

# Impact Of Motivations To Generate User Generated Content On Purchasing Decisions Of Consumers Of Hospitality Industry In Pakistan

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Explore the significant impact of consumer motivations for generating User-Generated Content (UGC) on the purchasing decisions within Pakistan's hospitality industry. This analysis reveals how various drivers influence content creation, directly affecting how consumers choose and book services in the region.

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Impact of Motivations to Generate User-Generated Content on Purchasing Decisions of Consumers of Hospitality Industry in Pakistan

Thesis (M.A.) from the year 2014 in the subject Business economics - Offline Marketing and Online Marketing, grade: 3.7, Lovely Professional University, Punjab (IBIT), course: marketing, language: English, abstract: Social networking has become a vital component of the current era which is not only being utilized by the public but also the corporate sector is using it for marketing purposes. The success of social web as a marketing tool is because of its enormous usage and it bears minimum cost to the firms. Over the past few decades the use of personal computers and laptops has increased dramatically. Moreover the use of Internet and the social websites is progressing among the users. Different business companies are taking the advantage of this trend and are using social network as a vehicle to reach millions of their customers and repeat buyers. For industry such as hospitality industry where it is extremely important to stay in touch with customers constantly and provide them latest updates regarding the services, social networking sites are being considered one of the most effective and efficient tool. However the corporate firms are not utilizing this platform to its maximum level and there is still lot more potential that has to be explored and understood. The purpose of this study is to evaluate the effect of the customer/user generated advertisement on the hospitality industry and analyze the different marketing strategies being implemented by the organizations to reach masses of their customers. The paper will explain the factors influencing the consumer's purchase intention and brand loyalty. The objective of the research paper is not only to calculate the number of hospitality firms using the social network actively but analyze the different sectors and functions of the social media being implemented by the industry for advertisement. The research paper also explains the advantage of using the social networking sites for advertisement as compared to the traditional advertising. The study will reveal which consumers are our most profitable segment which we need to go for. The study will explain the factors which are considered most important by consumers and hence the industry should focus its marketing efforts on these factors.

User-Generated Content and its Impact on Branding

The emergence of social media as one of the driving forces of consumers' online experiences today also challenges our current understanding on marketing and brand management. The effects of brands'

social media involvement are to this day uncertain. Severin Dennhardt shows that social media and user-generated brands do have a strong influence on brands. Four independent studies demonstrate that first, successful brands can be created in virtual worlds, second, user-generated content drives the creation of unique brands, third social media strongly influences the social value perception of brands, and fourth, social media impacts consumers' purchase decision process.

### Digital and Social Media Marketing

This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

### Online Impulse Buying and Cognitive Dissonance

Consumers' beliefs and attitudes towards online sales significantly influence buying behavior on the internet. However, the impact of these thoughts and beliefs on the decision to make an online purchase is not direct. It can be moderated by the emotions experienced while browsing an e-commerce website. Impulse buying in particular is influenced by a number of factors, for example how stimulating the e-shopping platform is, and how easy it is to click on the cart a certain product, for instance a smartphone. But what happens after an online impulse buy is made? Often the customer can regret the purchase and in the throes of anxiety, look for reasons to justify the choices made. Consumer behaviour scholars and psychologists call this phenomenon cognitive dissonance, and certain individuals are more sensitive than others in developing this than others. This book offers a deep investigation around online impulse buying and subsequent cognitive dissonance. Specifically, the authors present a research case study of a group of millennials who are shopping for smartphones to study whether an initial positive state can reduce the onset of cognitive dissonance in consumers. Based on substantial research and a sample of 212 impulsive millennial buyers, the book provides a comprehensive, but simple and synthetic framework of impulse buying, cognitive dissonance and positive affect state, highlighting their relationships.

### Handbook of Research on Digital Media and Advertising: User Generated Content Consumption

"This book bridges the gap between professional and academic perceptions of advertising in new media environments, defining the evolution of consumerism within the context of media change and establishing the practical issues related to consumer power shifts from supplier to user"--Provided by publisher.

### An Analysis of Online Consumer Behavior Between Different Generations

Master's Thesis from the year 2019 in the subject Sociology - Consumption and Advertising, grade: 4, Ozmir University of Economics, course: Online consumer behavior, language: English, abstract: As a result of the internet comes into our lives fast around the world, the shopping habits of individuals' have started to change. Technological developments bring forth the idea of the continuous change. This paper is focused on online consumer behavior between Gen Ys, Gen Xs and baby boomers. The importance of this study is to analyze and make evident of the reasons behind online shopping between different generations. Since the online shopping activities are increasing nowadays, it is necessary to understand the leading reasons behind individuals' online shopping activities in order to develop better choices for consumers in a competitive market. The paper builds on the relevant literature and it examines the consumer behavior of individuals by questionnaires. Furthermore, the hedonic and utilitarian motivational functions and their sub-dimensions will be measured in order to understand the online consumer behavior. To reach those objectives, non-random/ convenience sampling method

is applied in Izmir to 384 sample sizes to identify all aspects of the online shopping and impact on consumer behavior. The data results obtained revealed in the paper to support the research questions. It is determined that there are significant levels of hedonic and utilitarian motivations on online shopping between generations. The differences are particularly observed between Gen Ys and baby boomers within the scope of utilitarian and between Gen Ys and older generations (Gen Xs and baby boomers) within the scope of hedonic motivations. As a result of the evaluations according to questionnaire, the results show that marketers need to focus on marketing campaigns to Gen Xs and baby boomers about utilitarian motivations. Beside this, they should concentrate on more hedonic motivations for Gen Ys and develop new marketing strategies.

