

Marketing in Electronic Commerce

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Now in its third year, our minitrack continues to focus on different issues regarding Marketing in E-Commerce. As the dust from the industry “shakeout” starts to settle, marketing strategies are starting to solidify. The papers in the minitrack show a diversity of approaches (theory, field study) and subjects (online bookshops, portals).

The first paper, “From Physical to Web Marketing: The Web-Marketing Mix” by Efthymios Constantinides, takes a controversial position. It challenges the traditional Marketing Mix Paradigm with its 4 Ps (product, price, promotion, place) as insufficient for electronic marketing. Instead it proposes a new Web Marketing Mix model with 4 Ss (scope, site, synergy, system).

The second paper, “Measuring and Assessing Online Store Image: A Study of Two Online Bookshops in the Benelux” by Hans van der Heijden and Tibert Verhagen is a field study of two online bookstores. The authors have developed better and more reliable measures for the image of a web-based store. They also tested the impact of those measures on a customer’s intention to buy. The results are both interesting and valuable for further research on consumer behavior on the web.

The last two papers deal with the same subject, web portals. The third paper, “Measuring Web Portal Utilization in the World Wide Web” by Mario Christ, Ramayya Krishnan, Daniel Nagin, and Oliver Günther study the way users utilize web portals over an 18-month period. Their findings show that most users do not fully use the web portal features and that the few who do are demographically different than the rest.

The final paper, “Exploring the Impact of Online Service Quality on Portal Site Usage” by Cathy S. Lin and Sheng Wu takes a different approach in its study of web portal

usage. The authors employ the Technology Acceptance Model (TAM) and find how perceived usefulness and ease of use influence portal usage as well as what antecedents impact those two TAM factors.