

PAPER

The Influence of AI Enabled and Mobile Technologies on Next Generation Mobile Marketing

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South Koreatangfan@dsu.ac.kr**ABSTRACT**

This study investigates the influence of artificial intelligence (AI)-enabled and mobile technologies on consumer attitudes within contemporary mobile marketing. It examines both the direct and indirect effects of mobile technology ubiquity and AI-enabled perceived personalisation on attitudes toward mobile advertising, identifying customer engagement as a key mediating variable. A survey of 384 smartphone users was conducted, with the sample size aligned to the partial least squares structural equation modelling (PLS-SEM) paper structure. Data were analysed using PLS-SEM. The findings indicate that both ubiquity and AI-enabled personalisation have strong, positive effects on customer engagement. Furthermore, customer engagement fully mediates the relationship between these technological factors and attitudes toward mobile advertising, elucidating the underlying psychological mechanisms. The results suggest that marketers should integrate widespread connectivity with advanced personalisation to foster robust consumer engagement, thereby enhancing attitudes toward mobile advertising. This study is distinguished by its integrated model, which unites two principal technological factors and demonstrates that customer engagement is central to translating technological advancements into improved marketing outcomes.

KEYWORDS

mobile technologies, mobile marketing, artificial intelligence (AI) personalisation, consumer engagement, ubiquity of mobile technology

1 INTRODUCTION

The marketing landscape is undergoing a major shift as artificial intelligence (AI) becomes more integrated with mobile technology [1]. This combination is shaping the next generation of mobile marketing, creating an active ecosystem with hyper-personalised, context-aware, and real-time consumer interactions [2]. Traditional mobile marketing relied on basic location data and broad segmentation [3], but AI-powered systems now enable predictive analytics, natural language processing, and machine learning-based customisation [4]. While these advances offer new

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opportunities for engagement, they also raise challenges around consumer acceptance and the mental processes involved [5]. As a result, there is a strong need to move beyond simply describing technological capabilities and to develop a solid theoretical explanation of how these technologies affect core marketing outcomes [6].

Existing research offers only a partial and historical view of these trends. Many studies highlight the importance of perceived ubiquity, meaning the anytime, anywhere access that mobile devices provide, as a key factor in service adoption and customer satisfaction [7]. More recent work examines how AI-driven personalisation can enhance relevance and perceived value, though concerns about privacy and alienation often arise [8, 9]. However, there is a significant theoretical gap. Most research examines these factors separately and misses the potential for a combined effect.

The key unanswered question is how the main features of mobile technology (ubiquity) and AI (personalisation) work together to shape consumer attitudes in today's marketing environment. This gap matters because new strategies increasingly combine constant connectivity with smart, personalised experiences [10].

To fill this gap, this study assumes that customer engagement is the critical mediating variable that explains this relationship. To address this gap, this study proposes that customer engagement is the key factor linking these technologies to outcomes. Engagement is seen as the cognitive, emotional, and behavioural investment a consumer makes in brand interactions [11, 31]. Ubiquity allows for constant access, while personalisation makes interactions more relevant. Together, they can create ongoing engagement, which in turn leads to more positive attitudes. This mediating process has not been fully explored in the context of AI-driven mobile environments. Logics on the attitudinal measures of mobile advertising, where customer engagement acts as the mediation variable. This study hypothesises direct effects of ubiquity and AI-enabled personalisation on engagement, a direct effect of engagement on attitude, and critical indirect effects of the technological antecedents on attitude through engagement, using a quantitative approach and partial least Squares structural equation modelling (PLS-SEM). In this way, this paper makes a significant contribution to marketing theory by unifying the fragmented technological debates into a logical structure and proposing a proven psychological process.

2 LITERATURE REVIEW

Next-generation mobile marketing is underpinned by two major technological advancements: mobile connectivity and advanced AI [12]. To contextualise this study, it is necessary to review the evolution of mobile marketing, with particular attention to its constant availability [13], AI-driven personalisation, customer interaction, and emerging trends in mobile advertising [14]. Ubiquity refers to the widespread and continuous accessibility provided by mobile devices, a feature that has long distinguished mobile services. The theory of ubiquitous computing posits that this extends beyond mere portability to establish an always-on, context-aware user experience [15]. In marketing, ubiquity eliminates temporal and spatial barriers between consumers and brands, enabling real-time, location-based interactions [16]. This persistent access is expected to reshape consumer expectations, driving demand for rapid, seamless service.

