



**MOBILE PHONE LOCATION BASED ADVERTISING (MLBA): EMERGENCE,
PREMISES AND FUTURE RESEARCH AGENDA**

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Abstract

The exponential rise in smartphone usage globally has spurred marketers to explore novel advertising strategies. One such innovative approach is Mobile Phone Location-Based Advertising (MLBA), which allows for precise consumer targeting based on their geographic proximity. This study delves into the intricacies of MLBA as a cutting-edge advertising tool, examining its origins, principles, and outlining future research directions. Positioned at the intersection of information technology and marketing, this interdisciplinary topic warrants comprehensive analysis to advance the field.

Through a meticulous review of existing literature, this paper offers valuable insights into the efficacy of MLBA and its implications for both theory and practice in promotional efforts. By identifying key research gaps, it lays the groundwork for future studies, facilitating a deeper understanding of MLBA's potential as a marketing tool. The findings underscore the importance

of systematically evaluating the concept and its components, providing marketers and researchers with a concise yet comprehensive framework for guiding future research endeavors.

Keywords

Geo-targeting, Location Advertising, Geo Advertising, Location Based Advertising, Mobile Advertising, Proximity marketing, Advertising, Personalized Advertising, Smart phones

Introduction

In today's interconnected world, the ubiquity of mobile devices, particularly smartphones, has revolutionized how we communicate (Yawson & Yamoah, 2022). As noted by (Barwise & Strong, 2002), this means anyone can be reached anytime and anywhere. This accessibility, facilitated by portable technology, distinguishes Mobile Phone Location-Based Advertising (MLBA) from traditional promotional methods such as billboards or posters (Bruner & Kumar, 2007). MLBA leverages the power of Global Positioning System (GPS) technology, as highlighted by to deliver messages to consumers on the move (Bull, 2003).

Historically, marketers have wielded complete control over the content and timing of advertising messages (McMillan & Hwang, 2002). However, with the advent of the internet and specifically smartphone technology (Song & Zinkhan, 2008) consumers now have the ability to curate the information they receive (Novak & Hoffman, 1996). This shift empowers consumers while also presenting new opportunities (Chandon et al., 2009) for marketers to deliver targeted advertisements based on proximity (Yawson & Yamoah, 2022). The World Advertising Research Center anticipates that by 2025, approximately three-quarters of internet users will access the internet using their mobile phones (Albuquerque et al., 2020). They emphasize Mobile Phone Location-Based Advertising (MLBA) as a powerful tool for reaching the right consumers at the right time, simplifying their purchase decisions (J. V. Chen et al., 2014). MLBA ensures that consumers receive relevant information, timely offers, significant deals, and product specific specifications, contributing to strong consumer-business relationships (Rodriguez & Boyer, 2020).

An increasing reliance on online advertising models tailored to consumer preferences, leveraging Location-Based Services (LBS), characterizes current promotion trends (Rappaport, 2007). LBS utilizes an individual's or object's location to provide services, with Location-Based Advertising (LBA) being one such application (Albuquerque et al., 2020). However, the advent of smartphones with GPS technology propelled marketing and advertising techniques forward, giving rise to MLBA (M. Hazimeh, 2021).

The location-specific nature of MLBA renders it a potent form of advertising, particularly at the point of purchase intention (M. Hazimeh, 2021). It significantly influences consumer attitudes (Edison & Geissler, 2003), attention, and buying intent during the shopping process (Egol & Vollmer, 2008). MLBA's impact extends to marketers and consumers alike, streamlining product search processes and intensifying consumer engagement (Andrews et al., 2012).

Technological tools like geo-fencing, proximity marketing, and geo-conquesting leverage geographical locations to target mobile users for advertisements (Stamoulakatos & Sykas, 2003). MLBA not only enhances consumer presence but also fosters stronger relationships with consumers (Weller & Calcott, 2012). While consumers are accustomed to advertisements (Kim, 2008) through both online and offline channels, the efficacy of MLBA remains a concern (Rodriguez & Boyer, 2020).

To cultivate positive attitudes towards MLBA advertising, reducing perceived risk and enhancing consumer value perceptions are essential (Albuquerque et al., 2020). Therefore, understanding the elements contributing to MLBA's efficacy is crucial. Despite numerous studies on Location-Based Advertising, gaps persist in literature concerning the emergence, influencing factors, and future potential of MLBA. Thus, this research aims to address these gaps through an intensive review of existing literature, focusing on the emergence, premises, and future research agenda of MLBA.

