

Strategies and Tools for Managing Connected Consumers

Ree C. Ho
Taylor's University, Malaysia

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



Table of Contents

Foreword	xv
Preface	xvi
Chapter 1	
Consumer Socialization Process for the Highly Connected Customers: The Use of Instagram to Gain Product Knowledge	1
<i>Ree C. Ho, Taylor's University, Malaysia</i>	
<i>Teck Choon Teo, RVi Institute, Myanmar</i>	
Chapter 2	
What Motivates Young Technology-Literate Consumers in Densely Populated Areas?.....	20
<i>Narasimha Rao Vajjhala, American University of Nigeria, Nigeria</i>	
<i>Kenneth D. Strang, Walden University, USA</i>	
Chapter 3	
Impact of E-Commerce on the Urban Landscape.....	34
<i>Sotheeswari Somasundram, Taylor's University, Malaysia</i>	
Chapter 4	
Quality Strategies for Customer Loyalty in an E-Service Environment: A Case of M-Banking Customers	46
<i>Savdeep Vasudeva, DAV Institute of Engineering and Technology, India</i>	
Chapter 5	
Offline vs. Online Quality Dimension: The Relationship Between Shopping Mall Quality Dimensions and Customer Loyalty	70
<i>Cecilia Silvestri, University of Tuscia, Italy</i>	
<i>Eleonora Rapiti, University of Tuscia, Italy</i>	
<i>Michela Piccarozzi, University of Tuscia, Italy</i>	
Chapter 6	
Consumer Perception of Purchasing Organic Foods: A Case Study of Online Consumer Behavior .	106
<i>Ernest K. S. Lim, Taylor's University, Malaysia</i>	

Chapter 7

- Understanding Generational Impact on Online Business: The Virtual Communities and Social Collaborations Scenario 116
Karthikeyan Shanmugam, SASTRA University (Deemed), India
Vijayabanu C, SASTRA University (Deemed), India

Chapter 8

- Live Streaming Meets Online Shopping in the Connected World: Interactive Social Video in Online Marketplace 130
Ree C. Ho, Taylor's University, Malaysia
Kanesh Gopal Rajadurai, Taylor's University, Malaysia

Chapter 9

- A Systematic Review of Digital Marketing in South Africa 143
Vera Nsahlai, University of KwaZulu-Natal, South Africa
Refiloe Khoase, University of KwaZulu-Natal, South Africa
Patrick Ndayizigamiye, University of Johannesburg, South Africa
Shopee M. Dube, University of Johannesburg, South Africa

Chapter 10

- Customer Engagement: From Social Shoppers to Social Learners and Collaborators 163
Robin Cheng, Taylor's University, Malaysia

Chapter 11

- Development of an E-Service Quality Model (eSQM) to Assess the Quality of E-Service 177
Hamed Taherdoost, Hamta Group, Malaysia
Ali Hassan, Hamta Academy, Malaysia

Chapter 12

- The New Horizon of Public Relations: Community Management 208
Zeynep Genel, Okan University, Turkey

Chapter 13

- Taxation of Digital Business in Malaysia 223
Tee Say Kuek, Taylor's University, Malaysia

Chapter 14

- Tools and Techniques Used for Customer Relationship Management: Review and Case Studies 232
Geeta Sachdeva, National Institute of Technology Kurukshetra, India

Chapter 15

- Empirical Study of Single Platform E-Payment in South East Asia 252
P. C. Lai, University of Malaya, Malaysia
Evelyn B. H. Toh, Sunway University, Malaysia
Abdullah Abbas Alkhrabsheh, Albalqa Applied University, Jordan

Chapter 16

A Qualitative Insight Into the Personal Factors Impacting Online Impulse Behavior 279

Harish Kumar, BML Munjal University, India

Ruchi Garg, BML Munjal University, India

Payal Kumar, BML Munjal University, India

Ritu Chhikara, BML Munjal University, India

Chapter 17

Ethical Issues With the Use of Social Media in the Connected Business World 292

Ali Shafiq, Taylor's University, Malaysia

Compilation of References 302

About the Contributors 358

Index 363

Detailed Table of Contents

Foreword	xv
-----------------------	----

Preface	xvi
----------------------	-----

Chapter 1

Consumer Socialization Process for the Highly Connected Customers: The Use of Instagram to Gain Product Knowledge	1
---	---

Ree C. Ho, Taylor's University, Malaysia

Teck Choon Teo, RVi Institute, Myanmar

Over the past two decades, social media has developed exponentially and significantly changed the customers' shopping behavior. Social media apps enable customers to interact with retailers and other customers closely, and influences their purchase decision. Hence, it is small wonder that businesses are investing time and resources to promote their products and brand image on social media applications. Instagram is best known for its enriched visual features in both image and footage and suitable for developing strong brand engagement. It is a viable platform for businesses to promote their products to customers. This chapter proposes a framework of product learning process with the use of Instagram. It contributes in effective management of social media marketing and provides marketers with the guidelines in using Instagram creatively to roll out customer engagement strategies.

