours (Le and Wang, 2020, 2021: 27).

Moreover, artificial intelligence and analytics data development have also contributed to the success of mobile marketing. Marketers are now able to create real-time consumer behavior insights using machine learning algorithms and predictive analytics, and provide content that is personalized to the consumer. (Theodorakopoulos and Theodoropoulou, 2024: 65). In addition, the distance between consumer interest and action has been reduced by mobile applications that contain purchase features, creating instant conversion and brand loyalty. (Wilfred, 2023a, 2023: 72). E-commerce and mobile-first approaches, especially accelerated by the COVID-19 crisis, made mobile marketing an essential part of the present-day digital strategy with the expenditure in the field reaching previously unseen levels. (Atakan; Atakan et al., 2008: 98). However, while the effectiveness of mobile marketing is well-documented globally, there is still limited literature on its adaptation and impact within specific regional contexts, such as Iraq, where

digital penetration and cultural factors present unique dynamics (M Mallookee, 2024; Omar, 2024: 20).

Insights on Consumer Purchasing Behavior: Consumer purchasing behavior constitutes psychological, social and economic procedures that impact on the way people decide to make purchases. Classically, brand perception, price sensitivity, peer influence, and advertising exposure have been used to find the path taken by consumers when making decisions. (Samoggia and Riedel, 2018: 45). Nonetheless, mobile marketing has added a completely new aspect to the consumer behavior whereby the role of digital interactions in shaping a consumer in the process of awareness to purchase cannot be underestimated. (Kim et al., 2013; Kim and Lee, 2015: 16). Consumers are more likely to pay attention to branded experiences given that those are personalized, especially on a mobile device, which consumers view as an intimate and immediate device (Kim et al., 2013; Kim and Lee, 2015: 37). Hence, mobile marketing has amplified the function of digital experiences in driving the loyalty and decision-making of consumers.

This feeling of specialness and immediacy is created by notifications on mobile or promotions on in-app, which can enhance the intention to purchase as studies show (Arens, and James, 2000: 49). As stated earlier, other important conduits of consumer engagement were social media websites, which allowed consumers to share their experiences about brands and other users through likes, shares, and comments (Kim et al., 2013; Kim and Lee, 2015: 98). This social aspect of mobile marketing increases word-of-mouth marketing and persuades consumers through the power of social proof. In this direction, provide support that the research has also shown young consumers to be more responsive toward mobile marketing and to making impulse purchases based on mobile advertisements (Luttinen, 2022: 72). These insights really point to the importance of mobile marketing in influencing consumer preferences, and for this influence to take place, it indeed suggests that customized interactive contact has to be at the heart of driving purchasing decisions (Shankar et al., 2016: 41).

Existing Studies on Mobile Marketing's Influence on Consumers: The Case of Iraq

While mobile marketing has secured attention worldwide, the studies with regard to its

influence in Iraq is still scanty but highly growing. It is to be considered that digital transformation in Iraq is in its infancy, and internet penetration, along with mobile connectivity, has risen relatively in the past few years (Rutherford, 2004: 61). According to the World Bank's report, the internet penetration in Iraq was 49% in 2023, while mobile usage was considerably high, at 86%, therefore showing increasing prospects for mobile-based marketing strategies (Mishaal, 2023a, 2023: 64). At the same time, however, it has been slowed down by limited infrastructure, economic instability, and a cultural preference for traditional means of advertising. Despite this, Iraqi companies have started leveraging mobile marketing to reach the country's young and tech-savvy consumers (Akoum et al., 2007; Rowles, 2017: 11).

According to (Akoum et al., 2007; Rowles, 2017: 19), although it is still in its infancy, the adoption of mobile marketing is increasingly seen as a very beneficial venture. In their survey of mobile marketing campaigns where the focus was on SMS and social media ads, promising results were found, especially in areas with high use of mobile internet, mostly in urban areas. Such messages were often about some kind of price reduction, special offers, or new product launches. This can refer to the indications that promotional messages can be more favorable among Iraqi customers than the usual marketing messages. In addition, (Hassan, 2015: 20), included cultural factors as one cause which accounted for mobile marketing results in Iraq. According to the authors, in Iraq, a responsive and effective marketing should increasingly be done in consideration of the prevailing values and norms. The study emphasized trust in the consumer-brand relationship, especially in those markets characterized by suspicion of every digital transaction.

