

A Study on Mobile Marketing Trends in 2025 and Their Influence on Consumer Behaviour

Dr Geetha R¹, Ms Prarthana C S²

¹Associate Professor & Head, Department of B Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

²III B Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

Abstract

The rapid advancement of smartphone technology, high-speed internet connectivity, and the widespread use of mobile applications have significantly transformed the marketing landscape. In 2025, mobile marketing has evolved beyond traditional SMS promotions to include artificial intelligence-driven personalization, social commerce, location-based marketing, influencer-driven content, and data analytics. The objective of this study is to understand the concept of mobile marketing, examine recent trends in mobile marketing in 2025, analyse the influence of mobile marketing on consumer behaviour, and identify the challenges associated with mobile marketing practices. The study is based on primary data collected through an online questionnaire using convenience sampling. 100 valid responses were selected for analysis. Statistical tools such as percentage analysis, Friedman ranking analysis were applied. The findings reveal that personalized mobile advertisements, social media marketing, and mobile payment integration significantly influence consumer purchase decisions. The study concludes that mobile marketing plays a crucial role in shaping consumer engagement and brand loyalty in the digital era.

Keywords: Mobile marketing, mobile application consumer behaviour, digital marketing trends.

1. INTRODUCTION

The rapid development of smartphones and mobile internet has altered how customers interact with companies and brands. These days, mobile phones are used for social media, shopping, entertainment, phone calls, and information searches. As a result, businesses are gradually shifting their marketing efforts from conventional techniques to mobile-based platforms. Mobile marketing enables companies to swiftly connect with consumers and provide messages tailored to their needs and interests. Marketing initiatives are becoming more successful because of tools like data analysis, social media platforms, mobile apps, and location services. Mobile marketing is always evolving as technology advances and consumer expectations shift. Businesses may better grasp how to draw in and keep consumers in the digital market by researching emerging trends in mobile marketing. The rapid growth of smartphones and mobile internet access has changed how significantly transformed consumer brand interaction and businesses. Today, consumers rely heavily on mobile devices for communication, shopping, entertainment, and information. As a result, marketing activities have gradually shifted from traditional platforms to mobile-based channels. Mobile marketing allows

businesses to communicate with customers instantly and in a more personalized manner. Features such as mobile applications, social media, location tracking, and data analytics have increased the effectiveness of marketing campaigns. Due to continuous technological development and changing consumer expectations, mobile marketing is constantly evolving. Studying recent trends in mobile marketing helps in understanding how organizations can improve customer engagement and remain competitive in the digital market. The availability of high-speed mobile internet and the growing affordability of smartphones have expedited the adoption of mobile technology across many demographic groups, making mobile marketing an effective means of reaching a wide range of customers. Customer relationships and brand transparency are strengthened by mobile marketing's two-way communication, which enables consumers to engage with brands through social sharing, reviews, and feedback. Marketers are now able to anticipate customer demands and provide more relevant content thanks to the combination of mobile marketing with cutting-edge digital technologies like big data analytics, artificial intelligence, and machine learning.

2.STATEMENT OF THE PROBLEM

With the rapid growth of smartphones and mobile internet usage, mobile marketing has become a common method used by businesses to promote products and services. Companies now use mobile apps, social media platforms, personalized advertisements, and mobile payment systems to attract customers. However, consumers do not respond to all mobile marketing efforts in the same way. Many organizations use mobile marketing without fully understanding how different mobile marketing trends affect consumer behaviour and buying decisions. In some cases, frequent advertisements, lack of relevance, and concerns about privacy and data security may create negative attitudes among consumers. These issues can reduce trust and lower the effectiveness of mobile marketing activities. There is limited clarity on which mobile marketing practices are most effective in influencing consumers and what challenges consumers face while interacting with mobile advertisements. Therefore, it is important to study current mobile marketing trends and their impact on consumer behaviour in 2025. This study focuses on understanding consumer responses to mobile marketing, identifying key challenges, and examining the future potential of mobile marketing practices.

3.OBJECTIVE OF THE STUDY

- To assess consumer awareness and acceptance of mobile marketing activities.
- To analyse the key factors influencing mobile marketing trends in 2025.

