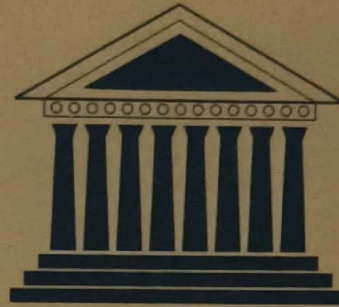


Volume.98: 2022
(New Series)
ISSN : 0972 - 0766



**JOURNAL
OF THE
ASIATIC SOCIETY OF MUMBAI**
(A UGC - CARE Listed Journal)

Editors
Parineeta Deshpande
Ambarish Khare

Published by
The Asiatic Society of Mumbai
Town Hall, Mumbai - 400 001.
Maharashtra State (India)
2022

S.No	Titles	Page .No
1	A Study on Customer Attitude Towards The Emerging E- Sports Industry with Special Reference to DINDIGUL City P.Kalaiselvi	1
2	Shifting Paper To Plugged In A. Rosary Infanta	5
3	Impact Of Ergonomics on Employee Absenteeism - with Special Reference To The It Sector Angel.S Dr. K. Ganesamurthy	9
4	A Study on Usage And Perception Towrds Instagram Marketing In Madurai City Sr Bindu Antony	17
5	A Study On Role Of Business Mobile Applications (Apps) In The Growth Of Digitalized Global Marketing C. Jameslyn Vithya Dr.Auxilia Felicitas	23
6	Artificial Intelligence J.Rizwana Husain	29
7	A study on personal and sociological factors influencing the career development of women in higher education management Dr.K.Sangeetha	35
8	The Impact of Online Skill Development Programme On Employability Skills T. Susma DR. A. Velanganni Joseph	41
9	The Role of Financial Literacy on The Investment Behavior of Individuals Towards Mutual Funds Dr. B. Devamaindhan Ramya V	45

A STUDY ON ROLE OF BUSINESS MOBILE APPLICATIONS (APPS) IN THE GROWTH OF DIGITALIZED GLOBAL MARKETING

C. JAMESLYN VITHYA

Research Scholar, Madurai Kamaraj University, Madurai.

Dr.AUXILIA FELICITAS

Head of the department & Research Supervisor
Research Centre of Commerce, Fatima College, Madurai

ABSTRACT

Mobilephones have risen to become a primary tool for marketing and promoting services and goods, eliciting enormous enthusiasm from both marketers and consumers. Globally, there are currently 6 billion mobilephone users. Ordinary phones account for the vast majority of these telephones, while advanced mobilephones such as smartphones remain in the billions. As a result, cell phones offer the best advertising opportunity of any connected device, including notebooks, desktops, mobilephones, tablets, and ultra-mobile portable computers. The mobilephone displays a few marketing correspondence tools such as, but not limited to, Mobile inquiry, Mobile video, Mobile photos, and Mobile informing. Everyone is well aware that we have entered the smartphone era. As a result, mobileapp development is becoming increasingly important in digital marketing. When it comes to the types of apps competing for mobile users' attention spans, social networking and search continue to reign supreme, with people spending more hours on average accessing these apps. Over the years, mobile users' consumption of entertainment apps such as video, audio, and gaming apps has increased by 71%. Consumers are spending more time than ever before on their apps. The proliferation of mobile devices over the last half-decade has transformed us into an app-driven society, providing marketers with new opportunities to connect with consumers by developing more interesting and sophisticated apps to command their attention. Hence, the current study has been focused to give an analytical study on the role of business mobileapplications (MobileApps) in the growth of digitalized global marketing. It includes both descriptive and analytical data.

Keywords:Digital Marketing, Mobile Devices, SmartphoneApps, Business Apps, Digital Business Development, Opportunities and Sustainability.

INTRODUCTION

The increasing importance of smartphones has been extremely beneficial to digital marketing. Each person has their own cell phone in the twenty-first century, when science and innovation are rapidly advancing. According to a new Google study, 91% of smartphone users use their phones to get ideas, data, and support, whether for work or play. Furthermore, 82% of web users consult their cellphones before making a purchase. Mobile phones have contributed to the globalisation of communication. It employs a wide range of tools to characterize new market products via a variety of mobile applications. It is extremely difficult to attract new clients these days. The primary reason for this is that the web business has recently become increasingly competitive and entangled. The increasing importance of smartphones has been extremely beneficial to digital marketing. Each person has their own cell phone in the twenty-first century, when science and innovation are rapidly advancing. According to a new Google study, 91% of smartphone users use their phones to get ideas, data, and support, whether for work or play.

Furthermore, 82% of web users consult their cellphones before making a purchase. Mobile phones have