Besides, social media has an enormous impact on Iraqi customers, and Facebook and Instagram are the most common channels for mobile advertising activities, as (S Kh Alajeel, 2019: 65) state. In fact, these studies clarify that Iraqi customers apply the information from those social media platforms with regard to brand information, recommendations by peers, and reviews of products. Iraqi brands, therefore, have started using influencer marketing as part of their mobile strategy; the local influencers are helping bridge the trust gap and connect better with consumers (Alsabt, 2021: 23). The regulatory environment in Iraq is not fully developed, and this brings

along issues of data privacy and consumer protection in mobile marketing. Therefore, issues with privacy and data safety remain the reasons why consumers are still hesitant to participate in mobile advertising, which influences the success of the campaign as well. (Haddad and Rossotto, 2017: 152).

Key Components of Mobile Marketing: Mobile marketing encompasses a range of tools and techniques, ranging from those that leverage the unique capabilities of mobile devices to reach and influence consumers (Grewal et al., 2016: 52). Among such tools, SMS marketing, advertisements within social networks, and mobile applications play the role of pivot components, each differently intervening in consumer decision-making (Brown and Fiorella, 2013: 61). The mobile marketing tools are used to provide tailored interactive experiences to users, and therefore, guide the user through the decision-making process. This part is going to discuss each of the components in detail with respect to its particular features and the way it impacts consumer behavior.

SMS Marketing: From the more recognizable early forms of mobile marketing, SMS marketing remains vastly effective even with an ever-growing list of digital advertising tools. Through SMS, a business can reach out directly to consumers through messages that are often succinct enough to contain promotions, updates, or calls to action (Latto, 2014: 21). One may explain the popularity of SMS marketing because it is immediate in nature and has high open rates. Studies have also shown that the open rates of the messages are about 98%, while for emails and other digital platforms, the figures remain quite low. This can be justified by the personal nature of the text message received directly on consumers' phones, which often gets read within minutes (Haig, 2002: 143).

This is because SMS marketing has been shown to create a sense of urgency and exclusivity for the consumer, and hence immediate actions due to messages that show limited-time offers, personalized discounts, and location-based promotions (Dindar, 2024a, 2024b: 43). Research studies prove that unplanned or impulsive purchases are made solely because of the emergence of an SMS promotion, where there is normally a perception of exclusivity or scarcity within the message. But such a pattern of marketing depends on targeting and frequency (Manuela E Faulhaber, 2023; Manuela E. Faulhaber, 2023: 67). On the other hand, overusing SMS has a result of

contributing to consumer fatigue or annoyance, which will do more harm than good to brand perception. Thus, an effective SMS marketing campaign will perfectly fit into the consumer's preference and behavior, adding value and not overburdening recipients (JOY, 2024: 35).

Social Media Advertisements: Social media platforms such as Facebook, Instagram, and Twitter have become, during the last years, a necessary part of mobile marketing. They offer advanced opportunities for the consumer engagement of brands and advertisement (Grewal et al., 2016; Gulbahar and Yildirim, 2015: 41). Social media advertising allows one to select sophisticated targeting options by demographics, interests, behaviors, and even specific life events. This makes social media advertising one of the most precise and cost-effective marketing tools at the disposition of a business, able to output tailored content in front of an extremely specific audience (Tucker, 2014: 77). This accuracy, further magnified by the mammoth active users on social networking sites, allows businesses to target massive numbers with a personalized touch as well (Marin, R., & Marin, I. 2024: 80). In this regard, Chaffey & Smith offer that, "a key benefit of the internet in general and digital marketing channels in particular is that customers are open to interactive experiences that can be more engaging than traditional advertising" (Perrin, 2003a, 2003b: 45).

Social network ads drive consumer decisions with eye-catching interaction. Most social media platforms offer a range of ad formats, such as image ads, video ads, carousel ads, and stories, all with the potential for brands to showcase their products in various creative and interactive ways (Shabalina, 2023a, 2023b: 14). It is much easier for visually rich ads to get users' attention and provide interactivity, increasing the possibility of purchase, according to research. Social media also plays an important part in the consumer journey at the awareness stage, where users usually find out about new brands and new products through their social feeds (Rosenkrans, 2009: 83). All social media platforms provide two-way communication, whereby consumers can comment, like, and share for added exposure of the brand through user-generated content and word-of-mouth referrals (Castronovo and Huang, 2012: 51).

