

Investigating Word Of Mouth As Advertising Tool For Mobile

Investigating Word Of Mouth As Advertising Tool For Mobile - Investigating Word of Mouth as Advertising Tool for Mobile devices in South Africa ... This study therefore attempts to investigate WOM as advertising tool in an IMCDownloadable! Samsung Electronics entered the mobile device market on the back of their successes in other markets for electronic devices. The mobile device space in ...Samsung's IMC strategy for their mobile devices ... www.hrmars.com Investigating Word of ... {www.hrmars.com Investigating Word of Mouth as Advertising Tool ...This effect alone makes a case for more systematically investigating and managing word of mouth. ... advertising campaign used ... word-of-mouth campaigns. Mobile ...