
Editorial

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Biographical notes: George J. Avlonitis is a Professor of Marketing at the Athens University of Economics and Business. He was recently elected President of the European Marketing Academy (EMAC) for the period 2008–2010 and was Chairman of the Organising Committee of the 35th EMAC Conference. He has presented various papers in the USA, Canada and Europe and has published more than 100 articles in the proceedings of international conferences and the most prestigious journals of marketing, including *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Industrial Marketing Management*, *International Journal of Research in Marketing*, *European Journal of Marketing* and *Journal of Product Innovation Management*. His research revolves around product policy, sales management, B2B marketing, strategic marketing, and adoption and diffusion of new technologies. He is one of the Associate Editors of the *International Journal of Internet Marketing and Advertising*, and he is also a member of the editorial board of 11 journals, including the *Journal of Business Research* and *Industrial Marketing Management*.

Paulina Papastathopoulou is an Assistant Professor of Marketing at the Athens University of Economics and Business. She is a member of the Executive Committee of EMAC, as National Representative of Greece and was co-editor of the *Proceedings of the 35th EMAC Conference*. Her works have been published in the proceedings of international conferences and various journals, including the *Journal of Product Innovation Management*, *Industrial Marketing Management*, *European Journal of Marketing*, *Journal of Services Marketing* and *Journal of Marketing Management*. Her main research interests pivot on new services development, and adoption and diffusion of new technologies. She is a member of the editorial board of *Industrial Marketing Management*.

This special issue includes the extended versions of top-rated papers dealing with e-marketing published in the proceedings of the *35th Conference of the European Marketing Academy (EMAC)* held in Athens (Greece) on 23–26 May 2006.

We believe that these papers capture a broad range of academic research on electronic marketing, present many ideas and results to the scientific and business communities, and provide important managerial implications. Six out of seven papers were accepted in the

'New technologies and e-marketing' track, while one paper was presented under the 'Tourism marketing' track of the 35th EMAC Conference. The summaries of the papers are as follows:

Ordanini and Rubera, in their paper 'Do resources mediate the relationships between the internet and performance in the marketing domain? Testing the role of customer orientation and brand equity', investigate the links among the internet, marketing resources and marketing performance. Also, they test a model where two marketing resources – customer orientation and brand equity – are expected to mediate the relationship between internet technologies and performance. Their study reveals that a significant partial mediation effect exists for customer orientation, but not for brand equity.

Previous studies on the personalisation of online marketing messages have focused on their positive effects, highlighting the advantages for both marketers and consumers. In their paper 'Consumer mind-sets and attitudes towards online marketing messages', Sääksjärvi and Pol find that personalisation is not always advantageous as consumers in certain mind-sets do not wish to receive promotional messages at all, which makes the use of personalised messages, compared with non-personalised ones, more of a waste of money. The authors conclude that, in these cases, promotional messages might actually counteract the marketing effort involved.

Modelling the behaviour relating to new information technologies usage is of great interest to managers who need to evaluate the probability of success in the introduction of such technologies. The paper 'Extrinsic and intrinsic motivation in the use of the internet as a tourist information source' by Castañeda *et al.*, empirically tests the capacity of the highly cited Technology Acceptance Model (TAM) and Motivation Model (MM) to help understand the determinants of the intention to use the internet for searching holiday information. Their findings show that these theories do explain the intention of internet use by the tourists.

Molina-Castillo and López-Nicolas, in their paper 'Innovative products on the internet: the role of online trust and product perceived risk', investigate the implications of product innovativeness on purchase intention and other related variables such as perceived risk and website trust. According to their results, companies selling innovative products on the internet should take into account not only the positive implications in purchase intention or website trust, but also the negative consequences that can arise from the increase on customer perceived risk.

The paper 'New insights into the acceptance of mobile internet services: a mixed-method approach' by Groeppel-Klein and Koenigstorfer proposes an acceptance model for mobile internet services by integrating the theory of reasoned action and the TAM. Their results indicate that the proposed model has high explanatory power. Also, the importance of personal innovativeness, perceived usefulness and the pleasure of self-expression is highlighted. The influence of the latter construct is related solely to anticipating the actual usage of a mobile parking service in a usage environment, whereas in a non-usage environment, it determines general attitudes besides usage intention.

Pearson and Barwise, in their paper 'PVRs and advertising exposure: a video ethnographic study', report results from a video ethnographic study of TV advertising exposure for 22 individuals in eight UK homes with Personal Video Recorders (PVRs). PVR usage varied widely both within and between homes. For 21 of the 22 individuals, the PVR was used (if at all) as a backup when there was nothing on the viewers' favourite channels that they wanted to watch live. As a result, of the 3480 individual

opportunities to see commercials during the study, 70% were viewed live and only 30% were time-shifted. In combination with other complementary studies, these results suggest that the impact of PVRs on advertising exposure will be limited. The paper also discusses the implications of integrating various technologies such as the internet in order to further enrich audiences' viewing experience.

The paper 'Website design and e-consumer: effects and responses' by Lorenzo *et al.* focuses on the effects of different web layouts – related to navigational structure and presentation of products – on internal and behavioural consumer responses within an online shopping situation. Their results show that, if web marketers design stores without restrictive navigation cues (offering, in consequence, freedom of movement during navigation) and web-animated layouts (including video and 360° visualisation of products), they could generate more positive responses on e-consumers and, consequently, improve their sales results.

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