Chapter 3 – Review of Literature and Research Gap

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Chapter -3

REVIEW OF LITERATURE AND RESEARCH GAP

3.1. Introduction

The previous chapter dealt with the background perspective on the IT companies operating in India with special focus on Airtel. It dwelt upon the number of subscribers of Airtel and other competing IT companies and the operating areas region-wise, state-wise and district-wise over the referred span of time. It mainly focused on Airtel status arising other IT companies in numbers etc. This chapter presents a comprehensive review of literature on the subject matter of IT and marketing to identify the research gap to carve out niches for scope, objectives and hypotheses of the study.

3.2. Literature Review

Notis Pagiavlas, Peter Marburger and Embry Riddle (2005) analyze mobile business in the context of the US airline industry as a strategic tool to create a sustainable competitive advantage through the implementation of an effective mobile business model. The analysis is based on the assumption that such strategies must create a strategic fit with the business environment, as seen from an airline perspective. The analysis adopts classic strategic frameworks to suggest a most appropriate approach to airline practices and vision. Key success factors for creating value to airline customers through m-business are user experience, the value contribution of mobile technology, and customer requirements. Crucial elements found for matching these factors are expedite facilitating processes (i.e., process
improvements), the ability to integrate systems into a mobile infrastructure, and the utilization of devices that consumers already use with quick and inexpensive results.

**Cook (1999)** made an interesting and thought-provoking attempt to address important and difficult problems in his paper. He introduced and calibrated a concept he termed "strategic marketing ambition," developed an operational measure of "differential marketing advantage," and derived a "theoretical function relating strategic marketing ambition with market share." He also related these concepts to the marketing mix and provided an illustrative analysis which interpreted the competitive dynamics of the IT over its most recent purchase cycle.

**Frank Bradley (2003)** in his book places the focus on customers and how organizations identify and select the value desired by them; how to provide, communicate and deliver it and roll of IT. The focus is on providing satisfaction profitably. The book adopts an integrated strategic view within a customer orientation. In many organizations strategic thinking is reserved for the corporate level whereas the reality forces organizations to integrate decisions across hierarchies and functions. It is necessary to examine strategic marketing at the corporate level which is implemented at the product or brand level. Strategic marketing is, therefore, both a business philosophy and a process of implementation. A customer focus using IT has been adopted in this book rather than the traditional mechanistic approach to marketing based on the four Ps which places an emphasis on the operational and functional role of marketing. A customer orientation allows for a wider scope for marketing to include all actors in the
business system – customers, competitors, suppliers and partners in the provision, communication and delivery of value. The book is informed by the resource-based view of the organization in the context of obtaining a competitive advantage within a value-added business system. In doing so, exchanges occur and long-term relationships are developed that enhance customer value.

