Transnational Marketing Journal is a new scholarly, peer-reviewed journal dedicated to disseminating high quality contemporary research into transnational marketing practices and scholarship while encouraging critical approaches in the development of marketing theory and practice. It is an exciting new venture for us and we would like to invite innovative thinking, scholarship, and current research into marketing practices and challenges crossing national borders.

In Transnational Marketing and Transnational Consumers, Transnational Marketing is defined “as understanding and addressing customer needs, wants and desires in their own country of residence and beyond and in borderless cultural contexts with the help of synergies emerging across national boundaries and transfer of expertise and advantages between markets where the organization operates transnationally with a transnational mentality supported by transnational organization structures and without compromising the sustainability of any target markets and resource environment offering satisfactory exchanges between the parties involved” (Sirkeci, 2013: vii). This is a definition borrowing from the scholarship in wider social sciences. I appreciate the relevance of “glocal” as opposed to “global”. Glocal allows us to acknowledge the value of the national while also emphasising the importance of what is beyond the nation and beyond the national borders. The conceptualisation of this is what we call “transnationalism” which is formulated in a dialectic fashion where “the global” and “the local” are closely linked in a conflict framework. The emphasis in transnational marketing is also on the “transnational space” where businesses and consumption are taking place. In this very space, connectedness between, and movements of goods, ideas, finances and people across borders are crucial. The “transnational” refers to the nation and yet it emphasises the fact that nation and national difference blurs as cross border flows become easy and more prominent (Sirkeci, 2013: 3).

Transnational marketing relates to consumers who are either internationally connected or internationally mobile. This means their consumer behaviour is modified and moderated by these connectedness and/or mobility. Their tastes and preferences are varied. The transnational marketing strategies, then, appear a challenge and once achieved a key to success. Such strategies need to

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take into account cross-national differences as well as similarities whilst un-
covering the advantages and synergies available through organising their ef-
forts in a transnationally connected fashion. The two obvious drivers in de-
veloping transnational strategies then are the variations in consumer attitudes,
choices, and characteristics across borders and the requirements and adv-
antages emerging due to the national boundaries which can be only benefited
by a transnational organisation of marketing effort.

Thus we have set the focus of Transnational Marketing Journal to exhibit em-
pirical findings, methodological papers, theoretical and conceptual insights as
well as debates and reviews in all areas of marketing regarding marketing prac-
tices across borders, reaching multiple countries as well as beyond cultural
boundaries. A rather critical stance adopted towards marketing theory and
practice distinguishes the journal from many others in the field. We also par-
ticularly encourage multidisciplinary contributions along with cross-
disciplinary debates.

The key subject areas and topics covered in Transnational Marketing Journal
are critical marketing in transnational context, transnational choice models,
consumer behaviour, consumer research, management science, market re-
search, sales and advertising, marketing management, marketing research,
marketing science, industrial marketing, logistics and procurement marketing,
operations research, stochastic models, psychology, demographics, geograph-
ical and spatial analysis, critical development, and media and cultural studies.
The emphasis is on the effects and implications of mobility, place and cross-
border relations and practices in marketing in business and consumer markets
paving way to scholarship exploring new marketing practices and strategies.

Transnational Marketing Journal is hoped to fill a significant gap and become
a popular resource for those working, studying and doing research in marke-
ting science, consumer research, methodology, and marketing strategy and
management with a transnational focus and scope. The journal follows a strict
double-blind review policy. All submitted articles are screened by the editor
and reviewed by at least two reviewers.

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The inaugural issue of Transnational Marketing Journal includes four articles.
The first paper by Lichy and Pon report on their research among Anglo-
Saxon expatriates living in Southeast France where they investigated the role
of demographic variables along with price on transnational consumer choice
in terms of purchasing groceries by country of origin. They begin with the
assumption that contemporary notions of marketing - such as international
subcultures, the information society and the global village - would lead us to
believe that consumers have access to and consume an abundance of products from different countries. Lichy and Pon explore whether duration of migration along with other variables has an effect on consumers’ choice of groceries. In other words, they test the gradual convergence assumption.

The second paper by Tjandra and colleagues introduces us to the “Runway logic” in their examination of Generation Y’s interest and perception of international fashion brands with a focus on the impact of country of origin information. They are offering a rare qualitative examination of Generation Y and country-of-origin of international fashion brands.

Jain, Roy and Pant bring us an experiment investigating the effect of colour and relative product size (RPS) on consumer attitudes. It is known that colour and other visual aids are used by advertisers to attract attention and possibly grooming a positive attitude. Jain and colleagues explored the effect of colour and relative product size on the consumer attitudes incorporating the moderating role of product familiarity. They have experimented their theory with a sample of 420 respondents aged 18 to 25 years. Attitude towards the advertisement, attitude towards the brand were used as dependent variables and purchase intention with product familiarity as the moderating variable. Interestingly, they found no effect of the colour scheme of the ad on the consumers’ attitude. However, it was found that medium size of the product relative to the ad size is the most preferred option. Pointing out that product familiarity is a significant moderating variable, they observed some differences among men and women too. Findings of this study might have implications for product design as well as advertising design in terms of content and layout.

The fourth paper by Williams and Omar is an examination of opportunities in emerging markets through the lens of Value Flame at the Base of the Pyramid - VFBOP developed earlier (Williams et al., 2011). The paper illustrates that transnational corporations should stop viewing profit potential from emerging markets coming solely from the traditional strategy of sourcing lower cost / higher quality products from these areas, but also increasing revenue and global market share by designing and selling offerings in collaboration with the market.

The last paper in this issue discusses the new territorial orientation of a transnational company using the case of an Italian pasta producer. Caboni, Dessi, and Giudici in their case study argue that today’s transnational companies have modified their strategies in response to consumer requirements for products linked to regional identity and cultural heritage. They underline that it is possible to exploit existing associations that consumers have with a region or particular place (van Ittersum, Meulenberg, van Trijp & Candel, 2007). This case study illustrates this new orientation of transnational companies. Based on the analysis of the Italian food company Barilla, the study looks at the decision of this transnational company to offer a line of products closely linked
to their geographical origin. Thus they are able to communicate and transmit cultural and traditional roots to their customers.

I trust this new journal will be received well by the academic and practitioner communities and grow into a reputable resource for students interested in cross border marketing practices and challenges. I have to specially thank to my colleague, Dr Maktoba Omar, the co-editor of *Transnational Marketing Journal*, who is a Reader in International Marketing at Edinburgh Napier University. Without her encouragement, continuous and selfless support, this journal would not be possible. I also personally thank to our associate editors, Dr Satyabushan Dash, Associate Professor at Indian Institute of Management, Lucknow (India), Dr Cagri Haksoz, Associate Professor of Supply Chain Management at Sabanci University, School of Management (Turkey), Dr Monika Koller, Private Docent in Service Management and Marketing Department at the University of Innsbruck (Austria), and Dr Julian Vieceli, Senior Lecturer in Marketing at Swinburne University of Technology (Australia).

We must also acknowledge the scholars who have taken a keen interest in Transnational Marketing, but special thanks are reserved for the members of the Editorial Board and those in our pool of reviewers whose contribution is priceless for the journal.

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