Electronic Marketing continues to be a vigorous research stream within electronic commerce. This minitrack continues in its thirteenth 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.

“Do Facebook Likes Lead to Shares or Sales? Exploring the Empirical Links between Social Media Content, Brand Equity, Purchase Intention, and Engagement Intention” by Constantinos Coursaris, Wietske Van Osch, and Brigitte Balogh. They conducted a four-week long experiment, and found that brand equity is a full, direct mediator between engaging brand content and both purchase intention and brand social media engagement intention, and found a positive effect of engaging brand content on consumer brand equity.

In “Characterizing Quantitative Measures of User Engagement on Organizational Facebook Pages,” by Leora Mauda, and Yoram Kalman. apply insights from social information processing theory to quantitatively characterize five measures of user engagement on social network sites. Findings demonstrate that user engagement behaviors on social network sites are rich and multifaceted, and are influenced by each organization's unique characteristics. The findings also suggest that engagement with a post can be predicted based on the engagement level in the first hour after it is posted.

“Seller Manipulation of Consumer Reviews under Competition,” by Ruohai Wu, and Chun Qiu, use a game theoretical model to explore the incentive mechanism of the manipulation of consumer reviews in a competitive environment. They find that only low-quality sellers fake consumer reviews, and how market characteristics, including consumer quality preference and manipulation cost, influence the manipulation of consumer reviews.

In In the paper “From E-Shopping System Quality to the Consumer’s Intention to Return: A Meta-Analytic Study of the Mediation of Attitude, Usefulness, Enjoyment, and Trust” John Ingham, and Jean Cadieux develop an understanding of the multifaceted factors that drive consumers to respond to social media advertising. Data yield evidence that the effectiveness of display ads on social media is driven by ad content, ad-media congruity, and consumers’ individual factors.

In “Why Consumers Go to Online Grocery: Comparing Vegetables with Grains,” Chungham Kang, Junghoon Moon, Taekyung Kim, and Youngghan Choe, analyze real purchase data with logit regression, and linear regression with Box-Cox transformation, and find that the effect of convenience variables and food related lifestyle variables varies across the context (adoption vs. post-adoption) and product categories.

“Consumer Trust Toward an Online Vendor in High vs. Low-Context Cultures,” by Heli Hallikainen, and Tommi Laukkanen, find that disposition to trust has a highly significant effect on the three dimensions of trustworthiness namely ability, integrity, and benevolence; and conclude that while in China general disposition to trust has a highly significant effect on perceived trustworthiness of an online vendor, the effect is only marginal in Finland.

In “Quantifying the Value of Local Showrooms in Consumer Search and Purchase,” by Jayarajan Samuel, Ying Xie, and Zhiqiang Zheng investigate how the presence and absence of local showrooms impact customers’ searching and purchasing behavior with competitors. Using an exogenous event of showroom exit, they found that showrooms not only impact sales of competitors, but more importantly, change the intensity of customer search.

“Visual Complexity and Figure-background Color Contrast of E-commerce Websites: Effects on Consumer’s Emotional Responses,” by Sheng-Wei Lin, and Louis Yi-Shih Lo, show that visual complexity and figure-background color contrast of website had partially significant effects on consumer’s emotional responses.

In “User Behavior in Crowdfunding Platforms. Exploratory Evidence from Switzerland,” Michael Beier, and Kerstin Wagner explore user behavior in crowdfunding, and show that the first days of a campaign are crucial. Successful projects generate a significant share of their intended funding goal in the first days of a campaign.