

Effects of Mobile Marketing On Millennials

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Abstract

In this study we reached out to 259 millennials and through factor analysis and descriptive analysis found that trust plays an important role for the millennials to become loyal to the brand and brand advocate and managers and marketers should focus on the regional content through local sources. Millennials as they are well educated, knowledgeable, career orientated and confident Millennials are considered to be the largest consumer group in the world with annual consumer spending in billions of \$. Generally, millennials are willing to spend money, and in areas such as eating out, they outspend other generations by a fair margin. It seems like everyone has a problem with the youth of today, but in the business world, Millennials are golden. (BLANCHARD, 2017). If there is one generation that marketer can't stop talking about it's the millennials all brand around the globe are trying to engage millennials and to know what motives them and take their attitude and behaviors. (KRAMER, 2011).

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