Apps Management and E-Commerce Transactions in Real-Time

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Chapter 1
Let's Talk SMAC: The Status of Business Today ....................................................... 1
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Social Mobile Analytics and Cloud – SMAC the new abbreviation that every business leader is thinking off. It is also part of everyone’s lives these days. SMAC technologies are creating enormous opportunities across industries while the consumer willingly gives up personal information. Cloud technologies have made it possible to collect and store such large amounts of data. While each of these four technologies are able to enhance the business on its own, using these four technologies together as a stack has changed the way businesses are looking to maximize their customer base, enhance brand value and of course, increase company profit. For example, SMAC has forced businesses leaders to make analytics part of their marketing strategy and business operation as a whole.

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Digital marketing has put mobile and social into the center of the vision. Mobile and social interactions have transformed marketing activities and imposed a new paradigm on consumer behaviors based on real-time customer relationship management, peer-to-peer social influence and idea co-creation with consumers. Extensive research has been conducted in both mobile and social media domain, however few research has led a systematic approach by illustrating the marketing evolution and identifying mobile and social features. In this chapter, we fill this research gap through a literature review approach by first presenting the new marketing paradigm created by social networks, and then analyzing the marketing evolution
from web-based social networks to mobile social networks. The mobile and social features are identified to guide marketers for application design. Finally, four case studies are presented to show how these features are distributed in applications to lead a better consumer experience. This chapter brings both theoretical and practical implications in this new trends.

Chapter 3
Apps-Commerce in Emerging Markets: Insights and Future Business Models
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The Internet and Apps related technologies are considered as information “super highway” since they are able to connect people, computers, and data to one another. Because of them, a new communication medium has risen, which provides an access to the large flow of information across various broad extensions. As a consequence, there has been a need for understanding the behaviors of online consumers, since Information Technology and its usage have had a massive impact on shopping behaviors as well as the rate of market success. This chapter’s aim will be to sanitize the current understanding of Apps/online consumer behavior to shape Apps marketing strategies and implementations.

Chapter 4
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Cloud computing technology is a relatively new concept of providing scalable and virtualized resources, software and hardware on demand to consumers. It presents a new technology to deliver computing resources as a service. It offers a variety of benefits like services on demand and provisioning and suffers from several weaknesses. In fact security presents a major obstacle in cloud computing adoption. In this chapter, we will deal with security problems in cloud computing systems and show how to solve these problems using a quantitative security risk assessment model named Multi-dimensional Mean Failure Cost (M2FC). In fact, we present first a deep analysis of security issues related to cloud computing environments and then propose a generic framework that analysis and evaluate cloud security problems and then propose appropriate countermeasures to solve these problems.
Chapter 5
How Cross-Platform Technology Can Facilitate Easier Creation of Business Apps

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Applications for mobile devices – apps – have seen unprecedented growth in importance. Ever better apps keep propelling the proliferation of mobile computing. App development is rather easy, particularly if it is based on Web technology. However, implementing apps that are user friendly and useful in the long-run is cumbersome. Thereby, it typically is expensive for corporate developers. Nonetheless, business apps are embraced by enterprises. To overcome the overhead of developing separately for multiple platforms and to mitigate the problems of device fragmentation, cross-platform development approaches are employed. While many such approaches exist, few have found widespread usage. In this chapter, we argue what the path towards future solutions could look like. We thereby take a rather technological look, but always keep business-orientation in mind. Our findings suggest that much effort is needed to enable the next generations of business apps. However, such apps will provide many merits and possibilities. Moreover, they provide the chance to master several of today's challenges.

Chapter 6
Essential of Apps Marketing Implementation and E-Commerce Strategies: Apps Users’ Decision-Making Process

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Consumer behaviors and attitudes represent a continuously evolving field, thus, by understanding consumer behavior towards Apps from marketing strategy standpoint, managers can benefit from acquiring much information from applying and translating new insights into strategies and tactics that could be helpful for retailer’s decision makers. Furthermore, the buying behavior of online shoppers is substantial in the prosperity of Apps marketing strategies and by identifying and understanding the factors that influence the consumer's buying decision, Apps retailers can design their online marketing strategy accordingly to maximize customer satisfaction and ultimately increase the sales volume. This chapter mainly proposed an integration of Internet consumer attitudes, behavior and Apps marketing strategy. This chapter is twofold in terms of having implications both in theory and practice. Indeed, this study helps in understanding consumer decision-making process in Apps environment and
produce new knowledge to online and Apps retailers, marketing managers as well as marketing and IT scholars. The Apps related technologies have developed as an important medium for marketing in various areas, including expanded geographic scope, novel opportunities for appreciating customers and offering cost efficiencies.

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S-commerce and M-commerce become buzz word recent years. The social and mobile elements have brought new ways of thinking as well as challenging opportunities in e-commerce. In this chapter, we firstly introduce the concepts of online social commerce, its classifications and social shopping behaviors. Secondly, we analyze the evolution from online social commerce to mobile social commerce. Different case studies are given to demonstrate the concept of mobile social commerce, to precisely define how mobile and social feathers add value to traditional e-commerce.

