

# Leveraging Consumer Behavior and Psychology in the Digital Economy

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A volume in the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series



# Table of Contents

|   |     |
|---|-----|
| <b>Preface</b> .....  | xiv |
| <b>Acknowledgment</b> .....   | xxi |
| <b>Chapter 1</b><br>Multiple Signals and Consumer Behavior in the Digital Economy: Implementing a<br>Multidimensional Framework.....  | 1   |
| <i>Ciro Troise, Department of Management, University of Campania Luigi Vanvitelli, Capua,<br/>Italy</i>   |     |
| <b>Chapter 2</b><br>Social Media, Marketing Practices, and Consumer Behavior.....   | 27  |
| <i>Nozha Erragcha, Tunis Business School, University of Tunis, Tunisia<br/>Hanene Babay, University of Monastir, Tunisia</i>  |     |
| <b>Chapter 3</b><br>Challenges and Opportunities for News Media and Journalism in an Increasingly Digital Mobile:<br>Challenges and Opportunities for Social Media. ....                            | 46  |
| <i>Kheder Omar Lawa, Universiti Utara Malaysia, Malaysia</i>  |     |
| <b>Chapter 4</b><br>Conspicuous Consumption via Social Media .....  | 60  |
| <i>Lee Kar Wai, Universiti Putra Malaysia, Malaysia<br/>Syuhaily Osman, Universiti Putra Malaysia, Malaysia</i>   |     |
| <b>Chapter 5</b><br>A Study of Online Scams: Examining the Behavior and Motivation Factors of Scammers and<br>Victimization Consequences.....   | 81  |
| <i>Azlan Shah, Universiti Utara Malaysia, Malaysia</i>  |     |
| <b>Chapter 6</b><br>The Affective Economy and Online Fan Communities: A Case Study of Johnny & Associates .....   | 91  |
| <i>Nur Aliah Mansor, Universiti Malaysia Kelantan, Malaysia<br/>Rizalnyi Abdul Razak, Universiti Tunku Abdul Rahman, Malaysia<br/>Zam Zuriyati Mohamad, Universiti Tunku Abdul Rahman, Malaysia</i> |     |

*Norrina Din, Universiti Teknologi MARA, Malaysia*  
*Arbaiah Abdul Razak, Independent Researcher, Malaysia*

### **Chapter 7**

Antecedents, Motivations, and Consequences of Electronic Word-of-Mouth Communication for Consumers: A Comprehensive Understanding ..... 106  
*Raife Meltem Yetkin Özbük, Akdeniz University, Turkey*

### **Chapter 8**

Examining Perceived Value Influence Mobile Game Addiction: A Case of Turkish Young Adults.. 133  
*Seda Yildirim, Tekirdag Namık Kemal University, Turkey*

### **Chapter 9**

Antecedents of Global Brands Preference Among Generation Y in Malaysia ..... 153  
*Asmat Nizam Abdul-Talib, Universiti Utara Malaysia, Malaysia*  
*Mahjabin Yusof, MARA Professional College, Seri Iskandar, Malaysia*

### **Chapter 10**

Understanding Cultural Hybridization and Globalization Through the Benefits and Risks on Economic Growth ..... 172  
*Dzulfikar Mahtar, Universiti Utara Malaysia, Malaysia*  
*Norbayah Mohd Suki, Universiti Utara Malaysia, Malaysia*

### **Chapter 11**

A Decent Work and Economic Growth: The Potential of Asnaf Entrepreneur in Achieving Sustainable Development Goals (SDGs) ..... 180  
*Siti Khalilah Binti Basarud-Din, Zakat Kedah Board, Malaysia*  
*Hafizah Binti Zainal, Kedah Zakat Board, Malaysia*

### **Chapter 12**

Proactive and Responsive Export Market Orientation Behaviours, Antecedents, and Firm Performance: A Qualitative Study on Exporting SMEs ..... 191  
*Asmat Nizam Abdul-Talib, Universiti Utara Malaysia, Malaysia*  
*Ili-Salsabila Abd-Razak, Universiti Utara Malaysia, Malaysia*

