

International Journal of Online Marketing

July-September 2014, Vol. 4, No. 3

Table of Contents

RESEARCH ARTICLES

- 1 **An Empirical Study of Factors Influencing Consumer Attitudes towards SMS Advertising**
Pradeep Dharmadasa, Faculty of Management and Finance, University of Colombo, Colombo, Sri Lanka
Thilini Alahakoon, Faculty of Management and Finance, University of Colombo, Colombo, Sri Lanka

- 14 **A Cloud Computing Model for Efficient Marketing Planning in Tourism**
George Mastorakis, Department of Business Administration, Technological Educational Institute of Crete, Agios Nikolaos, Crete, Greece
Nikolaos Trihas, Department of Business Administration, Technological Educational Institute of Crete, Agios Nikolaos, Crete, Greece
Constandinos X. Mavromoustakis, Department of Computer Science, University of Nicosia, Engomi, Nicosia, Cyprus
Emmanouil Perakakis, Department of Business Administration, Technological Educational Institute of Crete, Agios Nikolaos, Crete, Greece
Ioannis Kopanakis, Department of Business Administration, Technological Educational Institute of Crete, Agios Nikolaos, Crete, Greece

- 31 **The Visual-Cognitive Model for Internet Advertising in Online Market Places**
Efosa C. Idemudia, College of Business, Arkansas Tech University, Russellville, AR, USA

- 51 **Measuring Consumer Motivations to Share Rumors: Scale Development**
Subin Sudhir, Indian Institute of Management Kozhikode, Kerala, India
Anandakuttan B. Unnithan, Indian Institute of Management Kozhikode, Kerala, India

- 68 **Understanding the Psychology of Mobile Phone Use and Mobile Shopping of the 1990s Cohort in China: A Lifestyle Approach**
Matthew J. Haught, Department of Journalism, University of Memphis, Memphis, TN, USA
Ran Wei, School of Journalism and Mass Communications, University of South Carolina, Columbia, SC, USA
Yang Xuerui, College of Advertising, Communication University of China, Beijing, China
Jin Zhang, College of Advertising, Communication University of China, Beijing, China

Copyright

The **International Journal of Online Marketing (IJOM)** (ISSN 2156-1753; eISSN 2156-1745), Copyright © 2014 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of Online Marketing* is indexed or listed in the following: Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; JournalTOCS; MediaFinder; ProQuest Advanced Technologies & Aerospace Journals; ProQuest Computer Science Journals; ProQuest Illustrata: Technology; ProQuest SciTech Journals; ProQuest Technology Journals; The Standard Periodical Directory; Ulrich's Periodicals Directory