One of the most powerful social media marketing tools is influencer marketing. This has grown over time into a force to be reckoned with in influencer marketing, especially on Instagram and TikTok, where

individuals can actually have the power to make potential changes in consumer buying behavior (Brown and Fiorella, 2013: 69). Many people trust influencers' recommendations as if it were an honest opinion from one of their friends. Influencer marketing can, therefore, strongly enhance brand credibility and sway purchasing decisions (Jide, 2022, 2023: 23). This influencer marketing on social media has been especially effective in Iraq, where social connections and trusting relations play an imperative role in the consumer decision-making cycle. Influencer marketing on social media bridges the divide between skepticism and the brand (Al Sukaini, 2022: 54). **Mobile Applications:** Mobile applications provide a highly tailored platform for consumer engagement. For the brand, this could mean an opportunity to remain on users' devices constantly. Unlike other forms of mobile marketing, an app provides the possibility of direct interaction between the brand and the consumer by regularly hosting smooth shopping experiences, loyalty programs, or the delivery of personalized content (A Moreno-Munoz et al., 2016; A. Moreno-Munoz et al., 2016: 25). It has been proved that users who download and use certain apps about particular brands are more loyal to them and show higher engagement with the brands because apps are meant to be a specific point for someone to interact with the brand (Kim et al., 2013; Kim and Lee, 2015: 65).

Mobile applications make it easier for consumers to make purchasing decisions, as this platform is developing personalized shopping experiences. The inclusion of push notifications, location-based services, and recommendations to users helps in adding more value to the convenience of consumers (Mahajan, 2011; McWherter and Gowell, 2012: 85). For instance, push notifications can remind users about the things left in a cart, notify them of special deals, or even begin offering loyalty rewards to further stimulate repeat purchases. A number of studies prove the final results of such custom notifications in increasing conversion rates, since they are contacted on a call-to-action basis enabled by timely and relevant information (Temel). Moreover, other applications that can share some social features, like the feature to share products or reviews using embedded social features, believe in social influence and recommendations from peer groups, thereby additionally influencing consumer choices (Sridhar and Srinivasan, 2012: 44).

Mobile apps are worth the long-term bond to be made between brands and consumers. The trends in behavior and preference, along with consumption patterns, that a user provides through the apps can constantly iterate on and refine a brand's marketing strategy, personalizing experiences for customers (Fang, 2017: 62). With Iraq's rising consumption of smartphones, there is vast potential for mobile applications among businesses that want to develop better customer loyalty and engagement (Khrais and Alghamdi, 2021: 90). However, to be actually effective in any way regarding having mobile apps influence purchase decisions per se, user experience design must be involved: the easier the app to operate, the more visually appealing it is, the more consumers would be willing to utilize it and actually derive value out of it.

Cultural and Social Dimensions in Mobile Marketing Effectiveness: Mobile marketing cannot be effectively understood without putting it in the context of the cultural and social environment where it is done. The theory of marketing has always pointed to the fact that consumer decision-making is not simply a personal cognitive process, but a socially situated practice, which is influenced by cultural values, group norms and identities. (Shankar and Balasubramanian, 2009: 37). Mobile marketing strategies are especially vulnerable to cultural appropriateness in the Iraqi context whereby family relationships, religious beliefs, and community-centered values are more predominantly applied. The campaigns that do not consider cultural values are likely to lose their audience, and the ones that do not go against the accepted social norms may create a feeling of credibility and genuineness. (Batool et al., 2024: 28). As an example, Iraqi customers are generally more preferential to a campaign that is based on respect, modesty, and credibility; as opposed to one that is based on aggressive or highly individualistic message campaigns. This is similar to cross-cultural literature that emphasizes the dissimilarity between collective societies and individualist cultures in regards to the acceptance of digital advertising. (Alsaleh et al., 2019: 51).

The other significant facet of culture in mobile marketing is associated with the importance of the trust networks and social influence. Peer recommendations, family influence, and support of respected members of the community have a more profound impact on the purchase decisions in Iraq compared to abstract brand messages. (Almalchi et al., 2024: 72). Social

media influencers, for example, serve as cultural intermediaries who bridge the gap between brands and consumers, especially when their communication reflects local language, dialect, and values (Arriagada and Bishop, 2021: 58). It has been found that the Iraqi consumers would be more apt to respond to mobile ads that are mediated by persons that they could relate to or trusted by their cultural frame of reference. This cultural entrenchment of communication has strengthened the notion that the marketing campaigns that are carried out via the mobile phone should be structured to encompass more than the functionality of goods and services but also the symbolic and social significance that goes with consumption. (Ameen, 2023: 112).

Moreover, the cultural values determine the consumer expectations when it comes to personalization and interaction. At the same time when the global trends focus on hyper-personalization via data analytics, the Iraqi consumers relate personalization with the identification of cultural practices, seasonal customs, and religious celebrations. (Nisar, 2025: 58). As an example, mobile-based campaigns that integrate culturally relevant activities like Ramadan or local festivals are viewed in general as more genuine and respectful. At that, personalization goes beyond technological personalization and turns into a discussion between brands and consumers. (Hartati et al., 2025: 44). Thus, in Iraq, the effectiveness of mobile marketing cannot be discussed outside of the context of the cultural and social aspects. It is more likely that a campaign that appeals to social values, builds trust based on social influence, and reacts to local customs will have a significant engagement effect and will result in the consumer loyalty in the long run. Theoretical and empirical knowledge is provided by this perspective which points out that cultural congruence does not constitute a showcasing to mobile marketing but a core factor influencing its success in the emerging markets. (Kadhim et al., 2024: 86).

