

A Study on Mobile Marketing and its Impact on Consumer Buying Behaviour

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Abstract: *Over the last few decades, modes of communication have taken on a totally new interpretation with the introduction of mobile phones but a merger came through the introduction of middle- income consumers in India that saw the industry booming. The usage of mobile marketing was able to bridge the gap left by conventional advertising methods by making use of personal smart devices in marketing, ad campaigns, promotions, and brand building.*

Companies through Mobile marketing can connect to their customers in an unprecedented manner without the limitations of time and distance causing a major paradigm shift in the corporate world. This leads us to the research question as to how mobile marketing steers customers in terms of their purchasing decisions This paper attempts to put forth these questions by looking into mobile advertising. The research conducted has a sample size of 100 customers all of who have their residence in Tirupati city. In terms of customer interaction with mobile devices, a semblance of positive correlation exists.

Keywords: mobile devices, mobile advertising, purchasing habits, characteristics of consumers