

Editor's Introduction to Volume 3, Issue 1 of Expert Journal of Marketing

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The first issue of volume three of *Expert Journal of Marketing* presents five newly published marketing articles that tackle various themes that enhance general marketing knowledge. More precisely, the articles published in this issue approach marketing challenges, such as the impact of marketing mix elements on customer loyalty for a services company, expectation disconfirmation theory in the context of customer satisfaction, hedonic and utilitarian factors in relation to consumer behavior influences in tourism, and new marketing developments in the form of Digital Inbound Marketing. Further, I present a short description of each article that is published in *Expert Journal of Marketing*, vol. 3, issue 1.

In '*The Impact of Marketing Mix Elements on Customer Loyalty for an Algerian Telecommunication Company*', Youcef Souar, Keltouma Mahi and Imane Ameer discuss the relationship between the marketing mix elements and customer loyalty for a telecommunication company from Algeria. Their article expands on the particular elements of marketing in the telecommunications sector, which faces many challenges resulting from economic situations, political and technological factors, and explores the services marketing mix and the elements that have an important influence on customer loyalty.

Hui Hsin Huang explores the expectation disconfirmation theory in her paper '*The Probability Model of Expectation Disconfirmation Process*' by modeling dynamic process of customer satisfaction. For this research objective, the author proposed different mathematical equations and a stochastic model to examine the expectation disconfirmation theory. Based on the research results, this study offers marketing implications in terms of the application of the propositions as marketing managers can use two strategies to increase customers' satisfaction, namely (i) to control the expectation of customers before purchasing, and (ii) to increase the performance of this new product.

The article, entitled '*Relationships among Hedonic and Utilitarian Factors and Exogenous and Endogenous Influences of Consumer Behavior in Tourism*', written by Simona Vinerean, Alin Opreana, Iuliana Cetina and Luigi Dumitrescu, examines customer experience in tourism, particularly in terms of the exogenous and endogenous influences that may impact consumer behaviors in tourism. In this paper, the authors test these types of influences in relation hedonic and utilitarian factors related to a tourism package. To explore these relationships, data analysis involves, exploratory factor analysis, confirmatory factor analysis, and structural equation modelling on a sample of 150 tourists from Europe and North America.

In '*A New Development in Online Marketing: Introducing Digital Inbound Marketing*', Alin Opreana and Simona Vinerean explore the transformation of online marketing and propose a new development in the form of a new concept. This new concept is 'Digital Inbound Marketing (DIM)' a new phase of marketing that aims to encompass the interactivity and empowerment of consumers in their relationships with brands or companies. In this new business framework, consumers are the ones who initiate and choose to remain (or not)

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in a transactional or aspirational relationship with a company. To instigate these relationships, companies can only do their best in providing something useful for their target markets and use new instruments, such as brand-focused marketing communications, content marketing, social media marketing, and search engine optimization. The authors also propose a definition for this new concept and examine Digital Inbound Marketing in relation to Traditional Marketing.

A Final Thought

On behalf of the Editorial Board of *Expert Journal of Marketing*, I would like to thank our Authors for publishing their studies with us, our Reviewers for their valuable insights, and our Readers for advancing and disseminating these published articles in their future work!

