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

N S PADMANABHAN*; DR. BYRAM ANAND**

*ASST. PROFESSOR,
FACULTY OF MANAGEMENT STUDIES
SREE NARAYANA GURU INSTITUTE OF SCIENCE & TECHNOLOGY,
MANJALY, N.PARAVUR, KERALA.

**ASST. PROFESSOR,
DEPARTMENT OF MANAGEMENT,
SCHOOL OF MANAGEMENT,
PONDICHERRY UNIVERSITY, KARAIKKAL,
TAMIL NADU.

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.