Journal of Philanthropy and Marketing
Vol 5 No 1 (2025)
E-ISSN: 2691-1361

HOW MUCH DOES MOBILE MARKETING AFFECT PERFORMANCE OF BANK WITH CUSTOMER INTENTION AS A MEDIATING ROLE?

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Abstract
The contribution of mobile device banking to commercial banks' value addition has long piqued the curiosity of researchers. Even though a lot of commercial banks have studied digital transformation in great detail, managers and academics have run into a lot of obstacles when trying to figure out how digital transformation impacts organization performance. This article's goal is to evaluate the impact of mobile banking on specific commercial banks' performance while accounting for the mediating role of customer intention. To do this, we used a quantitative research methodology. Specifically, we analyzed data from five selected Ethiopian commercials from 2021 to 2024 using the AMOS SPSS version 26 system. SEM analysis is then used to evaluate the models' robustness that was calculated using AMOS version 26 techniques. The result shows that both the performance of certain commercial banks and client intention are greatly enhanced by banking via mobile devices. Furthermore, we find that the larger a bank is, the greater the positive impact of mobile banking on bank performance. Therefore, the success of mobile banking depends on a bank's customer-centric perspective.
Key words: Mobile marketing services, consumer intent, and bank performance.

1. Introduction

The 4th Industrial Revolution has created a stimulus for the integration of technology into business operations. The Industrial Revolution 4.0, which is changing how businesses operate, how they conduct business, and how consumers behave, is influenced by cloud computing, blockchain, and high-speed internet (United Nations Conference, 2019; Lee et al., 2020; Ethiopia's Digital Economy, 2020; Feyen et al., 2021). The banking industry requires digital marketing services as a vital marketing tool since more people are utilizing these sophisticated mobile phones and mobile banking is becoming more accessible, inexpensive, and user-friendly (Lule, 2012; Pena-Garcia et al., 2021; Patil et al., 2022).

Through the use of specific software algorithms, mobile banking services technology can help consumers and digital banks manage their service offerings, procedures, and lives more effectively. With applications in almost every banking sector, region, and business model, the quickly growing digital banking sector improves the delivery of quick services (United Nations Economist Network policy brief, 2016; Regime, 2022). According to Lee et al. (2020),

competitiveness for digital marketing services is growing as a result of the current economic climate, particularly in the banking industry. The services offered by electronic marketing are still growing in the banking sector. The offerings which banks provide are significantly impacted by the rapid development of search engine optimization technologies. In order to satisfy customer dynamics, raise their level of competence, and make a profit, businesses would be willing to go above and beyond to satisfy customer needs (Lyimo, 2019; Hichaim et al., 2020).

The generation and exchange of value, as well as our interactions, work, purchases, and services, are all being impacted by this rapidly increasing the digital transformation (UNCTAD Economy Study, 2021). Therefore, regardless of their current degree of readiness, banks should be ready for any changes in the business model for digital marketing services (Ethiopia's National Digital Payments Strategy plan, 2021-2024). Mobile banking services are one of the many technology revolutions that have occurred in the banking industry. The rise of digital marketing strategies and the growing digitization of consumer behavior are responsible for the neo-bank business structure approach (Affecting et al., 2018).

Despite significant progress in recent years, the Africa Union (2021) stated that more than half of Africans are still unbanked. Only 57% of Africans actually have bank accounts, it turns out. According to Kifle (2021), Ethiopia also created a plan for digital marketing services in order to support an integrated aim. The strategy 2025 seeks to: offer an inclusive digital economy approach in order to accomplish automation across various functions across the country (Abdulselam, 2019; Federal Democratic Republic of Ethiopia digital strategy, 2020; Anouze & Alamro, 2020).

Ethiopia's digital economy is still in its infancy, as evidenced by the fact that just 19% of Ethiopians currently use digital services (Ethiopia’s Digital Economy Report, 2020; Ethiopian digital strategy plan, 2020). According to this, digital marketing platforms for banks are still in their infancy (Desta, 2018; Ababa, 2018; Abdulselam Fetu, 2019; Dula Befkadu, 2019; B.Teka, 2019; B.Teka 2020; and Ethiopia’s National Digital Payments Strategy, 2021-2024). By employing creative distribution channels to target various products at various demographic groups, the current practice of implementing digital marketing has made it easier to attract and manage a larger clientele, thereby increasing market reach (Afework & Gizaw, 2012; F. D. Republic et al., 2019; Series, 2021; Taffere Tesfachew et al., 2022).

