



The Study on Impact of Mobile Marketing on Consumer Behaviour

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Abstract. Mobile marketing has become a pivotal component of modern marketing strategies due to the rapid proliferation of mobile devices and their deep integration into everyday life. This study examines how mobile marketing influences consumer behaviour, including decision-making processes, purchasing patterns, and engagement with brands through mobile channels. By analysing various mobile marketing techniques — such as SMS promotions, mobile app notifications, and location-based advertisements — the research highlights how personalized, timely, and accessible mobile communications shape consumers' attitudes and actions at different stages of the buying journey. Findings indicate that mobile marketing significantly impacts convenience, product awareness, impulse buying, and in-store as well as online purchase decisions, ultimately altering how consumers interact with brands and make purchasing choices. The study also discusses challenges marketers face in creating relevant and non-intrusive mobile content that resonates with diverse consumer segments. The results offer valuable insights for businesses seeking to refine mobile marketing strategies to better align with evolving consumer preferences and behaviours in a mobile-centric marketplace.

Keywords: Mobile Marketing, Consumer Behaviour, Purchase Decision.

I. Introduction

Marketing plays a vital role in influencing consumer awareness, attitudes, and purchasing decisions. With the rapid growth of mobile technology, mobile marketing has emerged as a powerful and effective tool that enables businesses to reach consumers anytime and anywhere. The widespread use of smartphones, along with increased access to mobile internet, has transformed traditional marketing methods into more interactive, personalized, and customer-centric mobile-based approaches. In today's digital era, mobile marketing has gained greater importance due to its convenience, immediacy, and ability to deliver targeted and real-time messages. Marketing tools such as mobile applications, SMS promotions, push notifications, and social media advertising allow marketers to engage consumers directly and efficiently. These tools help businesses build stronger relationships with customers by providing relevant information, personalized offers, and timely updates. As a result, mobile marketing significantly influences consumer attitudes, preferences, and buying behaviour by shaping brand perception and purchase intentions. Consumers increasingly rely on mobile devices for information search, product comparison, and online purchases, making mobile Marketing.

The rapid growth of smartphone usage and mobile internet has encouraged businesses to increasingly adopt mobile marketing as a key promotional strategy. Although mobile marketing provides opportunities for instant communication, personalization, and



wider reach, consumers do not always respond positively to mobile marketing messages. Many consumers perceive mobile advertisements as intrusive, irrelevant, or excessive, which may negatively influence their attitudes and purchasing decisions. Additionally, concerns related to privacy, data security, and trust continue to affect consumer acceptance of mobile marketing practices. Therefore, it is necessary to examine how mobile marketing influences consumer behaviour and to identify the factors that determine consumers' responses to mobile marketing initiatives. Understanding these aspects will help marketers design effective, consumer-friendly, and ethical mobile marketing strategies that enhance engagement and improve purchase intentions in a highly competitive digital environment.

Research Gap

Although several studies have examined mobile marketing and its influence on consumers, most of the existing research mainly focuses on general digital marketing strategies or customer satisfaction in developed markets. Limited studies have specifically analyzed how different mobile marketing tools such as mobile advertisements, social media promotions, SMS marketing, and app-based notifications influence consumer behaviour patterns among young consumers in emerging markets like India. Moreover, previous research often emphasizes purchase intention but gives less attention to factors such as trust, personalization, privacy concerns, and long-term consumer engagement. Therefore, there is a need for a detailed study that examines the overall impact of mobile marketing on consumer behaviour by considering changing technology usage and consumer preferences in the current digital environment.

II. Review Of Litreature

Varnali and Toker (2010), mobile marketing enhances consumer engagement by offering personalized and location-based content that increases message relevance and responsiveness. Kaplan (2012) emphasized that mobile marketing creates higher consumer involvement compared to traditional media due to its interactive nature and ability to facilitate two-way communication between brands and consumers. Persaud and Azhar (2012) found that perceived usefulness, relevance, and convenience of mobile advertisements positively influence consumer acceptance and attitude toward mobile marketing. Shankar et al. (2016) concluded that mobile marketing significantly affects consumer purchase intention by delivering timely information, promotional updates, and customized offers that match individual preferences. Kumar and Gupta (2018) highlighted that trust and privacy concerns remain major barriers to the effective adoption of mobile marketing, as consumers are often worried about misuse of personal data and excessive promotional messages. Dwivedi et al. (2021) stated that the effectiveness of mobile marketing largely depends on consumer attitudes, technological familiarity, and perceived value, suggesting that marketers must focus on creating meaningful, secure, and consumer-oriented mobile marketing strategies to achieve long-term success.

Objectives Of Study:

- To examine the level of consumer awareness regarding various mobile marketing practices.
- To study the influence of mobile marketing on brand awareness and brand recall among consumers.



