

# Table of Contents

## International Journal of Online Marketing

Volume 7 • Issue 3 • July-September-2017 • ISSN: 2156-1753 • eISSN: 2156-1745

*An official publication of the Information Resources Management Association*

### Research Articles

- 1      **Consumer Sentiment in Tweets and Coupon Information-Sharing Behavior: An Initial Exploration**  
Chen-Ya Wang, Department of Management & Information, National Open University, New Taipei City, Taiwan  
Yi-Chun Lin, Department of Information Management, National Taiwan University, Taipei City, Taiwan  
Hsia-Ching Chang, College of Information, University of North Texas, Denton, TX, US  
Seng-cho T. Chou, Department of Information Management, National Taiwan University, Taipei City, Taiwan
- 20     **Digital Marketing in Online Education Services**  
Surabhi Singh, Jaipuria School of Business, Ghaziabad, India
- 30     **Infrastructural Drivers of Online Shopping: An International Perspective**  
Syed Akhter, Marquette University, Milwaukee, WI, USA
- 42     **Shopper's Stance Towards Web Shopping: An Analysis of Students Opinion of India**  
Katta Rama Mohana Rao, Department of Commerce and Management Studies, Andhra University, Visakhapatnam, India  
Chandra Sekhar Patro, Gayatri Vidya Parishad College of Engineering (Autonomous), Visakhapatnam, India

### COPYRIGHT

The **International Journal of Online Marketing (IJOM)** (ISSN 2156-1753; eISSN 2156-1745), Copyright © 2017 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of Online Marketing* is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; ProQuest Advanced Technologies & Aerospace Journals; ProQuest Computer Science Journals; ProQuest Illustrata: Technology; ProQuest SciTech Journals; ProQuest Technology Journals; PsycINFO®; The Standard Periodical Directory; Ulrich's Periodicals Directory