

## Electronic Marketing

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Electronic marketing is an established and fast growing research stream within electronic commerce. New Techniques and models of marketing continue to be introduced and then later refined or advanced. Our minitrack, now in its fifth year, highlights several interesting studies done in this area. We have accepted papers in two areas: 1) quantitative, empirical research with strong theoretical underpinnings, and 2) novel methods and approaches for envisioning and creating effective online/Internet marketing theory development or managerial best practice.

The paper by Robert J. Kauffman and Angsana A. Techatassanoontorn presents an econometric analysis of the diffusion of wireless technology. Using a modified Bass model and a coupled-hazard survival model, the authors test the effects of various factors on the speed of diffusion of wireless technology on a global scale. Their findings are indicative of the complexities of new technology diffusion on both a national and international level. For example, the authors find that multiple standards and high prices decelerate the diffusion of wireless telephones in the initial to middle stages, a phenomenon experienced in the U.S. as opposed to Europe.

The issue of risk in e-services is explored in the paper by Mauricio S. Featherman and John D. Wells. The authors explore the effects of consumer perceptions regarding the intangibility of e-services. Their findings point out what many e-services constantly struggle with: their intangible nature contributes to greater concerns by consumers. Those concerns manifest themselves as higher perceived risk and artificiality, as well as reduced perceived usefulness of the services. The result can be a reduction in intention by the customers to adopt such e-services.

The paper by Byounggu Choi, Choongseok Lee, Heeseok Lee, and Mani Subramani presents an empirical study on the effects of web retail service quality and product categories on consumer behavior. The authors questioned a sample of shoppers who are actively buying online and used the data to test a research model that examines the impact of service quality and product categories on consumer behavior. Their

results indicate the difference between technical service quality, which influences perceived product quality and value, and functional service quality, which directly affect willingness to buy. Those effects are moderated by product categories.

The application of embodied conversational agents (ECA) in online retailing is explored by Kathy Keeling, Susan Beatty, Peter McGoldrick and Linda Macaulay. They interviewed online shoppers about their perceptions of three different types of ECAs and assessed the fit of these ECAs among various types of retail sites. Their findings suggest that online shoppers find it easy to relate to ECAs, and that several factors, such as the fit between the appearance of an ECA and the information provided, may moderate the effectiveness of an ECA. Their conclusions suggest that it may be critical to define and design effective ECAs because of their potential in building and managing customer relationships.

Mark Bergen, Robert J. Kauffman, and Dongwon Lee ask whether we should expect less price rigidity in e-commerce; and they draw upon theoretical perspectives from Economics and Marketing Science to explain the price change behaviors of Internet-based sellers. They highlight possible causes of price rigidity in e-commerce that are based on a diverse set of theories, such as those pertaining to the cost of adjusting price, market structure and asymmetric information. Their answer to their own question about price rigidity is provocative. In addition, they identify rich opportunities for new theory-building and empirical research in e-commerce settings that may be of high interdisciplinary interest.

Rong-An Shang and Ming-Kuan Ling analyze actual online auction transaction data from a popular Hong Kong auction site. They define and test hypotheses about the relationship between bidding behavior and network externalities, relative price levels, time periods, and "last minute" effects, and the moderating effects of auction-context and bidder-type on these relationships. They found that auction-context and bidder type moderated the effect of network effects, relative price, and time period; and that last minute" effects were stable.