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An analysis of mobile marketing trends within the broader scope of digital marketing

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Abstract

The rapid evolution of digital marketing has ushered in a mobile-first era, significantly transforming how businesses connect with consumers. This study explores emerging trends in mobile marketing and evaluates their impact on overall digital marketing effectiveness. Conducted in Meerut district with a sample size of 385 respondents using stratified random sampling, the research adopts a descriptive design to analyze consumer responses to various mobile marketing techniques. Findings reveal that direct messaging platforms like SMS and WhatsApp are highly effective, with 85.98% of respondents positively engaging with promotional content. Mobile app notifications also influence behaviour, as 84.66% of users acknowledge they are prompted to explore or purchase products. Location-based advertisements demonstrate strong impact, with 87.26% reporting influence on their buying decisions. Additionally, 87.79% of respondents prefer interactive marketing formats such as quizzes and videos, indicating a strong shift toward participatory content. The study concludes that mobile marketing when personalized, timely, and engaging plays a pivotal role in shaping modern consumer behaviour. These insights offer valuable implications for marketers aiming to refine their strategies for a mobile-centric audience.

Keywords: Mobile marketing, consumer behaviour, digital strategy, app notifications, location-based advertising

Introduction

Contemporary marketing has transitioned from a producer-centric approach to a consumer-focused model, highlighting the consumer's pivotal role in shaping marketing efforts. The growing use of mobile devices and widespread internet access has significantly boosted the popularity of online shopping. Gaining an understanding of consumer behaviour provides individuals with essential insights that help them make smarter purchasing decisions. Studying consumer behaviour not only aids consumers in making informed choices but also enhances their ability to assess post-purchase reviews and feedback from other buyers. Digital marketing has emerged as a vital component for the growth and success of businesses across diverse sectors. Its affordability and efficiency make it especially advantageous for small enterprises, offering them the opportunity to achieve significant outcomes with well-executed strategies. By overcoming geographical limitations, digital marketing provides a vast platform for product promotion. Leveraging targeted content and dynamic communication channels, marketers can craft strategies that closely resonate with consumer needs and preferences. The rise of the internet has not only revolutionized marketing practices but has also greatly enhanced consumer awareness. Nowadays, customers are well-informed about products prior to purchase, often relying on online platforms to explore reviews and gather insights an important factor in influencing their buying decisions. Customer has access to products not only within the countries but throughout the world and all these has become possible only through digital marketing; Tailor & Kaur (2023) [8]. Digital marketing is highly significant because it provides businesses with deep insights into consumer behaviour. Through the use of analytics tools, marketers can track customer preferences, browsing patterns, and buying history, enabling them to craft more targeted and effective strategies. This personalized approach fosters stronger customer connections, enhances brand loyalty and improves conversion rates. Furthermore, digital marketing allows companies to reach a worldwide audience, overcoming geographical limitations and expanding their market presence. Mobile commerce, often known as m-commerce, facilitates commercial activities through

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mobile devices, making transactions highly accessible and convenient. Social media has emerged as a dynamic communication platform, using web-based technologies to quickly disseminate information to a broad audience. It offers several advantages, including increased product exposure, better customer engagement throughout the buying process and efficient brand reputation management. Social media marketing taps into online communities, networks, blogs and various digital platforms to shape consumer perceptions and showcase the benefits of a company's offerings.

Smartphones have rapidly evolved from simple mobile communication tools into global gateways, becoming a way for individuals to showcase their personality and perspectives. Mobile Commerce (m-commerce) refers to the ability to conduct commercial transactions via a mobile device. With mobile devices that can access the internet, they significantly influence individuals' behaviours, directly or indirectly affecting their physical actions in meaningful ways. This technology has transformed how customers search for and buy products, make transactions, plan and execute activities, communicate, and engage in entertainment. For example, in the past, customers had to visit a store in person to purchase, order or pay for items. Now, m-commerce enables users to shop or pay anytime and from anywhere, as long as they have mobile apps for services like banking, shopping and communication. So, m-commerce has revolutionized consumer behavior by enabling seamless, on-the-go transactions and interactions. As smartphones continue to evolve, their role in shaping lifestyle and commerce will only deepen further.

E-commerce companies have focused on adapting to the unique features of mobile shopping, such as smaller screens, touch interfaces, and limited data usage, to attract customers who rely on mobile access. Flipkart, India's largest online shopping platform, currently receives 20% of its e-commerce orders from mobile users and aims to increase this figure to 50% in the future. This trend extends beyond online retailers; for example, the American pizza chain Domino's Pizza receives 10% of its online transactions through mobile devices, a share expected to grow to 20%. Even traditional retail brands like Shoppers Stop have recognized the importance of mobile platforms, extending their First Citizen services and promotional offers to mobile users. Café Coffee Day has also launched a mobile app that allows users to access menus, earn and track rewards, and receive special offers.

Review of related literature

Hoffman and Novak's (1996) ^[4] study presented a pivotal behavioural model that examines how consumers interact in digital environments, placing a strong emphasis on marketing principles. Their research highlighted that consumer behaviour in online settings follows unique patterns shaped by digital interactions, underscoring the need to understand these dynamics for developing effective marketing strategies.

