

PREMIER REFERENCE SOURCE

CONTEMPORARY RESEARCH IN E-BRANDING



SUBIR BANDYOPADHYAY

Detailed Table of Contents

Preface	XV
----------------------	----

Chapter I

Key Success Requirements for Online Brand Management	1
<i>Subir Bandyopadhyay, Indiana University Northwest, USA</i>	
<i>Rosemary Serjak, University of Ottawa, Canada</i>	

In recent years, many online brands (or e-brands) have emerged. For a brick-and-mortar brand to excel in the online environment, the brand manager must appreciate some of the key features of the Internet and make adjustments to the traditional brand management strategy. For example, the control of communication in case of online brand management lies with both the brand manager and the consumer, whereas from the traditional branding perspective, the control by and large rests with the brand manager only. The authors of this chapter highlight the differences between traditional brand management and online brand management. They then focus on several key success factors in building a successful online brand, which they believe will help guide the brand manager through a series of steps leading to successful online branding.

Chapter II

The Role of Blogs on a Successful Political Branding Strategy	16
<i>Luis Casaló, University of Zaragoza, Spain</i>	
<i>Miguel Guinaliú, University of Zaragoza, Spain</i>	
<i>Carlos Flavián, University of Zaragoza, Spain</i>	

The Internet is taking on an increasingly major role in political marketing and branding strategies. This is because of the use that the public itself is making of the Internet when taking part in the decisions made by their representatives and in the events of the environment they live in. These digital citizens have found in the Internet, particularly blogs, a new way of forming relationships with politicians, by communicating with them directly, coordinating their activities with other citizens with similar political ideals or even financing electoral campaigns. This chapter describes the use that some political leaders have made of blogs. Therefore, the authors analyze the two cases that represented the beginning of the use of the Internet as a major electoral tool: Howard Dean and Wesley Clark in the Democrat primaries in the USA in the 2003-04 campaign. Thanks to the analysis of these two cases and the theories developed

around the concept of social capital and virtual communities, this paper presents the main characteristics of this type of digital citizen and the possible political marketing strategies developed around them. The analysis of these cases provides various implications for better management of these political marketing tools, whose potential is yet to be discovered.

Chapter III

Brand Personality of Web Search Engines: Who is the Conqueror of the Digital Age? 31

Aslihan Nasir, Boğaziçi University, Istanbul, Turkey

Süphan Nasir, Istanbul University, Turkey

This study tries to identify the brand personality dimensions that search engine companies create in the minds of Internet users by using past research on brand personality scales as a guide. Furthermore, it is also aimed to determine the distinct brand personality dimensions of Google as the most preferred and used search engine. It is found that Google has been perceived as the most “competent” search engine brand. Furthermore, depending on the MANOVA results, it is shown that all three search engines have statistically significant differences only on the “competence” dimension. “Sincerity” and “excitement” are the other two dimensions which significantly differentiate Google from both MSN and Yahoo.

Chapter IV

The Naming of Corporate eBrands..... 48

Tobias Kollmann, University of Duisburg – Essen, Germany

Christina Suckow, University of Duisburg – Essen, Germany

This chapter examines whether classical brand naming concepts are sustainable for entrepreneurial firms in the Net Economy. A prior study of Kohli and LaBahn (1997) covers the formal brand naming process and gives insights into brand name objectives and criteria. To follow the research purpose, their findings have been adapted to entrepreneurial firms in the Net Economy. 319 E-entrepreneurs located in German business incubators were analyzed for their brand naming process. The availability of an appropriate domain name is found to be a basic driver for deciding on a brand name. The domain name influences the course of action during the naming process. Two groups were found that significantly differ in proceeding with the naming process. One group of E-entrepreneurs follows the traditional process of Kohli and LaBahn (1997), whereas the other group follows a new approach giving more emphasis on the domain name. Here, the process shows to be iterative in nature instead of a step by step procedure.

Chapter V

Returns on e-Branding Investment: Linking Pre-Acquisition Marketing Activity to Customer

Profitability 61

Patrali Chatterjee, Montclair State University, USA

Consumer-centric organizations recognize customer relationships with brands as a source of sustainable competitive advantage that they can leverage to successfully introduce brand extensions. Marketers seeking to leverage brand equity associated with core offline products to introduce e-brand extensions recognize that success depends on initiating brand relationships with prospective customers, as well as

maintaining relationships with existing customers. This research proposes and empirically demonstrates that investment on e-branding relationships with current users generates higher returns for online extensions that have close fit with the core offline product. In contrast, investments on non-users have a *higher return* on adoption of online brand extensions that have low-fit with core products, compared to current customers and can increase overall profitability. Further, the authors show that website features like personalized email and interactive aids have a significantly higher impact on customer profitability and motivate prospective consumers to move to higher levels of relationship with the firm, than financial incentives like sales promotions. Managerial implications for return on e-branding investments and future research directions are discussed.

