
Editorial

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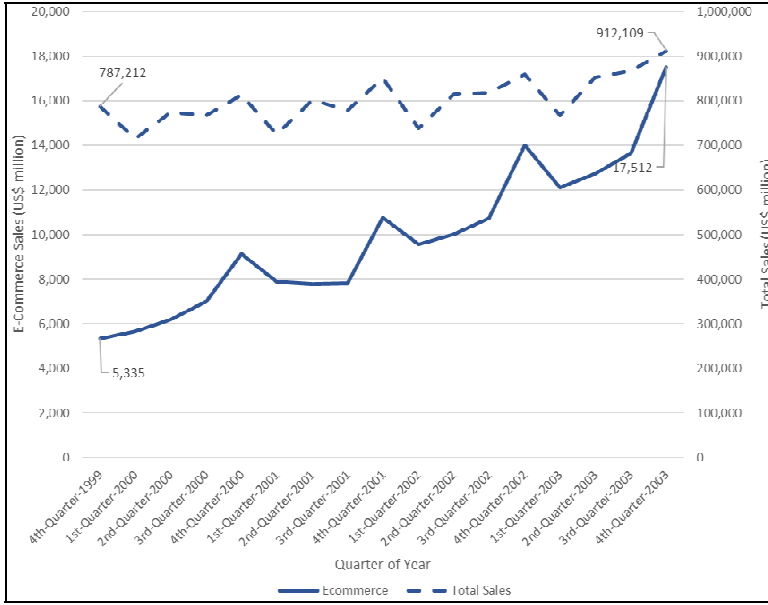
1 Introduction

The internet world has changed dramatically since the millennium after the dotcom burst. Twenty years ago, before the millennium, there were only four major players on World Wide Web: Yahoo (Founded in January 1994), Amazon (July 1994), MSN (August 1995), and Google (September 1998). After the millennium, the internet world went interactive with the debut of Facebook (February 2004), Twitter (March 2006), Weibo (August 2009), WhatsApp (November 2009), Instagram (October 2010), WeChat (January 2011), LINE (June 2011), and Musical.ly (April 2014, now TikTok). Since the advent of these social media platforms, consumers have been able to surf the internet and retrieve much information about any product or service. They could even get word-of-mouth from the user community to make more informed purchasing decisions. They can even influence other consumers' purchasing decisions. This phenomenon engenders a paradigm shift in the strategy of internet marketing and advertising on the seller side, making customer management, customer-managed communications, customer relationship, customer service, customer experience, and customer-centric socialisation vital for future marketers and advertisers.

Despite the crash of dotcoms in the late 1990s, Professors HsiuJu Rebecca Yen and Eldon Li envisioned a bright future of e-commerce. They co-founded the *International Journal of Internet Marketing and Advertising (IJIMA)* in January 2004. While he served as the editor-in-chief, she served as the executive editor. Sure enough, the overall sales of e-commerce retail in the US have been rising since 1999, from 5.335 billion in the fourth quarter of 1999 to 253.130 billion in the first quarter of 2023. Figure 1 shows that the US Department of Commerce Census Bureau reported the US e-commerce retail sales for the

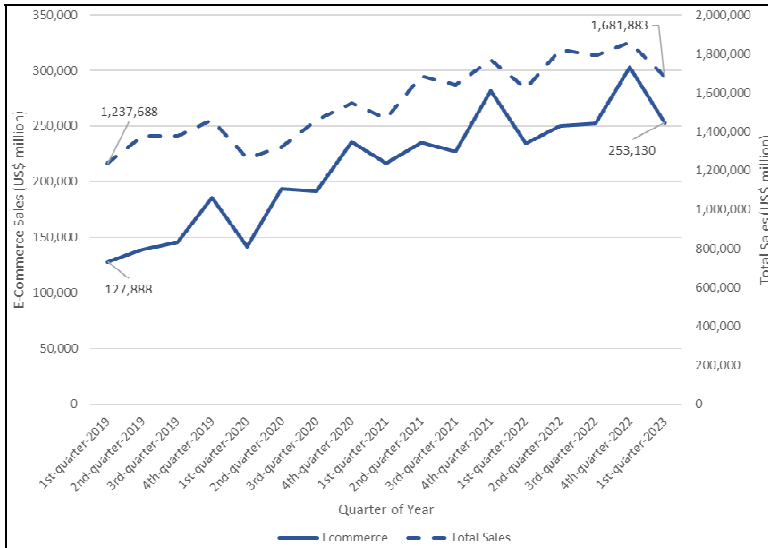
fourth quarter of 2003 (not adjusted for seasonal, holiday, and trading-day differences) as \$17.512 billion. This amount increases by 12.177 billion from 5.335 billion in the fourth quarter of 1999.