4. REVIEW OF LITERATURE

Malik & Rana (2025)¹ This study examines the growing importance of mobile technology in shaping modern digital marketing practices. With the widespread use of smartphones and mobile applications, businesses are increasingly adopting mobile-first strategies to reach and engage consumers more effectively. The research highlights how continuous mobile connectivity allows brands to deliver personalized content, real-time promotions, and interactive experiences. It also discusses key trends such as mobile commerce, social media integration, location-based services, and data-driven marketing. The findings emphasize

that mobile devices are no longer just communication tools but have become essential platforms for building customer relationships and driving business growth.

Kumar & Upadhyay (2025)² This study analysis mobile marketing trends within the wider field of digital marketing. It is based on primary data collection directly from consumer. The findings revel that show high levels of engagement with mobile-based promotional tool. Techniques such as SMS, WhatsApp messages, and app notifications are especially effective. The tools allow brand to communicate within customer quickly and directly personalized mobile content helps create stronger connection with consumer. Interactive features further increase customer interest and involvement. As a result, mobile marketing plays a significant role in shaping consumer purchase decisions.

Manao et al. (2025)³ This study presents a scoping review of mobile marketing research over the past to decide it uses bibliometric analysis to examine published studies up to the year 2025. The review identifies major research themes in the field of mobile marketing. Key areas include technological innovation, mobile commerce, and consumer behavioural intention. It also highlights the most influential authors and institution contribution to this field. Trends in publication growth and research focus are carefully analysed. The study provides insight into how mobile marketing research has evolved over time. It emphasized the important role of technology in shaping future mobile marketing studies.

Vinh Truong (2024)⁴ This study examines how in-app advertising effectiveness can be improved through publisher-controlled features. It is based on empirical data collected from more than 15,000 mobile ad impressions. The research focuses on how the placement of advertisements within mobile application affects user attention. It also analyses the role of ad design in attracting and engaging users. The findings show that well-positioned ads receive higher visibility and interaction. Creative and appealing ad formats further improve advertising performance. Publishers have a strong influence over how ads are presented to users. The study

concludes that careful control of ad space can significantly enhance in-app advertising results.

5. SCOPE OF THE STUDY

This focuses on how mobile marketing trends in 2025 affect consumer behaviour. It looks at how people become aware of mobile marketing and how they respond to ads on mobile apps, social media, and other mobile platforms. It explains how personalized offers, easy app use, and mobile payments influence buying decisions, customer satisfaction, and loyalty. It also considers the problems consumers face, such as too many ads and privacy concerns. The scope is limited to 100 respondents and a specific time period, but it helps to understand the importance of mobile marketing in today’s digital world.

6. RESEARCH METHODOLOGY

Research Design

This study uses a descriptive research method. It helps to understand how mobile marketing trends affect consumer behaviour. The method allows the researcher to study people’s awareness, opinions, and buying habits related to mobile marketing.

Data Sources

6. DATA AND INTERPRETATION

TABLE NO. 1
Personal Profile of Respondents

Personal Profile	Category	No. of responses	Percentage
Gender	Male	30	30%
	Female	70	70%
Age Group	13–28	65	65%
	29–44	35	35%
Occupation	Student	40	40%
	Private Employee	20	20%
	Government Employee	15	15%
	Self-Employed	15	15%
	Unemployed	10	10%
Total		100	100%

Interpretation:

The majority of respondents are female (70%). Majority respondents belong to Gen Z (65%), indicating that younger people are more active users of mobile platforms. Most of the Students make up the largest occupational group (40%), followed by private and government employees. This suggests that mobile marketing has a strong influence among young and working individuals.

The study is based on primary and secondary data. Primary data was collected through a questionnaire given to 100 people. The questions focused on mobile marketing awareness, preferred platforms, influence of ads, and satisfaction with personalized content. Secondary data was collected from books, journals, research articles, websites, and marketing reports related to mobile marketing and consumer behaviour.

Sample Size

The study included 100 respondents. This number was chosen to understand consumer views about mobile marketing trends.

Sampling Method

The study used convenience sampling, which means respondents were selected based on their availability and willingness to participate

Period of Study

November 2025 to January 2026

Statistical tools of the study

- Percentage Analysis
- Friedman Ranking Analysis

Limitations of the Study

- The study is limited to a specific geographical area.
- The results are based on respondents’ opinions, which may change over time.
- Time constraints and limited sample size may affect generalization of results.