Chapter VI

Consumers' Optimal Experience on Commercial Web Sites: A Congruency Effect of Web Atmospheric Design and Consumers' Surfing Goal 78

Fang Wan, University of Manitoba, Canada

Ning Nan, University of Oklahoma, USA

Malcolm Smith, University of Manitoba, Canada

Though marketers are aware that online marketing strategies are crucial to attract visitors to Websites and make the website sticky (Hoffman et al., 1995; Morr, 1997; Schwartz, 1996; Tchong, 1998), little is known about the factors that can bring out such a compelling online experience. This chapter examines how specific Web atmospheric features such as dynamic navigation design, together with Web users' surfing goals, can lead to an optimal online experience. In addition, the chapter also examines the consequences of an optimal surfing experience on consumers' attitudes toward commercial websites/brands (promoted on these sites) and purchase intentions. In this chapter, the authors review related research on online consumer experience, identify two key antecedents of the optimal online experience, report an experiment testing the effects of these antecedents and provide insights for future research.

Chapter VII

Nonlinear Pricing in E-Commerce 95

José J. Canals-Cerdá, Federal Reserve Bank of Philadelphia, USA

Internet markets are usually under the command of a market intermediary that charges fees for its services. Differences in quality across items being sold allow the market intermediary to employ lucrative nonlinear pricing strategies and to offer different levels of service. For several years now, eBay has been using a nonlinear pricing policy that offers sellers the opportunity of having their items listed first when buyers search for specific products in return for an additional fee. A similar pricing strategy is also used in other online markets like Overstock.com and ArtByUs.com, and is also employed by search engines when sponsored links are displayed first. In this paper, the authors analyze this topic from a theoretical and empirical perspective. Results also indicate that the pricing policy implemented by eBay increases revenues significantly for sellers and for the market intermediary when compared with a single-price policy and acts as a *coordination mechanism that facilitates the match between buyers and sellers*.

Chapter VIII

The E-Mode of Brand Positioning: The Need for an Online Positioning Interface	112
<i>S. Ramesh Kumar, IIM, Bangalore</i>	

Brand positioning is a crucial strategy to any brand's strategy. Given the rapid development of technology and its impact on online strategies, changing lifestyles of consumers and the consumer interaction required as a part of contemporary brand strategy, there may be need for brands to synergize their positioning strategies with online positioning strategies. This would enable brands to adapt to an environment which is increasingly becoming digital. The paper after taking into consideration the published literature on brand positioning, attempts to formulate online positioning strategies using different aspects of brand positioning, price, customer interactivity and consumer community orientation. Implications for marketing managers are provided.

Chapter IX

Job Search at Naukri.com: Case Study of a Successful Dot-Com Venture in India.....	126
<i>Sanjeev Swami, Indian Institute of Technology Kanpur, India</i>	

This chapter presents the case study of a successful dot-com venture in India, Naukri.com, in the job search market. The authors begin by providing an overview of job search methods in both general and the specific Indian contexts. The advent and growth of the e-recruitment market is also discussed. The authors then provide background information for Naukri.com by focusing on its business model, growth, organizational structure and human resource management. The product/service offerings of Naukri.com for recruiters and job-seekers are discussed next. Then, a critical analysis of the consumers of the company and their competitors is provided. The chapter concludes by assessing Naukri.com's marketing strategy during initial (1997-2000) and recent (2001-2004) time periods.

Chapter X

Trademark Infringement in Pay-Per-Click Advertising.....	148
<i>Peter O'Connor, IMHI, Essec Business School, France</i>	

Corporations rely on brands to stimulate consumer awareness and foster an affinity for their products (Spinello 2006). Legal protection against brand infringement comes from trademark law – a subsection of intellectual property law that prevents third parties from benefiting from the value and goodwill built up in a brand (Gallafent 2006). However such legislation has developed in the offline world. How do its principles and practices transfer to e-commerce? While still a developing subject, this paper examines the ethical and legal position surrounding trademark infringement in a specific area of the electronic arena – within paid search advertising. The paper explains the rationale behind the problem, outlines the current legal situation and offers advice as to how trade name owners can better protect their e-brand.

