



A MODEL FOR TURNING A MOBILE PHONE INTO AN EFFECTIVE MARKETING VEHICLE

ABSTRACT

Brand loyalty is a behavior exhibited by a buyer towards a brand. Brand loyalty varies from product to product and industry to industry. Home appliances are high involvement products for most of the consumers. The study tries to examine the brand loyalty levels towards various brands of home appliances chosen for the study. For carrying out this study 112 respondents from Chennai city were contacted and the data was analyzed. The major findings were Butterfly and Prestige brands enjoy good brand loyalty. The factors significant in building brand loyalty were identified as brand reputation, product safety and after sale service.

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KEYWORDS: *Brand loyalty, Brand, Home appliances, Brand loyalty factors, Brand loyalty parameters.*

INTRODUCTION TO MOBILE MARKETING

Mobile marketing, marketing which is done by, with, using or on the mobile device such as Smart phone. These mobile devices provide seasonal, customized and region wise informations that promotes marketing ideas, goods and services. Marketing in mobile devices are getting higher response than marketing in a traditional way.

COMPANY OVERVIEW

The advertising industry consists of print/ web/ mobile advertising which will help in closing the sale of the products or services. The major players in advertising industry includes L&K|Saatchi & Saatchi, Ogilvy and Mather, J Walter Thompson India, Rediffusion-DY&R, Grey

Worldwide (I) Pvt. Ltd, etc. The advertising company taken for study includes mobile advertising.

REVIEW OF PAST LITERATURE

To understand the research problem clearly a review of the past literature was carried out and is presented below

Venkatesh Shankar and Sridhar Balasubramanian (2009) feels that four key points are to be noted, they are drivers of mobile device/service adoption, the influence of mobile marketing on customer decision-making, formulation of a mobile marketing strategy, and mobile marketing in the global context.

Venkatesh Shankar, Alladi Venkatesh, Charles Hofacker and Prasad Naik (2010) the authors feels that



Mobile marketing, which involves two- or multi-way communication and promotion of an offer between a firm and its customers using the mobile.

Christian Pescher, Philipp Reichhart and Martin Spann (2014) the authors feels that The usage of cell phones in today's global environment is high which offers a wide range of promising mobile marketing activities, including mobile viral marketing campaigns. The success of these campaigns, which remains unexplored. They think it is important to identify and understand the factors that influence consumer referral behavior through mobile devices.

Roger Ström, Martin Vendel and John Bredican (2014) the authors feels that the existing knowledge of how mobile marketing can increase the value for consumers and retailers. Mobile device shopping, and consumers' use of mobile devices while shopping is shown to be both an extension of consumers' shopping behaviours developed on Internet-connected desktop and laptop computers (PC), and potentially new behaviours based on a mobile devices' integrated features such as camera, scanners and GPS.

Catherine Watson, Jeff McCarthy and Jennifer Rowley (2013) the authors feels that study taken by them confirms the findings from earlier studies in the pre-smart phone period regarding consumers' negative attitudes towards mobile marketing communications. Their study shows that those attitudes persist despite increasing frequency of use and increased functionality of mobile phones in the smart phone period.

Tao (Tony) Gao, Andrew J. Rohm, Fareena Sultan and Margherita Pagani (2013) the authors feels that The study they made and examined the factors that were influencing the consumers' acceptance of mobile marketing across three influential markets. The authors develop an integrative conceptual model on consumers' attitudes and behaviors toward mobile marketing. The authors incorporate three individual-level characteristics, they are personal attachment, innovativeness, and risk avoidance and investigated how permission-based acceptance influenced the relationship between consumers' attitude and mobile marketing activity.

Pei-Luen Patrick Rau, Jia Zhou, Duye Chen and Ta-Ping Lu (2014) the authors feels that Their study had conducted two experiments to investigate the influence of advertising repetition and time pressure on mobile advertisement effectiveness. The first experiment examined the effect of advertising repetition in everyday life. SMS advertisements with different repetitions were sent to participants during 6 weeks. The results indicated

that it was better to send less than three mobile advertisements each day. The second experiment examined the effect of time pressure in the lab controlled environment. Under high or low time pressure, participants received SMS advertisements while searching information through web-pages. The results indicated that low time pressure contributed to better mobile advertisement effectiveness than high time pressure.

