

The Shaw Group Inc.: Entrepreneurial Innovation

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6.1 CONSUMER ONLINE : THE INTERNET AUDIENCE AND CONSUMER



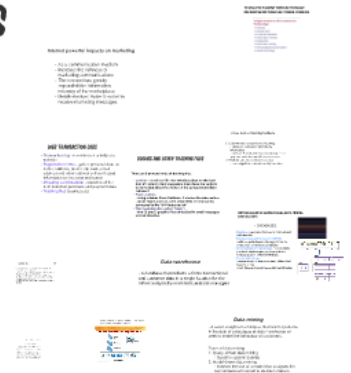
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6.2 DIGITAL COMMERCE MARKETING AND ADVERTISING STRATEGIES AND TOOLS



6.3 INTERNET MARKETING TECHNOLOGIES



6.4 UNDERSTANDING THE COST AND BENEFITS OF ONLINE MARKETING COMMUNICATIONS



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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.



- 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.

• 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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The online purchasing decision



A Model of Online Consumer Behavior



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6.2 DIGITAL COMMERCE MARKETING AND ADVERTISING STRATEGIES AND TOOLS

THE INTERNET AS A MARKETING PLATFORM
ESTABLISHING CUSTOMER RELATIONSHIP
Types of marketing:
- website

TRADITIONAL ONLINE MARKETING AND ADVERTISING TOOLS



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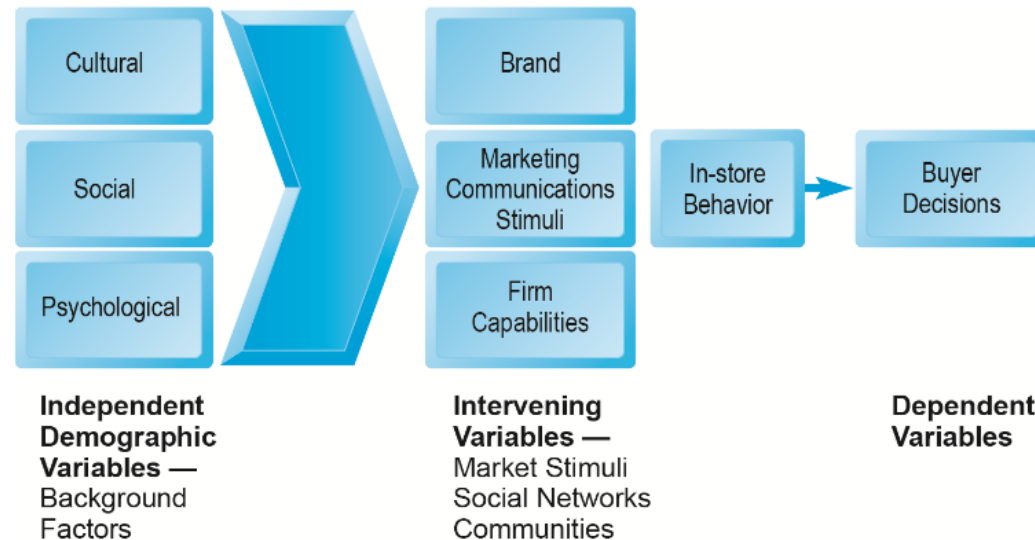
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Consumer Behavior Models

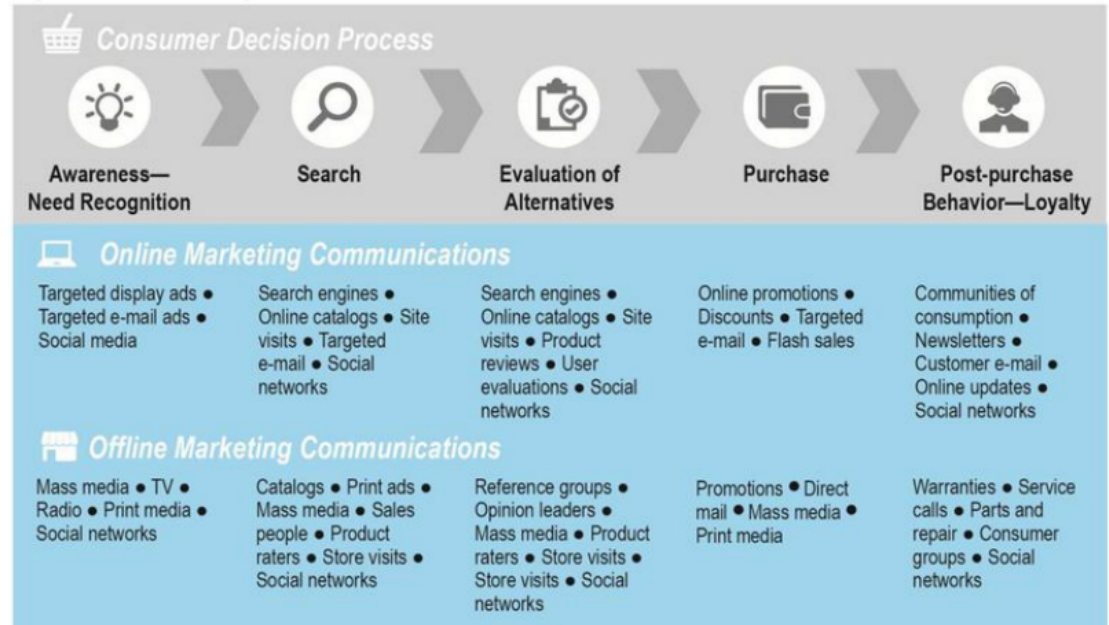
- A social science discipline that attempts to model and understand the behavior of humans in a marketplace
- The expectation is that if the consumer decision-making process can be understood, firms will have a much better idea how to market and sell their products.

Profiles of Online Consumers

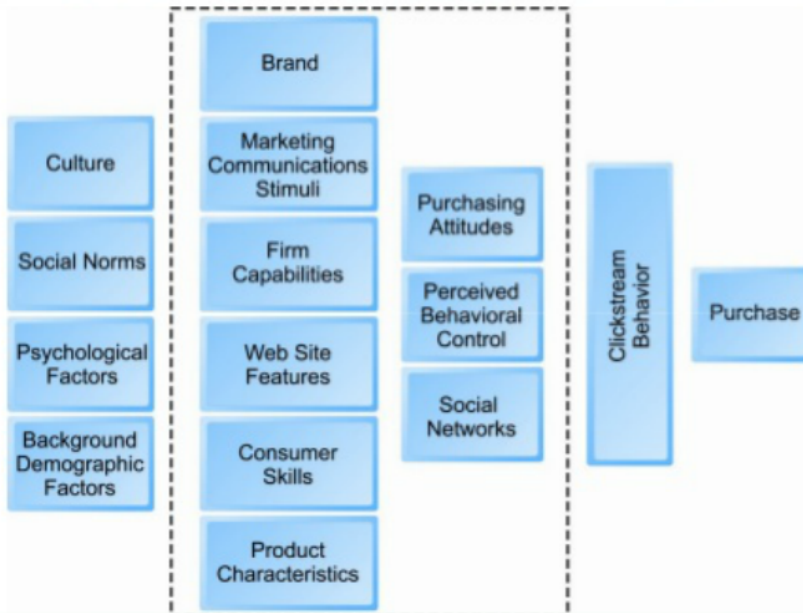
- Online consumer behavior parallels that of offline consumers behavior with some obvious differences.



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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