### Consumer Behaviour and Social Network Sites

This book provides a solid understanding of electronic word of mouth (eWOM) by taking the reader through the process of information diffusion from rumour generation in times of traditional word of mouth (WOM) to negative social eWOM and examining how consumers process it. Consumer Behaviour and Social Network Sites tackles different themes relating to negative eWOM. Drawing on both intensive scientific research and professional examples, it bridges the gap between the academic and professional worlds. The book contrasts negative social eWOM to traditional WOM while discussing the specificities of different social networking sites in diffusing such information. It looks at why and how consumers decide to create, share and react to negative social eWOM, suggesting that there are more reasons than are commonly presumed for consumers to articulate themselves on these platforms. It also provides an appreciation of web users' behaviours with regards to negative social eWOM and how it can alter their decision-making journey. The book concludes with several strategies and key takeaways to deal with and prevent negative social eWOM. Most books on WOM are purely professional and lack the theoretical contextualization of the issue. Moreover, they often provide insights on brand-to-consumer conversation but not consumer-to-consumer (C2C) communication. This short book provides marketing academics, students and practitioners with an important insight into these C2C communications that can potentially be harmful to brands.

### Using Influencer Marketing as a Digital Business Strategy

Using Influencer Marketing as a Digital Business Strategy presents a comprehensive exploration of the burgeoning world of digital influencers, whose impact on consumer behavior and brand promotion is rapidly transforming the marketing landscape. This book delves into the most relevant topics in the field, providing a valuable contribution to both management and academia alike. The book delves into the essence of influencer marketing by examining the different types of influencers and their crucial role in reaching a brand's target audience. The strategic partnership between influencers and brands is analyzed, highlighting how these influential content creators act as powerful intermediaries between companies and potential consumers. By examining the intricate relationship between influencers, brands, and consumers, the book sheds light on the purchase intention process and consumer habits in the digital age. Given the recent emergence of influencer marketing as a prominent force, this book serves as a critical reference source for researchers, business executives, marketing professionals, influencer marketing agencies, and graduate students seeking to expand their understanding of this dynamic field.

### Understanding Participative Consumer Behavior

Bachelor Thesis from the year 2007 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,0, University of Hertfordshire (School of Management), language: English, abstract: Google paid 1.65bn for the acquisition of Youtube, Rupert Murdoch's News Corp. bought Myspace for 580m, and Holzbrinck fully took over Studivz.net for about 85m, to give just a few examples of recent Web 2.0 deals. What makes these so-called online communities so valuable? The answer to this question may be surprising: The deployed technologies are more or less the same as 6 years ago, but what all these new sites share is a new approach to creating things: "user-generated content"

### Web 2.0: User-Generated Content in Online Communities

Abstract: Evolving technology and consumer trends have led to the marketing industry's re-evaluation of the effectiveness of traditional advertising theories and strategies. Today's marketers are immersed in the digital world of marketing, meaning they must learn to effectively navigate these channels

to create successful advertising campaigns. While there is a consensus that digital marketing is more cost-effective and less labor-intensive, underlying skepticism remains as to its effectiveness for building brands and directly impacting consumer choice. In general, advertising effectiveness has consistently been measured by assessing the change in attitude toward a product, service or brand and monitoring actual buying behavior following exposure to an advertising stimulus. However, effective methods for developing creative messaging in digital marketing environments that engage behavioral and psychological dimensions of the consumer have been noticeably limited in the extant literature. Furthermore, the fragmented nature of marketing research because of academia's focus on developing a unique body of knowledge and marketing practitioners' concerns with applied research and putting knowledge into practice further exacerbates the problem. The purpose of this study is to bridge a gap in the marketing literature by studying the impact of intrinsic motivators as themes in digital banner advertisements for a sector of the service industry (academic institutions) and the effect the intensity level of each motivating theme has on a consumers' attitude toward the advertisement and intention to engage with the advertisement by clicking for more information. The results of this study are applicable to marketing professionals who contend with varying levels of intangibility in the services sector, particularly faith-based and/or higher education, as they attempt to craft impactful messaging and content strategies through digital marketing efforts. Dissertation Discovery Company and Jacksonville University are dedicated to making scholarly works more discoverable and accessible throughout the world. This dissertation, "Consumer Purchase Motivation in Digital Environments" by Tonnelle Michelle Bennett, was obtained from Jacksonville University and is being sold with permission from the author. The content of this dissertation has not been altered in any way. We have altered the formatting in order to facilitate the ease of printing and reading of the dissertation.