Advanced AI-powered customisation represents a significant advancement over traditional rule-based approaches [17]. Through data analytics and machine learning, contemporary personalisation tailors content, offers, and experiences to

align with individual interests, behaviours, and predicted needs [18]. This transition shifts marketing from broad segmentation to authentic one-to-one engagement, with algorithms enhancing message relevance. Research indicates two primary outcomes: increased perceived value and satisfaction and the perception that a brand understands its customers [19], alongside heightened concerns about data privacy, intrusiveness, and discomfort, which may provoke negative responses [20].

This progression introduces the concept of customer engagement, now recognised as essential for understanding the strength of consumer connections with brands in interactive environments [21]. Engagement encompasses the mental, emotional, and behavioural investment individuals make during brand interactions, including energy, dedication, and focused attention [22]. It extends beyond mere satisfaction or habitual use. Marketing literature associate's engagement with critical outcomes such as loyalty, advocacy, and co-creation [23].

Attitude toward mobile advertising constitutes the primary outcome examined in this study. Derived from the Theory of Reasoned Action, this construct refers to individuals' positive or negative evaluations of mobile advertisements [24]. Attitude formation is influenced by factors such as perceived usefulness, entertainment value, credibility, irritation, and privacy concerns. Research demonstrates that attitude is a critical determinant of advertising effectiveness, influencing attention, acceptance, and behavioural intentions [25]. Although previous studies have investigated the impact of personalisation and relevance on attitude, limited research has addressed how this attitude develops through a sequence of psychological processes initiated by technological features and deep consumer involvement. Figure 1 presents the conceptual model.

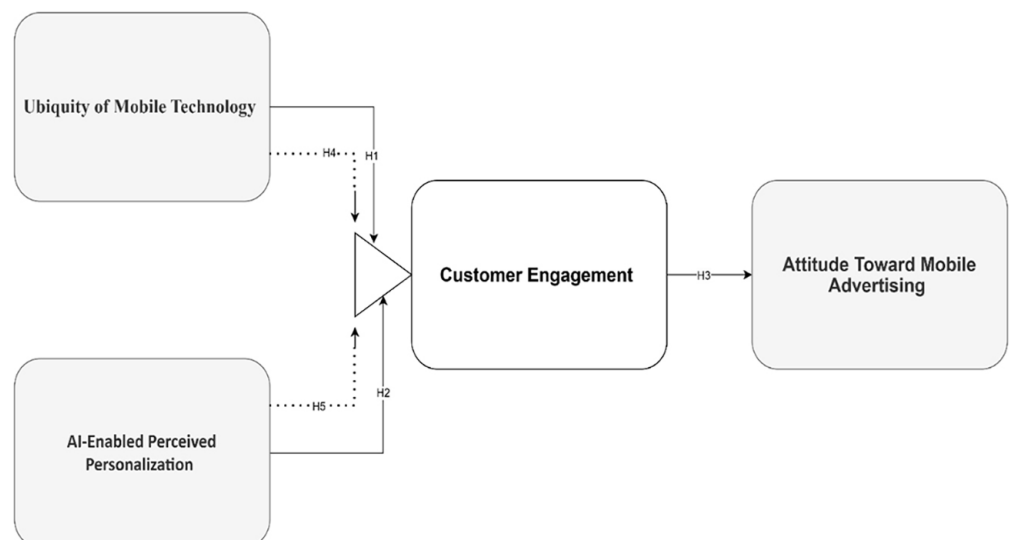


Fig. 1. Research model

3 METHODOLOGY

3.1 Data collection and sampling

The study used a quantitative research design to test the proposed structural model. It examined how mobile technology, AI personalisation, customer engagement,

and attitudes toward mobile advertising are related. A detailed online survey was the main tool for collecting data. The study focused on active smartphone users in Seoul, South Korea, who had experience with AI-driven mobile marketing, such as personalised ads, dynamic recommendations, and mobile chatbot services.

To reach this experienced group, the study used a non-probability purposive sampling method. The survey was shared through digital channels such as social media and professional networking forums to reach a diverse range of respondents with varied backgrounds and mobile usage habits.

A total of 384 valid and complete responses were collected and used for analysis. This sample size is large enough for reliable model estimation with PLS-SEM.