Chapter XI

E-Branding the Consumer for Cultural Presence in Virtual Communities.....	161
<i>Robert Pennington, Fo Guang University, Taiwan</i>	

Brands have evolved from signs of property rights to signs of product attributes to signs of consumer attributes. Brands have become an important mode of consumer communication, identifying and dis-

tinguishing consumers as social objects within consumer market culture. Virtual communities have evolved from telephonic verbal communication to highly interactive electronic media that provide rich audio-visual sensory detail that gives consumers a sense of being in an environment. As a fundamentally cultural phenomenon, marketing communication reflects shared patterns of consumer thoughts, feelings, emotions and behaviors. Virtual communities are particularly suited for communication in consumer culture because they afford consumers authentic cultural presence. Culture depends on communication. Communication depends symbols. Symbols constitute electronic environments. eBranding affords consumers the necessary tools to communicate their roles and relationships in virtual consumer culture environments for transfer to actual consumer culture environments. Consumption in actual environments results in brand viability and marketing success.

Chapter XII

Impact of Internet Self-Efficacy on E-Service Brands	176
<i>Terry Daugherty, The University of Texas at Austin, USA</i>	
<i>Harsha Gangadharbatla, Texas Tech University, USA</i>	
<i>Matthew S. Eastin, The University of Texas at Austin, USA</i>	

As the Internet expands to include individual applications such as banking, shopping, information gathering, and so on, brand managers and marketers have turned to the Internet to utilize it as an effective branding vehicle. Consequently, understanding how the Internet could be used effectively in e-branding becomes imperative. One barrier to a successful utilization of the Internet as a branding tool is the rate at which individuals adopt and use the various e-services made available to them. As will be discussed, adoption depends, in part, on the users' level of Internet self-efficacy. This chapter illustrates a conceptual framework for understanding Internet self-efficacy and presents findings from an exploratory experiment designed to investigate the link between self-efficacy, attitudes toward e-services and individuals' likelihood of using such e-services. Results are presented and managerial implications for e-service providers are drawn.

Chapter XIII

Understanding Brand Website Positioning in the New EU Member States: The Case of the Czech Republic	193
<i>Shintaro Okazaki, Universidad Autónoma de Madrid, Spain</i>	
<i>Radoslav Škapa, Masaryk University Brno, Czech Republic</i>	

This study examines Websites created by American multinational corporations (MNCs) in the Czech Republic. Utilizing a content analysis technique, the authors scrutinized (1) the type of brand Website functions, and (2) the similarity ratings between the home (US) sites and Czech sites. Implications are discussed from the Website standardization versus localization perspective.

Chapter XIV

Online Consumers' Switching Behavior: A Buyer-Seller Relationship Perspective	216
<i>Dahui Li, University of Minnesota Duluth, USA</i>	
<i>Glenn J. Browne, Texas Tech University, USA</i>	
<i>James C. Wetherbe, Texas Tech University, USA</i>	

Limited studies have investigated online consumer loyalty and retention from a relationship orientation in electronic commerce research. It is important to understand the differences in relationship orientations between people who have the propensity to stick to particular web sites (“stayers”) and people who have the propensity to switch to alternative web sites (“switchers”). This study proposes a relationship-based classification schema consisting of five dimensions, i.e., commitment, trust, satisfaction, comparison level of the alternatives, and non-retrievable investment. Data were collected from 299 college students who had experience with e-commerce websites. Using discriminant analysis, the authors found that stayers and switchers were significantly different along the five research dimensions. Satisfaction with the current website was the most important discriminant factor, followed by trust, commitment, comparison level of alternative websites, and non-retrievable investment in the current website. Implications of the findings for researchers and practitioners are discussed.

Chapter XV

Understanding Consumer Reactions to Offshore Outsourcing of Customer Services 228

Piyush Sharma, Nanyang Business School, Singapore

Rajiv Mathur, Percom Limited, New Delhi, India

Abhinav Dhawan, team4U Outsourced Staffing Services, New Delhi, India

Offshore outsourcing is a fast-growing aspect of the world economy today and it has drawn attention from policy makers as well as public at large in many developed countries. However, there is hardly any research on how outsourcing of customer services may influence individual consumers, their perceptions, attitudes and behaviors. In this chapter, the authors first review the extant literature in the country-of-origin and services marketing areas to highlight key concepts and theories relevant to this area. Next, they show how offshore outsourcing of customer services may influence consumer perceptions about service quality, brand image and brand loyalty on one hand and impact customer satisfaction, complaint behavior and repurchase intentions on the other. The role of several relevant demographic and psychographic variables is also discussed. Finally, the findings from a survey-based study among customers in three developed countries (US, UK and Australia) are reported along with a discussion of managerial implications and future research directions in this area.