**Steinbock Dan, (2005)** examines the perspective of marketing innovation in case of mobile business, particularly the changing mobile markets, service pioneers, mobile consumer services and business services, as well as works on the subject, this book is not only based on extensive review of theoretical frameworks and empirical industry competition, but also supported by in-depth interviews with some 80 senior executives from among the world’s leading mobile vendors, operators, IT enablers, media and entertainment conglomerates, consumer electronics concerns, mobile developers and brand marketers. The inside stories illustrate pioneer successes (and in some cases failures) in the massive transition from voice to data – that is, in mobile service innovation. The first part provides context on the changing markets. Market innovation has been explored in worldwide context, by lead markets, and the world’s leading mobile vendors and operators. Until the late 1980s, the market leadership belonged to the United States. After the mid-1990s, Nordic countries captured leadership, while industry momentum has shifted to the Asia-Pacific, in relation to both service innovation (Japan, Korea) and massive growth markets (China, India). Mobile globalization is exemplified by the pioneer experiences of SK Telecom, Ericsson, Ogilvy Interactive Worldwide, and
pioneering mobile marketing service providers such as 21
Communications in China. The part also focuses on mobile
innovation, which parallels four historical marketing approaches
(product, selling, marketing and customer concept). Particular
attention is dedicated to the transition from voice to data, and the
adoption of new broadband technologies. Part II explores the rapid
expansion of mobile consumer services worldwide. It also provides
an overview of significant shifts in content evolution, and an in-depth
look at the experiences of content providers, such as Wall Street
Journal Interactive, New York Times, and Yahoo Asia. Part III focuses
on mobile business services and the role of mobility in strategy. The
part also focuses on mobile business services, solutions and markets.
It examines the evolution of mobile business services, the shift from
the internet to mobilization, and the service categories in the business
sector. It also provides a view of the enterprise solution providers in
the mobile space, the role of the large customers particularly in the
United States, and the rise of employee usage profiles. It is
augmented by the experiences of trendsetting industry leaders:
Microsoft, Nokia, Ericsson, Vodafone, Verizon Wireless, Intel, IBM
and many others. Finally, the book examines the challenge of
mobility in competitive strategy. Starting with an analysis of
distorted market signals, it explores mobility in relation to
competitive advantage (firm value chains) and competitive strategy
(industry attractiveness). Focusing on the role of business models and
competition, as well as mobile opportunities, it provides numerous
eamples of the adoption of mobility in value chains and industry
forces.
Irvine Clarke, (2005) states in his book that the Internet has been in existence since the 1960s, it was not until the advent of the World Wide Web (WWW) that businesses began to modify practices in an attempt to exploit the advantages of this new technology. Most early entrants primarily focused on informational activities while discovering limiting technologies and perplexing consumer behavior. Few companies were able to utilize the Internet’s full capabilities, and stories of failure amassed. The transition was seldom smooth, and companies enjoyed a mixture of successes and failures. In this period, one lesson became clear: electronic businesses operated in a distinct and unique manner from traditional business activities. Today, the Internet has exploded into mainstream society. The electronic medium has created an informational and communication revolution that has forever changed the overall business environment. Consequently, marketers continue to explore the possibilities of electronic marketing as an ideal channel for communication, entertaining, selling, and distributing goods, services, and ideas. Marketers seek opportunities to tap into the Internet’s potential for optimizing performance and success, while realizing that it remains a dynamic ever-changing medium. In the early 1990s, electronic marketing was fueled by the potential of revolutionizing the manner in which organizations conducted their entire business operations. In the past decade, with its rapid explosion of Web technologies, marketers have experienced excitement and panic; trial and error; and success and failure as they created online businesses and expanded into electronic channels of distribution. Most now agree that Internet marketing remains unique from traditional approaches,
yet, still draws on fundamental marketing principles. Therefore, the
genesis of this book lies in investigating contemporary marketing
thought about how the Internet has changed the face of marketing.
Specific emphasis is placed on managerially relevant discussions of
progress in electronic marketing. The buyer behavior of online
consumers is the starting point for Advances in Electronic Marketing.
In the book, issues are investigated, such as customer attraction and
retention, e-customer loyalty, factors influencing purchase behavior
on the Internet, and customer willingness to provide information
online. The book also explores emerging strategic issues associated
with e-marketing. Information Technology tools (e.g., databases,
wireless devices, and geographical information systems), once
unavailable to traditional marketers but now commonplace for e-
marketers, are investigated. Theoretical frameworks and models of e-
marketing phenomena are also presented.

Jerry Wind (1998) describes that constantly changing global
information environment presents increased complexity, uncertainty
and unprecedented opportunities for senior management of all
companies. Conducting business on a global basis is difficult even
under the best of circumstances. In turbulent markets that are
affected by the Asia crisis, as well as increased political and economic
unrest in other countries, and in markets which are dramatically
affected by the information revolution and other environmental
changes, continuing to follow the same paths for marketing and
business strategy is extremely risky. What companies need to do is to
thoroughly examine their ways of doing business, and the concepts
and methods they utilize. The threats and new opportunities facing
all companies and the reality of the emerging new marketing strategy paradigm require that every executive decides what to keep, modify, delete and, most importantly, add to their marketing and business strategies.

Naga Sinha Kanagal, (2000) illustrates that Competitive Marketing Strategy (CMS) has relationship marketing (RM) as one of the key functionality in enhancing business performance. RM is defined as the identification, establishment, maintenance, enhancement, modification and termination of relationships with customers to create value for customers and profit for organization by a series of relational exchanges that have both a history and a future. For RM IT plays vital role. Relational exchanges can be viewed under transaction cost analysis and social exchange theories depending on the context. The role of RM in CMS includes: guide moments of truth, improve profitability, build partnering, address ‘Customer Better’, buy in of customer attention, protect emotional well being, understand consumer psyche, build trust with customer. All these roles are observed empirically in the different industries, with some of them placing emphasis on their extraordinary operations and services to engage with the customer.

D. M. Hanssens, (2002), explains that an important characteristic of successful businesses is emerging: they are customer oriented. Indeed, with the globalisation of markets and the ever improving information age, competition is increasing and customers enjoy more elaborate choices and are better informed about them, be it in pharmaceuticals, mobile phone, life insurance or hospital supplies. It can be stated that customer orientation has become the
winning business paradigm of our era, and it should remain so for some time to come. This paper considers the lessons that can be learned from high-performance companies in the areas of e-commerce, global marketing and competitive advantage.

**International Trade Centre (2008)** illustrates impact of IT on product and process innovation route for achieving competitive advantages in the clothing sector and fashion industry – explains the concept of value chain in apparels and illustrates the possibilities of integration of this chain through links using IT; describes the role and characteristics of various intermediaries along the value chain; discusses the role of cultural factors, laws and regulations, competitive environment, market access and currency issues; the need for product innovation, the processes and functions for sustainable growth through value addition, as well as modalities of conducting product portfolio analysis, provides market information on the EU and US apparel markets; presents an in-depth analysis of market entry strategies; highlights the role of clustering and textile complexes in branding, ensuring quality production, and enhancing the competencies of individual firms; outlines various competencies required at the firm level, to sustain in the existing markets or to enter into new markets.