1. Background literature

1.1. Foundations of Geo-Targeting

Geo-targeting is a valuable technique used to provide users with relevant information based on their geographical location (Silnov, 2016). Essentially, it involves targeting a specific group of people with marketing messages tailored to their location (Bjork, 2021). When an advertisement resonates with a user's context, they are more likely to engage with it (Lian et al., 2019).

Digital advertising extensively utilizes geo-targeting to deliver personalized messages to users (Provost, 2011). Understanding factors such as location, preferences, and needs is crucial in effective geo-targeting strategies (Lian et al., 2019). By matching messages to users' location, taste, or needs, geo-targeting ensures that the right message reaches the right audience at the right time (Banerjee et al., 2013).

Moreover, geo-targeting doesn't solely rely on real-time location data; it can also leverage historical location data to target users who have previously visited specific places. This approach allows marketers to gain deeper insights into their consumers' behavior and preferences, enabling them to craft more impactful marketing strategies (Silnov, 2016).

Geo-targeting is a strategic approach that enables marketers to concentrate their efforts on locations where they are most likely to find relevant consumers (Y. Chen et al., 2017). This method involves delivering tailored advertisements to smartphone users as they enter predefined boundaries or geographic areas (Lian et al., 2019). It's a mobile marketing strategy that empowers local businesses with multiple channels to engage with consumers and potential clients through their mobile devices (Biswas & Vidyasankar, 2014).

Advertisements aimed at specific geographic regions often leverage Location-Based Services (LBS), which provide insights into consumers' geographical contexts (Banerjee et al., 2013). Marketers employ various tools within geo-fencing, such as geo-conquesting and targeting through Wi-Fi, GPS, Bluetooth services, and Mobile Phone Location-Based Advertising (MLBA), to reach consumers based on their geographic locations. These techniques enable businesses to connect with their target audience in meaningful ways (Gazley et al., 2015), leveraging the power of location data to deliver relevant and timely messages.

1.2. Emergence of Mobile Phone Location Based Advertising (MLBA)

The evolution of smartphones has sparked a dynamic transition in marketing and advertising techniques (Mohamed, 2022). Location-Based Services (LBS) amalgamate data from diverse sources, including Global Positioning System (GPS) satellites, cellular tower signals, and short-range positioning beacons, to offer services tailored to users' geographical locations via mobile phones (Gopal & Gopal, 2001).

Location-based advertising (LBA) merges mobile advertising with location-based services (LBS), enabling advertisers to pinpoint consumers' locations and broadcast location-specific advertisements on their mobile devices (M. Hazimeh, 2021). The location-specific aspect of Mobile Phone Location-Based Advertising (MLBA) renders it a notable form of advertising (Chandon et al., 2009). Utilizing GPS, IP addresses, and Bluetooth technology, MLBA customizes advertising efforts, making them more effective (Duri et al., 2001).

MLBA sets itself apart from traditional advertisements like billboards and posters by accompanying users wherever they go (Banerjee & Dholakia, 2008). It serves as an effective two-way communication method with consumers, empowering marketers to deliver tailored offers such as promotions, coupons, and vouchers based on consumers' preferences and geographical locations (Gazley et al., 2015).

MLBA is particularly effective during leisure time and moments of consumer readiness, such as during shopping trips, lunch breaks, or niche hours like commuters' transit time (Bruner & Kumar, 2007a). By leveraging proximity, MLBA attracts consumers at an individual and granular level (Ahmed, 2021). Mobile Phone Location-Based Advertising (MLBA) has evolved significantly over the years, as detailed in Table 1, which outlines various previous research studies on MLBA.

TABLE 1 Evolution of MLBA

Authors And Studies	Key Insights	Resulting Managerial lessons	Future scope
(Dickinger et al., 2004)	Three dependent measures of success of SMS marketing -	SMS is the easiest and fastest way of communicating with	Modifying the model and hypotheses testing and its effect

