

MOBILE MARKETING-A COMPARATIVE STUDY OF DIGITAL AND PHYSICAL STORES

DR. MAHIMA RAI*; SHIVANGANI RATHORE**

*ASST. PROF.,
DEPT. OF HRM & IB, THE IIS UNIVERSITY, JAIPUR.

**RESEARCH SCHOLAR,
DEPARTMENT OF COMMERCE, THE IIS UNIVERSITY, JAIPUR.

ABSTRACT

The retail environment has changed drastically since the introduction of wireless internet and mobile technology. Today, the power is shifting to the consumer in the form of a smartphone device. Mobile devices and smartphones, in particular, have created an anywhere, anytime market. Thus, the retail marketers need to consistently leverage mobile as a counterpart to their existing marketing efforts, both online and offline, so as to create a holistic and satisfying shopping experience for consumers. With an increasing number of mobile phone users and consumers following a mobile lifestyle, retailers should opt different mobile marketing strategies for development and sustainable growth of their business.

This paper is an attempt to compare the influence of mobile marketing on purchase decision from digital and physical stores. The field research was limited to 100 customers of Jaipur. The study was done at micro level in which primary data was collected through a structured questionnaire. It is concluded from the study that mobile marketing is playing a significant role in promoting and distributing the products of digital and physical stores in Jaipur. However, the physical stores should devote more resources to develop online content and mobile applications so as to drive customers to their stores.

KEYWORDS: Digital stores, Mobile marketing, Physical stores, Smartphones, Retail marketing.

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