Therefore, the goal of this study is to evaluate the impact of mobile phone banking on a few selected commercial banks' performance on various metrics and to offer some digital transformation tactics to improve Ethiopian commercial banks' performance. Compared to previous studies, the research has contributed the following new findings: First, the results show that cellphone banking has a statistically significant positive effect on the profitability of Ethiopian commercial banking institutions. This indicates that cellphone banking has improved commercial banks' performance. Additionally, the performance of commercial banks is significantly impacted

by the interaction between the electronic services and banking clients' goals. This suggests that the success of these commercial banks is positively impacted by the desire of customers to use online banking services (Bashir & Madhavaiah, 2015). On the other hand, it validates the study premise that the consumer's desire to utilize commercial banks' services determines how effective mobile phone services are.

2. Review of the Literature

2.1 Connecting smartphone banking to consumer intent

Despite the obvious advantages of mobile phones and gadgets, business concerns and technological limitations hinder the widespread implementation of their business models. They argue that companies must drastically change their business models and eliminate the flaws in their current organizational structures if they want to stay competitive and benefit from the increased productivity of mobile services (Sun et al., 2017; Boström & Andersson, 2019; Alsamydai, 2019; Nain et al., 2020; Lee et al., 2020; Nwachukwu, 2022).

Trivsel & Trivsel (2017) point out that e-banking has challenges with security, dependability, and client satisfaction. Acceptance is affected by several things. The quality of services provided by Saudi Arabian banks affects customer satisfaction and loyalty. This is hardly surprising considering that customer satisfaction affects banks' bottom lines (Akgam, 2017). However, other authors contend that perceived risk has a major detrimental influence on customers' intentions to use digital banking services (Bashir & Madhavaiah, 2015; Shahin, 2017; Rusmahafi & Wulandari, 2020).

Some customers are reluctant to use electronic banking services due to perceived danger and confidence issues, according to Rogers (2010). The potential for a loss to occur while trying to accomplish a favored use or service outcome is known as perceived risk. The seven types of risks associated with digital banking that they define are efficiency, monetary, your time, emotional, social interactions, security, and overall hazards (Pabian et al., 2020). In contrast, Johnson & Karlay (2018) investigate how consumer satisfaction is affected by the convenience of digital care.
H1 Customer intention has been significantly influenced by banking on mobile devices.

2.2 Connecting bank performance to mobile devices banking services

Although mobile applications and devices have many obvious potentials, Boström & Andersson (2019) stressed that corporate concerns and technology limitations must be taken into account for business models to be successfully deployed. They argue that companies must drastically change their business models and eliminate the flaws in their current organizational structures in order to take advantage of the productivity benefits of mobile services and stay competitive (Cleveland, 2016; Sun et al., 2017; Nwachukwu, 2022).

Digital assesses a business's ability to use mobile platforms and technical solutions, such as mobile web pages and mobile apps, in order to support its own operations as well as its customers (Maduku et al., 2014). The primary objective of this type of digital service is to reach your target audience on their tablet or smartphone. Users can access mobile banking using text messaging, social media, internet, email, and mobile applications, according the findings of Baur-Yazbeck et

al. (2019) and Do et al. (2022). According to Alexa Gustavsen (2020), businesses are aware that they need to connect with their target audience wherever they are (Saleem & Siddik, 2021; Federal Democratic Republic of Ethiopia, Ethiopia digital strategy 2025).

H2 Bank performance is significantly impacted by mobile banking.

2.3 Connecting bank performance and customer intention

According to Bashir & Madhavaiah (2015), a well-known concept known as perceived risk influences consumers' inclination to use electronic banking services. Efficacy & Madhavaiah (2015) discovered empirical evidence to back up the notion that there is some risk involved in using electronic banking. Additionally, when clients chose to use Internet banking, their perceptions of risk increased because they were conducting their banking activities without direct touch with bank workers (Dimitrova & Öhman, 2021).

One aspect of the perceived threat of using web-based banking is customers' concerns about the system's security when handling their personal information as well as managing their financial resources (Efficacy & Madhavaiah, 2015). According to Gabriel et al.'s study from 2022, customers' distrust of phishing and hacking might result in an adverse risk perception, which keeps them from giving sensitive and private information to websites. Similar to this, people commonly cite their feeling of fear while making purchases online as the main obstacle to effectively using the Internet to deliver internet-based services (Bashir & Madhavaiah, 2015).

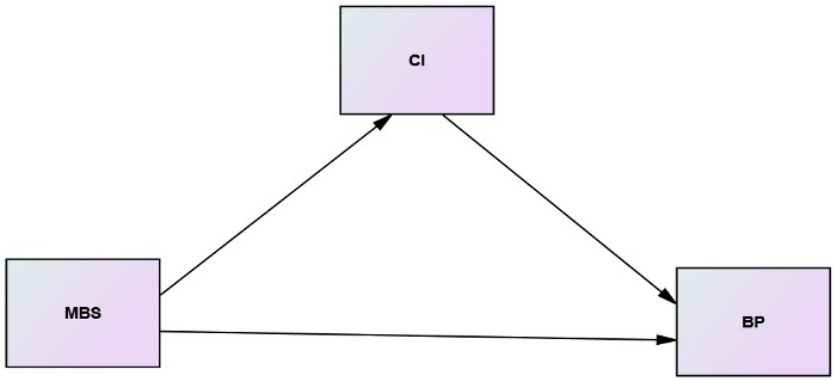
H3 Bank performance is significantly impacted by consumer intention.

