

Special Issue – Call for Papers

Guest Editors

Dr. Park Thaichon, Griffith University, p.thaichon@griffith.edu.au

Dr. Jun-Hwa Cheah (Jacky), Universiti Putra Malaysia, jackycheahjh@gmail.com

Assoc. Prof. Dr. Hiram Ting, UCSI University, Malaysia and Ming Chuan University, Taiwan, hramparousia@gmail.com

Deadline for Submission: 15th June 2021

The Dark and Bright Side of Online Consumer Behaviour

With electronic commerce becomes a crucial aspect of marketing strategy and customer relations, there is a growing need to develop new knowledge, models and theories about online consumer behaviour (Anesbury et al., 2016; Davydenko & Peetz, 2020). According to the new ClickZ research, when consumers realize what they are looking for, 50% of e-commerce journeys will start from a retail website and 50% will start with a search engine (Collins, 2018). Needless to say, the online shopping market is evolving at an unprecedented pace. In fact, researchers have recognized that the range of Internet-enabled devices that consumers use to search or purchase products online has expanded (Kumar, Ramachandran & Kumar, 2020; Yadav & Pavlou, 2020). With each device that allows individuals to access online retail offerings, such as computers, smartphones, tablets and Internet-enabled TVs, online shopping is not only becoming more versatile but also more complex. Therefore, consumer online behaviour is an increasingly popular topic among practitioners and has received increasing attention in academic literature as a result (e.g., Wagner, Schramm-Klein & Steinmann, 2020; Fu et al., 2020).

As customers grow increasingly tech-savvy, they demand fast and seamless digital experiences and expect immediate solutions to their needs (Kumar et al., 2020; Tong, Luo & Xu, 2020). In response, marketers are changing the way they do business by accelerating the application of technology and reinventing processes, organizational structures, and business models (Izogo, & Jayawardhena, 2018; Kostyk, Niculescu & Leonhardt, 2017). At present, however, the effectiveness of the business model/strategy to motivate positive consumer behaviour remains

questionable (Pappas et al., 2016; Hasan, 2016; Lissitsa & Kol, 2016). In many respects, marketing researchers have had to rethink how to study online consumer behaviour (Alcantara-Pilar et al., 2017). For instance, the World Wide Web platform such as Amazon, Lazada, Taobao, and etc. are to make available to consumers throughout the world products and services at any time of the day or night. Initially, it was thought that online access would return the economics to those approaching the economic model of perfect completion.

Alas, practitioners have witnessed such a result as consumers are not able to process all of the information that is available from any sources online. Subsequently, the social media have made it possible for consumers and buyers to provide information to others on a worldwide basis about how the products and services they have acquired met their expectations and needs (Liu, Shin & Burns, 2019). Consequently, it behoves researchers to think carefully through the assumptions that were made about how the consumer would search, buy online, and communicate with other consumers and with sellers to practice on collaborative consumptions. On the other hand, with the widespread availability of Internet and the emerging technologies, there is also a darker side to the online consumer behaviour (Rosen, Whaling, Rab, Carrier, & Cheever, 2013). For instance, the current available online deals could create a negative behaviour of impulsive as well as the compulsive buying behaviours that could result in overspending (Moschis, 2017). In addition, with the increasing volume of available online information, we could have witnessed a society of information overload and information anxiety. In more severe case, such as the online fake news, will actually influence the political, economic, and social well-being of consumers.

Although there are many bright and the dark sides of online information behaviour, current studies on this topic are still limited, leaving considerable gaps in the literature, particularly on how to conceptualize and operationalize the bright and dark or the unexpected bright and negative sides of online consumer behaviours, how to theorize the underlying cognitive, psychological and social processes of such behaviours, and how to implement system design and information recognition to either improve consumer online purchase decision as well as to avoid negative information that could impact their behaviours. The objective of this special issue thus is to push the boundaries of online consumer behaviour research and draw the urgent attention of academics and practitioners to this important and fertile area. The topics of interest include, but are not limited to:

- Can consumers be protected from unscrupulous sellers and hackers?
- Will the threat of security breaches make consumer hesitant to shop and purchase online (i.e. information security)?
- Can consumers trust online sellers to protect their private information and not provide access to that information to others without the knowledge and consent of consumers (i.e., Information Privacy)?
- Are the online reviews ostensibly by other consumers believable and reliable (i.e. the misinformation, disinformation, online fake news, and deceptive advertisement)?
- What are the relevant psychological, sociological and behavioural aspects that impact on impulsive and compulsive online buying behaviours (i.e. Fear of Missing Out)?
- Why do consumers abandon their shopping carts before completing a transaction?
- Will mobile apps and consumer review's impact on a consumer purchase decision?
- Will opinion leaders from social media and/or market mavens' recommendations influence their followers' intention to buy in online?
- What is the future of online selling and will it replace the traditional retail store (multi-channel store and omni-channel store)?
- How can the popularity cues displayed on the sales website push the consumer to place orders?
- How do the interactive (i.e. Chatbot) and social features on users' online experiences shape consumer purchase intention of virtual goods from a social network site?
- Will the use of online mobile apps lead to collaborative consumption?

We believe this is a topic of challenges faced by a multidisciplinary behavioural aspect of marketing, communication, and information system. This special issue seeks high-quality and original contributions that advance the concepts, methods and theories by exploring the bright and the dark side of online consumer behaviours and address the mechanisms, strategies and techniques for behavioural interventions. All contributions should clearly address the knowledge gaps indicated in the literature and will be peer-reviewed by the panel of experts associated with relevant field. We particularly welcome research that challenges the boundaries of traditional academic thinking, integrating and expanding the knowledge rooted in diverse disciplines and within diverse contexts, and comes up with innovative ideas in theorizing and resolving the bright and dark issues related to online consumer behaviours. All theoretical and empirical (both qualitative & quantitative) approaches are equally appreciated.

