REVIEW OF RELATED LITERATURE

“Globalisation, as defined by rich people like us, is a very nice thing. you are talking about the Internet, you are talking about cell phone, you are talking about computers. This doesn’t affect two-thirds of the people of the world”

- Jimmy Carter

The importance of cellular services is increasing day-by-day. The number of cellular services utilized by the users is constantly increasing with more than five billion subscriptions worldwide in 2010 (ITU, 2010). In the last few years, cellular devices have emerged as an important service for each and every life of human being irrespective of their age, sex, education, occupation, caste, religion. The results of the cellular service study, the largest international case-control study on this topic, generally suggest an increased in use of these services due to the advantages have been observed from all categories of people. In addition, most studies have been retrospective case-control studies with self reported data on utilization of cellular services, which are prone to bias, particularly random reporting bias and differential recall bias for cases and controls, which hampers the advantage estimation and boost firm conclusions.

This study undertook a review of empirical based earlier studies to summarise the current research regarding cellular services and their importance, marketing strategies of different cellular services in present scenario. This review was guided by the following four questions: (a). How are different cellular services used by various categories of people? (b) What types of research methods have been applied using such cellular services? (c) What data collection methods are used in the research? and (d) What research topics have been conducted on the marketing strategies of cellular services, as well as their related findings? Here the researcher summarised and discussed some major findings from the research, as well as several limitations of previous
empirical studies, and conclude by providing some recommendations for future research related to cellular services and their marketing strategies.

This review of research not only helps researchers and educators identify the contemporary research topics, research methodologies, and usage of cellular services by different categories of people, but also suggests directions for future research as well as some guidelines for the nature of that research.

In the last few years, cellular services have emerged as a tool for all categories of people to communicate and transfer of messages. So the importance of cellular services emerged to provide services to the people through mobile phones. Due to the increase in the usage of cellular services by the people made the cellular service providers to extend their services through different models of devices.

Some researchers believe that cellular services have the potential to revolutionise learning, allowing people to undertake learning activities wherever they happen to be (Soloway et al., 2001). Furthermore, because cellular services are personal and portable, they may incite in learners a sense of personal ownership over learning tasks and the technologies used to support all types of communication (Hennessy, 2000).

Nowadays cellular services come with different types of features and benefits through which the users performing different tasks like navigation and browsing the required information on the screens of their mobile sets (Baumgart, 2005; Corbeil & Valdes-Corbeil, 2007). Cellular services are generally utilized by the users to get their personal information management software (e.g. calendar, notepad, address book), and can utilized by desktop computers and wireless local area networks using infrared Bluetooth, or Wi-Fi communication technology (Baumgart, 2005).
Cellular services started as communication tools of voice transmission; however, they rapidly become platforms for text and image exchange, and recent services include with video transmission along with audio (Oliver & Goerke, 2007). According to Churchill and Churchill’s (2007) the framework originally explicates a set of five ways in which cellular services may be provided, namely as: (a) multimedia access tools, (b) communication tools, (c) capture tools, (d) representational tools, and (e) analytical tools. Although Churchill and Churchill’s framework was used a priori, we did not forcefully impose any of the coding categories onto our data corpus. During the course of analysis, it also allowed for new categories to emerge inductively.

One of the study constant-comparative or grounded approach espoused by Lincoln and Guba (1985), is similar to the iterative pattern coding method (Miles & Huberman, 1994). Specifically, the various categories of research methods, data collection methods, as well as research topics were not predetermined prior to present analysis but emerged inductively and were continually refined through this interaction with the data.

3.1 Uses of cellular services

At the conclusion of analysis, the researcher had seven major categories of the uses of cellular services such as cellular services in general. The seven categories include: (a) multimedia access tool, (b) communication tool, (c) capture tool, (d) representational tool, (e) analytical tool, (f) assessment tool, and (g) task managing tool. The first five categories originated from Churchill and Churchill’s (2007) framework, while the remaining two (i.e., assessment tool, and task managing tool) emerged inductively from the data via the constant-comparative approach (Lincoln & Guba, 1985).