Chapter 2

What Motivates Young Technology-Literate Consumers in Densely Populated Areas?.....	20
---	----

Narasimha Rao Vajjhala, American University of Nigeria, Nigeria

Kenneth D. Strang, Walden University, USA

In this chapter, the authors analyze the cultural, technological, and psychological factors that influence online young technology-literate consumer behavior in a densely populated urban area. This chapter starts with a literature review of factors that can explain the online behavior of people from various demographic and cultural backgrounds including education, occupation, income level, gender, ethnicity, and age (as a control). The authors also reviewed several empirical studies that examine online consumer behavior in India, where the population is the second highest in the world and a leader in global technology services. The purpose of the study is to develop a multi-cultural model that could predict the emerging shopping pattern of young and highly connected consumers in the high technology use metropolitan area, specifically in Northern India. The results can be used to generalize other online consumer behavior in other similar highly populated communities where internet technology use is high.

Chapter 3

Impact of E-Commerce on the Urban Landscape.....	34
<i>Sotheeswari Somasundram, Taylor's University, Malaysia</i>	

Consumers in large cities are projected to contribute 81% to global consumption in 2030 with B2C e-commerce sales growth projected to increase globally by 24% in 2020. The inquiry of the present study is to understand the impact of this growth on the urban landscape. Three key areas influenced by e-commerce which in turn impact the urban landscape, city logistics, warehousing, and retail experience. Rising home deliveries impact city logistics where delivery trucks contribute to traffic congestion and environmental hazards. E-commerce influences locational demand for warehouses differently, depending on the section of the logistic chain. The positive gains include reduced damage to road infrastructures and higher valuation of logistics real estate in urban areas. The final area, retail experience, influences the sustainability of malls in urban areas. Malls in urban centers could remain relevant by reconfiguring retail spaces to accommodate temporary guide stores and pop-up stores instead of anchor tenants.

Chapter 4

Quality Strategies for Customer Loyalty in an E-Service Environment: A Case of M-Banking Customers	46
<i>Savdeep Vasudeva, DAV Institute of Engineering and Technology, India</i>	

This chapter focuses on the issue of quality strategies for attaining customer loyalty in an e-service environment. It takes into consideration the key relationship between e-service quality and customer loyalty. A case of mobile banking service acted as the basis for the formulation of quality strategies for customer retention. This study was conducted by a survey with a sample size of 524 mobile banking users in the state of Punjab in India. The survey instrument utilized the E-S-QUAL, E-RecS-QUAL, and loyalty scales proposed in the earlier research studies. Furthermore, the data generated was analyzed by using the statistical multiple regression. Findings of this chapter give important implications to the delivery of e-service for mobile banking. It could help service providers to gain proper insights into the issue of managing the customers in a virtual environment.

Chapter 5

Offline vs. Online Quality Dimension: The Relationship Between Shopping Mall Quality Dimensions and Customer Loyalty	70
<i>Cecilia Silvestri, University of Tuscia, Italy</i>	
<i>Eleonora Rapiti, University of Tuscia, Italy</i>	
<i>Michela Piccarozzi, University of Tuscia, Italy</i>	

The study examines the nature and the strength of the relationship between shopping mall attractiveness, in the form of offline and online quality dimensions and customer loyalty. A survey was conducted on consumers of a shopping mall in Viterbo, Italy. In particular, this study aims to meet two objectives: (1) to identify, through factor analysis, offline and online shopping mall quality dimensions and (2) to analyze, through multiple regression models, the relationship between offline and online quality dimensions and customer loyalty. The regression models showed that both offline and online the quality dimensions have positive effect on customer loyalty. More precisely, all quality factors have a positive effect on loyalty, excluding internet browsing. This result contributed to the existing literature in understanding the importance of shopping mall attractiveness to develop customer loyalty.

Chapter 6

Consumer Perception of Purchasing Organic Foods: A Case Study of Online Consumer Behavior . 106
Ernest K. S. Lim, Taylor's University, Malaysia

The aim of this study is to identify the consumer perception of buying the organic foods online in Malaysia. Consumer perception is typically affected by the variables such as purchase intention, price, health consciousness, organic certification and labeling, consumer knowledge, availability, and environmental concern. This study attempts to identify the relationship and linearity between the dependent and independent variables. Survey questionnaire was targeted to 200 online consumers aged between 18 to 65 years old who buy organic foods. The results indicate a significant positive relationship between price, health consciousness, organic certification and labeling, consumer knowledge, availability, and environmental concern and the purchase of organic food. It shows that purchase intention is linearly related to price, health consciousness, availability, and environmental concern.