Chan *et al.* (2011) found that customers acquired through paid search campaigns generally make larger purchases and provide higher lifetime value compared to those acquired through other online or offline channels. Their research emphasized that search engines are a powerful tool for attracting high-value customers, making them a strategic option for businesses aiming to maximize long-term customer engagement and profitability.

Ghose *et al.* (2012) ^[3] investigated the impact of emerging mobile devices, such as smartphones and tablets, on consumer behaviour and marketing strategies. By analyzing data from microblogging users, they compared browsing behaviours on mobile phones and computers. Their study found that ranking effects were notably stronger on mobile devices, indicating that mobile users are more responsive to content positioning.

Danaher *et al.* (2015) ^[2] examined the growing impact of mobile phone usage on marketing strategies. As consumers increasingly embrace mobile-focused lifestyles, businesses have new opportunities to expand their marketing efforts. The study analyzed consumer behaviour in the context of mobile shopping and explored the relationship between mobile advertising (m-advertising) and offline purchasing behaviour. The findings demonstrated that mobile marketing not only affects online buying decisions but also plays a crucial role in influencing purchases in physical retail settings, highlighting the rising importance of mobile platforms in shaping consumer behaviour.

Lamberton and Stephen (2016) ^[6] centered their research on the impact of social media and mobile marketing, emphasizing the increasing role of technology in shaping consumer decision-making. Their study underscored how, in the modern digital era, technological tools have become integral to supporting consumers throughout the buying process, significantly influencing their purchase decisions.

Salim and Issa (2024) ^[7] conducted a study to examine the effect of digital marketing on consumer purchasing behaviour. The research investigated how different digital marketing channels, such as social media, search engines, and email marketing, influence consumer decisions. The main goal was to assess the impact of digital marketing on customer behaviour and identify the most effective platforms for businesses in the Soran independence administration to improve customer retention. The findings showed that digital marketing has a strong influence on purchasing behaviour, especially among younger, more educated individuals in the region.

Research Gaps

Although extensive literature explores the impact of digital marketing on consumer behaviour, specific gaps remain in understanding the emerging trends in mobile marketing and their nuanced effects on overall marketing effectiveness. Previous studies such as those by Hoffman and Novak (1996) ^[4] and Ghose *et al.* (2012) ^[3] focus on general digital and mobile user interactions but lack region-specific insights, particularly in the context of tier-2 cities like Meerut. Additionally, while Chan *et al.* (2011) and Danaher *et al.* (2015) ^[2] acknowledge the influence of mobile devices on consumer engagement and purchasing, they do not fully capture how evolving tools like mobile app notifications, SMS/WhatsApp marketing, and location-based advertising shape consumer decisions. Moreover, Lamberton and Stephen (2016) ^[6] discuss technology's role in decision-making but overlook the consumer's preference for interactive content formats such as mobile quizzes and video ads. Salim and Issa (2024) ^[7] emphasize platform-specific effectiveness but do not address how mobile-specific features impact behavioural outcomes. Therefore, this study aims to fill the gap by providing updated, localized data on mobile marketing trends and their direct influence on consumer behaviour—offering practical insights for businesses aiming to optimize digital strategies.

in emerging markets like Meerut.

Objective

To examine the emerging trends in mobile marketing and assess their impact on the effectiveness of overall digital marketing strategies.

Research Methodology

Research Design: The descriptive research design has been adopted for the study to examine the emerging trends in mobile marketing.

Method of Sampling: In the present study, researcher used stratified random sampling to collect the information from different respondents.

Sample size: 385 Respondents.

Primary Data: The researcher conducted a brief primary data collection on a sample basis of Meerut district.

Analysis related to trends of mobile marketing

Table 1: Table showing the response related to trends of mobile marketing

S. No.	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I often respond to promotional messages (SMS/WhatsApp) from brands.	110 (28.58%)	221 (57.4%)	17 (4.42%)	31 (8.05%)	6 (1.55%)
2	Mobile app notifications encourage me to explore or purchase products.	89 (23.11%)	237 (61.55%)	15 (3.9%)	34 (8.84%)	10 (2.6%)
3	Location-based mobile advertisements (e.g., nearby stores, local offers) influence my buying decisions.	134 (34.8%)	202 (52.46%)	12 (3.12%)	29 (7.54%)	8 (2.08%)
4	I prefer mobile marketing campaigns that offer interactive content (e.g., quizzes, videos).	146 (37.92%)	192 (49.87%)	17 (4.42%)	27 (7.02%)	3 (.77%)

