

## UNDERSTANDING THE IMPACT OF MARKETING THROUGH MOBILE PHONE IN MUMBAI

HITESH N RAMDASANI<sup>1</sup> & B. B. RAYATE<sup>2</sup>

<sup>1</sup>Research Scholar, K. R. Sapkal College of Management, Maharashtra, India

<sup>2</sup>Dean, Institute of Management Research and Technology, Maharashtra, India

### ABSTRACT

There is an extensive spread in the use of mobile phone with a phenomenal increase in the number of consumers who use the device. This change has diverted the marketing methods from traditional to a new concept as this new marketing method has a strong impact on the decision making of the consumers. This research inspects the factors that have an impact on decision making of the consumers involving various factors which are - usage of the device, purchases made using mobile phone, sharing of coupons, assistance of the device for shopping, response to the advertisement on phone and the features of mobile marketing. A questionnaire was designed to collect the data and understand the impact of marketing through mobile phone. The findings were studied which indicated a moderate impact of mobile marketing on the consumers

**KEYWORDS:** SMS, MMA, Mobile Marketing, Advertising, Purchase Decision, Customer, Marketing Communication, Demographic Variable, Questionnaire, Survey, Mobile Phones, Ads, Sales