

## CONSUMER MOBILE BEHAVIOUR & MOBILE ADVERTISING– THE SCENARIO IN EMERGING MARKETS

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### ABSTRACT

The modern consumer is highly techno savvy which really had made them quite different from the past generations. The technological revolution that happened in the last phases of the twentieth century is still continuing in an even faster pace. The behavior of the consumers has changed drastically that today they browse the company site and get educated before buying a product. A vast majority of consumers possess at least a low end mobile phone. Consumers now are blessed with a plethora of products with most modern technology. This over abundance of products has intensified the competition in the market. The marketer now is thinking of a multitude of ways to attract and retain their customers. Marketing innovation has become need of the hour. The surge in the mobile usage in the world had provided with a new opportunity for companies to communicate with the consumers. The indigenous and multi – nationals are developing various models of mobile phones and smart phones with a pool of applications. The penetration of internet usage through mobile phones has quadruple over the years. Mobile phones and smart phones make it possible for organizations to send advertisement to consumers 24/7. Emerging markets in the world are adapting to the mobile behavior faster than other countries and so as expected the increase in sales of smart phones and other phones is quite significant. There has been a sudden spurt in the usage of mobile phones as a tool for promotion all over the world. US is the leading market for M – Marketing and M – Advertising. This paper tries to analyse the consumer mobile behavior and mobile advertising in the emerging markets.

**KEY WORDS:** Consumer mobile behavior, mobile advertising, the scenario in emerging markets.

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