Journal of Interactive Marketing

1. Most Downloaded

Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing

Abstract

Social media outlets constitute excellent vehicles for fostering relationships with customers. One specific way to do this is to create brand fan pages on social networking sites. Companies can place brand posts (containing videos, messages, quizzes, information, and other material) on these brand fan pages. Customers can become fans of these brand fan pages, and subsequently indicate that they like the brand post or comment on it. This liking and commenting on brand posts reflects brand post popularity. In this article, we determine possible drivers for brand post popularity. We analyze 355 brand posts from 11 international brands spread across six product categories.

Results show that positioning the brand post on top of the brand fan page enhances brand post popularity. But the findings also indicate that different drivers influence the number of likes and the number of comments. Namely, vivid and interactive brand post characteristics enhance the number of likes. Moreover, the share of positive comments on a brand post is positively related to the number of likes. The number of comments can be enhanced by the interactive brand post characteristic, a question. The shares of both positive and negative comments are positively related to the number of comments. Managers of brands that operate

brand fan pages can be guided by our research with regards to deciding which characteristics or content to place at brand posts.

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2. Recent Article

Basket Composition and Choice Among Direct Channels: A Latent State Model of Shopping Costs

Abstract

Shoppers of multi-channel retailers often place orders using different channels on different shopping occasions. The differential use of channels is related to both basket composition and channel characteristics, such as the ability of the channel to provide additional information that resolves uncertainty about the purchase. In this paper, we examine the impact of basket composition on the choice among direct channels. We develop a two-stage, shopping cost model with two, latent states. Given a shopping basket, the shopper first decides if she needs additional information about items in the basket. If she is uncertain about the items in the basket meeting her needs, she uses an information rich channel, such as the retailer's website or call center, and risk reduction costs become salient in addition to the other shopping costs. If she does not require additional information, she places her order by choosing among all available channels, and she may incur a welfare loss from making a purchase that does not optimally meet her needs. We operationalize welfare loss with Shannon information and various metrics based on purchase history.

Our empirical setting is a data set from a catalog retailer that offers multiple direct channels. Our estimates show that basket composition impacts channel choice. Large baskets shift to the Internet channel, suggesting that the Internet channel has lower ordering costs. High-risk baskets shift to call centers and this suggests that the call center has lower risk reduction costs. Collectively these estimates provide evidence for the notion of channel specialization— some channels are better at addressing certain shopping costs compared to others. Our estimates also show that electronic self-service channels have high initial access costs and a significant learning curve compared to the call center suggesting that these channels might be better suited to heavy users. We use the estimated model to quantify the value of channels, to identify categories that need risk reduction, and to segment and target shoppers for Internet ordering based on basket size and the potential to accumulate experience.

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3. Most Cited

How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter?

Abstract

This study tests hypotheses regarding differences in brand-related user-generated content (UGC) between Twitter (a microblogging site), Facebook (a social network) and YouTube (a content community). It tests them using data from a content analysis of 600 UGC posts for two retail-apparel brands (Lululemon and American Apparel), which differ in the extent to which they manage social media proactively. Comparisons are drawn across six dimensions of UGC; the dimensions were drawn from a priori reading and an inductive analysis of brand-related UGC. This research provides a general framework for comparing brand-related UGC, and helps us to better understand how particular social media channels and marketing strategies may influence consumer-produced brand communications.

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4. Open Access Article

Permission Marketing and Privacy Concerns — Why Do Customers (Not) Grant Permissions?

Abstract

Little is known about the influence of motivators that drive consumers to grant permission to be contacted via personalized communication. In this study, a framework is developed to investigate the effect of select drivers of consumers granting permission to receive personalized messages. The authors distinguish between drivers related to benefit and cost to the consumers. They identify the influence of perceived personal relevance, entertainment, and consumer information control as well as monetary incentives and lottery participation as benefit-related factors. Cost-related factors entail the registration process, privacy concerns, and perceived intrusiveness. The authors find that, except for monetary incentives and lottery participation, the identified drivers significantly influence consumers' decision to grant permission. The strong negative influence of privacy concerns on the probability of granting permission can be lessened by two benefit-related factors, namely message content with entertainment value or personal relevance for the consumer. The study helps to improve firm

measures aimed at getting more permissions — granted by customers for interactive campaigns.

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