### Consumer Purchase Motivation in Digital Environments

Heutzutage sind Social-Media-Plattformen ein entscheidender Aspekt jeder Marketingstrategie. Sie können als digitales Schaufenster betrachtet werden, das die Identität der Marke repräsentiert, ihre Produkte vorstellt und potenzielle Kunden anzieht. Hier informieren sich die Menschen über das Unternehmen und interagieren mit ihm und Gleichgesinnten. Wenn es richtig gemacht wird, entwickelt sich eine aktive Gemeinschaft um die Marke herum. Natürlich stellen die Unternehmen nur die Vorteile ihrer Produkte und Dienstleistungen dar, was manche Nutzer skeptisch macht. Daher sind potenzielle Kunden ständig auf der Suche nach Informationen von Dritten über ihren geplanten Kauf. In diesem Moment betritt UGC (user-generated content) die Bühne oder besser gesagt den Bildschirm. Er dient aber nicht nur als verlässliche Informationsquelle, sondern nimmt noch weitere Rollen ein. In einer Vorstudie wurden bereits vier Gründe ermittelt, warum Menschen UGC auf Social-Media-Plattformen konsumieren. Diese werden als ansprechende Authentizität, Informationsrecherche, zeitgenössische Gemeinschaft und anregende Unterhaltung bezeichnet. Basierend auf diesen Erkenntnissen wurde in dieser Arbeit die vorhandene Literatur weiter ausgewertet und eine Primärforschung mit Hilfe eines Online-Fragebogens durchgeführt. Die Befragten (n = 162) sind zwischen 18 und 35 Jahre alt, leben in Österreich und sind aktive Social Media Nutzer. Zusätzlich zu dieser Umfrage wurde eine PLS SEM-Analyse durchgeführt, um zu untersuchen, welche dieser Faktoren einen positiven Einfluss auf den UGC-Konsum der Social Media-Nutzer haben. Die Studie ergab, dass Gemeinschaft, Information und Unterhaltung die Haupttreiber für den Konsum von UGC sind, während Authentizität laut den Ergebnissen der Studie kein Motivator ist. Darüber hinaus zeigt die Studie praktische Auswirkungen für Vermarkter auf. Durch die Analyse der beispielhaften UGC-Strategien von Apple und GoPro werden mehrere Gemeinsamkeiten identifiziert und wertvolle Handlungsschritte abgeleitet. Verbraucher aktiv dazu zu ermutigen, UGC für eine Marke zu erstellen, sie um Erlaubnis zu bitten und ihnen Anreize in monetärer oder nicht-monetärer Form zu bieten, sind wesentliche Bestandteile einer erfolgreichen UGC-Strategie in sozialen Medien. Das Verständnis dieser Konsumtreiber und die Anwendung dieser Handlungsschritte führt höchstwahrscheinlich zum Aufbau einer loyalen Gemeinschaft, einer großen Menge an UGC und wiederkehrenden Umsätzen für das Unternehmen.\*\*\*\*Nowadays, social media platforms are a crucial aspect of every marketing strategy. It can be seen as the digital shop window that represents the brand identity, showcases its products and attracts potential customers. Here, people inform themselves about the company and interact with it and like-minded people. If done properly, an active community evolves around the brand. Obviously, firms only display the advantages of their products and services, which makes some users skeptical. Therefore, prospects are constantly on the lookout for third-party information about their considered purchase. In this moment, UGC (user-generated content) steps onto the stage or rather, onto the screen. But it does not only act as a reliable source of information but also occupies several other roles. A pre-study conducted already identified

four reasons why people consume UGC on social media platforms. These are labelled as Approachable Authenticity, Information Investigation, Contemporary Community and Exciting Entertainment. Based on these findings, this paper further reviewed existing literature and carried out primary research by employing an online questionnaire. The respondents (n = 162) are between 18 and 35 years old, live in Austria and are active social media users. On top of that survey, a PLS SEM analysis was performed to examine which of these factors has a positive influence on social media users' UGC consumption. The study found that community, information and entertainment are the main drivers for consuming UGC, while authenticity is no motivator, based on the study's results. Moreover, the paper suggests real-life implications for marketers. By analyzing the exemplary UGC strategies of Apple and GoPro, the paper identifies several similarities and derives valuable action steps. Actively encouraging consumers to create UGC for a brand, asking them for permission and incentivizing them in monetary or non-monetary forms are essential components of a successful UGC strategy on social media. Understanding these consumption drivers and applying these action steps most likely leads to the establishment of a loyal community, a great amount of UGC and recurring sales for the company.

