Electronic Marketing continues to be a vigorous research stream within electronic commerce. This minitrack continues in its twelfth year, highlighting some of the most interesting studies in this area. We have accepted papers in two areas: 1) quantitative, empirical research with strong theoretical underpinnings, and 2) novel methods and approaches, including case studies and frameworks, for envisioning and creating effective forms of online marketing.

“Paper or Screen – Differences in Customer Preferences and Willingness to Pay between Traditional and Digital Content Services,” by Benedikt Berger, Christian Matt, Dennis Steininger, and Thomas Hess, evaluates differences in customers’ preferences and willingness to pay between traditional and digital content services. Employing adaptive conjoint analysis, they show that customers still prefer printed newspaper over any digital format; and that the acceptance of digital newspaper formats depends on device ownership.

“Factors Affecting Consumer Satisfaction of Online Purchase,” by Theresa Lauraeus, Timo Saarinen, and Anssi Oëríni, reports on a study of how determinants of pre-purchase search, purchase related uncertainty and the type of the search process, influence consumers’ perceived satisfaction with the online purchase. Analysis of 351 consumers shows that involvement and purchase related uncertainties have stronger effects on satisfaction; and that the type of search process turned is the most important factor related to perceived purchase satisfaction.

Modeling Correlated Effect and Random Effect of Advertising and Word-of-Mouth on Product Diffusion,” by Cenyang Yang and Cheng Zhang, develop a non-homogeneous Poisson model to study how the relationship between advertising and WOM, and the occurrence of unexpected events affect product diffusion. They find that correlation between advertising and WOM can speed up the diffusion process, and that managers should balance between scale of diffusion and speed of diffusion.

In “What Drives Consumers to Click on Social Media Ads? The Roles of Content, Media, and Individual Factors,” En Mao and Zhang Jing develop an understanding of the multi-faceted factors that drive consumers to respond to social media advertising. Data from an online-survey of 613 social-media users yield evidence that the effectiveness of display ads on social media is driven by ad content, ad-media congruity, and consumers’ individual factors.

“Factors Affecting Consumer Satisfaction of Online Purchase,” by Libo Liu, Sijie Ren, Long Song, And Kristijan Mirkovski, examine the relative effects of positive and negative electronic word-of-mouth, and the moderating role of information usefulness, on consumers’ purchase decisions. Based on large-scale panel data collected from an online shopping site, findings suggest that consumers’ purchase decisions are influenced by both positive and negative reviews; and that information usefulness, including explicit and implicit useful information, has an important moderating role.

In “A Two-Tiered Recommender System for Tourism Product Recommendations,” Young Ryu, Il Young Choi, and Jae Kyeong Kim proposes a novel travel recommender system, based on collaboration filtering and approximate constraint satisfaction that can automate word-of-mouth communication and provide personalized travel services, that models a tourist's personal needs as a constraint satisfaction problem and helps the user build a personalized travel plan. They develop and test a prototype system and verify its effectiveness and usability.