



**Idea Research
Paper 19/07**

SIES College of Management Studies

Idea Research Paper Series
A Research Initiative by Students

Mobile Marketing: The Future of Marketing or Just Hype

Abstract

The latest inseparable instrument from a human life is now fast becoming a marketer's dream come true. Mobile phones have untold riches in store for all organizations as they are the most individualized media available currently, and yet they are omnipresent. After the introduction of internet in our lives as a widespread medium of marketing, this is only the next media to be born. The report explains mobiles as a medium of marketing in the first section and analyses its future in the Indian context followed by a primary survey in the second section of the report.

Research Team

The research team consisted of the following PGDBA 2nd year students:

Dinesh Patel

Namrata Samant

Somesh Poddar

Pranav Thakker

Vajresh Thakur

Pradeep Unnithan

Faculty Guide: Prof. Sohan Mohanty, Associate Professor, Marketing, SIES College of Management Studies, e-mail: sohan_mohanty@siescoms.edu