

# Mobile Marketing Channel (Online Consumer Behavior) A Book Review

Manuel Alberto M. Ferreira

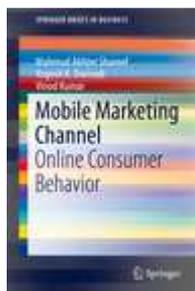
Lisbon University Institute ISCTE-IUL, BRU-IUL  
Portugal

manuel.ferreira@iscte.pt

## 1. Introduction

The objective of this work is the book “Mobile Marketing Channel (Online Consumer Behavior)”, 978-3-319-31285-9 (Print) 978-3-319-31287-3 (Online), from Springer Series “SpringerBriefs in Business”, review.

Shareef, Mahmud Akhter, Dwivedi, Yogesh K., Kumar, Vinod authors of this book, assume in the presentation three main achievements:



1. Explores the SMS-based mobile channel as a radical tool of interactive marketing,
2. Promotes a multichannel strategy in the light of synthesized marketing distribution, consumer behavior, and information and communication technology (ICT)-related behavioral theory,
3. Examines consumer behavior for mobile phone SMS perception, exposure and attention in addition to consumer attitudes towards SMS-based channels.

It is composed of seven chapters:

1. Online Consumer Behavior and Marketing
2. Mobile Marketing Channel
3. Scope of Short Messaging Service as a Marketing Channel
4. Effective Mobile Channel
5. Design of the Mobile Channel Structure

6. Target Marketing and Development of the Communication Channel
7. Conclusion

## 2. The review

SpringerBriefs, whatever their area of expertise, are very well-known works, characterized by the abundant transmission of knowledge through short, well-written, readable, and scientifically rigorous texts.

“Mobile Marketing Channel (Online Consumer Behavior)”, that integrates the Springer Series “SpringerBriefs in Business”, is perfectly within that standard and is concerned with a subject of great social interest, as everyone can personally observe in his daily life: the SMS as an alternative marketing channel or in combination with other existing traditional channels.

Indeed, the use of SMS as a marketing channel, either alternative or in combination with other existing traditional channels, allowed by the permanent huge technological development, evidently brought a number of new problems and situations. But, although predictable, only the practice of using the tool could materialize what and the form assumed.

Among them the reaction of the consumers is of particular importance. In this book, and very well, this subject is always present justifying perfectly the subtitle: “Online Consumer Behavior”.

It turns out that the book under appreciation answers to these challenges in an extremely thorough way, even wonderful. In fact, with chapters aimed at the analysis of the phenomenon or for action on the ground, or both, it is worth noting the chapters 5. Design of the Mobile Channel Structure and 6. Target Marketing and Development of the Communication Channel which, in addition to giving their own contribution to the subject act as a creative synthesis of the others.

In short, a book of enormous importance and very ambitious, which strongly binds the reader. Written by highly qualified contributors, “Mobile Marketing Channel (Online Consumer Behavior)” is essential for both scholars and professionals working in the field of marketing and business. Also, accessible to anyone scientifically curious in these matters.