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## Editor's Letter

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We are excited to share the 55th issue of *Mercados y Negocios*, which reflects our growing international reach. We would like to extend our sincere gratitude to the scientific community for its trust and support. As part of our commitment to fostering research and development, we remind our authors that *Mercados y Negocios* welcomes resubmission of rejected papers. This policy enables reviewers to offer feedback that helps authors refine their work, fostering a constructive dialogue that strengthens research contributions. This approach empowers authors to identify and address areas for improvement, ultimately enhancing the quality and impact of their publications.

Palak Dev and Garima Sainger wrote the first article, “Benefits of digital training approaches on non-banking economic divisions in India”. In this study, the authors examine the benefits of digital training approaches in non-banking economic divisions in India. The study's outcomes revealed the prevalence of digital training in non-banking institutions and the significance of online learning platforms in offering practical training to employees. Furthermore, the study also evaluates the impact of digital training approaches on employee performance in the organization. The study recommends implementing online learning platforms in non-banking financial institutions to accomplish organizational objectives.

The second article is titled “Impact of E-Service Quality of Mobile Application on Customer Perceived Value.” Rohit Kumar Sharma and Sanjeev Padashetty wrote it. This article examines the effect of mobile app service quality on Consumer Perceived Value (CPV) in online shopping in India, specifically in Bengaluru, and Customer Satisfaction (CS) on CPV. The findings indicate that mobile app service quality has a significant impact on CPV, with reliability and consumer service being the most critical dimensions. In contrast, content quality was the least essential of the dimensions.

Ni Wayan Ekawati, I Gusti Ayu Ketut Giantari, Komang Rahayu Indrawati, I Gusti Ayu Tirtayani, and Irene Hanna H. Sihombing wrote the third article: Situational Impulsive and Compulsive Online Purchase of Fashion Products in Generation Z. This study investigates the situational factors influencing impulsive and compulsive online purchases of fashion products among Generation Z. The findings indicate that financial management has a negative and significant effect on impulsive buying, meaning that better financial management reduces the likelihood of impulsive purchases. On the other hand, materialism and socioeconomic status have a positive and significant impact on impulsive buying, indicating that stronger materialistic traits and higher socioeconomic status are associated with increased unplanned purchasing behavior. Time affluence demonstrates a positive but

insignificant effect, suggesting that having ample time does not necessarily influence impulsive buying decisions.

The fourth paper is Nintendo and the Blue Ocean Strategy: Designing the Four Actions Matrix. Its author is Adan Jacinto Flores Flores. This research analyzes Nintendo's strategies within the framework of the four-action matrix of the BOS (i.e., eliminate, reduce, increase, and create). This study offers valuable lessons and insights for organizational strategists to consider when designing strategies that leverage distinctive characteristics to create competitive advantages that satisfy both established objectives and customer desires and expectations. Furthermore, the work can serve as a reference framework for subsequent empirical research.

The fifth and final article is “Environmental Consciousness and Adoption of Green Banking Services.” Akhila K. H. and Nedumaran G. explore the relationship between customer awareness and the adoption of green banking services at the State Bank of India (SBI) in the Malabar region. The outcome reveals the factors influencing the adoption of these services and the associations between customer awareness and the adoption of Green Banking Services (GBS) in SBI. The SBI has implemented various green banking services to reduce the environmental impact. Customer awareness of these green banking practices is significant, with studies indicating that most customers are familiar with such services. However, the adoption rate can vary based on customer age and awareness. In the Malabar region, exploring this relationship would involve assessing how aware customers are of these services and how likely they are to adopt them, potentially influenced by factors such as age, education, and environmental consciousness.

We hope these articles spark meaningful discussions and provide valuable perspectives in their respective fields. We thank the authors for their rigorous research and contributions. We welcome feedback and encourage readers to utilize these studies to advance knowledge and inform their practice.

Sincerely,  
Dra. Tania Elena González Alvarado  
Executive Editor