Chapter XVI

An Extrinsic and Intrinsic Motivation-Based Model for Measuring Consumer Shopping

Oriented Web Site Success 241

Edward J. Garrity, Canisius College, USA

Joseph B. O'Donnell, Canisius College, USA

Yong Jin Kim, Sogang University, Korea & State University of New York at Binghamton, USA

G. Lawrence Sanders, State University of New York at Buffalo, USA

This paper contributes to the literature in three ways. Firstly, the proposed model provides a nomological network of success factors that provides a better understanding of how intrinsic and extrinsic motivation factors impact the use of systems in general and websites in particular. Secondly, this paper incorporates two dimensions, Decision Support Satisfaction and Interface Satisfaction, as antecedent variables to expand our understanding of Perceived Usefulness (implemented as Task Support Satisfaction). Thirdly, Decision Support Satisfaction not only provides for enhanced explanatory power in the model, but it

can also offer important insights into the decision support provided by consumer shopping-oriented web information systems (Garrity et al., 2005). This is especially important because consumer shopping-oriented web information systems differ from conventional DSS in a number of ways, including and most notably that consumers have an extensive and different decision making process from managers (O’Keefe & McEachern, 1988).

Chapter XVII

A Critical Review of Online Consumer Behavior 262

Christy MK Cheung, City University of Hong Kong, Hong Kong
Gloria WW Chan, City University of Hong Kong, Hong Kong
Moez Limayem, City University of Hong Kong, Hong Kong

The topic of online consumer behavior has been examined under various contexts over the years. Although researchers from a variety of business disciplines have made significant progress over the past few years, the scope of these studies is rather broad, the studies appear relatively fragmented and no unifying theoretical model is found in this research area. In view of this, the authors provide an exhaustive review of the literature and propose an integrative model of online consumer behavior so as to analyze the online consumer behavior in a systematic way. This proposed framework not only provides us with a cohesive view of online consumer behavior, but also serves as a salient guideline for researchers in this area. The chapter concludes with a research agenda for the study of online consumer behavior.

Chapter XVIII

Multi-Channel Retailing and Customer Satisfaction: Implications for eCRM 280

Patricia T. Warrington, Texas Christian University, USA
Elizabeth Gangstad, Purdue University, USA
Richard Feinberg, Purdue University, USA
Ko de Ruyter, University of Maastricht, The Netherlands

Multi-channel retailers that utilize an eCRM approach stand to benefit in multiple arenas - by providing targeted customer service as well as gaining operational and competitive advantages. To that end, it is inherent that multi-channel retailers better understand how satisfaction – a necessary condition for building customer loyalty – influences consumers’ decisions to shop in one retail channel or another. The purpose of this study was to examine the influence of shopping experience on customers’ future purchase intentions, both for the retailer and for the channel. Using a controlled experimental design, U.S. and European subjects responded to a series of questions regarding the likelihood making a future purchase following either a positive or negative shopping encounter. Results suggest that shopping intentions vary based on the shopping channel as well as cultural differences.

Chapter XIX

The Effect of Information Satisfaction and Relational Benefit on Consumer’s On-Line Shopping Site Commitment..... 292

Chung-Hoon Park, Samsung SDS, Korea
Young-Gul Kim, Graduate School of Management, KAIST, Korea

Among the potential determinants of consumers' commitment to on-line shopping site are information features of the web site because on-line shopping consumers have to base their judgment solely on the product or service information presented on the site. When consumers are satisfied with such information features and perceive clear benefits from their relationships with the site, we can expect them to be more committed to the site. This study investigates the relationship between such determinants and consumers' commitment to an on-line shopping site. Results of the on-line survey with 1,278 Korean customers of on-line bookstores and ticketing services indicate that *information satisfaction and relational benefit* are highly predictable of consumers' commitment to an *on-line shopping site*. In addition, the authors found that *information satisfaction is affected most by product information quality* while *relational benefit is strongly related to service information quality*. These results seem to reflect the consumers' *different perceptual weights to different information contents of the web sites in forming their web site perceptions*.

Compilation of References	313
About the Contributors	351
Index	356