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Editors

Digital and Social Media Marketing

Emerging Applications and Theoretical
Development

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Preface

Rapid emergence and widespread adoption of Information and Communications Technologies (ICTs) and digital and social media is having a significant impact on the way people communicate and fulfill their socioeconomic, emotional, and material needs (Shareef et al. 2018; Shiau et al. 2017, 2018). ICTs and digital media, such as emails, search engines, smartphones, websites, and social media sites, are already being used widely by individuals for a range of activities including searching daily news and updates on critical events; connecting with family and friends; reviewing products, services, and places; selling and buying goods; accessing transportation, tourism, and personal financial services; communicating and sharing information through electronic word of mouth (eWOM); and workplace management (Alalwan et al. 2017; Algharabat et al., 2017, 2018; Arora et al. 2019; Hossain et al. 2019; Ismagilova et al. 2017, 2019a, b; Kamboj et al. 2018; Kapoor et al. 2018; Kaushik et al. 2018; Kizgin et al. 2018, 2019; Shareef et al. 2016a, b, 2017, 2019a, b; Singh et al. 2017). Furthermore, radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services (Algharabat et al. 2019; Plume et al. 2016). These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behavior by employing digital marketing practices (Dwivedi et al. 2015, 2017; Kapoor et al. 2016, 2018; Yang et al. 2017).

Technological advancement has resulted in evolution of consumer behavior through “digital metamorphosis” leading to the formation of “digital consumer culture,” which is a novel and largely unexplored area presenting fertile ground for academics, researchers, and practitioners interested in understanding this unfolding phenomenon. This research workshop, along with the edited volume by Springer Nature (entitled *Digital and Social Media Marketing—Emerging Applications and Theoretical Development*) and special issue of the *Journal of Retailing and Consumer Services*, aims to bring together a variety of disciplines and a scholarly community for the advancement of knowledge regarding practice

and research related to digital and social media marketing (Aswani et al. 2018). To achieve this goal, systematic literature reviews leading to theory development and empirical papers employing quantitative, qualitative, and/or critical methods are welcomed. Consideration will be given to submissions focusing on digital marketing-specific theory building/development, measurement development and validation, and testing of existing marketing and information systems theories and models for evaluating their suitability for extending knowledge in this emerging academic domain.

The Call for Papers solicited submissions in two main categories: full research papers and short research-in-progress papers. Each submission was reviewed by at least two knowledgeable academics in the field, in a double-blind review process. A total of 24 submissions were considered for final acceptance and publication including those from various countries across the world such as the UK, the USA, Canada, Ireland, India, Jordan, the Netherlands, Saudi Arabia, Spain, etc. These final sets of papers were clustered into four groups, each of which is outlined below.

The papers appearing in Part I address the theme of social media marketing. Based on the review of social media marketing literature, Lal, Ismagilova, Dwivedi, and Kwayu aim to provide a review of return on investment in social media marketing with a specific focus on intangible outcomes such as brand awareness, customer engagement/relationship, and electronic word of mouth (eWOM). A study by Foroudi, Nazarian, and Aziz aimed to identify the key elements and outcomes of fashion e-blogs and what effects fashion e-blogs have on women's intention to use them. An exploratory conceptual research by Algharabat, Rana, Alalwan, and Baabdullah examined the impact of social media commerce constructs on social trust and customer value co-creation. The research by Ased and Ezzi explored the demographic differences on consumers' adoption of social commerce in Saudi Arabia. Sharma, Anuja, and Alavi developed a research instrument to study the impact of consumer brand perception, consumer brand relationship, and consumer buying behavior on online apparel shopping. Alzubaidi's research aims to contribute to the marketing literature from a non-Western perspective through a qualitative exploration of the concepts associated with consumers' pro-environmental behavior in Saudi Arabia. The last paper of this section is by Qasem, Algharabat, Alalwan, and Hajawi, which focuses on understanding what stops customers at collectivist cultures from using services such as renting or sharing clothing items with retailers.

Part II contains papers relating to social media analytics. Kaul, Mittal, Chaudhary, and Arora have attempted to analyze celebrity tweets and classify them into two distinct approaches, i.e., fixed classification into six predefined categories and generating a category if the tweet does not belong to any defined category to provide relevant recommendations to practitioners. The first classification was done in three different ways, i.e., by applying naïve Bayes, decision tree, and support vector machine, whereas authors used latent Dirichlet allocation for generating a new category. The second research in this part is by Bijarnia, Ilavarasan, and Kar, which compares two sharing economy platforms—i.e., Ola and Uber taxi services—in

transportation in India in terms of customer experiences for service quality. The research downloaded tweets using Twitter API for both Ola and Uber and used Twitter Analytics for analyzing the data obtained. Moreover, the SERQUAL model is used as a guiding framework for analysis.

Part III comprises manuscripts relating to emerging technology and digital marketing. Ray, Bala, and Dasgupta build a conceptual model for technical online courses related to career choices with the notion that the concepts of psychology, marketing, and technology can help improve the rate of technology adoption and educational marketing. The paper by Mogaji, Olaleye, and Ukpabi contributes to the use of emerging technologies such as artificial intelligence and machine learning for digital marketing, big data acquisition, management, and analytics and their impact on advertising effectiveness (Gutierrez et al. 2019). The research by Padilla-Piernas, Parra-Merono, and Beltran-Bueno aims to investigate how the main hotel chains based in Spain use app store optimization (ASO) to make their hotel applications more visible and easier to find for current potential customers in the main mobile app stores (e.g., Google Store and iOS). Steinmetz introduces the female relational perspective as the missing link in the Internet of Things in smart cities. He proposes new vignettes for marketing in smart cities where female relational perspective, superdiversity, non-cultural bias, all-inclusive multiculturalism, and Internet of Things are combined. Realizing the scant consideration given to technology adoption, adaptation, and appropriation, Muhammad, Dey, Alwi, and Babu conducted a literature review to explore the underlying antecedents and discrete adaptation behavior.

Finally, Part IV constitutes of ten papers relating to digital marketing—case studies and practitioner experiences. Curiel attempted to highlight the potential that lies within international social media marketing, describe the challenges that organizations can find in its application, and provide some guidance on areas global marketers would need to consider before embarking on a successful social media strategy for their international markets. Kuttimani, Rana, and Dwivedi used Flintobox case study to examine multi-channel digital marketing strategy in the context of emerging economy like India. Guimond investigates the ways in which activists and corporations interact via social media, harnessing its power to take political stands and engage their stakeholders to create social change. Howard used review and messaging analysis to form localization hypotheses for e-commerce female clothing websites for Russian market. In context of online product localization, Ciocca discussed the challenges and solutions in global online marketplaces. Keating and Singh explore ways in which brands have misstepped in their hyperlocalization efforts at the expense of perceived brand authenticity. Kirmond focussed her case study on the localization strategy of its website as a digital media outlet. Zahopoulos aims to discuss why it is important and how it can be helpful to begin using neuromarketing techniques in the global digital marketing and localization industry. Rodriguez-Moran examined social media marketing in the global marketplace through the lens of two dimensions of the Hofstede national culture model—individualism and collectivism and masculinity and femininity. De Boer has

discussed how social networking sites—specifically Facebook and LinkedIn—can play an important role in creating a realistic impression of a school.

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