### **Chapter 13**

Managing Innovation: Technology, Consumer and Sustainability Perspective, and the Challenges . 205  
*Siao Fong Tan, Universiti Utara Malaysia, Malaysia*

### **Chapter 14**

The Implication of Sustainability Innovation: Blue Ocean Strategy ..... 217  
*Izwan Shukor, Universiti Utara Malaysia, Malaysia*

### **Chapter 15**

Inverted Grammar Classroom: Detecting Grammar Errors in Student Video Presentations..... 229  
*Chelster Sherralyn Jeoffrey Pudin, Universiti Malaysia Sabah, Malaysia*

*Eugenia Ida Edward, Universiti Malaysia Sabah, Malaysia*

**Chapter 16**

Green Consumer Behaviour: Integration of Theory of Planned Behaviour and Technology  
Acceptance Model ..... 240  
*Muhammad Farooq Akhtar, Universiti Utara Malaysia, Malaysia*  
*Norazah Mohd Suki, Universiti Utara Malaysia, Malaysia*

**Compilation of References** ..... 249

**About the Contributors** ..... 294

**Index**..... 298

# Detailed Table of Contents

|                      |     |
|----------------------|-----|
| <b>Preface</b> ..... | xiv |
|----------------------|-----|

|                             |     |
|-----------------------------|-----|
| <b>Acknowledgment</b> ..... | xxi |
|-----------------------------|-----|

## **Chapter 1**

|  |   |
|--|---|
| Multiple Signals and Consumer Behavior in the Digital Economy: Implementing a<br>Multidimensional Framework..... | 1 |
|--|---|

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The digital economy shows a challenging environment, and three main players have entered the arena (digital platforms, online communities, new technologies). The aim of this chapter is to provide a new multidimensional framework for exploring multiple signals. The study leverages the signaling theory, since signals help companies and sellers to mitigate information asymmetries. In the virtual context of the digital economy, credible and observable information improve the decision-making process of consumers. The work opted for a multidimensional framework and proposes that four types of signals (social network, social capital, certification, social identity) influence consumer behavior. Furthermore, the study suggests that also the interactions/combinations between these signals could affect consumer behavior. This contribution offers a conceptual framework without testing empirically the propositions; thus, it offers the opportunity of further research. This work has interesting implications for several actors of the digital ecosystem (firms, entrepreneurs, platform managers, consumers, etc.).

## **Chapter 2**

|   |    |
|---|----|
| Social Media, Marketing Practices, and Consumer Behavior..... | 27 |
|---|----|

*Nozha Erragcha, Tunis Business School, University of Tunis, Tunisia  
Hanene Babay, University of Monastir, Tunisia*

This chapter looks at the phenomenon of social media and its consequences on marketing and consumer behavior. To express an opinion, the authors first define the notion of “social media,” review their different types as well as the decisive moments that marked their history. Then, they focus on the influence of these media on marketing practices by referring to the changes that have affected the marketing approach from the stage of the market study to the stage of control of marketing actions companies. Finally, they are very interested in the changes that have affected the traditional decision-making process and are announcing useful recommendations to respond to this set of changes.

## **Chapter 3**

|  |    |
|--|----|
| Challenges and Opportunities for News Media and Journalism in an Increasingly Digital Mobile:<br>Challenges and Opportunities for Social Media. .... | 46 |
| <i>Kheder Omar Lawa, Universiti Utara Malaysia, Malaysia</i>   |    |

This paper reviews challenges and opportunities for news media and journalism in today’s changing media environment. It documents that we are moving towards an increasingly digital, mobile, and social media environment with more intense competition for attention. More and more people get news via digital media, they increasingly access news via mobile devices (especially smartphones), and rely on social media and other intermediaries in terms of how they access and find news. In this environment, a limited number of large technology companies enable billions of users across the world to navigate and use digital media in easy and attractive ways through services like search, social networking, video sharing, and messaging. As a consequence, these companies play a more and more important role in terms of (a) the distribution of news and (b) digital advertising.

