



A study of Mobile marketing in India

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Abstract:

Mobile marketing in India is a rapidly growing sector driven by the country's massive smartphone user base, with strategies like Short Message Services, application based marketing, and mobile-optimized websites being crucial. Key trends include a focus on Artificial Intelligence -powered personalization, a strong emphasis on short-form video content, and the use of location-based services and push notifications to deliver targeted, real-time engagement. India's market is poised for significant growth, with mobile ad spending already dominating the digital media budget. Recent market data reveals that India's mobile marketing is characterized by high digital penetration, massive ad spending, and a rapidly evolving mobile commerce ecosystem. Key trends include the growth of 5G, the dominance of social media and video advertising, and a strong preference for mobile-first user experiences. Looking at the growth and impact, This paper makes an effort to find out the components and trends in Mobile marketing in India.

Keywords: Mobile Marketing, Digital, Online Consumer behaviour

1. Introduction

Mobile marketing is a form of digital marketing that specifically targets mobile devices, such as smartphones and tablets. It encompasses various strategies and tactics aimed at reaching and engaging consumers on the go. The landscape of mobile marketing in India is defined by explosive growth and a rapid digital transformation. With hundreds of millions of smartphone users now forming a mobile-first society, brands across the country are prioritizing mobile as their primary channel for connecting with consumers. The proliferation of affordable smartphones, widespread 4G and 5G network expansion, and inexpensive data plans have fueled a significant shift in consumer behavior, driving unprecedented engagement on apps, social media, and video platforms.

The COVID-19 pandemic further accelerated this transition, cementing mobile devices as essential gateways for commerce, entertainment, and communication across India's diverse and vast population. Businesses that once relied on traditional advertising are now channeling significant portions of their budgets into mobile strategies, including in-app advertising, personalized push notifications, and AI-driven campaigns. For any business aiming to thrive in India's modern market, embracing this mobile-first paradigm is no longer optional—it is a critical strategic imperative for reaching and engaging a massive, digitally-native audience.

Key Components of Mobile Marketing

- a. **Mobile-Optimized Websites:** Ensuring your website is designed for smaller screens, loads quickly, and is easy to navigate on mobile devices.
- b. **Mobile Apps:** Developing native or hybrid apps that offer unique features and experiences.
- c. **SMS Marketing:** Sending text messages to promote products, services, or special offers.
- d. **Mobile Advertising:** Utilizing ad formats specifically designed for mobile devices, such as banner ads, interstitial ads, and video ads.
- e. **QR Codes:** Integrating QR codes into marketing materials to redirect users to mobile-specific content.
- f. **Location-Based Marketing:** Targeting ads and promotions based on a user's location.

2. Literature Review

Mobile marketing in India has witnessed substantial growth and impact, becoming a crucial component of digital advertising strategies. The country's increasing smartphone penetration and data affordability have facilitated this rapid adoption. Specifically, mobile advertising has emerged as the fastest-growing sector within digital marketing due to its ability to target a young, tech-savvy population known as Digital Natives. These individuals use their smartphones extensively for communication and purchases, making mobile platforms an effective medium for advertising (Smith, 2017).

The efficacy of mobile marketing in India is significantly influenced by user-centric strategies that enhance consumer engagement and conversion rates. Personalization plays a pivotal role in this context, with tailored content and interactive features driving user engagement. The seamless integration of location-based services and social media also enhances marketing effectiveness by aligning with consumer preferences and improving conversion outcomes. These personalized messages and experiences are crucial for fostering engagement and achieving higher conversion rates (Daoud et al., 2023).

Furthermore, consumer attitudes towards mobile advertising in India reflect a global trend, where acceptance hinges on the personalization of content. Users tend to have a positive response to advertisements that are relevant and tailored to their interests. However, unsolicited messaging, particularly via SMS without user consent, can lead to negative perceptions. Hence, obtaining prior permission and focusing on relevant, personalized content are critical for successful mobile marketing campaigns (Tsang et al., 2004).

In summary, mobile marketing in India is characterized by significant growth driven by technological advancements and the increasing influence of digital lifestyles among consumers. The success of mobile marketing hinges on strategies that prioritize personalization, user engagement, and respectful consumer interactions. As the market continues to evolve, these elements will remain central to optimizing marketing campaigns and leveraging mobile platforms effectively.

Research Methodology: The Research Objectives was to analyse consumer behaviour, campaign effectiveness, and market trends in mobile marketing.

The study relies on the Secondary Data Sources such as academic journals for existing research on mobile marketing and consumer behaviour, industry reports, public databases for statistical data on mobile usage and social media analytics for consumer engagement insights.

