This minitrack continues in its fourteenth year, highlighting some of the most interesting studies in this area. 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.

Antonia Köster, Christian Matt, and Thomas Hess, in “Does the Source Matter? How Referral Channels and Personal Communication Tools Affect Consumers’ Referral Propensity,” test whether referral propensity is higher for consumers acquired through social referrals vs. commonly used channels, such as search engines and online advertisements, finding that consumers acquired through social referrals are more likely to make a referral.

In “Will They Stay or Will They Go? An Examination of the Factors Influencing User Loyalty towards News Websites,” Benedikt Berger, Andre Geimer, and Thomas Hess build a quality-value-satisfaction-loyalty chain for news websites to test for antecedents of loyalty for news website. Results reveal that loyalty towards news websites depends on both utilitarian and hedonic value perceptions, which, in turn, are influenced by content quality.

Zhuolun Li, Robert Kauffman, and Bingtian Dai, in “Can I See Beyond What You See? Blending Machine Learning and Econometrics to Discover Household TV Viewing Preferences,” employ natural language processing with explanatory modeling that uses econometrics as a basis for understanding TV viewing preferences at the household-level to form strategically useful insights about consumer behavior.

In “Usage of Social Media Systems in Customer Service Strategies,” Alexander Rossman, Tim Wilke, and Gerald Stei examine the efficacy of social media systems in customer complaint handling. They conceptualize and evaluate complaint handling quality across traditional and social media channels, and compare the impact of complaint handling quality on key performance outcomes.

In “Consumers’ Sentiments and Popularity of Brand Posts in Social Media: The Moderating Role of Upvotes,” Hamid Khobzi, Raymond Yiu Keung Lau, and Terence Chun-Ho Cheung, examine the effect of consumers’ sentiments embedded in user-generated content on the popularity of brand posts, and show that consumers’ sentiments are associated with post popularity.