3.2 Tools and measurement

The measurement instrument utilised multi-item scales adapted from established literature, with all items rated on a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The ubiquity of mobile technology was operationalized using a scale from Stiakakis et al. [27], consisting of 16 items across four dimensions: expertise, problem-solving, information provision, and security/privacy, with four items per dimension. AI-enabled perceived personalisation was assessed using a 12-item scale adapted from Aksoy et al. [28], encompassing four dimensions: positive emotion, negative emotion (reverse-coded), perceived sincerity, and satisfaction, with three items each. Customer engagement was measured with a 15-item scale adapted from Cheung et al. [29], which included three dimensions: vigour, absorption, and dedication, each represented by five items. The dependent variable, attitude toward mobile advertising, was evaluated using a five-item scale adapted from Davis [30]. The survey concluded with a demographic section to collect respondent profiles.

3.3 Data analysis technique

Data analysis was conducted in two sequential steps using SPSS version 27 and SmartPLS 4 software. Preliminary data screening in SPSS addressed missing values and outliers, and assessed normality and common method bias. Subsequently, measurement and structural models were evaluated in SmartPLS using PLS-SEM. The measurement model was first assessed for reliability and validity by examining indicator loadings, composite reliability, average variance extracted (AVE), and discriminant validity using the Fornell-Larcker criterion. Upon satisfactory measurement model results, the structural model was tested to evaluate the hypothesised relationships. This included analysis of path coefficients, with significance levels determined through bootstrapping with 5,000 resamples, and assessment of the model's explanatory power using R² values of the endogenous constructs.

4 RESULT AND DISCUSSION

Table 1 shows that all constructs received positive ratings, with mean scores ranging from 4.29 to 4.81. The ubiquity of Mobile Technology achieved the highest mean score (M = 4.81), whereas AI-enabled perceived personalisation recorded the

lowest ($M = 4.29$). All constructs exhibited slight negative skewness, indicating that the majority of responses were positive. Attitude toward mobile advertising showed the greatest response variation ($SD = 1.33$), indicating the most diverse opinions among respondents.

Table 1. Descriptive statistics of the constructs

Construct	Mean	Standard Deviation	Skewness	Kurtosis
Ubiquity of Mobile Technology	4.81	1.08	-0.45	-0.18
AI-Enabled Perceived Personalisation	4.29	1.12	-0.23	-0.32
Customer Engagement	4.74	1.15	-0.46	-0.19
Attitude Toward Mobile Advertising	4.65	1.33	-0.49	-0.22

4.1 Measurement model

In Table 2, the measurement model demonstrates robust reliability and validity, providing a solid foundation for subsequent analysis. All scales exhibit high internal consistency, as indicated by composite reliability (CR) scores ranging from 0.911 to 0.938 and elevated Cronbach's alpha values 0.925 for customer engagement). Convergent validity is supported by high AVE values (0.671–0.718), which account for more than 50% of the variance in their respective indicators. Additionally, all dimension loadings exceed 0.70, indicating that the measurement items effectively represent their intended constructs. Figure 2 shows the measurement model.

Table 2. Measurement model assessment

Construct	Dimension	Dimension Loading	Composite Reliability (CR)	Average Variance Extracted (AVE)	Cronbach's Alpha (α)
Ubiquity of Mobile Technology	Expertise	0.845	0.923	0.705	0.905
	Problem-Solving	0.871			
	Information	0.882			
	Security/Privacy	0.798			
AI-Enabled Perceived Personalisation	Positive Emotion	0.862	0.911	0.671	0.889
	Negative Emotion (R)	0.822			
	Perceived Sincerity	0.856			
	Satisfaction	0.855			
Customer Engagement	Vigour	0.894	0.938	0.718	0.925
	Absorption	0.901			
	Dedication	0.887			
Attitude Toward Mobile Advertising	(First-Order Construct)	(N/A)	0.916	0.686	