**Chapter 4**

|  |    |
|--|----|
| Conspicuous Consumption via Social Media .....             | 60 |
| <i>Lee Kar Wai, Universiti Putra Malaysia, Malaysia</i>    |    |
| <i>Syuhaily Osman, Universiti Putra Malaysia, Malaysia</i> |    |

Conspicuous consumption has been explored since 19th century, focusing on its conceptual or mathematical modelling. It has gained widespread attention in the Western culture as compared to East. However, the increased performance of luxury market and strong demand for luxury goods in developing countries urged investigation on the spread of this consumption pattern. This chapter examines conspicuous consumption in Malaysia via social media usage. A research was carried out involving 387 respondents in Klang Valley, Malaysia. The results suggest Malaysian are moderately materialistic and propend to conspicuous consumption. Through the exposure to social media, consumers are being situated in comparison with other social media users and inclined to learn and pick up the consumption styles that are being exposed to. Thus, high level of social media usage can lead to high inclination in consuming conspicuously.

**Chapter 5**

|   |    |
|---|----|
| A Study of Online Scams: Examining the Behavior and Motivation Factors of Scammers and<br>Victimization Consequences..... | 81 |
| <i>Azlan Shah, Universiti Utara Malaysia, Malaysia</i>  |    |

This chapter presents the overview of how the online fraud began; and how in starting to spread around the world. Mastering the motivation factor fraudster to do scamming. Also the perspectives of victim attitude, social media; the emerging trends of community attitudes and IT among public community among youngster or even among elders; the concept of motivation factors, by fraudsters; the characteristics of victim by dividing to gender and age stages; sustainable online media ;sustainable long hours of consuming internet; the importance of sustainable consumption, sustainability, and sustainable deterrence to avoid people being online scam victim. Mastering how this case working is essential for modern police organizations that seek to serve public and nation, reduce the loses are facing by victim in the future, strengthen strategy in combating online scam. It’s also emphasize thoroughly the effect, and the consequences after victim got cheated by online. The chapter argues that mastering fraudster and victim attitude and knowledge to enhance the awareness and reduce online scam.

## **Chapter 6**

The Affective Economy and Online Fan Communities: A Case Study of Johnny & Associates ..... 91

*Nur Aliah Mansor, Universiti Malaysia Kelantan, Malaysia*

*Rizalnyi Abdul Razak, Universiti Tunku Abdul Rahman, Malaysia*

*Zam Zuriyati Mohamad, Universiti Tunku Abdul Rahman, Malaysia*

*Norrina Din, Universiti Teknologi MARA, Malaysia*

*Arbaiah Abdul Razak, Independent Researcher, Malaysia*

This chapter explores participation and co-production in affective media experiences in Johnny & Associates' online fan communities. Johnny & Associates is a Japanese all-male talent management company established in the 1960s. As a pioneer in the idol industry, Johnny & Associates and artists under its management have been highly influential in the contemporary Japanese entertainment industry. These artists are collectively known as Johnny's idols or Janīzu. Much of the data are collected through participant-experienter and interviews. The originality of this case study stems mainly from the empirical data for Johnny & Associates, Janīzu, and the global fan base during Johnny & Associates' transition to a social media platform. This chapter analyses marketing strategy, audience awareness, and behaviour in relation to a mass media phenomenon. The complex interaction among Johnny & Associates, Janīzu, and fans generates tensions and contradictions that mirror the modern mediated life.

## **Chapter 7**

Antecedents, Motivations, and Consequences of Electronic Word-of-Mouth Communication for Consumers: A Comprehensive Understanding ..... 106

*Raife Meltem Yetkin Özbük, Akdeniz University, Turkey*

The advent of internet-based technologies and social media has drastically affected how people communicate and share information. Electronic word-of-mouth (E-WOM) communication is one of those communication methods, and it has attracted the attention of scholars because of its effects on the consumer's decision-making process. However, there is a fragmentation of the E-WOM communication literature because of the broad range of platforms and different E-WOM formats. Therefore, the purpose of this chapter is to provide a comprehensive understanding of the antecedents, motivations, and consequences of E-WOM communication for consumers in the digital economy.

