

Introduction to Electronic Marketing Minitrack

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This minitrack continues in its seventeenth 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.

In “The Effect of Promotion Integration Strategy on Sales Performance in the Context of Multiple Platforms: Considering the Moderating Effect of Platform’s Market Demand,” Jie Fang and Hefu Liu use transaction data AND fixed effects model to study the impact of promotion integration strategy on company’s overall sales performance on different platforms. Analysis finds a positive effect for promotion timing integration, and a negative effect for promotion depth integration on sales performance.

In “The Champion of Images: Understanding the role of images in the decision-making process of online hotel bookings,” William Rand, Gijs Overgoor, and Willemijn van Dolen use deep learning to extract information directly from hotel images, and apply image analytics to understand the importance of image information in an online hotel booking process for online travel agency websites. A prediction model is combined with the t-distributed Stochastic Neighbor Embedding (t-SNE) machine learning algorithm to classify and understand the types of images hotels generally use as their thumbnail or “champion” images, and the aspects of

these images elicit consumers to consider and book a hotel.

Christine Rzepka, Benedikt Berger, and Thomas Hess, in “Why Another Customer Channel? Consumers’ Perceived Benefits and Costs of Voice Commerce,” investigate the important issue of consumer reluctance to use voice assistants for shopping by exploring consumers’ associated perceived benefits and costs in using voice commerce. A theoretical framework derived from prior literature and the theory of reasoned action is evaluated and extended by analyzing 30 semi-structured interviews with smart-speaker users. Findings shed light on the promoters and inhibitors of voice commerce; consumers perceive benefits in efficiency, convenience, and enjoyment, and perceive costs in limited transparency, lack of trust, lack of control, and low technical maturity.

In “Consumer Engagement with Brand Posts on Social Media: Current State and Research Agenda,” Qi Deng, Michael Hine, Shaobo Ji, and Yun Wang review literature on consumer engagement with social media posts to summarize key factors related to this process, and to identify opportunities for further research in a variety of areas, such as examining the effects of emotion embedded in brand posts on consumer engagement; simultaneously considering the elements in marketing communication models and exploring the role that characteristics of social media platforms and consumers; using a Hierarchy Of Effects model to examine the underlying process among stimuli and behavioral responses.