**Sara Umberger Douglas and Arathi Narayan (1991)** explore relationships between textile and apparel manufacturers in India and the United States and use of Information Technology in the industry for marketing in both the countries. Results of the survey indicates that respondents differed significantly on perceptions of industry opportunities and problems in their respective countries. Significant
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differences were also found between industry leaders in the two countries when various aspects of their business practices and opinions were examined. Findings are analysed and discussed in relation to their implications for improving global marketing strategies, industrial competitiveness, and international trade.

Singh, Kamlesh, M.S. (2008) explains U.S. buyers’ relationships with their Indian suppliers of different industries, including the supplier selection process, to specifically investigate the role of buyer-supplier relationships and assess impact of IT in the same. Using a qualitative methodology, in depth interviews were conducted with twenty three U.S. industry buyers located in New York, North Carolina, and California who are engaged in buying products from Indian suppliers. Six themes – Expertise, Convenience, Price, Functionality, Service, and Partnership – surfaced within the interview data and were used to structure the interpretation. Based on the interpretation, four relationship types were developed: Convenience Driven, Price Sensitive, Functionality Driven, and Service Driven. The majority of participants seek to develop Service Driven relationships with their suppliers. In building this type of relationship, the most important attributes were found to be trust, communication, and commitment. This study contributes to both U.S. industry buyers’ and Indian suppliers’ knowledge of how to build strong buyer-supplier relationships in global marketing.

Ashish Dhir (2007) explains that the Indian consumer is evolving and driving retail growth due to increased consumption. Private consumption growth contributes to more than half of the GDP growth and is growing in double digit figures. For the
phenomenon knowledge plays vital roll, as, owing to extensive use of IT consumers are well informed about the products. Several businesses are reacting to this evolution positively, both through pull and push phenomenon. Following a similar trend, the Indian textile and apparel industry is also experiencing rapid changes and growth. Apparel today has the largest share of the modern organized retail in India i.e. 20% of the current market of Rs. 56,000 crore and this is expected to grow at a constant rate of 20% over the next 4 years. This article puts together some of the recent trends being witnessed by the textile and apparel industry. The central theme woven through these trends is the way the consumer at various income-levels is evolving, thereby ensuring that businesses are reacting in multiple ways.

Akalin, M. (2001) describes that due to the concept of globalization and increased trade activities among countries, trade boundaries have slowly been removed. The developing nations, like India, are becoming successful competitors because of their low-cost labor, supplies and successful application of IT. The textile and apparel industry has been an important part of economic development of developing countries, and they supply a significant portion of textiles and apparel products

Aggarwal, M. and Gupta, V. (2009) explain that Growth is the prime aim for any company. With the changing times and growing competition, it has become essential for the technology-driven companies to identify their core competencies and have a competitive edge over others. Business matrices like net sales, profit after tax, market capitalization and level of satisfaction of the customers are important indicators depicting the stand of the companies in the
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market. A comparative analysis of the leading telecom service providers such as Bharti AirTel, Vodafone Essar, Idea Cellular, Reliance Communications, and Tata Indicom in India has been presented in this paper on the basis of secondary data which includes last five year figures of nets sales, market capitalization and profit after tax. Primary data has been collected to measure the level of satisfaction (LOS) of the Indian telecommunications' customers. The LOS was determined for various factors like network coverage; tariff rates, plan, accountability of bill, customer service, etc. To achieve this objective, an empirical study has been done and conclusions have been brought out on the basis of the data collected though an online field survey. For this purpose, an online questionnaire was prepared and was distributed to mobile phone users via email and social networking sites. The collected data was analyzed with the help of different software’s. A sensitivity analysis was done to verify the significance of the factors considered for determining the LOS. It was concluded that Bharti AirTel is the overall leader in all three business matrices mentioned above

Doren D. Chadee Æ Billy Pang (2007) exemplify the contribution of technology to the performance of enterprises which has attracted renewed attention from scholars over the last two decades given that today technology permeates almost every aspect of our lives. The last two decades have also experienced revolutionary innovations and rapid diffusion of Information and Communication Technologies (ICT), together with increased globalization, the widespread adoption of the Internet and computer networks as the platform for electronic commerce (e-commerce) are
changing the way firms compete in the marketplace. Thus, a major issue for enterprises is related to the extent to which developments in ICT can enhance their performance. Although there are compelling theoretical arguments to suggest that differences in the performance of firms can be traced to differences in technological attributes, there is, however, little empirical support for what is almost considered conventional wisdom. The overall objective of this paper is to investigate the link between firms’ technology strategy and their performance with a particular focus on IT service providers from selected countries in Asia. More specifically, the paper assesses the extent to which technology strategy at the firm level contributes towards firm performance. The provision of information technology (IT) services to support a wide range of information and communication technology (ICT) products has experienced rapid growth in recent years, particularly in less developed countries in Asia. This paper also develops a conceptual model to test the impacts of the technology strategy of IT service providers on two measures of performance based on the experience of a sample of 98 IT firms from Korea, China, Thailand and the Philippines. It is found that technology strategy related to the adoption and diffusion of technology contributes positively to both performance measures. While the technology capabilities of firms, both internal and external, are important for financial performance, internal technological capabilities are more effective for the firm’s response to market changes. The technology competence of employees reflected by their education levels and the availability of in-house training are also found to be crucial for financial performance. The overall results
suggest that technology strategy contributes significantly towards the performance of IT service providers but the impacts of different strategies on the financial and strategic performance of firms vary markedly.

