

International Journal of Business Science and Applied Management

CALL FOR PAPERS for SPECIAL ISSUE

TITLE

Customer attitudes, behavior and relevant and effective Marketing strategies in the e-environment

DESCRIPTION

Enhancing Marketing performance entails deep analysis of customer behaviour dimensions and characteristics. Customer behaviour and particularly consumer behaviour is one of the most researched topics in Marketing and there is a good body of knowledge on the issue. That knowledge has been used, to a degree, by practitioners in the formulation and implementation of marketing plans and programmes.

Nevertheless, customer behavior is quite different in the electronic (digital) environment compared to the traditional environment for a bunch of reasons as well as in many aspects. Moreover, attitudes of consumers vary in physical market places from their attitudes in electronic market places and platforms. There are many aspects and issues which differentiate buyer behaviour in the physical form from his (her) behavior in the digital one. For example, payment method (mobile versus traditional cash payment) has an impact on willingness to pay and final behavior (Liu, Luo and Zhang, 2021). Another issue is the use of social media, the addiction with them and their impact on consumer behavior (Elhajjar, 2020).

Moreover, there are many traditional customer behavior research areas such as customer satisfaction and complaining behaviour which, in the context of e-marketing and e-commerce, need more research to be conducted (Kumari and Kumar, 2020).

Another area of interest relates to the interaction between customers and business and the selection of the most effective and profitable strategies that should be adopted by firms targeted to the e-customer. For example, a particular topic for further research might be how to develop brand advocacy through brand activities on Facebook as well as on the other social media (Choi, Kroff and Kim, 2021).

In addition, there might be some other, more recent, research issues, such as consumer response to gamification, customer behaviour in augmented reality,

purchase intention in virtual worlds (Bleize and Antheunis, 2019), consumer privacy in the technology environment (Chatterjee, Chaudhuri, Vrontis and Hussain, 2023) etc. which present increasing research interest.

The above and many other topics are proposed in the context of the thematic area reflected in the title of the special issue.

The special issue is open to both participants and non-participants of the **International Conference on Contemporary Marketing Issues (ICCMi) 2024**, which is to be held on 10-12 July 2024. It is noted that a conference paper may be submitted provided it has been significantly modified and improved.

INDICATIVE SUBJECT COVERAGE

- Social media influence on customer behaviour
- Models explaining e -customer behaviour
- E-customer satisfaction, loyalty and complaining behaviour
- Traditional customer behavior vs e-customer behavior
- Customer experiences in augmented reality
- E- customer characteristics in B2B brand communities
- Green e-consumer
- E -word-of-mouth
- User experience in Gamification
- Digital virtual consumption
- Product adoption processes by e-customers
- Effective Marketing strategies and tactics for e-customers
- Sustainability in e-commerce

GUEST EDITORS

-Eugenia Papaioannou, Associate Professor, Department of Organization Management, Marketing & Tourism, International Hellenic University, Greece (corresponding guest editor).

-Luca Cacciolatti, Reader in Innovation and Marketing, School of Organisations, Economy, and Society, University of Westminster.

- Christos Sarmaniotis, Professor Emeritus, Department of Organization Management, Marketing & Tourism, International Hellenic University, Greece.

SUBMISSION PROCESS-IMPORTANT NOTES

Manuscripts should be submitted, by mail, to Associate Professor Eugenia Papaioannou, mail:epap@ihu.gr

All papers will undergo a double-blind reviewing process. Final acceptance is under the approval of the Journal's coordinating editor.

Please, read carefully the Journal's submission guidelines and expectations at: <https://www.business-and-management.org/submission.php>.

IMPORTANT DATES

Submission of Manuscripts: From October 15th to December 15th, 2024.

Notification to Authors: April 30th, 2025.

SELECTED REFERENCES

- Bleize, D.N.M and. Antheunis, M.L. (2019). Factors influencing purchase intent in virtual worlds: a review of the literature. *Journal of Marketing Communications*, 25 (4), 403-420.

- Chatterjee, S., Chaudhuri, R., Vrontis, D., and Hussain, Z. (2023). Use of smartphone for financial transactions: from the consumer privacy perspective. *Journal of Consumer Marketing*, 40(2).

- Choi, Y. , Kroff, M. W. and Kim, J. (2021). Developing brand advocacy through brand activities on Facebook. *Journal of Consumer Marketing*, 38 (3), 328-338.

- Elhajjar, S. (2020). Exploring the effects of social media addiction on consumer behavior. *International Journal of Technology Marketing*, 14 (4), 365 – 376.

- Kumari, P. and Kumar, S. (2020). Future research direction for customer satisfaction in relation to complaint handling and service recovery in e-commerce. *International Journal of Electronic Customer Relationship Management*, 12 (3), 191-204.

- Liu Y., Luo, J., and ,Zhang , L. (2021). The effects of mobile payment on consumer behavior. *Journal of Consumer Behaviour*, 20 (3), 512-520.