EDITORIAL PREFACE

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It is a great pleasure and honour to introduce the International Journal of Online Marketing (IJOM) second year, second issue, to academic societies and scholars in the field of marketing. With the continuance intention of positioning the IJOM as one of the most valued and respected journals within the field of online marketing, the IJOM editorial board is continuing to attract highly precious scholars, academic researchers and professionals from all over the world to contribute to the IJOM. Within this issue of the International Journal of Online Marketing and to achieve the IJOM mission we continue to publish a group of high quality original research papers on all aspects of online marketing.

This issue includes four manuscripts. As critical success factors are popular approaches that can be used as a key metrics to measure the success of companies, the main aim of this paper Alkhaffaf and Altaher was to analyse the current state of e-marketing in Jordanian travel agencies, by analysing the implantation of critical success factors of e-marketing. They introduced a research model to analyse the relationship between critical success factors and online direct marketing. Using explanatory studies through questionnaire for a research sample of the employees of seventeen important travel agencies in Jordan, they concluded that there is a need to consolidate and strengthen the integration of the critical success factor of e-direct marketing in Jordanian travel agencies. Within this regard, Jordanian travel agencies need to use a new business model, and create a new way to communicate with their customers, so that they can increase their customer loyalty.

The second article of Reddy and Prasad, aimed to study consumer perceptions on varying characteristics of e-portals, identify various factors that influence consumer trust and privacy in such e-portals and to analyse how various security and privacy factors affect consumer perceptions towards e-portal. Depending on a survey research strategy through a questionnaire targeting 150 e-commerce (B2B and B2C) consumers in 3 emirates of UAE, they indicated that most participants are too much concerned about the security and privacy issues while using e-portals and few participants stated that security is the main issue which creates a barrier for their online shopping. Most participants were not aware of internet privacy and security policies and were not interested in knowing the technology used for e-portals security.

The third article, written by Tu and Lu investigates digital music consumer behaviour and the determinants of online digital music evaluation. The study deeply investigates the profiles of music consumers in the presence of the Internet, and explores how consumers use product sampling and customer reviews for online music evaluation. The findings indicated that most people use free radio as their main
music source, and digital music piracy is still a big problem for the music industry. Tu and Lu also found that consumers still depend on traditional word of mouth for their music evaluation. This study shows that many consumers are more likely to trust online sampling than online reviews, and that online sampling plays a more important role than online reviews in their music evaluation.

The intention of the article of Hanafizadeh, Behboudi, Ilani, and Kalhor was to investigate why Iranian people avoid shopping on the Internet through studying the various variables affecting avoidance of online shopping. Hanafizadeh, Behboudi, Ilani, and Kalhor examined seven latent variables affecting avoidance of online shopping including: “lack of information intermediary,” “lack of electronic guarantee,” “lack of electronic reputation,” “technological and knowledge weakness,” “lack of interaction,” “lack of trust,” and “avoidance from online shopping.” Using structural equation modelling (SEM) they validated their proposed research model and found that these constructs successfully explain why Iranian people avoid online shopping. “Lack of electronic guarantee” is found to be the most significance antecedent explaining avoidance of online shopping in Iran.

Finally, I would like to thank all the authors of this issue for submitting their high quality articles to the IJOM and very much appreciate the IJOM editorial board endless support and commitment as we endeavor to make the IJOM one of the most valued journals in the field of online marketing.

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