INTERNATIONAL JOURNAL OF ONLINE MARKETING

January-March 2013, Vol. 3, No. 1

Table of Contents

EDITORIAL PREFACE

i Hatem El-Gohary, Birmingham City University Business School, UK & Cairo University Business School, Egypt

RESEARCH ARTICLES

1 Avatar-Based Coaching: Using Virtual World to Develop Sales Skills and Learning Satisfaction Among Business Secondary School Students

Hamdy Ahmed Abdelaziz, Department of e-Learning and Training, Arabian Gulf University, Manama, Bahrain, & Department of Business Education, Tanta University, Tanta, Egypt

14 Websites and Internet Marketing: Developing a Model for Measuring a Website's Contribution to the Brand

Neha Jain, Jaypee Business School, Noida, Uttar Pradesh, India Vandana Ahuja, Jaypee Business School, Noida, Uttar Pradesh, India Yajulu Medury, Jaypee Education System, Waknaghat, Himachal Pradesh, India

31 Uncovering Relationships Between Emotional States and Higher-Order Needs: Enhancing Consumer Emotional Experiences in Computer-Mediated Environment

Andrew Pressey, Department of Marketing, Birmingham Business School, Birmingham University, Birmingham, UK

Laura Salciuviene, Department of Marketing, Lancaster University Management School, Lancaster, UK

Stuart Barnes, Department of Management, Norwich Business School, University of East-Anglia, Norwich, UK

47 A Conceptual Framework to Understanding Online Consumer Buying Behavior

Bijal Zaveri Amin, Department of Marketing and Management, Parul Institute of Engineering and Technology, Waghodia, Gujarat, India Prahant Amin, INOXCVA, Vadodara, Gujarat, India

Copyright

The *International Journal of Online Marketing* (ISSN 2156-1753; eISSN 2156-1745). Copyright © 2013 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.

IJOM is currently listed or indexed in: 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; The Standard Periodical Directory; Ulrich's Periodicals Directory