Repositório ISCTE-IUL

CREATE, BUILD AND MANAGE ONLINE BRANDS FOR INTERNET COMPANIES

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Extended Abstract

Track No: 57 Strategic Brand Management

Keywords: Internet Marketing, Online Marketing, Digital Marketing, Online Brands, Internet Companies, Online Environment, Online Brand Quality Perception

Research Aims

The primary objective of this ongoing research is to identify the main assets that create brand success for internet-only companies. Based on an extensive and systematic literature review, this study seeks to identify the constructs who drive online brands for a successful life. Eighteen articles were identified and from those some preliminary reflections were taken.

Background

As Internet usage grows, brands are becoming even more important than they have been in other channels or environments. With new options emerging every day from many unknown providers from all over the world, customers want to choose a supplier that represents a set of values or attributes that are meaningful, clear, and trusted (Kwon and Lennon, 2009). With the proliferation of products, goods and services are easily duplicated or replaceable; brands become in this vein an important asset for simplifying the decision-making process for consumers. Therefore, if we are able to properly manage this asset, then we can create difference, relevance, and affinity (Otim and Grover, 2006). In fact, one of the main factors that consumers use for first distinguishing providers is brand name, which is known to be positively related to perceived levels of brand trust (Ruparelia et al., 2010).

Stand-alone internet companies such as major players like Google, Facebook, Twitter, Amazon or eBay or even small internet businesses worldwide faces the challenge of creating, building

and managing a brand that does not carry attributes or values of the physical world. Many authors support that the ease of establishing a brand and the significance of branding in cyberspace are more difficult and more important than many initially suggested (Delgado-Ballester and Hernández-Espallardo, 2008).

Methodology

Search Strategy for Quality Papers

The searches for papers with relevance for this research were made in ABI/INFORM Complete. Having as a starting point that the purpose of this Systematic Literature Review is to use only the best quality papers available were used several filters to leach the database: full-text papers, peer reviewed papers and scholarly journals criteria were selected.

In order to be able to carry out the quality journals selection, was used the Journal Quality List – Fiftieth Edition (5th July 2013), compiled and edited by Professor Anne-Wil Harzing. From this one, was chosen to use the WIE 2008 — WU Wien Journal Rating May 2008 List, which includes only A/A+ journals, and from these were considered all the journals that are under the decided scope of study.

Scope of Study

We selected all the papers from the following subject areas: Marketing, Entrepreneurship, General Management & Strategy and Management Information Systems - Knowledge Management. With this choice we tried to ensure that we could cover the maximum possible study areas that could address this research topic.

Time Frame to be Examined

For the time frame to be examined in this systematic literature it was considered the web 2.0 phenomenon as a starting point of the date range to be examined. Web 2.0 describes sites that use the technology beyond static pages from previous sites. The term Web 2.0 was proposed by O'Reilly in 2005 and it has quickly become the new buzzword of Silicon Valley, and references to a turning-point O'Reilly identify in 2004 (Constantinides and Fountain, 2007).

Systematic Literature Outcome

Several Researches for the Literature Review

The expressions that best defines the subject of the study were linked to "online" and "internet". Thus, it was concluded that the core of the research would take place with the keywords "online", "brand" and "internet companies". These keywords were joined by terms that reflect the scope of the study, i.e., how to "create", "build" and "manage" online brands.

This way we have reached the terms used in the five researches carried out in this literature review. The choice to perform of this strategy was taken in order to fulfil the objective of trying to include as many articles available on the subject.

The Aggregate Outcome of the Search Strategy

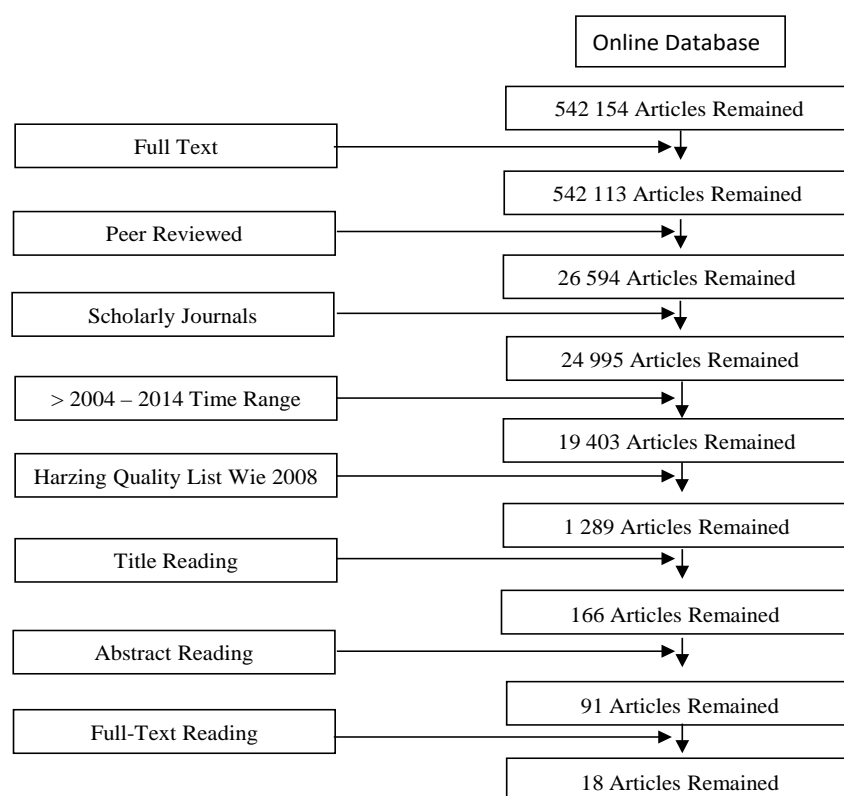The sum of the results obtained from the literature review search is shown in Figure 1 as a flow diagram.