The cellular services used as tools for accessing multimedia resources such as e-books, databases, web pages, PowerPoint presentations, audio files and video clips (Churchill & Churchill, 2007). For example, students in
Maniar’s (2007) study watched an educational five minute video clip on how to measure blood pressure on a Nokia 6600 mobile phone, a Motorola E1000 phone, or a Compaq iPAQ H3800 PDA.

The communication of information from one person to others can be possible with the help of cellular services (Churchill & Churchill, 2007). Such communication may be established synchronously and asynchronously over mobile telephony or email. An example of such usage can be found in Seppälä and Alamäki’s (2003) study in which student teachers and their supervisors used a Nokia Communicator 9210 to communicate with one another (e.g., using short message service, SMS) during a teaching practicum.

The cellular services can be utilized for capture various data and media (Churchill & Churchill, 2007; Cochrane, 2008) such as video, still pictures, audio (e.g. interviews), or certain specific data such as water pollution indices via specially designed probes and sensors attached to the device. Little and Riehl’s (2005) study utilised cellular services and temperature probes to gather on site data from grocery stores and restaurants. Students (e.g. pre-service teachers) might also use the inbuilt cameras available in cellular services to capture digital pictures of their classrooms or lessons (Seppälä & Alamäki, 2003), use cellular services as a video recording device to capture episodes of their lessons (Ferry, 2008), or record audio narrations using iPods with attached microphones (Olney, Herrington, & Verenikina, 2008).

Cellular services may also be used by people to create representations that demonstrate or showcase their thinking to transmission and storage of information, ideas, experiences and knowledge (Churchill & Churchill, 2007). In the study of Dieterle and Dede’s (2006), stated that students used PiCoMap, a concept mapping software to create maps with at least four nodes and four connections. The maps were subsequently beamed to other classmates; after which the students discussed similarities and differences among the various maps. Polishook (2005), started in his study that students used software such as
NotePad, BeatPad to compose music with their mobiles and explored how the cellular services might allow for artistic representation and expression that could not be duplicated with other tools.

The cellular services can be used to manipulate certain data or variables such as graphic calculators (Churchill & Churchill, 2007). In many television advertisements we may observe how the graphical manipulation has been carried out with the help of latest cellular services which are coming in market. An example of this could be found in Hennessy (2000), where 48 students aged 13-14 years used graphing facilities to plot temperature data which they had earlier captured using thermometers.

The cellular services are playing an important role for students to answer examination questions, tests, or quizzes through their features like data transmission data storage, etc. Ganger and Jackson (2003) in their study implemented the use of cellular services through mobile phone based medical school exams in a wireless environment and reported the results of a student satisfaction survey of using such a tool. In another example, Fujimura and Doi (2006) implemented the use of cellular services with Internet capability to assess students’ degree of comprehension of course content. Besides using cellular services to conduct summative assessment, students may also utilise cellular services for the purpose of formative assessment. Nowadays most of the television programmes are conducting quiz competitions for viewers on different subjects each and every day, which should be answered by mobile phones through cellular services by SMSs. Specifically, students may use cellular services as a student response system tool to send responses to an instructor’s questions (usually in multiple choice format) in class (Chen, Myers, & Yaron, 2000; Jackson, Ganger, Bridge, & Ginsburg, 2005; Miyata & Kozuki, 2007). In such a system, respondents’ inputs are typically aggregated and displayed for the results. Aggregated responses can inform both teachers and students the overall distribution of the students’ responses in a classroom in real time (Fies & Marshall, 2006). An example of using cellular services as
student response systems can be found in Jackson et al.’s (2005) study of wireless handheld computers in an undergraduate medical school. A series of instructor generated multiple choice questions were published on a portal for the students to access via cellular services during lecture. Students then responded to the questions in one to two minutes. The instructor and the class viewed the responses in real time allowing the instructor to modify the lecture content on the fly based on subject matter deficiencies shown by the students’ responses in the large group setting (Jackson et al., 2005), in order to meet students’ real and immediate learning needs (Beatty, 2004). Hence, it can be concluded that all the activities and performance made by the mobile phones are possible with the help of cellular services. Without the cellular services there is no use and operation of mobile phones.

