

EDITORIAL

**Marketing and Digital Business**

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**1. INTRODUCTION**

Digital marketing and online business are growing considerably. As Kotler (2017) points out in his latest book Marketing 4.0, we are witnessing a shift from traditional to digital marketing. In such context, the edition of this special issue on marketing and digital business in the International Journal of Marketing, Communication and New Media (IJMCNM) is a recognition of the utmost importance of the topic, since the fusion of traditional and digital marketing is increasingly a reality.

Hence, it is with great pleasure that we publish the Second Special Issue of the IJMCNM in the Research and Internationalization Unit of the Higher Institute of Entre Douro and Vouga (U3Is).

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The papers included in this second special edition of the IJMCNM, were submitted to a double blind review system, were developed by authors from various international contexts (Saudi Arabia, Algeria, England and Portugal), and share results of studies on online consumer behavior, social media marketing, netnography, web and hotel monitoring in Porto and Tourism in the Alentejo. The methods adopted are also diverse, comprising both qualitative and quantitative approaches. The themes have a clear focus on areas of digital marketing and online business, and for that they have been accepted for publication in this special issue.

## **2. STRUCTURE**

The second special number of IJMCNM comprises six papers by authors of various nationalities, written in different languages: English, Portuguese, and – for the first time in IJMCNM – also French.

The first paper “Evolving factors influencing consumers' attitudes toward social media marketing and its impact on social media usage” by M Sadiq Sohail and Ibrahim Al-Jabri aims to increase the understanding of the factors affecting consumer attitudes toward social media marketing and the use of social media by applying the reasoned action and its early variations. Using a quantitative approach, data was collected from 372 consumers from Saudi Arabia. Results include evidence on the positive impact of social media knowledge on attitude toward social media and on the use of social media. Moreover, this study shows that attitude toward social media marketing also affects social media use amongst the participants of the study.

The second paper also focus on providing valuable cues to social media strategies, in this case providing results of a study conducted with 300 Algerian social media users. Soumia Abdelhak, Amel Graa and Hayat Baraka are the authors of “Les médias sociaux: L'étude de l'effet médiateur de la confiance et l'utilité perçue des commentaires dans le contexte algérien”, which focus on the impact of social media on buyer behavior, exploring the mediator effect of comments. Amongst the results of this

quantitative study is evidence on the mediate effect of perceived trust on the impact of social media on buyer behavior.

The third paper featured in this special issue is “Looking into nostalgia and the Boca Doce brand in online communications: a netnographic exploration of a Portuguese instant dessert” by Pedro Oliveira. It adopts a qualitative method, and, as stated by the author, it is a first attempt at bringing netnography to the Portuguese context by studying online communication around one of its most popular dessert brands, Boca Doce. Using netnography, two main themes were identified as the major online communication topics around the brand: emotions and feelings and consumer-driven innovations.

Next some contributions for the tourism sector. The fourth paper presented in this issue is “Aplicação da análise da Web no Turismo: o caso do Turismo do Alentejo” by Gorete Dinis, Carlos Costa and Osvaldo Pacheco. This paper aims to demonstrate that web analysis is a relevant tool for tourism destination managers, helping understanding consumers’ channel preferences and anticipating their needs. The authors collected data using Google Analytics and Google Trends, which were complemented with official statistics. The paper demonstrates that results obtained with this methodologic approach may assist tourism managers in targeting marketing strategies.

The fifth paper presents a study developed by Rita Abreu Leite and António Azevedo: The Role of Digital Marketing: A perspective from Porto Hotels’ Managers. It aims to identify how managers of the hospitality industry use digital marketing, as a marketing tool. Using a qualitative approach, the paper analyses 32 hotels’ online presence and interviews with their managers. Managers recognized the benefits provided by digital marketing tools, but they do not take advantage of their full potential.

Finally, the sixth paper was written by Susana Costa e Silva, Joana César Machado and Marta Cruz and focus on the youngest consumers: “The influence of WOM and Peer Interaction in the Decision-Making Process of Generation Z within the family”. Aiming at uncovering their key influencers and preferences, this study adopted a quantitative approach and presents results from a survey on 180 young consumers. Results include

evidence on the effect of peer interaction on Generation Z's decision making, especially in the first stages of the process.

### **3. ACKNOWLEDGEMENTS**

Considering the value of the papers presented in the previous section, we would like to thank the authors who have submitted their manuscripts to this special issue, and all the reviewers for their valuable collaboration in assessing the papers.

Like in regular editions, we hope that this second special edition of Marketing and Digital Business (MDB) will meet the expectations of our readers, authors and reviewers, for whom we will always try to edit relevant content from both a scientific and professional point of view.

Thank you for your preference!

### **REFERENCES**

Kotler, P. (2017) Marketing 4.0. Lisboa: Actual Editora.