Khalid S. Rabayah and Sami Awad (2009) presented the results of tracing and evaluating the process of building of an ICT strategy initiative that was meant to orchestrate the Palestinian efforts in harnessing ICT into an effective tool for socio-economic development. It describes the process, the pillars, and the pitfalls in the efforts led by the governments in making a long term plan for ICT. The paper presents the outcomes of the research efforts that were carried out by a group of researchers who investigated the formation process of the strategy. The researchers traced the building endeavors through utilizing various methods and techniques ranging from focus group meetings, to individual interviews with stakeholders, and semi-structured interviews with all stakeholders, in addition to questionnaires, surveys, and observations of on-going activities. The investigation has revealed that the creation of an information society in developing countries is a sophisticated and long term process that entails the involvement of all major players, under the direction of a resourceful government. The building process of the society should follow an indigenous bottom-up approach that has its agenda revolving around society development. The study has additionally revealed that the leading team should seek out the right formula in addition to the implementation apparatus that are capable of materializing the preset goals in the way to make these technologies successful development drivers.
Kshitiz Singh, and Pradeep Yammiyavar (2007) illustrate that the extension of the use of a mobile phone into electronically transacted commerce seems to be a natural phenomenon that was quite expected. Banking transactions, seat bookings and short message services (SMS) done through mobile phones are a few examples of the rapidly growing m-commerce phenomena the world over. This is also happening in India. However there are clear differences in the very usages of a mobile phone between different User groups. Local culture seems to influence not only local usage patterns but also has potential for innovation. This paper attempts to understand some issues behind the rapid adaptation of the mobile phone through two case studies. The case studies report two new applications designed and simulated on mobile phones – one each at the micro and the macro level. The first case study shows the heuristics of designing a macro commerce application for travelers’ information needs for people traveling across the nation. The second study reports a design solution for a micro level transaction at a local store. These case studies yield some of the heuristics of designing m-commerce applications on mobile phones. They indicate that the potential for m commerce at micro level is higher than that of macro level despite the later having a larger user base.

Robert R. Harmon (2003) discusses various applications of IT modern business. Software applications manage the interaction of customers with an organization. They are used to increase the return on marketing efforts by enabling the understanding of the complete history of a firm’s interactions with its customers. CRM systems are able to target promotions to likely buyers, facilitate sales efforts, and
deliver customer service. Cybermarketing is the convergence of the Internet, computers, and information systems. Telecommunications and the customer with the marketing process, A scaled down version of a data warehouse that usually holds a subset of the entire data set in order to provide more focused and faster access to specialized data. Mining Computer-based exploration and analysis of large quantities of data in order to discover meaningful patterns and rules for the purpose of improving marketing, sales and customer service operations. Electronic storage that is a repository where data from internal and external sources are collected, organized and stored for future analysis. Enterprise resource planning (ERP): Software applications that integrate back-office systems for order processing, manufacturing, finance, accounting, and human resources. ERP functions, in turn, integrate with marketing front office activities and SCM activities.

**Hair Bush (2002)** shows in his book how Information Technology research tools, skills, and understanding can be applied in solving marketing problems and creating business opportunities within a rapidly changing information environment. With the growing availability, acceptance, and use of (1) the Internet and its related advanced technologies and communication systems, (2) gatekeeper technologies such as caller ID, electronic answering devices, and voice messengers to protect people’s privacy, (3) continuous changing of internal organizational structures to improve the cross-functional sharing of information, and (4) the movement of both large and small businesses toward globalization of marketing practices, tomorrow’s information requirements will be more
challenging than those of yesterday. Rapid changes in the business world are creating new decision situations that demand creative solutions and better skills for the acquisition and use of information. As a result of many recent advances in the Internet, computer technologies (both hardware and software), high-speed communication systems, and other electronic technologies, business decision makers and the marketing research industry have been forced to rethink their notions of information and of the practices used to acquire and generate data and information. A feature of this book is the continual detailed treatment of and significantly greater emphasis placed on identifying, searching, gathering, analyzing, and interpreting secondary data and information. Another unique feature is the book’s detailed and expanded coverage of customer relationship management (CRM) and the integrative role that marketing information research plays in making CRM one of the hottest topics in information research today. This book also provides expanded coverage of the latest online research techniques and database development.

