
Editorial

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Biographical notes: Anne Martensen's main fields of research are consumer behaviour, relationship marketing and marketing research methods. She focuses on how to build, strengthen and manage consumer relationships to optimise the customers' brand experiences and the company's market and financial performance. Her most recent research studies Word-of Mouth Communication (online and offline), Customer Experience Management (CEM) and Trust. The outcome of her research is often specific models and measurement instruments that can be implemented and used by business society and NGOs in their effort to create growth and business results. She is the founder of Dansk Kunde Index, which is part of the European Customer Satisfaction Index (ECSI)/European Performance Satisfaction Index (EPSI). Her articles have more than 2900 citations.

Jaywant Singh is Professor of Marketing in the Department of Strategy, Marketing and Innovation at Kingston University London, where he teaches consumer behaviour and research methods. He is engaged in innovative research in consumer behaviour and branding, in areas such as consumer perceptions of CSR and cause-related marketing, digital marketing, service failure and recovery, and brand alliances. His research has been published in, amongst others, the *European Journal of Marketing*, *Journal of Advertising Research*, *Marketing Letters*, *Journal of Business Research*, *Journal of Business Ethics*, *International Journal of Market Research*, *Industrial Marketing Management*, and *Journal of Business and Industrial Marketing*. He has co-edited a specialist book on brand management entitled *The Routledge*

Companion to Contemporary Brand Management, and has co-authored a popular text book entitled *Consumer Behaviour: Applications in Marketing* (Sage, 3rd ed.).

Costas Assimakopoulos is currently an Assistant Professor at the Department of Business Administration of the Alexander Technological Educational Institute of Thessaloniki. His research interests are in the area of internet marketing and mobile marketing. He is the author of several papers published in international journals and refereed conference proceedings. He has been member of the scientific committee of several international conferences in marketing and Guest Editor to several special issues published by prestigious journals in the same scientific field. He took part in several European and national projects as a researcher. He serves as a reviewer for IEEE, Emerald, Inderscience, Taylor and Francis, Elsevier etc.

Over the last decades, Information and Communication Technologies (ICTs), internet, mobile and social media marketing have radically changed, with the Internet of Things emerging and providing Big Data to marketing departments of companies. This new environment challenges marketing strategy and business models across sectors with new opportunities and threats.

This special issue is focused on developments and advances concerning research on New Interactive and Multimedia Developments, an evolving research area that offers several challenges and many new opportunities to the managers. Since research in this area is still premature and sparse, a greater understanding is warranted. The purpose of this special issue is to bring together latest research in the area and explore how managers can exploit the new media platforms with regard to strategies and implementations.

This special issue on 'Internet Marketing and Advertising in the Framework of New Interactive and Multimedia Developments' provides a forum for original papers in the field of contemporary digital and technological transformations. The issue received extended versions of papers that were selected from the International Conference on Contemporary Marketing Issues (ICCM) 2014, as well as from scholarly researchers through the open call for papers. Out of a considerable number of initially submitted papers originating from academics all over the world, five were selected through a two round blind review process.

The first paper is entitled 'The effect of eWOM on brand attitude and purchase intention of consumers: a cross-sectional study on consumer electronics'. The paper focuses on platforms like Facebook and Twitter, which are value-adding marketing channels for businesses and play an important role in electronic word-of-mouth (eWOM) communication. Therefore, these platforms call for new knowledge to understand their effects on consumer behaviour. The paper examines the relationship between user-generated positive eWOM for consumer electronics given on social networking sites, brand attitude and purchase intention. Based on the results of an empirical study (315 respondents) the paper presents a model which depicts that user generated positive eWOM on social networking sites significantly influences the brand attitude and purchase intention of consumer electronics. The paper extends previous studies on WOM to an eWOM context and concludes that user generated positive eWOM has considerable effect on the brand attitude and purchase intention even if reviews come from an unknown source. The results provide insights for further research on the impact of eWOM on consumers.

The second paper entitled 'Follow the leader: understanding young adults' intentions to follow brands on Facebook' is based on two well-known theoretical models – the Theory of Planned Behaviour (TPB) and the Technology Acceptance Model (TAM). Both were used to evaluate how young adults decide to follow brands on Facebook. An online survey was conducted among approximately 500 current social media users. The study suggests that following brands on Facebook is a rather pragmatic and benefit-oriented activity. Interestingly, affinity for branded products does not influence the decision to follow brands. Instead, the decision to follow brands on Facebook appears to be motivated by a need for immediate gratification, indicated by the importance of the users' perceived mastery of the medium and their expectations that the activity will be useful. As a result of these findings, it is recommended to practitioners that brand activities on Facebook should be used to focus on individual relationships with customers by extending consumer promotional activities. The primary limitation of this study is that it relied upon self-reported data.

The third paper is entitled 'The effect of nature of online advergames on gamers' ad-persuasion: moderating roles of game-involvement and need for cognition'. This research is done to explore how advergame-playing influences brand-placement effectiveness. This piece of work is the first attempt to show an integrative perspective of ELM and LCM in the context of online advergames. The examination of potential effects of the nature of game, game-involvement and NFC provides new insights about how these advergames may affect consumers' ad-persuasion. The results show that gamers playing slow paced advergames under low game involvement condition, but with high NFC level yield high ad-persuasion scores. This finding best explains the integrated angle of the two theories used in this study i.e. LCM and ELM. The findings of this paper suggest to game developers and advertisers who design advergames to consider the right mix of multiple game features (speed, game-involvement, and need for cognition) within a single advergame, so that the implementation leads to a positive impact on the gamers' ad-persuasion.

The fourth paper entitled 'Investigating the consumer-brand relationships' development for technology-mediated self-services using the relationship commitment paradigm' proposes the combination of two well-established theoretical streams of the relationship commitment paradigm; the relationship investment model and the commitment-trust theory to explain brand loyalty of technology-mediated self-services users. The paper assesses the direct and indirect interactions among customer satisfaction, trust, customers' brand investment and quality of alternatives and their combined effects on relationship commitment and brand loyalty. The proposed framework is a novel attempt to combine two research streams into one causal model. Research on customer patronage of technology-mediated services is sparse, and the proposed conceptual framework adds to knowledge by explaining brand commitment and loyalty of mobile broadband internet customers in Greece. The results of the empirical study indicate that the model is able to successfully explain customer-brand relationships variability in the investigated service setting.

Finally, the fifth paper entitled 'Self-authored interest profiles for personalised recommendations' explores two ways of creating and using such profiles. Behavioural profiling – a commonly-used technique which makes inferences based on an individual's previous activity – is compared to what it is called self-authored interest (SAI) profiling, which is based on information explicitly volunteered and controlled by the individual. The paper presents the results of an experimental study comparing the effectiveness of

the two systems in generating targeted product recommendations. The study found that on one hand people respond more positively to product recommendations when they are derived from SAI profiles, on the other that mere belief that a recommendation comes from an SAI profile is also associated with more positive responses. These findings raise some important considerations for providers of new profiling services, the digital marketing and advertising industries, and those adjacent such as online publishers and providers of advertising-subsidised web services.

In the era of the current technological evolution, new marketing challenges and opportunities arise and are under investigation by the academic and managerial community. A main aim of the *International Journal of Internet Marketing and Advertising* is to contribute to the knowledge dissemination in the scientific research domain of internet and marketing. The guest editors believe that the papers published in this special issue offers new knowledge in understanding on how internet technologies can be used to strengthen marketing strategy and business models.

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