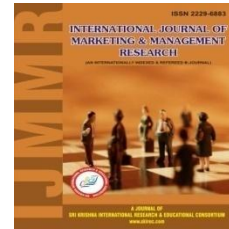




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A STUDY ON MOBILE MARKETING: CHALLENGES, OPPORTUNITY AND IMPLEMENTATION IN MODERN RETAIL MARKETING ERA

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ABSTRACT

Mobile marketing tends here is cell phone marketing / telemarketing. The modern marketing is shifting from masses to personal marketing. It includes – Bluetooth marketing, SMS, MMS, Permission marketing and so on. Today 800 million mobile holders can be treated personally. It has great potential within it. But as business environment changes, TRAI is been proved as nightmare for telemarketer. The DND (Do not Disturb) was shock back for marketer and many more on the way.

But still few business man believe Mobile marketing very beneficiary to marketer as well as to consumer to crack a good product/ service deal. The feedbacks from retailer persist that genuine consumer likes to get update about their favorite brand, new arrivals, discount, etc.