
Editorial: The ever changing facets of high tech customers

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Welcome to this new edition of the *International Journal of Technology Marketing*. In this issue, you will find articles which clearly foster discussion on the advancement of marketing practice and theory, with emphasis on technology and technology intensive products as well as innovation.

Customers play always a pivotal role in the marketing of technology and innovative solutions, so the majority of the articles of this issue are exploring different topics about the customers in various technology driven sectors – while the last two papers offer a wider international perspective on the marketing of high tech and innovative solutions.

The first article is dedicated to a fast growing and exciting industry, which is the online game sector. This stimulating paper is entitled ‘The role of player innovativeness in adopting new online games: bidimensional and hierarchical perspectives’ and it considers the effect of openness to experience (global innovativeness) and variety-seeking behaviour in online gaming (domain-specific innovativeness) on intention to play new online games. It is an important research because so far the effect of global and domain-specific innovativeness on willingness to play a new online game remains unclear. Applying a bidimensional and hierarchical perspectives as a research methodology, the author shows that actually global innovativeness has a direct influence on the intention to play new online games and derives some important and thought provoking consequences for academic and professional working around this innovative and technology driven industry.

The second paper is about ‘Intention: customer perceived market orientation and perceived environmental sustainability information’. As stated in its title, this research seeks to answer a central question: how do customers’ perceptions of environmental sustainability information and perceptions of firms’ market orientations relate to new, technology-based product purchase intentions? To do so, the author explores the relationships among factors that influence the perceptions of customers of new, technology-based products that include environmentally sustainable, publicly available

information, customers' perceptions of firms' market orientations, and the new product purchase intentions of those customers. This original study brings a significant contribution to innovation theory and practice by showing how environmental sustainability information and firms' market orientations differentially influence potential customers' purchase intention of technology-based products.

The next article focuses also on customers' analysis but with a different angle and in a distinctive business which is also very innovative and increasingly driven by technology: the Health Club industry. As indicated in its title, the paper examines the 'Combining qualitative design-based methods and quantitative consumer research methods to improve customer experience in small service businesses: an example from the health club industry'. A key interest of this research lies in the use of a new research method, coming from the field of design, in order to get a better understanding of the customers' expectations, combining qualitative and quantitative approaches. One of the fascinating conclusion of this article is about how the combination of design and marketing can provide a powerful approach to customer-driven innovation, provided that the researchers – and the professionals – are open to valuing each other's research attitudes. The field of design plays an important role in the marketing of technology products and services, especially in B2C and it is a reality that very often those two disciplines are not well integrated while the success of companies such as Apple, Samsung or Sony is based on an inclusive conception of design and marketing. This noteworthy article paves the way for a better reconciliation of the two disciplines, not only at intellectual level but also at the business level.

QR code or quick response code is the latest generation of electronic readable barcodes which can be read easily and is now used as a mainstream tool in marketing campaigns to connect with customers. They are part of the growing usage of mobile technologies and devices for marketing to consumers. On that topic, the fourth article of this issue provides a fascinating analysis of the 'Impacts of QR codes on buying decision process of Turkish consumers'. This study investigate the extent at which QR codes can have impact on the buying decision process of consumers and it offers a model which defines easy and fast information access, information amount and content accessed via QR codes as factors that affect the information search process. The key results show a significant impact of need recognition and easy information access on the purchase decision of customers. Without any doubt, this article will captivate the interest of professionals while it will also bring a useful basis for academics who wants to research this field.

On the same side of the Mediterranean than Turkey is Cyprus with a fast growing market for technology driven and innovative solutions. In the article entitled 'Social media uptake in Cyprus – or is it just a new fad?', the authors responds to the lack of research on the adoption and practice of social media by companies in the business sector in Cyprus. While providing important results about the use of social media, their perceived effectiveness and the specific factors that affect the adoption of social media by Cypriot firms, the main finding is that local businesspeople are reluctant to adopt social media and incorporate it in their promotional mix while actually they could strongly beneficiate from them.

The final article expands the international perspective as it ponders about the 'The relationship between innovation and internationalisation in a turbulent environment' of firms especially after they have experienced a technological breakthrough. The research seeks to evaluate if innovative firms are really more internationally oriented and more

successful in their international activities. While there are some theoretical evidence on interdependence between innovation and the decision to internationalise, so far the nature of this relationship remains unclear. One of the key finding of this absorbing article is that the degree of a firm's innovativeness, whether it is product, technological, or marketing innovation, does not necessarily push the firm to internationalise. But the study shows also that for a firm already operating on foreign markets, process or marketing innovation do provide a significant increase in international performance. Those outcomes will be of key interest for professional who are considering internationalising their activities as well as for academics who research on the relationship between internationalisation and innovation.

Enjoy your reading and do not hesitate to send us your thought about those papers as well as your own research paper in the exciting field of the marketing of technology-based solutions and innovations! We look forward to reading from you soon.