	consumer awareness, consumer behaviours and advertising cost.	personalized effect with consumers via mobile devices.	on the attitude of consumers towards SMS marketing. The acceptance and attitude towards mobile marketing.
(Banerjee & Dholakia, 2008)	Location, consumers' state of mind and perception towards the advertisement affects the way consumer perceive MLBA.	How, when and where to advertise is vital to understand and worked upon for efficacy of MLBA.	How effective advertising through MLBA can affect specific traits of consumer buying behaviour.
(Gazley et al., 2015)	Consumer perceptions toward MLBA, as well as purchase intention are affected by customization, consent, and intrusiveness. Receiving such messages at Point of purchase motivates the links between intrusiveness and attitudes, but the effect of customisation on attitudes is remarkably negligible.	Consumers can control and customize the content they receive with permission. Managers get opportunities by facilitating co-creative functions, which benefits consumers.	Future studies could look at a wider range of products and try to quantify actual behaviour. There's also the possibility of looking into mobile relationship marketing.
(Bauer & Strauss, 2016)	MLBA focuses on consumers (i) individually, (ii) based on their current location, and (iii) dynamically in real-time; (iv) content may be replaced by remote access.	MLBA is fundamentally interdisciplinary, and marketing and technical experts anticipate significant growth.	Research opens scope for evaluative format that can aid academics in planning future field study.
(Zou et al., 2016)	Study affirms the localisation- and time-criticality towards LBA. MLBA strategies can be optimised by understanding where and when to send advertisements to consumers. Marketers must focus on balancing MLBA's time and	Marketing must focus on real time information. Marketers should optimise their mobile search listings. Sales impact of location is moderated by time. Content personalisation is related to the combination of time and distance targeting	Study mainly focuses on time, location and personalization, further more attributed can be studied in context to MLBA.

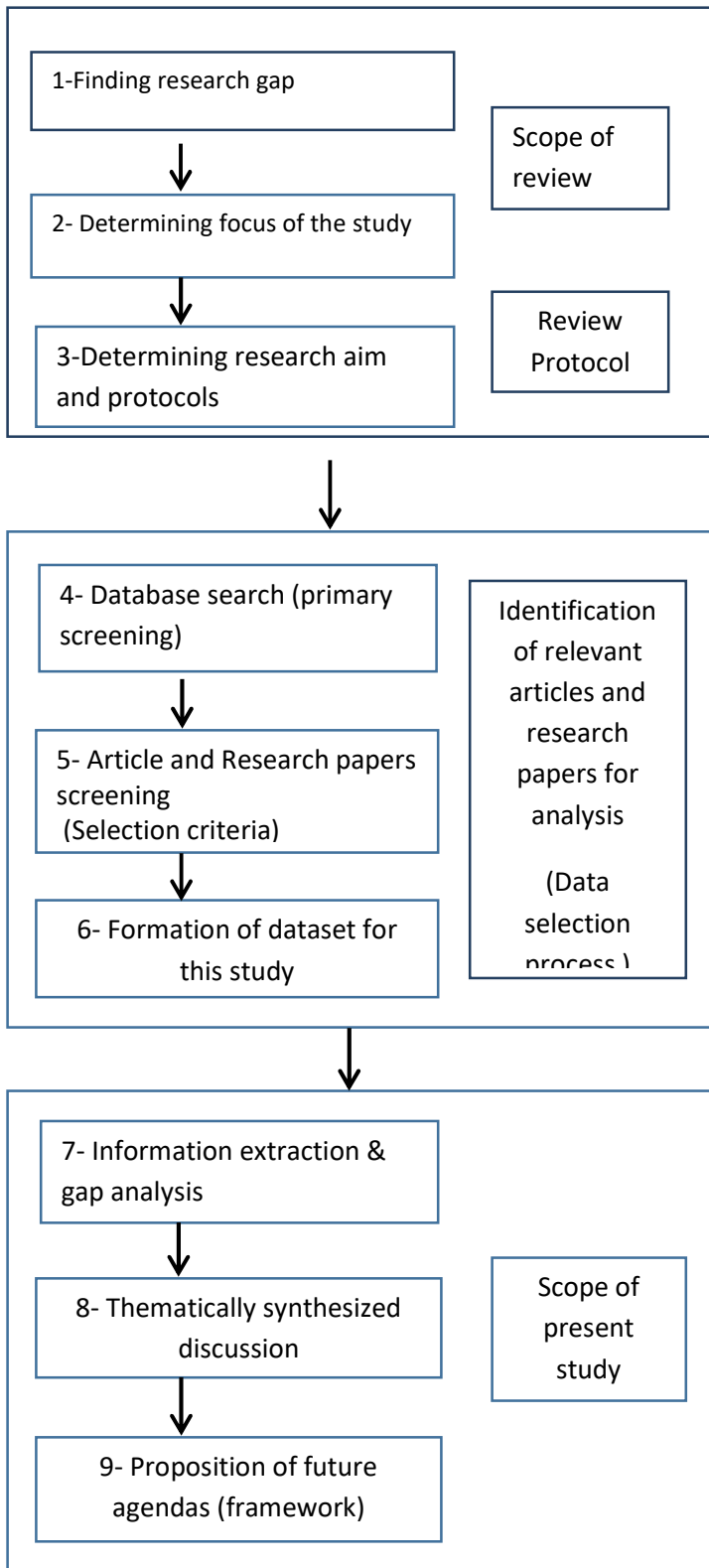
	location, and the mediating role of personalisation.	strategies.	
(Hashim et al., 2018)	Entertainment, Information, irritation, credibility and subjective norms are factors which increase the effectiveness of MLBA. Irritation and credibility that have no major effects towards attitudes and purchase intention.	For effectiveness, MLBA should first gain consumer authorization before sending advertisements, as mobile advertising is more acceptable when given by a reliable source.	To find out what factors of message content contribute to negative perception for advertising, and how these attitudes can be modified to promote buying intention.
(Felka et al., 2022)	Understanding location-based mobile marketing mediators and why commuting hubs are so relevant—a mediation study of a randomised field experiment	Location influences MLBA redemption rates through a cognitive and emotive component of consumer ad perception. Push location-based mobile advertising (LBMA) is a strong, cost saving advertising strategy because to its low cost, fastness of installation, and adaptability.	Along with Mobile phone location-based advertising, commuting hubs are also tempting alternative.

