

EDITORIAL PREFACE

Introducing the Fourth Year Second Issue of the International Journal of Online Marketing (IJOM)

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It is a great pleasure to introduce the *International Journal of Online Marketing (IJOM)* fourth year second issue to academic societies and scholars in the fields of marketing and online 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 five manuscripts. The first paper written Chauhan and Rathore aims to explore consumer perception regarding the ethics of behavioural targeting when done without user consent and awareness. The study focus on two major aspects the first is about knowledge

and awareness about behavioural targeting and second issues related to ethics in behavioural targeting. The result shows that consumers are unaware about behavioural targeting.

The second paper of Sannapu, Parihar, Kandwal, and Kakkar gives a description of the empirical study investigating the impact of promotions using Web based tools by Indian Movie production houses. Evolution of movie promotion starting with use of traditional methods for the first movie to the near dependence on social media to promote the latest movies produced in India has been chronologically presented. Critical role of web based tools and their synchronization with other media tools in contemporary movie promotion has also been elaborated. As Indian film industry is witnessing impeccable advancements in areas like technology and marketing digitalisation, this research shows the use of online tools for attracting consumers. The key research objective is to find out the ability of the production

houses to attain maximum customer attraction through various online tools like Facebook, Twitter, Blogs and YouTube. Data has been collected both from primary and secondary sources. Regression analysis has been used to depict the relationship between likes, comments and shares with the number of campaigns. Given the huge contribution of movies to Indian economy, ever increasing competition in this industry and increasing popularity of Web based tools; this study aims to benefit multiple stakeholders including movie producers, individual investors and all other entities related to movie making business such as music companies, distributors, exhibitors and single screen owners.

The third article of Sanjeev and Balyan, using an experimental design examined and provided preliminary evidence for response order effect (Primacy effect) in online surveys. Sanjeev and Balyan also explored the impact of question complexity and questionnaire length on response order effects. The results indicated the existence of response order effects in online surveys, much like the traditional methods. The results also indicated that the exacerbation of response errors due to question complexity and questionnaire length. Sanjeev and Balyan study may offer valid insights and ideas to survey researchers, who use online survey tools, to reduce response order effects and thereby make their survey results more accurate.

As online consumers become more price sensitive, fewer brands loyal and more sophisticated, the main aim of the study of Bansal, Lamba, Alavi, and Ahuja (fourth article) was to trace the evolution of e-marketing and demonstrates the relationship between the Web Presence Index (WPI) of the hospitality sector across a set of hotels. As WPI of a particular hotel brand is a function of the total web presence across the Website, Facebook Page, YouTube, Twitter and MakeMyTrip.com. Subsequently, a positive relationship is visible between the Web Presence Index (WPI) for each hotel and further, its Alexa traffic volume indicates the total online user traffic. The work of Bansal, Lamba, Alavi, and Ahuja demonstrates that

web presence of hotels through WPI, Alexa, traffic volume, and their weighted calculated score on the basis of the above parameters. The Web Presence Index is indicative of the usability, credibility and persuasiveness of a consumer in the context of hotel websites. It further depicts how hotels can build better relations with customers by recognizing their needs, preferences, and complaints.

The final article written by Singh makes an attempt to understand crowdsourcing and its increasing importance in organisations. It explores how crowd acts as a problem solver and crowdsourcing generates ideas that lead to open innovation for an organisation. The paper also throws light on how with the arrival and advancement of digital technologies, the concept of crowdsourcing has gained popularity and has received well acceptance in the organisations. Singh provide a detailed analysis on various researchers' views and thoughts on the subject. Based on the extensive literature review, Singh paper attempts to identify knowledge gaps and research gaps. This study is an attempt to create concepts on social media crowdsourcing and provide research directions to further explore the subject.

Finally, I would like to give a special thanks to Dr Vandana Ahuja (of Jaypee Business School, Jaypee Institute of Information Technology, India) for her great efforts in gust editing this issue with me. The efforts and support of Dr Ahuja helped a lot in completing this issue. I would like also 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 endeavour to make the IJOM one of the most valued journals in the field of online marketing.

Thank you,

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Hatem El-Gohary is the Editor-in-Chief of the International Journal of Online Marketing (IJOM), Associate Editor of International Journal of Customer Relationship Marketing and Management (IJCRMM) and the UK Director for the Institute for Research on Global Business (IRGB - UK). He has more than 19 years of experience in academia, worked as the marketing director of a multinational company as well as a marketing consultant for a number of national and multinational companies. His research interests include: Electronic Marketing, Electronic Business, Electronic Commerce, Internet Marketing and Small Business Enterprises. He has published several articles and book chapters and presented several research papers in various international conferences. He holds a PhD, MSc, MRes, PGDip, BSc as well as PGCHE. He is also a Certified E-Marketer (CeM), Certified Social Marketing Associate (CSMA), an AABPP Fellow, HEA Fellow, CIM member (MCIM), Chartered Marketer, CMI Fellow and has a significant record of experience in voluntary work in Egypt and the UK. With regards to awards and honours Dr. El-Gohary won: The Routledge Best Paper Award 2007, The American Academy of Business and Public Policy Best Paper Award 2009, The Birmingham City University Business School Best Paper Award 2011, the Ideal Student for Cairo University Award 1992, the Ideal Student for Cairo University Business School Award (twice for the years 1991 and 1992) as well as The SLED Best New Mentor Award 2007. Moreover, he has been awarded an Honorary Life Membership in UBU.