

Editorial Note

The Editors-in-chief of the Asian Journal of Marketing Management (AJMM), affiliated with the Department of Marketing Management, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Sri Lanka, is pleased to announce the publication of Volume 3, Issue II of the Journal. This edition of AJMM presents a collection of six scholarly contributions which offer insightful analyses of contemporary marketing phenomena and address pertinent challenges in the field.

The first study investigates ecotourism consumer behaviour, focusing on motivations, ecotourism intention, and willingness to pay premiums. Using a quantitative approach, it analyses data from 212 young domestic travellers in Sri Lanka. Results show intrinsic motivation significantly influences willingness to pay a premium, while extrinsic motivation does not. Ecotourism intention partially mediates the relationship between intrinsic motivation and willingness to pay premium and fully mediates the relationship with extrinsic motivation. The research offers insights for ecotourism providers and policymakers to promote sustainable tourism consumption.

The second paper investigates AI-driven sustainable video marketing strategies in education. It explores how deep learning algorithms and trust influence perceptions of sustainable advertising, with prior knowledge moderating these effects. Results show positive impacts of deep learning algorithms and trust on sustainable advertising, while prior knowledge weakens the trust effect. The research offers insights for educational institutions and marketers to optimize campaigns.

The third study proposes an Integrated MarTech Usage Behaviour Model (IMTUBM) within Financial Technology (FinTech) to understand customer behaviour in Mobile Banking (MB) apps in Sri Lanka. Triangulating three theories, it examines 400 MB app users longitudinally using PLS-SEM. Results reveal the Integrated MB App Usage Behaviour Model (IMBUBM), emphasizing the role of current pre-experience in MarTech adoption. This research contributes to understanding customer characteristics and provides insights for refining MarTech strategies based on heightened customer awareness.

The fourth paper explores opportunities and challenges in expanding Sri Lanka's blue economy, focusing on the fisheries sector. Data from interviews with 20 stakeholders

reveal opportunities like improved technology, trained human resources, and diversification into aquaculture. Challenges include limited finance and infrastructure. With sound policies, the fisheries sector can drive sustainable development, economic growth, and livelihoods. This study provides valuable insights for policymakers and stakeholders to develop strategies for sustainable fisheries management in Sri Lanka.

The fifth paper analyses student satisfaction in Sri Lanka's non-state higher education sector. By examining 2,500 Google Reviews from 64 institutions, it explores factors leading to student dissatisfaction, such as lack of support, delayed certificates, and poor management. This research highlights the underutilized potential of Google Reviews for gathering student feedback and demonstrates its value for improving institutional practices.

The final is an examination of how Facebook Content Marketing influences e-brand loyalty in Sri Lanka's telecommunications sector, with Online Consumer Engagement as a mediator. Findings from 395 respondents show a significant positive impact of Facebook Content Marketing on e-brand loyalty, mediated by Online Consumer Engagement. This research addresses gaps in understanding brand loyalty amidst frequent brand-switching behaviour in the telecommunications industry and offers managerial insights for attracting and retaining online audiences through relevant Facebook content.

We express our heartfelt appreciation to all the authors for their invaluable contributions through their research articles and for their patience during the review process. We are also grateful to the reviewers for their constructive feedback, which has enhanced the quality of the papers to meet publication standards. Additionally, we extend our thanks to the language editors for their diligent work on the Journal, as well as to the editorial and web assistants for ensuring the seamless operation of the publication.

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