

Consumer behaviour studies: shopping via mobile devices.

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1. INTRODUCTION

Consumers, especially the so-called Millennials, also known as Generation Y, tend to use *smartphones* and *tablets* as an alternative to computers. According to figures released by the Digital Economy Association (ACEPI), *e-commerce* has increased in recent years and 2016 was no exception with growth observed in Portugal, Europe and worldwide, though the fastest growth of all was clearly in the United States. The ACEPI also notes that in 2016 more than half of North Americans used *m-commerce*. That is, they shopped using mobile devices, a situation also seen in Europe and in Portugal, although the numbers here are still far below those from the other side of the Atlantic. In 2016 in Portugal *e-commerce* experienced growth of 17% compared to 2015, when growth was 13.3% compared to 2014. Next year *m-commerce* is set to represent 2.5% of GDP, in other words 4,000 million Euros.

In this, the third age of *m-commerce* (from 2007 to the present day), the major players in new information and communication technology are competing fiercely on the *m-commerce* open market as highlighted by Kourouthanassis, P. E & Giaglis, G.M. (2012) in a special issue dedicated to *m-commerce* by the *International Journal of Electronic Commerce*. Apple, Google, Microsoft and other companies have developed innovative devices and *apps*, business concepts which popularise the distribution of third-party

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applications hosted by the manufacturer to add to the freedom of choice offered by the mobile web. As described by the authors mentioned, users download or buy mobile applications, thus creating a new *m-commerce* ecosystem. *M-apps* have proven a hit with the public and developers are increasingly competing to offer the best solutions. This "virtuous" circle has contributed to the huge success of these apps, with the market value of *m-commerce* expected to increase in the coming years.

In this editorial, however, we do not wish to analyse *m-commerce* in great depth. Our main aim is to help readers to understand the importance of *m-commerce* as a complementary sales channel for companies and institutions.

As with the previous six issues, we edit this, the Seventh Issue of the *International Journal of Marketing, Communication and New Media* (IJMCNM) with the continued aim of contributing to the spread of scientific knowledge created by national and international researchers in the fields of marketing, communication and new media.

Through the *double blind peer-reviewed* articles in this Seventh IJMCNM Issue, we provide open access to the results of studies conducted on the influence of fashion blogs in the buying decision process, on hedonism and on consumer buying behaviour regarding environmentally friendly products for hygiene and personal care. In addition readers can learn about the impact of the senses in consumers' attitudes towards a brand, the influence of advertising on young people's consumption of clothing and footwear brands and the use of *m-commerce* by Portuguese young people.

2. STRUCTURE

This edition, which closes Volume Four of IJMCNM, begins by exploring the extent to which Portuguese fashion *blogs* influence their readers in the buying decision process. J. Freitas Santos and Marta Costa analyse whether the *online* word of mouth (Electronic Word of Mouth - EWOM) generated by fashion *blogs* has an impact on readers in the article 'The Role of *Fashion Blogs* in the Generation of *Electronic Word of Mouth* (EWOM) : An analysis based on the Technology Acceptance Model'. Using a questionnaire answered by readers of fashion blogs, they concluded that readers are not only influenced by the content of the *blogs themselves*, but also by the EWOM that is generated by its own readers. In this context, fashion *bloggers* may be considered

opinion leaders who influence the buying decisions of other consumers.

The second article on the 'Identification of Items used in Scales to Measure Hedonism' written by Gustavo Borges, Vanessa Mondini, Maria José Domingues and Carlos Lavarda, focuses on hedonism or the pleasure and the fun obtained from buying something, a topic related to consumer buying behaviour. In this research, the four authors, who based the article on document analysis, describe the three attributes valued by consumers: adventure, going out and enjoying an experience.

Carolina Afonso, Diana Gavilan, Jesús García-Madariaga and Helena Gonçalves, authors of the third article entitled '*The Influence of Risk Perception on the Purchase of Ecological Personal Care Products*' explore buying behaviour regarding environmentally friendly products for hygiene and personal care (shampoos, deodorants, soaps, etc.), taking into account the influence of perceived risks. This study was quantitative and based on a sample of 702 respondents who are residents in Portugal and Spain and customers of organic supermarkets. The results show that consumers perceive financial and suitability risks when purchasing such products. On the other hand, physical, social and psychological factors, as well as those related to performance are perceived not as risks, but rather as reasons to buy.

The fourth article of this issue, '*The Impact of the Senses in Attitudes Towards a Brand: A study of the Inditex group*' written by Marisa Pereira, Arnaldo Coelho and Cristela Bairrada, considers the impact of the five senses in attitudes and behaviour towards brands. The Inditex group was chosen by the authors for assessment of the research sample, studying sensuality, experience, satisfaction, love for the brand, positive word of mouth and brand loyalty as strategic variables. An *online* questionnaire was used and obtained 403 responses from consumers. This study ascertained the strong impact which sensory marketing has on brand sensuality, brand experience and brand satisfaction.

In the fifth article, under the title '*The Influence of Advertising on Young People's Consumption of Clothing and Footwear Brands: A case study*' Cristina Santos sought to find out the influence that advertising has on young people's consumption of clothing and footwear brands. For this purpose, she gave a questionnaire to 9th grade students in Cascais schools. According to the responses of the study population, although advertising is recognised as a source of information, it does not influence the choices of young people in the sector. The study also noted young people's close involvement and in-depth knowledge of clothing and footwear brands and even a special link between

young people and consumerism, which they associated with positive feelings such as happiness and pleasure.

The last article focused on a very current theme, *m-commerce*, entitled '*Understanding Young Portuguese Consumers' Intention to Use Mobile Commerce*' by Susana Costa e Silva and Carla Martins. It is the result of research aimed at discovering the factors that affect the intended use of *m-commerce* that is, young people's use of *smartphones* to shop online, and thus pre-empt buying behaviour using mobiles to derive implications for mobile phone operators, designers and managers (*m-commerce*). 183 young Portuguese people participated in the study and the results revealed that anxiety is a key negative determinant of consumer intention to use *e-commerce*. Additionally, the pleasure of use, usefulness and compatibility were revealed to still have an impact on consumer behavioural intentions. It must also be noted that the perception of self-efficacy in the use of *smartphones* was shown to affect anxiety, pleasure of use, usefulness and compatibility.

3. ACKNOWLEDGMENTS

We would now like to thank all the authors who submitted their articles to IJMCNM and the reviewers for their invaluable assistance in the analysis of submissions. We also wish invite readers to read the six articles presented.

The scientific relevance of the articles included in this Seventh Issue of IJMCNM is a great motivation to encourage other authors to submit papers for the eighth edition, to be launched in June 2017.

As with this and previous editions, we strive to increasingly meet the expectations of our readers and authors as well as our national and international reviewers.

Thank you and we hope you enjoy reading this issue.

REFERENCES

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