

Socio–Economic Perspectives on Consumer Engagement and Buying Behavior

Hans Ruediger Kaufmann

*University of Applied Management Studies Mannheim, Germany & University
of Nicosia, Cyprus*

Mohammad Fateh Ali Khan Panni

City University, Bangladesh

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



www.igi-global.com

Table of Contents

Preface.....	xvi
--------------	-----

Acknowledgment.....	xx
---------------------	----

Section 1

Social Perspectives of Consumer Behavior and Engagement

Chapter 1

The Concept of “Consumerism” from a Consumer Activist Perspective.....	1
<i>Ioanna Papasolomou, University of Nicosia, Cyprus</i>	

Chapter 2

Social Impact in Consumer Behaviour-Consumer Boycotts as a Consumerism Activity:	22
<i>Dursun Yener, Istanbul Medeniyet University, Turkey</i>	

Chapter 3

Fuel Efficient Vehicles: The Role of Social Marketing	36
<i>Lisa Watson, University of Regina, Canada</i>	
<i>Anne M. Lavack, Thompson Rivers University, Canada</i>	

Chapter 4

Customer Satisfaction in the Consumption of Green Products.....	59
<i>Violeta Sima, Petroleum-Gas University of Ploiești, Romania</i>	
<i>Ileana Georgiana Gheorghe, Petroleum-Gas University of Ploiești, Romania</i>	

Section 2

Consumer Behavior and Engagement in the Nexus of Marketing and Technology

Chapter 5

Marketing 4.0: Enhancing Consumer-Brand Engagement through Big Data Analysis.....	94
<i>Ana Isabel Jiménez-Zarco, Open University of Catalonia, Spain</i>	
<i>Asher Rospigliosi, Brighton University, UK</i>	
<i>María Pilar Martínez-Ruiz, University of Castilla la Mancha, Spain</i>	
<i>Alicia Izquierdo-Yusta, University of Burgos, Spain</i>	

Chapter 6

- Effective Surveillance Management during Service Encounters: A Conceptual Framework 118
Angelo Bonfanti, University of Verona, Italy

Chapter 7

- Consumer Information Systems Research Agenda: Meeting Challenges for Interactive Television Service Development 140
Tuure Tuunanen, University of Jyväskylä, Finland
Michael David Myers, University of Auckland, New Zealand

Chapter 8

- Consumer Information Systems as Services: Study of Emerging IPTV Market in New Zealand..... 154
Tuure Tuunanen, University of Jyväskylä, Finland
Lesley Gardner, University of Auckland, Australia
Martin Bastek, DEVK, Germany

Chapter 9

- About the E-commerce Activities in Finnish Lapland - Perspectives of Consumers and Entrepreneurs: E-Commerce in Lapland 175
Rauno Rusko, University of Lapland, Finland
Joni Pekkala, University of Lapland, Finland

Section 3

Consumer Behavior and Engagement from a Macro Economic Context

Chapter 10

- Do Stock Markets Comove in Emerging Economies? 197
Sadullah Çelik, Marmara University, Turkey
Emel Baydan, Marmara University, Turkey

Chapter 11

- Nowcasting Capacity Utilization in Turkey: A Continuous Wavelet Analysis 214
Özlem Taşseven, Doğuş University, Turkey

Section 4

Consumer Behavior and Engagement: Industry and Corporate Cases

Chapter 12

- Consumption and Well-Being: Collecting Experiences Rather Than Material Possessions 248
Sandra Maria Correia Loureiro, Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU/UNIDE) and SOCIUS, Portugal

Chapter 13

- The Effect of the Marketing Strategy in Performance of the Pharmaceutical Sector 278
Irene Samanta, Piraeus University of Applied Sciences, Greece

