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## Editorial

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Mobile marketing refers to marketing activities conducted using mobile technologies. This ranges from advertising of products and services on mobile devices to discounting and promotions using the mobile communication medium. Like other applications of mobile commerce, the emergence and development of mobile marketing is triggered by the ubiquity of mobile devices and the advancement in mobile communication technologies. Mobile marketing is different from other forms of marketing activities due to its ability to reach people anywhere, and anytime with timely, location-sensitive, and device-adaptive advertising and promotions. With the increasing penetration of the mobile phones and growing popularity of mobile commerce throughout the world, this is an application, which is here to stay.

This special issue of *International Journal of Electronic Business (IJEB)* focuses on advancing research in mobile marketing and includes articles that concentrate on designing, managing, and evaluating mobile marketing activities in today's rapidly changing electronic business environment. The papers included in this issue examine different types of problems encountered in mobile marketing ranging from understanding the profiles of targets of mobile marketing and their preferences to discovering features of mobile marketing that make it attractive and acceptable to users.

The special issue includes five research papers, that present to the academic and business community many ideas and results that we believe can help in facilitating the conception, management, and execution of mobile marketing. These papers use a variety of methodologies to address the important issues related to customers of mobile marketing from several countries in different parts of the world and synthesise the lessons learnt so that future researchers in this area can build further on this ground work. In summary:

Jutla and Yu use the Delta model and its various sub-constructs to study the behaviour of customers of mobile services in their paper 'Applying the Delta model to mobile marketing management in the US marketplace'. They study the customer records obtained from a mobile service provider in the USA using factor analysis and link the mobile customer churn predictors to the competitiveness strategies adopted by the service provider. They conclude that when devising marketing campaigns, it is important to keep in mind the distinct features that they identified under customer profiles, customer solutions, and product characteristics.

Pingjun Jiang, in her paper 'Adopting mobile internet: a demographic and usage perspective' conducts a web-based survey of customers in the USA and reports interesting facts about the demographic and usage profile of mobile internet users. On the demographic side, she says that a typical mobile internet user is young, non-caucasian, single male, has low income, experiences job mobility and tends to use mobile phones very often. As for usage, she finds that people who either have the fixed internet connection to their home or use the fixed internet very often do not tend to use the mobile internet so much. Such a profiling is important for mobile marketers as they can use this knowledge to target their audience more appropriately.

'Mobile youth in China: a cultural perspective and marketing implications', is presented by Wen Gong and Zhan G. Li. It addresses the issue of mobile marketing among the youth of one of the fastest growing mobile economies of the world – China. The authors point out the unique cultural characteristics of the youths of China who are individualistic by nature, brand and status conscious, and love to keep in touch with peers. The authors come up with a variety of interesting suggestions related to brand management, mobile applications, and media integration for multi-national companies that are interested to target this user population of China.

Short Message Service (SMS) is a popular means of communication for the mobile community. The paper by Gauzente et al. titled 'SMS-marketing: a study of consumer saturation using an extended TAM approach' addresses the issue of acceptance of mobile marketing through SMS for customers in France. In particular, the authors determine if there is a threshold over which SMS marketing becomes bothersome and ineffective. Using the technology acceptance model, they conclude that gender, length of use, and frequency of use of mobile services are key determinants of users' attitude towards SMS marketing.

Karjaluoto et al., in their paper 'Factors affecting Finnish consumers' intention to receive SMS marketing: a conceptual model and an empirical study' revisits the issue of SMS marketing by surveying 4062 mobile service customers in Finland. The goal of the study is to discover the factors that affect customers' inclination to take part in mobile marketing activities. The authors conclude that perceived utility, perceived social utility, context, and credibility positively impact customers' willingness for mobile marketing activities, whereas financial rewards do not have a direct effect on it.

### **Acknowledgements**

The guest editors of the special issue on Mobile Marketing thank the editor-in-chief of IJEB, Professor Dr. Eldon Y. Li, for giving the opportunity to edit this special issue. They also thank the authors who contributed to this special issue and submitted revisions to their papers in a very timely manner. This special issue would not have been possible without their enthusiasm and support.

Special thanks are due to the members of the editorial review board for this special issue who did a tremendous job by providing constructive criticism of the papers in their reviews and by returning the reviews within a short period of time. The members of the editorial review board included: Ada Wong, Aman Cheung, Bardo Fraunholz, Benjamin Yen, Chandana Unnithan, Chen Xi, Dahui Li, Gary Pan, Jaana Tähtinen, Jiazeng Luo, Kevin Kuan, Michael Chau, Minna Pura, Shan Ling Pan, Stuart Barnes, Susanna Ho, Victor Ng, and Weiling Ke.