

INTERNATIONAL JOURNAL OF ONLINE MARKETING

July-September 2013, Vol. 3, No. 3

Table of Contents

EDITORIAL PREFACE

iv Hatem El-Gohary, Birmingham City University Business School, Birmingham, UK

RESEARCH ARTICLES

- 1 **An Empirical Study of Impulse Buying Behavior in Online Bookstores**
G. Muruganantham, Department of Management Studies, National Institute of Technology, Tiruchirappalli, Tamilnadu, India
Ravi Shankar Bhakat, Department of Management Studies, National Institute of Technology, Tiruchirappalli, Tamilnadu, India
- 18 **A Comparative Study of Consumer's Gender Based Attitude towards Mobile Value Added Services in Jalandhar District Using Tri-Component Model**
Savdeep Vasudeva, Department of Business Management, DAV Institute of Engineering & Technology, Jalandhar, Punjab, India
Gurdip Singh, Department of Engineering, Chandigarh Group of Colleges, Gharuan, Mohali, Punjab, India
- 37 **Targeted Online Marketing using Social Networking**
Mohamed K. Watfa, Faculty of Engineering & Information Sciences, University of Wollongong in Dubai, Dubai, UAE
Nima Najafi, Faculty of Engineering & Information Sciences, University of Wollongong in Dubai, Dubai, UAE
Mahmoud Bakkar, Faculty of Engineering & Information Sciences, University of Wollongong in Dubai, Dubai, UAE
- 51 **Evaluating the Persuasive and Memory Effects of Viral Advertising**
Maysam Shirkhodaee, Faculty of Economics & Administrative Science, Mazandaran University, Babolsar, Iran
Saeed Rezaee, Department of Business Management, Faculty of Management, Kharazmi University, Karaj, Iran
- 62 **Trends in the Use of Social Media as a Tool of Marketing Communications in FMCG Sector in India**
Baisakhi Banerjee, Department of Business Administration, PES Institute of Technology, Bangalore, Karnataka, India & University of Mysore, Mysore, Karnataka, India
Ashwini Kumar BJ, Department of Management Studies, Nitte Meenakshi Institute of Technology, Bangalore, Karnataka, India

Copyright

The **International Journal of Online Marketing (IJOM)** (ISSN 2156-1753; eISSN 2156-1745), Copyright © 2013 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 listed or indexed 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