3.2 Cellular service marketing

Cellular service marketing is an interest and importance one which is growing day-by-day to attract users of cellular services. While the evidence of cellular service marketing effectiveness is still scarce, marketers around the world are spending increasing amounts of money on marketing activities through different types of media. This is due, in large part, to the fact that companies are seeking ways to get better value for their marketing investments in rapidly changing marketing communications environment. Mass markets have fragmented, and therefore impersonal mass communication, especially media advertising, has become less effective whereas targeted one-to-one marketing communications have become more important (Shaw et al. 2001).

Encouraged by highly exposed predictions of future success of Cellular service marketing and the success stories of cellular service marketing campaigns (Enpocket 2003), academic research on marketing strategies on cellular services is increasing. While prior research have provided useful insights into cellular service marketing (Facchetti et al. 2005; Leppäniemi et al. 2006; Barnes 2002; Yunos et al. 2003; Kavassalis et al. 2003), an
understanding of cellular service marketing strategy formulation and implementation remains deficient. For instance, commenting on their review of cellular service marketing research Leppäniemi et al. (2006) noted that more insights into the emerging cellular service marketing value system are needed in order to exploit the full potential of cellular service marketing opportunities. Facchetti et al. (2005), in their work focusing on the analysis of key success factors of cellular service marketing value chain, observed that ‘very little is said about the concerns regarding the level of integration of the cellular service marketing value chain, about the relevance of traditional players in the take off of the market, their action within the value chain as well as the critical success factors.’

Against this backdrop, the purpose of this study is to examine marketing strategies of cellular services and propose a framework for addressing key issues in cellular service marketing campaign planning and implementation. While building on and maintaining continuity with extant work, the purpose is to develop a framework that is suited for facilitating research efforts in marketing focusing on cellular services as well as to aid practitioners in their quest to achieve success in cellular service marketing. Toward this end, this study begins with a brief review of conceptualizations and descriptions that characterize literature on cellular service marketing. Then, the proposed framework is presented and used to outline as to how the marketing of cellular service should be integrated into the firm’s overall marketing communications strategy.

Although it is beyond of this study to provide an exhaustive review and analysis of literature of cellular service and marketing, a short commentary should be made on divergent conceptualizations and development of cellular marketing. Leppäniemi et al. (2006), in their detailed review of cellular service marketing research observed that marketing communications in cellular services has implicitly or explicitly been conceptualized with cellular marketing and features provided by the service. Overall, their literature review
yielded 21 distinct definitions or meanings of marketing communications in cellular services. In addition, Leppäniemi et al. noted that most of the definitions are deeply embedded in technology, and therefore there is a tendency to mistake the technologies for the concept itself. For instance, Balasubramanian et al. (2002, p. 349) noted that “…no formal conceptualization of m-commerce currently exists. Conceptual agreement is necessary to promote a shared understanding of m-commerce, one that encourages clarity of communication and convergence in thinking.” There is, however, a growing consensus as to the most appropriate way in which cellular service marketing should be defined.

### 3.3 Marketing strategy

Unfortunately, cellular service marketing is too often implemented at an ad hoc basis and the link between companies’s marketing communications strategy and individual cellular service marketing campaign is very weak or perhaps even missing completely. Hence, to effectively demarcate cellular service marketing domain, it is critical to establish how cellular service marketing relates to a firm’s marketing communications strategy. However, it is first necessary to emphasize that a marketing strategy is a cornerstone of firm’s all marketing activities.

In the study of Kotler et al. (2005), they noted that since 1960s the marketing mix approach has been the dominant design for marketing strategy building and development. Broadly speaking, the marketing mix is the set of controllable tactical marketing tools that the firm combines to produce the desired response among the target audience. The concept of marketing mix was introduced by Borden (1964), but McCarthy’s (1960) 4Ps classification – product, price, place, and promotion – has been the basic guideline for marketing research and practical endeavors. Although the marketing mix approach is not without its critics (see e.g. van Waterschoot et al. 1992; Grönroos 1996, 1997), the adopted checklist approach still provides a usable
device for understanding the complex and interrelated nature of marketing activities. In this study, we focus on marketing communications or promotion mix in the context of cellular marketing, and therefore, the other elements of marketing mix – product, price, and place - are beyond the scope of this article. Specifically, marketing communications mix consists of the specific combination of advertising, personal selling, sales promotion, public relations, and direct marketing tools that a marketer uses to pursue its marketing communications and overall marketing objectives.