Table 1: Summary of the hypothesis

Theory no	Theory	Total impact
H1	Customer intention has been significantly influenced by banking on mobile devices.	MBS ➡ CI
H2	Bank performance is significantly impacted by banking on mobile devices..	MBS ➡ BP
H3	Bank performance is significantly impacted by consumer intention	CI ➡ BP
H4	Mobile phone banking and bank performance are significantly mediated by customer intention.	Effect of mediation

This theoretical framework illustrates the relationship among independent, mediating, and dependent variables. Customer intention is the mediating variable, mobile banking services are the independent variables, and bank efficiency is the dependent variable in this study. Mapping the associations between thoughts that are relevant to the study and classifying and characterizing them are the goals of a conceptual structure (Ajibade, 2019).

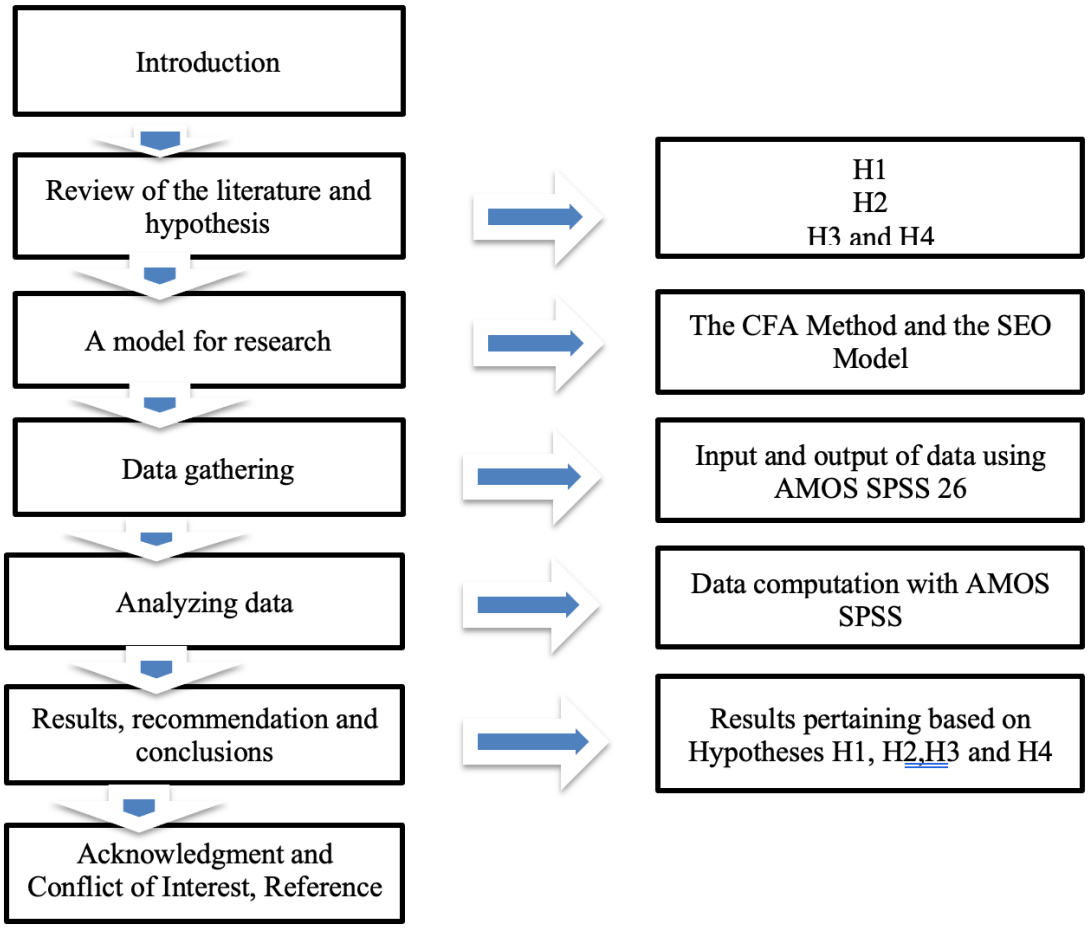
Figure 1 shows the theoretical structure with independent (MBS), mediating (CI), and dependent (BP) variables.



