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Abstract: Companies’ Facebook pages have emerged as a commonly used marketing channel and their importance as a sales channel is likely to increase. Details about consumers’ underlying motivations to use these pages need to be linked to their effect on the host company’s business. This study distinguishes between consumers’ hedonic and utilitarian motivations for using company-hosted Facebook pages and relates them to two types of community usage behavior: browsing and participation. The effects on variables closely linked to business performance are examined. Analysis of data collected from 1162 members of a travel agency’s Facebook page reveals that hedonic motivations indicate a higher propensity to participate in the community whereas utilitarian motivations relate more strongly to merely browsing the community page. The participating members, however, do not show intentions to buy from the host company or refer it to others, while the browsers do. For practitioners, the finding that hedonic community participants are needed to maintain the community, but that they are unlikely to profit the company, is crucial. Keywords: Brand community; Online community; Facebook; Social media; Social commerce; Hedonism; Utilitarianism


Abstract: During recent years, the addition of game mechanisms to non-game services has gained a relatively large amount of attention. Popular discussion connects gamification to successful marketing and increased profitability through higher customer engagement, however, there is a dearth of empirical studies that confirm such expectations. This paper reports the results of a field experiment, which gamifies a utilitarian peer-to-peer trading service by implementing the game mechanism of badges that users can earn from a variety of tasks. There were 3234 users who were randomly assigned to treatment groups and subjected to different versions of the badge system in a
2 × 2 design. The results show that the mere implementation of gamification mechanisms does not automatically lead to significant increases in use activity in the studied utilitarian service, however, those users who actively monitored their own badges and those of others in the study showed increased user activity. **Keywords:** Badges; Collaborative consumption; Game design; Gamification; Service marketing; Social commerce

3. **From e-commerce to social commerce: A close look at design features.** By: Zhao Huang, Morad Benyoucef. *Electronic Commerce Research & Applications, 12*(4): 246-259. **Abstract:** E-commerce is undergoing an evolution through the adoption of Web 2.0 capabilities to enhance customer participation and achieve greater economic value. This new phenomenon is commonly referred to as social commerce, however it has not yet been fully understood. In addition to the lack of a stable and agreed-upon definition, there is little research on social commerce and no significant research dedicated to the design of social commerce platforms. This study offers literature review to explain the concept of social commerce, tracks its nascent state-of-the-art, and discusses relevant design features as they relate to e-commerce and Web 2.0. We propose a new model and a set of principles for guiding social commerce design. We also apply the model and guidelines to two leading social commerce platforms, Amazon and Starbucks on Facebook. The findings indicate that, for any social commerce website, it is critical to achieve a minimum set of social commerce design features. These design features must cover all the layers of the proposed model, including the individual, conversation, community and commerce levels. **Keywords:** E-commerce; Social commerce; Social media; User-centered design; Web 2.0

4. **Website features that gave rise to social commerce: a historical analysis.** By: Renata Gonçalves Curty, Ping Zhang. *Electronic Commerce Research & Applications, 12*(4): 260-279. **Abstract:** Social commerce is a form of commerce mediated by social media and social network services (SNS). As a multifaceted phenomenon, social commerce can be studied from different angles and analyzed through the lens of various disciplines. This article examines website technical features to depict the transformation of e-commerce into social commerce. We first develop a conceptual framework to capture three emphases of e-commerce: transactional, relational and social. Then, we use the framework to conduct an historical analysis of the actual website screen captures for five top e-commerce companies since their websites were established. We were able to identify and classify a total of 174 emerging technical features. Our results show that: (1) all three emphases were expressed in the websites and have been reshaping their business and marketing strategies over the years; (2) there was a clear blooming of social features in 2007; and (3) there has been a significant effort to strengthen customer and merchant ties through relational features. Our findings signal that there still is room for further exploration of the social emphasis. **Keywords:** E-commerce; Framework development; Historical analysis; Social commerce; Social shopping;

**Abstract:** Recent empirical studies based on surveys bring evidence that international remittances are more the result of familial intertemporal contracts than self-insurance motivations. Exploiting transaction-level remittance data carried out by 3294 migrants between 2004 and 2009 in France from a mobile money transfer service to recipients located in Sub-Saharan Africa, Middle East, Eastern Europe and Madagascar, we find using descriptive statistics and econometric tests that migrants send preferably more money to themselves than to family and non-family members. This result tends to support the idea that the mobile technology impacts migrant remittances and then the standard findings in the remittance literature as migrants seem to be more concerned by the accumulation of savings (self-insurance motivations) than about altruistic or household insurance motivations. **Keywords:** Remittances; Mobile money transfer; Transaction data.

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**Abstract:** Concept extraction is the technique of mining the most important topic of a document. In the e-commerce context, concept extraction can be used to identify what a shopping related Web page is talking about. This is practically useful in applications like search relevance and product matching. In this paper, we investigate two concept extraction methods: Automatic Concept Extractor (ACE) and Automatic Keyphrase Extraction (KEA). ACE is an unsupervised method that looks at both text and HTML tags. We upgrade ACE into Improved Concept Extractor (ICE) with significant improvements. KEA is a supervised learning system. We evaluate the methods by comparing automatically generated concepts to a gold standard. The experimental results demonstrate that ICE significantly outperforms ACE and also outperforms KEA in concept extraction. To demonstrate the practical use of concept extraction in the e-commerce context, we use ICE and KEA to showcase two e-commerce applications, i.e. product matching and topic-based opinion mining. **Keywords:** Concept extraction; Automatic keyphrase extraction; e-Commerce; Product matching; Topic-based opinion mining.