The Trust and Data Protection Framework in Consumer Behavior:

Trust is a pillar of consumer interest toward mobile marketing especially in situations where digital literacy and regulatory frameworks are in their early stages of development. The perceptions of data privacy and security are very much conditional to the decision of the consumers to engage with mobile campaigns, share personal information, or conduct online transactions. (Hollebeek and Macky, 2019: 29). Lack of sound legal systems to regulate

the protection of data in Iraq has given the situation a feeling of uncertainty where consumers fear the way their personal data can be utilized. This is enhanced by the fact that there is a history of political and economic uncertainty which has led to mistrust in the institutional checks that govern digital activities. (Al Kharusi, 2023: 96). In such an environment, trust building among mobile marketing campaigns should be a proactive initiative to make it a success. Theoretical models of consumer behaviour note that trust is not an abstract but is a measurable element which directly affect the intention to purchase, willingness to share the information and brand loyalty in the long run.(Jimenez et al., 2016: 57).

There are a number of practices that inter-relate in building trust in mobile marketing. One of the mechanisms through which firms will reduce consumer concerns is transparency. By informing the consumers clearly about the way data is gathered, saved and subjected to improve customer experiences, companies can be accountable and lower the perceived risks.(Morey et al., 2015: 65). Furthermore, customers tend to be more willing to interact with mobile applications as well as SMS campaigns in cases where the value exchange is clearly visible i.e. get an exclusive discount or loyalty incentive or faster service in exchange of providing personal data. Such reciprocity changes the provision of data as a possible threat to a meaningful exchange, which strengthens trust.(Son et al., 2020: 93). At the same time, the adoption of advanced security protocols, including encrypted transactions and multi-factor authentication, can further reassure consumers about the safety of their interactions with mobile platforms (Khadka, 2022: 39).

The social aspect of credibility is also vital in the framework of the trust. Iraqi consumers would focus much on peer validation and group trust in assessing the credibility of mobile platforms. Mobile applications or advertisements that are promoted by influencers, or that are positively rated by peers on social networks, receive some form of legitimacy which cannot be granted by an institution. This illuminates the relationship that exists between trust, social proof, and consumer behavior in the digital context.(Al-Khalaf and Choe, 2020: 86). Finally, the confidence and data security system emphasizes the idea that consumer interaction with mobile marketing cannot be held outside the context of the image of security, justice, and consideration of privacy. In markets such as Iraq where the regulatory

institutions are emerging, companies which take initiative to incorporate transparency and ethical practices in their data models of mobile strategies are more likely to inculcate consumer confidence.(Celestin, 2024: 77). These practices do not only increase the effectiveness of immediate campaigns, but also are a path towards long-term sustainability of the digital marketing ecosystems as they reinforce the consumer willingness to engage in the mobile economy. (Acatrinei et al., 2025: 194).

Discussion: Almas Line of Asiacell: How to connect with a Niche Market via Targeted SMS.

The example that illustrates the efficacy that mobile marketing can have in the engagement and intensity of specific demographic groups is the Almas Line by Asiacell. With the entry of the Almas Line in the scene, the role of female subscribers to mobile phone in Iraq was only 20 per cent of the market, which demonstrated the discrepancy in cell phone use and untapped market.(ÇInar, 2015: 154). It has managed to practically increase the balance of women into its customer base to 40 percent in the first year of the Almas Line launch by providing a mobile service specifically tailored to their specifications. This also tends to imply that when the mobile marketing is applicable to audience-specific needs, it can create an extremely positive implication on the consumer behavior even in a traditionally underserved or conservative market (Steinbock, 2005: 27).

Several strategic factors had contributed to Almas Line's success. First, the offered service features provided for the lifestyle and preference needs of Iraqi women: discounted calling rates, unique content, and customer service sensitive to privacy concerns (Wien, 1978: 71). In the process, Asiacell had drawn a hitherto unexploited demographic group and had succeeded in holding on to the group, winning their trust. In addition, the level of engagement was quite high because SMS as one of the primary communication tools is typically regarded as a more direct and personal one. The case highlights the significance of the need to be aware of the cultural and social contexts under which the mobile marketing strategy is rolled out and the role of personalization and relevance in creating significant shifts in consumer behavior and engagement (Boccarossa, 2018: 38).