Chapter 7

Understanding Generational Impact on Online Business: The Virtual Communities and Social Collaborations Scenario..... 116
Karthikeyan Shanmugam, SASTRA University (Deemed), India
Vijayabanu C, SASTRA University (Deemed), India

In today's age of technology and exploding internet penetration, customers are rapidly moving toward continuous connectivity across every facet of their lives. Similarly, business is also changing in response to this digital boom. This chapter analyzes digital tools such as virtual communities, social collaboration, and its impact on the multiple generations in managing connected customers for organizations. The technological tools make it simple for customers to be connected at all times, which has become the major challenge for organizations to formulate strategies and be competent in the market. The major types of virtual communities that can be associated with businesses were discussed in detail. This chapter proposes a model for organization to manage their customers effectively. The above-mentioned digital tools are playing vital role in retaining customers and strategies can be formulated to manage the connected customers successfully. Thus, the chapter analyzed the major areas that are important to the organizations in order to succeed in formulating competitive strategy.

Chapter 8

Live Streaming Meets Online Shopping in the Connected World: Interactive Social Video in Online Marketplace..... 130
Ree C. Ho, Taylor's University, Malaysia
Kanesh Gopal Rajadurai, Taylor's University, Malaysia

With the increased usage of live stream video, this chapter examined consumer product learning process in using it as a platform to shop online. Live stream video has been utilized to show and demonstrate product specifications and information. By depending on it, the prospective consumer uses the interactive videos to help them make purchase decision. However, the extent of the social live video in promoting the product knowledge is not examined yet. Hence, there is a need to examine the power of social live video in enhancing customer learning during the shopping. The main objective is to understand how the act of live streaming may change the viewer impression towards a brand or product. Secondly, the authors also investigate the subsequent knowledge gained by watching the live stream footage and how could it exert influence on product purchase. This study developed an integrative framework by combining the theories of relative advantage and absorptive capacity to examine the underlying factors in the use of social live stream video.

Chapter 9

A Systematic Review of Digital Marketing in South Africa 143

Vera Nsahlai, University of KwaZulu-Natal, South Africa

Refiloe Khoase, University of KwaZulu-Natal, South Africa

Patrick Ndayizigamiye, University of Johannesburg, South Africa

Shopee M. Dube, University of Johannesburg, South Africa

This chapter investigates the extent of digital marketing usage in South Africa, its perceived impact, and factors that influence its adoption in the South African context. The methodology adopted is the systematic review using the preferred reporting items for systematic reviews and meta-analyses (PRISMA) framework. The results show that digital platforms currently used include mobile marketing (SMS) and social media platforms. The findings suggest that SMS-based marketing may be appealing to other market segments but not to young adults. The findings further suggest that social media marketing has had a significant influence on the purchase intentions among South African millennials (Generation Y). Moreover, the findings suggest that marketers, in their quest to influence customer purchasing decisions, should consider the knowledge that social media followers have regarding a subject matter (such as a product), and make an effort to educate those followers on the subject (or product) before suggesting a purchase.

Chapter 10

Customer Engagement: From Social Shoppers to Social Learners and Collaborators 163

Robin Cheng, Taylor's University, Malaysia

This chapter focused on exploring the engagement in which consumers interact with each other while conducting online shopping activities, such as discovering products, sharing product information, and/or collaboratively making shopping decisions. At the core of the product/service offering, successful shopping models will be able to meet the needs of highly engaged shoppers. In order to develop sustainable shopping model for this group of shoppers, social support theory could explain the current phenomenon of the use of social media for shopping. The social media technologies facilitated collaborative learning and collaborative improvement on the sale of unconventional and innovative products. The chapter contributes in social commerce innovations and provides managerial implications for understanding the overall interactions of social commerce.

Chapter 11

Development of an E-Service Quality Model (eSQM) to Assess the Quality of E-Service 177

Hamed Taherdoost, Hamta Group, Malaysia

Ali Hassan, Hamta Academy, Malaysia

E-service quality is known as a critical factor for successful implementation and decent performance of any business in electronic environment. Although many researches have been carried out in the field of service quality, there is a clear need for a theoretical model that integrates all aspects of e-service quality. This chapter responded to this need by developing a theoretical model to assess the quality of e-service. In the first phase, e-service quality dimensions were extracted from the literature. Exploratory factor analysis was applied to cluster the factors effectively in developing the conceptual model. Confirmatory approach was conducted with structural equation modeling to test and validate the proposed model. The contribution of this research is the integration of various relevant dimensions affecting e-service quality into a unified e-service quality model (eSQM).