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Brand Personality, Social Status, and Physical Vanity in Building Luxury Fashion Branded Apps ............................................................... 176
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While there have been an increasing number of researches done on branding and consumer behavior especially on brand personality, social status and vanity and its influence on purchase intention, there are little researches that focus on the influence of all these factors collectively on Apps purchase intention. In addition, the fact that the influence of some factors will vary from country to country could not be ignored. This chapter conceptually argues that brand personality, social status, and physical vanity are important in building luxury fashion branded Apps. While brand personality and luxury fashion branded Apps as an internal factor plays an important role in deciphering if it has an influence on an individual's Apps purchase intention for luxury fashion brands; therefore, it is important to look into how external factors have an influence on an individual. The theoretical and future research directions are discussed.

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The importance of relationship between customer and retailer has become prevalent in the ever-increasing competitive online market. The customers buying process often begin with the downloading of the required Apps in relation to the products they intended to purchase. Hence, customer satisfaction depends on customers' post-purchase evaluation on their experience with the use of the Apps. The aim of this chapter is to conceptualize the apps usage for online shopping, by examining the role of trust and satisfaction gained from the market interaction between the customers and retailers. Customers rely heavily on the information as well as the experiences encountered from the use of the apps. The retailers need to gain insights from the customer's perspective on the apps usage in order to improve customer relationship. This has impact on retailers’ marketing efforts for winning the customers’ loyalty.

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The development of Apps usage in the tourism industry is along with the rise of relevant technologies that has affected the tourism industry all around the world. In order to build a competitive brand, firms are forced to implement the information technology related functions in their core business model. This chapter mainly focuses on the impact of Apps implementation in hospitality and tourism sector and conceptually propose that how branded Apps could yield tourist satisfaction and loyalty. Apps awareness, Apps quality and Apps image are proposed as several indicators of traveler's satisfaction and loyalty. The chapter argue that branding makes a business advantage; the brand follows indication of quality and assurance to the buyer and also special characteristics that could inspire consumers to buy products or services that are branded.

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Current chapter focuses on the effectiveness of Augmented Reality (AR) supported applications for mobile and wearable devices during the visitation of tourist destinations. AR as an innovative technology tool becomes inseparable part of destinations' marketing in different countries across the world. However, the use of AR for marketing purpose in tourism destinations is fully dependent on access and resource availabilities. Hence the effective of AR application in tourism destination marketing remains a subject to detailed and accurate information availability of a
particular destination or a region. This chapter draws particular reference to the AR supported ‘Mobile guides’ that replaced conventional human tourist guides. The chapter is indebted to AR literature written in the Turkish. Results demonstrate that AR as an innovative technology can be applied for tourism destination promotion.

Chapter 12
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Apps on mobile devices like smartphones have become the core of the digital life of consumers. Apps are used for shopping or communicating in social networks and are gaining more and more attention in enterprises as an enabler for agile process optimization. The increase in the number of mobile Apps has greatly contributed to social capital and e-commerce worldwide. However, there is a lack of evidence in examining the impact of privacy, fulfillment, perceived Apps channel service quality and relative benefits of Apps channel selection. Hence, this chapter aims to propose a research proposal in the determinants and the factors influencing App channel selection. It is essential to build an understanding of concepts of social enterprise regarding the Apps marketing and to design an empirical based research to cultivate an understanding in terms of the perceptions and practices of Apps enterprises within the context of marketing. The significance of this research is to provide undergraduate researcher a guideline in proposing a research and forming strategic marketing and tactical decision-making when defining the roles of Apps channel.

Chapter 13
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The rapid expansion of Apps and subsequently Apps marketing have now entered into a post-adoption stage, where technical characteristics and qualities such as visual design, user interfaces, and navigation become the determinants of consumer’s intentions. However, very few studies have looked into the perceptions related to usefulness and “post-adoption” or acceptance of Apps-commerce. Building on risk and value concept, the aim of this chapter is to expand an understanding of the decision-making of those potential Apps customers to adopt Apps usage for the first time and also re-purchase decisions of experienced e-customers. As the concept of customer value has received increasing attention from both marketing, managers, researchers and practitioners, more originalities are encouraged to start
incorporating the elements of Apps value, Apps risk, Apps usefulness elements in their strategies to sustain their core businesses activities. Besides, customers are likely to perceive a higher level of risk in using Apps than in traditional in-store setting. Thus, this chapter proposes that the risk concern of user information given to the vendors has an impact on the amount of consumption in Apps market. The practical and conceptual implications are discussed.

Chapter 14
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Apps have the solutions for many things and consumers have them right in their pocket. Just think about a holiday. From the booking of flight tickets, making a hotel reservation, sharing it with your friends, ordering a rental car, paying for apparel, and so on. You can use your smartphone for almost everything these days and most apps are connected with social media sites. Even though many users do not want to pay lots of money for apps, experts still forecast huge growth. There is a big different on how consumers used apps 5 years ago and how they use apps today. Today consumers are demanding apps that can fulfil many different needs and are much more individualized. This high and consuming demand forces the developers the use large amounts of data before they can be able to meet these needs.

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