Elryan's E-commerce Mobile Application: Enhancing Consumer Experience with the Convenience of Mobile: The e-commerce application of Elryan shows how a mobile application, with proper design, can transform

consumer buying behavior by enhancing convenience and accessibility (Ndolo, 2024: 19). Before the introduction of the app, Elryan could only interact with customers and sell the products through the limitations of its usability on its site and no specific mobile platform. Following the launch of the mobile application, Elryan experienced a huge increase in monthly sales of USD 500,000 to USD 750,000, and a corresponding increase in the number of active users by 150 percent to 25,000 monthly. This implies that convenient individualized shopping can be facilitated with a mobile app to satisfy the convenience demands of the contemporary consumer. (Ndolo, 2024: 79).

The Elryan application is successful since it is designed with the customers in mind. Its product browsing, customer reviews, order tracking, and access to customer support are some of the features that it includes. These belong to a set of factors that make the customer experience all the more superior, lowering the purchase barriers by assisting users in reaching informed decisions within a short and convenient time. (Han et al., 2022: 39). Along with this, the in-app solution of pushing notifications is also a direct marketing channel reminding about sale and personalized offers, and shopping cart. Ability to re-engage customers through timely reminders of such a loyalty is very essential in conversion and brand loyalty. In this regard, by comparing the adoption levels of the Elryan application, we will find that Iraqi consumers move to mobile applications whose value proposition is convenience and ease of use. Mobile apps are therefore a significant facilitator of e-commerce in the emerging economies. (Liu et al., 2025: 34).

Conclusion and Future Directions: The literature on mobile marketing in Iraq shows that mobile marketing campaigns have a massive impact on the consumer purchasing decisions in case planned and developed in the light of cultural and demographic sensitivities of the area. The examples of both Asiacell and Elryan case studies actually force the point of how customized strategies, be it by using SMS campaigns in order to reach out to certain demographics or by means of mobile applications that provide better user experiences, works. This produced massive growth in the levels of engagement and sales that the companies have achieved, thereby demonstrating that the Iraqi consumers are receptive to mobile marketing initiatives that consider their unique needs and preferences. Such results are

in accordance with the overall trends in the world that guide the process of buying decisions by the means of personalized communication and user-oriented design.

This promise notwithstanding, mobile marketing encounters many threats in Iraq; they include; absence of digital infrastructure, privacy, and a consumer insecurity on digital transactions. In the case of mobile marketing in Iraq, trust building will therefore be very crucial as also relevancy to the local values and value-based contents. There is also a low rate of penetration in mobile devices used by the younger and more techno savvy Iraqis, which offers significant growth opportunities in mobile marketing. Those companies who invested in the knowledge of these audiences, investing in such tools like influencer partnership, location-based services, and data-driven personalization will remain successful.

Any attempt to attempt a finer examination of the effect social media influencers are having on consumer behavior in Iraq or to examine the role of the issue of data privacy would also be of interest to future research. In the research, further understanding of more effective consumer engagement programs can also be investigated by examining the efficiency of new technologies in mobile marketing, including AR experiences or AI-based chatbots.

References

1. Acatrinei, C., Apostol, I. G., Barbu, L. N., Chivu, R.-G., & Orzan, M.-C. (2025). Artificial Intelligence in Digital Marketing: Enhancing Consumer Engagement and Supporting Sustainable Behavior Through Social and Mobile Networks. *Sustainability*, 17(14), 6638.
2. Akoum, I., Zbib, I., & Ahmed, Z. U. (2007). Iraq: A new country in the making. *Thunderbird International Business Review*, 49(4), 475-506.
3. Al-Khalaf, E., & Choe, P. (2020). Increasing customer trust towards mobile commerce in a multicultural society: A case of Qatar. *Journal of Internet Commerce*, 19(1), 32-61.
4. Al Kharusi, T. (2023). Towards the Development of a Balanced Legislative Framework for Consumer Data Protection in Electronic Commerce: The Case of the Sultanate of Oman.
5. Al Sukaini, A. K. M. (2022). Digital Marketing's Influence on Consumer Purchasing Decision: A Case Study in Iraq. *Journal of Asian Multicultural Research for Social Sciences Study*, 3(3), 120-132.
6. Alalwan, A. A., Algharabat, R. S., Baabdullah, A. M., Rana, N. P., Qasem, Z., & Dwivedi, Y. K. (2020). Examining the impact of mobile interactivity on customer engagement in the context of mobile shopping. *Journal of Enterprise Information Management*, 33(3), 627-653.

