

# The Vanca: Dilemmas of an E-commerce Entrepreneurial Startup

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## 6.1 CONSUMER ONLINE : THE INTERNET AUDIENCE AND CONSUMER



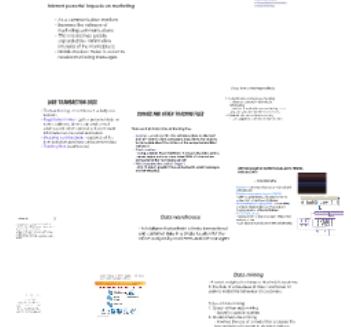
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## 6.2 DIGITAL COMMERCE MARKETING AND ADVERTISING STRATEGIES AND TOOLS



## 6.3 INTERNET MARKETING TECHNOLOGIES



## 6.4 UNDERSTANDING THE COST AND BENEFITS OF ONLINE MARKETING COMMUNICATIONS



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# The Vanca: Dilemmas of Startup

## 6.1 CONSUMER ONLINE : THE INTERNET AUDIENCE AND CONSUMER

### Internet Traffic Patterns : the online consumer profile

#### • Intensity and Scope of Usage

The slowing rate of growth in the internet population is compensated for, in part, by an increasing intensity and scope of use.

#### • Demographic and Access

The term digital divide describes a gap in terms of access to and usage of information and communication technology.



• Community Effects : Social Contagion in Social Networks  
In general, there is a relationship between being a member of a social network and purchasing decision

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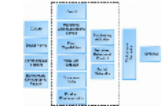
#### • Type of Internet Connection :

Broadband and Mobile Impacts  
The explosive growth of smartphones and tablet computers connected to broadband cellular and Wi-Fi networks is the foundation for a truly mobile e-commerce and marketing platform.

### The online purchasing decision



### A Model of Online Consumer Behavior



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### Consumer Behavior Models

• Social science theories that attempt to model and understand behavior in human beings  
• The responses to the stimuli in the environment can be understood, then, if the stimuli have been identified and the products

### Profiles of Online Consumers

Online consumers are a mix of different consumer behavior types, each with its own characteristics



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## 6.2 DIGITAL COMMERCE MARKETING AND ADVERTISING STRATEGIES AND TOOLS

THE WEBSITE AS A MARKETING PLATFORM  
ESTABLISHING CUSTOMER RELATIONSHIP

Types of marketing:  
• Website

TRADITIONAL ONLINE MARKETING AND ADVERTISING TOOLS



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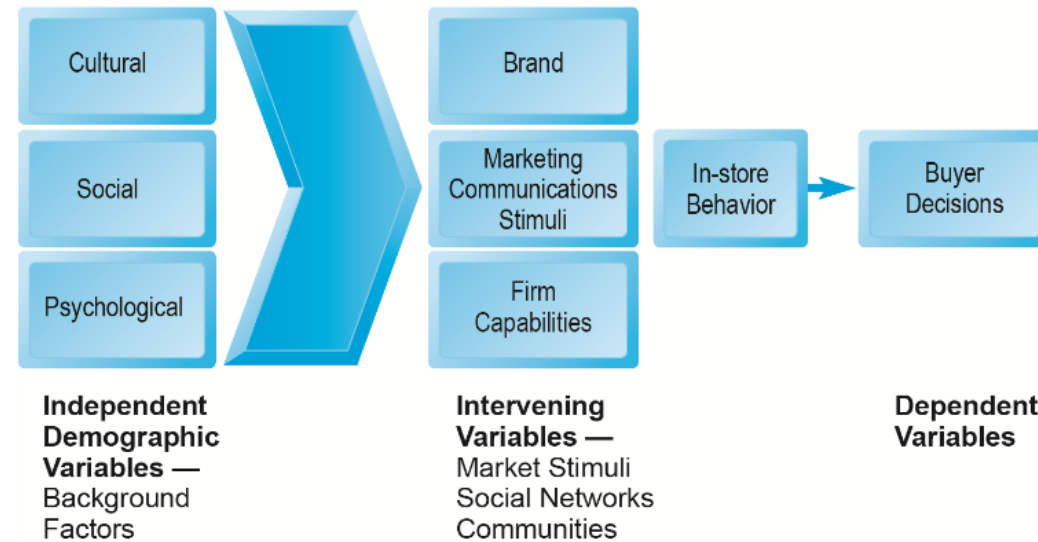
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# Consumer Behavior Models

- A social science discipline that attempts to model and understand the behavior of humans in a marketplace
- The expectation is that if the consumer decision-making process can be understood, firms will have a much better idea how to market and sell their products.