Chia-Ling 'Eunice' Liu, Rudolf R. Sinkovics, Noemi Pezderka and Parissa Haghirian (2012) the authors feels that Mobile marketing provides an innovative channel for transmitting advertising messages to customers through mobile devices. The growth of mobile advertising in recent years requires that researchers and practitioners to understand the consumer perceptions of this form of advertising.

Lampros Ntalkos, Georgios Kambourakis and Dimitrios Damopoulos (2015) the authors feels that the new model mobile devices are nowadays powerful enough and can be used for defining a new channel of communication with potential consumers. This channel is commonly known as mobile marketing and already there is an existence of number of mobile marketing apps, whose aim is to increase the sales of some product or service.

Heather J. Crawford and Gary D. Gregory (March 2015) the authors feels that Evidence of the universal value of humor appears in its widespread use as a communication device. Despite frequent appearances in advertising, within and across the national contexts, researchers tend to treat humor as a culture-bound phenomenon, without offering universal theories or frameworks for exploring the use of humor-based ad appeals in cross-cultural advertising.

Byunghwa Yang, Youngchan Kim and Changjo Yoo (September 2013) the authors feels that due to the interactive property of mobile devices, our interest lies primarily in differences in how advertising and mobile technologies are perceived and judged. Drawing on the technology acceptance and mobile advertising literature, this paper assumes that responses to mobile advertising depend on a two-dimensional structure of attitudes: technology-based evaluations and emotion-based evaluations. Mobile advertising is affected both by characteristics of ad communication and by users' voluntary choices of mobile technology.

Daniel M. Spencer (2013) the author feels that Many destinations contain television channels that primarily exist to advertise tourist attractions and facilities to the destinations' visitors. However, no empirical research has been published on the effectiveness of such

advertising. To help and fill this information void, this article reports results from visitor intercept surveys designed to evaluate a tourist-oriented cable TV channel in the Black Hills of South Dakota, USA. The results were consistent with theoretical expectations

Kai Li and Timon C. Du (2012) the authors feels that Over the years, mobile advertising has grown to become a technology that allows an advertiser to promote products or services to targeted users efficiently and effectively. This is because the ubiquitous nature of mobile devices can provide contextual information and allow users to demonstrate preferences.

Yoo Jung Kim and JinYoung Han (2014) the authors feels that Thirty-five percent of US adults own a smartphone and more than seventy-three percent of the population in South Korea owns a smartphone in the first quarter of 2013. The number of people that use a smartphone has radically increased. Smartphone users always maintain connectivity, and frequent and swift communication with others. As the mobile advertising market is drastically expanded, advertisers and companies should be more attentive to effective smartphone advertising

Sandra Soroa-Koury and Kenneth C.C. Yang (2010) the authors feels that As mobile technology continues to diffuse, the numbers of mobile subscribers continue to grow. With a high penetration of mobile subscribers in the United States, the mobile phone and network is promptly becoming a feasible marketing channel as mobile phones facilitate the exposure to advertisements deliver through a variety of mobile technologies.

NEED FOR THE STUDY

The favorable features of mobile telephony for making mobile phone into an effective marketing vehicle are many in number the past literature has helped to identify thirty four features. All these features may not turn a mobile phone into an effective marketing vehicle. Surely some of these features are significant in turning a mobile phone into an effective marketing vehicle. This forms the need for the present study. The researcher tries to identify those features of mobile telephony that are significant in turning it into an effective marketing vehicle.

OBJECTIVE OF THE STUDY

To identify the mobile telephony features those are significant in converting it into an effective marketing vehicle.

METHODOLOGY

The study has used descriptive research design, adopting a sampling survey, using a structured undisguised questionnaire to collect among 151 respondents of Chennai on Judgement sampling basis. The data was subjected to the following tools namely inferential statistics mean and multiple linear regression. For presenting the data uni-variate and bi-variate tables were used.

DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

The majority of the respondent belonged to the ages between 21-30 years, more than 60% of the respondents were female, nearly 90% were Hindus, more than 50% were working in Private sector, more than 80% of the respondents were having a minimum of UG degree and maximum of PG degree and nearly 60% having a family size of 3-4.

