

International Journal of Online Marketing

July-September 2015, Vol. 5, No. 3

Table of Contents

RESEARCH ARTICLES

- 1 **Emergence and Acceptance of Sharing Economy in India: Understanding through the Case of Airbnb**
Rasananda Panda, MICA, Ahmedabad, India
Surbhi Verma, MICA, Ahmedabad, India
Bijal Mehta, Amrut Mody School of Management Ahmedabad University, Ahmedabad, India
- 18 **Adoption of Gamified Systems: A Study on a Social Media Gamification Website**
Gokhan Aydin, Istanbul Arel University, Istanbul, Turkey
- 38 **Consumers Perception towards Online Shopping With Special Reference to Dakshina Kannada(D)**
T S Rakesh, SDM College (Autonomous), Ujire, Karnataka, India
S Madhushree, SDM PG College (Autonomous), Ujire, Karnataka, India
- 47 **Trust Management Issues in Social-Media Marketing**
Vikas Kumar, School of Business Studies, Sharda University, Greater Noida, India
Prasann Pradhan, Shri Venkateshwara University, Gajraula, India
- 65 **Explaining Young Consumers' Online Purchase Behavior under Risky Conditions: Perspectives from Mental Accounting**
Zeki Atıl Bulut, Dokuz Eylül University Izmir, Turkey
Ali Naci Karabulut, Muğla University, Muğla, Turkey
Tuğba Uçma Uysal, Muğla University, Muğla, Turkey
Ali Çağlar Uzun, Muğla University, Muğla, Turkey

Copyright

The **International Journal of Online Marketing (IJOM)** (ISSN 2156-1753; eISSN 2156-1745), Copyright © 2015 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of Online Marketing* is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; ProQuest Advanced Technologies & Aerospace Journals; ProQuest Computer Science Journals; ProQuest Illustrata: Technology; ProQuest SciTech Journals; ProQuest Technology Journals; PsycINFO®; The Standard Periodical Directory; Ulrich's Periodicals Directory