Source: Authors compilation from various referred sources

METHODOLOGY

The research adopts a systematic approach, commencing with delineating the study's scope and reviewing the protocols. This is succeeded by an in-depth literature review, which encompasses existing work and outlines the scope of the present study. The methodology employed, SPAR-4-SLR, is elucidated with the aid of Figure 1.

Figure1:



Source: Authors compilation from various referred sources

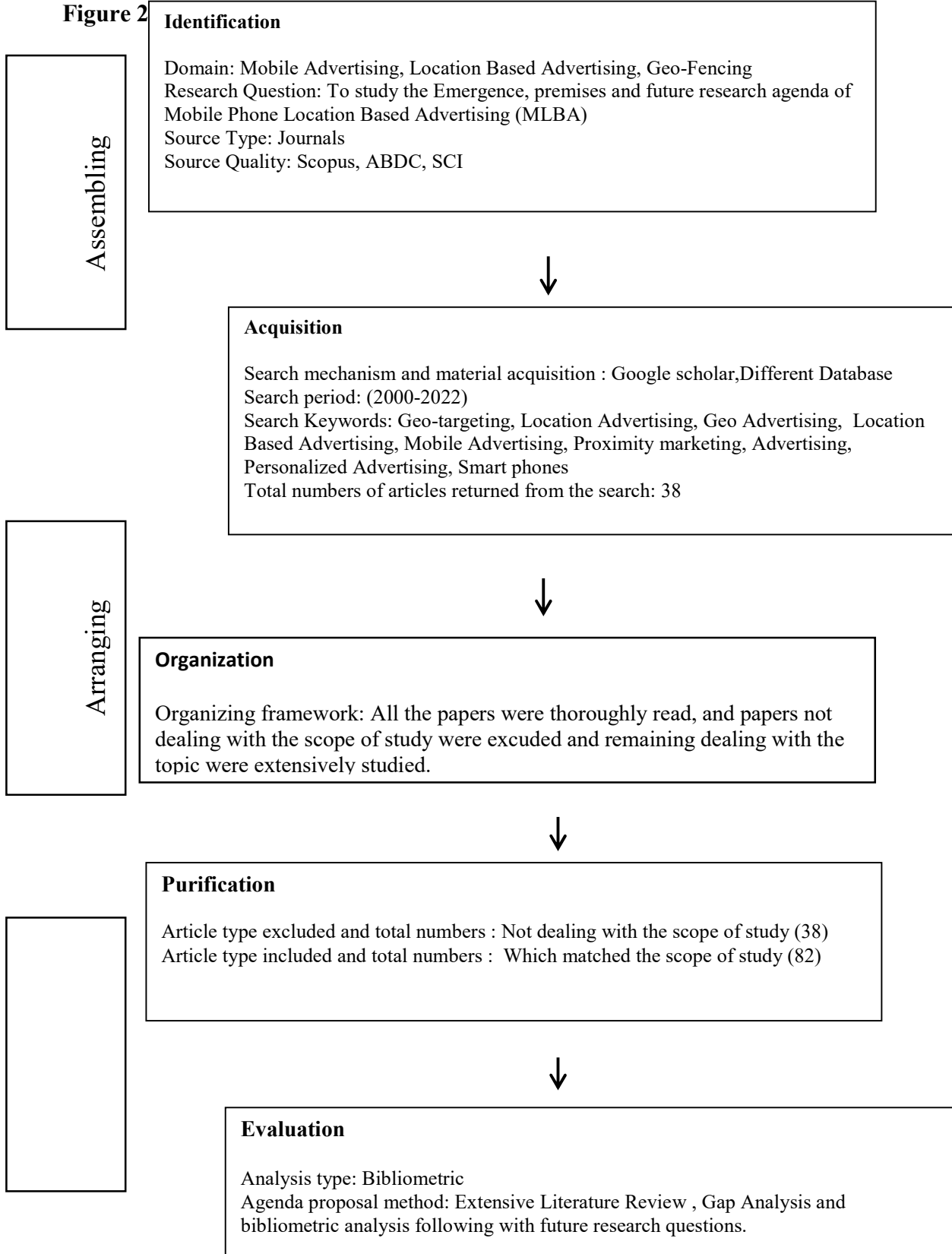
1.3. Article search & selection

The foundation of scientific writing rests upon the literature review, which serves to familiarize readers with the topic and highlight esteemed authors whose contributions shape research goals. Employing the methodology outlined in SPAR-4-SLR, an extensive exploration of various journals, past research, relevant articles, and databases such as Emerald Insight, EBSCO, Sage Publication, Elsevier, and Springer was conducted.

This endeavor yielded a comprehensive result, as illustrated in Figure 2. Initially, approximately 120 papers were identified using keywords like "Mobile Phone Advertising" and "Location Based Advertising." Of these, 38 papers that did not align with the study's objectives were excluded, leaving 82 papers for further examination.

Following a systematic approach guided by SPAR-4-SLR, these papers were thoroughly reviewed to analyze the concept of Mobile Phone Location-Based Advertising (MLBA) and extract its essential elements. Subsequently, conclusions were drawn, focusing on the implications of the study and its findings. Finally, the future scope was explored, shedding light on potential avenues for further research. This methodical process ensures a rigorous examination of the subject matter, paving the way for meaningful insights and contributions to the field.

Figure 2





Reporting

Reporting convention: Tables and Figures

Limitation: Analytical Findings

Source of support: Literature review , previous research work

Source: Authors compilation from various referred sources

2. Findings of Review

2.1. Factors affecting MLBA as an advertising tool

