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## Editorial

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**Biographical notes:** Yioula Melanthiou is an Assistant Professor at the University of Nicosia. She holds a BA in Business Administration (Marketing major), MSc in Marketing from the University of Salford, UK, PhD in Marketing from the University of Manchester, UK, and is a Chartered Marketer. She has worked for seven years in the industry as a research executive, research account manager, and marketing consultant prior to joining the University of Nicosia in 2004, where she has since then been teaching several marketing courses at an undergraduate and postgraduate level. She has published several papers in peer reviewed journals and presented her work at various international conferences. Her primary research interests are in the areas of social media marketing, marketing of higher education, and consumer behaviour.

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Innovation has led to the introduction of new marketing channels; or have new marketing channels led to innovation? Whichever came first, the final result is indeed proving to be successful. Companies are now being offered new marketing channels to distribute their products, their services, share their thoughts and engage, interact and communicate with customers to a much greater extent. One cannot question that the closer companies come to people and customers, the better they can achieve their marketing goals. The web, blogs, and social media have indeed shown great potential during the last few years and companies that have embraced this technology are now reaping the benefits. The articles chosen for this special issue were presented, in earlier versions, at the 7th Euromed Annual Conference which was held in Kristiansand, Norway in 2014.

The first article by Papadopoulos, Trigkas, Karageorgos, Rapti and Sideras explored value creation based on information technology (IT) marketing. Specifically, they studied consumers' views of the development of IT supported business strategic partnerships in the Greek wood and furniture sectors. Results of an online quantitative research showed that there is indeed a potential for developing IT-supported buyer-supplier partnerships, and this could constitute an innovative proposition for this particular sector. Moreover, evidence showed that although the Greek wood and furniture enterprises have not yet managed to sufficiently develop trustworthy relationships among them, the findings indicated that the endorsement of IT in business marketing strategies could act as a catalyst for developing trust relationships among stakeholders and provide them with the capability to develop an easy to use, cost effective marketing tool, focusing on individual consumer needs.

Uva, Lucas de Freitas and Paiva contributed to this special issue with an interesting study on neuroscience technologies. Their innovative research aimed to provide an understanding of consumer attitudes and behaviour when viewing TV advertisements. In this neuromarketing study, the neural activity of ten female and ten male participants was

recorded, using high density electroencephalography (EEG), while they were watching video stimuli using an oddball paradigm with a rare-frequent ratio of 25% to 5%. Their findings showed that while both female and male participants had more activity in the prefrontal, fronto-temporal, anterior cingulate (ACC) and parieto-occipital cortices, they presented statistically significant differences for most of the electrodes. This suggests that there are different patterns of neural activity depending on the gender, leading to distinct strategies and cognitive patterns employed by men (heuristic approach) and women (elaborative approach). Finally, this research has shown that men and women process TV advertisements using distinct cognitive strategies, and that neuromarketing studies, such as this, are appropriate to assess their effectiveness. These findings could of course be also replicated to offer insights and suggestions for advertising not only on traditional media but certainly also online.

Local products have typically been popular only locally, but with new marketing channels this is changing. By studying blogs and in particular by analysing users' lexical choices in unstructured web sources, Scorrano, Fait, Rosato and Gravili aimed to identify the essential determinants in local products web communication, while highlighting the latter's contribution to both consumer empowerment and SMEs' competitiveness. The research involved a content analysis of Italian and English-language agri-food blogs in order to retrieve the most frequent concepts from and detect the language used in such sources, thus guiding SMEs in their market decisions. The findings suggested that Italian speakers have a more process-orientated approach, as shown by the higher co-relationship of the word 'product' with words such as 'success' and 'participation' and a lower co-relationship with aspects connected to 'category or 'dimension' and 'results', while English speakers are more output-orientated, as demonstrated by the fact that the word 'product' correlated to 'food', 'work' and 'development'.

The fourth paper by Kundu and Datta investigated the level of reliability of online payment processes and its impact on online purchase behaviour. With the advent of the online payment system and its phenomenal growth, an important question arises with regards to its reliability. By introducing a conceptual framework of the term 'reliability', this research examined customer perceptions' concerning reliability of e-payment processes. Examining the views of 278 respondents in India, results showed that customers perceive rectification of errors in time and with the least intervention from their end as the greatest influencer of reliability of e-payment process. The results also revealed that reliability of e-payment processes has a major significant influence on online purchase behaviour.

Finally, Llodra-Riera, Martinez-Ruiz, Jimenez-Zarco and Izquierdo-Yusta attempt to identify how social media influences the motivations of tourists for visiting a destination and how it can assist in image formation. Their research aimed to analyse the weight that different web platforms have as information sources and identify their influence on both motivations for visiting a given tourist destination and the perceived image of it. The views of 541 visitors and non-visitors of Mallorca showed that information sources, including user-generated content, influence motivations which, in turn influence cognitive, affective and unique images.

I hope that the articles put together in this special issue have provided useful insights regarding innovation and new marketing channels and have inspired readers to research this area even further. Moreover, I would like to thank the reviewers and of course the editors of the *International Journal of Technology Marketing* for inviting me to put together this special issue.