
Editorial

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1 Introduction

Through the special issue on 'Role of digital sources and technological advancement in marketing practices and problems', we respond to calls from marketing practitioners and agencies, businesses eyeing entry into a new market, government and regulatory authorities and research scholars. Be it the micro or the macro environments, businesses widely use digital sources and technological advancements in their business decision-making. Traditional business systems have become obsolete words nowadays; instead, it has been replaced by the adoption of digital sources and technological advancement throughout the organisations. Virtually every aspect of a business is now open to technological advancement and digital adoption. It is often even instrumented for data collection, operations, manufacturing, customer behaviour, customer engagement, marketing campaign performance, etc. At the same time, information is now widely available on external events such as market trends, industry news and competitors' movements. This broad availability of data has pushed every industry to focus on digitalisation and achieve a competitive advantage. The most specific applications of digital sources and technological advancements are probably in the marketing practices and tasks adopted by marketers, such as online advertising, social media marketing, recommendations for cross-selling, etc.

Digital transformation and resultant business model innovation have fundamentally altered consumers' expectations, and behaviours pressured traditional firms and disrupted many markets. Consumers have access to dozens of media channels, vigorously and effortlessly communicate with firms and other consumers, and pass through a rapidly increasing number of touchpoints in their customer journey, many of which are digital (e.g., Lemon and Verhoef, 2016). At the company level, many traditional firms have been surpassed by innovative, fast-growing digital entrants and suffered from this. For example, the fast growth of online retailers, such as Alibaba and Amazon, has strongly affected traditional retailers, as evidenced by the bankruptcies of several former retail giants such as Toys 'R'Us, Claire's and RadioShack. However, these new online retailers do not limit their reach to the traditional retail industry; they use their digital resources to enter markets that were previously thought to be entirely unrelated for retail in search of further growth opportunities. Banks such as ING consider Amazon as a significant potential competitor, while one of the largest global shipping companies, Maersk, is facing the possible competition of Alibaba. Such market disruptions have affected other industries as well: with Spotify substantially changes the music industry (e.g., Wölmert and Papies, 2016), TiVo and Netflix disrupting the TV broadcasting and film industry (Ansari et al., 2016), and Booking.com and Airbnb fundamentally altering the hotel industry. Several studies have highlighted the function of digital technologies (DTs) as a complementary method of accessing international markets. Digital and Technological advancement can help reduce distance and entry costs and overcome the commercial barriers associated with engaging in international markets by providing an additional channel for trade relations, marketing, and sales, and expanding knowledge of foreign markets and potential competitors (Bianchi and Mathews, 2016). In addition, advances in digital and technological advancement can enable better connectivity with business partners, suppliers, sales networks, and customers and support integration into the emerging global value chains. The potential benefits of adopting digital and technological advancement can be even more significant for small and medium-sized enterprises (SMEs) as they can help alleviate the traditional burdens of internationalisation

associated with company size and the inability to provide financial and human resources (Mathews and Healy, 2008; Tseng and Johnsen, 2011). However, empirical studies have reported mixed findings regarding the effects of DTs on different performance metrics. Many firms continue to fall into what has been called the information technology (IT) productivity paradox (Brynjolfsson, 1993; Tippins and Sohi, 2003).

Further, despite the ubiquity and visible impact of digital transformation and resultant new digital business models, the academic literature has paid surprisingly little attention to these developments, only recently starting to address the topics of digitisation, digitalisation, and digitalisation transformation (Venkatraman, 2017). Until now, digital change has received the most attention within specific business disciplines. For instance, marketing researchers have mainly focused on digital advertising and social media effects, including attribution model developments (Lamberton and Stephen, 2016; Kannan, 2017) and multi-channel and omnichannel developments (Verhoef et al., 2015). The strategic management literature has primarily focused on the conceptualisation, operationalisation, and renewal of (digital) business models (Osterwalder and Pigneur, 2010; Foss and Saebi, 2017). In the information systems literature, researchers have traditionally paid substantial attention to technical developments regarding adopting and using DTs and resultant business value (Sambamurthy et al., 2003; Nambisan et al., 2017). To the best of our knowledge, there has been no multidisciplinary discussion on digital transformation. We define as a change in how a firm employs DTs to develop a new digital business model that helps to create and appropriate more value for the firm (Liu et al., 2011; Schallmo et al., 2020). We believe that such a multidisciplinary discussion is required, given that digital transformation is multidisciplinary by nature, as it involves changes in strategy, organisation, IT, supply chains and marketing. In today's business world, managers are increasingly confronted with responding to the advent of new DTs that blur market boundaries and change agent roles (e.g., customers become co-producers, competitors become collaborators, etc.). To provide managerial guidance for digital transformation, we must understand how firms can gain a sustainable competitive advantage by building on specific resources. They should adapt to win, and how the firm's internal organisation structure must change to support these strategies.

The articles included in this SI are chosen carefully by implementing a rigorous review process and multiple revisions. The contributions included in the SI focus on the role of digital sources and technological advancements in the modern world to further our understanding of this field and generate future practices. The articles contained in this volume address essential issues relative to understanding and improving the marketing performance of firms and businesses. They illustrate key differences in the strategic management and the governance practices of firms adopting digital advancements versus the traditional marketing approaches.

