

Kaskazi Network Ltd – Distributing To The Bottom Of The Pyramid (C)

6.1 CONSUMER ONLINE : THE INTERNET AUDIENCE AND CONSUMER **TheCaseSolution.com**



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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6.2 DIGITAL COMMERCE MARKETING AND ADVERTISING STRATEGIES AND TOOLS



Digital marketing strategies and advertising tools.



6.3 INTERNET MARKETING TECHNOLOGIES



Internet marketing technologies and analytics.

6.4 UNDERSTANDING THE COST AND BENEFITS OF ONLINE MARKETING COMMUNICATIONS



Online marketing communication costs and benefits.

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6.1 CONSUMER ONLINE : THE INTERNET AUDIENCE AND CONSUMER TheC

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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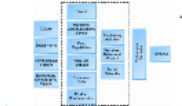
• Type of Internet Connection :

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

- A model serves as a guide that provides a useful and systematic foundation to further research.
- The organization should be aware of the various marketing models that can be used to understand their own or their competitors' marketing strategies.

Profile of Online Consumers

Online consumers are more likely to be younger, more educated, and have higher income levels than offline consumers.

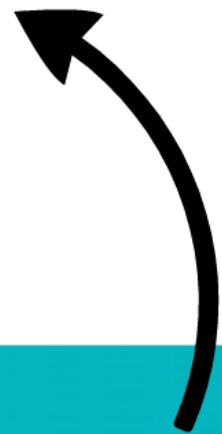
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6.2 DIGITAL COMMERCE MARKETING AND ADVERTISING STRATEGIES AND TOOLS

THE INTERNET AS A MARKETING PLATFORM: ESTABLISHING CUSTOMER RELATIONSHIP

Type of marketing:
• Website

TRADITIONAL ONLINE MARKETING AND ADVERTISING TOOLS



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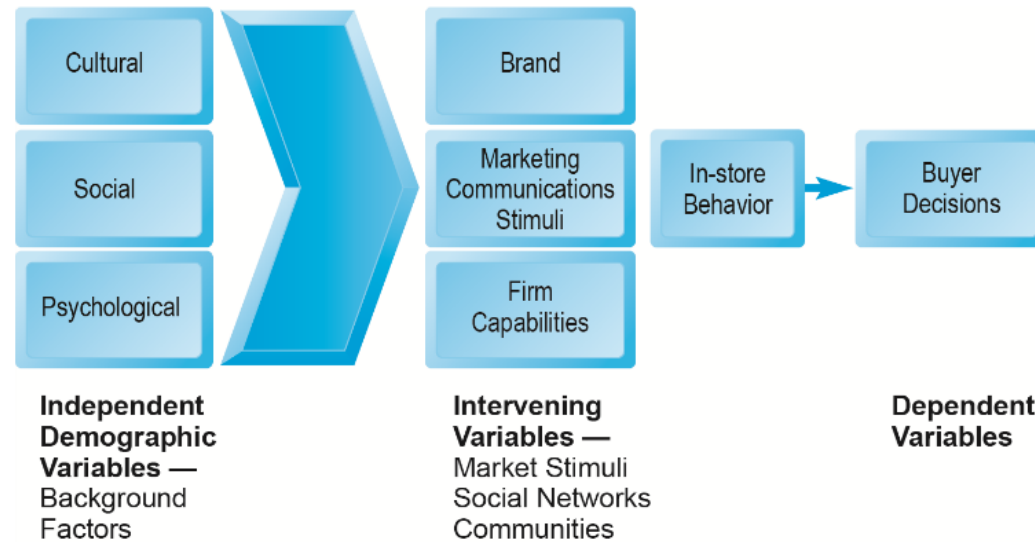
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Consumer Behavior Models