Source: Developed for this dissertation, 2024

3. Research Material and method

Figure 1 study conducted hierarchy



3.1. Instruments and data collection procedures

This study included interviews and a standardized questionnaire. According to Codo (2021), a questionnaire is a tool used to collect information through which participants are asked to respond in a particular sequence to pre-formulated research questions. There are two kinds of questionnaires: ordinal in nature or placing orders, which asks those who responded to rank their preferences or opinions about where to put something; closed-ended, which only allows respondents to select whether they agree or disagree; and open-ended, which permits respondents to provide any response (Roopa & Rani, 2012; Young, 2015; Dickerson & Ji, 2021).

Based on the current theory and practices of certain banks, questionnaires with Likert scale items and open-ended questions were created in order to collect data from the participants. Three out assessment and measurement instructors assessed the questionnaire's informational validity, and a pilot study was conducted at each of the chosen banks to further assess the questionnaires' applicability and lucidity. When administering the questionnaires, data collectors took into account the convenience of the location where customers receive delivery services, wherein 97% of the returns were produced.

Descriptive statistics including frequency, percentage, and mean scores were used in the data analysis, along with Amos version 26 software. Amos was used if it was a contemporary piece of software designed for quantitative research.

4. Discussion and Findings

Questionnaires that were confusing, unrealistic, or inaccurate were fixed after verification. Because any questions that were confusing, unrealistic, or wrong were changed before being utilized in the field, pre-testing was highly helpful. Hilton (2017) notes that the goal of the pre-testing is to identify and address these kinds of problems. According to Hollins et al. (2023), pre-testing aids the researcher in refining the questionnaire's structure, composition, and organization. If there were problems with the questionnaire used for the actual study, the quality of the data collected would be significantly diminished. Pre-testing ensures perfection.

4.1 Descriptive Statistics

This part presents and analyzes the data collected from the respondents using mean and SD in accordance with the study questions. After the data and outcomes are presented, there are quick conversations.

TABLE 3. MOBILE MARKETING SERVICES MEAN AND SD

(MMS25)	400	1	5	4.06	1.173
(MMS26)	400	1	5	4.15	1.117
(MMS27)	400	1	5	4.03	1.196
(MMS28)	400	1	5	4.07	1.150
(MMS29)	400	1	5	4.14	1.153
(MMS30)	400	1	5	4.06	1.132

4.2 Mobile marketing services

Table 3: MMS 25–MMS 30 survey results for all selected banks (mean 4.06, SD 1.173) of participants said that using my mobile marketing makes it easy to receive the service. Participants' responses indicated that mobile banking services are an affordable technology (mean 4.15, SD 1.117). Participants said that using mobile banking technology to manage financial transactions was simple (mean 4.03, SD 1.196). (Mean 4.07, SD 1.150) of participants said they regularly transacted money using mobile banking services. Additionally, participants' survey responses (mean 4.14, SD 1.153) indicated that mobile banking services are very easily available. (Mean 4.06, SD 1.132) of participants said that using mobile banking services to handle data is safe. There are no outliers because every standard deviation number is higher than zero.

4.3 Measuring Reliability and Validity

Alpha value, internal consistency, discriminant validity composite reliability (CR), and convergent validity were employed in this study to assess validity and reliability. Raharjanti et al. (2022) argue that a "Alpha value between 0.7 and 0.6" would be accepted. Schober & Boer (2018) stated in Table 3 that item-to-total correlation values ranging from 0.00 to 0.10, insignificant correlation, and 0.10 to 0.39 were taken into consideration while checking the results of the scale reliability tests. Moderate correlation: 0.40–0.69; strong correlation: 0.70–0.89; and very strong correlation: 0.90–1.00. Additionally, Akoglu (2018) states that item-to-total correlation values ranged from +1 Perfect to +0.9 Very Strong, +0.8 Strong, +0.7 Strong, +0.6 Strong Moderate, +0.5 Strong Fair, +0.4 Moderate Fair, +0.3 Weak Fair, +0.2 Poor, +0.1 Negligible Poor, and 0 Zero.

Table 4 shows the findings of the pilot study's scale reliability coefficient for the bank performance items (BP), customer intention items (CI), and mobile marketing services items (MMS).

Cronbach's Alpha		Number Of Items	Cronbach's Alpha Based On Standardized Items	Interpretation (Taber, 2018)
MMS	**.948**	6	.939	Acceptable
CI	**.891**	37	.885	Acceptable
BP	**.855**	23	.870	Acceptable

Source: Own survey output, 2024

Table 5 internal consistency analyses of mobile banking services

Mobile Marketing services					
	(MMS25)	.587	.718	0.713 0.708	0.502
	(MMS27)	.813			
	(MMS29)	.619			
	(MMS30)	.820			

The scale reliability test results above, which range in value from moderate (.587) to strong (.820), demonstrate that each item was internally consistent with every other item, as indicated by the results of the scale reliability tests displayed in Table 5. All of the values were considered acceptable because they exceeded the 0.39 weak correlation requirement, in accordance with the logic of Schober & Boer (2018) and Akoglu (2018). Item-to-total correlation values must be greater than 0.39 to demonstrate convergent validity; if any of the values are less than this threshold, they should be removed.

