

Editorial Note

The Editorial Board 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 present Volume 3, Issue II of the Journal. This edition showcases six scholarly articles that delve into a range of current marketing challenges, offering critical insights for academics and practitioners alike.

This issue covers a wide spectrum of marketing topics that reflect the growing importance of technology, consumer behaviour, and regulatory changes in the field. From the impact of mobile app ratings on consumer decision-making to the role of emotional connections like brand love in driving loyalty, the contributions illustrate the intersection of psychological factors and digital platforms in shaping modern marketing strategies. Additionally, the discussions on regulatory shifts in the RF spectrum management and insurance marketing underscore the relevance of adapting to evolving market conditions, while the focus on digital tools such as online video ads and social media marketing in the hospitality industry highlights how businesses can effectively engage with a more connected and impulsive consumer base. Together, these papers provide a comprehensive view of the trends and challenges that marketers must navigate in today's dynamic environment.

The first study examines the influence of mobile app store ratings and reviews on Sri Lankan consumers' download intentions. By employing a scenario-based survey method, the research demonstrates that app

ratings and reviews significantly impact consumers' download decisions, although perceived usefulness does not moderate this relationship. The findings emphasize the need for app developers to actively monitor and respond to user feedback to enhance app success in the market.

The second paper explores the moderating and mediating roles of self-esteem and susceptibility to normative influence in the relationship between brand love and brand loyalty within Sri Lanka's FMCG sector. The study concludes that while self-esteem and susceptibility to normative influence do not significantly moderate this relationship, they do partially mediate it, contributing to a deeper understanding of brand dynamics in the FMCG context.

The third article offers a legal and regulatory perspective on the transition from administrative to market-based Radio Frequency (RF) spectrum management in Sri Lanka. The study provides a comparative analysis of global trends and highlights the challenges and opportunities associated with adopting a market-oriented approach. The authors propose actionable recommendations to guide policymakers as Sri Lanka navigates this complex regulatory transition.

The fourth paper investigates key determinants of motor insurance customer acquisition in Sri Lanka, focusing on the marketing mix. Through a cross-sectional study of policyholders, the research reveals that distribution networks and insurance services have the most significant impact on customer purchase intentions. These findings present a fresh perspective on the Sri Lankan motor insurance

industry, urging insurers to prioritize accessibility and personalized service to attract and retain customers.

In the fifth study, the impact of online video advertisements on impulsive buying tendencies is explored, with attitudes acting as a mediating factor. Focusing on young consumers and the popular platform TikTok, the research demonstrates how informativeness, personalization, and credibility of ads influence impulsive purchasing behaviors. This study offers crucial insights for marketers aiming to leverage online platforms to enhance consumer engagement.

The final article assesses the role of digital marketing in enhancing customer engagement in Sri Lanka's hotel industry. Based on data from the Western Province, the study highlights the significant positive effects of social media, content, and mobile marketing on customer engagement. The findings provide valuable guidance for the hospitality sector to optimize digital strategies and better meet the expectations of today's digitally savvy consumers.

We would like to express our sincere gratitude to the authors for their valuable contributions and for their patience throughout the review process. We are also immensely grateful to the reviewers for their constructive feedback, which has greatly enhanced the quality of the papers. Additionally, our thanks go to the language editors and the editorial team for their diligent work in ensuring the seamless publication of this issue.

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