The existing literature on advertising emphasizes the significance of consumer attitudes towards advertisements and their perception of communication forms in achieving desirable outcomes. Trust and privacy concerns emerge as the foremost influential factors affecting the effectiveness of Mobile advertising (Lin et al., 2016). Permission-based advertising plays a pivotal role in managing relationships with users (Tseng et al., 2023).

Location stands out as a major concern in planning and executing Mobile Phone Location-Based Advertising (MLBA). Geographical proximity plays a central role in influencing consumers' attitudes and purchase intentions (Ghose et al., 2011). Personalization, which encompasses customized advertisements and targeted information delivered to potential consumers at the right time, is another critical factor (Bauer & Strauss, 2016). In addition to personalization, consumer attitudes significantly impact the positive impact of advertising.

(Fong et al., 2015) suggest that the frequency of advertisements, content quality, and the right number of exposures to content are essential for achieving positive advertising outcomes. Furthermore, higher consumer engagement can be attained through creative execution (Sheth & Parvatiyar, 1995).

Drawing from extensive research, key factors extracted from the literature that influence MLBA as an advertising tool are summarized and presented in TABLE NO. 2.

Table 2 Overview of elements of MLBA discussed in previous research in chronological order

	Timing	Location	Trust	Permission/ Privacy concern	Frequency of Advertisin g	Person alizacao n	Creative Execution	Consu mer Attitud e
(Barwise & Strong, 2002)				√	√		√	
(Bruner & Kumar, 2007a)				√				√
(Sinisalo & Karjaluoto, 2007)				√		√		
(Ghose et al., 2013)		√						
(J. V. Chen et al., 2014)				√				√
(Bauer & Strauss, 2016)		√				√		√
(Zou et al., 2016)	√	√				√		
(Felka et al., 2022)			√			√	√	√

Source: Authors compilation from various referred sources

After thorough examination of previous research, the main factors significantly impacting Mobile Phone Location-Based Advertising (MLBA) can be narrowed down to several key elements, as depicted in Table No. 2: Timing, Location, Trust, Permission/Privacy concerns, Frequency of advertisements, Personalization, Creative execution, and Consumer attitude.