Figure 1 E-commerce vs. total sales 1999–2003 (see online version for colours)



Source: USCB (2004)

Figure 2 E-commerce vs. total sales 2019–2023 (see online version for colours)

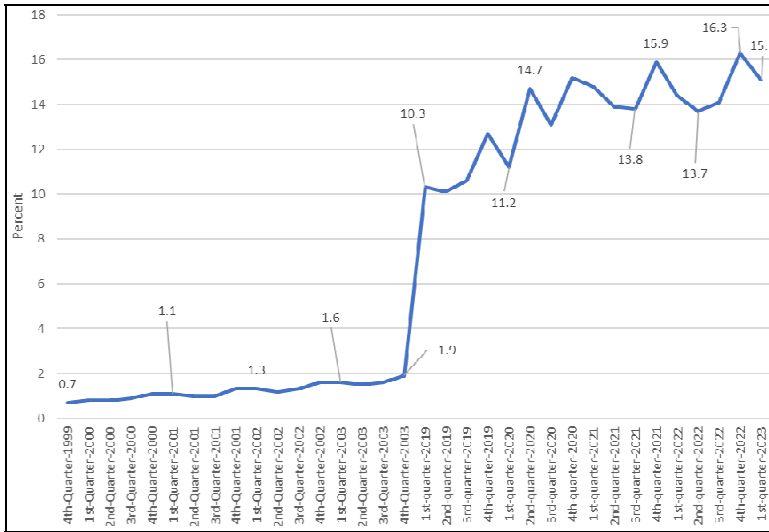


Source: USCB (2023)

As the e-commerce retail sales continue to grow and the business competition intensifies, Figure 2 exhibits that the first quarter of 2023 reached 253.130 billion, increasing by 125.242 billion from 127.888 billion in the same quarter of 2019.

Figure 3 reveals that the percent of retail e-commerce sales as of total sales during this period. Before the millennium, the percent was 0.7% and slowly increasing. With the emergence of COVID-19 pandemic, the percent of e-commerce sales grew from 11.2% in the first quarter of 2000 to 16.3% in the fourth quarter of 2022. This trend shall continue and is consistent with what we envisioned 19 years ago.

Figure 3 E-commerce sales as a percent of total sales (see online version for colours)



Source: USCB (2004, 2023)

2 A tribute to editor Emerita Professor HsiuJu Rebecca Yen



HsiuJu Rebecca Yen was Professor of Service Science at National Tsing Hua University in Taiwan and held a PhD in Psychology from Rutgers, the State University of New

Jersey, USA. She served as an executive editor for one year before taking over the role of Editor-in-Chief in January 2005 and stayed on for 15 years until December 2019. Under her helm, the journal strived to stay on course and built the reputation of being a journal with a high-quality review process. Eventually, the journal was indexed by the Emerging Sources Citation Index (ESCI) in 2020, and the CiteScore has been improving every year. We, the editorial team of the IJIMA, thank her very much for her contributions to the journal and the worldwide community. Sadly on 25 March, 19:23, she passed away peacefully at 62. She has been a beloved and outstanding teacher and a reputable and respected scholar throughout her life. The purpose of this special issue is to commemorate her lifelong achievement and dedication to internet marketing and advertising. Consequently, we solicited selective research teams for their agreements to pay tribute to Professor HsiuJu Rebecca Yen with their research papers.

3 Research papers

In this special issue, we collected eight research papers. While the first three papers discuss influencer marketing and experience value, the last five papers evaluate brand equity and media content.

The first paper, 'The role of audiences' benign envy in influencer marketing' was co-authored by Xiaofan Yue, Nawal Hanim Abdullah, Mass Hareeza Ali and Raja Nerina Raja Yusof. The study used social comparison theory and a qualitative design to find benign envy's role in influencing audiences' purchase intentions (PI) of endorsed products. The authors revealed that similarity between audiences and influencers increased the PI of audiences with low self-esteem and that benign envy mediated the similarity effect on audiences' PI.

Second, Paulo Rita, João Guerreiro and Sara Matos co-authored 'The influence of typical versus atypical ads on sharing intention'. The study followed an experimental design using eye tracking and electrodermal activities to evaluate how typicality and the celebrity factor influenced consumers' visual attention and arousal. They found that atypical ads generate higher levels of arousal and pleasure, positively influencing sharing intention.

