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*Editorial*

## **Driving Digital Connections: Integrated Strategies for Marketing, Social Media and Mobile Commerce**

Jorge Remondes \*

### **1. INTRODUCTION**

In the twenty-first 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 the research studies in Digital Marketing, Social Media, Engagement on Facebook Pages, Service Applications, Tribal Behavior in Sport, and M-Commerce.

Digital marketing refers to using digital channels to promote or market products and services. Kotler, Kartajaya, and Setiawan (2017) highlight the importance of digital marketing by stating that marketing is not the art of finding clever ways to dispose of what you do. It's the art of creating genuine value for the customer.

Social networks are online platforms that allow users to interact and share content. In their book "Groundswell", Li and Bernoff (2011) highlight the importance of participation in social networks, stating that people don't just use the web, they build it.

Engagement on Facebook pages refers to users' participation and interaction with the content. Vaynerchuk (2013) highlights the importance of offering value before asking for something, stating that giving and then asking are the keys to engagement on social networks.

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\* Editor-in-chief of IJMCNM, Portugal. E-mail: [jorge@jorgeremondes.pt](mailto:jorge@jorgeremondes.pt)

Service applications facilitate the delivery of services via digital platforms. Ries (2011) highlights the importance of creating products that customers really want, and using user feedback to constantly improve the product.

Tribal behavior in sports refers to the intense loyalty of fans to sports teams. Wann (2013) explores the psychology behind fan behavior, highlighting the social identity people find when associating with sports teams.

Mobile commerce (m-commerce) refers to commercial transactions via mobile devices. Rowles (2014) highlights the importance of m-commerce in transforming the marketing landscape.

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 centers in Portugal, India, Pakistan, the United Kingdom, Ethiopia, Spain, Taiwan – Province of China, Iran, and Georgia.

## 2. STRUCTURE OF THE ISSUE

In the twenty-first regular issue of the IJMCNM, the reader will have *online* access to nine research works about:

1. *Customers' Perspectives on Promotion-Based, Permission-Based, and Service-Oriented E-Mail Marketing Strategies: A Qualitative Study*, an article written by Chaitra Katti, and Belém Barbosa, researchers from India, and Portugal;
2. *Mediation Model of Social Media Usage within Organizations and its Impact on Employees during the Covid-19 Pandemic*, an article written by Muhammad Arsalan and Qazi Ahmed, researchers from the United Kingdom and Pakistan;
3. *Digital Marketing in Developing and Emerging Economies: A Systematic Review of Introductory Phase Features*, an article written by Shimelis Tamirat and Shimelis Zewdie, researchers from Ethiopia;

4. *Shallow Engagement in Highly Engaged Pages. The Influence of Perceived Value, Content Reliability, and Homophily on Disseminating Information on Valencia Bonita Facebook Community Page*, an article written by Tomás Baviera and Sergio Rodríguez, researchers from Spain;
5. *Opinion Aggregator Platforms in the Restaurant Sector: Experience, Relation, and Satisfaction of the Users*, an article written by Paula Lopes Rodrigues, Ana Sousa, Paulo Cardoso, and Joel Vaz, researchers from Portugal;
6. *From Freemium to Premium App Services: The Expectation Confirmation Model and Two-Factor Theory*, an article written by Shu-Chen Chang, Yi-Feng Lin, and Yu-Ping Chiu, researchers from Taiwan, Province of China;
7. *Virtues of Tribal Behaviour in Sport: The Case of Portuguese Football Brands*, an article written by Tiago Vieira and Dora Maria Simões, researchers from Portugal;
8. *The Concept of M-Commerce Customer Experience: How Retail Mobile Apps Can Change the Game*, an article written by Parisa Ghandvar, Naser Azad, Abdollah Naami, and Fataneh Alizadeh Meshkani, researchers from Iran;
9. *Determinants of Green Smartphone Application Adoption for Sustainable Food Consumption Among University Students*, an article written by Arian Matin, Tornike Khoshtaria, Nugzar Todua, Ola Bareja-Wawryszuk, Tomasz Pajewski, and Nia Todu, researchers from Georgia;

The articles evaluated by a 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. ACKNOWLEDGMENTS

We want 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.

A final thanks to **Web of Science (WoS)**, **Journal Citation Reports™ (JCR™)**, **Journal Impact Factor™**, Qualis-CAPES, ERIH Plus, REDIB, RCAPP, MIAR, OAJI, LATINDEX, DRJI, Livre, INDEX COPERNICUS, FREE for the support given to the positioning of IJMCNM in the scientific community.

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