Transdisciplinary Marketing Concepts and Emergent Methods for Virtual Environments

Hatem El-Gohary
*Birmingham City University, UK*
Table of Contents

Preface...................................................................................................................................... xv

Acknowledgment...................................................................................................................... xxv

Chapter 1
Segmenting Brand Value Perceptions of Consumers in Virtual Worlds:
An Empirical Analysis Using the FIMIX Method................................................................. 1
Stuart J. Barnes, University of East Anglia, UK
Jan Mattsson, Roskilde University, Denmark & ESC Rennes School of Business, France

Chapter 2
Assessing Website Effectiveness of Airline Companies.................................................... 12
D. Vrontis, University of Nicosia, Cyprus
Y. Melanthiou, University of Nicosia, Cyprus

Chapter 3
Examining the Online Wine Tourism Experience of California Wineries .................... 25
Roblyn Simeon, San Francisco State University, USA
Lutfus Sayeed, San Francisco State University, USA

Chapter 4
Drivers and Barriers to Online Social Networks’ Usage: The Case of Facebook .......... 41
Riyad Eid, Wolverhampton University Business School, UK
Emrys Hughes, Wolverhampton University Business School, UK

Chapter 5
New Digital Media Marketing and Micro Business: A UK Perspective ....................... 59
Cindy Millman, Birmingham City University, UK
Hatem El-Gohary, Birmingham City University, UK

Chapter 6
E-Commerce Adoption by Micro Firms: A Qualitative Investigation in the UK Tourism Sector...... 82
Cindy Millman, Birmingham City University, UK
Chapter 7
The Web Site and Brand Trust as Antecedents of Online Loyalty: Results from Four Countries .......................... 108
Horst Treiblmaier, WU Vienna, Austria
Larry Neale, Queensland University of Technology, Australia
Sandy Chong, Curtin University of Technology, Western Australia

Chapter 8
Romano Dyerson, Royal Holloway, University of London, UK
Riccardo Spinelli, Università degli Studi di Genova, Italy

Chapter 9
Online Social Media as a Driver of Buzz Marketing: Who’s Riding? .............................................................. 143
Khan Md. Raziuddin Taufique, Presidency University, Bangladesh
Faisal Mohammad Shahriar, Leading University, Bangladesh

Chapter 10
Automatic Categorization of Reviews and Opinions of Internet E-Shopping Customers ............................ 154
Jan Žižka, Mendel University in Brno, Czech Republic
Vadim Rukavitsyn, Mendel University in Brno, Czech Republic

Chapter 11
Competition in Online Comparison Shopping Services .................................................................................. 164
Jani Saastamoinen, University of Eastern Finland, Finland

Chapter 12
Consumer-to-Consumer Internet Auction Models ...................................................................................... 181
Timothy L. Y. Leung, Imperial College London, UK
William J. Knottenbelt, Imperial College London, UK

Chapter 13
Predicting the Usage Intention of Social Network Games: An Intrinsic-Extrinsic Motivation Theory Perspective .................................................................................................................. 195
Chiao-Chen Chang, National Dong Hwa University, Taiwan
Yang-Chieh Chin, Asia University, Taiwan

Chapter 14
Creating Competitive Advantage by Using Data Mining Technique as an Innovative Method for Decision Making Process in Business ................................................................. 205
Mert Bal, Yıldız Technical University, Turkey
Yasemin Bal, Yıldız Technical University, Turkey
Ayşe Demirhan, Yıldız Technical University, Turkey