

# Editor's Introduction to Volume 3, Issue 2 of Expert Journal of Marketing

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The second issue of volume three of *Expert Journal of Marketing* presents marketing articles that approach new areas of research in terms of consumer engagement in online setting marketing, brand alliances and their associated consumer perceptions based on cross-country analysis, industry competitiveness related to customer satisfaction and brand switching intention, and employee-related internal marketing concepts that have a direct impact on business growth. Further, I present a short description of each article that is published in *Expert Journal of Marketing*, vol. 3, issue 2.

In '*Consumer Engagement in Online Settings: Conceptualization and Validation of Measurement Scales*', the authors propose a measurement instrument for consumer engagement based on theoretical assessment and empirical research conducted on 110 respondents. Their study examines this new concept in online environments by considering the multidimensionality of the construct, considering the underlying cognitive, emotional, and behavioral dimensions of consumer engagement. This paper enhances marketing literature, from the perspective of consumer behaviour in digital settings and branding, and offers practical insights for managers who operate in an extremely competitive online business environment.

Mark Anderson and Peter Martins Da Silva evaluate brand alliances, in their paper '*Evaluations of Co-Brands: A Two-Country Comparison*', based on past research which has identified important determinants of consumer attitudes to cobrands, such as familiarity with the parent brands and their relative brand equity. The authors use the partial least squares (PLS) method to test their model drawing on Hofstede's theory of national culture. Their model is empirically tested using respondents from UK and Italy for a cross-country analysis on four brand alliances from the food and beverage industries. After subsequent analyses and validations, the findings of the research show that culture represents an influence to the relative impact of pre-existing brand attitudes and fit measures on brand alliance perceptions.

Authors, Mahmoud Abdel Hamid Saleh Abdulrahman Althonayan, Ayman Alhabib, Essa Alrasheedi, and Ghafar Alqahtani, examine the competitiveness of mobile services industry in Saudi Arabia, by studying customer satisfaction and brand switching intention, in their article entitled '*Customer Satisfaction and Brand Switching Intention: A Study of Mobile Services in Saudi Arabia*'. Using a sample of 350 respondents, the study also investigates the association of customer service, service pricing, service quality, and value added services to customer satisfaction. This paper also reflects a managerial perspective in terms of improving marketing knowledge regarding the impact of certain factors on customer satisfaction in the mobile services industry. Thus, the insights supported by results and thoughtful arguments shed light on possible differentiation opportunities for brands, while mainlining the profitability objective of companies.

Alexandra Vinerean's paper, '*Loyal Employees. A Key Factor in the Success of a Company*', tackles three main concepts related to employees, and their repercussions the bottom line of a company, namely,

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employee loyalty, satisfaction, and employee engagement. Her theoretical paper enhances knowledge on the performance of employees as an important cause of business growth and performance. Moreover, any organization that uses internal marketing can facilitate the implementation of its external marketing strategy or any other organizational strategies, thus, showcasing the interrelationships between internal and external marketing for a company's business success.

### **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!