### Unveiling the Drivers of User-Generated Content Consumption on Social Media

This book examines users' digital content contribution and consumption behavior from a social perspective. Digital content is everywhere—from search results on search engines to posts on social media. Incentivizing users to contribute abundant content and motivating users to engage in and pay for digital content are vital for online platforms, especially those relying on digital content generated by users. This book develops a theoretical framework to incorporate social influence, including social presence, social interaction, social comparison, social loafing, and social relationships, in users' digital content contribution and consumption decisions. Further, using a large volume of data from online platforms, the author empirically studies the role of social interaction in digital content provision and monetization from the supply side. Also, regarding the digital content demand side, this book explores how to boost content consumption via social motives and social norms. The book enriches the understanding of social influence in digital content contribution and consumption and provides practical suggestions for digital platforms' mechanism design.

### Social Influence on Digital Content Contribution and Consumption

With the growth of information technology—and the Internet in particular—many new communication channels and platforms have emerged. These platforms are focused on being not only user friendly, but also highly interactive, providing many unique ways to create and distribute content. Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace explores the way these new channels and platforms affect our everyday interactions, particularly as they relate to meaning, growth, and recent trends, practices, issues, and challenges surrounding the world of modern marketing. Featuring a special emphasis on social media, blogging, viral marketing, and other forms of e-communication, this timely reference source is essential for students, researchers, academics, and marketing practitioners.

### Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace

First part Psychological factor Chapter One "Motivation" psychological factor Like any human behavior, consumer behavior is seems as determined by effect of certain factors. Such as motivation psychological factor, which will influence consumer behavior. The " motivation" factor is one of the consumer behavior factors to process, phenomena to influence consumers to make decisions to purchase products and service. The " motivation" factor's effect can be relatively easily identified and measured because it is located on the " visible range" of the forces as well as its impact is tangible with the psychological factors. How can " motivation" cause a positive or negative impact on consumer activity? Understanding motivation factor how to influence consumer behavior, it can help businessmen to predict that whether how they ought need to achieve commercial policy with the objective causal phenomena to achieve the desired positive result more easily. How can motivation psychological factor influence consumer behavior? In fact, the psychological factors are not seen and difficult measurement. But, in some situation, or environment, businessmen can attempt to fell or measure or visible or predict why and how the consumer changes whose consumption behavior easily. I shall indicate that "motivation" is one example of visible and feeling and measurement psychological factor to help businessmen predict how and why the consumer's consumption desire will be changed by motivation psychological factor influence. Motivation factor can represent the consumer individual unique qualities and ways of responding to choose to buy the product or service. What is " motivation"

factor mean? Motivation factor can influence every consumer how to make final purchasing decisions and to determine which factors play a decisive role in consumer behavior requires a special approach to the issue of motivation or the consumer (motivator). This is a key issue and many science focus on the creation of the explanatory model of human behavior or consumer behavior in consumption environment.

### Can Psychological and Marketing Information Both Factors Be Felt to Influence: Consumer Behavior?

Categorically reviews the theories of communication, best practices in social media and previous research, and analyzes the corporate involvement towards strategic and tactical stewardship in serving customer-centric business requirements.

### Managing Social Media and Consumerism

Product reviews are all over the internet. Whether you are looking for something online, reading a blog post, watching a video, or on social media, you will probably come across a product review. Product reviews are a form of feedback or opinion provided by customers who have experienced the product or service. They can be written, spoken, or seen, and they can be anything from simple ratings and comments to detailed descriptions and stories. Product reviews are not only essential for customers who seek to make informed purchasing decisions, but also for brands and marketers who seek to gain a more in-depth understanding of their customers, improve their products and services, and increase sales and profits. Product reviews can give you a good idea of what customers want, like, expect, and are happy about. They can also help brands and marketers tell their value proposition, build trust and credibility, and influence customer behaviour. However, product reviews are not always easy to manage. Product reviews come in different types with their own advantages and disadvantages. There are also factors that affect how product reviews affect buying decisions, such as the source, tone, content, and context of the reviews. Furthermore, product reviews can pose ethical challenges for brands and marketers, who must balance the interests of their business with the rights and welfare of their customers. In this book, you will learn everything you need to know about product reviews and how to use them for marketing and sales. You will discover the following:

- The importance and definition of product reviews for brands and marketers.
- What types of product reviews are there and how are they different.
- Research into the psychology behind product reviews and how they influence customer behaviour.
- The benefits of product reviews for brands and marketers include the ability to gather customer feedback, improve product development, increase customer engagement, and strengthen customer loyalty.
- The ways to get customers to review products through incentives, social media, and other ways.
- The methods for using sentiment analysis and other techniques to find trends and patterns in product reviews.
- The best practices for dealing with negative product reviews and dealing with customer concerns.
- How to use product reviews to build brand credibility and trust and boost conversions.
- The ethical considerations for product reviews, such as authenticity, transparency, compliance, and balance.

By the end of this book, you will know a lot about product reviews and how to use them to make sales and marketing campaigns. You will also have a clear idea of what product reviews will look like in the digital age and what brands and marketers can learn from them. If you are a brand owner, a marketer, a researcher, a student, or a reader who is keen to learn more about product reviews, this book is for you. It will provide you with information, tips, examples, and case studies that will help you learn how to manage product reviews well. Now, it's time to start managing the product reviews!

