

EDITORIAL PREFACE

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It is a great pleasure to introduce the *International Journal of Online Marketing (IJOM)* third year third issue to academic societies and scholars in the fields of marketing and online marketing. With the continuance intention of positioning the IJOM as one of the most valued and respected journals within the field of online marketing, the IJOM editorial board is continuing to attract highly precious scholars, academic researchers and professionals from all over the world to contribute to the IJOM. Within this issue of the *International Journal of Online Marketing* and to achieve the IJOM mission we continue to publish a group of high quality original research papers on all aspects of online marketing.

This issue includes five manuscripts. As online shopping is gradually becoming popular in the developing countries like India, online bookstores have emerged as a new destination which attracts millions of shoppers every day. Within this regard, the first paper written by Muruganantham and Bhakat provide an empirical study of impulse buying behaviour in online bookstores. The paper presents the study of various aspects of online impulse buying vs. hedonic shopping, website quality, trust, situational factors and variety seeking in Indian context. According to Muruganantham and Bhakat findings, hedonic shopping was found to be the major factor influencing impulse buying in online bookstores in India.

As Mobile value added services (MVAS) are different from the core services such as calling, text messaging and extend the usability of mobile phones, the second paper written by Vasudeva and Singh examines consumer's gender based attitude towards mobile value added services in Jalandhar district using Tri-component model. They tried to make a comparative analysis of consumer's genders in context of their awareness and attitude towards MVAS. They used the Tri-component model of consumer behaviour to measure the attitude of consumers based on cognitive, affective and co-native components. The findings illustrated that, males and females differ in awareness towards MVAS. The findings also confirmed that mobile phone users differ significantly in attitude towards value added services.

The third article of Watfa, Najafi, and Bakkar argue that social web and more specifically, Web 2.0 have changed the original marketing strategy for most companies by giving rise to a new way of marketing where people belong to different social groups and markets. According to them, social networking sites such as FaceBook, have reported exponential growth rates and have attracted millions of registered users, and they are interesting from a marketing point of view because they store large amounts of sensitive personal user data. Within the paper, Watfa, Najafi, and Bakkar introduced a targeted Marketing strategy that exploits group

membership information that is available on social networking sites. More precisely, they show that information about the group memberships of a user can lead to a more efficient target marketing campaign. They proposed an algorithm that is designed to use the captured customers' details and generate target marketing campaigns by relating each customer with certain rank of products.

Despite the increasing popularity of viral advertising, its effectiveness for high involvement products is under question. Moreover, its effect on brand recall and recognition has not been evaluated yet. To fill the gap, Shirkhodae and Rezaee (in the fourth article of this issue) conducted factorial design for a 2 advertising type (viral vs. normal) by 2 product category (high involvement vs. low involvement). Results indicated that viral ads significantly enhance attitudes, purchase intention and forwarding intention for both low and high involvement products. Shirkhodae and Rezaee argue that, while the influence of viral ad on brand recall and recognition for high involvement products is stronger than low involvement products, its influence on attitudes and purchase behaviour for high involvement products is weaker than low involvement products.

As the advent of Social Media has changed the way FMCG companies conduct their business, Banerjee and Kumar BJ investigated in the final paper the different trends in the use of social media as a tool of marketing communications in FMCG sector in India. They argue that Indian FMCG Sector has recently started adopting social media as a tool of marketing communications along with traditional media. They also highlight that Indian FMCG businesses are using Social Media for brand re-positioning and developing a brand image while focusing on developing relationships with consumers rather than on merely providing information to such consumers.

Finally, I would like to thank all the authors of this issue for submitting their high quality articles to the IJOM and very much appreciate the IJOM editorial board endless support and commitment as we endeavour to make the IJOM one of the most valued journals in the field of online marketing.

Thank you.

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Editor-in-Chief
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Hatem El-Gohary is the Editor-in-Chief of the International Journal of Online Marketing (IJOM), Associate Editor of International Journal of Customer Relationship Marketing and Management (IJCRMM) and the UK Director for the Institute for Research on Global Business (IRGB - UK). He has more than 19 years of experience in academia, worked as the marketing director of a multinational company as well as a marketing consultant for a number of national and multinational companies. His research interest includes: Electronic Marketing, Electronic Business, Electronic Commerce, Internet Marketing and Small Business Enterprises. He has published several articles and book chapters and presented several research papers in various international conferences. He holds a PhD, MSc, MRes, PGDip, BSc as well as PGCHE. He is also a Certified E-Marketer (CeM), Certified Social Marketing Associate (CSMA), an AABPP Fellow, HEA Fellow, CIM member (MCIM), Chartered Marketer, CMI Fellow and has a significant record of experience in voluntary work in Egypt and the UK. With regards to awards and honours Dr. El-Gohary won: The Routledge Best Paper Award 2007, The American Academy of Business and Public Policy Best Paper Award 2009, The Birmingham City University Business School Best Paper Award 2011, the Ideal Student for Cairo University Award 1992, the Ideal Student for Cairo University Business School Award (twice for the years 1991 and 1992) as well as The SLED Best New Mentor Award 2007. Moreover, he has been awarded an Honorary Life Membership in UBU.