

Antecedents of Mobile Marketing Technology Adoption on SME's Business Performance in Tourism Industry in Sri Lanka with Mediator Effect of Digitalization and Moderator Effect of Environmental Factors

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This study aims to examine the impact of mobile marketing technology adoption on the business performance of small and medium-sized enterprises (SMEs) in the tourism industry in Sri Lanka, considering the mediator effect of mobile marketing digitalization and moderator effect of environmental factors. Sri Lanka has experienced a significant growth in mobile technology adoption, providing SMEs with new opportunities to reach and engage with the customers. However, the effective utilization of mobile marketing technology by SMEs requires proper technology adoption, as well as support from reliable mobile telephonic service providers. SMEs can acquire a unique opportunity for marketing campaigns using mobile marketing technology rather than traditional marketing practices. Enhancing customer reach, cost efficiency, data-driven decision making, personalization, competitive advantage, customer engagement and loyalty, geolocating targets, measurable ROI are the benefits of mobile marketing to overcome the traditional challenges. This research also employs a quantitative approach, collecting survey data from SME owners and senior managers. The findings of this study will contribute to the literature on mobile marketing technology in the context of Sri Lankan SMEs, offering valuable insights for SMEs seeking to enhance their business performance through effective mobile marketing strategies.

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