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*Editorial*

## **The New Dynamics of Marketing and the Influence of Digital**

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### **1. INTRODUCTION**

In today's world, the dynamics of communication and marketing are constantly evolving, reflecting changes in consumer behavior and the strategies followed by brands. Social networks and digital platforms have become essential for interaction between brands and consumers, providing new forms of persuasive communication. This issue of our journal addresses crucial issues within this panorama, exploring how digital interaction influences purchasing decisions and brand perception.

Personal recommendations, even when made on digital platforms, remain one of the most persuasive forms of marketing communication (Berger, 2014). On the other hand, the right message can increase persuasiveness, especially when the time distance between the message and the expected action is short (Trope & Liberman, 2010).

The role of digital influencers in the actions of a brand's followers is increasingly relevant. Their image and credibility are decisive for follower engagement and interaction (De Veirman et al., 2017). Therefore, the perceived credibility of influencers has a significant impact on consumer attitudes and purchasing behavior (Jin & Phua, 2014).

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The relationship between the experience provided by the brand and the perceived value of the brand is crucial to creating awareness and reputation. Positive brand experiences not only increase consumer loyalty but also reinforce the brand's value in the market (Brakus et al., 2009).

Having given this brief introduction, I invite the reader to read all the articles in this regular issue to learn more about the results achieved in studies developed by researchers from universities and research centers in Brazil, Georgia, Portugal, Spain, and the USA.

## 2. STRUCTURE OF THE ISSUE

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

- 1. The Impact of Word-of-Mouth Communication on Consumer Choices and Satisfaction: An Empirical Study of Students' Perspective**, an article written by Tornike Khoshtaria, Arian Matin, Marcos Komodromos, Metin Mercan, and Vasil Kikutadz, researchers from Georgia. This study examines the impact of word-of-mouth (WOM) communication on students' choice of university and their satisfaction, using the elaboration likelihood model (ELM). Data from 160,000 students at Georgian universities was analyzed using qualitative and quantitative methods. The results show that the credibility of the source and the quality of the WOM message influence university choice, but are not sufficient to build a strong reputation for the institution.
- 2. Temporal Distance and Message Concreteness in Facebook Ads: The Moderating Effects of Social Distance**, an article written by Fei Xue and Lijie Zhou, researchers from the USA. The study analyzed how social distance, temporal distance, and message concreteness affect Facebook users' responses to ads. Using a 2x2x2 design, it was found that social distance moderated the relationship between temporal distance and message concreteness, according to Construal Level Theory (CLT). The results emphasize the importance of the strength of social relationships in social media advertising. The study offers insights for marketers and contributes to theoretical research on CLT.

- 3. Did you like, share, and comment? An essay on the effect of the influencer image on the behavior of followers**, an article written by Evadio Pereira Filho, a researcher from Brazil. This study evaluates how followers react to tips from influencers, taking into account the level of engagement and frequency of social media use. The results show that the influencer's image affects consumer behavior and that consumer engagement moderates this relationship, while the frequency of social media use has no such moderating effect. The study contributes to understanding consumer behavior on social media and suggests strategies for more effective marketing actions.
- 4. YouTuber Credibility and Healthy Food Purchase**, an article written by Rúben Soto, Inês Kuster, and Natalia Vila, researchers from Spain. This study analyses how YouTubers can persuade their followers to adopt healthier shopping habits, focusing on credibility and parasocial interaction. With a sample of 500 consumers of healthy food content on YouTube and using structural equation modeling, the results show that the parasocial relationship strongly influences the popularity of the YouTuber and increases the intention to purchase healthy food. The implications suggest that companies should invest in charismatic influencers who generate strong interaction, rather than mass marketing strategies or specialists with fewer followers. This study contributes to the literature on influencer marketing by exploring factors that increase the popularity and impact of YouTubers.
- 5. Brand Experience and Brand Equity: A Review and Future Research Agenda**, an article written by Clara Madeira, Ana Sousa, Ana Pinto Borges, and Paula Rodrigues, researchers by Portugal. This study aims to understand the relationship between brand experience and brand equity through a systematic literature review. Using bibliometric, social network, and descriptive analyses of the most cited articles, the research shows that the study of this relationship began in 2007, with brand experience often being considered an antecedent of brand equity. However, there is little diversity in the markets, industries and types of consumers studied. The study proposes a conceptual framework to test the influence of brand experience on brand equity and stands out as the first systematic review focused on this relationship, making an original contribution to the field.

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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