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# Preface

*Leveraging Computer-Mediated Marketing Environments* is an update on how social media has evolved and explore new areas of development such as a tool for value co-creation. These changes have occurred during social media's relatively short-life span. The benefits and challenges of social media can be harnessed and leveraged by the different marketing environments. The book takes a wider perspective of the application of social media so it is not just a marketing tool, but the societal benefits and implications are discussed from a millennial generation viewpoint. Because of the broad coverage of different areas of current and new roles of social media makes this book an important and distinctive reference book for those working in social media marketing and related areas, but also consultancies that specialise in social media or require core understanding on how social media has changed and the increasing potential of its use in a business and societal context. Governmental agencies will have a better understanding of the application of social media and its implication and influence on government policies in future years. Think tanks will also gain value from reviewing this book as it attempts to identify white spaces in marketing and society that could deliver new opportunities for social media in the business environment. Furthermore, academics and market practitioners (not necessarily working in social media) would find the book an invaluable review of the new landscapes in social media. Students would also improve their understanding of social media to give them the necessary depth and detail to galvanise their interest and identify workplace opportunities for social media. The aim of the book is to give its readers a compelling competitive advantage in the field of social media that could be leverage currently and in the future.

The book is structured around three pillars, namely framing and situating computer-mediated marketing environments, perspectives and practice of computer-mediated marketing environments, and opportunities and challenges in designing computer-mediated marketing environments. Thus the chapters will be aligned as follows:

## Section 1: Framing and Situating Computer-Mediated Marketing Environments

1. The Dynamics of Social Media Marketing Content and Customer Retention – Michelle Willis
2. Social Media and Value Co-Creation – Kamna Sahni and Kenneth Appiah
3. Social Media and Social Identity in the Millennial Generation – Guida Helal and Wilson Ozuem
4. Exploring the Relationship Between Social Media and Social Influence – Ali Usman and Sebastian Okafor
5. Social Media and Social Entrepreneurship – MD Nazmul Islam and Vivek Chitran

## **Section 2: Perspectives and Practice of Computer-Mediated Marketing Environments**

6. The Differences of Hedonic Shopping Value and Purchase Intention in the Multichannel Shopping Environment for Apparel Shopping – Charanya Nopnukulviset, Laden Aldin, and Gordon Bowen
7. Social Media, Online Brand Communities, and Customer Engagement in the Fashion Industry – Guida Helal
8. Service Failure and Recovery Strategy in Computer-Mediated Marketing Environments – Samuel Ayertey and Kerry Howell
9. User-Generated Content and Consumer Brand Engagement – Mohammed Naeem and Sebastian Okafor
10. The Impacts of Omni-Channel Purchasing Behavior on Service Quality – Elena Patten
11. Smartphones: Resource Dimensions and Uses – IB Sam and Kenneth Appiah
12. Online Service Failure: Understanding the Building Blocks of Effective Recovery Strategy – Yllka Azemi and Wilson Ozuem

## **Section 3: Opportunities and Challenges in Designing Computer-Mediated Marketing Strategies**

13. Competing Through Online Service Failures and Recovery Strategies – Dipen Rai and Dominic Appiah
14. Calculation of Facebook Marketing Effectiveness in Terms of ROI – Tereza Semeradova and Petr Weinlich
15. E-Wom: The New Consumer Megaphone – Underlying Reasons and Related Factors – Esra Guven and Ozlem Isuik
16. The Challenge of Nation Branding in the Digital Age: Case of Spain's Nation Branding Project, Marca Espana – Marca Ciudad, Hamid Jahankhani, and Jim O'Brien
17. Disruptive Technology in the Smartphones Industry: Identity Theory Perspective – Dominic Appiah, Wilson Ozuem, and Kerry Howell

Section 1 is the location of four chapters of which there is a total of thirteen chapters. The first chapter in Section 1 considers social media platforms as a key to customer retention, online engagement and discussion, drawing on social influence theory. Trust, satisfaction, mutual dependency and fairness are key factors in retaining customers. Moreover, positive media posting have a healthy relationship between brand attitudes and higher purchase intentions.

Chapter 2 discuss the nature of social media platform benefits (co-creation) and security issues. Although social media in conjunction with the consumers and firms is a co-creator of economic wealth, the decentralisation of the platform does pose security issues. Social media networking is one strategy that firms reap the benefit, because of its ability to share information and apply viral marketing techniques.

Connecting fashion brands to online consumers is an effective channel to enhance brand intentions is the focus of Chapter 3. The channel connection acts as a further opportunity for brand identity through brand association. Consequently, brand perceptions are also formed and consolidated to generate symbolic and functional benefits. Furthermore, the latter part of the chapter offers suggestions on some of

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the roles that social media and social identity may play in future-proofing the design and development of marketing communications programmes.

