

## Editorial Note

Editor-in-Chief for Asian Journal of Marketing Management (AJMM), Department of Marketing Management, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Sri Lanka, are delighted to issue the Volume 2, Issue II of the Journal. This issue of AJMM disseminates new knowledge through selected five scholarly papers that comprehensively investigate current and critical real marketing scenarios and a book chapter.

First paper is on a brief literature review that provides a basis for understanding the different angles of Marketing Technology (MarTech) views by Financial Technology (FinTech) marketers and customers' usage intention – behaviour gap in the relationship marketing with the customer journey and experience as an experiential marketing strategy. It put forward a new research agenda in the context of relationship marketing regarding customers' usage intention - behaviour gap. The presented literature review and pilot study expand several research potentials.

The second paper provides new understandings of the socio-structural elements that support (or undermine) domestic daily mindful consumption behaviours of kids and young adults of Sri Lanka. The process of mindful consumption and its adoption at home has been explored with the aim to understand how mothers have influenced their children in becoming mindful consumers through 25 in-depth interviews with mothers and children in the context of Sri Lanka.

The third paper offers insight on how financial literacy and social support could impact the quality of life of cancer patients in Sri Lanka with a rationale for its social and community impacts. The survey method was used with the participation of 187 respondents. The results proved that financial distress has a significant impact on the quality of life of cancer patients. Additionally, it discloses that social support experienced by cancer patients significantly influences the quality of life of cancer patients.

Fourthly, bottom of the pyramid customers' attempts to act against violations of consumer rights in an environment defined by constrained spending patterns is investigated with the participation of twenty informants from vulnerable population in Sri Lanka southern province. It reveals that there are two basic categories of attempts exhibited by the bottom of the pyramid population when acting against the violation of consumer rights. The expressive approach and the silent approach are the two approaches.

The fifth paper is focused on how consumers can be persuaded to adopt sustainable practices when disposing of clothes with the use of the Fogg Behavior Model. 366 respondents participated in the survey. It indicates that variables motivation- sensation anticipation, motivation- social evaluation, and ability have a significant positive impact on sustainable clothing disposing behaviour. Furthermore, the trigger has no moderation impact on the relationship between

motivation- sensation anticipation, motivation- social evaluation, ability and sustainable clothing disposing behaviour.

Finally, the book of Kevin Lane Keller and Vanitha Swaminathan (2020). Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 5th edition was reviewed with more comprehensive and critic perspective.

We extend our sincere gratitude to all the authors for their valuable contribution through research articles and for patience in reviewing process; to reviewers for their constructive comments that bring the papers into a publishable level; to language editors for their service rendered for the Journal; and to the editorial assistant as well as web assistants for smooth operation of the Journal.

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