Chapter 14	
The Aural Nature of Atmosphere in a Retail Setting	290
<i>Sanda Renko, University of Zagreb, Croatia</i>	
<i>Tomislav Gregur, University of Zagreb, Croatia</i>	
Chapter 15	
Enhancing Retailer-Consumers Relationship through Everyday Sustainability: McDonald's in Italy	312
<i>Elena Candelo, University of Turin, Italy</i>	
<i>Cecilia Casalegno, University of Turin, Italy</i>	
<i>Chiara Civera, University of Turin, Italy</i>	
Chapter 16	
Conquering the Digital Customer: How Zara Is Confronting the Digital Innovation Revolution.....	334
<i>Eric Viardot, EADA Business School, Spain</i>	
<i>Petra A. Nylund, University of Vic, Spain</i>	
Compilation of References	355
About the Contributors	412
Index	418

Detailed Table of Contents

Preface	xvi
Acknowledgment	xx

Section 1

Social Perspectives of Consumer Behavior and Engagement

Chapter 1

The Concept of “Consumerism” from a Consumer Activist Perspective	1
<i>Ioanna Papasolomou, University of Nicosia, Cyprus</i>	

The chapter defines the concept of ‘consumerism’ and discusses its different perspectives which emerged during its historical development. The author adopts the second perspective of consumerism which posits that consumerism is a movement aimed at safeguarding the interests and rights of consumers. This view is closely related to the concept of social responsibility (CSR) and subsequently societal marketing. There is evidence in the literature to suggest that in an era of increasing social problems and environmental challenges, there is a need for CSR and sustainable marketing. In fact, the second definition of consumerism is inextricably linked with CSR and societal marketing. The chapter is conceptual in nature and provides a review of some of the latest trends in the field such as boycotting, sustainable consumption, internet activism, anti-branding, Fair trade, green consumerism, and sustainable marketing. The discussion is concluded by providing some suggestions to practitioners and directions for future research.

Chapter 2

Social Impact in Consumer Behaviour-Consumer Boycotts as a Consumerism Activity:	22
<i>Dursun Yener, Istanbul Medeniyet University, Turkey</i>	

Consumerism is not a new concept for marketing, but its importance is growing in the recent years. Researchers have studied the phenomenon of consumerism from within different dimensions. However, its relationship with social impact theory and consumer boycotts has not been dealt with accurately. Social impact can be defined as the effect of people on other people. A consumer boycott is a type of consumer behaviour in which consumers collectively prefer not to use their purchasing power towards a product, brand or all products of a country and boycott them. Motivations for participating in boycotts differ in accordance with various factors such as consumers’ beliefs, needs or attitudes. Organizing a boycott and calling for people’s participation is much easier today than it used to be in the past. Since

consumer boycotts is a type of consumer behaviour and consumers are affected various factors including people in their family or friends or members in their reference groups, they can be thought a derivation of social impact.

Chapter 3

Fuel Efficient Vehicles: The Role of Social Marketing 36

Lisa Watson, University of Regina, Canada

Anne M. Lavack, Thompson Rivers University, Canada

Consumers have been slow to switch to more fuel efficient vehicles, in spite of the threat of a future global shortage of fossil fuels. To understand consumer reluctance to adopt hybrid automotive technology, this chapter begins by reviewing consumer decision-making with regard to consumer automotive purchases. We examine the market for fuel efficient vehicles (FEVs) and alternate fuel vehicles (AFVs), including a discussion of consumer willingness to trade personal comfort in order to buy more fuel efficient vehicles, and consumer price sensitivity with regard to purchasing higher-priced alternative fuel vehicles including hybrid-electric vehicles. We discuss the tenuous link between environmental attitudes and behavior, and outline the role of social marketing in creating behavior change relating to automotive purchase decisions.

