

MARKETING THROUGH MOBILE PHONE: THE NEXT BIG THING IN INDIA

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ABSTRACT

Today mobile phones have moved past their primary role of voice communications and have turned into an essential device for everyday use. The increase in this trend is the reason that various phone manufacturers are introducing various phones. This is making the Indian mobile making industry the fastest growing in the world and India continues to add more mobile connections every month than any other country in the world.

In this paper we understand if the marketing through mobile phone is on the increase. Marketing through mobile phone is a form of advertising that aims marketing to users of mobile phone devices. Previous studies have investigated dimensions of consumer acceptance of marketing through mobile phone. This article tries to understand if there is a rise in the receptiveness to marketing through mobile phone in India. Marketing through mobile phone is relatively at an emerging stage in India.

KEYWORDS: Marketing, Mobile Phone