

Introduction to Electronic Marketing Minitrack

Ajit Kambil

*CFO Program
Deloitte LLP
1633 Broadway
New York, NY 10019 USA
akambil@deloitte.com*

Arnold Kamis

*Department of ISOM
Sawyer Business School, Suffolk University
8 Ashburton Place
Boston, MA 02108
akamis@suffolk.edu*

Bruce D. Weinberg

*Department of Marketing
Isenberg SOM, UMass Amherst
121 Presidents Drive
Amherst, MA 01003
Weinberg@Isenberg.umass.edu*

Electronic Marketing continues to be a vigorous research stream within electronic commerce. Our minitrack continues in its tenth year to highlight some of the most interesting studies in this area. This year, we have accepted papers in two areas: 1) quantitative, empirical research with strong theoretical underpinnings, and 2) novel methods and approaches, including case studies and frameworks, for envisioning and creating effective forms of online marketing.

“Measuring Effects of Observational Learning and Social-Network Word-of-Mouth (WOM) on the Sales of Daily-Deal Vouchers” by Xitong Li and Lynn Wu investigates the effectiveness of daily-deal vouchers that embodies both observational learning and social-network WOM mechanisms. Analyzing a panel data set of over 500 daily deals from Groupon, they find supportive evidence that both mechanisms are driving the voucher sales.

“The Effect of Group-Buy Social Commerce and Coupon on Satisfaction and Continuance Intention - Focusing on the Expectation Confirmation Model (ECM)” by Heeh young Jang and Ilsang Ko attempts to explain the continuance usage of social commerce sites based on the ECM. They find that in order to attract continuance usages of consumers in the social commerce market, satisfaction must take precedence.

In “A Diffusing Path Planning Mechanism for Marketing Information Propagation over Social Media,” Yung-Ming Li and Cheng-Yang Lai develop a diffusing path planning mechanism for an advertisement that supports influencers to propagate marketing information and supporting marketers to evaluate possible reward under different marketing strategies.

In “How Do Advertisers Compete in Sponsored Search Auctions? - Evidence from the Digital Camera Industry,” Eric Zheng, Sumit Sarkar and Jing Hao examine how advertisers react to the complex competitive environment in sponsored search auctions. They find that advertisers tend to obtain ranks in the sponsored search listings that are similar to competing advertisers from the same strategic group, regardless of whether they participate in all the auctions for the same keyword or not.

“How Interactivity Works for Utilitarian and Hedonic Consumers Online” by Ling-Ling Wu, Yi-Ting Wang, Chin-Hsiu Wei and Ming-Yih Yeh examines how three dimensions of interactivity (control, direction of

communication, and synchronicity) affect users’ online information seeking process. Findings reveal that all three dimensions increase consumers’ perceived interactivity and involvement, and mediate user satisfaction of a website and intent to revisit and recommend a website.

In “The Advertising Effect of Free – Do Free Basic Versions Promote Premium Versions within the Freemium Business Model of Music Services?” Thomas M. Wagner, Alexander Benlian and Thomas Hess test whether the basic, free version of a freemium service is recognized as an advertisement for the premium version and could therefore lead to conversion.

“The Integration of the Expectancy Disconfirmation and Symbolic Consumption Theories: A Case of Virtual Product Consumption” by Wei-Tsong Wang and Wen-Hung Chang develops and empirically validates a model to explain and predict customer satisfaction and purchase intention of virtual products.

In “Online Search and Buying Behaviour in Consumer Markets,” Christopher Holland and Gordon Mandry analyze online search behavior using a novel methodology based on an international panel of two million users. Findings demonstrate that shop density is a strategically important factor that managers should consider in the development of online marketing strategies.

“Measuring Customer Retention in the B2C Electronic Business: An Empirical Study” by Eugenia Y. Huang, Chia-jung Tsui, Wellington K. Kuan, Hung-Shin Chen and Ming-chin Hung uses real purchasing data from a web retailer to develop an approach that enables researchers to undertake longitudinal studies of customer repatronage behavior, and helps practitioners monitor customer retention.

In “How Strong Are the Effects of Technological Disruption? Smartphones’ Impacts on Internet and Cable TV Services Consumption,” Ray M. Chang, Robert J. Kauffman and Kwansoo Kim analyze customer switching among service bundles involving three services. They find evidence for smartphone effects on the contents of service demand, substitution between different kinds of Internet services, and migration of video consumption from cable TV to mobile services, providing a basis for improved management of retail services bundling and pricing strategies.