Research indicates that the timing of promotions has a notable effect on their effectiveness, with consumers responding differently to marketing initiatives depending on the timing (Zhang & Krishnamurthi, 2004). Companies that prioritize agility in their response, gaining real-time insights into client preferences, can gain a competitive edge (Sheth & Parvatiyar, 1995). Consumers generally prefer location-based advertisements in closer proximity (Velkova &

Ivanov, 2022), supporting the idea that proximity enhances the effectiveness of promotional advertisements and offers (Macdonald et al., 2012).

Targeted marketing, also known as personalized marketing, tailors communications to specific consumers, enhancing relevance and engagement (Zou et al., 2016). Perceived ad intrusiveness, which relates to ad avoidance, is a psychological response to advertisements that disrupt a consumer's cognitive processes (Lee & Ph, 2023). Issues such as wireless security, personal identity, and location information can be viewed as intrusive surveillance, particularly when messages are delivered without consumer consent (J. V. Chen et al., 2014).

The importance of location in daily life is undeniable, prompting marketers to leverage location-based mobile marketing to engage consumers (M. Hazimeh, 2021). MLBA aims to capture consumer interest and has evolved alongside technological advancements (Y.-J. (Ian) Ho et al., 2022). Effective MLBA relies on knowing when and where to deliver communications to consumers (Lim et al., 2022), enabling marketers to maintain a pervasive electronic presence alongside clients (Royo-Vela & Meyer, 2016). However, it's crucial for marketers to avoid over-personalizing communications (Rodriguez & Trainor, 2016) to prevent alienating potential consumers when using real-time MLBA (Table 1).

Moreover, maintaining the right frequency of content exposure is essential to prevent consumer disinterest and message fatigue (Royo-Vela & Meyer, 2016). Effective mobile messaging campaigns require consumer consent, emphasizing the importance of respecting consumer privacy preferences (Kumar & Mittal, 2020). Offering consumers the option to specify the places for which they are willing to share their data respects their privacy preferences and enhances trust (Xu et al., 2011).

In conclusion, the effectiveness of MLBA hinges on the proper implementation of these elements, which collectively contribute to consumer engagement, trust, and ultimately, advertising success.

As per research carried out after analyzing previous studies, some of the main elements selected for this study, which affect MLBA as an advertising tool are listed below:

➤ Timing

- Personalization
- Location
- Frequency of Advertising
- Privacy Concerns

2.1.1. Timing

The existing literature on advertising underscores the significant impact of timing on the effectiveness of advertisements and consumers' purchasing intentions (Zhang & Krishnamurthi, 2004). Direct marketing strategies have been shown to expedite consumers' decision-making process (Bardakci & Whitelock, 2003). Obtaining real-time insights into consumer preferences can confer a competitive advantage to advertisers (Bardakci & Whitelock, 2003), allowing them to convert these insights into actionable strategies (Macdonald et al., 2012).

Marketers who target the right audience at the right time can deliver advertisements more effectively (Gazley et al., 2015), especially in the era of the "smartphone surge" (Birkner, 2012), where timely targeting can yield positive outcomes. Mobile Phone Location-Based Advertising (MLBA) emerges as a tool not only focused on timing but also adept at managing long-term relationships with consumers (Jank & Kannan, 2006). Effectively engaging the right consumer at the right time positively influences both consumer purchase intentions and the efficacy of MLBA (Delre et al., 2007).

2.1.2. Personalization

Personalized marketing, as highlighted by (Dubé et al., 2017), is a potent form of advertising wherein messages are tailored to specific consumers, enhancing relevance and engagement (Han et al., 2023). Mobile Phone Location-Based Advertising (MLBA) is a prime example of customized advertising that offers a plethora of options for both advertisers and consumers (Xu et al., 2011). However, privacy concerns loom large in the minds of many merchants (Zou et al., 2016). The perceived intrusiveness of personalized advertising poses challenges in obtaining user approval (Taylor & Hollenbeck, 2021). While receiving customized messages can provide significant value to potential consumers (Dubé et al., 2017), there is also the risk of privacy violations inherent in location-based advertising with personalized information via mobile

phones.(Han et al., 2023) point out that sending messages without the necessary permission from consumers can lead to feelings of invasion of privacy. Striking the right balance between personalized marketing and respecting consumer privacy is crucial in navigating the landscape of MLBA effectively.

2.1.3. Location

Previous research has highlighted the importance of location or distance in Mobile Phone Advertising (MLBA). Consumers tend to respond positively to promotional offers and advertisements that are nearby and in close proximity(Y. J. Ho et al., 2020). Studies have shown that consumers have a preference for location-based services and advertisements that are closer in proximity compared to those that are farther away(Wang et al., 2011). This preference for closer proximity is further supported by (Weller & Calcott, 2012)in the context of promotional advertisements and offers.