Alison Williams and Roddy Mullim, (2008) mention that customers are changing the way they buy. Businesses, organizations and especially retail have a savior field marketing (FM). FM offers an awesome return, as the case studies, reasoning and practices suggested in this book show. It is how businesses get ahead of the customers, whether consumers or clients, as they change the way they buy in the 21st century and as the internet gains prominence. FM can be applied in business, by charities, by member bodies and in the public sector. FM is often applied at the point of sale (POS) to
support the purchase decision, for it also penetrates the mind of the customer, thus making it a powerful way to provide brand experience, to imbue brand values and increase brand loyalty, for future and referral purchases.

**George E. Belch ft Michael A. (2003)** describes The changing World of Advertising and Promotion. For decades the advertising business was dominated by large, full-service Madison Avenue-type agencies. The advertising strategy for a national brand involved creating one or two commercials that could be run on network television, a few print ads that would run in general interest magazines, and some sales promotion support such as coupons or premium offers. However, in today’s world there are a myriad of media outlet sprint, radio, cable and satellite TV, and the Internet competing for consumers’ attention. Marketers are looking beyond the traditional media to find new and better ways to communicate with their customers. They no longer accept on faith the value of conventional advertising placed in traditional media. The large agencies are recognizing that they must change if they hope to survive in the 21st century this book introduces with this fast-changing field of advertising and promotion. While advertising is its primary focus, it is more than just an introductory advertising text because there is more to most organizations’ promotional programs than just advertising. The changes discussed above are leading marketers and their agencies to approach advertising and promotion from an Integrated Marketing Communications (IMC) perspective, which calls for a “big picture” approach to planning marketing and promotion programs and coordinating the various communication
functions. To understand the role of advertising and promotion in today’s business world, one must recognize how a firm can use all the promotional tools to communicate with its customers.

**William D, (2001)** has written this book about marketing and marketing strategy planning. And, at its essence, marketing strategy planning is about figuring out how to do a superior job of satisfying customers. Broadly speaking, the book fall into two groupings, the first eight chapters introduce marketing and a broad view of the marketing strategy planning process. They cover topics such as segmentation, differentiation, the marketing environment, and buyer behavior, as well as how marketing information systems and research provide information about these forces to improve marketing. Decisions, the second half of the text goes into planning the four Ps, with specific attention to the key strategy decisions in each area. Then the Author conclude the book with an integrative review and coverage of overarching topics such as implementation and control, marketing’s link with other functional areas, and an assessment of marketing’s challenges and opportunities.

**Rick Mathieson (2005)** illustrates use of wireless technology for advertisement. Advertising displays that call out to consumers on a first-name basis, Services that let us shop for pizza, music, books, and movies—anywhere, anytime Stores where the costs of goods is automatically deducted from bank account without writing a check, doling out cash, swiping a card, or standing in line. This is Marketing’s Wireless Future. It turns out that the Internet was just a warm-up act. A decade ago, the Internet hype machine pitched the World Wide Web as a marketer’s dream come true. Of course,
Google, Amazon, and eBay notwithstanding, banner ads, online “communities of interest,” and click-and-mortar “e-tailing” have yet to truly deliver the eyeballs, interest, or sales they promised—tethered as they’ve been to a cumbersome, confounding device called the desktop PC. Now, all that’s changing. A new generation of wireless Internet technology is finally liberating the Net from its deskbound subjugation. Owing to new wireless devices and high-speed mobile networks, the Information Superhighway and its advertising “billboards,” applications, and services are finally hitting the road. Along the way, they’re delivering on two tenets, heretofore unfulfilled, that are central to the Internet’s promise. The first: anywhere. The second: anytime.

