Digital and social media marketing in global business environment

1. Introduction

The theme of this special issue called 'Digital and Social Media Marketing in Global Business Environment' is the mainstream of successful marketing practices. As digital and media technologies advance, digital and social media are becoming integral parts of consumers as well as business organizations. Digital and social media are evolving in new interactive platform not only to create new paradigm of consumer behavior but also to foster marketing activities including customer service, vicarious experience, creative advertising option and new business opportunities. Therefore, scholars and practitioners desire to forecast for digital and social media to bring more and better features in the future of marketing.

This special issue was conceived for a special track called 'Digital and Social Media Marketing in Global Business Environment' in '2018 Global Marketing Conference at Tokyo' which had 698 accepted papers from 57 countries with 120 sessions generated by 64 tracks.

This special issue consists of four sections such as 'SNS Marketing', 'Digital Service Marketing', 'Digital Marketing Communication' and 'Digital Marketing and Consumer Behavior'.

2. Researches in Digital and social media marketing in global business Environment

2.1. SNS marketing

Okazaki, Schuberth, Tagashira, & Andrade (2021) found that vanity moderates the brand engagement → compulsive social media use relationship: as vanity intensifies, the effect of brand engagement on compulsive social media use increases. Narcissism moderates the compulsive social media use → compulsive buying relationship. Casaló, Flavián, & Ibáñez-Sánchez (2021) found that perceived creativity is a crucial aspect of Instagram and positive emotions and affective commitment act as partial mediators in the relationship between perceived creativity and interaction intentions. Wang, Ko, Woodside, & Yu (2021) applied customer equity drivers (value equity, brand equity, and relationship equity) to test whether SNS marketing activities improve the overall customer outcome. This study showed that SNS marketing activities help to improve customer equity and customer equity improves customer loyalty intention and future sales. Sembada & Koay (2021) investigated the underlying factors influencing consumers' intentions to purchase lifestyle goods on Instagram shops, despite the lack of financial safeguards against fraudulence. They found that perceived constraints to purchase through other channels moderate the effects of key variables that influence trust and purchase intentions.

Schivinski (2021) presented a machine learning approach using conditional inference tree (Ctree) to determine cognitive patterns that elicit consumer engagement into social media. Using the Ctree algorithm, a predictive model was computed using self-reported data on consumers' perceptions of brand equity and engagement into brand-related social media behavior. Makri, Papadas, & Schlegelmilch (2021) tried to delineate the relationship between global identity and global social networking sites usage. This study researched to fill this gap by providing a comprehensive framework of the role of global identity in shaping SNS behavior through users' motivation. Zhang, Yun, & Lee (2021) studied the neural indicators of engagement with content as a driver of consumers' click-through behavior in social media. Using a novel neuroscientific research methodology called event-related potentials (ERP), they found unique brainwave signals that combine P3 and late positive potential (LPP), increasing power signals with multiple exposures while young consumers are exposed to highly engaging Facebook posts. Yu, Yuan, Kim, & Wang (2021) examined the role that dynamic brand experience can play as a marketing tool for firms in the context of social networks. They tried to understand how the source and motivation of value co-creation impact the dynamic brand experience. This study analyzed the influence of dynamic brand experience on customer equity, and investigates the moderating role of electronic word-of-mouth (E-WOM) in the relationship between dynamic brand experience and customer equity.

3. Digital service marketing

Kim, Song, Choi, Kim, & Hong (2021) investigated which determinants are linked to channel stickiness while accounting for individual characteristics and found that channel stickiness exists for simple products but not for complex ones. Channel stickiness manifests not only in markets in which shoppers have limited e-commerce experience but also in those with extensive experience. Jang, Bae, & Kim (2020) developed servitization measures across five stages. They found that integrated servitization, customized servitization, relational servitization, and playful servitization are the measures of servitization experience. Servitization experience was found to have a positive influence on customer retention. Value-in-use of servitization and brand resonance mediate the effect of servitization experience on customer retention. Banerjee, Xu, & Johnson (2021) investigated the effects of LBM on application (app) driven revenues of major mobile retailers from around the globe. They examined the contingency effects of the roles of device as well as privacy needs of the brand audience. Their findings revealed that effects of LBM on app-based revenues vary by delivery tactic, interface mobility, and user privacy needs. Hutzinger & Weitzl (2021)

revealed that direct recovery responses by satisfied customers (i.e., brand advocates) are an interesting alternative to marketers' direct recovery responses. They found that brand advocates' responses particularly influence the pre-purchase brand attitude of individuals who are low in 'susceptibility to normative influence' (SNI). Li, Hou, Wu, Zhao, Xie, & Zou (2021) combined the customer off-grid prediction model with customer retention in the field of cable TV network and analyzed the factors that may have effects on the customer churn in the cable network industry. This study proves that customer watching intensity, customer consumption, customer paying habits, and customer preference can be used to evaluate the customer churn tendencies. Banerjee & Poddar (2021) used digital geolocation history data from restaurant check-ins along with Item Response Theory to identify mundane and exotic cuisines, and tastemakers with broader palates.