Marketing strategy drives Integrated Marketing Communications (IMC) planning process and ultimately leads to a plan that outlines decisions about marketing communications activities and resource allocation. Thus, IMC plan sets guidelines for company’s marketing communication activities of cellular services. Broadly speaking, IMC is “a concept of marketing communication planning that recognizes the added value of using a comprehensive plan to evaluate the strategic roles of a variety of communications disciplines” (Peltier et al. 2003, p. 93). Hence, communicators with an IMC approach will consider all forms of communication, all message delivery channels, customers and prospects, and all brand contact points, while they plan and implement marketing and marketing communications strategies (Kitchen et al., 2004). Therefore, to develop an effective Cellular service marketing strategy, it is imperative to consider not only the specific set of activities that a firm undertakes to perform a Cellular service marketing campaign but also how the firm employs a combination of communication tools and integrates its many communications channels to deliver a clear, consistent and compelling message about the company and its products.

Inseparability is a distinctive feature of services. Services produce and consume simultaneously. Maintenance of customer relations is important for service businesses, Czepiel, John A (1998). The success of a service provider depends on the long-term relationships that develop between the provider and service user, Galbreath J. and T. Rogers (1999). CRM delivers value to the
organizations. It helps to understand the nature of customers, their buying patterns and delivering a product of their choice. It makes marketing strategies more scientific and goal driven. McGarry, G (1953) CRM helps the insurance companies to use customer-focused strategies. Insurance companies require CRM to acquire customers through various service touch points and to translate that operational data into actionable insights for proactively serving customers, Impala Phani Priya (2005). The 20-60-20 rule says that 20 per cent of accounts are highly profitable, 60 per cent are marginal and 20 per cent are money-losers. Strong CRM can identify the specific category, Jawaharlal, U. and Sarthak Kumar Rath (2005). The implementation of CRM should help insurance customers minimize their effort in dealing with the company and allow interactions and transactions from the comfort of their home or office at anywhere and anytime, Jawaharlal, U. and Sarthak Kumar Rath (2005). Insurance companies can offer value added services to support their customers. The relationship between the policy holder and the insurance company intensifies by offering value added services. The value added services of an insurance company have to go beyond the traditional limits of the insurance business, Batterly, Richard (2003).

A firm must consider many critical issues when developing an IMC strategy. The starting point of IMC planning process is an analysis of the overall situation of the company/brand (competitors, consumers, markets and products). This analysis provides a foundation for determining marketing communications target audience. Given that consumer markets are highly fragmented and consumers differ in many terms (demographic, geographic, geo-demographic, psychographic, and behavioral), the identification of ‘right’ customers is increasingly challenging. However, with the help of Customer Relationship Management (CRM) including database technologies and interactive media a firm can develop and implement marketing communications strategies that are personalized to the specific needs of targeted customers (Peppers et al. 1999; Peltier et al. 2003).
Once the target audience is defined, marketers must specify the objectives of the marketing communications programme. According to Butterfield (1977), “an objective is the goal or aim or end result that one is seeking to achieve. A strategy is the means by which it is intended to achieve that goal or aim or end result, so an objective is where you want to be, a strategy is how you intend to get there.” Furthermore, “tactics are the details of the strategy. In marketing communications, tactics are the communications tools such as advertising, PR, direct mail, etc. The tactics in the marketing communications plan list what happens, when, and for how much (Smith 1998).

Broadly speaking, marketing communications objectives are hierarchically related with corporate objectives at all levels of organization. In addition, it is also important to emphasize that the objectives and strategies of all the individual marketing communications elements (and the tactics which follow from them) are integrated and contribute to the achievement of the total marketing communications objectives for individual products/brands and corporate marketing communications (Bickton and Broderick 2005). Marketing communications objectives typically relates to awareness, information and attitude generation and/or affecting behavior (e.g. Delozier 1976). In fact, various models have been developed to assist marketing communications objective setting. AIDA model developed by Strong (1925) is probably the best known, but also many other models are presented and widely utilized (e.g. Lavidge and Steiner 1961; McGuire 1978; Colley 1961).