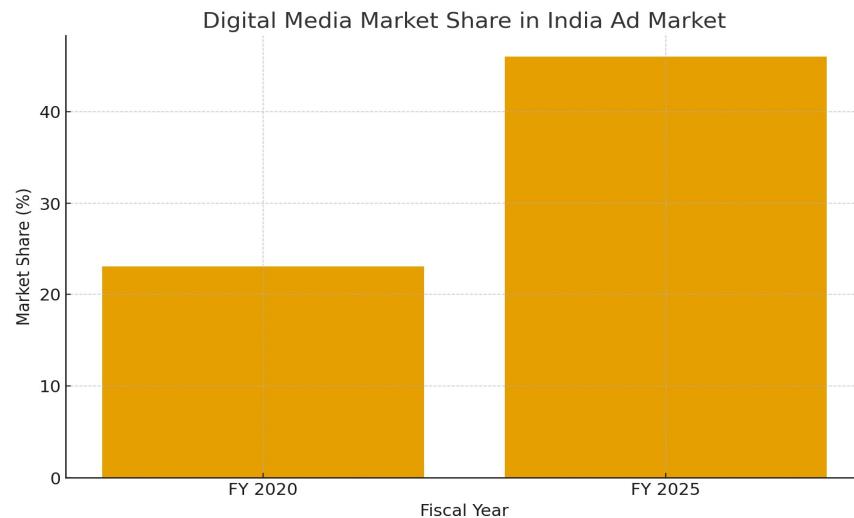
3. Results

Recent market data reveals that India's mobile marketing is characterized by high digital penetration, massive ad spending, and a rapidly evolving mobile commerce ecosystem. Key trends include the growth of 5G, the dominance of social media and video advertising, and a strong preference for mobile-first user experiences.

Mobile market figures (as of 2025)

Internet users: With more than 900 million internet users expected by the end of 2025, India offers a vast and growing audience for digital engagement.

Smartphone households: Approximately 85.5% of Indian households own at least one smartphone, a figure that highlights the widespread access to mobile technology across the country.



5G users: The 5G user base reached 365 million by July 2025, driven by rapid network expansion. This is leading to a massive increase in mobile data consumption.

Mobile data consumption: Average monthly mobile data consumption per user is around 27.5 GB, and fixed wireless access (FWA) users consume significantly more. This reflects a major shift in content consumption habits.

Smartphone market value: The Indian smartphone market is projected to cross \$50 billion in 2025. The average selling price (ASP) also reached a record high of \$275 in Q2 2025.

Advertising and e-commerce figures (as of 2025)

Digital ad spending: In fiscal year 2025, digital media accounted for almost 46% of India's more than ₹1 lakh crore ad market, a near-doubling of its market share from fiscal year 2020. Digital ad spending is expected to reach ₹52,992 crore by the end of the year.

E-commerce market: India's e-commerce market is forecast to surpass \$200 billion in 2025, driven by smartphone affordability, low-cost data, and a growing consumer base, especially in smaller cities.

Online shoppers: The number of online shoppers is expected to rise to 300 million by 2030, with most of the growth coming from tier-II and tier-III cities. Quick commerce is driving e-commerce growth in smaller cities, and social media platforms are becoming major shopping drivers.

Mobile commerce dominance: Over 70% of all e-commerce transactions in India now take place on mobile devices.

UPI transactions: UPI, India's fast payment system, processed over 19 billion transactions every month in September 2025, according to the IMF.

Digital ad spending by format (2024 data): Video advertising accounted for 27% of digital ad spend, while social media took 23%. E-commerce and search each contributed 18%, and connected TV (CTV) experienced significant growth.

India added 56 million new internet users in 2025, bringing the total to over 806 million. This is driven by affordable data and a growing reliance on mobile for everyday activities.

Increasing mobile consumption: Indian users spend an average of five hours per day on their mobile devices, with 69% of that time dedicated to media consumption. This consistent increase in screen time drives the allocation of ad budgets toward mobile platforms.

Emerging trends in mobile marketing

Growth in tier-II and III cities: With increasing internet penetration, a significant portion of new internet users are originating from smaller cities. This is driving demand for vernacular campaigns and local e-commerce strategies.

Offline retail resurgence: Despite strong online growth, offline channels are gaining ground, especially in the premium smartphone segment. This "phygital" trend is seeing brands use mobile marketing to drive customers to physical stores.

Premiumization: Indian consumers are increasingly willing to pay more for high-end smartphones with advanced features. This "premiumization" trend is influencing marketing strategies, with brands launching premium devices to meet rising demand.

Short-form video: Driven by platforms like Instagram Reels and YouTube Shorts, short-form video continues to be a dominant and highly engaging format for mobile advertising.

AI and personalization: Marketers are using AI to deliver hyper-personalized content, predict consumer behavior, and optimize ad campaigns for a better return on investment.

Mobile app downloads: Global mobile app downloads continue to grow, with India being a dominant driver in this market. This highlights the importance of app-based advertising and engagement.

Social and video commerce: Social media platforms like Instagram and WhatsApp are key sales channels, with video and live commerce events influencing a growing share of e-commerce sales.

4. Conclusion

The mobile marketing landscape in India is defined by relentless growth, technological innovation, and a fundamental shift toward customer-centricity. For businesses, mobile is no longer a secondary channel but the primary gateway to a massive and diverse consumer base. Success hinges on creating authentic, personalized, and culturally relevant mobile experiences that leverage the power of AI, video, and regional content. The ongoing evolution of technology, consumer behavior, and the market

itself means that adaptability and a deep understanding of local nuances will be key for any brand looking to thrive in this mobile-first nation.

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