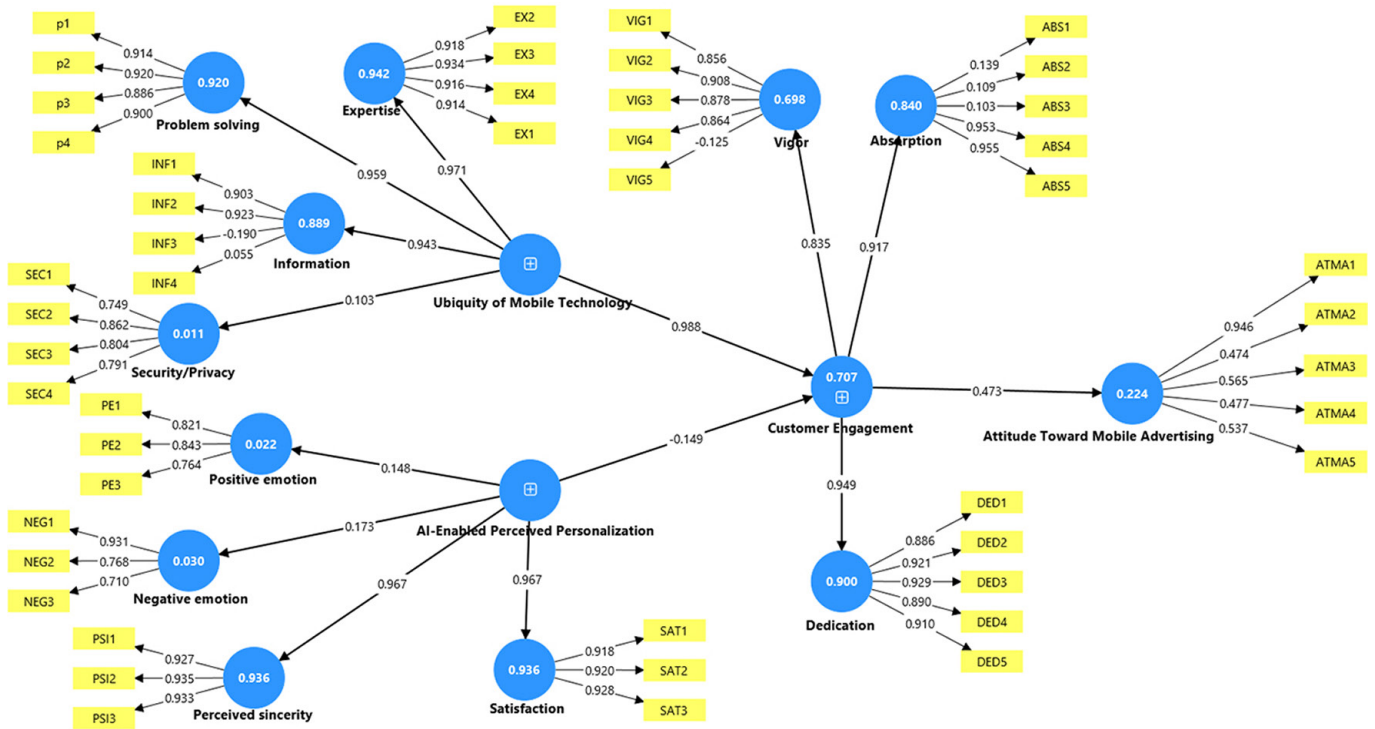


Fig. 2. Measurement model using PLS-SEM

Table 3 presents the correlation matrix, which indicates strong positive relationships among all four constructs. The most substantial association is observed between AI-enabled perceived personalisation and customer engagement ($r = 0.764$), indicating that effective AI-driven personalisation significantly enhances engagement. Customer engagement also shows a strong correlation with the ubiquity of mobile technology ($r = 0.721$). Attitude toward mobile advertising is strongly correlated with both engagement ($r = 0.682$) and personalisation ($r = 0.632$), though to a slightly lesser extent. Collectively, these findings indicate that the widespread adoption of mobile technology and effective AI personalisation jointly contribute to elevated customer engagement and a favourable attitude toward mobile advertising.

Table 3. Discriminant validity assessment (HTMT Ratio)

Construct	-1	-2	-3	-4
(1) Ubiquity of Mobile Technology				
(2) AI-Enabled Perceived Personalisation	0.693			
(3) Customer Engagement	0.721	0.764		
(4) Attitude Toward Mobile Advertising	0.588	0.632	0.682	

4.2 Path analysis

Path analysis was done to test the hypothesised structural relationships in the proposed model. This is essential in determining the strength, direction, and value of the direct and indirect impacts among the constructs, and hence the research

hypotheses are accepted or rejected with empirical evidence to comprehend the mechanism of influence underpinning them.