Consequently, items MM26 (.334) and MMS 28 (.315) for mobile marketing services In order to maintain the validity of the study, item-to-total scores that fell below the acceptable level were eliminated and excluded from the statistical analysis procedure. It is evident that the item-to-total correlation value is below 0.39. To guarantee statistical accuracy, convergent validity, and other requirements, it shouldn't be included for additional analysis.

This result validated the reliability of the measures utilized in this study because the construct's Cronbach's alpha coefficient value of.718 was higher than the 0.6 threshold suggested by Taber (2018) and Raharjanti et al. (2022). Internal consistency was assessed using the construct's composite reliability test in addition to the Cronbach alpha value. According to Table 5's findings, the CR value is higher than the minimal acceptable value of 0.4 (Schober & Boer, 2018).

The presence of discriminant validity in the study was guaranteed by the average variance extracted for cell phone banking services (AVE) being higher than the 0.50 criterion suggested by Yadav et al. (2017). For discriminant validity, the square root average variance (AVE) value must be greater than 0.50; if it is less than that, convergent validity is implied.
Thus, Cronbach alpha values in the range of 0.60 to 0.70 are acceptable; but, in more advanced phases, the value must be more than 0.70. Nonetheless, a composite dependability score of 0.95 or higher is unquestionably bad (Yadav et al., 2017). All composite reliability statistics for mobile banking services fell below the acceptable threshold of 0.95.

4.4. Composite reliability

Table 6: composite reliability (CR) and convergent validity (AVE)

Latent constructs	CR	AVE
Mobile marketing services (CR&AVE)	**0.718**	**0.502**
Customer intent (CR&AVE)	**0.940**	**0.757**
Bank performance (CR&AVE)	**0.921**	**0.802**

Source: Field data, 2024

According to A. Rashid and Rokade (2019), it is acceptable for composite reliability if CR > 0.70 and for convergent validity if AVE > 0.50. Table 5 shows that all constructs have CRs above 0.70 and AVE values between 0.503 and 0.804, all of which are above the suggested level.

Table 7: discriminant validity inter-construct correlation matrix

Latent constructs				
Latent constructs	**E**	**F**	**G**	
Mobile marketing services				
(E)	**..561****	**0.708**		
Customer intention				
(F)	**..788****	**.841****	**0.872**	
Bank performance				
(G)	**..644****	**.292****	**.132****	**0.896**

Source: Field data, 2024

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

According to Yadav et al. (2017), models are considered to have discriminant validity if the square root of AVE is greater than the interconstruct correlations. Every AVE item in table 6 above is bigger than the interconstitut correlations. Accordingly, the survey's findings demonstrate that our models' discriminant reliability was met.

4.5. Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis uses the data gathered to corroborate previously found scales once again (Mustafa et al., 2018). This ratio has been proposed as a fit metric by a number of authors (Muth, 1977). A ratio of roughly five or less is recommended by CMIN/df as starting to represent a decent and acceptable fit between the sample data and the hypothetical model. To show that CMIN/df a was a reasonably good fit, many studies have suggested utilizing ratios as low as 2 or as high as 5 (Hooper et al., 2008). The model fit requirements were validated by the CFA results below.

Table 8: Model fit results (CFA)

S.no	Indexes of fit	A symbol	The acceptable threshold	Results	Decision
1	Chi-square/degree of freedom	CMIN/DF	CMIN/DF<5	3.791	Good fit
2	Root mean square error of approximation	RMSEA	<0.08	.0243	Good fit
3	Root Mean Square Residual	RMR	< 0.08	.0675	Good fit

4	The Comparative fit index	CFI	> 0.9	.965	Good fit
5	Tucker Lewis index	TLI	> 0.9	.938	Good fit
6	The Incremental Fit Index	IFI	> 0.9	.926	Good fit
7	The Normed Fit Index	NFI	> 0.9	.955	Good fit
8	Goodness-of-fit Index	GFI	> 0.9	.913	Good fit
9	Parsimony Normed Fit Index	PNFI	> 0.5	0.526	Good fit
10	Parsimony Goodness-of-Fit Index	PGFI	> 0.5	0.568	Good fit

Source: Field data, 2024

Using CFA, the measurement model was evaluated, tested, and determined to be satisfactory. Assessing the structural model was the next stage of SEM investigation. Hypothesized correlations between the constructs were statistically tested at a significance threshold of 0.05. Table 9 displays the findings of the SEM analysis fit indices.

