Table of Contents

International Journal of Online Marketing
Volume 6 • Issue 1 • January-March-2016 • ISSN: 2156-1753 • eISSN: 2156-1745
An official publication of the Information Resources Management Association

Research Articles

1 The Impact of Social Relationships on Online Word-of-Mouth and Knowledge Sharing in Social Network Sites: An Empirical Study
Sherein Hamed Abou-Warda, Faculty of Commerce, Kafrelsheikh University, Kafrelsheikh City, Egypt

24 Measuring the Satisfaction Levels of Mobile Financial Services Users in Bangladesh: An Empirical Study
Md Abdul Hai, Department of Marketing, Dhaka City College, Dhaka, Bangladesh
Mohammad Masudur Rahman, Department of Marketing, Dhaka City College, Dhaka, Bangladesh

34 An Empirical Study on Predicting User Acceptance of Online Apparel Shopping in Iran
Nariman Pahlavanyali, Lula University of Technology, Tehran, Iran
Seyyed Mohammad Hossein Momeni, Lula University of Technology, Tehran, Iran

54 Differences and Similarities: Brand Trust Offline and Online
Gordon Bowen, Regent’s University London, London, UK
Richard Bowen, Facebook Inc., London, UK

COPYRIGHT

The International Journal of Online Marketing (IJOM) (ISSN 2156-1753; eISSN 2156-1745), Copyright © 2016 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