MOBILE TELEPHONY CHARACTERISTICS OF THE RESPONDENTS

More than 85% of the respondents had smart phone, more than 96% were connected by a GSM phone service, the maximum category of 25% of the respondents spent Rs. 151- Rs.200 for recharging their mobile phones per month, with more than 80% of the respondents having mobile phone experience for more than one year. More than 40% of the respondents prefer Airtel currently, previously and in the future. More than 80% of the respondents have the opinion for mobile number portability. The mobile phone brand mostly preferred was Samsung followed by Nokia and Micromax with similar preferences. The minimum price of the mobile phones used by the study respondents was Rs.1400 and the mean price of Rs.13138.

STATEMENTS DESCRIBING FACTORS LEADING TO MOBILE PHONES BECOMING AN EFFECTIVE MARKETING VEHICLE

The grouping table below shows the Agreement towards statements describing factors leading to mobile phones becoming an effective marketing vehicle and its descriptive statistics.

Table 1 Agreement towards statements describing factors leading to mobile phones becoming an effective marketing vehicle

Statements		Strongly Disagree	Disagree	Neither agree nor disagree	Agreed	Strongly agree	Mean	Std. Deviation
Mobile phones acts as an information hub	Count	0	0	0	64	87	4.5762	.49581
	%	.0%	.0%	.0%	42.4%	57.6%		
Messaging applications in mobile have made them good marketing communication vehicle	Count	0	3	6	67	75	4.4172	.66691
	%	.0%	2.0%	4.0%	44.4%	49.7%		
Mobile phone have made anywhere buying a reality	Count	3	6	18	62	62	4.1523	.92194
	%	2.0%	4.0%	11.9%	41.1%	41.1%		
Product listing are easily accessible through mobile phones	Count	3	0	18	59	71	4.2914	.82937
	%	2.0%	.0%	11.9%	39.1%	47.0%		
Product catalogs are distributed through mobile phones	Count	0	11	12	79	49	4.0993	.83070
	%	.0%	7.3%	7.9%	52.3%	32.5%		
Advertisement pop-ups make mobile phones a good marketing vehicle	Count	3	9	43	68	28	3.7219	.90302
	%	2.0%	6.0%	28.5%	45.0%	18.5%		
Mobile phones provide real time access to product information	Count	0	0	15	73	63	4.3179	.64674
	%	.0%	.0%	9.9%	48.3%	41.7%		
Helps to distribute customer address book	Count	0	3	21	73	54	4.1788	.74014
	%	.0%	2.0%	13.9%	48.3%	35.8%		
E-Mail connectivity is very handy	Count	0	9	3	30	109	4.5828	.80297
	%	.0%	6.0%	2.0%	19.9%	72.2%		
Spred of smart-phones highly help in marketing through mobile phones	Count	0	3	9	62	77	4.4106	.69543
	%	.0%	2.0%	6.0%	41.1%	51.0%		
Social media/site Facebook allows creating a separate marketing web-page	Count	0	3	23	72	53	4.1589	.74916
	%	.0%	2.0%	15.2%	47.7%	35.1%		
Social media/site Twitter allows to share marketing information	Count	0	3	22	84	42	4.0927	.70570
	%	.0%	2.0%	14.6%	55.6%	27.8%		
Visual tools have made the mobile phones as an attractive marketing vehicle	Count	0	0	20	85	46	4.1722	.64043
	%	.0%	.0%	13.2%	56.3%	30.5%		
Real time buyer connection is possible	Count	0	6	9	87	49	4.1854	.71558
	%	.0%	4.0%	6.0%	57.6%	32.5%		
Massive distribution of information is possible	Count	0	0	18	72	61	4.2848	.66711
	%	.0%	.0%	11.9%	47.7%	40.4%		
The capacity of mobile phones have advanced	Count	3	9	9	58	72	4.2384	.95015
	%	2.0%	6.0%	6.0%	38.4%	47.7%		
Mobile web-posters at the bottom of page banner is commonly used	Count	0	10	49	78	14	3.6358	.74372
	%	.0%	6.6%	32.5%	51.7%	9.3%		
Interactive advertisements with online games is rapidly developing	Count	3	9	36	76	27	3.7616	.88475
	%	2.0%	6.0%	23.8%	50.3%	17.9%		
The response rates for mobile advertising is 20 times higher than print advertising	Count	3	6	27	49	66	4.1192	.97247
	%	2.0%	4.0%	17.9%	32.5%	43.7%		
The transactions are seem-less	Count	3	15	23	58	52	3.9338	1.03710
	%	2.0%	9.9%	15.2%	38.4%	34.4%		
Shopper clicks gets good response	Count	0	3	21	88	39	4.0795	.68822
	%	.0%	2.0%	13.9%	58.3%	25.8%		
Mobile phones give near field communication	Count	0	0	6	73	72	4.4371	.57244
	%	.0%	.0%	4.0%	48.3%	47.7%		
Most of the mobile users are connected to internet	Count	3	0	6	51	91	4.5033	.75608
	%	2.0%	.0%	4.0%	33.8%	60.3%		
Smart devices are making M2M communication easy	Count	0	0	12	88	51	4.2583	.59401
	%	.0%	.0%	7.9%	58.3%	33.8%		
Mobile phone adoption is universal	Count	0	0	12	61	78	4.4371	.63850
	%	.0%	.0%	7.9%	40.4%	51.7%		
Adoption of mobile phones commence rate with the appeal for it to be a marketing vehicle	Count	0	0	47	77	27	3.8675	.68969
	%	.0%	.0%	31.1%	51.0%	17.9%		
Powerful search engines identify all the marketing details	Count	0	0	16	81	54	4.2517	.63475
	%	.0%	.0%	10.6%	53.6%	35.8%		
Mobile phone user population has been rapidly growing	Count	0	0	6	58	87	4.5364	.57474
	%	.0%	.0%	4.0%	38.4%	57.6%		
Smart-phone technologies like Android, BlackBerry, iPhone, Windows enable mobile phones to be a good marketing vehicle	Count	0	0	6	94	51	4.0927	.558373
	%	.0%	.0%	4.0%	62.3%	33.8%		
Touch screen interface of the mobile phones is very handy	Count	0	0	18	48	85	4.4437	.69891
	%	.0%	.0%	11.9%	31.8%	56.3%		
Flash player helps in having full featured browser	Count	0	9	22	62	58	4.1192	.87122
	%	.0%	6.0%	14.6%	41.1%	38.4%		
Cameras that capture HD videos helps to make good marketing presentations	Count	0	6	9	65	71	4.3311	.76352
	%	.0%	4.0%	6.0%	43.0%	47.0%		
High speed mobile broadband is a boon for marketing	Count	0	3	9	61	78	4.4172	.69625
	%	.0%	2.0%	6.0%	40.4%	51.7%		
4G technology have taken connectivity capacity to the highest level	Count	0	0	24	76	51	4.1788	.68397
	%	.0%	.0%	15.9%	50.3%	33.8%		