Chapter 12

The New Horizon of Public Relations: Community Management 208

Zeynep Genel, Okan University, Turkey

Consumers pay attention to other consumers' comments, advice, and interactions during the purchase decision process. Besides having a strong impact on consumers' brand decisions, these user-driven contents have an important effect on brand's online reputation, which is very important area for consumers to follow the information about the brand. Therefore, some of the public relations practices will be forced to change by this new communication eco-system. The increasing power of consumer-driven content could lead to the evolution of traditional public relations and marketing communication. Interaction and participation would be the main concepts in the coming future of public relations. Therefore, this chapter aims to explain the effect of consumers' interactions on brand's social media accounts that would lead to their brand selection decisions.

Chapter 13

Taxation of Digital Business in Malaysia 223

Tee Say Kuek, Taylor's University, Malaysia

Governments across the world are looking at introducing the "digital tax," which will be imposed on technology companies and digital business players. Digital giants like Google, Amazon, Facebook, Apple, and Microsoft are benefiting from the strong growth of digital business. The Malaysian government has announced in the national 2019 budget that a digital tax will be implemented effective January 1, 2020. The rationale of the tax is that both the international and local businesses in the digital sector must pay their fair share of tax. Malaysia has been taxing income from e-commerce, but it has no guidelines on the taxation of income from digital business. Global digital businesses often avoid paying taxes in Malaysia because they have no physical presence in the country. This chapter looks at how Malaysia is reforming its laws and policies to ensure its tax base fully reflects the scale of transactions and profits generated by the digital economy.

Chapter 14

Tools and Techniques Used for Customer Relationship Management: Review and Case Studies 232

Geeta Sachdeva, National Institute of Technology Kurukshetra, India

Continuing to fulfill the requirements and needs of today's customer is a perplexing job for all the corporations. There have been a number of strategies developed to engage with customers, but few considerations have been paid to string them together in generating well-developed relationships. For of this reason companies are moving towards customer relationship management (CRM) to execute reliable strategies in engaging with customers. CRM emphasizes aiding companies thoroughly to manage the procedures involved in upholding good relationships with customers. This chapter discussed various strategies and examined case studies that adopted different techniques to engage with customers.

Chapter 15

Empirical Study of Single Platform E-Payment in South East Asia 252

P. C. Lai, University of Malaya, Malaysia

Evelyn B. H. Toh, Sunway University, Malaysia

Abdullah Abbas Alkhrabsheh, Albalqa Applied University, Jordan

Freedom, choice, and simplicity brought about by the e-commerce and technologies are creating the next internet and mobile wave. The single platform e-payment interactions have emerged in the consumer-centric world. The combination of evolving business drivers, globalization, downsizing, changing customer demands, and the evolution of enabling technology is constructing the customer-centric e-payment solutions. In this chapter, the authors discuss and analyze the e-commerce payment systems with the focus on single platform e-payment. This chapter presents an empirical study of e-payment systems and the implications of the findings on e-payment systems in Southeast Asia. Marketing and management personnel of the e-payment organizations will be able to utilize the study information for developing products and services that encourage the usage of single platform e-payment.

Chapter 16

A Qualitative Insight Into the Personal Factors Impacting Online Impulse Behavior 279

Harish Kumar, BML Munjal University, India

Ruchi Garg, BML Munjal University, India

Payal Kumar, BML Munjal University, India

Ritu Chhikara, BML Munjal University, India

The purpose of the chapter is to have a deeper understanding of impulse buying and find out the different personal factors that affect the impulse behavior of the consumer in the online context. Phenomenology methodology was used by conducting 12 in-depth interviews with Gen Y as the main respondents. The interview transcripts were analyzed through the method of thematic analysis. This study found that factors such as sudden urge to buy, haptics, risk factors, persuasion, convenience, monotony and boredom, and trust were the dominant personal factors. These factors act as the triggers for consumers to make impulse purchase decisions. This study differentiates the personal and market-oriented factors and broaden the understanding of impulse buying behavior. The findings will enable the marketers to make effective strategies and help the business organizations to increase their revenues.

Chapter 17

Ethical Issues With the Use of Social Media in the Connected Business World 292

Ali Shafiq, Taylor's University, Malaysia

With the dawn of social media, the world of communication and interaction changed tremendously. It transformed altogether many other aspects of life – businesses, education, philanthropy, to name a few. However, with a phenomenon of such grand proportions came the associated problems of comparable stature. This chapter deals with some of the most compelling problems which social media brought. It highlights how these problems occur, their consequences, and what should be done to minimize the effects. It is hoped that after reading this chapter the users of social media will exercise caution; the practitioners will play a more responsible role while the theorists will be able to propose novel but practical solutions to these problems.

Compilation of References 302

About the Contributors 358

Index..... 363