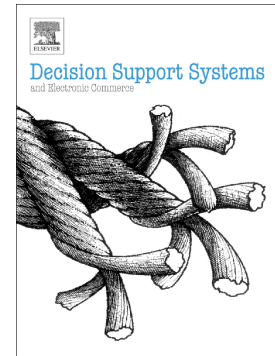


Accepted Manuscript

Dynamic Effects of User- and Marketer-Generated Content on Consumer Purchase Behavior: Modeling the Hierarchical Structure of Social Media Websites

Michael Scholz, Joachim Schnurbus, Harry Haupt, Verena Dorner, Andrea Landherr, Florian Probst



PII: S0167-9236(18)30110-6
DOI: doi:[10.1016/j.dss.2018.07.001](https://doi.org/10.1016/j.dss.2018.07.001)
Reference: DECSUP 12971

To appear in: *Decision Support Systems*

Received date: 15 March 2018
Revised date: 8 July 2018
Accepted date: 10 July 2018

Please cite this article as: Michael Scholz, Joachim Schnurbus, Harry Haupt, Verena Dorner, Andrea Landherr, Florian Probst , Dynamic Effects of User- and Marketer-Generated Content on Consumer Purchase Behavior: Modeling the Hierarchical Structure of Social Media Websites. Decsup (2018), doi:[10.1016/j.dss.2018.07.001](https://doi.org/10.1016/j.dss.2018.07.001)

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Dynamic Effects of User- and Marketer-Generated Content on Consumer Purchase Behavior: Modeling the Hierarchical Structure of Social Media Websites

Michael Scholz^{a,*}, Joachim Schnurbus^a, Harry Haupt^a, Verena Dorner^b, Andrea Landherr^c, Florian Probst^c

^a*Faculty of Business Administration, University of Passau, Passau, Germany*

^b*Faculty of Business Administration and Economics, Karlsruhe Institute of Technology, Karlsruhe, Germany*

^c*FIM Research Center, University of Augsburg, Augsburg, Germany*

Abstract

User- and marketer-generated content items on social media platforms are supposed to have an impact on economic target variables, such as variables measuring consumers' purchase behavior. The position of each content item – and thus the impact on economic variables – changes with newly appearing items. We propose a hierarchy score to capture the dynamics of the content items on social media platforms. In order to mimic the reduced visibility of earlier content items, our hierarchy score computes the position of content items based on the number of text line equivalents of content items above a particular item. Employing the proposed hierarchy score in a dynamic regression framework for data of a large online store yields improved estimates and predictions compared to a variety of other models.

Keywords: social media, user-generated content, marketer-generated content, content hierarchy, dynamic regression

1. Introduction

Social media platforms have become very popular for individual users but also for companies in recent years, offering companies special services for social media marketing. Companies can, for example, set up business fanpages on social media platforms in order to foster their communication with customers and to implement social media marketing campaigns. Other social media platforms provide information about

*Corresponding author

Email addresses: michael.scholz@uni-passau.de (Michael Scholz), joachim.schnurbus@uni-passau.de (Joachim Schnurbus), harry.haupt@uni-passau.de (Harry Haupt), verena.dorner@kit.edu (Verena Dorner), andrea.landherr@wiwi.uni-augsburg.de (Andrea Landherr), florian.probst@wiwi.uni-augsburg.de (Florian Probst)

Download English Version:

<https://daneshyari.com/en/article/6948316>

Download Persian Version:

<https://daneshyari.com/article/6948316>

[Daneshyari.com](https://daneshyari.com)