Source: Primary data



The highest mean is observed for the statement 'Mobile phones acts as an information hub' with a mean of 4.5762 and lowest mean is observed for the statement 'Mobile web-posters at the bottom of page banner' is commonly used with a mean of 3.63.

The highest opinion variation is observed for the statement 'The transactions are seem-less' with a standard deviation of 1.03710 and lowest opinion variation is observed for the statement 'Mobile phones acts as an information hub' with a standard deviation of .49581.

MODEL OF EFFECTIVENESS OF A MOBILE PHONE AS A MARKETING VEHICLE

A model of effectiveness of a mobile phone as a marketing vehicle from the statements describing factors leading to mobile phones becoming an effective marketing vehicle such as, 4G technology have taken connectivity capacity to the highest level, Interactive advertisements with online games is rapidly developing, Smart-phone technologies like Android, BlackBerry, iPhone, Windows enable mobile phones to be a good marketing vehicle, Massive distribution of information is possible, Mobile web-posters at the bottom of page banner is commonly used, Messaging applications in mobile have made them good marketing communication vehicle, High speed mobile broadband is a boon for marketing, Smart devices are making M2M communication easy, The capacity of mobile

phones have advanced, Social media/site Facebook allows creating a separate marketing web-page, Helps to distribute customer address book, Product catalogs are distributed through mobile phones, Most of the mobile users are connected to internet, Touch screen interface of the mobile phones is very handy, Social media/site Twitter allows to share marketing information, Adoption of mobile phones commence rate with the appeal for it to be a marketing vehicle, E-Mail connectivity is very handy, Advertisement pop-ups make mobile phones a good marketing vehicle, Mobile phone adoption is universal, Shopper clicks gets good response, Powerful search engines identify all the marketing details, The response rates for mobile advertising is 20 times higher than print advertising, Cameras that capture HD videos helps to make good marketing presentations, Mobile phones acts as an information hub, Spread of smart-phones highly help in marketing through mobile phones, Flash player helps in having full featured browser, Mobile phones provide real time access to product information, Real time buyer connection is possible, Mobile phone have made anywhere buying a reality, The transactions are seem-less , Visual tools have made the mobile phones as an attractive marketing vehicle , Mobile phone user population has been rapidly growing, Product listing are easily accessible through mobile phones, Mobile phones give near field communication as predictors was constructed.