## **Chapter 8**

Examining Perceived Value Influence Mobile Game Addiction: A Case of Turkish Young Adults.. 133

*Seda Yildirim, Tekirdag Namık Kemal University, Turkey*

This study aimed to investigate mobile game addiction through perceived game value. According to this aim, the relationship between mobile game addiction and consumption values was tested. From 500 e-survey forms, 386 forms were accepted for analysis. To measure perceived value, Sheth, Newman, and Gross's consumption values model was adapted. Lemmens, Valkenburg, and Peter's game addiction model were used in this study to measure mobile game addiction. With the help of canonical correlation analysis, it was tested whether there was a significant relationship between perceived value and mobile game addiction. Consequently, it was found that perceived values were significantly related to mobile game addiction. Especially, functional, emotional, and conditional values had a strong correlation with mobile game addiction. This study provides some evidence that perceived game value can influence game addiction.

## Chapter 9

Antecedents of Global Brands Preference Among Generation Y in Malaysia ..... 153

*Asmat Nizam Abdul-Talib, Universiti Utara Malaysia, Malaysia*

*Mahjabin Yusof, MARA Professional College, Seri Iskandar, Malaysia*

Consumers in Asia are known for preferring global brands as opposed to the locally manufactured ones. The emergence of global brands in the marketplace has brought many benefits as well as many obstacles, especially for local marketers. This study explored the antecedents of global brands preference among Gen-Y in Malaysia, notably country-of-origin, quality, design, and advertising. Three hundred students of higher learning institutions in Malaysia were selected to take part in the study. Multiple regression analysis was used to analyze the data. It was found that the country-of-origin, quality, and design positively influence global brands preference among Gen-Y. However, advertising was found to influence preferences negatively. The findings could help local marketers develop and execute their marketing plan better and global marketers to improve their strategies and be more competitive. Marketers should focus on the above aspects in their marketing plan to capture the markets of Gen-Y in Malaysia and thus addressing their needs and wants better.

## Chapter 10

Understanding Cultural Hybridization and Globalization Through the Benefits and Risks on Economic Growth ..... 172

*Dzulfikar Mahtar, Universiti Utara Malaysia, Malaysia*

*Norbayah Mohd Suki, Universiti Utara Malaysia, Malaysia*

The purpose of this writing is to critically examine various issues and understand the main talking point in globalization, which is the impact it brings to the economic growth and the benefits and risks associated with it. In a fast-paced world, where information and communication is power, globalization in a nutshell is a worldwide agenda that is primarily targeted to bring the best out of each and every member of the economic cycle. Globalization in the world's business is undeniably known as a catalyst that paved the way for aspiring entrepreneurs and business entities to acquire new wealth elsewhere by venturing into a new territory. The development of an ascending trend of integrated and holistic global economy has made globalization a worldwide agenda that implies the opening of a border for foreign business to come in and vice versa.

## Chapter 11

A Decent Work and Economic Growth: The Potential of Asnaf Entrepreneur in Achieving Sustainable Development Goals (SDGs) ..... 180

*Siti Khalilah Binti Basarud-Din, Zakat Kedah Board, Malaysia*

*Hafizah Binti Zainal, Kedah Zakat Board, Malaysia*

Asnaf entrepreneur is a micro SME entrepreneur who plays a significant role in the contribution of the economic sectors. In 2018, Malaysia registered a total of 907,065 SMEs, with micro-enterprises accounting for 2.3% (20,612) of the total. The poor and needy entrepreneur is also part of the successful key to support Malaysian to achieve Sustainable Development Goals (SDGs). The objective of this study is to identify the potential of poor and needy entrepreneur in Kedah Zakat Board (LZKN) to achieve SDGs. This paper uses a conceptual study method and explore the literature as a guide for enhancing knowledge on this area. This paper suggests a potential sustainable development model with four variables of poor and needy entrepreneurs in achieving SDGs goals. The contributions and implications of the study are



discussed at the end of this paper.

