Introduction to Electronic Marketing Minitrack

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This minitrack continues in its fifteenth 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.

Yang Li, Hefu Liu, Qian Huang, Feng Yang, and Mathew K.O. Lee, in “Consumer Decision Making in Multi-channel Retail: the Effects of Online Channel Media Richness and Cross-channel Integration,” examines how online channel media richness affects consumers’ online loyalty directly and indirectly through perceptions of information privacy concern and deception and further investigates how cross-channel integration moderates that effects. Results show that online channel media richness not only alleviates consumers’ information privacy concern and perceived deception, but also enhances online loyalty. The moderating effects reveal that cross-channel integration complements online channel media richness in reducing information privacy concern and perceived deception, as well as strengthening online loyalty.

In “Piracy versus Netflix: Subscription Video on Demand Dissatisfaction as an Antecedent of Piracy,” Janne Riekkinen use cognitive dissonance and neutralization theories to improve understanding of consumer decision-making between legal and illegal video-consumption alternatives. Using a model featuring Subscription Video on Demand (SVOD) satisfaction and various dimensions of quality, results show that content quality is key in satisfaction, and has some impact on attitudes toward piracy.

Marie-Catherine Perreault and Elaine Mosconi, in “Social Media Engagement: Content Strategy and Metrics Research Opportunities,” focus on identifying factors of social media engagement and metrics adopted to define social media brands’ content strategy performance. Findings show some misunderstandings and opportunities with respect to using metrics for assessing social media content strategy performance. Metrics, opportunities for future research, and managerial involvement in social media engagement issues are categorized.

In “The Value and Risk of Curated Shopping: Online Consumer's Choice,” Hoon Sang Cha and Soeun You examine how the risk and value of curated shopping perceived by consumers affect their decision to use curated shopping. Empirical analysis shows that the intention to use curated shopping is positively related to perceived convenience, efficiency of curated shopping, and the degree of shopping fatigue; and that this intention is negatively related to perceived financial risk. In addition, prior experience with curated shopping is a moderator in these relationships.

Stefan Cremer, in “The Impact of Scarcity Messages on the Online Sales of Physical Information Goods,” builds a model of purchase intention based on information and scarcity theory, and tests it using evidence from e-commerce sales of more than 34,000 information goods. Findings show that quantity-based scarcity decreases sales, but is also associated with an increase in the quantity purchased among all purchasing customers.

In “Situational Factors Influencing Customers’ Credit Use Online: A Behavioral Economic Approach,” Ida Merete Overby Markussen, Asle Fagerstrøm, and Lars Sydnes, investigate consumers’ credit use online from the perspective of intertemporal choice, and focus on the impact of personalized credit information when choosing utilitarian versus hedonic products. Based on a simulated shopping experiment, results show that willingness to purchase with credit is related to time of delivery, and type of product. In addition, personalized information about credit debt had little impact on use of credit.