### Managing Product Reviews: A Comprehensive Guide for Brands and Businesses

This book is an innovative attempt to identify and analyse the processes related to social influence in online buying behaviour, with special attention given to the phenomenon of social proof, which is the basis of social media, recommendation marketing, and word-of-mouth (WOM) marketing. It empirically verifies the factors which influence the effectiveness of social proof, and identifies relevant impact factors. Opening with a literature review of this concept from the perspective of social psychology, sociology, and marketing, this interdisciplinary approach to the issue allows for an in-depth understanding of the mechanisms of the effective use of social proof in contemporary online marketing. Following this, in the context of theoretical considerations, the author analyses the social role and significance of social proof in the buying behaviours of online consumers. The second half of the book presents the results of the author's quantitative and qualitative research into the effectiveness of social proof. The quantitative research verifies the hypotheses concerning the social role and significance of social

proof in buying decisions and identifies the level of confidence in the opinions expressed by other web users. The qualitative research focuses on the empirical verification of the effectiveness of social proof mechanisms. Additionally, attention is given to sensitivity to social proof, i.e. the factors that increase the effectiveness of such messages, from both the sender's and the recipient's perspective, as well as the forms and channels of communication. Written for scholars and researchers interested in the debate on the transparency of activities carried out by companies in the area of online marketing, the book's detailed analysis of influence utilizing both quantitative and qualitative studies may be of interest to a wider group of academics including economists, psychologists and sociologists.

### Evaluating Social Media Marketing

As a French TikTok fitness influencer and social media manager, I am well positioned to examine the developing landscape of influencer marketing and personal branding in the fitness sector. This thesis investigates the effects of such factors on customer purchasing decisions, with a specific emphasis on supplement firms. I concentrate on TikTok, a platform that has experienced rapid growth and has become an important tool in influencer marketing. This study uses a mixed-methods approach that combines survey responses and secondary statistical data to investigate the interplay of various factors, including: the impact of increased influencer exposure on consumer purchasing decisions; the role of influencer authenticity and perceived trustworthiness; the effectiveness of utilizing TikTok's platform-specific features; and the strategic use of user-generated content and community building for brand enhancement. The study also investigates ethical issues in influencer marketing, such as transparency and disclosure. Through this research, I hope to provide a more nuanced view of TikTok's powerful position in molding consumer attitudes and behaviors in the digital marketing era of the fitness industry.

### Influencer Marketing and Personal Branding on TikTok

Supercharge ROI by Rebuilding Content Marketing Around Your Customer! Marketing has always been about my brand, my product, my company. That's "inside-out" marketing. Today, customers hate it—and ignore it. What does work? Customized messages they already care about. Marketing that respects their time and gives them immediate value in exchange for their attention. Marketing that's "outside-in." Now, two renowned digital marketing thought leaders show how to integrate content marketing with Big Data to create high-ROI, outside-in marketing. James Mathewson and Mike Moran share new practices, techniques, guidelines, and metrics for engaging on your customers' terms, using their words, reflecting their motivations. Whether you're a content marketer, marketing executive, or analyst, you'll learn how to:

- Ease your customers' pain—solve what keeps them up at night—with compelling content experiences
- Build content that's essential to clients and prospects in each step of their buyer journeys
- Integrate search and social data into all facets of content development to continually improve its effectiveness
- Build evergreen content that is continuously improved to better meet the needs of your clients and prospects
- Apply advanced machine learning, text analytics, and sentiment analysis to craft more discoverable, shareable content
- Shape your messages to intercept your clients' and prospects' information discovery in Google
- Transform culture and systems to excel at outside-in marketing

### Outside-In Marketing

Online purchases are increasingly becoming a significant portion of total purchases in most product categories. We use a three-stage model to study (i) the choice of the first website visited, (ii) the duration of browsing on travel websites before making a purchase (iii) the choice of the website where consumers will make the purchase, and how a later stage choice is affected by decisions in previous stages. A significant impact of the choice of the first site visited and browsing duration on the choice of the purchase site indicates the importance of modeling these decisions simultaneously. While prior research in marketing has looked at browsing or individual category purchase decisions, we study consumers' online purchase of airline, car rental, and hotel purchases together using a unique dataset of household-level dynamic clickstream panel data. We use a two-stage model to study (i) the propensity of consumers to purchase a combination of products as a basket and (ii) the choice of the website where consumers will make those purchases. We then estimate the propensity of consumers to purchase a particular combination of products in their basket from different websites. Our results can help managers identify the major determinants of multi-category purchase as well as provide insights into cross promoting as well as upselling other products to consumers who visit their website.



## Purchase Decision and Online Browsing

From a brand management perspective Ulrike Arnhold analyses the impact of interactive marketing programmes in Web 2.0, evaluating user generated content as a tool of the brand communication mix.