TABLE NO. 2
Frequency of Mobile Shopping

Frequency	No. of respondents	Percentage
Daily	12	12%
Weekly	28	28%
Monthly	35	35%
Occasionally	25	25%
Total	100	100%

Interpretation:

Mobile shopping occurs most frequently monthly (35%) and weekly (28%), suggesting it is a common but not daily activity. Only 12% of respondents shop daily using mobile devices, indicating that while mobile shopping is popular, it is not a constant habit for most consumers.

TABLE NO. 3
Sources of Awareness about Mobile Marketing

Source of Awareness	No. of respondents	Percentage
Social media advertisements	40	40%
Influencers & content creators	30	30%
Search engines	15	15%
Brand mobile apps	8	8%
SMS/Email notifications	7	7%
Total	100	100%

Interpretation:

The main source of awareness is social media advertisements (40%), followed by influencers and content creators (30%). Other sources, including search engines, mobile apps, and SMS/email notifications, have a smaller impact. This highlights the dominant role of social platforms in mobile marketing in 2025.

TABLE NO. 4
Friedman Ranking – Factors Influencing Mobile Purchase Decisions

S. No	Factors	Mean Rank	Rank
1	Push Notifications	4.15	1
2	Easy App Navigation	4.75	5
3	Loyalty & Reward Programs	4.30	2
4	Social Media Recommendations	4.45	3
5	Fast mobile Checkout	4.60	4
6	Personalized offers	4.90	6

Source: Primary Data

INTERPRETATION

Analysis of Friedman ranking test results indicates that the most influential factor in mobile purchase behaviour is personalized offers with the highest mean rank of 4.90, followed by easy app navigation with a mean rank of 4.75 and quick mobile checkout with a mean rank of 4.60, which can be attributed to the significance of convenience and ease of use in mobile shopping, while social media recommendations and loyalty and reward programs act as moderate factors in influencing consumers, and the least influential factor is push notifications with a mean rank of 4.15.

SUGGESTION OF THE STUDY

The findings of the study suggest that companies should give greater importance to customized mobile marketing, as consumers respond more positively to messages that match their interests

and needs. Using customer data responsibly can help businesses provide relevant offers and improve customer satisfaction. As social media platforms play a major role in creating awareness, organizations should strengthen their presence on

popular mobile-based platforms. Creating engaging content such as short videos, interactive posts, and influencer collaborations can help brands reach a wider audience and improve visibility. Since younger users are more active on mobile devices, marketers should focus on designing campaigns that appeal to Gen Z and Millennials. Simple language, attractive visuals, and interactive features can increase user engagement and encourage purchasing behaviour. It is also suggested that businesses improve the usability of mobile applications and websites. Easy navigation, fast loading speed, and secure payment options can make mobile shopping more convenient and reduce customer frustration. With growing concerns about privacy, companies should clearly explain how user data is collected and used. Maintaining transparency and respecting customer privacy can build trust and encourage long-term relationships. Finally, marketers should continuously review customer feedback and campaign results. Making regular improvements based on consumer responses will help businesses adapt to changing mobile marketing trends and remain competitive in the future.

7. CONCLUSION

The study demonstrates that in 2025, mobile marketing has become a dominant force shaping modern consumer behaviour. As smartphones have evolved into essential daily tools, consumers now rely heavily on mobile devices to discover products, evaluate alternatives, complete purchases, and communicate with brands. This transformation in consumer lifestyle has compelled businesses to redesign their marketing models around mobile platforms. The research further shows that digital techniques such as mobile-oriented promotions, social media ecosystems, influencer-led branding, and interactive mobile applications strongly guide consumer preferences and purchasing intentions. Younger generations, particularly Gen Z and Millennials, show greater engagement with mobile marketing efforts due to their constant connectivity and high presence on social networks. Additionally, the study reveals that successful mobile marketing depends largely on how well it delivers speed, accessibility, and real usefulness to users. Consumers are more responsive when content feels relevant and easy to

interact with. Nevertheless, growing awareness around data misuse and online privacy continues to influence trust, making it necessary for firms to implement ethical data policies and secure systems. Overall, as digital technologies continue to advance, mobile marketing is set to become even more influential. Businesses that prioritize genuine customer value, personalize interactions responsibly, and uphold ethical standards will be more capable of achieving sustained growth and long-term customer relationships in the digital era.

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