7. Almalchi, H. N. H., Abedin, B., Safari, M., & Sani, M. A. (2024). Identifying Factors Affecting Ethical Consumption among Customers: Evidence from Iraq. *Pakistan Journal of Life & Social Sciences*, 22(2).
 8. Alsabt, D. (2021). Global vs. Local: Marketing and Advertising Strategies to Promote'Brand'Kuwait. Southern Illinois University at Carbondale.
 9. Alsaleh, D. A., Elliott, M. T., Fu, F. Q., & Thakur, R. (2019). Cross-cultural differences in the adoption of social media. *Journal of Research in Interactive Marketing*, 13(1), 119-140.
 10. Ameen, N. (2023). Arab users' acceptance and use of mobile phones: a case of young users in Iraq, Jordan and UAE.
 11. Arriagada, A., & Bishop, S. (2021). Between commerciality and authenticity: The imaginary of social media influencers in the platform economy. *Communication, Culture and Critique*, 14(4), 568-586.
 12. Atakan, A. D. Master Program Executive Management.
 13. Atakan, M. G. S., Burnaz, S., & Topcu, Y. I. (2008). An empirical investigation of the ethical perceptions of future managers with a special emphasis on gender–Turkish case. *Journal of Business Ethics*, 82(3), 573-586.
 14. Bananah, H. (2023). Problems and prospects of the international development of esports in Iraq: master's thesis б. и.].
 15. Bananah, H. H. A. (2023). Problems and prospects of the international development of esports in Iraq: master's thesis.
 16. Batool, A., Dillahunt, T. R., Hui, J., & Naseem, M. (2024). Gendered, Collectivist Journeys: Exploring Sociotechnical Adaptation Among Afghan Refugees in the USA. *Proceedings of the ACM on Human-Computer Interaction*, 8(CSCW2), 1-32.
 17. Boccarossa, L. (2018). Changes in leadership in the mobile phone industry: the case of Asian handset firms catching-up.
 18. Brown, D., & Fiorella, S. (2013). *Influence marketing: How to create, manage, and measure brand influencers in social media marketing*. Que Publishing.
 19. Castronovo, C., & Huang, L. (2012). Social media in an alternative marketing communication model. *Journal of marketing development and competitiveness*, 6(1), 117-134.
 20. Celestin, P. (2024). How Emerging Data Protection Laws Are Reshaping Digital Marketing And Consumer Privacy Policies.
 21. ÇInar, G. (2015). Using Micro Location-Based Technologies in Mobile Marketing: Integration of SMS with Mass, Segmented and Location-Based Customer Data.
 22. Dindar, H. (2024a). The influence on consumer purchase intention of call-to-action in promotional messages on instagram channel Vilniaus universitetas.].
 23. Dindar, H. (2024b). The influence on consumer purchase intention of call-to-action in promotional messages on instagram channel.
 24. Fang, Y. H. (2017). Beyond the usefulness of branded applications: Insights from consumer–brand engagement and self-construal perspectives. *Psychology & Marketing*, 34(1), 40-58.
-