Third, the paper 'Understanding the virtual experiential value and its effect on travel intention' was co-authored by Eldon Y. Li, Fang-Kai Chang and Anila Jan. The paper explored how tourism virtualisation enables consumers to experience memorable feelings in the virtual world and affects the experiential value of virtual tourism and customers' intention to travel in the future. Two identical experiments were conducted on 243 subjects independently, and 211 valid samples were collected. The results showed that travel intentions before and after a virtual visit were significantly different and that experiential value significantly increased the intention to travel.

Fourth, Akshay Kancherla, Jossy P. George and Benny J. Godwin co-authored 'Antecedents of brand love leading to purchase intention towards refurbished video game consoles'. They collected data from video game console cafes in two cities of India to assess the multi-factorial association of brand love with the purchase intention of refurbished video game consoles. They found that adoption determinants and social influence positively impact brand love, while environmental involvement positively impacts individuals' purchase intention. However, brand love alone cannot influence the

purchasing decision. Furthermore, companies selling or remanufacturing these refurbished products can benefit by advertising them as environmentally involved.

In the fifth paper, 'Can personalised prosocial ads be harnessed for brand equity enhancement?', Setareh Heidari, Sepideh Nasiri, Donya Rahmani and Somaye Nargesi, examined how personalised prosocial ads affect brand equity, focusing on consumers' perceptions and engagement. The results revealed that personalised prosocial ads positively influence brand self-expressiveness and perceived ad value. Perceived ad value positively impacts attitudes toward the ads, while brand self-expressiveness and attitudes toward the ad affect brand engagement. Ultimately, brand engagement improves the equity of the brand.

Sixth, Ebru Çil, İsmail Erkan and Emmanuel Mogaji completed a paper entitled 'Social media marketing and consumer behaviour in the new normal: the relationship between content and interaction'. They examined whether social media marketing activities (SMMA) impact consumer responses in the 'new normal' period. Based on 421 surveyed internet users, they found that interaction plays a critical role between SMMA and consumer response. Informativeness and entertainment were the most and the least influential factors in content quality. Further, the study found that interaction positively influences brand preference, brand loyalty, purchase intention, and electronic word of mouth (eWOM).

The seventh paper, 'Evaluating the impact of emotional advertisement on customers and its relationship with brand value', was co-authored by Mohammad Javad Shayegan and Mohammad Keshavarzian. They extracted tweets relevant to specific brands to analyse the sentiment and emotions of Twitter users. The results indicated that the valence values of user reactions on Twitter could appropriately reveal the growth or decline of businesses' social influence.

Finally, Alexandre Clément, Élisabeth Robinot and Léo Trespeuch co-authored the paper 'What if brand equity was alive? Proposal of a dynamic measure through social networks'. The study pointed out that the 'financial' approach evaluating a company's brand equity is incomplete, while the 'consumer' method is difficult to generalise for a population. They analysed over 4,500,000 tweets collected daily for over three months from 23 companies that comprise the Dow Jones Index. The results showed that brand equity measured by a new approach based on social media correlates with the different rankings of brands carried out by marketing agencies. Some indicators also significantly correlate with the company's stock market performance.

4 Conclusions

The mission of the *International Journal of Internet Marketing and Advertising (IJIMA)* is to provide an intermediary for professionals and academicians to share thoughts and knowledge regarding the advances of internet marketing and advertising. It focuses on the innovative theories, strategies, and management methods of marketing and advertising brought about by the internet and information technology applications and their implications on associated processes, products, and services. The journal publishes original and review papers, technical reports, case studies, conference reports, management reports, book reviews, notes, commentaries, and news related to social, political, and economic issues as well as emerging issues of interest to professionals and

academicians. The international dimension is also emphasised to overcome cultural and national barriers and meet the needs of accelerating technological change and changes in the global economy. We invite articles representing synergy between academic and business, theory and practices to help executives to manage the transformations and improve the profitability of their enterprises.

In closing, we thank Inderscience's staff very much for their high-quality professional assistance during the pre-publication process and our editorial team and board members for their continuous support during the promotion and review phases. Our most sincere thanks go to all the authors who share their knowledge and research outcomes with the readers of this special issue. Without them, the tribute of this journal would not be possible. Finally, to our worldwide readers, we thank you very much for using this journal as your source of information and hope you find it helpful in your research endeavours.

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