Table: 2 Model of effectiveness of a mobile phone as a marketing vehicle from the respondents

R	R	Sum of	df	Mean	F	Sig.
	Square	Squares		Square		
0.888	0.788	71.398	34	2.100	12.662	0.000
		19.238	116	.166		
		90.636	150			

Source: Primary data

Estimation of frequency of effectiveness of a mobile phone as a marketing vehicle = a + b1X1+ b2X2+.....+ b₃₄X₃₄

The power of the regression model is represented by the R² is a highly healthy .788 and the F test of the model shows that the significance of the model is high as the significance of F is .000 which is less than .05. To decide which variables are good explanatory variables t-test for each variable is analyzed and presented in table below.



Table 3 t-test showing regression coefficients accepted by the model of frequency of mobile marketing

Predictors	Un-standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	1.345	.843		
Mobile phones acts as an information hub	.444	.176	.283	2.520	.013*
Messaging applications in mobile have made them good marketing communication vehicle	.327	.159	.281	2.053	.042*
Mobile phone have made anywhere buying a reality	.270	.113	.320	2.386	.019*
Product listing are easily accessible through mobile phones	.599	.158	.639	3.794	.000*
Product catalogs are distributed through mobile phones	-.477	.105	-.509	-4.539	.000*
Advertisement pop-ups make mobile phones a good marketing vehicle	.083	.069	.096	1.199	.233
Mobile phones provide real time access to product information	.233	.141	.194	1.652	.101
Helps to distribute customer address book	.045	.081	.043	.558	.578
E-Mail connectivity is very handy	-.242	.120	-.250	-2.027	.045*
Spread of smart-phones highly help in marketing through mobile phones	-.042	.111	-.037	-.376	.708
Social media/site Facebook allows creating a separate marketing web-page	-.235	.088	-.227	-2.667	.009*
Social media/site Twitter allows to share marketing information	-.096	.090	-.087	-1.061	.291
Visual tools have made the mobile phones as an attractive marketing vehicle	-.669	.143	-.551	-4.677	.000*
Real time buyer connection is possible	-.332	.127	-.305	-2.620	.010*
Massive distribution of information is possible	.309	.117	.265	2.649	.009*
The capacity of mobile phones have advanced	-.076	.070	-.092	-1.081	.282
Mobile web-posters at the bottom of page banner is commonly used	.003	.092	.003	.029	.977
Interactive advertisements with online games is rapidly developing	-.202	.065	-.229	-3.099	.002*
The response rates for mobile advertising is 20 times higher than print advertising	-.392	.076	-.490	-5.144	.000*
The transactions are seem-less	.125	.083	.167	1.505	.135
Shopper clicks gets good response	.170	.133	.151	1.278	.204
Mobile phones give near field communication	.549	.239	.405	2.296	.023*
Most of the mobile users are connected to internet	-.191	.109	-.186	-1.750	.083
Smart devices are making M2M communication easy	-.210	.102	-.160	-2.053	.042*
Mobile phone adoption is universal	.637	.176	.523	3.625	.000*
Adoption of mobile phones commence rate with the appeal for it to be a marketing vehicle	.309	.093	.274	3.322	.001*
Powerful search engines identify all the marketing details	.084	.117	.068	.716	.475
Mobile phone user population has been rapidly growing	-.360	.191	-.266	-1.883	.062
Smart-phone technologies like Android, BlackBerry, iPhone, Windows enable mobile phones to be a good marketing vehicle	.031	.007	.224	4.677	.000*
Touch screen interface of the mobile phones is very handy	-.627	.142	-.564	-4.418	.000*
Flash player helps in having full featured browser	-.036	.092	-.040	-.385	.701
Cameras that capture HD videos helps to make good marketing presentations	.469	.142	.461	3.297	.001*
High speed mobile broadband is a boon for marketing	.236	.136	.211	1.729	.086
4G technology have taken connectivity capacity to the highest level	-.135	.073	-.119	-1.846	.067