Chapter 4

Customer Satisfaction in the Consumption of Green Products..... 59

Violeta Sima, Petroleum-Gas University of Ploiești, Romania

Ileana Georgiana Gheorghe, Petroleum-Gas University of Ploiești, Romania

This chapter aimed to identify those factors that determine the green consumer satisfaction, having as the emerging point the consumer behavior definition and the sustainable development concept. The authors propose a new approach of the dimensions of the evaluation model for customer satisfaction including a new one, called The Green Dimension. An important goal was identifying the drivers of the consumer purchasing. The authors identified three main areas of the green dimension of customer satisfaction. They are related to Company, Product/service, and Price. Then some considerations regarding an integrated approach of strategic mix from a 'green' perspective have been presented. According to research from Boston Consulting Group, in order to obtain a Green Advantage, companies should enhance their strategic mix taking into considerations green planning, green processes, green product, and green promotion. The authors added two more elements, namely people and eco-efficiency, resulting "The Green Strategy Mix".

Section 2

Consumer Behavior and Engagement in the Nexus of Marketing and Technology

Chapter 5

Marketing 4.0: Enhancing Consumer-Brand Engagement through Big Data Analysis..... 94

Ana Isabel Jiménez-Zarco, Open University of Catalonia, Spain

Asher Rospigliosi, Brighton University, UK

María Pilar Martínez-Ruiz, University of Castilla la Mancha, Spain

Alicia Izquierdo-Yusta, University of Burgos, Spain

Marketing evolves in parallel with technology. During the last five years, Marketing 3.0 has become the most innovative marketing approach, but of growing, is research focusing on Marketing 4.0: the marketing of big data. Much has been speculated, but academic journals have published little about Marketing

4.0. Maybe, because the total understanding of Marketing 4.0 requires: firstly, a depth knowledge about the evolution of marketing, especially about Marketing 3.0, and secondly, an analysis of how a range of technology –not only the Internet and social media- can be used to design marketing strategies that enhance the brand-consumer relationship. Taking into account how consumers’ behavior has been changing since the beginning of this century, this chapter seeks to review Marketing 4.0 concepts, analyzing how big data can be used to enhance the consumer-brand relationship.

Chapter 6

Effective Surveillance Management during Service Encounters: A Conceptual Framework 118

Angelo Bonfanti, University of Verona, Italy

This chapter aims to theoretically examine effective surveillance management (ESM) during service encounters within the servicescape and provide a conceptual framework for the study of this topic in a service management perspective. It analyses antecedents, dimensions and effects of ESM. This study especially proposes as antecedents both improving customer service experience along with meeting customers’ need for security and implementing a surveillance service-oriented strategy that includes secure and safe servicescape design, deterrent communication, and trained and motivated security staff. This chapter suggests also that the dimensions of ESM (customer-physical service environment encounters, customer-technological surveillance systems encounters, and customer-security staff encounters) contribute to enhancing service quality, experience quality, and staff productivity. The integration of these dimensions, antecedents, and effects create a theoretically grounded framework that can serve as a starting point for future studies about this topic in the field of service management.

Chapter 7

Consumer Information Systems Research Agenda: Meeting Challenges for Interactive Television
Service Development 140

Tuure Tuunanen, University of Jyväskylä, Finland

Michael David Myers, University of Auckland, New Zealand

We suggest that a new type of information system appears to be increasing in importance, that of consumer information systems. Compared with traditional information systems development approaches, where the focus is on improving the efficiency and effectiveness of organizational processes, design for consumer information systems focuses more on the enjoyment, pleasure and purchases of the consumer. We argue that the shift in focus from users to consumers in consumer information systems calls for a significant re-appraisal of our current information systems development methods. Hence, this chapter proposes a new research agenda for IS researchers focusing on the development of consumer information systems. The expected contributions include new insights into effective management processes for service design, a better understanding of issues of integration of information systems development practices used to develop consumer information systems, and the development of methods for requirements discovery for service innovation.

