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
Chapter 13
Mobile Phone Purchases and the Consumer Decision-Making Process: The Role of Facebook Online Advertising

Jialin Hardwick, University of Lincoln, UK
Lauriane Delarue, Independent Researcher, UK
Barry Ardley, University of Lincoln, UK
Nick Taylor, University of Lincoln, UK

Compilation of References

About the Contributors

Index