Submission

All manuscripts submitted must not have been published, accepted for publication, or be currently under consideration elsewhere.

Manuscripts should be submitted in accordance with the JCB author guidelines online at: <https://onlinelibrary.wiley.com/page/journal/14791838/homepage/forauthors.html>

All submissions should be made via the ScholarOne online submission system (<https://mc.manuscriptcentral.com/cb>) and should be made to the special issue which is identified on the submission site.

The Deadline for Submission is 15th June 2021

About the Guest Editors

Dr. Park Thaichon is the Cluster Leader of the Relationship Marketing for Impact research cluster within the Department of Marketing, Griffith Business School. He has served as a guest editor for the *Journal of Retailing and Consumer Services*, *Journal of Strategic Marketing*, *Asia Pacific Journal of Marketing and Logistics*, *Australasian Marketing Journal*, and *Marketing Intelligence and Planning*.

Dr. Jun-Hwa Cheah (Jacky) is a Senior Lecturer in Faculty of Economics and Management, Universiti Putra Malaysia. He has served as a guest editor for the *Journal of Marketing Analytics*, *European Business Review*, *Young Consumers*, *International Journal of Manpower, Quality & Quantity*, *Electronic Journal of Applied Statistical Analysis*, and *British Food Journal*.

Dr. Hiram Ting is an Associate Professor at Faculty of Hospitality and Tourism Management, UCSI University and the Vice President of MAG (Marketing in Asia Group) Scholar. He has served as a guest editor for a few journals, including *British Food Journal*, *Journal of Hospitality and Tourism Research*, *Young Consumers*, *International Journal of E-commerce Studies and Sustainability*.

References

- Alcantara - Pilar, J. M., Del Barrio - García, S., Porcu, L., & Crespo - Almendros, E. (2017). Language as a cultural vessel in online servicescapes: Its impact on consumers' perceived risk, attitudes, and behavioural intentions. *Journal of Consumer Behaviour*, *16*(6), e61-e75.
- Anesbury, Z., Nenycz - Thiel, M., Dawes, J., & Kennedy, R. (2016). How do shoppers behave online? An observational study of online grocery shopping. *Journal of Consumer Behaviour*, *15*(3), 261-270.
- Davydenko, M., & Peetz, J. (2020) Shopping less with shopping lists: Planning individual expenses ahead of time affects purchasing behavior when online grocery shopping. *Journal of Consumer Behaviour*. doi.org/10.1002/cb.1812
- Fu, H., Manogaran, G., Wu, K., Cao, M., Jiang, S., & Yang, A. (2020). Intelligent decision-making of online shopping behavior based on internet of things. *International Journal of Information Management*, *50*, 515-525.
- Hasan, B. (2016). Perceived irritation in online shopping: The impact of website design characteristics. *Computers in Human Behavior*, *54*, 224-230.
- Izogo, E. E., & Jayawardhena, C. (2018). Online shopping experience in an emerging e - retailing market: Towards a conceptual model. *Journal of consumer Behaviour*, *17*(4), 379-392.
- Kostyk, A., Niculescu, M., & Leonhardt, J. M. (2017). Less is more: Online consumer ratings' format affects purchase intentions and processing. *Journal of Consumer Behaviour*, *16*(5), 434-441.
- Kumar, V., Ramachandran, D., & Kumar, B. (2020). Influence of new-age technologies on marketing: A research agenda. *Journal of Business Research*. doi.org/10.1016/j.jbusres.2020.01.007
- Lissitsa, S., & Kol, O. (2016). Generation X vs. Generation Y—A decade of online shopping. *Journal of Retailing and Consumer Services*, *31*, 304-312.
- Liu, X., Shin, H., & Burns, A. C. (2019). Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing. *Journal of Business Research*. doi.org/10.1016/j.jbusres.2019.04.042
- Moschis, G. P. (2017). Research frontiers on the dark side of consumer behaviour: The case of materialism and compulsive buying. *Journal of Marketing Management*, *33*(15-16), 1384-1401.
- Pappas, I. O., Kourouthanassis, P. E., Giannakos, M. N., & Chrissikopoulos, V. (2016). Explaining online shopping behavior with fsQCA: The role of cognitive and affective perceptions. *Journal of Business Research*, *69*(2), 794-803.
- Rosen, L. D., Whaling, K., Rab, S., Carrier, L. M., & Cheever, N. A. (2013). Is Facebook creating “iDisorders”? The link between clinical symptoms of psychiatric disorders and

technology use, attitudes and anxiety. *Computers in Human Behavior*, 29(3), 1243-1254.

Tong, S., Luo, X., & Xu, B. (2020). Personalized mobile marketing strategies. *Journal of the Academy of Marketing Science*, 48(1), 64-78.

Wagner, G., Schramm-Klein, H., & Steinmann, S. (2020). Online retailing across e-channels and e-channel touchpoints: Empirical studies of consumer behavior in the multichannel e-commerce environment. *Journal of Business Research*, 107, 256-270.

Yadav, M. S., & Pavlou, P. A. (2020). Technology-enabled interactions in digital environments: a conceptual foundation for current and future research. *Journal of the Academy of Marketing Science*, 48(1), 132-136.