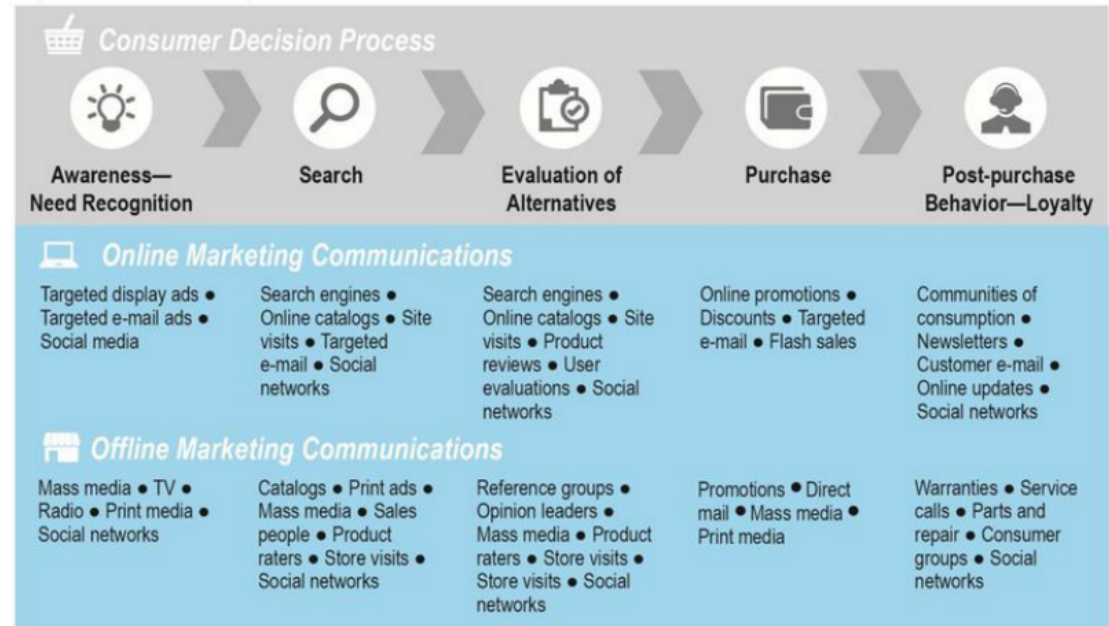
## Profiles of Online Consumers

- Online consumer behavior parallels that of offline consumers behavior with some obvious differences.

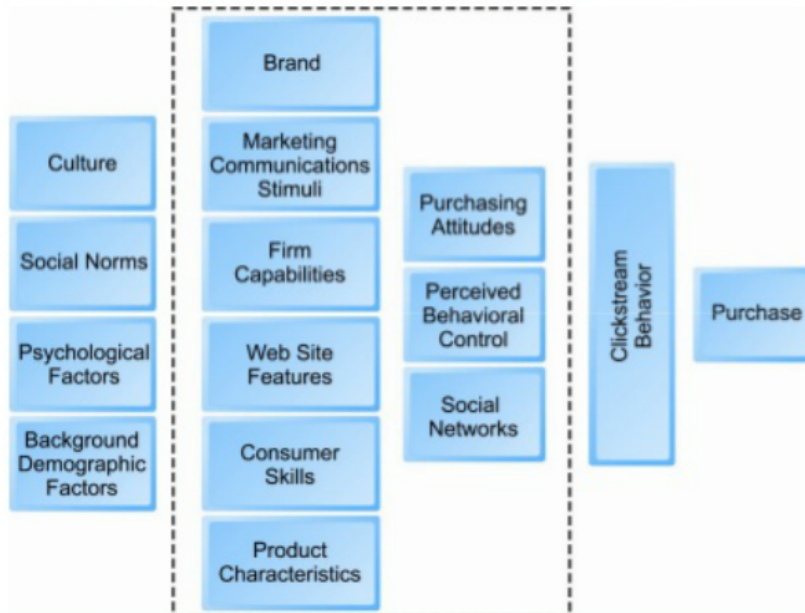




# The online purchasing decision



## A Model of Online Consumer Behavior



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## Shoppers: Browsers and Buyers

- These considerations strongly suggest that e-commerce and traditional commerce are coupled and should be viewed by merchants ( and researches) as part of a continuum of consuming behavior and not as radical alternatives to one another.

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# What Consumers Shop For and Buy Online

- You can look at online sales as divided roughly into two groups :
- Small-ticket. Items include apparels, books, beauty supplies and many more.
- Big-ticket. Items include computer equipment and consumer electronics.



## Intentional Acts: How Shoppers Find Vendors Online

- E-commerce shoppers are highly **intentional**

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# Why Some People Don't Shop Online

- Trust Factor
- Hassle Factor

## Trust, Utility, and Opportunism In Online Markets

- Two most important factors shaping the decision to purchase online are utility and trust

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