

A model of m-commerce antecedents, marketing-oriented activities, and company performance, in the business-to-business context.

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Abstract

This paper delves into the mediating role of marketing orientation in mobile marketing strategies as a facilitator of competitive advantage. Drawing upon relevant literature, particularly the UTAUT model of new IT adoption, our research has culminated in the development of a quantitative research instrument. We engaged marketing managers from various Greek companies. Research hypotheses were scrutinized through Structural Equation Modeling (SEM) analysis. The results indicate that within the mobile business-to-business landscape, marketing-oriented activities such as customer segmentation and innovation may act as mediators in the relationship between ease of use and content engagement with company performance, notably in terms of profitability and market expansion.

Track: Marketing Communication (including digital) and Branding