## User Generated Branding

Master's Thesis from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Lugano (Faculties of communication sciences and economics), language: English, abstract: It is easier for consumers to consummate transactions when they are aware of sellers and, moreover, when they have confidence that sellers will deliver as promised. The reputation of sellers - or the brand - is one means by which businesses have traditionally promoted buyer awareness and bonded their promises to deliver (Klein & Leffler, 1981). Brands as "a collection of perceptions in the mind of the consumer" (Bates, 2006) are relevant for many choice and purchase decisions (Meffert, 2000). Consumers link a range of associations to a brand, from associations that include characteristics which can be perceived by the senses (e.g., an engine's horsepower, a product's design, or a brand's visual presence in visual or promotional campaigns) to characteristics associated with a brand's identity (origin, reputation, and personality); and from perceived rational benefits (the product and its functions, the transaction process, or the relationship between the consumer and the brand/supplier) to emotional benefits which consumers perceive to be related to a brand (self-expression, image transfer, or self-realization) (Perrey et al., 2003; see also Aaker, 1996). By delivering all this information to consumers, brands can facilitate consumers' purchase decisions. At the same time, information provided by sellers and by third parties can be an alternative mechanism for making consumers willing to undertake transactions. Through the Internet 1, an ever-increasing amount of information from branded sellers, unbranded competitors, and third party information providers ("information intermediaries") is provided to consumers. Consumers are now able to obtain objective, trustworthy information on retailers' existence and reliability as well as products and services in real-time, at any time from virtually any place in the world - markets become increasingly transparent and information asymmetries between sellers and buyers decrease. The so empowered consumers may, as a consequence, become willing to patronize lesser-known, rather than branded, retailers (Deregatu, Rangaswamy & Wu, 2001). [...]

## The changing role of brands in the age of empowered consumers

Seminar paper from the year 2014 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1.3, LMU Munich (Institute for Strategy, Technology and Organization), language: English, abstract: The primary aim of this paper is to address the question of how the membership of a multi-vendor loyalty program influences the consumers' online purchase behavior and process. The issue is approached by applying it to the appropriate case of Payback, Germany's largest and most popular multi-vendor loyalty program. To do so, I conducted open-ended interviews with informants that were experienced both concerning online purchasing as well as dealing with the loyalty program. The data analysis thereby revealed how the respective loyalty program exerts influence on the online consumers' behavior within different phases of their purchase process. During the second stage of the analysis two prototypic extended purchase processes were established which depend on the characteristics and typology of the online consumers. These findings enlarge the comprehension about the effectiveness of such programs and extend prior research on consumers' online decision making. It is further shown that for an operator of a multi-vendor loyalty program it is crucial to create an understanding about the motives as well as the way its members use the program differently. Through this knowledge the operator can provide better and more suitable incentives adapted for different types of program members and can thus improve the customer approach. Thereby, the effectiveness of a multi-vendor loyalty program can be influenced and increased even before the actual purchase process takes place. The paper is organized as follows: First, I will give a brief overview over the past research on multi-vendor loyalty programs and will show that the existing literature has to be extended to fully understand the effectiveness of such programs. To investigate the way consumers integrate the loyalty program within their online purchase process and thus to illustrate the divergence compared to the standard process of non-members, prior studies on consumers' online purchase behavior are reviewed. Subsequently, the rationale and the setting of the study are described and empirical results are presented and further explained. The paper concludes with theoretical and practical contributions as well as the study limitations.



## The impact of multi-vendor loyalty programs on the consumers' online purchase process

A joint project of the Association for Consumer Research and the American Marketing Association.

### Buyer/consumer Information Processing

Master's Thesis from the year 2011 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1.0, , course: Marketing, language: English, abstract: This dissertation is a study in the area of e-commerce. The aim of this study was to examine the adoption of online shopping and online shopping for clothing in particular and factors influencing the intention to purchase clothing online. A quantitative research method was used and a questionnaire designed on the website [www.surveymonkey.com](http://www.surveymonkey.com) and then distributed by sending out the link leading to the survey via facebook and emails. 94 useful questionnaires were gathered from female and male UK students. SPSS 17 was used to analyse the collected data by conducting chi-square tests and Spearman's rho correlation tests to examine the relation between different variables. The constructs of the technology acceptance model (TAM) were used as a framework and basis for this research and were extended by further constructs. Therefore, the impact of perceived usefulness, perceived ease of use, prior online shopping experience, perceived risk and product involvement on the intention to purchase clothing online was analysed. Perceived usefulness, perceived ease of use and prior online shopping experience had positive effects on the intention to purchase clothing online. Perceived risk had a negative effect on the intention to purchase clothing online. These findings supported the hypotheses. Other than hypothesised, clothing product involvement did not have a significant positive effect on the intention to purchase clothing online.

### Factors Influencing Consumers' Intention to Purchase Clothing Online

The Bulletin of the Atomic Scientists is the premier public resource on scientific and technological developments that impact global security. Founded by Manhattan Project Scientists, the Bulletin's iconic "Doomsday Clock" stimulates solutions for a safer world.