25. Faulds, D. J., Mangold, W. G., Raju, P., & Valsalan, S. (2018). The mobile shopping revolution: Redefining the consumer decision process. *Business Horizons*, 61(2), 323-338.
 26. Faulds, D. J., Mangold, W. G., Raju, P. S., & Valsalan, S. (2018). The mobile shopping revolution: Redefining the consumer decision process. *Business Horizons*, 61(2), 323-338.
 27. Faulhaber, M. E. (2023). A nudge-based social media intervention to improve impulse buying, problematic social media usage, and self-regulation [Iowa State University].
 28. Faulhaber, M. E. (2023). A nudge-based social media intervention to improve impulse buying, problematic social media usage, and self-regulation. Iowa State University.
 29. Grewal, D., Bart, Y., Spann, M., & Zubcsek, P. P. (2016). Mobile advertising: A framework and research agenda. *Journal of interactive marketing*, 34(1), 3-14.
 30. Gulbahar, M. O., & Yildirim, F. (2015). Marketing efforts related to social media channels and mobile application usage in tourism: Case study in Istanbul. *Procedia-Social and Behavioral Sciences*, 195, 453-462.
 31. Haddad, M., & Rossotto, C. M. (2017). Developing broadband in frontier markets: opportunities and challenges in the Kurdistan Region of Iraq. *Digital Policy, Regulation and Governance*, 19(2), 126-138.
 32. Haig, M. (2002). *Mobile marketing: The message revolution*. Kogan Page Publishers.
 33. Han, D.-I. D., Bergs, Y., & Moorhouse, N. (2022). Virtual reality consumer experience escapes: preparing for the metaverse. *Virtual Reality*, 26(4), 1443-1458.
 34. Hartati, C. D., Wirawati, S. M., Fahmi, A. R., Gymnastiar, I. A., & Manggala, K. (2025). RAMADAN AND THE STRENGTHENING OF SOCIAL COHESION: A STUDY OF LOCAL WISDOM IN MULTICULTURAL SOCIETIES. *Indonesian Journal of Studies on Humanities, Social Sciences and Education*, 2(1), 53-71.
 35. Hassan, S. (2015). The influence of national culture on international marketing & consumer behavior in iraqi kurdistan, using hofstede's model at individual level. *British Journal of Marketing Studies*, 3(8), 50-78.
 36. Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of interactive marketing*, 45(1), 27-41.
 37. Jide, O. T. (2022). Social Media Influencer Marketing: Impact on Perceived Authenticity, Trust, and Purchase Intention Amongst Female Cosmetic Consumers in Nigeria [Dublin, National College of Ireland].
 38. Jide, O. T. (2023). Social Media Influencer Marketing: Impact on Perceived Authenticity, Trust, and Purchase Intention Amongst Female Cosmetic Consumers in Nigeria.
 39. Jimenez, N., San-Martin, S., & Azuela, J. I. (2016). Trust and satisfaction: the keys to client loyalty in mobile commerce. *Academia Revista Latinoamericana de Administración*, 29(4), 486-510.
 40. JOY, J. O. (2024). ATTITUDE OF UNIVERSITY OF BENIN UNDERGRADUATES TOWARDS MTN ADVERTISING CAMPAIGNS.
-

41. Kadhim, K. G., Shakir, A. H., Majeed, A. H., Majdi, H., & Harun, A. (2024). Social Marketing for Change: Strategies to Combat Poverty Through Consumer Engagement in Iraq. *AgBioForum*, 26(3), 11-20.
42. Khadka, M. (2022). A Systematic Appraisal of Multi-Factor Authentication Mechanisms for Cloud-Based E-Commerce Platforms and Their Effect on Data Protection. *Journal of Emerging Cloud Technologies and Cross-Platform Integration Paradigms*, 6(12), 12-21.
43. Khrais, L. T., & Alghamdi, A. M. (2021). How mobile phone application enhance human interaction with e-retailers in the middle east. *Periodicals of Engineering and Natural Sciences (PEN)*, 9(4), 191-198.
44. Kim, E., Lin, J.-S., & Sung, Y. (2013). To app or not to app: Engaging consumers via branded mobile apps. *Journal of Interactive Advertising*, 13(1), 53-65.
45. Kim, K. Y., & Lee, B. G. (2015). Marketing insights for mobile advertising and consumer segmentation in the cloud era: AQ–R hybrid methodology and practices. *Technological Forecasting and Social Change*, 91, 78-92.
46. Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry. *Journal of marketing*, 80(6), 146-172.
47. Latta, J. (2014). *Mobile marketing and its implementations*.
48. Le, C. X., & Wang, H. (2020). Integrative perceived values influencing consumers' attitude and behavioral responses toward mobile location-based advertising: an empirical study in Vietnam. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 275-295.
49. Le, C. X., & Wang, H. (2021). Integrative perceived values influencing consumers' attitude and behavioral responses toward mobile location-based advertising: an empirical study in Vietnam. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 275-295.
50. Liu, Z., Duan, J. A., & Mahajan, V. (2025). Push and pull: Modeling mobile app promotions and consumer responses: Z. Liu et al. *Quantitative Marketing and Economics*, 23(2), 215-263.
51. Luttinen, S. (2022). *Developing digital marketing to acquire new B2B customers*.
52. M Mallookee, S. (2024). *Advancing Electronic Payment Systems Adoption in Iraq: A Hybrid Model Integrating Variance and Process approaches for Efficient Implementation and Impact Analysis*.
53. Mahajan, V. (2011). *Africa Rising: How 900 million African consumers offer more than you think*. Pearson Prentice Hall.
54. McWherter, J., & Gowell, S. (2012). *Professional mobile application development*. John Wiley & Sons.
55. Mishaal, A. F. M. (2023a). *The impact of financial technology on financial performance: An empirical study on the telecom companies in Iraq*.
56. Mishaal, A. F. M. (2023b). *The impact of financial technology on financial performance: An empirical study on the telecom companies in Iraq İstanbul Gelişim Üniversitesi Lisansüstü Eğitim Enstitüsü*].