Table 9: Model fit results (SEM)

S.no	Indexes of fit	A symbol	The acceptable threshold	Results	Decision
1	Chi-square/degree of freedom	CMIN/DF	CMIN/DF<5	3.861	Good fit
2	Root mean square error of approximation	RMSEA	<0.08	.0603	Good fit
3	Root Mean Square Residual	RMR	< 0.08	.0642	Good fit
4	The Comparative fit index	CFI	> 0.9	1.000	Good fit
5	Tucker Lewis index	TLI	> 0.9	.921	Good fit
6	The Incremental Fit Index	IFI	> 0.9	1.000	Good fit
7	The Normed Fit Index	NFI	> 0.9	1.000	Good fit
8	Goodness-of-fit Index	GFI	> 0.9	.938	Good fit
9	Parsimony Normed Fit Index	PNFI	> 0.5	.704	Good fit
10	Parsimony Goodness-of-Fit Index	PGFI	> 0.5	.535	Good fit

Source: Field data, 2024

All of the indicators met the acceptable levels, according to the results: PNFI >0.05 approved; GFI, NFI, TLI, CFI, and IFI equal or more than 0.9; RMSE and PGFI equal or less than 0.08; and CMIN/DF less than or equal to 5. According to Hasan et al. (2015), the CMIN/DF estimation over-identified simply (df = 0) or the minimal fit function for a satisfactory fit is between 2 and 5 ($2 \leq \chi 2/df \leq 5$). The algorithm would not run or the findings would be deemed invalid if a model was under-identified (df < 0) (M. Ibrahim, 2012; Hasan et al., 2015; Stein et al., 2017). Consequently, it might be said that the model satisfied the goodness of fit quite well.