Research suggests that both space-time and locational targeting can be effective mobile targeting strategies. (Andrews et al., 2012)examined the impact of location-based coupons on consumer behavior and quantified the value of physical distance between a consumer's actual location and the store in relation to the percentage discount offered by the location-based coupon (Weller & Calcott, 2012). Generally, consumers' attitudes towards nearby locations are more positive and reliable (Stamoulakatos & Sykas, 2003).

2.1.4. Frequency of Advertising

The frequency at which consumers receive notifications of advertisements can significantly influence their attitude towards the content. Finding the right balance in frequency is a key factor in Mobile Phone Location-Based Advertising (MLBA) for effectively targeting the right consumers(Barwise & Strong, 2002). When consumers are exposed to content excessively, they may become disinterested, impacting their buying intention (Schade et al., 2018).

While qualitative studies suggest that certain segments, especially younger ones, may accept more frequent advertisements, there's a risk that an overload of ads could lead to irritation and a tendency to immediately delete them upon receipt (Gazley et al., 2015)Increasing advertisement frequency may also lead to message memory depletion. Therefore, achieving the right balance of

exposure with the appropriate content is crucial for marketers to attain positive results (Andrews et al., 2012). Finding this balance ensures that consumers remain engaged and receptive to the advertising messages they receive.

2.1.5. Privacy concern (Permission Based Advertising)

Privacy is a significant concern when it comes to invading anyone's personal space, particularly in the realm of smartphones (Cortés & Morganti, 2022). Permission, in this context, refers to obtaining consent from consumers. Research indicates that acquiring explicit consent from consumers to receive SMS advertisements leads to a substantially higher response rate (Beatrix Cleff, 2007). Without proper consent, the effectiveness of the content would be diminished.

Privacy remains one of the main concerns of Mobile Phone Location-Based Advertising (MLBA) (Bull, 2003). For privacy reasons, it's essential to empower consumers to control their online information (Weller & Calcott, 2012). Marketers must address these concerns by ensuring that users have the option to opt into and opt out of location sharing services when using apps (Macdonald et al., 2012). Implementing measures such as data confidentiality can also help mitigate privacy concerns.

Seeking consent not only fosters trust between consumers and the brand (Gana & Koce, 2016) but also demonstrates respect for their privacy. Furthermore, implementing cyber security solutions and protocols is crucial to reducing the likelihood of data threats (Kumar & Mittal, 2020). By prioritizing consumer privacy and security, marketers can build stronger relationships with their audience while safeguarding their sensitive information.

3. Research Implications

The conducted study offers valuable theoretical and managerial insights into the evolution and emergence of Geo-targeting and Mobile Phone Location-Based Advertising (MLBA) as powerful advertising tactics. MLBA not only focuses on geographically bounded advertising but also aids advertisers in attracting potential and relevant consumers (Ryu & Park, 2020). The various elements studied in this research contribute to enhancing the accuracy and efficacy of MLBA as an advertising tool.

By analyzing the effects of time and location simultaneously, the study underscores the criticality of localization and timeliness in MLBA. The amount of response time that marketers should allocate to consumers depends on the geographical distance of the consumers (Molitor et al., 2022). Therefore, "marketing must bring the information as close to real time as possible" (Achrol & Kotler, 1999). Additionally, the study reveals that message personalization is closely linked to the combination of time and distance targeting strategies (Ghorbani et al., 2022). The technology utilized in MLBA enables marketers to maintain a pervasive electronic presence alongside consumers (Varnali & Toker, 2010).

Messages framed and personalized can significantly impact the effectiveness of MLBA (Ghose & Han, 2009). When marketers use real-time MLBA for consumers located close to the store or event, they should avoid personalizing their communications to prevent losing potential targeted consumers (M. Hazimeh, 2021). Furthermore, the frequency of advertisement plays a crucial role in enhancing the efficacy of content (Fong et al., 2015). An appropriate frequency, coupled with correct timing, can further enrich the effectiveness of MLBA (Hariyani & Irfan, 2022). Privacy emerges as one of the most important elements of MLBA. Without proper permission and privacy control, MLBA will not be effective. Obtaining users' permission and providing privacy control helps assure consumers that their personal information and data are secure (Xu et al., 2011). Privacy is vital for consumers to build trust and enables them to control the amount of content they are exposed to through MLBA (Felka et al., 2022).