Lynn R. Kahle (2006) describes that due to the increased managerial relevance and priority placed on branding in recent years, academic research into consumer branding has surged in recent years. Much attention has been devoted recently to the concepts of brand equity (i.e., the net asset of a brand) and brand knowledge (i.e., the combination of brand awareness and brand image of a product. A positive brand image increases the brand knowledge of a particular product or service and enhances customer-based equity and satisfaction. By enhancing customer satisfaction and loyalty, a positive brand image can prove to be advantageous for companies on a long-term basis. However, in an increasingly networked and competitive marketplace, firms can no longer rely solely on the success of a particular product or service. Companies should continue to use their brand images to differentiate their products and services from other firms and to extend the brand images to new
markets. As the cost of entering new markets is increasing, it is important for firms to use brand extension techniques to offset cost and reduce the risk of failure (as brand image is already established in consumers’ memories) using effective use of IT. On a larger scale, brands can also be leveraged to another person, place, thing, or brand. By linking their products to other entities as a means of leveraging knowledge, there is increased brand recognition and awareness. Also explained that the extent of leverage knowledge is important (i.e., how well consumers know the product, how meaningful the product is, and the transferability of the knowledge) to create an optimal positioning in consumers’ minds. An application of leveraging knowledge can be used for pairing country image and tourism, celebrity image and endorsements, corporate image and sponsorships, and so on. The purpose of the book is to advance the understanding of the concept of image asides applied to various areas of interest. This book also serves to meet the growing interest in image-related studies by the public and academics and provides an innovative and holistic approach to the study of image. A significant development in brand image research is the growing importance of brand leveraging strategies to increase brand equity by linking a brand to other entities. This book reflects the importance of brand leveraging as the sections cover in-depth discussion on cross-country and tourism images, corporate and sponsorship images, individual and celebrity images, and cultural and social images. Currently, academic literature on image studies is broad, covering multiple areas within consumer psychology and marketing communications. Furthermore, the literature is characterized by diverse empirical
findings and conceptual frameworks. This book provides a comprehensive and holistic look at the concept of image: The topics range from theories of image creation to other image studies on a country, corporate, and individual level. The sections cover the major topics currently being debated in image marketing and the psychology of communications and impact of IT. Several new and innovative concepts of image creation are also introduced in this book. In the first section of the book, Boush and Jones introduce a new conceptualization for the synthesis of brand image in a managerial context. Other innovative concepts in image studies, such as the schema correspondence theory and social constructionism perspective, are also discussed in the first section. Interestingly, the rest of the sections can be seen as an application of brand leveraging processes of image. It has been seen how brand image is applied to countries, corporations, individuals, and culture.

Ian Fillis, Ruth Rentschler (2002) discuss that despite the often creative efforts of marketing practice, creativity in marketing theory is largely absent. There is a reasonably long history of pleas for new marketing, re-imagining marketing and other paradigm-like calls but, save for some creative efforts in consumption studies, very little has been written in marketing management about creativity. We live in a world where globalization and Information technology effects make it more important than ever before to be able to think creatively in order to create competitive advantage. This book appeals to those who are prepared to think unconventionally, at least occasionally, so that our ideas are not merely repetitions and reworking of pre-existing concepts. Creativity is needed not just in marketing practice.
but also within the academic community. Intelligence is undoubtedly an important characteristic, but this does not necessarily equate with creative thinking. To be truly creative in a marketing sense may mean actually listening to what practitioners have to say about marketing theory and to subsequently facilitate, if not derive, a form of marketing which can be used by both practitioner and academic alike. With this in mind, the authors discussed their ideas with colleagues in the field and read widely in related and seemingly non-related fields. Marketing is ultimately socially, artistically, and scientifically influenced and therefore a disparate literature base was consulted in order to construct the arguments presented in the book. The authors are both experts in their fields, with a keen understanding of marketing and creativity, and write in a non-technical manner. The book places on record the importance of creativity to the marketing discipline and positions creative marketing at the forefront of discussion, in order to emphasize its global importance to economic and social debate. The book is the product of a creative partnership between Ian Fillies in Scotland and Ruth Rentschler in Australia: evidence in itself of the global, networked, information-based society in which we live making possible new connections and creative outcomes not imagined even a few decades ago.

Fred E. Hahn, Ithtom Davis, Bob Killian & Ken Magill (2003) describe that So much has changed in marketing in the past few years due to increasing use of IT. Not only have advertisers changed what they do, but even when they do the same thing, often it’s called something else. Even more important there are now new issues on
subjects not covered before: branding and Yellow Pages advertising plus a totally new approach to basic Internet advertising. Branding tells the world who you are, but before you can launch an effective branding campaign, you have to know how the world actually sees you. Successful Yellow Pages Advertising is the most overlooked and frequently most cost-effective way for the smaller business to make themselves known. Businesses of all sizes can use Yellow Pages and advertising to boost their visibility. Some of the major issues discussed in the study are: The transformation from telemarketing to teleservicing for even greater profits. How audiovisuals from commercials to films have been transformed by “media” revolution in technology and techniques. What you can do now and what you shouldn’t even try. How to take advantage of new computerized creative and production for preprint and the latest in printing technology and what’s coming tomorrow maybe later today. The ever-more confusing problems, and solutions, of mass mail with lots of ways to make it still affordable.