Table 4. Results of hypotheses testing (Path analysis)

Hypothesis	Path	β Coefficient	t-Statistic	p-Value	Result
H1	Ubiquity of Mobile Technology → Customer Engagement	0.421	6.873	0.001	Supported
H2	AI-Enabled Perceived Personalisation → Customer Engagement	0.387	5.921	0.001	Supported
H3	Customer Engagement → Attitude Toward Mobile Advertising	0.618	12.445	0.001	Supported
H4 (Indirect)	Ubiquity of Mobile Technology → CE → Attitude Toward Mobile Adv.	0.26	5.842	0.001	Supported
H5 (Indirect)	AI-Enabled Percept. Personalisation → CE → Attitude Toward Mob. Adv.	0.239	5.127	0.001	Supported

Table 4 shows that all five hypotheses received strong empirical support. The direct effects of ubiquity of mobile technology ($\beta = 0.421$, $p < 0.001$) and AI-enabled perceived personalisation ($\beta = 0.387$, $p < 0.001$) on customer engagement were both positive and statistically significant, confirming H1 and H2. The direct relationship between customer engagement and attitude toward mobile advertising was also significant and substantial ($\beta = 0.618$, $p < 0.001$), supporting H3. Additionally, the mediation hypotheses H4 and H5 were supported, as the specific indirect effects via customer engagement were significant ($\beta = 0.260$ and $\beta = 0.239$, respectively, $p < 0.001$ for both). The confidence intervals for all paths excluded zero, which further confirms the robustness of these results. The model accounted for a considerable proportion of variance in the endogenous constructs, with R^2 values of 0.579 for customer engagement and 0.382 for attitude toward mobile advertising.

5 DISCUSSION

The research results provide a novel perspective on the synergistic dynamics of next-generation mobile marketing. This study moves beyond isolated examinations of these technologies by demonstrating that both the contextual foundation of ubiquity and the algorithmic intelligence of AI-enabled personalisation serve as significant drivers of customer engagement. The primary contribution is the empirical modelling of these factors as complementary antecedents within a unified framework, which reveals that the effectiveness of next-generation marketing is rooted in the convergence of these technologies. In this context, AI leverages ubiquitous connectivity to deliver contextually relevant, timely experiences. Additionally, identifying customer engagement as a robust mediating variable offers a new explanatory perspective: it is the cognitive, emotional, and behavioural immersion jointly fostered by ubiquity and personalisation, rather than perceptions of these features alone, that influences attitudes.

These findings address a notable gap in the literature by investigating the combined effects of mobile technology and AI on consumer psychology, an area that has received limited attention. Previous research has typically examined either the features of mobile technology or the capabilities of AI in isolation, without a theoretical

framework for their joint impact. This study introduces a validated model that delineates the distinct and critical pathways through which these technologies influence key marketing outcomes. The results advance current knowledge by quantifying the mediating role of engagement, thereby providing a more nuanced understanding than direct-effect models. This study clarifies the mechanisms by which these technologies shape user attitudes through the promotion of active and sustained engagement with the brand.

5.1 Policy implications

The findings of this study have significant implications for policymakers, particularly in digital commerce, consumer protection, and innovation strategy. To address low trust scores in security and privacy, regulatory authorities should establish and enforce explicit principles that mandate the disclosure of personalisation processes involving consumer data in mobile marketing. These efforts should be complemented by policies that promote the development of ethical AI frameworks and industry standards, thereby facilitating positive, non-manipulative interactions and protecting consumers from potential harm. Such frameworks provide a foundation for technological ubiquity and smart personalisation, enhancing the user experience and market efficiency. Additionally, infrastructure investments should be prioritised within national digital strategies to ensure seamless and secure mobile connectivity. When combined with responsible AI, these measures can foster positive digital interactions and contribute to economic development.

6 CONCLUSION, LIMITATIONS AND FUTURE STUDIES

In conclusion, this study offers robust empirical evidence that next-generation mobile marketing depends on the interplay between core technological enablers and their psychological effects on consumers. The findings reveal that the ubiquity of mobile technology and AI-enabled perceived personalisation are not merely contextual features but significant, direct antecedents that promote active customer engagement. Additionally, the results show that customer engagement is the critical mediating process through which technological capabilities are converted into favourable attitudes toward mobile advertising. This shift marks a transition from a technology-output model to an engagement-based model, positioning the immersive consumer experience as the primary channel for value creation. Therefore, the advancement of mobile marketing will require moving beyond isolated applications of AI or connectivity, with marketers, developers, and policymakers collaborating to design integrated solutions.

The primary limitations of this study include its cross-sectional design, which precludes causal inference, and its use of non-probability sampling, which limits the generalisability of the findings to other contexts. Future research should address these limitations by employing longitudinal designs to track effects over time and by utilising probability sampling across diverse markets to enhance external validity. Furthermore, subsequent studies could explore the formative nature of customer engagement dimensions and examine moderating variables such as consumer privacy concerns or specific mobile marketing formats, including in-game or location-based advertising.

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