Chapter 8

Consumer Information Systems as Services: Study of Emerging IPTV Market in New Zealand..... 154

Tuure Tuunanen, University of Jyväskylä, Finland

Lesley Gardner, University of Auckland, Australia

Martin Bastek, DEVK, Germany

Consumer Information Systems (CIS) are a type of information systems that provides services to consumers instead of addressing users in traditional organizational settings, such as Internet based television. Services typically involve a trade-off between achieving high service productivity and quality. The use of service mass customization to successfully address these issues of both productivity and quality in a service context is proposed. We suggest that the development of Consumer Information Systems as Services (CISaS) may achieve such service mass customization. This paper presents a conceptual framework and investigates how it applies to a set of Internet Protocol Television (IPTV) offerings as an emerging market in New Zealand.

Chapter 9

About the E-commerce Activities in Finnish Lapland - Perspectives of Consumers and

Entrepreneurs: E-Commerce in Lapland 175

Rauno Rusko, University of Lapland, Finland

Joni Pekkala, University of Lapland, Finland

This chapter introduces E-commerce activities of consumers and entrepreneurs in Finnish Lapland. This chapter introduces in addition to the challenges, which SMEs face while starting E-commerce activity in the Northern Finland context, also the state of the E-commerce among consumers. Basing on the results, six interviews and the outcomes of two questionnaires, both entrepreneurs and consumers meet the first steps of E-commerce challenging. The most important question is what is the attainable incremental value for the firms and consumers via E-commerce activities? Entrepreneurs meet both pushing and pulling reasons for the first steps of E-commerce. Consumers have also noticed the incremental value of E-commerce. Mostly the experiences of consumers are encouraging. E-commerce enlarges the available services of sparsely populated areas of Lapland.

Section 3

Consumer Behavior and Engagement from a Macro Economic Context

Chapter 10

Do Stock Markets Comove in Emerging Economies?..... 197

Sadullah Çelik, Marmara University, Turkey

Emel Baydan, Marmara University, Turkey

Great Recession has brought the need to model and assess the financial markets with unconventional approaches. The nature of consumer behavior in financial markets has become crucial as real and financial sector comoving overtime was a dream of no rationality. The union of consumers looking for higher wealth and speculative stock market participants was not a sustainable case. But, what happened to the consumers/investors in emerging economies? This chapter assesses the behavior of emerging stock markets during the turmoil using weekly data for Brazil, China, India, Indonesia, Russia, South Africa and Turkey with US as the benchmark for January 2003–March 2014. Two unconventional methods are used for checking asymmetric contagion; the wavelet comovement and frequency domain causality.

The findings show that markets with rather high concentration of foreign investors are highly affected but consumers were not due to smaller participation. The asymmetric contagion argument is verified for some emerging markets as consumers/investors suffered as much as any other market participant.

Chapter 11

Nowcasting Capacity Utilization in Turkey: A Continuous Wavelet Analysis 214
Özlem Taşseven, Doğuş University, Turkey

Capacity utilization in macroeconomics is always related to inflation rate and unemployment level. However, the Great Recession has taught us that there might have been other factors considered in determining and/or be determined by capacity utilization. In order to further enhance Phillips Curve relationship unconventional variables such as financial and survey variables are considered. The relationship between capacity utilization rates and several real variables such as industrial production, gross domestic product growth rate, unemployment rate, consumer expenditures, financial variables such as return on BIST 100 index, exchange rate of currency basket, interest rates, survey variables such as consumer consumption index, business tendency survey and survey of expectations is investigated using data between 2006 and 2015 for Turkey. All of the above-mentioned variables indicate the production capacity and their repercussions on other macro variables except the level of standard of living. We also highlight the repercussions of production capacity concerning welfare state.

