

# **South Asian Journal of Marketing (SAJM)**

Volume 1- Issue (II), December 2020

## **Editorial Note**

We are delighted to introduce Volume 1, Issue 2 of the South Asian Journal of Marketing (SAJM) targeting the Marketing researchers. SAJM provides an inspiring opportunity to ponder on marketing research focusing on the South Asian context.

SAJM is a peer-reviewed open access bi-annual scholarly outlet for publishing new knowledge in Marketing in global contexts. SAJM aims at publishing up-to-date, high-quality, and original research papers alongside relevant and insightful reviews. The journal also seeks to act as a platform to publish new, high-quality, and authentic research papers in Marketing while offering insightful reviews, conceptual papers, empirical papers that employ qualitative, quantitative and mixed methods approaches.

Research Papers demonstrate a sound theoretical and methodological underpinning and deliver a clear contribution towards knowledge in the field. As such, the Journal aspires to be vibrant, engaging, accessible, thus it is challenging yet rewarding. Emerald being the publisher of the Journal from its; Vol. 2 issue 1 onwards, makes SAJM the first Sri Lankan journal to be published by the former. The current issue of SAJM has six research papers and two book reviews that critically explore contemporary marketing and business issues in both local and South Asian contexts.

The second issue that begins with an article titled “Corporate Social Responsibility and Brand Equity; Exploring the role of Customer Satisfaction, Trust and Customer Loyalty among Supermarkets in Sri Lanka. The paper discusses the importance of corporate social responsibility (CSR) on the supermarkets’ brand equity. It also states that customer satisfaction, customer loyalty, and customer trust are created when supermarkets in Sri Lanka engage in CSR. The quantitative study on Factors Affecting Brand Switching Behavior of Millennials: Experience from the Sri Lankan Telecommunication Industry focused on the island’s millennial population. The research reveals that service quality and price are the major factors influencing customers to switch their telecommunication brands. The study has further revealed that even the brands with a ‘good image’ and providing ‘affordable prices’ too will fail owing to not delivering service quality. Hence those brands will not retain their existing customers.

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An interesting study on the “Customer Relationship Management in Hotels: Scale Development and Validation” develops and validates a scale that measures travelers' CRM practices in hotels. This study states that CRM practices that customers experience evaluate CRM in general. The authors validate a scale to identify and measure such practices in the hotel sector from the customers' perspective. The study investigates the CRM practices most often experienced by visitors to hotels and focuses on developing a measurement scale.

The authors of the paper titled “Impact of Green Marketing Functions and Nature of Organization on Green Brand Equity in the Banking Industry in Sri Lanka” has investigated the influence of green marketing on green brand equity and the impact on the nature/culture of the organization with particular emphasis on Banking industry in Sri Lanka. An exciting investigation on “Customer Choice of Self-Service Kiosks in Service Transactions” aims at creating an understanding of the reasons for customer choice of self-service kiosks in performing service transactions. This study provides new insights into the reasons behind SST Kiosks' customer choice that enhance the paper's scientific utility.

The study on “Gender difference associated with factor influence on consumer guilt: an experience during covid-19 pandemic” highlights the prolonged theories and concepts of gendered consumer guilt. The result shows that there isn't any difference between women and men towards consumer guilt felt due to purchases. The overall results suggest that Purchase Guilt factors influence the Consumers Guilt. In contrast, Non-Purchasing Guilt, On Self Guilt, and Other Guilt factors have moderate effects on the Consumer Guilt.

The book review on “Marketing 3.0: From Products to Customers to the Human Spirit by Philip Kotler, Herman Kartajaya, and Iwan Setiawan”, states that the focus of the book is on the diversity in developed, developing, and under-developed countries since the values of people remain vastly diverse as a result of the varied socio-cultural realities. Further, it sheds light on the introduction of key performance indicators to measure the success of being human-centric.

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Technology plays an imperative role in the evolution of the human-centric approach. The book review on “Services Marketing- People, Technology, Strategy by Jochen Wirtz, Christopher Lovelock, and Jayantha Chatterjee”, showcases the objectives of the book with a view to providing an appreciation and understanding of the unique challenges inherent in the marketing management and delivery of service excellence at a profit. This book also helps develop and understand the state-of-the-art of service marketing and management thinking while promoting the service-oriented mindset.

All-in-all, we are thrilled about this issue and we pay our sincere gratitude to the contributing authors and valued senior editors, editors, associate editors, and reviewers for their excellent contribution, and supporting our endeavor. Your contributions have helped keep the Journal's quality at a high pedestal. We eagerly hope this will spark research knowledge within the fraternity and would encourage further research on this critical and growing subject.

Once again we appreciate all the authors for their impactful scholarly contribution; valued editors, associate editors, and reviewers with forecasting ability for their excellent assistance, which helped maintain the Journal's quality.

### **Editorial Team**

South Asian Journal of Marketing  
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