Strategies are broad statements about how the objectives will be achieved. There is a wide range of strategic approaches that may be adopted in the development of marketing communications. For instance, Patti and Frazer (1988) identified seven different creative strategy alternatives, and Aaker and Shansby (1982) proposed six different positioning strategies, whereas Ries and Trout (1982) have been strong advocates of competitive positioning as a crucial strategy. In addition, many models intended to help to develop an appropriate
communications strategy have been proposed (Vaughn 1980, 1986; Rossiter et al. 1991; Rossiter and Percy 1997). Quite often, however, marketers are choosing from two basic marketing communications strategies – push and pull strategies (e.g. Kotler et al. 2005). While a pull strategy is aimed at encouraging customers to pull products through the distribution channel, a push communication strategy involves the presentation of information in order to influence other trade channel organizations (Fill 2002).

It is, however, important to highlight that the meaning of push/pull communications strategies articulated above differ from that adopted in Cellular service marketing context. Push-based Cellular service marketing refers to any content sent by or on behalf of advertisers and marketers to a mobile device at a time other than when the subscriber requests it. Push-based Cellular service marketing includes, for instance, audio, short message service (SMS) messages, e-mail, multimedia messaging, cell broadcast, picture messages, surveys, or any other pushed advertising or content (MMA, 2006). Pull-based Cellular service marketing is defined as any content sent to the mobile subscriber upon request shortly thereafter on a one time basis (MMA, 2006). For instance, when a customer requests a mobile coupon or whenever the content of the response, including any related marketing communication, is pull-based cellular marketing.

According to Kotler et al. (2005), there are many factors to be considered when designing marketing communications mix strategies. Broadly speaking, the best blend of promotional tools depends on the type of product/market, buyer-readiness stage and the product life-cycle stage. First, there is a variety of differences between consumer and business-to-business markets (Brougaletta 1985; Gilliard and Johnston 1997), and therefore the importance of different promotional tools varies. The more products fit into industrial-goods category, the more a company is usually investing in personal selling. In contrast, the more a product fits into a consumer-goods category, the more advertising is likely to play a primary role in the promotion mix. In
addition, the effects of the promotional tools vary for the different buyer-readiness stage. This idea of the progressive staged approach advocated by Strong (1925) emerged in the early 1960s. Developed most notably by Lavidge and Steiner (1961), the hierarchy of effect model includes six steps (awareness, knowledge, liking, preference, conviction and purchase) that consumers must pass through on their way to making a purchase. Thus, the fundamental purpose of marketing communications is move the customer along these stages from unawareness to actual purchase. With Cellular service marketing it would be extremely difficult (if not possible) to provide effective means of communication services to each of the buyer-readiness stages. In fact, it has been suggested that Cellular service marketing works best among the target audience that is close to actual purchase. Finally, it should be noted that marketing communicator need to be aware of the phase the product or brand has reached within the development of the relevant product class (Fill 2002, 139). This notion is based on the concept of the product life cycle (e.g. Levitt 1965; Tellis and Crawford 1986; Lambkin and Day 1989), and the fact that the effects of different promotion tools vary with stages of product life cycle.

Having specified communications objectives, strategies, and tactics firms must assess the state of their marketing communications capabilities to ensure that they have the requisite resources to effectively execute the activities related to each of the communications tools and channel. Generally speaking, marketing communications capabilities refer to the mix of human, physical (including technological), and organizational (e.g. financial) resources that enable firms to execute marketing communications campaigns. Following the capability assessment, the IMC budget can be developed and allocated in the context of the firm’s overall marketing budgeting process and budget approval process. In practice, there are five common methods used to set total budget for marketing communications. These are arbitrary method, affordable method,
competitive parity method, objective and task method, and percentage of sales method (e.g. Pickton and Broderick 2005).