Section 4

Consumer Behavior and Engagement: Industry and Corporate Cases

Chapter 12

Consumption and Well-Being: Collecting Experiences Rather Than Material Possessions 248
Sandra Maria Correia Loureiro, Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU/UNIDE) and SOCIUS, Portugal

Consumerism can be regarded as a system of beliefs and values in which emerge the idea that happiness is best achieved through possessions. In literature, several terms related to this topic are employed, such as: consumerism, consumption, anti-consumption and consumption communities and subjective well-being. Therefore, the purposes of this chapter are to (i) present an overview of the research concepts, models and main theories of this topic and (ii) discuss and inter-relate consumption and subjective well-being. The chapter provides a proposed framework with the state-of-art on consumption, anti-consumption and subjective well-being and a study into rural tourism context. Finally, the chapter also presents suggestions for further research and managerial implications. In this vein, this chapter contributes to the existing literature giving insights for a better understanding the problematic of consumers, anti-consumers and subjective well-being as a whole and rural tourism consumption experience industry in particularly.

Chapter 13

The Effect of the Marketing Strategy in Performance of the Pharmaceutical Sector 278
Irene Samanta, Piraeus University of Applied Sciences, Greece

The aim of this research is to examine the impact of Marketing Strategy possesses in pharmaceutical sector in Greece and define the competitive and organizational benefits accumulate from the procedure. A quantitative survey was conducted with a sample of pharmaceutical firms. The method used is Factor analysis and a Multivariable Regression Model in order to forecast the total performance of the

organization. The importance of the Marketing Strategy in the current economic conditions provides a practical indication of marketing decision making and if managed carefully and closely monitored it can offer a number of direct competitive benefits to the industries.

Chapter 14

The Aural Nature of Atmosphere in a Retail Setting 290

Sanda Renko, University of Zagreb, Croatia

Tomislav Gregur, University of Zagreb, Croatia

The potential influence of music in eliciting organic reactions has been appreciated since ancient times. Knowing that consumers typically receive exposure to many hours of music each day, scientists and marketers have recognized its potential in consumer behaviour and decision making. Literature suggests that customers like hearing music when they shop, and feel that the retailer providing music cares about them. Retailers have to work diligently to keep their stores favourable in the mind of consumers. Both practitioners and researchers supported the argument that music is a beneficial element in the use of atmospherics in business. Based on the empirical research this chapter provides an insight into the role of music as an important element in retail store atmosphere. The chapter explains the complex character of music, its classifications and key variables, and interaction with other atmospheric cues. The chapter concludes that music has a significant influence on consumer behavior, and that retailers must ensure that they are playing music that their target markets like in their stores.

Chapter 15

Enhancing Retailer-Consumers Relationship through Everyday Sustainability: McDonald's in Italy 312

Elena Candelo, University of Turin, Italy

Cecilia Casalegno, University of Turin, Italy

Chiara Civera, University of Turin, Italy

The chapter aims at investigating the effects that the Communication of Corporate Social Responsibility and Sustainability exerts on consumers' perception considering the fast food industry in Italy. the McDonald's case study has been developed through managerial interviews and formal documents analysis in order to report on its strategies for CSR activities implementation and their communication in Italy. Moreover, through surveys conducted in Italy, the case study has been tested on a particular group of young consumers - Generation Z - less influenced by the past McDonald's activity in order to demonstrate how communications of sustainability are better believed and perceived, when a brand has a long tradition of misperceptions.

Chapter 16

Conquering the Digital Customer: How Zara Is Confronting the Digital Innovation Revolution..... 334

Eric Viardot, EADA Business School, Spain

Petra A. Nylund, University of Vic, Spain

This case study illustrates the effectiveness of pursuing a customer centric marketing approach in order to achieve long term strategic success and global market leadership in the fashion industry. The case study provides the most significant elements of Zara's history. Then it describes the competitive environment. Next it reveals how Zara has set up a unique, lean, and agile supply chain strategy in order to deliver

new products on a very frequent basis and faster than any of its competitors, as fashion customers expect constant changes. Then the case study details the customer centric marketing strategy, with the use of customers as the source of the inspiration for fashion design, the central role of the stores to build a very high level of trust with its customers, which is used by Zara to make a distinctive brand strategy. Finally, the case study discusses the new challenges of Zara to adapt its customer centric marketing strategy to the digital market.

Compilation of References	355
About the Contributors	412
Index.....	418