Foreword

It has been generally accepted that intrinsically motivated activities are enjoyed hedonically, because they appeal to outcomes which are derived directly from the behavior itself and satisfy psychological needs directly. On the other hand, the incentives for extrinsic motivation are more concerned with utilitarian consequences separated from behavior and thus have less direct effects on psychological satisfaction. According to the experiential perspective of participation, customers’ motive of active participation can be substantially attributed to seeking intrinsic rewards, that is, the pleasure of participation in co-producing experiences, rather than simple extrinsic values based on utilitarian benefits and costs. In sum, consumers can make their experience more favorable by proactively, rather than passively, co-creating value derived from the experience.

For a modern marketer, how to design a platform where consumers can efficiently organize their resource project and thus maximize their value in the process of experience production-consumption is a critical issue to address. In this sense, social media in the era of digital marketing have been considered as an umbrella of solution which encompasses a variety of systematic instruments that enable users to co-create their experience value with new business models from consumption situations. As the level of customer’ participation increases, they are more likely to manage consumption resources, such as time, skills, goods, and services, in a creative way, to generate intrinsically rewarding stimuli of experiences.

This book captures thoroughly the instrumental value of social media in building and maintaining a sustainable competitive advantage of business by articulating various perspectives and cases of application. Each chapter focuses on specific issues and industries which highlight the prominent role of social media in strategic market planning and implementation. Also, this book incorporates key concepts of social media, such as user generated content (UGC), Search Engine Marketing (SEM), affinity marketing, Local Area Marketing (LAM), Stakeholder Voice Amplification Method (SVAM), and human-computer interaction (HCI). They are well connected on the root of theories of consumer participation which suggests how they have been used to manage stakeholders, brands, customer loyalty, and service failure/recovery, in developing countries and a global marketing environment. The articles included in this book not only advance our understandings of business innovation, but also imply the efforts of marketers and businesses as a whole to socialize their customers by applying social media are rewarding both to the company and the customer.

Moreover, this book echoes the elaborative likelihood model (ELM) which contrasts instrumental values of use of cognitively based issue-relevant thinking—that is, central routes; and reliance on relatively little issue-relevant thinking—that is, peripheral routes as means of persuasion in social media interactions. In the same vein, belief-oriented and feeling-oriented approaches applied by social media are each intended to reflect fundamentally different means of persuasion. The former is seen as more
issue-relevant such that dedicated cognitive effort is required for an evaluation, whereas the judgments associated with more peripheral feelings-based appeals are likely based on simple cues. Applying the ELM perspective suggests that audience with high or low involvement in a situation of social media interaction may either actively seek information regarding their decision making, or passively absorb the information over time. Information-saturated targets are likely to scan long-term memory for existing and decision-relevant information, which may provide them with a satisfactory course of action before they make judgements. Obviously, in such cases, it is not necessary for audience to collect additional information by way of peripheral routes. This mechanism contends that the impact of influence attempts is reduced by the duration of dyadic interactions, supporting the importance of continuous development of innovative social media. This book with vision provides a variety of ideas and guidelines which are useful for marketers to address current and future issues.

In summary, the authors of this book have done an excellent job of incorporating current and critical issues of social media management and leading them to strategic implications for practitioners in today’s changing environments of marketing. Specifically, the book is highly recommended for academics to gain insights into social media from reviewing this book. I enjoyed the book and I think you all will as well.

Che-Jen Su

Fu Jen Catholic University, Taiwan

Che-Jen Su is Professor of Restaurant, Hotel and Institutional Management at Fu Jen Catholic University, Taipei, Taiwan.