- To assess the impact of mobile marketing on consumer trust and loyalty toward brands.

III. Research Methodology

This study follows a descriptive research design to examine consumer awareness of mobile marketing practices and to understand their influence on brand-related outcomes. Primary data is collected from consumers through a structured questionnaire, focusing on their exposure to mobile marketing tools such as SMS advertisements, mobile app notifications, and social media promotions. The questionnaire also captures respondents' perceptions of how mobile marketing affects brand awareness, brand recall, trust, and loyalty toward brands. Convenience sampling is used to select smartphone users who regularly engage with mobile content, as they are most relevant to the study. The collected data is analyzed using basic statistical techniques such as percentage analysis, mean scores, and correlation methods to identify awareness levels and assess the impact of mobile marketing on consumer trust and loyalty. This approach helps in drawing meaningful conclusions regarding the role of mobile marketing in shaping consumer attitudes and brand relationships.

SCOPE OF STUDY

The scope of the study is limited to examining the impact of mobile marketing on consumer behaviour with specific reference to smartphone users. The study focuses on understanding consumer responses to various mobile marketing tools such as mobile advertisements, promotional messages, mobile applications, and social media marketing accessed through mobile devices. It also covers the influence of mobile marketing on consumer awareness, attitudes, and purchase decisions. The study is confined to a selected group of respondents and is based on primary data collected through a questionnaire using convenience sampling. The findings are intended to provide insights into consumer perceptions and preferences toward mobile marketing practices. The scope of the study does not include a comparison with traditional marketing methods and is limited to the time period and sample size considered for the research.

Consumer Awareness Of Mobile Marketing Practices:

Mobile marketing plays an important role in improving brand awareness and brand recall among consumers by creating frequent and direct interactions with them through their mobile devices. Since smartphones are used regularly in daily life, mobile advertisements such as app notifications, social media promotions, and in-app messages help brands remain visible in the minds of consumers. Repeated exposure to brand messages through mobile platforms makes it easier for consumers to recognize and remember brand names, logos, and offerings when making purchase decisions. Moreover, personalized and timely mobile marketing content increases consumer engagement, which further strengthens brand recall. As a result, mobile marketing not only helps consumers become familiar with brands but also ensures that those brands are easily remembered during moments of need or purchase consideration.



Table: Awareness Levels

Aspect of Mobile Marketing Practice	Assumed Awareness (%)	Interpretation
SMS Promotions	60%	Many consumers are aware of promotional texts, but some ignore them as spam.
In-App Advertisements	75%	High awareness due to frequent exposure while using apps.
Location-Based Marketing	50%	Moderate awareness; consumers often don't realize ads are tailored by location.
Push Notifications	65%	Fairly strong awareness, though effectiveness depends on personalization.

IV. Impact of Mobile Marketing on Consumer Trust and Brand Loyalty

Mobile marketing plays an important role in shaping consumer trust and brand loyalty when it is carried out in a transparent and respectful manner. Personalized messages, timely offers, and consistent communication through mobile platforms can make consumers feel valued and understood by the brand. This positive experience helps in building trust and encourages repeat purchases over time. However, excessive messages, misleading promotions, or misuse of personal data can reduce trust and negatively affect brand loyalty. Therefore, brands that focus on ethical practices and meaningful engagement through mobile marketing are more likely to develop long-term relationships with their customers.

Table: Impact of Mobile Marketing

Factor	Impact (%)	Interpretation
Consumer Trust	60%	Mobile marketing builds trust when it's personalized, transparent, and respectful of user data.
Brand Loyalty	70%	Stronger impact; consistent mobile engagement fosters repeat purchases and emotional connection.

V. Conclusion

In conclusion, the study clearly highlights that mobile marketing has a strong and growing influence on consumer behaviour in today's technology-driven marketplace. The increasing dependence on smartphones for communication, entertainment, shopping, and information has made mobile marketing one of the most effective ways for brands to connect with consumers. Through tools such as mobile advertisements, social media promotions, app-based notifications, and personalized messages, mobile marketing continuously exposes consumers to brand-related information, thereby shaping their awareness, perceptions, and buying intentions. Consumers are more likely to notice, remember, and respond to brands that deliver relevant and timely content through mobile platforms, which directly impacts their decision-making process. Additionally, interactive and personalized mobile marketing strategies help build trust and emotional connections, encouraging repeat purchases and long-term brand loyalty. However, the



study also indicates that consumer responses depend heavily on how mobile marketing is executed, as excessive messages or privacy concerns can create negative attitudes and reduce engagement. Therefore, marketers must focus on ethical practices, transparency, and consumer consent to maintain positive relationships. Overall, mobile marketing has transformed traditional consumer behaviour by offering convenience, immediacy, and personalized experiences, making it an essential and influential element of modern marketing strategies.

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