

# Foreword and Editorial

## International Journal of Smart Business and Technology

We are very happy to publish this issue of an International Journal of Smart Business and Technology by Global Vision Press.

This issue contains 4 articles. Achieving such a high quality of papers would have been impossible without the huge work that was undertaken by the Editorial Board members and External Reviewers. We take this opportunity to thank them for their great support and cooperation.

The paper “A Study on User Experience of Unmanned Payment Kiosk System in Fast Food Restaurants” explore that recently domestic and foreign studies on the unmanned order payment system of the restaurant industry, which are rapidly growing recently, are insufficient. Therefore, there is a lack of understanding of users' perception of unmanned order settlement system. The purpose of this study is to investigate the effect of user experience factors of unmanned order payment service of fast food restaurant on satisfaction. Through this study, we can understand the psychology and behavior of users who use unmanned order settlement service and prepare a strategic foundation that can be used in various industries.

Jiyoung Yoon's paper “Consumer Awareness of Medical Internet Marketing Services” is designed to empirically verify consumer acceptance and satisfaction of ‘Hospital Marketing Activity’, the most widely used of medical marketing. For this purpose, 26 subjects set out in the medical service were classified as ‘insurance course’ and ‘non-insurance course’. As for the process of consumers accepting the hospital's Internet marketing activities, the empirical analysis was conducted based on the ‘Technical Acceptance Model’, a typical theoretical model on acceptance of the technology, and the analysis was conducted using the structural modality model. The study found that consumers felt more comfortable with marketing activities for ‘non-insurance courses’, intended to accept internet marketing, and that satisfaction also had a positive effect. On the other hand, Internet marketing in the field of ‘insurance courses’ was able to confirm that convenience, rather than usefulness, had a prior impact on marketing acceptance. These results have allowed us to infer that, in the case of an essential health care subject, a marketing strategy that allows consumers to feel useful rather than aggressive marketing activities. In contrast, it concluded that for ‘non-insured subjects’ such as skin-soluble type, health examination, and health promotion programs, it was effective to focus on more aggressive marketing activities that enhance the professionalism of medical.

From the perspective of cognitive theory, the paper “The Relationship of Consumer Perceived Value, Online Word-of-Mouth and Behavioral Intention in Mobile E-commerce” builds a theoretical model and explores the relationship between consumer perceived value, online word-of-mouth, and behavioral intention. Empirical research finds that consumer functional value and emotional value is significantly positively related to reconstruction intentions. online word-of-mouth can positively regulate this relationship, and this relationship will be strengthened with the increase in the strength of online word-of-mouth. Consumer functional value and emotional value is significantly positively related to the communication intention.

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The research paper “Chinese Cause-Related Marketing Through Internet: Perceived Benefits, Participation and Privacy Concerns” explored that with the growth of internet technology, cause-related marketing has become more diverse, therefore, it is utmost important to understand what kind of cause-related marketing campaigns consumers like. This study examines the impact of perceived benefits and privacy concerns on consumer participation of internet cause-related marketing. Through the questionnaire survey, 517 questionnaires have been divided into experienced groups and inexperienced groups. For those who have participated in internet cause-related marketing campaign, the three types of perceived benefits (functional benefits, experiential benefits, symbolic benefits) can positively affect consumers’ attitudes towards the campaign, then positively affect their participation. The privacy concerns have a significant negative moderating effect on the impact of functional benefits on attitudes and a significant positive moderating effect on the impact of symbolic benefits. For people who have not participated in internet cause-related marketing campaign, only perceived symbolic benefits and experiential benefits can positively influence their attitudes towards campaign. The privacy concerns have a significant positive moderating effect on the impact of symbolic benefits.

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**Editor(s)-in-chief of the March Issue on  
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