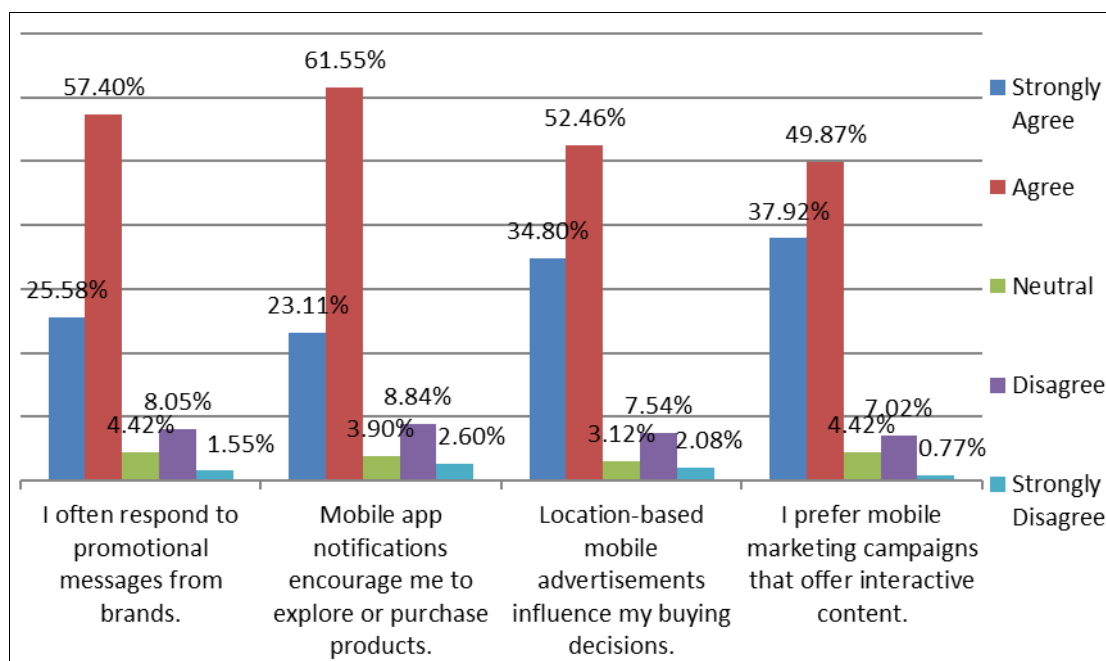


Fig 1: Figure showing the response related to trends of mobile marketing

Analysis

- Effectiveness of SMS and WhatsApp Promotional Messaging:** The data reveals a strong consumer inclination toward engaging with mobile-based promotional content. A notable 57.4% of respondents agreed and 28.58% strongly agreed that they often respond to promotional messages received through SMS or WhatsApp, amounting to a high total of 85.98%. Only 4.42% remained neutral, indicating minimal indecisiveness, while 8.05% disagreed and 1.55% strongly disagreed, totaling just 9.6% who are less responsive. These findings clearly demonstrate that mobile messaging, particularly through direct channels like WhatsApp and SMS, is highly effective in capturing consumer attention and generating engagement.
- Influence of Mobile App Notifications on Consumer**

Behaviour: Mobile app notifications appear to have a significant positive influence on consumer behaviour. A combined 84.66% of respondents; 61.55% agreeing and 23.11% strongly agreeing acknowledged that such alerts encourage them to explore or purchase products. Only 3.9% remained neutral, suggesting minimal hesitancy or disinterest. On the other hand, 8.84% disagreed and 2.6% strongly disagreed, comprising 11.44% who do not consider these notifications impactful. Overall, the data emphasizes the role of app-based notifications as a powerful trigger for driving consumer exploration and purchases.

- Impact of Location-Based Mobile Advertising:** Geographically targeted advertisements have shown to be particularly effective. A strong 52.46% of respondents agreed and 34.8% strongly agreed that location-based ads, such as those for nearby stores or

local offers, influence their buying decisions totaling 87.26%. Just 3.12% were neutral, while 7.54% disagreed and 2.08% strongly disagreed, adding up to only 9.62% who are unaffected by such advertisements. These findings highlight the strategic value of location-based mobile marketing in shaping purchasing behaviour through timely and relevant content.

4. Preference for Interactive Mobile Marketing

Content: The data reflects a clear consumer preference for interactive mobile marketing formats. 49.87% of respondents agreed and 37.92% strongly agreed, resulting in a total of 87.79% who favor interactive content such as quizzes and videos in mobile marketing campaigns. A small 4.42% remained neutral, and just 7.02% disagreed along with 0.77% strongly disagreeing together making up only 7.79% of respondents who do not prefer interactive formats. Overall, the results underscore that dynamic and participatory content significantly enhances user engagement and is a preferred approach in mobile marketing strategies.

Conclusion

The conclusion highlights the growing effectiveness of mobile marketing in influencing consumer behaviour. Direct messaging channels like SMS and WhatsApp are proving to be highly engaging, with most consumers responding positively to promotional content delivered through these platforms. Mobile app notifications also play a crucial role in prompting users to explore or make purchases, reinforcing their utility as a marketing tool. Additionally, location-based advertisements are particularly impactful, offering timely and relevant offers that align with users' surroundings. Lastly, interactive mobile content such as quizzes and videos emerges as a preferred format, enhancing user engagement and enriching the marketing experience.

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