

Guest Editorial Preface

Special Issue on Digitalization and Advertising Prosperity

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Worldwide digital advertising spending in 2016 was \$194.6 billion and is predicted to reach \$229 billion in 2017. In comparison to worldwide all-shaped ad spending in 2016 (\$550 billion) we find out that 35 percent of ad budgets are spending in online ad campaigns. For those of us who work or involve in ad industry these types of statistics delineate a new discipline of research and is a great situation to perform our mission. On the other hand companies are motivated to spend more of their advertising budget online as customers increasingly use Internet to gather data about products. By dedicating this special issue of *International Journal of Innovation in Digital Economy (IJIDE)* to Digitalization and Advertising Prosperity, 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 Digitalization and Advertising Prosperity, 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 study expands previous models of avoidance on online advertising, in particular, Cho and Cheon (2004)'s model which has been performed at US, and examines two new dimensions on why people avoid advertising on the Internet. This study presents a comprehensive theoretical model and examines seven exogenous latent variables based on structural equation modeling, SEM. By using SEM this study shows that seven latent variables including user-perceived ad quality, internet life style, primary motives, gender differences (initial ad avoidance), perceived ad clutter, prior negative experience, and perceived goal impediment (further ad avoidance) collectively explain why people avoid advertising on the Internet. Based on their findings the avoidance has two key dimensions «initial ad avoidance» and «further ad avoidance».

In the second study Abtahi et al., had an attempt to identify factors affecting adoption of Internet advertising in advertising agencies. Their paper provides preliminary insights into why ad agencies are reluctant to recommend Internet advertising to their clients. By scrutinizing the body of literature, they have been developed a theoretical framework and verified the gathered date by 294 academic and practical experts in the field of marketing and advertising. In pursuing this goal, they designed a

questionnaire to validate factors affecting the adoption of Internet advertising. Results indicate that 18 variables in the form of three key factors, namely “technical knowledge of account manager,” “e-commerce readiness of country” and “agencies’ ability of Internet adoption” affect adoption of Internet advertising in ad agencies. They found that e-commerce readiness of a country is the critical factor in adopting internet advertising in ad agencies. In Iran, this is the first study which addresses the adoption of Internet advertising in ad agencies. This study reports that while government does not provide infrastructure required for the advancement of e-commerce (readiness), the ad agencies still will recommend previous ad channels to their clients.

In the third study Abedini and Nabizadeh have examined the Internet advertising Pleasure, IAP. Based on their logic; the recent negative trends and deficiencies in Internet advertising makes it imperative to study various factors affecting this area of marketing and explain why people have not enough willingness to click on advertisements. Their study builds a comprehensive theoretical model explaining the internet advertising pleasure. By administrating a survey, Abedini and Nabizadeh have been examined the 288 Internet users’ reactions in Iran. It is analyzed by using a structural equation model and AMOS. In this study a total of five latent variables of internet advertising pleasure were examined: prior experience, website pleasure (attitude toward website), and arousal as antecedents; and attitude toward brand and purchase intention as consequences. Their paper found that regardless of “Website pleasure” and “Arousal,” these constructs successfully explain Internet advertising pleasure by incorporating advertising relaxedness, advertising happiness, and advertising satisfaction. Finally, their study offers a new scale for internet advertising pleasure with higher content validity.

In the fourth study Leila Behboudi has been tested the primarily factors affecting interactive agencies performance in Iran. She has seen a kind of unwillingness among Iranian ad agencies to execute online ad campaign in compare to the global trend and conducted this study to find out the key factors affecting interactive agencies behavior. She has analyzed the body of literature and extracted the eight critical factors including “Management participation,” “Organizational culture,” “Size of the organization,” “The level of organization technology,” “Communication infrastructure,” “Financial infrastructure,” “Technology infrastructure” and “Electronic readiness.” By designing expert questionnaire and analyzing 294 questionnaires, this study validates the gathered factors.

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