Shekhar, B. Raja and Bhaskar, N. Udaya (2009) have investigated a comparative study of celebrity impact on consumer behavior with reference to prepaid mobile service providers in select urban and semi urban areas. The purpose of this study is to investigate the impact of the celebrities on consumer attitudes toward the advertisement, and their intent to purchase with reference to selected prepaid mobile service providers (Airtel, Reliance, BSNL, Vodafone and Idea). The data was collected with the help of a questionnaire that corresponded with selected advertisements and celebrities. The dependent variables purchase intentions, attitude toward the advertisement were measured against the independent variables demographics and Celebrity qualities and advertisement attributes using one-way ANOVA. Essential features influencing consumer preference and qualities of celebrity were identified with Factor Analysis. Findings indicated that celebrity endorsements generated higher purchase intentions and positive attitudes toward the advertisement in urban area compared to semi urban.

Gupta, Devashish Das (2007), have studied, ‘Do customer value service quality as a measure of service brand image in a service with less encounters?’ it is a study of the Indian cellular airtime market. Here they stated, in any service what is most critical to the marketer, service provider as well as the customer is the stage of service encounter. This is the point where in the production and consumption of service takes place. On an average this is the stage wherein the customer forms the opinion about future consumption of the same service and a feeling of satisfaction or dissatisfaction. Cellular airtime service is one exception wherein there is no service encounter. Indian cellular airtime market is one of the fastest growing markets of the world. Thus this market is the best to study such a topic. This paper delves into available theory of Service and service quality. Finally this study looks into the customer
preference for airtime service provider and the influencing role of service quality and its various facets.

Kotler (2003), has stated in his study that a service is any act of performance that one-party can offer to another that is essentially intangible and does not result in the ownership of anything. It may or may not the tied to a physical product. Products can be copied easily by competitors but not services. This is due to the fact that service depends on the culture of the organization and the training and attitude of its employees, it is more difficult to build and sustain successfully, but is more difficult to copy (Albrecht and Zemke, 1985).

Customer oriented conceptualisation of service was initiated by Zeithaml (1981). According to her on two parameters of experience and credence qualities service is more inclined upon than products. As per Edward Bruner (1985, p3) experience "refers to an active self, to a human being who not only engages in but shapes an action."

Another dimension has been recently added to this concept. Now researchers have begun to recognise the experiential and symbolic nature of service consumption. Otto and Ritchie (1995) suggest that customers are capable of distinguishing functional quality from the quality of experience, which they define as affective, symbolic reactions to the service encounter. In sum those researchers point out a prominent point that for many services the experience itself is the key perceptual event from the customer's point of view. It can be deduced from this that many services are experiential, as result service experience can be used as a consumer-oriented concept for addressing service brand image issues.

Lovelock (1988) has noted that service encounter is regarded as the moment of interaction between the customer and the firm also known as the "moment of truth" (Normann, 1984). It has been used as the representing fact
for defining issue in the management of service firms. Bitner et al. (1990) is discussed about the service encountered from the customer point. Much of the research on service encounters have defined an encounter in human terms, mainly limiting it to providing customer interface (Chebat and Kollias 2000; Bearden, Malhotra and Usategui 1998; Hartline and Ferrell 1996) The same definition is being taken here for this paper.

The worldwide trend toward service quality was initiated in the 1980s when marketers realised that a quality product was not, in itself, guaranteed to maintain competitive advantage. Customer service became a distinct and important aspect of the product/service offering. This, together with the information revolution, has resulted in a demanding and discerning customer. According to Zeithaml and Bitner (2000), a quality customer service is, therefore, an imperative to gain and sustain a competitive advantage

Service quality differs from quality of goods, in that services are intangible. This presents a challenge to marketers; services cannot easily be communicated to customers, and hence quality may be difficult for customers to assess. Services are characterized as being intangible, perishable, produced and consumed simultaneously, and heterogeneous. A major challenge for companies is to deliver service quality consistently (Zeithaml and Bitner, 2000).

In all the academic sources that were consulted on service quality, the SERVQUAL model/instrument was mentioned as the fundamental most appropriate method and instrument available to measure service quality (R.W.E. van der Wal et. al 2002).

