PREFACE

The mobile phone offers marketing managers new opportunities for advertising and services. Mobile phones are turning out to be extremely promising marketing tools as they provide an ever evolving platform to cope with two major challenges faced by present day marketers: getting time and attention from customers.

With increasing penetration, mobile phones are drawing the attention of the global advertising industry interested in using this medium as a means of communicating with the target audience. However, in spite of the increasing number of companies investing in mobile marketing campaigns, there is, as yet, little academic research on this topic and the intention of customers to adopt mobile phone as advertising and services tool is not yet understood fully. This is more so in the case of countries like Syria and India. Moreover, cross-cultural studies encompassing Syria and India are non-existent.

This thesis is structured into chapters that provide a critical review of extant literature on mobile advertising and services adoption; prominent models and theories of technology acceptance/adoption; research methodology; theoretical framework and research hypotheses. Data gathered has been analysed to provide evidence in support of hypotheses considered for the study. The research findings together with the proposed research models have been relied upon to suggest implications that are important for the understanding of behavioural intention of Indian and Syrian mobile patrons.

The thesis is divided into six chapters, and a brief overview of the same is presented below.

Chapter 1 provides a brief introduction to the background of the study along with the research problem. The chapter also outlines the objectives of this study together with significance and scope.

Chapter 2 starts with mobile marketing definition and then provides an overview of current approaches to consumer adoption of mobile advertising and services as well as the literature related to the five prominent theories of
technology adoption. Furthermore, it sheds lights on country profiles of Syria and India and mobile telecommunication scenario in both countries.

Chapter 3 proposes a theoretical framework which is comprised of key factors that are expected to influence behavioural intention to adopt mobile advertising and services in the Indian and Syrian contexts.

Chapter 4 presents the research methodology and methods employed in the conduct of study. In addition, the research process, design, development of the instrument, pilot study, sample and data collection, and data analysis methods are presented.

Chapter 5 presents data analysis related to testing of the differences between Syrian and Indian respondents as well as exploring the effect of gender. Furthermore, the chapter also includes the two proposed models of mobile adoption viz. mobile advertising adoption model and the mobile service adoption model. These models have been tested using the Structural Equation Modelling Tool LISREL 8.5.

Chapter 6 highlights the key findings of the study. In addition, the contribution of the study, including theoretical and managerial implications, are discussed. It also presents limitations of the study and suggestions for further research.