In conclusion, this study aims to provide a better understanding of MLBA and its elements, which will ultimately enhance the efficacy of advertising. Factors such as message delivery time, distance, privacy, advertisement frequency, personalization, and salutation influence consumers' attitudes and behaviors toward advertisements. When marketers comprehensively understand the theory and apply it in practice, it will optimize the effectiveness of MLBA.

4. FUTURE SCOPE

The research delves into the broad implications of Mobile Phone Location Based Advertising (MLBA) across various marketing and advertising practices, shedding light on its multifaceted benefits for both marketers and consumers alike. It underscores the importance of ongoing consumer engagement through diverse updates, a practice that can yield mutual advantages. By

offering key insights into MLBA, the study sets the stage for further exploration within different marketing contexts, paving the way for innovative strategies aimed at influencing consumer behavior.

MLBA holds considerable potential in shaping consumer purchasing decisions, presenting an avenue for the development of creative marketing approaches geared toward impacting buying behavior positively. Moreover, investigating Location-based advertising through mobile phones from the consumer perspective could provide valuable insights into its influence on purchase decisions. The research identifies several influential factors that affect the efficacy of MLBA, emphasizing the need for a deeper understanding of these factors for more effective implementation. Understanding the role of each significant factor is crucial for validating MLBA as a tool for crafting innovative and impactful marketing strategies.

Looking ahead, the study outlines a future research agenda in Table 3, highlighting pertinent research questions to be explored. These inquiries aim to further deepen our understanding of MLBA and its implications, ultimately contributing to the advancement of marketing practices in the digital age.

Table 3: Potential research agendas of Factors influencing MLBA

	Research Questions (RQ)	Potential agendas for future research
Timing	RQ1.1	What is the role of Timing in the efficacy of Mobile phone location-based advertising (MLBA) as a marketing tool.
	RQ1.2	Is there any positive impact of Timing on consumer buying intention while advertising through MLBA?
	RQ1.3	How does Timing contribute as an influential factor from consumers' point of view, while making a purchase decision?
Personalization	RQ2.1	Would Personalization will help intensify the impact of MLBA on

		consumers' behaviour and attitude?
	RQ2.2	What is Individual's behavioural and emotional responses when they receive personalized content and advertisements on their smart phones?
	RQ2.3	How does Personalization help marketers to target potential customers and retain existing customers?
	RQ2.4	What is the role of Personalization in building brand image while advertising through MLBA?
Location	RQ3.1	How does Proximity and Location specific advertisements help target right customers?
	RQ3.2	What is the significance of Location in MLBA both from marketers' point of view as well as from consumers' point of view?
	RQ3.3	Does Location specific advertisements contribute in costs per visit performance and thus making MLBA a cost-effective marketing tool?
Frequency of advertisement	RQ4.1	How does Frequency of advertisement plays influential role in targeting potential customers.
	RQ4.2	What is the right amount of exposure or frequency of advertisement which will yield positive outcomes for a successful advertising campaign.
	RQ4.3	Does Frequency of advertisement impact the consumers' trust and loyalty towards the brand.
Privacy concerns	RQ5.1	What is the role of Privacy in a successful MLBA based marketing campaign.
	RQ5.2	Does Permission based advertising builds consumers' trust

towards the brand and thus yielding positive results for brands' long term consumer relationships.

RQ5.3 How does Privacy oriented MLBA strategies affect consumers' choices and purchase decisions.

Source: Authors own conceptualization

Exploring the impact of Mobile Phone Location Based Advertising (MLBA) on relationship marketing is crucial for enhancing the overall consumer experience across various stages of the consumer journey, from initial discovery to post-purchase engagement and retention. By understanding how MLBA influences these aspects, marketers can develop more effective strategies to nurture long-term relationships with their customers.

Moreover, it's essential to prioritize privacy and permission-based systems to safeguard consumers' personal information and maintain their trust. With MLBA, consumers share their location and personal data, making it imperative for marketers to uphold integrity and respect privacy boundaries. MLBA's significance extends across diverse industries such as retail, automotive, food & dining, travel, and hospitality. By studying its role within these sectors, marketers can tailor MLBA strategies to suit specific industry dynamics and consumer behaviors, thereby maximizing its effectiveness.

MLBA stands out as a versatile marketing tool, offering greater flexibility, heightened personalization, and enhanced privacy considerations compared to traditional advertising methods. With thorough research and strategic implementation, MLBA has the potential to emerge as a highly profitable digital marketing strategy with promising future prospects.

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