

## GUEST EDITORIAL PREFACE

# Special Issue on Online Advertising

*Mehdi Behboudi, Islamic Azad University, Tehran, Iran*

Those of us who work with or study Online Advertising are often asked by other marketers, “What makes Online Advertising special?” After all, it seems reasonable to expect that advertising online should be like advertising in any other medium. For decades, marketers and advertisers have amassed an array of strategies, tactics and principles that, it is claimed, can be applied to any particular advertising campaign. In today’s technological world, the challenge is to apply that knowledge to the discipline of Online Advertising, the assumption being that there is no need to claim any special status for a specific marketing effort such as sports, electronics or clothing (for further discussion on the various definitions of Online advertising, see e.g. Hanafizadeh and Behboudi, 2012).

By dedicating this special issue of *International Journal of Innovation in Digital Economy (IJIDE)* to Online Advertising, we have aimed at providing new insights into the production and utilization of online advertising and thus expanding and diversifying the ongoing discussions on them. This new special issue provides new seminal innovations for the online advertising literature and, it will confirm and continue scientific online advertising discussions and

encourage to improve existing online advertising frameworks and perspectives further for the needs of the future communities.

The articles in this special issue provide a good example of the wide variety of approaches that can be used to investigate online advertising, illustrating concretely how the general theme of online advertising can gather together researchers from a multitude of theoretical and methodological perspectives. This in turn suggests that online advertising discussions have a strong potential to serve as an arena for developing dialogue between researchers from different research traditions and disciplines in the future as well. Though this special issue was never intended to be a collection of articles written by researchers from the same country, during the editorial process it became evident that our special issue gathered interest mostly among Iranian researchers. So the special issue also turned out to be a predominantly Iranian viewpoint to the global discussions on online advertising.

The first article focuses on providing insights into advertisements on the Iranian websites. This article answers to following concerns; in publisher side, is the ethic a matter

of fact in accepting Internet advertisements to publish? Second, provides a preliminary insight into the advertising of pleasant and objectionable products, which one is more? Third, what kind of the involvement (rational or emotional) used more to publish Internet advertisements? In pursuing these goals, the content of 649 ads through 205 websites and 751 ads through 138 weblogs was analyzed by authors. They used content analysis to verify the data and they observed that there are different behavior on weblogs and websites.

In second articles Abedini and Heidarzadeh evaluated the question that says: which e-lifestyles avoid Internet advertising more? To this aim, they conducted a survey on 412 students working with Internet. They have used Structural Equation Modeling approach for estimating the validity of research constructs and utilized multiple regressions for hypothesis testing. According to their findings, individuals with interest-driven e-lifestyle avoid from Internet advertising more than others. Novelty-driven, importance-driven, sociability-driven, need-driven, entertainment-driven, and uninterested or concern-driven e-lifestyles avoid from Internet advertising, respectively. Their article is the first study that considered e-lifestyle's avoidance from Internet advertising in this area.

In third articles Niknam et al., explain the Internet usage among Iranian users. They provided preliminary answers for following question: What is the Iranians main use for Internet and not shopping online? In this way they tested a comprehensive theoretical model in the web domain. They results indicate that; there is a significant relation between the demographic variables (age, education) and the motivations for using the Internet, also their result show that in Iran, men and women use the Internet for more searching motivations, and one of the major reasons that Iranian users do not shop online is the mistrust to receive that product.

In fourth article Alavi by focusing on digitization and traditional customer relationship management has had an attempt to present the new concept in this area. This article explores the dynamics of Inside Blackberry-an online endeavor of Blackberry to trace the E-Marketing objectives of the Blog and its ability to leverage the behavioral internet theory for online branding, building usability and reciprocity, strengthening credibility and consumer persuasion. Technological advances and the speed with which new technologies are being embraced by organizations, along with the rising power of the consumers and their ability to get what they want, when they want it, from whomever they want, have opened up new challenges for customer relationship management and marketing. Thus the need for understanding the digital world and its application makes it imperative to study of this area of online marketing.

In fifth articles Mokhtari et al., examine the role of website quality among small and medium enterprises. They used a content analysis of over 35 international studies, and extracted 27 key variables and identified in five main categories. After examination the main factors were namely; quality of content, quality of service, operational efficiency, long-term, short-term operational efficiency and technical quality. They have reported the implications of each factor for businessmen and how they can use these factors for improving their websites.

*Mehdi Behboudi*  
Guest Editor  
*IJIDE*

## REFERENCES

- Hanafizadeh, P., & Behboudi, M. (2012). *Online Advertising and Promotion: Modern Technologies for Marketing* (pp. 1–248). Hershey, PA: IGI Global; doi:10.4018/978-1-4666-0885-6.ch001