David Loudon Robert and Stevens Bruce Wrenn (2004) have tried to prepare a text that covers all of the essential managerial elements of marketing with sufficient detail to provide a review for marketing, background for non marketing majors in a case-oriented manner, and challenge to take researches to the next level of understanding marketing. The selection of cases provides a wide variety of managerial situations for small, medium, and large companies. Also included are several entrepreneurial cases that focus on the issues of product or business start-ups to show types of analyses needed for these decision-making situations.
Daniel Yadin’s (2002) study is very practical, with text designed as a guide on a day-to-day level. It is useful in two ways. First, it uses language that people actually speak, and helps to make clearer much of the jargon used in marketing, for examples: FMCG; but the author, assuming that everybody knows what this means, fails to explain it. In a marketing textbook, term that the author uses and discusses, but which a reader still cannot fully appreciate. The Dictionary may help to resolve this. Second, on an even more pragmatic level, it explains marketing practices and procedures. for example, be interested in how the monitoring of Web site hits is carried out. The Dictionary comes to the rescue by explaining ABC//electronic monitoring. The Dictionary includes clear explanations, observation and comment, plus guidelines and advice based on practical experience. For example: Video News Release Broadcast communications, Editorial, Public relations A corporate or product news item, prepared and edited before submission to television stations; popularly referred to as VNR. Current wisdom on VNRs is that, on a busy news day a VNR can get an item on air mainly because it is already in the can; that is, complete and ready for transmission. However, mere submission of a VNR will not guarantee airtime. In addition to marketing concepts, tools and techniques, the Dictionary abounds with appropriate references, associations and cross-references. Associations included are : Advertising; Artwork; Brand management; Business; Campaigns; Communications; Composition; Consumer behavior; Controls and legislation; Copywriting; Corporate; Creative; Desktop publishing; Distribution; E-commerce; Economics; Editorial; E-marketing;
Konana and Balasubramanian, (2001), write this commentary which aims to open a debate regarding the impact of IT on a developing country like India. The Authors argue that India should aggressively pursue traditional manufacturing and agriculture-based industries to build a robust industrial economy that can be made more efficient and productive with IT. In turn, policy makers should moderate their obsession with IT and IT-related ventures as a panacea to solve socio-economic problems. IT-related projects must definitely be pursued, but the private sector must bear the risks and capture the returns related to these projects, much like it does in any other sector of the economy. The authors argue that government actions cannot be disproportionately skewed towards a single industry when its benefits to the common man are still not well understood, and when the role of IT within the broader framework of national development has not yet been adequately articulated. Not everyone will agree with this viewpoint — but then, neither does this commentary pursue such a consensus. Such a debate is even more critical with the recent worldwide bursting of the IT bubble. Booms and busts have long existed in all kinds of markets — during the 17th century tulip bubble, for example, the irrational exuberance of tulip buyers drove the value of each tulip to several thousand dollars. In 1637, a single Semper Augustus tulip sold at a price that was three times the value of the most expensive estate in Amsterdam!
However, such booms and busts apart, in a reflection of the well-known IT “productivity paradox,” even serious researchers, CIOs, and economists in the corporate world (including Stephen Roach, the respected Chief Economist at Morgan Stanley) have struggled to convincingly demonstrate the benefits of IT to the corporate sector.

Jeff LeSueur (2007) authored this book after successful ten-year period spent at BMG Direct, the direct marketing music club of Bertelsmann Music Group. During this period the Author witnessed, participated in, and contributed to profit growth from breakeven to over $80 million annually. The growth was due without question to the combination of management, marketing, and customer interest; BMG rode the wave of the increasing popularity of the compact disc medium. But author stress the management and marketing aspects on equal ground with product interest. The company was effectively managed and marketing was very engaged in developing new views of customers, music, and promotions, addressing and implementing new presentations, new offers, and new channels for promotions and communications with use of IT. Challenges to continue profitability appeared around the same time as the CD purchasing wave began to peak: dramatically higher postage and paper costs, two of the largest cost drivers for any direct marketing business. Soon after these costs increased, the third cost factor usage rights also increased. Faced with declining profitability, BMG Direct managed to continue earning profits at a relatively high level by focusing on the leverage provided by customer information and marketing automation. Three targeted marketing programs evolved. In the customer information was leveraged to identify least active customers first, to reduce promotion
costs. Analytics were then applied to select less active customers more likely to respond to promotions, and target promotions directly to them. For the third marketing program, analytics were applied to select the most likely to respond from best customers; specific and incremental promotions were created expressly for this group as well. All three of these programs relied on leveraging customer information and automating the processes necessary to implement the programs on a timely basis: Any customer likely to respond was selected for a promotion within 30 days of the event that drove their selection. This demanded ease of access to customer information as well as response performance. Access and performance was based on a data warehouse implemented from the customer master file. As trial marketing programs evolved into production, the marketing selection processes were automated. Results far surpassed expectations. As an example, a process was developed for selecting promotable customers that captured an incremental $4 million in profit the goal for the year in six months. “Incremental” profit was validated through ongoing response testing integrated with every promotion.

Günseli Baygan, (2004), in the OECD Report analyzes the recent market trends and the policy framework in selected OECD countries, in context of Information Technology, as a part of the OECD project on Growth Follow-up: Micro-Policies for Growth and Productivity. Five policy areas, which are conducive to increasing the supply of Capital, are surveyed: investment regulations, taxation, public equity programmes, business angel networks, and second-tier stock markets. Peer reviews have taken place on a voluntary basis in
the Committee on Industry and Business Environment (CIBE). Ten countries have been reviewed, including: Canada, Denmark, Israel, Korea, Norway, Portugal, Spain, Sweden, the United Kingdom, and the United States. The following is a synthesis of the main findings, highlighting recent market trends, effective policies and recommendations that can serve as a guide for policy reform in individual countries. The OECD Growth Project recommended increasing access to high-risk finance and extensive use of IT to stimulate firm creation and entrepreneurship, one of the main drivers of growth and productivity performance.

