

## EDITORIAL

### The Role of Relationship Marketing on the Web

Jorge Remondes\*

#### 1. INTRODUCTION

The Relationship Marketing on the *web* is the most explored theme in Number 15 of the International Journal of Marketing, Communication and New Media (IJMCNM).

The human being's relationship with the internet and the computer begins earlier and earlier, since “children establish a passionate love affair with computers” (Reis, 2013, p. 65). However, it appears today that this reality is common in the case of mobile devices. Therefore, as stated by Conrado (2012), the criteria for success in the new economy are interaction and experience. The author also says that the important thing is the relationship and personalization, that is, “the better the consumption and shopping experience, the more value the brand will have” (p. 126).

Kotler, Kartajaya and Setiawan (2017) reinforce these ideas, highlighting the need for involvement in marketing to enhance the brand affinity. For example, the strategic use of a social customer relationship management (CRM) application, the use of mobile applications (*apps*) and the use of game principles in non-game situations, such as in loyalty programs and gaming communities customers, are fundamental.

\* Editor-in-chief of IJMCNM, Portugal. E-mail: j.remondes@doc.isvouga.pt

In this latest edition of 2020 of the IJMCNM, some authors analyze the quality of the relationships and experiences of the brand in the satisfaction and fidelity of digital experiences. On the other hand, credibility relationships are also studied, the influence of image on the value of brands is analyzed, and the importance of the *web* for the interaction between tour managers and visitors.

## 2. STRUCTURE

In the Fifteenth Issue of the IJMCNM, the reader will have *online* access to four research works about:

1. Imagen de Cataluña en la Red. ¿Coincide la Percepción del Público con el Posicionamiento Deseado?;
2. A Influência da Imagem dos Produtos no Valor das Marcas Lameirinho;
3. Examining Digital Brand Experiences as a Predictor of Brand Relationship Quality and Loyalty;
4. Factors Affecting Celebrity Endorsement on Purchase Intention Through Instagram Fashion Online Shop: An Indonesian Perspective.

The papers evaluated by double blind review system belong to authors who have presented the results of their studies that fit in the scientific areas of the IJMCNM; so, they were accepted for publication in this international scientific journal.

## 3. ACKNOWLEDGEMENTS

We would like to thank the authors who have submitted their manuscripts and all the reviewers for their valuable collaboration in the assessing the papers. The scientific importance of the publications in this and previous Issues of the IJMCNM is a strong reason for other authors to submit works for future Regular and Special Issues.

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## REFERENCES

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