

Cheng Lu Wang
Editor

The Palgrave
Handbook
of Interactive Marketing

palgrave
macmillan

CONTENTS

1	Interactive Marketing is the New Normal	1
	Cheng Lu Wang	
Part I Advancement of Interactive Marketing: An Overview		
2	Evolution of Research in Interactive Marketing: A Bibliometric and Thematic Review	15
	Deepak Verma, Satish Kumar, and Divesh Kumar	
3	From Direct Marketing Toward Interactive Marketing: The Evolving Interactive Marketing Tools	43
	Anne Moes, Marieke L. Fransen, Tibert Verhagen, and Bob Fennis	
4	Bridging the Theory and Practice of Digital Marketing from Interactive Marketing Perspective: A Historical Review	65
	Ayşegül Sağkaya Güngör and Tuğçe Ozansoy Çadırcı	
5	Interactive Digital Marketing Mechanisms: The Significance in Digital Transformation	93
	Mona Rashidirad and Hamidreza Shahbaznezhad	
6	Empowering Consumers in Interactive Marketing: Examining the Role of Perceived Control	117
	Xiaohan Hu	
7	How Brands Drive Electronic Word-of-Mouth in an Interactive Marketing Environment: An Overview and Future Research Directions	149
	Ya You and Yi He	

Part II Technology Development and Interactive Marketing

8	Technological Innovations in Interactive Marketing: Enhancing Customer Experience at the New Retail Age	183
	Sahil Singh Jasrotia	
9	The Role of Artificial Intelligence in Interactive Marketing: Improving Customer-Brand Relationship	199
	Wajeeda Aslam and Kashif Farhat	
10	How Internet of Things Is Shaping Consumer Behavior? The Interactive Experience Between Customer and Smart Object	219
	Ching-Jui Keng, Hsin-Ying Liu, and Yu-Hsin Chen	
11	The Physical Presence and Relationship Distance for Efficient Consumer–AI-Business Interactions and Marketing	239
	Corina Pelau, Dan-Cristian Dabija, and Daniela Serban	
12	Humanizing Chatbots for Interactive Marketing	255
	Wan-Hsiu Sunny Tsai and Ching-Hua Chuan	
13	Affective Interaction with Technology: The Role of Virtual Assistants in Interactive Marketing	275
	Guillermo Calahorra Candao, Carolina Herrando, and María José Martín-De Hoyos	

Part III Interactivity in the Virtual World

14	Augmented Reality in Interactive Marketing: The State-Of-The-Art and Emerging Trends	301
	Marc Riar, Jakob J. Korbelt, Nannan Xi, Sophia Meywirth, Rüdiger Zarnekow, and Juho Hamari	
15	Interactive Marketing with Virtual Commerce Tools: Purchasing Right Size and Fitted Garment in Fashion Metaverse	329
	Sadia Idrees, Gianpaolo Vignali, and Simeon Gill	
16	Virtual Influencer as a Brand Avatar in Interactive Marketing	353
	Alice Audrezet and Bernadett Koles	
17	Sentimental Interaction with Virtual Celebrities: An Assessment from Customer-Generated Content	377
	Bình Nghiệm-Phú and Jillian Rae Suter	

18	The Conceptualization of “Presence” in Interactive Marketing: A Systematic Review of 30 Years of Literature	397
	Chen Chen, Xiaohan Hu, and Jacob T. Fisher	
Part IV Platform Revolution and Customer Participation		
19	The Platform Revolution in Interactive Marketing: Increasing Customer-Brand Engagement on Social Media Platforms	433
	Zheng Shen	
20	When in Rome, Do as the Romans Do: Differences of Interactive Behaviors Across Social Media Networks	451
	Qingjiang Yao	
21	Enhancing Customer–Brand Interaction: Customer Engagement on Brand Pages of Social Networking Sites	475
	Zalfa Laili Hamzah and Azean Johari	
22	Live Streaming as an Interactive Marketing Media: Examining Douyin and Its Constructed Value and Cultural Preference of Consumption in E-commerce	499
	Boris L. F. Pun and Anthony Y. H. Fung	
23	Interactive Experience of Collaborative Online Shopping: Real-Time Interaction and Communication	519
	Mohammad Rahim Esfidani and Behnam Izadi	
Part V E-WOM and Influencer Marketing in the Interactive Era		
24	Reconceptualizing eWOM Communication: An Interactive Perspective	547
	Hongfei Liu and Chanaka Jayawardhena	
25	Complaint Handling and Channel Selection in the Interactive Marketing Era	571
	Mariola Palazón and Inés López-López	
26	What Do We Know About Influencers on Social Media? Toward a New Conceptualization and Classification of Influencers	593
	María Sicilia and Manuela López	
27	Influencer Marketing: A Triadically Interactive Relationship Between Influencers, Followers, and Brands	623
	Delphine Caruelle	

28	Optimising the Effect of Influencer Marketing: Exploring Consumers' Interaction with Different Influencer Types on Instagram	641
	Daniella Ryding, Rosy Boardman, and Rafaella Konstantinou	
Part VI Predictive Analytics and Personalized Targeting		
29	Applying Predictive Analytics in Interactive Marketing: How It Influences Customer Perception and Reaction?	667
	Maggie Wenjing Liu, Qichao Zhu, Yige Yuan, and Sihan Wu	
30	AI-Based Recommendation Systems: The Ultimate Solution for Market Prediction and Targeting	683
	Sandra Habil, Sara El-Deeb, and Noha El-Bassiouny	
31	Deep Learning Applications for Interactive Marketing in the Contemporary Digital Age	705
	Billy Yu	
32	Personalized Recommendation During Customer Shopping Journey	729
	Shobhana Chandra and Sanjeev Verma	
33	Location-Based Proximity Marketing: An Interactive Marketing Perspective	753
	Aida Loussaief, Edward Ying-Lun Cheng, Marta Yuan-Chen Lin, and Julian Ming-Sung Cheng	
Part VII Practical Implications of Interactive Marketing		
34	Customer Interactive Experience in Luxury Retailing: The Application of AI-Enabled Chatbots in the Interactive Marketing	785
	Ni Zeng, Liru Jiang, Gianpaolo Vignali, and Daniella Ryding	
35	Engaging and Entertaining Customers: Gamification in Interactive Marketing	807
	Devika Vashisht	
36	Interactive Experience of Physical Servicescape and Online Servicescape: A Review and Future Research	837
	Zalfa Laili Hamzah and Muhammad Waqas	
37	The Role of Touch, Touchscreens, and Haptic Technology in Interactive Marketing: Evolution from Physical Touch to Digital Touch	867
	Ying Zhu	

38	It's Fun to Play: Emoji Usage in Interactive Marketing Communication	893
	Ruijuan Wu	
Part VIII A Necessary Evil? Unintended Consequences of Interactive Marketing		
39	Consumer Incivility in Virtual Spaces: Implications for Interactive Marketing Research and Practice	917
	Denitsa Dineva	
40	The Dark Side of Gamification in Interactive Marketing	939
	Chittrakshi Bhutani and Abhishek Behl	
41	Ethical Considerations in Gamified Interactive Marketing Praxis	963
	Samaan Al-Msallam, Nannan Xi, and Juho Hamari	
42	Value Co-creation or Value Co-destruction? the Role of Negative Emotions in Consumer-Firm Interaction in the Social Media Platform	987
	Moreno Frau, Luca Frigau, Francesca Cabiddu, and Francesco Mola	
	Glossary	1013
	Index	1037