## **Chapter 12**

- Proactive and Responsive Export Market Orientation Behaviours, Antecedents, and Firm Performance: A Qualitative Study on Exporting SMEs ..... 191  
*Asmat Nizam Abdul-Talib, Universiti Utara Malaysia, Malaysia*  
*Ili-Salsabila Abd-Razak, Universiti Utara Malaysia, Malaysia*

This paper details about the qualitative study of proactive and responsive export market orientation. An interview series was conducted to assess whether the issue of proactive and responsive export market orientation exist among exporters, identification of the exporters' characteristics (antecedents) and understand the behaviors effect on performance consequences. Findings from the interview were recorded in a qualitative codebook. Discussions and conclusion made on the qualitative findings revealed that the issue of proactive and responsive export market orientation is present, different characteristics lead to different behaviors, and the behaviors affect the exporters' performance consequences differently.

## **Chapter 13**

- Managing Innovation: Technology, Consumer and Sustainability Perspective, and the Challenges . 205  
*Siao Fong Tan, Universiti Utara Malaysia, Malaysia*

This study emphasizes the overview of technology innovation that comprises the definition and the technological innovation categories distinction; the overview of consumer attitude towards product innovation focused on the consumer demand on innovative products, the stimulus purchasing factor, and the consumer satisfactory factors over product innovation; overview of sustainability innovation; innovation management as part of the strategic management; and challenges on innovative strategy formulation and implementation. Innovation strategy formulation requires detailed assessments on potential technological advancement, consumers' attitudes on innovative products, and sustainability impact on innovative initiatives. Innovation strategy is perceived as part of the strategic management, and the implementation depends on intra-organizational factors. The employee innovation adoptions as the connection between technological innovation, consumer behavior towards product innovation, and innovative sustainability for innovation strategy formulation can be further studied.

## **Chapter 14**

- The Implication of Sustainability Innovation: Blue Ocean Strategy ..... 217  
*Izwan Shukor, Universiti Utara Malaysia, Malaysia*

In the past, the economy was solely dependent on natural resources, but it moved to manufacturing and is now focusing on service delivery. Government roles in implementing policies are needed in order to ensure natural resources are transformed. The production of business delivery is getting more innovative; therefore, research and development are aligned with the goals for sustainability.

## **Chapter 15**

- Inverted Grammar Classroom: Detecting Grammar Errors in Student Video Presentations..... 229  
*Chelster Sherralyn Jeffrey Pudin, Universiti Malaysia Sabah, Malaysia*  
*Eugenia Ida Edward, Universiti Malaysia Sabah, Malaysia*

Flipped learning is basically a pedagogical model that reverses classroom activities. Materials or contents

are provided online (in learning management systems or other learning platforms) and students will study the material prior to the lesson. Therefore, classroom time can be used to engage in activities such as problem-solving, discussion, and analysis. This study is an extended study of a previous research which explored the effects of the flipped learning approach in a grammar classroom. For this study, the focus is shifted to the grammatical errors made by students in their video presentation during the flipped learning session. The analysis of the findings showed that students' grammar errors are mainly on missed formation errors, addition error, omission error, and lastly, improper ordering. The findings of this study give ESL practitioners a better insight into student errors and should lead to improved grammar usage in the classroom through blended learning.

## **Chapter 16**

**Green Consumer Behaviour: Integration of Theory of Planned Behaviour and Technology**

**Acceptance Model ..... 240**

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Environment preservation is a global concern. Textile industry disposes of chemicals which effects environment and human life (water borne diseases). United Nations develops 17 Sustainable Development Goals (UNSDG's) to protect environment. Five SDG's addressing textile industry namely good health and well-being, clean water and sanitation, responsible production and consumption, climate action and life below water. Role of textile industry to achieve SDG's is inevitable. Textile policy of Pakistan 2014-19 confirms that international buyer is concerned about the environment which evidently shows potential of green marketing in textile sector of Pakistan. Green marketing encourages environment friendly marketing practices (product, price, place, promotion). The objective of this study is to integrate the theory of planned behavior and technology acceptance model. Green consumer behavior of textile sector of Pakistan is conceptualized with this extended lens. This study enhances the body of knowledge by conceptualizing green consumer behavior of textile sector through extended model. Practically, this study remains beneficial for marketing professionals and researchers to understand green consumer behavior of textile sector. Success of green marketing is the success of society to curb environmental problems.

**Compilation of References ..... 249**

**About the Contributors ..... 294**

**Index..... 298**