	Online Database
	542 154 Articles Remained
Full Text	
	542 113 Articles Remained
Peer Reviewed	
	26 594 Articles Remained
Scholarly Journals	
	24 995 Articles Remained
> 2004 – 2014 Time Range	
	19 403 Articles Remained
Harzing Quality List Wie 2008	
	1 289 Articles Remained
Title Reading	
	166 Articles Remained
Abstract Reading	
	91 Articles Remained
Full-Text Reading	
	18 Articles Remained

Figure 1. SUM OF SEARCHES SELECTION PROCESS

Data Extraction Form

In this systematic literature review was created and used a data extraction form in order to extract the data from the selected papers and also to be able to document the process of data extraction. Regarding the elements extracted from the papers they were divided in three main groups: general information, study characteristics and main results. An example with three recent and relevant papers is attached as Appendix.

Preliminary Findings

At this point, we can draw preliminary findings and synthesis. As far as we can observe the Trust construct represents an important role in the online brand life cycle management, regardless we are referring to e-tailers, services providers or product supplier. In the intangible world of online brands, customers are very sensitive to the confidence on online brands and this construct can be crucial for companies to achieve success. Indeed, trust appears by far as main appraiser for online brand loyalty and customer quality judgment constructs. Other assets as consumer engagement (thru experience, habit or even through online communities) and repurchased intention motivations are not to ignore at this moment as important constructs that influence online brand management and that can lead to an explanatory model for the theoretical question under study. Detailed results of this research will be presented at the EuroMed 2014 conference.

References

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Appendix

Paper Number	Authors and Year of public.	Journal	The base theory of the study or construct	Adopted methodology and sample (and characteristics)	Main Conclusions	Limitations and future research	Managerial Implications
1	Hur, Ahn, Kim (2011)	Management Decision	Brand Community Commitment; Loyalty Behaviours; Brand Loyalty	Quantitative approach; Primary data; Partial Least Squares (PLS) Analysis; one-on-one personal interviews; sample size of 200 Chinese female online brand community users (based on Beijing or Shangai)	Identified that brand community trust and affect leads to brand community commitment; and that brand community commitment leads to brand loyalty behaviours; brand community commitment have a strong effect on word-of-mouth	Limited to treat brand community commitment as a unidimensional construct; future research may consider Multidimensional constructs and relational variables, such as self-congruity; consider generate more valid measurement items for WOM through other measurement scales in communication and loyalty areas	Brand community activities influence relationship among community participants, brand and the company; enhancing customers' loyalty through a space in which customers can directly participate; trust and affect are vital factors in enhancing customers' brand community; commitment word-of-mouth marketing mediated by brand communities very effective
2	Benedicktus et al. (2010)	Journal of Retailing	Trust Construct; Purchase Intentions	Quantitative Approach; Hypotheses testing through online scaled response questionnaire; Primary data; Study 1: sample size of 302 undergraduate students; Study 2: sample size of 261 nonstudent respondents	Favourable consensus information led to increased trustworthiness perceptions and purchase intentions; physical presence stimulates trustworthiness of unknown retailers, but brand familiarity presents similar level of benefits (convey trustworthiness with consumers and increase purchase intentions)	Both studies examined effects for only one product category; Future research can compare physical store presence effect across products with search-dominant versus experience-dominant attribute; can also include other trust cues as price disclosure, real-time advice and ease-of-navigation	Consumers are very cautious when making purchases on the Internet, therefore retailers should develop trust with their consumers through brand familiarity, physical presence and consensus information
3	Sashi (2012)	Management Decision	Customer Engagement; Relationship Marketing	Examination of practitioner views of customer engagement followed by a discussion of its links to the relationship marketing; Formulation of a conceptual model.	Customer engagement focus on costumers and their needs, provide superior value relative to competitors (generating, disseminating, and responding to customer needs and market orientation) and build trust and commitment with costumers.	Implicit hypothesis need empirical studies; Future research can examine the mix of social media, other digital media, and non-digital media appropriate for each stage of the customer engagement cycle	Connect and interact between sellers and current customers with potential customers and succeed in turning them into transactional customers creates the possibility of their transition through subsequent stages of the customer engagement cycle, with some of them eventually becoming fans; Customer engagement turns customers into fans.