4. Digital marketing communication

Kim & Kim (2021) investigated the effects of influencer advertising attributes on consumer responses via multiple motive inference processing. They found that influencer-product congruence can be used to enhance product attitude and reduce advertising recognition by generating a higher affective motive inference. Sponsorship disclosure can also affect product attitude in a serial mediation of calculative motive inference and advertising recognition. Kim, Jang, & Shin (2021) examined consumers' click behavior and retailers' bids across multiple keywords and found that retailers consider the different keywords to be strategic complements, but this does not hold when consumers are close to making a purchase decision. Retailers' bid allocation across keywords may be inconsistent with consumers' click behavior, revealing a potential opportunity to improve the performance of search advertising campaigns. Zhang, Liang, & Qi (2021) investigated the effect of interpersonal closeness and social status on electronic word-of-mouth (eWOM) effectiveness and found that interpersonal closeness and social status can positively influence purchase intention. Review valence was found to moderate the impacts of interpersonal relationships and eWOM adoption on purchase intention. Kong, Witmaier, & Ko (2021) found that sustainable communication is more effective for non-luxury brands in a cultural setting that features high awareness of needs for sustainability. This study indicated that luxury and non-luxury fashion brand advertisers should carefully consider cultural settings when providing sustainability information. Sun, Gonzalez-Jimenez, & Wang (2021) investigated whether positive and negative e-WOM enhance or weaken consumer ethnocentrism and brand equity towards domestic and foreign smart phone brands. They found that both positive and negative e-WOM influence consumer ethnocentrism and that these effects are contingent upon brand origin. Kim, Kang & Lee (2021) studied to identify influential cited works in digital marketing communication (DMC) research, to determine the current status of the research on DMC, and to indicate the extent to which influential works have shaped it. After a broad disciplinary review of key cited DMC works, this study suggested thematic insights and implications for academics and practitioners that are promising avenues for creating effective DMC.

5. Digital marketing and consumer behavior

Jang, Chung, & Rao (2021) found that the volume of product quality and ease-of-use OCRs drives more sales than the valence, while the valence of product innovativeness and price OCRs outperforms the volume. Both negative and positive emotion-related OCRs moderate the relationship between functional OCRs and product sales. Yakhlef & Nordin (2021) attempted to provide a framework for understanding firms' impact on customer experience in customer-owned forums. They found that companies' attempt to control the discussions in such forums may have a negative impact on customers' experiences when it undermines their sense of autonomy, relatedness, and competence. Jung, Yu, Seo, & Ko (2021) investigated empirically how consumers derive

meanings from VR experiences. Using the ZMET technique, they uncovered three themes: VR as democratization, VR as embodied escapism, and VR as actualized anxiety. Chae, Baek, Jang, & Sung (2021) analyzed significant value of ASMR in auditory sense field in modern days to identify the characteristics of ASMR marketing through commitment and nostalgia and to investigate the effect of ASMR marketing on consumers. Yuan, Moon, Kim & Wang (2021) explored how customer equity is affected by parasocial relationship and investigated the moderating role of brand love in the relationship between fashion web celebrity endorser attributes and parasocial relationship. They found that fashion web celebrity endorser attributes of popularity, fashionable and affinity positively affect parasocial relationship. A positive association is found between parasocial relationships and customer equity. Lee, Kim, & Cha (2021) examined how the diffusion patterns of movies vary and identifies the factors that determine these patterns, focusing on the differences between the US and Korean movie markets. By applying the Bass diffusion model, we explained the diffusion patterns with two distinctive motivations: innovation effect and imitation effect. Jeong, Ha, & Lee (2021) empirically compared three different social capital scales in the context of online brand communities. Their results indicated that social capital in an online brand community environment mainly consists of three dimensions, including social interaction ties, trust, and shared value, lending support for Lin and Lu's scale over the others.

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Kyung Hoon Kim

Changwon National University, Republic of Korea

E-mail address: stride@changwon.ac.kr.