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*Editorial*

## **Quantitative and Qualitative Studies in Communication and Marketing Research**

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### **1. INTRODUCTION**

In the nineteenth regular issue of the International Journal of Marketing, Communication and New Media (IJMCNM), the journal's readers, authors and reviewers, can read the results of qualitative and quantitative research studies in communication and marketing, although the latter are predominant.

This edition begins by addressing the results of an audience satisfaction study of a musical event organized in Porto, Portugal. In the following pages, an analysis is made of the impact that knowledge management and innovation in marketing have on the industry, a study applied in Ethiopia.

E-commerce, which is growing globally, as confirmed by the most recent study by We Are Social and Hootsuite (2022), is also addressed in this edition, specifically with regard to online shopping cart abandonment.

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Events are once again the subject of this edition, this time through an article that examines the visual impact of the object typeface on event participation.

Two studies published in this 19th regular issue explore two specific domains: first, the impact of remuneration on advertising value and attitudes, a perspective during the Covid-19 crises, and second, the importance of communication in the exercise of the accounting profession in Portugal.

A systematic review of the literature focused on the role of digital influencers, almost closing this edition, adds value not only for academia but for communication professionals and marketers.

A qualitative study on brand equity approach maternity care, closes this issue of the IJMCNM.

Having given this brief introduction, I invite the reader to read all the articles in this issue to learn more about the results achieved in studies developed by researchers from universities and research centres in Ethiopia, Lithuania, Malaysia, Pakistan, Portugal and Turkey.

## **2. STRUCTURE OF THE ISSUE**

In the nineteenth regular issue of the IJMCNM, the reader will have *online* access to eight research works about:

1. Segmentation and the Key Communication Channels to Promote a Music Festival – The NOS Primavera Sound Case Study, article written by António Lopes de Almeida, Elvira Vieira, and Ana Pinto Borges, researchers from Portugal;
2. Knowledge Management and Marketing Innovation Impact on Manufacturing Firms Performance in Ethiopia, article written by Elias Beshir and Bayelign Zelalem, researchers from Ethiopia;
3. Investigation of Online Shopping Cart Abandonment on the Perspective of E-Procrastination Behavior, article written by Canan Armagan and Sevtap Unal, researchers from Turkey;
4. Examining the Visual Impact of Object Typeface on Event Participation, article written by Chimeziem Elijah Nwankwo-Ojionu, Nor Azura Adzharuddin, Moniza Waheed, and Azlina Mohd Khir, researchers from Malaysia;
5. Exploring the Impact of Remuneration on Advertising Value & Attitudes: A Perspective During the Covid-19 Crises, article written by Qazi Mohammed Ahmed, Muhammad Arsalan Nazir, and Osman Sadiq Paracha, researchers from Pakistan;

6. The Importance of Communication in the Exercise of the Accounting Profession in Portugal, article written by Carlos Alexandre Quelhas Martins, Ana Cristina Dias Covas, José Carlos da Silva Ribeiro, and Vasco Jorge Salazar Soares, researchers from Portugal;
7. Digital Media Influencers: A Systematic Literature Review, article written by Francisco Adriano Lima and Amélia Maria Brandão, researchers from Portugal;
8. Business-Consumer Communication: A Qualitative Study on Brand Equity Approach Maternity Care, article written by Gintarė Žemaitaitienė, Vestina Vainauskienė, and Auksė Blažėnaitė, researchers from Lithuania.

The articles 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 contributions. 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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### **REFERENCE**

We are Social & Hootsuite (2022). Digital World. <https://wearesocial.com/uk/blog/2022/01/digital-2022/>

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