Source: Primary data

* = significant at 5% (If the sig. of t is less than 0.05 it indicates that the concerned variable is significant in the model)

The model's t test shows that the predictors namely, Mobile phones acts as an information hub, Messaging applications in mobile have made them good marketing communication vehicle, Mobile phone have made anywhere buying a reality, Product listing are easily accessible through mobile phones, Product catalogs are distributed through mobile phones, E-Mail connectivity is very handy, Social media/site Facebook allows creating a separate marketing web-page, Visual tools have made the mobile phones as an attractive marketing vehicle, Real time buyer connection is possible, Real time buyer

connection is possible, Massive distribution of information is possible, Interactive advertisements with online games is rapidly developing, The response rates for mobile advertising is 20 times higher than print advertising, Mobile phones give near field communication, Smart devices are making M2M communication easy, Mobile phone adoption is universal, Adoption of mobile phones commence rate with the appeal for it to be a marketing vehicle, Smart-phone technologies like Android, BlackBerry, iPhone, Windows enable mobile phones to be a good marketing vehicle, Touch screen interface of the mobile phones is



very handy, and Cameras that capture HD videos helps to make good marketing presentations, are statistically significant at 95 % confidence as their significance levels less than .05.

It further shows that the predictors namely, Advertisement pop-ups make mobile phones a good marketing vehicle, Mobile phones provide real time access to product information, Helps to distribute customer address book, Spread of smart-phones highly help in marketing through mobile phones, Social media/site Twitter allows to share marketing information, The capacity of mobile phones have advanced, Mobile web-posters at the bottom of page banner is commonly used, The transactions are seem-less, Shopper clicks gets good response, Most of the mobile users are connected to internet, Powerful search engines identify all the marketing details, Mobile phone user population has been rapidly growing, Flash player helps in having full featured browser, High speed mobile broadband is a boon for marketing, 4G technology have taken connectivity capacity to the highest level are statistically insignificant at 95 % confidence as their significance levels are more than .05.

FINDINGS

1. The highest is observed for the statement 'Mobile phones acts as an information hub' with a mean of 4.5762 and lowest mean is observed for the statement 'Mobile web-posters at the bottom of page banner' is commonly used with a mean of 3.63.
2. Mobile phones acts as an information hub, Messaging applications in mobile have made them good marketing communication vehicle, Mobile phone have made anywhere buying a reality, Product listing are easily accessible through mobile phones, Product catalogs are distributed through mobile phones, E-Mail connectivity is very handy, Social media/site Facebook allows creating a separate marketing web-page, Visual tools have made the mobile phones as an attractive marketing vehicle, Real time buyer connection is possible, Real time buyer connection is possible, Massive distribution of information is possible, Interactive advertisements with online games is rapidly developing, The response rates for mobile advertising is 20 times higher than print advertising, Mobile phones give near field communication, Smart devices are making M2M communication easy, Mobile phone adoption is universal, Adoption of mobile phones commence

rate with the appeal for it to be a marketing vehicle, Smart-phone technologies like Android, BlackBerry, iPhone, Windows enable mobile phones to be a good marketing vehicle, Touch screen interface of the mobile phones is very handy, and Cameras that capture HD videos helps to make good marketing presentations

CONCLUSION

Mobile phone turning into an effective marketing vehicle depends on Mobile phones acts as an information hub, Messaging applications in mobile have made them good marketing communication vehicle, Mobile phone have made anywhere buying a reality, Product listing are easily accessible through mobile phones, Product catalogs are distributed through mobile phones, E-Mail connectivity is very handy, Social media/site Facebook allows creating a separate marketing web-page, Visual tools have made the mobile phones as an attractive marketing vehicle, Real time buyer connection is possible, Real time buyer connection is possible, Massive distribution of information is possible, Interactive advertisements with online games is rapidly developing, The response rates for mobile advertising is 20 times higher than print advertising, Mobile phones give near field communication, Smart devices are making M2M communication easy, Mobile phone adoption is universal, Adoption of mobile phones commence rate with the appeal for it to be a marketing vehicle, Smart-phone technologies like Android, BlackBerry, iPhone, Windows enable mobile phones to be a good marketing vehicle, Touch screen interface of the mobile phones is very handy, and Cameras that capture HD videos helps to make good marketing presentations.

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