Chapter 4 discusses the technique of tailoring online behaviour. Marketers have wished for a long time to be able to create an influential environment on social media to empower users online to engage in online brand communities. The online interaction lead to three different types of social influence compliance, internalization and identity, these influence purchase intention. Thus the aim of the chapter is to explain how social influence supports the change in beliefs, attitude and the intentions of the online consumers.

The final chapter in Section 1 is Chapter 5. This chapter explores the important role of information in an individual's life, and particularly social media information and its impact on social entrepreneurship. What is unique about the discussion in this chapter is that it focuses on social enterprises and the impact of technologies on social entrepreneurship in the context of developing countries.

Section 2 is structured around five chapters relating to perspectives and practice in computer-mediated marketing environments.

Chapter 6 focuses on the multi-shopping channel environment in the apparel clothing marketing environment. The chapter research aim to assess the hedonic shopping value in several contexts (in store, website, catalogue, mobile and social media). The results from the empirical study suggests the highest level of hedonic shopping value is linked to in store and website channels.

Chapter 7 suggests that brands have adjusted to the vocal customer, by the backward and forward interchange on social media platforms. Brand communities seek to engage customers in an interactive environment at different levels. The special focus of this chapter is the augmentation of brand awareness and how brand impressions are formed in the context of the millennial generation.

Chapter 8 explores the service recovery strategies in the online environment. Essentially, the immediacy of customer conversation and thus engagement once a complaint has been made shortens the pre-recovery phase. Advances in Information, Communication and Technologies infrastructures (ICT) facilitates the immediacy of the conversation and distance is no longer an impediment to engaging in conversation.

Chapter 9 in the group focuses on Use-generated Content (UGC) and consumer brand engagement. UGC has the potential to revolutionise interactions amongst people and reinforce sharing and give them the opportunity to create content and not merely using the available content on the internet.

Chapter 10 discusses omni-channels in the retail environment. The advent of e-commerce has given omni-channel customers the ability to switch retail channels during the purchasing decision making process. To minimise switching retailers will need to provide excellent service.

Chapter 11 develops an understanding of the key factors that help to explain and predict users' attitude to adopting or rejecting technology. The discussion centres around smartphones a deeply-diffused technology and correspondingly the emphasis is on the personal usage of mobile phones and what is the meaning of usage.

Chapter 12 discusses a recurring theme in the digital media literature that social media makes the process of conceptualising customers intentions easier, that is inclusive of their perception of fairness in the online service recovery situation. This is predicated on the behaviour of online consumer, which revealing personal information, engaging in online conversation and belonging to online communities. Thus the chapter aim to explore from the literature online failure and recovery strategies, and further suggest that successful recovery strategies improve customer retention and improve communications.

The final grouping in the book is Section 3, which investigates the opportunities and challenges in designing computer-mediated marketing strategies.

Chapter 13 takes a different perspective on service failure and recovery strategies. Currently, the literature focuses on the consumer's viewpoint. This chapter focuses on consumer-website interactivity relating to online failure and recovery strategies and the characteristics of the computer-mediated marketing environments.

Chapter 14 investigates the performance of organic and sponsored ads on the Facebook platform. The secondary data is evaluated to derive an ROI index for the different ad conversion rates. Moreover, the model uses a practical example to calculate current and future value of ongoing ads.

Chapter 15 gives an account on how WOM is transformed by the online environment. The general discussion on WOM and e-WOM considers the underlying reasons and related factors that make e-WOM an effective communication tool using a general framework.

Chapter 16 discuss nation branding and its context to marketing techniques. Practical use of nation branding includes enhancing country reputation for tourism, gaining FDI momentum, increasing exports and a magnet to attract talent. The chapter uses secondary research including economic, social, cultural and digital indices.

Chapter 17 reflects on brand loyalty as a market disruptor. Knowledge that illuminates how firms can reposition themselves to sustain brand loyalty when disruptions occur in today's complex and globalised business environment is also required. The chapter presents an empirical investigation into the phenomenon of brand switching behaviour among consumers in a specific competitive market, particularly in the Smartphones industry. It explores how resistance could be built from an identity theory perspective, as emphasis has historically been placed on the functional utility of products at the expense of social meanings.

## **CONCLUSION**

This book advances the concepts in computer-mediated marketing and brings practical advice and knowledge that are influential on the online marketing environment and social media platforms. Movement to digital applications is moving at a pace and requires engagement by firms to improve their market position. *Leveraging Computer-Mediated Marketing Environments* attempts to assist and promote the new marketing concepts of the offline and social media environments. Furthermore, to enable firms to develop a holistic perspective of computer-mediated activities and environments.