The SERVQUAL model is used as a diagnostic tool for the measurement of customer service and the satisfaction of service perception. Parasuraman et al. (1985) developed a conceptual framework for the SERVQUAL model and subsequently refined the model in 1988, 1991, 1993
and 1994 (Parasuraman et al., 1988, 1991, 1993, 1994). Zeithaml et al. (1990) conducted focus group interviews and formal surveys of customers in several different service industries to develop lists of attributes that define service quality in general. It included Tangibles, Reliability, Responsiveness, Assurance and Empathy. For the present study Service quality has been taken as a set of three quality service attributes like connectivity & proper sound quality at a reasonable price.

Literature of brand image dates back to 1950s. The word brand has been derived from the old Norse word Brandr, which means to burn, as brands were and still other means by which owner supplier to mark their animals to identify them. Interbrand group world’s greatest brands: an international review (John Wiley, 1992). Both broad as well as specific definitions of brand image exist in the available literature. Brand image has been equated with the idea that brands of personality like meanings associated with them. (Dobni and Zinkhan, 1990). Literature exists to define brand image as the summary concept that implies consumers buy brands for their physical attributes and functions and the meanings connected with the brands (Levy & Glick 1973). Martineau (1958) has defined brand image as the composition of functional quality and psychological attributes.

Although there are many interpretations of brand, it is not the definition which distinguishes product branding from services branding, but the executional strategy. (de Chernatony and Dall'Olmo Riley, 1999) several authors have adopted the interpretation of brand as a promise (e.g. Ward et al, 1999; Ambler and Styles, 1996) and is particularly appropriate for services because of their characteristics of intangibility and heterogeneity.

According to (Zeithaml and Bitner, 1996) it holds good to regard service brands as a bouquet of functional and emotional values due to the characteristic intangibility. However physical evidence being an important aspect it is essential to capitalise on associated with their physical evidence as a mode for
communicating their values (Onkvisit and Shaw, 1989). In the available literature there is an overwhelming inclination to study branding in terms of physical goods (Turley and Moore, 1995). Finally an exploratory study aimed at eliciting the experts' view about the concept of the brand in context of services was executed by de Chernatony and Dall' Olmo Riley (1999). The findings of the study concluded that branding principles were basically the same for physical goods and services. However, the experts' view was that the execution of branding strategy may need adjustments to comply with specific service features de Chernatony and Dall' Olmo Riley (1999).

Keller (1993) has made efforts to model the entire brand knowledge construct from the consumer's perspective with his comprehensive brand knowledge model which was further modified in 1998. As per Keller brand knowledge has two fundamental components brand awareness and brand image. Even organisation wants to achieve customer based brand equity that his customer must be aware of, and be familiar with the offering (brand awareness).

With numerous brands and multiple messages it is becoming extremely difficult for the consumers to differentiate between various brands. As Trout and Rivkin (1996) argued, societies have become over communicated with consumers being overwhelmed with marketing data. Differentiating then choosing between competing brands is becoming more challenging for consumers (Dibb and Simkin, 1993; Shimp, 1997). To facilitate consumer's choice processes, it has been argued that brands need to be positioned in the minds of prospects so they can instantly associate specific attributes (Ries and Trout, 1986). In case of cellular airtime services whether the prospects instantly associate with certain brands or is their preference influence by the service brand image is still a grey area of research.
3.4 Conclusion

Although the importance of cellular service marketing for future marketing communications activities is widely recognized, deficiencies persist in our understanding of this topic of growing interest and importance. Against this backdrop, this study proposed a comprehensive framework intended to provide guidelines for future research efforts focusing on marketing activities in cellular services. The framework attempts not only to outline the cellular service marketing domain but also to aid marketers in their quest to achieve cellular service marketing success.

Building on the cellular service and integrated marketing communications literature, the study emphasize the need for an integration of cellular service marketing efforts into a firm’s overall marketing communications planning process. In addition, the proposed framework suggests that cellular service marketing includes three of the main promotion tools, they are advertising, sales promotion and direct marketing. Moreover, it was suggested that customer relationship management (CRM) should be seen as a specific communications tool in cellular service marketing context. To further elaborate the framework, an overview of divergent cellular service marketing activities was provided along with representative examples derived from the popular press. Finally, this study provided specific details about marketing strategies of cellular service. With the help of clarifying questions and examples the key issues of the process were identified and described.