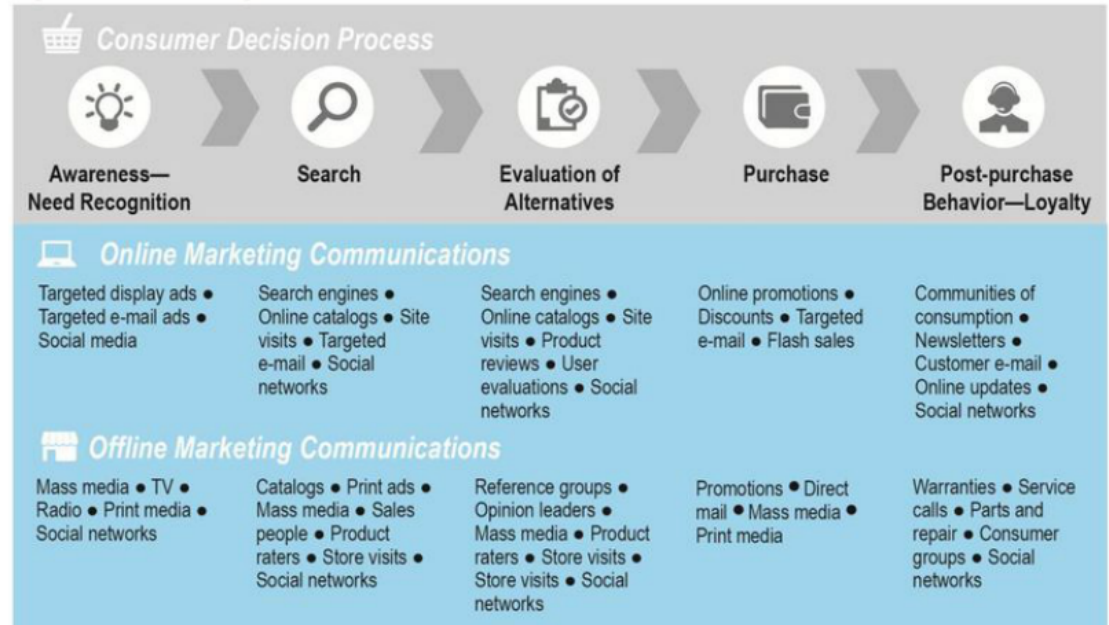
- A social science discipline that attempts to model and understand the behavior of humans in a marketplace
- The expectation is that if the consumer decision-making process can be understood, firms will have a much better idea how to market and sell their products.

Profiles of Online Consumers

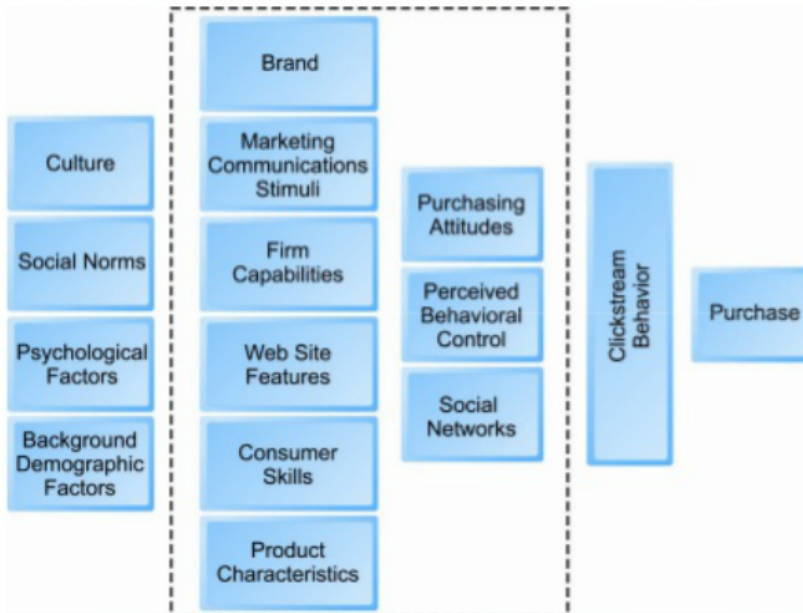
- Online consumer behavior parallels that of offline consumers behavior with some obvious differences.



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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