### Bulletin of the Atomic Scientists

Technology has changed the buying and selling industry. Research of various consumer patterns can result in an increase of profits of organizations and corporations. Encouraging Participative Consumerism Through Evolutionary Digital Marketing: Emerging Research and Opportunities is an authoritative reference source featuring the latest scholarly research on best practices of building relationships with online communities to engage consumers. Including various topics and perspectives such as consumer behavior, social media, and search engine optimization (SEO) this publication is ideally designed for professionals, researchers, and students seeking current research on the application of novel technologies in marketing.

### Encouraging Participative Consumerism Through Evolutionary Digital Marketing: Emerging Research and Opportunities

"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better." Jeff Bezos, Founder and CEO of Amazon.com This proceedings volume explores the ways in which marketers can learn about customers through big data and other sources to create an enhanced customer experience. Consumers today do not simply demand engaging online or offline experiences anymore; they increasingly focus on one seamless experience throughout their journey across virtual and real spaces. While shopping in a physical store, consumers are checking their smart phones for customer reviews and competitive information, and catching a Pokémon or two at the same time. Online experience is no longer only about price shopping and convenience, and offline is no longer only about SKUs. Individual channels matter less and less; it is the omni-channel experience that is becoming main-stream. Marketers need to keep pace and continually adapt and contribute to the changing consumer landscape. Through countless touchpoints across different channels and media, marketers today can learn more about their customers and are better equipped than ever to provide them with a desired augmented experience: easy, fun, engaging, and efficient. Featuring the full proceedings from the 2018 Academy of Marketing Science (AMS) Annual Conference held in New Orleans, Louisiana, this volume provides ground-breaking research from scholars and practitioner from around the world that will help marketers continue to engage their customers in this new landscape. Founded in 1971, the Academy of Marketing

Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

### Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces

Master's Thesis from the year 2023 in the subject Sociology - Consumption and Advertising, grade: 81%, University of Europe for Applied Sciences, course: Master of Business Administration (MBA), language: English, abstract: This paper aims to elicit the aims and objectives pertaining to the research issue. The objectives have been framed and used for being able to examine and understand the research-based significance. The structural steps and features of the study of research can be mentioned, and their evaluation can be done effectively. The rationale of research has discussed the issue upon which the study of research is focused upon and assessed. The social media-based marketing dimensions and traditional marketing approaches also could be explained and incorporated for promotion of the products and their services. The literature review incorporates consumer purchasing behaviour theories to evaluate the factors behind the changing attitude of customers while buying new products. Methodology is the third chapter of the entire dissertation. This chapter deals with the methods that are justifiable for the conduction of research study stages. Mixed methodology is being followed due to the collection and analysis of primary and secondary data sources. A section of reliability and validity including some ethical considerations are provided with chapter summary at the end. The discussion chapter in the study is mainly based on the primary findings based on the survey questionnaires and the respondents which have been conducted in the particular study. The discussion chapter elaborates the influential marketing of the advertisements and have captured the variant essences of the study.

### The Impact of Advertisement on Consumer's Buying Behaviour

Research Paper (undergraduate) from the year 2011 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,0, Northeastern University of Boston, language: English, abstract: The objective of this paper is to analyze the emergence and the characteristics of collaborative consumption. Moreover, this paper examines the causes and underlying motivations for using Couchsurfing as one particular form of collaborative consumption by focusing on consumers. Lastly, we will provide potential implications of this trend for commercial organizations. In recent years economic life has changed more radically than in the past century altogether. Consumers and firms are getting away from the typical capitalistic principle of "buyers" and "sellers". The new economies are rather defined by "users" and "suppliers". Ownership, which was the underlying principle of decades of capitalism is not desirable anymore as it is "(..) considered outdated and out of place (..)" (Rifkin 2000, p. 5). Nowadays, firms are outsourcing and leasing cars, electronics and even people. It is just not important to own things anymore, but simply to have access to resources. Product life-cycles are becoming shorter and shorter and especially electronic goods are almost outdated shortly after their release. Therefore, companies need to be flexible and react quickly. The principle of ownership can just not fulfil the requirements of an ever-changing and fast-paced economy (Rifkin 2000). While consumers are still more reluctant towards this trend, they are picking up on it. Car-sharing or bike-sharing, for example, is becoming more and more popular in order to (simply) save money and thus replace traditional ways of just buying goods. Furthermore, people are increasingly aware of their (negotiation) power. Groupon, for instance, is only able to offer all these "blockbuster discounts" because there is a huge mass of people behind (it) to "negotiate" big bargains. The rise of the internet and modern communication is an important building block of developing this kind of network economy. Without modern communication it is just impossible to coordinate a network economy and to identify suppliers, users and their needs (Rifkin 2000). This general trend of (either) sharing goods or getting access to it is called "collaborative consumption".