As editors of this special issue, we hope that these articles will stimulate additional interdisciplinary research that ignites the importance of digital advancement in marketing practices. It is imperative for marketers, upcoming entrepreneurs, and marketing researchers to collate their scholarly endeavours for helping the community to learn more about the relationship between digital advancement and marketing practices. This understanding of the domain can help design and develop solutions to marketing problems.

2 Purpose and brief article descriptions in the special issue

The purpose of this SI on 'Role of digital sources and technological advancement in marketing practices and problems' is to explore the intersection between existing relationships between digital advancement and marketing using a different theoretical lens, research and practice. More specifically, this special issue focuses on the broader continuum of conceptual, theoretical, empirical, and philosophical issues and challenges in the domain to support both the scholars and practitioners in various fields of study. The articles focus on the foundations and strategic frameworks that can be referred to for more thoughtful teaching, research, writing and decision-making in this area. All of the manuscripts included in the special issue were blind-reviewed by distinguished scholars in marketing and digitalisation studies. The first article in our collection is by Husain, Javed and Ananda. Their study assesses the impact of mobile app use (MAU) on brand engagement (BENG) and brand experience (BEXP) with the moderation of digital influencers (DI).

The outcome study helps promote BENG and other brand performance (BP) indicators through digital marketing to improve BEXP. Further, it also examines the role of BENG in determining brand vocal (BVOC), brand loyalty (BLOY), brand value (BVAL) and customer satisfaction. The following contribution is by Gupta, Prashar, Parsad and Vijay. Their study endeavours to facilitate the app developers and marketers in segmenting the market using antecedents – interactivity, information quality, system quality and mediating variable – perceived ease of use, of the users' intention to continuously use the informational app. The study commences with the verification of input variables using structural equation modelling. This was followed by segmentation of the market using two clustering techniques – self-organising maps and k-means. It resulted in that system quality, and information quality have a powerful influence on the mediating variable – perceived ease of use, which significantly impacts informational app users' intention to use the app continuously.

The third contribution in this SI is by Srivastava and Bag. The petroleum companies are transforming their business model from fuel retailing to non-fuel retailing to increase their revenues. However, predicting the complex buying behaviour of the consumer is a significant challenge faced by petroleum retailers. Therefore, research is needed to develop models predicting consumer behaviour about non-fuel retailing at filling stations. Their study intended to predict the consumers' buying behaviour of non-fuel products and services at filling stations. The study proposed a predictor model by using an artificial neural network (ANN). The model presented in this study can analyse consumer behaviour with an automation system, which reduces the cost of marketing with more accurate results. This paper extends the applications of ANN in the domain of marketing and the precise analysis of consumer behaviour. The following contribution in this line is by Roy, Datta, Mukherjee, Basu and Shrivastava. They investigated the effects of electronic word-of-mouth (e-WOM) valence on online purchase intention. Their study also examines the moderating effect of the product's nature on the relationship between valence and purchase intention. This study indicated a significant effect of e-WOM valence on purchase intention that is moderated by the nature of products. Practical and theoretical implications of research along with future research directions are also discussed. The following manuscript included in this SI is by Gupta, Jain and Jajodia. This current study extends the theory of planned behaviour while integrating perceived risk and trust and perceived ease of use and perceived playfulness in the context of smart

speaker' adoption. This study indicates that perceived trust and perceived ease of use significantly predict attitudes towards smart speaker usage. Authors found attitude to be the strongest predictor of intention to adopt smart speakers, followed by subjective norms and perceived behavioural control. The results also support that perceived risk is negatively associated with adopting smart speakers.

The sixth contribution in this SI is by Kumari and Lodha. Their study is inspired by TAM and UTAUT2 models and aimed at testing the moderating effect of self-efficacy (SE) and social influence (SI) on e-payments adoption among Indian millennials using primary data. They found that PEU and security are positive and significant. Both SE and SI have a moderating effect on security and PEU, respectively, and multi-group analysis gave more exciting insights into this. The findings of this study are helpful for managers, app designers, and policymakers to increase e-payments adoption, and thereby it helps India to become a cashless economy. The last contribution in the SI is by Victor, Nathan and Fekete-Farkas. They believed that tailoring prices based on personal information might evoke unanticipated reactions as it could infringe user's privacy and hurt fair price perceptions. To investigate the potential impact of positive and negative online personalised pricing situations, their study conducted a controlled experiment to observe the changes in consumer behaviour in a personalised pricing context. Consumers' reactions towards fair price, customer loyalty, privacy concern, purchase satisfaction, and the influence of these constructs on post-purchase behaviours such as repurchase intentions, revenge intentions, and strategic purchase intentions are analysed in this study. Results of the study indicate that online consumers in both countries have high privacy concerns, and as it increased, their repurchase intentions decreased correspondingly. Strategic purchase intentions and revenge intentions increased regardless of positive and negative purchase situations, while purchase satisfaction mediates fair price perceptions and repurchase intentions.

We believe that this special issue will help scholars in digital marketing, digital entrepreneurship, information systems, digital strategies, and other domains to understand the ongoing scenarios in the field and help them build their research arguments further to continue the debate.

We acknowledge the support of Editor-in-Chief, Dr. Peter Bican for allowing us to handle this special issue and the team of Indercience Publishing for their continued support. We are highly thankful to all the authors and reviewers for their valuable contribution. We happily welcome your comments and feedback on this special issue.

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