**AN EVALUATION OF THE EFFECTS OF MOBILE MARKETING ON CONSUMER BUYING BEHAVIOUR; A CASE STUDY OF H&M IN INDIA**

## Introduction

This research proposal is going to be evaluated the effects of mobile marketing on consumer buying behaviour. In order to conduct the research, a case study of H&M in India is going taken for evaluating the effects of mobile marketing on consumer buying behaviour. First the aim and objective of this proposal are going to be identified. In order to gain insights into the research topic more, various articles and journals are going to be studied and examined thoroughly. The methods for conducting the research are also going to be identified.

**Aim and objectives**

The aim of the research will be to evaluate the effects of mobile marketing on consumer buying behaviour by considering the case of H & M Company in India.

The objectives considered for the current study will be:

* To evaluate the effects of mobile marketing on the purchasing behaviour of consumers
* To analyse the challenges that occur through mobile marketing for H&M in India
* To recommend how the challenges that arise from mobile marketing can be addressed

## Literature Review and Research Gaps

### Literature Review

According to Ittaqullah *et al*. (2020), in today’s world, mobile marketing is becoming more popular with increasing customer demands. it can be seen that the rapid development of mobile marketing is affecting consumer buying behaviour heavily.

The article by Zakharkevich *et al*. (2020), also showed that in the globalisation aspect mobile marketing has heavily impacted the business industry, especially the apparel and footwear industry.

On the other hand, Tong *et al*. (2020), also explained in their article that the use of mobile marketing has increased severely as the customer focus shifted to wanting more personalised products. Moreover, the authors also explained the change in the traditional marketing mix to a more personalised marketing framework to gain competitive advantages in the market.

The article by Grewal *et al*. (2020), also showed the importance of development of an efficient strategy for resolving the possible challenges that may arise in mobile marketing.

### Research Gap

The previous articles only discussed the ways to use mobile phones as marketing advertising tools. However, past researchers didn’t evaluate the research topic more and there was a lack of in-depth information in those research. In the previous articles, there were also no proper recommendations addressing the issues which may arise from mobile marketing.

The current research will evaluate the effect of mobile marketing on the purchasing behaviour of modern customers along with the challenges faced by apparel marketers in advertising their products using mobile marketing methods and the potential effective ways to overcome the issues.

## Research Methodology

In order to conduct the research, the positivism philosophy will be chosen as it can provide a structured answer to the research topic. The deductive research approach will be relevant in carrying out the current study. The second qualitative research strategy will be beneficial for this research proposal as it can be proven beneficial for collecting information related to the research topic. The descriptive research design will be considered for conducting the current research. The secondary data collection method will be applied in this paper for collecting the data. Moreover, the thematic data analysis can be considered for conducting the research.

## Conclusion

In this poster, the contents of the above research proposal are written in brief. The aims and objectives considered for the research have been written. After that, in the summarised literature review section, the three themes were considered and the various author's opinions on mobile marketing and its benefits and challenges were discussed. Moreover, in the research methodology section, the research philosophy, strategy, approach, data collection and analysis method that will be considered in this study were discussed.

**References**

Ittaqullah, N., Madjid, R., & Suleman, N. R. (2020). The effects of mobile marketing, discount, and lifestyle on consumers’ impulse buying behavior in online marketplace. *International Journal of Scientific and Technology Research*, *9*(3), 1569-1577.

Tong, S., Luo, X., & Xu, B. (2020). Personalized mobile marketing strategies. Journal of the Academy of Marketing Science, 48, 64-78.