### The Rise of Collaborative Consumption on the Example of Couchsurfing

Academic Paper from the year 2017 in the subject Business economics - Business Management, Corporate Governance, course: Ph.D, language: English, abstract: The influence of media on consumer behavior is profound. The billions of dollars spent in advertising each year attest to the impact of media

on consumer purchasing and buying preferences. The ability of media to shape consumer trends and tastes through media such as movies, television shows and music is all-pervasive. New media such as Internet sites accelerates consumer receptivity to products through comments made on websites and blogs. Media is such a part of our daily lives that we don't even realize it's influencing us in big and small ways. Media use in advertising is purposely designed to elicit a change in consumer action, belief and perception. It unabashedly woos us to buy products we don't need and trust wholly with product claims that are puffer or exaggerated. In today's dynamic world, it is almost impossible for advertisers to deliver advertising message and information to buyers without use of advertising. Certainly, this may be because of the globalization and accessibility of hundreds of channels for the viewers of this modern era. Now a day, due to globalized economy, this made available a bulk of marketing stimuli to the modern consumers. More often consumerism describes the way of equating personal happiness, with purchasing material possessions and consumption in excess of one's need. The main purpose of media advertising itself is to persuade audience to take some action with respect to products, ideas, or services. The success of media advertisements can be determined by the consumer's final decision to consume the said products or service, in oppose to the competitors. In correlation, consumer behavior indicates the act of acquiring, using and disposing of products, services, ideas, or experiences whilst includes the search for information and actual purchase. The outlets of mass medi

### Media Strategy

Seminar paper from the year 2007 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,7, LMU Munich (Institut für Information Organisation und Management), course: "Beyond Web 2.0\

### User generated content - complement or threat to the print media industry?

Social media platforms are powerful tools that can help organizations to gather user preferences and build profiles of consumers. These sites add value to business activities, including market research, co-creation, new product development, and brand and customer management. Understanding and correctly incorporating these tools into daily business operations is essential for organizational success. Managing Social Media Practices in the Digital Economy is an essential reference source that facilitates an understanding of diverse social media tools and platforms and their impact on society, business, and the economy and illustrates how online communities can benefit the domains of marketing, finance, and information technology. Featuring research on topics such as mobile technology, service quality, and consumer engagement, this book is ideally designed for managers, managing directors, executives, marketers, industry professionals, social media analysts, academicians, researchers, and students.

### Dark and Bright Side of Social Media in Current Normal

Roberta C. Nacif investigates the behavioral consequences of self-service purchases via the Internet. She explores the effects of customers' assessments of self-service encounters experiences (attitudes) and transactional history (prior behavior) on their subsequent purchasing behavior and analyzes customers' decision of whether or not to repurchase from the same retailer and of how much money to spend.

### Managing Social Media Practices in the Digital Economy

The Bulletin of the Atomic Scientists is the premier public resource on scientific and technological developments that impact global security. Founded by Manhattan Project Scientists, the Bulletin's iconic "Doomsday Clock" stimulates solutions for a safer world.

### Online Customer Loyalty

Blogs, networking sites, and other examples of the social web provide businesses with a largely untapped marketing channel for products and services. But how do you take advantage of them? With The New Community Rules, you'll understand how social web technologies work, and learn the most practical and effective ways to reach people who frequent these sites. Written by an expert in social media and viral marketing, this book cuts through the hype and jargon to give you intelligent advice and strategies for positioning your business on the social web, with case studies that show how other companies have used this approach. The New Community Rules will help you: Explore blogging and microblogging, and find out how to use applications such as Twitter to create brand awareness Learn

the art of conversation marketing, and how social media thrives on honesty and transparency Manage and enhance your online reputation through the social web Tap into the increasingly influential video and podcasting market Discover which tactics work -- and which don't -- by learning about what other marketers have tried Many consumers today use the Web as a voice. The New Community Rules demonstrates how you can join the conversation, contribute to the community, and bring people to your product or service.

#### Bulletin of the Atomic Scientists

Master's Thesis from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B , Lund University, language: English, abstract: The purpose of the study is to provide empirical evidence if the exposure to in-store TV in retail stores does effect customer-based brand equity of the advertised product. The aim is to verify if a causal relationship between in-store TV and brand equity exists. The underlying research philosophy of this thesis is positivism. A cross-sectional research design and a deductive approach to theory are used. The quantitative data consists of structured observations and structured interviews with a sample size of n=169. A control group was used to be able to compare brand equity levels. The empirical work was performed in the Swedish supermarket ICA Kvantum Mobilia in Malmö. Consumers that passed the in-store TV were observed and afterwards surveyed with a questionnaire. A comparison of consumers that viewed the TV with those who did not, makes it possible to analyze and compare customer-based brand equity. The findings indicate that in-store TV can in fact influence customer-based brand equity. A causal relationship between the two objects of study is confirmed. The brand equity dimension that showed a significant impact is uniqueness.

#### The New Community Rules

"This book examines the importance and the effective utilization of eWOM content for the positioning of products and services that illustrate the value of user generated content for influencing customer decision making in diverse business sectors"--

#### The effect of in-store TV in supermarkets on customer-based brand equity for consumer goods

Exploring the Power of Electronic Word-Of-Mouth in the Services Industry