Table of Contents

Foreword .............................................................................................................................................. xiv

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

Section 1
Context: Mediated Marketing Theory and Social Media

Chapter 1
Social Media and Online Brand Communities .................................................................................. 1
Madina Ansarin, University of Gloucestershire, UK
Wilson Ozuem, University of Gloucestershire, UK

Chapter 2
Digital Governance and Social Media Engagement ......................................................................... 28
Tobias Endress, University of Gloucestershire, UK

Chapter 3
Brand Trust in Offline and Online Environments: Lessons for Social Media .................................... 58
Gordon Bowen, Regent’s University London, UK
Richard Bowen, Facebook Inc., UK

Chapter 4
Consumer Attitudes toward Online Video Game Purchases ............................................................. 83
Wilson Ozuem, University of Gloucester, UK
Michael Borrelli, London Metropolitan University, UK

Section 2
Social Landscape and Marketing Development

Chapter 5
Social Media and SMEs in Transition Countries ........................................................................... 114
Yllka Azemi, College of International Management Globus, Kosovo
Wilson Ozuem, University of Gloucestershire, UK
Chapter 6
What Social Media Marketing Content Is Best to Engage Consumers? A Content Analysis of Facebook Brand Pages ........................................................................................................................................ 134
Chedia Dhaoui, Insight Social Networks, Australia

Chapter 7
Interactivity: The Concept and Its Dimensions .................................................................................................................. 157
Wang Hui, University of Sunderland, UK
Vipin Nadda, University of Sunderland, UK

Chapter 8
Stakeholder Interaction for Sustainability: The Impact of Social Media on Nigeria’s Oil and Gas Industry ........................................................................................................................................ 185
Uzoechi Nwagbara, Greenwich School of Management London, UK

Section 3
Converging Practices: Compelling Brand Positioning and Social Media Affordances

Chapter 9
Social Media and Customer Retention: Implications for the Luxury Beauty Industry .................................................. 200
Ellen Stokinger, London Metropolitan University, UK
Wilson Ozuem, University of Gloucestershire, UK

Chapter 10
Defining the Role of Social Media as a Contemporary Local Area Marketing Technique in Franchising.......................................................... 223
Geoffrey Webster, University of Southern Queensland, Australia
Margee Hume, University of Southern Queensland, Australia

Chapter 11
Social Media and Its Implications for Marketing Communications ...................................................................................... 252
Irina Yankova, London Metropolitan University, UK
Wilson Ozuem, University of Gloucestershire, UK

Chapter 12
Facets and Dimensions of Online Social Gambling: Refining Tools for Marketing Communications ........................................................................................................................................... 271
Jason Prasad, University of Wales, UK
Wilson Ozuem, University of Gloucestershire, UK