



## **Special Issue – Call for Papers**

### **Consumer Decision-Making in Online Contexts**

#### **Guest Editors**

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The Internet has provided new opportunities and challenges for marketers and consumers alike. The online interactive environment has radically changed information search and decision making for consumers, while providing more challenges to marketers who are trying to capture consumers' attention. The recent health crisis has led to an increased volume of online sales, with over two billion people purchasing goods and services online in 2020 (Statista, 2021). In addition, the e-retail revenues are expected to reach 6.4 trillion US dollars in 2024 (Statista, 2022), making online channels a very popular retail environment for companies.

From the consumer perspective, the Internet has provided access to a wealth of information on product availability, making it easier to find the product that best fits consumer needs (Punj, 2012), thus providing increased search efficiency (Patwardhan and Ramaprasad, 2005). It also allowed consumers to experience and visualize the products through the use of augmented reality (Qin, Peak, & Prybutok, 2021), and monitor prices due to price transparency (Hanna, Lemon, & Smith, 2019). In essence, the Internet has provided a space for consumers where they turn to in order to make purchasing decisions. The existing literature on decision making in online contexts supports the notion that consumers make better decisions with less search cost when online (Häubl & Murray, 2006). Empirical evidence suggests that decision-making processes are influenced by factors related to the individuals as well as contextual factors (Xia & Sudharshan, 2002), thus making the applicability of traditional consumer decision making models questionable.

Despite the need for scholars to provide comprehensive explanations of the online consumer decision making process, the extant studies are rather limited (e.g., Darley, Blankson, & Luethge, 2010; Patwardhan & Ramaprasad, 2005; Punj, 2012). Most literature in this domain focuses on the decision determinants, including review valence and order (Bigne, Chatzipanagiotou, & Ruiz, 2020), interruptions caused by information push (Xia & Sudharshan, 2002), interactivity strategies (Häubl & Trifts, 2000; Fang, 2012), information overload (Gross, 2014), the use of augmented reality (Qin, Peak, & Prybutok, 2021) and recommender agents (Huseynov, Huseynov, & Özkan, 2016). However, the decision making process adopted by consumers in an online context is less understood and there are still areas that remain unexplored (Darley, Blankson, & Luethge, 2010).

This special issue aims to provide a platform for novel research that focuses on online consumer decision making, thus enhancing existing knowledge on a current topic with significant managerial implications. All rigorous conceptual and empirical papers are welcome, and suggested topics include but are not limited to:

- The online consumer decision making process in varied contexts
- The differences in the decision making processes adopted by consumers based on personality traits
- The applicability of online decision making models in cross-cultural settings
- The identification of the steps involved in the online decision making process
- The influencing factors in all the steps of the decision making process
- The online decision making process within the context of social media
- The sequence of the steps in the online decision making process and the influencing factors
- The influence of interactive tools, such as chatbots, in the online decision making process
- The influence of brand communities in online decision making process
- The use of visual vs verbal content as an influencing factor of online consumer decision making

### **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>

Relevant papers presented at the ICCMI 2022 conference (<https://iccmi2022.org>) may be submitted and will be considered for publication in this special issue. All papers will pass through a rigorous review process.

**Submission Deadline:** 31 December 2022

Submissions will be open from 1 November 2022 - 31 December 2022

### **About the Guest Editors**

**Nikoletta-Theofania Siamagka** is an Assistant Professor of Marketing at Aristotle University of Thessaloniki, Greece. Prior to joining Aristotle University, Nikoletta worked at King's College London. Nikoletta's research interests cut across the broader areas of international consumer behavior, social media marketing, and consumer-brand relationships. Her research appears in a number of journals, including *International Journal of Research in Marketing*, *Journal of International Marketing*, *International Marketing Review*, *Psychology & Marketing*, *Industrial Marketing Management*, *European Journal of Marketing*, and *Journal of Travel Research* among others.

**Christina Boutsouki** is a Professor of Marketing at the School of Economics, Department of Business Administration, Aristotle University of Thessaloniki. She is Director of Studies in the MSc in Logistics and Supply Chain Management. She holds a BSc in Maths, an MSc in Operational Research, and a PhD in Marketing. Her research interests lie in the areas of Consumer Behaviour, Advertising, Neuromarketing and Social Media Marketing. Recent projects focus on the effectiveness of humorous advertising, the use and effectiveness of minimal advertising, consumer engagement in social media and the use of emotions in political communication. She has published her work in the *International Journal of Advertising*, *Journal of Consumer Behavior*, *Journal of Promotion Management*, *Communication and Research Reports*, *Journal of Global Fashion Marketing*, *Food Research International*, *International Marketing Review*, *International Journal of Retail & Distribution Management*, *International Journal of Humor Research*, *Journal of Current Issues and Research in Advertising* and *International Journal of Internet Marketing and Advertising* among others.

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