57. Moreno-Munoz, A., Bellido-Outeirino, F., Siano, P., & Gomez-Nieto, M. (2016). Mobile social media for smart grids customer engagement: Emerging trends and challenges. *Renewable and Sustainable Energy Reviews*, 53, 1611-1616.
 58. Moreno-Munoz, A., Bellido-Outeirino, F. J., Siano, P., & Gomez-Nieto, M. A. (2016). Mobile social media for smart grids customer engagement: Emerging trends and challenges. *Renewable and Sustainable Energy Reviews*, 53, 1611-1616.
 59. Morey, T., Forbath, T., & Schoop, A. (2015). Customer data: Designing for transparency and trust. *Harvard business review*, 93(5), 96-105.
 60. Ndolo, A. M. (2024). M-Shopping Application'S Construct: Modelling Proximity and Route Map With Regard to Consumers' M-Shopping Behaviour in Kenyas Nairobi Metropolitan Region.
 61. Nisar, T. M. (2025). *Personalization and Digital Social Markets: Disrupting the Capitalist Economy*. Bloomsbury Publishing.
 62. Omar, A. (2024). Salih Mahood Mallookee University of Leicester].
 63. Perrin, A. (2003a). Lewis Coser Remembered. *ASA Footnotes*.
 64. Perrin, A. (2003b). Lewis Coser Remembered. *ASA Footnotes* (Sept/Oct). Available.
 65. Rosenkrans, G. (2009). The creativeness and effectiveness of online interactive rich media advertising. *Journal of Interactive Advertising*, 9(2), 18-31.
 66. Rowles, D. (2017). *Mobile marketing: how mobile technology is revolutionizing marketing, communications and advertising*. Kogan Page Publishers.
 67. Rutherford, P. (2004). *Weapons of mass persuasion: Marketing the war against Iraq*. University of Toronto Press.
 68. S Kh Alajeel, A. (2019). *Online advertising and small and medium enterprises (smes) in kuwait (2017)*.
 69. Samoggia, A., & Riedel, B. (2018). Coffee consumption and purchasing behavior review: Insights for further research. *Appetite*, 129, 70-81.
 70. Shabalina, O. (2023a). The social nature of advertising design and screen-ad congruence effects on ad aesthetic appreciation in social media spaces University of Illinois at Urbana-Champaign].
 71. Shabalina, O. (2023b). The social nature of advertising design and screen-ad congruence effects on ad aesthetic appreciation in social media spaces.
 72. Shankar, V., & Balasubramanian, S. (2009). Mobile marketing: A synthesis and prognosis. *Journal of interactive marketing*, 23(2), 118-129.
 73. Shankar, V., Kleijnen, M., Ramanathan, S., Rizley, R., Holland, S., & Morrissey, S. (2016). Mobile shopper marketing: Key issues, current insights, and future research avenues. *Journal of interactive marketing*, 34(1), 37-48.
 74. Son, Y., Oh, W., Han, S. P., & Park, S. (2020). When loyalty goes mobile: Effects of mobile loyalty apps on purchase, redemption, and competition. *Information Systems Research*, 31(3), 835-847.
 75. Sridhar, S., & Srinivasan, R. (2012). Social influence effects in online product ratings. *Journal of marketing*, 76(5), 70-88.
-

76. Steinbock, D. (2005). *The mobile revolution: The making of mobile services worldwide*. Kogan Page Publishers.
77. Sultan, F., Rohm, A. J., & Gao, T. (2009). Factors influencing consumer acceptance of mobile marketing: a two-country study of youth markets. *Journal of interactive marketing*, 23(4), 308-320.
78. Temel, E. Qualitative Analysis of Consumer's Responses to Mobile Push Notifications and Its Relationship with Impulsive Purchasing. *Başkent Üniversitesi Ticari Bilimler Fakültesi Dergisi*, 8(2), 62-96.
79. Theodorakopoulos, L., & Theodoropoulou, A. (2024). Leveraging big data analytics for understanding consumer behavior in digital marketing: A systematic review. *Human Behavior and Emerging Technologies*, 2024(1), 3641502.
80. Tucker, C. E. (2014). Social networks, personalized advertising, and privacy controls. *Journal of marketing research*, 51(5), 546-562.
81. Watson, J., & Hill, A. (2015). *Dictionary of media and communication studies*. Bloomsbury Publishing USA.
82. Wien, J. (1978). *A Marriage of Convenience: Arab Capital and Western Expertise, the Recent Growth of Arab Airlines*.
83. Wilfred, E. (2023a). Influence of digital marketing platforms on customer purchasing behaviours in Moshi municipality.
84. Wilfred, E. (2023b). Influence of digital marketing platforms on customer purchasing behaviours in Moshi municipality Moshi Co-operative University (MoCU)].