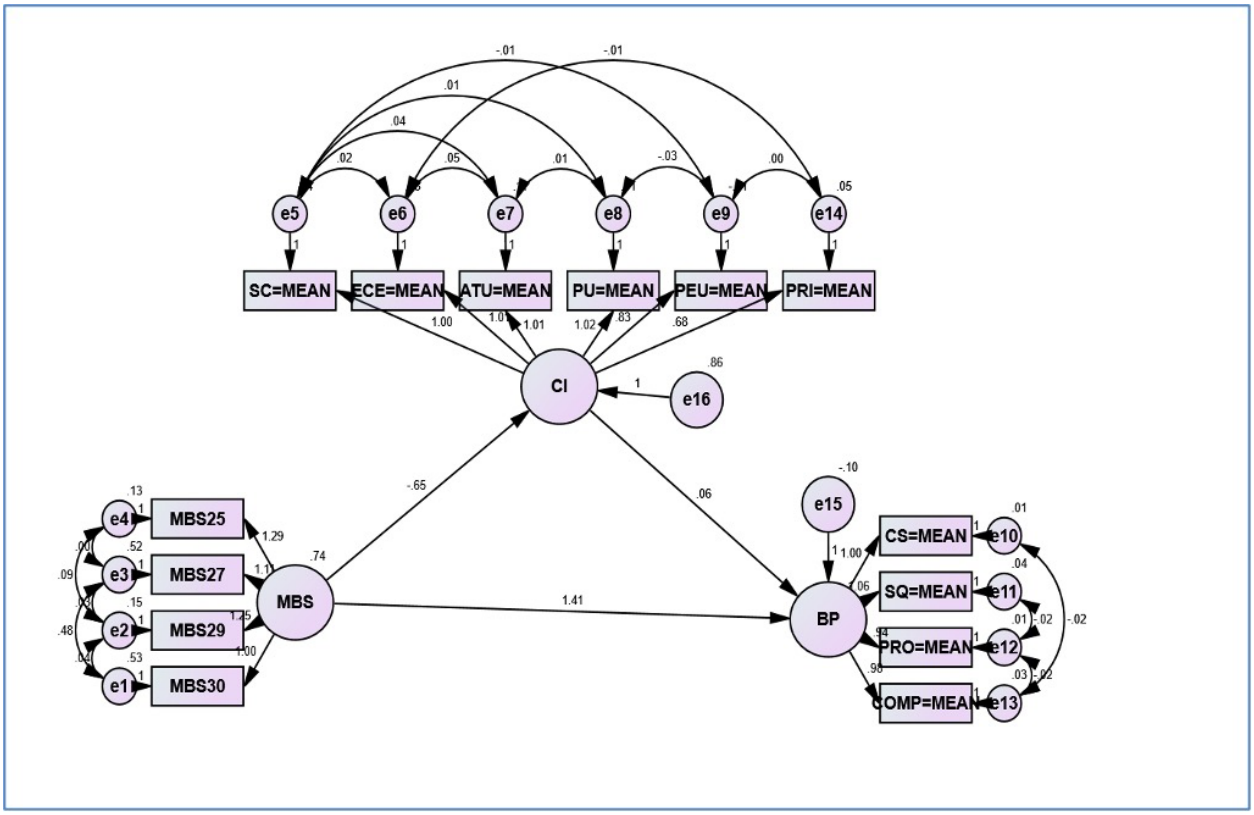


Figure 2: The Structural model
Source: Own survey, 2024

4.6. Hypothesized linkages and outcomes

Hypothesis for the research model	The Path model	Calculate the loading	loading P-value	Making a decision
H1 The performance of banks is significantly impacted by cell phone banking services.	BP < MMS	1.407	***	Supported
H2 Customer intention is significantly impacted by cellphone banking services.	CI <MMS	-.651	***	Supported
H3 Bank performance is significantly impacted by consumer intent.	BP <- CI	.056	***	supported

Source: Field data February, 2024

Table 11: Direct effects results model

Theory	The Path model	Calculate the loading	loading P-value	Making a decision
H1	BP <- MMS	1.407	***	Supported

H2	CI <- MMS	-.651	***	Supported
H3	BP <- CI	.056	***	supported

Source: Field data February, 2024

H1. Customer intention is significantly impacted by cell phone banking services.

According to the study results shown in table 11 above, mobile banking services significantly increase customer intention. Mobile banking services had a -.651 standardized direct effect on consumer intention (p-value = 0.001 <0.05). This indicates that customer intention increases by -.651 for every standard deviation increase in mobile banking services. Customer intention is significantly impacted by mobile marketing services, according to the findings. Hypothesis H1 is thus validated. These results are consistent with Kuria et al.'s research (2022). One of the most popular business-to-consumer banking apps is mobile banking, which now offers the ability to complete numerous service transactions online.

H2. The performance of banks is significantly impacted by cell phone banking services.

According to the survey findings shown in the above table, mobile banking services significantly improve bank performance. 1.407 (p-value = 0.001 <0.05) was the standardized direct effect of mobile marketing services on bank performance. This indicates that bank performance increases by 1.407 when mobile banking services increase by 1 standard deviation. The data demonstrates that mobile banking services significantly improve bank performance. Hypothesis H2 is thus validated. These results are consistent with study by academic librarians in Nigeria, where Anene & Okeji (2021) proposed that while mobile banking makes it easier for consumers to access services, security and trust have an impact on usage.

H3. Bank performance is significantly impacted by consumer intent.

According to the survey results in table 11 above, consumer intention significantly improves banks' performance. Customer intention's standardized direct influence on bank performance was.056 (p-value = 0.001 <0.05). This indicates that bank performance increases by.056 for every standard deviation increase in mobile banking services. The data indicates that bank performance is significantly impacted by customer intention. Hypothesis H3 is thus validated. Additionally, they are consistent with a Chinese study carried out in Saudi Arabia by M. A. Khan and Alhumoudi (2022), which demonstrates that customer intention in banking is influenced by the quality of mobile banking services. Customer intent had an effect on internal performance.

3.3 Bootstrap analysis tests for mediation with a 95% confidence interval.

Table 12: Analysis of mediation

linkage	Direct influence of beta value	The indirect effect of beta	Confidence interval		The P-value	Decision
			Low bound	High bound		

H4 Mobile marketing services → Customer intent →bank performance	.714	.070	.007	.082	.004	The indirect effects are.008 and.082, which indicate no zero between them, while the direct affect p-value, which is.004, is significant due to partial mediation.

Source: Field data, 2024

Table 13: Model of mediation affects results

linkage	The direct effect	The Indirect effect	Confidence interval		The P-value	Decision
			Low	High		
BP <- CI<-MMS	.714	.070	.007	.082	.004	Mediation in part

Source: Field data, 2024

H4. Customer intention has a significant mediating relation between mobile banking services and bank performance.

According to the survey results stated in table 13, customer intention acted as a mediator in the relationship between the independent mobile banking services and the dependent variable bank performance. The resulting standardized regression coefficient values were P-value.005<0.05, boostrap confidence interval for low =.007, for high =.082, and.714 for direct effect and.070 for indirect effect. This suggests that the relationship between online banking services and bank performance was substantially mediated by client intentions. According to Gunzler et al. (2016), partial mediation involves a direct relationship between the independent and dependent variables in addition to a significant relationship between the mediator and the dependent variable (Ali et al., 2021). Because the direct impact p-value (.005) is significant and the indirect effects (.007 and.082) do not indicate a zero between them, the mediators exhibit partial mediation. Despite this, hypothesis H3 is accepted.