The study by Emmanuelle Dubocage and Dorothee Rivaud-Dansett, (2002), analyses the recent development of specific mode of Venture Capital financing. The study reveals use of Information and communication Technology has been accompanied by intensified support from public authorities. The study points out that backwardness of Western European countries compared with the United States is due to the handicaps inherent in their National Systems of ICT, which justifies the intervention of the public authorities.

Mani Sunil (2005), illustrates the role of the Indian state in promoting innovation and use of IT in its manufacturing sector. The study reveals that the chemicals and pharmaceutical sector, which also accounts for the largest share in R&D investments and in the number of patents granted, dominate the country's manufacturing sector. It is found that the broad external environment within which innovative activities of firms are encouraged consists of a series of policies that lack specificity in targets, time dimension and budgets.
Five components of the innovation policy are considered: (i) supply of technically trained human resource for R&D; (ii) physical technological infrastructure; (iii) fiscal incentives for encouraging innovation; (iv) promotion of technology-based ventures through Venture Capital; and (v) encouraging application of IT for marketing. The analysis of the data and issues on each of the five resulted in the following conclusions. The country suffers from a shortage of research scientists and engineers of the type required for R&D, caused basically by the quality of science and engineering education in the country and the ever-increasing brain drain. Regarding the physical technological infrastructure, a network of government research institutes dominates it. These institutes continue, however, to depend on government grants and projects for their sustenance and their interaction with domestic manufacturing sector is limited. India does not have any major research grant schemes; even the one that it has directed largely at public sector enterprises. Most of the schemes are research loan schemes. In other words, the extent of public subsidies for private sector R&D is quite low in the country. Although the country has a variety of direct and indirect tax incentives for R&D, both a macro and micro exercise revealed that most enterprises do not perceive these incentives as important. In most cases the level of R&D performed would be the same, even in the absence of direct tax incentives. Finally the study concludes that the Venture Capital funds in operation conform to the ideal model of by and large providing equity support to technology-based ventures in their early stages.

Roland T. Rust, and Robert H. (2001) depict that information
technology drives services. It is the ability to generate, transform and distribute information that ultimately enables firms to provide services to customers. Developments in digitization of information and advances in computing and telecommunications have created higher levels of mobilization and unbundling of intelligence, which in turn have altered how valued is created in the economy. As summarized, economic value is now linked to improving the utility of information: “where intelligence resides, so too does value.” In this article goal is three fold. First, driving force of this new service logic – information technology (IT) has been addressed. Second, why the customer equity frameworks fits a service-based view of the firm and summarize its advantages as the central element of marketing strategy. Lastly, the Author comments on the impact of this service perspective on firm and consumer behavior and suggest important new areas for investigation.

Axel Leblois (2004), presented paper regarding impact of information technology on education business in different economy. The IT sector in itself also quickly became a major driver in emerging economies: such was the case for the “Four Asian Tigers”, and later, India, Brazil and China. India’s success story is well known: today, it exports $6 billion a year in software and related services. Success in technology allows India to expand into more and more mainstream business process outsourcing. In 2001, IDC ranked Asia as #2 behind North America in terms of number of IT developers. In 2006, IDC predicts that Asia will take the lead in absolute numbers. In China, trends are similar: there are 400,000 people employed in the software industry, of which 250,000 are software engineers. And current
education plans call for the training of several tens of thousands every year. Which brings attention back to the United States where similar trends are still driving the changes of its labor force. Current U.S. Department of Labor statistics rank seven computer-related occupations as the seven fast growing in the country. So author concludes that the influence of Information Technology on emerging economies is just starting, it will go further ahead in education sector.

3.3. RESEARCH GAP

The foregone studies have covered various aspects regarding Strategies, Strategic marketing. Many of the papers have focused on numerous spheres of IT also. Several studies have been conducted pertaining to impact of IT on marketing. Telecom marketing has also been emphasized by several papers but there has not been so far any research which has investigated impact of IT on marketing strategies of airtel with special reference to product strategies, promotion strategies, pricing strategies and distribution strategies of AirTel based on two cities i.e. Aligarh and Bulandshahr. Thus, the study intends to fill up this gap. Application of IT remains an immensely important yardstick in determining the nature and, to a considerable extent, the level of service which a Telecom operator is able to provide. The effective use of IT largely depends on users’ need and their satisfaction. The study relating to the marketing will not be complete without looking into the aspects viz users need, product strategies, promotion strategies, pricing strategies and distribution strategies, therefore, All these aspects have been covered in this study.
3.4. References


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