4.7 The impact of mobile marketing services on banks' performance

The results of the survey showed that mobile banking has a significant impact on bank performance. These findings are consistent with research by academic librarians in Nigeria, where Anene & Okeji (2021) suggested that users can obtain services more easily with mobile banking, but utilization is impacted by security and trust. They also align with a study conducted in Kenya by Lule (2012). Major technologies of today allow people to collect, send, and receive information in minutes, wherever they are, through mobile phones. Mobile commerce technology is becoming more widely available in Kenya and has a high impact on financial institutions. In a similar vein, numerous banks and mobile phone service providers are collaborating to offer banking services to clients through mobile devices. A study carried out in China is also included in the report. The

evolution of commercial banks is progressively being driven by digital technologies. In order to target the unbanked people, the service makes it simple for them to open bank accounts, deposit money into them, and take use of other bank account perks while using their phone (Zuo & Strauss, 2021).

A study carried out in the Russian Federation is also included in the report. All businesses eventually undergo a transition as a result of the development of new technologies, and the connection between commercial banks and their current and potential clients also evolves. The relevance of digital banking is rising as a result of bank clients' increased desire for remote services via mobile devices, PCs, and other channels (Rudakova & Markova, 2020). The researcher's findings run counter to a Bulgarian study that found it is impossible to create comprehensive and successful digital marketing services for business performance without the concepts and methods of traditional marketing (Veleva & Tsvetanova, 2020).

4.8. How client intention is affected by mobile marketing services

According to the survey results, customer intention is significantly impacted by mobile banking. The results of the study showed how much mobile banking influences consumer intention. These results are consistent with Kuria et al.'s research (2022). One of the most popular business-to-consumer banking apps is mobile banking, which now offers the ability to complete numerous service transactions online.

Additionally, the study supported Cuison et al.'s (2021) contention that mobile banking services It has been determined that the most significant aspects of mobile banking that favorably influence client intention are low fees, time savings, and freedom from time and location. Convenience, compatibility with lifestyle, speed of service delivery, and ease of use are further characteristics that influence its utilization. Given that mobile phones are becoming an essential part of consumers' life and that an increasing percentage of them have internet access, mobile banks present a huge opportunity as a channel for service consumption (Kim, 2022).

Customers can use mobile banking services to, among other things, access their account balance and recent transactions, transfer money between accounts, place buy and sell orders on the stock exchange, and obtain portfolio and price data. One of the biggest concerns with mobile banking adoption that influences consumer intention is security (Indriasari et al., 2022). Our results went counter to research suggesting that consumers do not view security concerns as significant barriers to banking transactions (Laukkanen ,2014).

4.8. Mobile marketing services and bank performance are mediated by customer intention.

According to the study's findings, there is a considerable mediating relationship between mobile banking and bank performance and consumer intention. These results are consistent with a study done in Lebanon by Hammoud et al. (2018), who proposed that increasing digital banking services through mobile banking has increased bank profitability by enabling them to pay their bills and make a profit even faster. Additionally, they are consistent with a research by the European Commission (Bartoloni & Commission, 2014) that demonstrates that banks Many contend that

since innovation is what propels businesses to success, it may also play a significant role in maintaining the economy's long-term growth.

Additionally, the data supports a UK study by Cajetan (2018) that showed that digital services increase banks' profitability. These results are consistent with studies by Zuo & Strauss (2021) in China, which revealed that Chinese commercial banks have made significant investments in science and technology in recent decades. Financial technology, or fintech, has emerged as a result of these investments, which have also significantly changed the performance of commercial banks. Digital banking services are being expanded by fintech.

5. Conclusions

The findings indicate that certain banks' use of mobile banking services has a major impact on bank performance. Additionally, customer intention has a significant impact on business performance. Consequently, taking client intent into account enhanced bank performance. The study's findings demonstrated that bank performance and mobile banking services partially mediate client intention. Lastly, in order to increase overall bank performance, it is critical to optimize the deployment of mobile banking services while taking client intention into account. Some research limitations and recommendations for further study were also brought to light by the study.

5.1 Recommendations

The following alternate methods could be pursued in light of the findings: Consequently,

- If banks want to enhance their performance, they must offer value to their customers through digital channels, multi-channel services, and mobile banking services. Using the mobile marketing services can help banks and customers perform better.
- Customers continue to worry about security; banks ought to take these and other issues extremely seriously. By expanding the scope of research on customer intention and bank performance in relation to digital marketing services, this dissertation contributes to the body of knowledge.
- The results show that mobile banking services are effective in retaining current customers and attracting new ones.

5.2. Limitations and suggestions for future research

With an emphasis on the mediating role of consumer intention, the study looked at how mobile marketing services affected the performance of a particular set of Ethiopian commercial banks. The study's organizational and geographic scopes were limited to a few Ethiopian commercial banks. Only mobile banking services were included in the analysis. The study solely looked at banks and was limited to service organizations. Additionally, this study only looked at banks and not other corporate firms. Future research can therefore concentrate on different company organizations.

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