

Glossary

Attitudes Toward Advertising: A predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion.

B2B (Business-to-business): The exchange of services, information, and/or products from one business to another, as opposed to between a business and a consumer.

B2C (Business-to-consumer): The exchange of services, information, and/or products from a business to a consumer, as opposed to between one business and another.

Business Model: A view of the business at any given point in time. The view can be from a process, data event, or resource perspective and can be the past, present, or future state of the business.

Computer Mediated Communication: A process of human communication via computers, involving people, situated in particular contexts, engaging in processes to shape media for a variety of purposes.

Culture: The knowledge and values shared by a society.

Customer Loyalty: The degree to which customers are predisposed to stay with your company and resist competitive offers.

Customer Relationship Management (CRM): Entails all aspects of interaction a company has with its customer, whether it is sales or service related. (Also referred to as **Customer Relationship Marketing**).

Customer Satisfaction: Measure or determination that a product or service meets a customer's expectations, considering requirements of both quality and service.

Customer Service: Activities and programs provided by the seller to make the relationship a satisfying one for the customer.

Customer Value: The difference between the benefits that a customer is receiving from the acquired products and services and the effort and cost that the customer has to invest to get the product. See **Lifetime Value (LTV)**.

Distribution Channel The method through which a product is sold including retailers, cataloguers, Internet commerce Web sites, and so forth.

E-Commerce: Business that is conducted over the Internet using any of the applications that rely on the Internet, such as e-mail, instant messaging, shopping carts, Web services, UDDI, FTP, and EDI, among others. Electronic commerce can be between two businesses transmitting funds, goods, services, and/or data or between a business and a customer.

Electronic Marketing (E-Marketing): Using electronic means, such as the Internet, to market products and services.

Enterprise Resource Planning: A business management system that integrates all facets of the business, including planning, manufacturing, sales, and marketing. As the ERP methodology has become more popular, software applications have emerged to help business managers implement ERP in business activities, such as inventory control, order tracking, customer service, finance, and human resources.

E-Retailing (E-Tailing)?: Retailers selling products to customers over the Internet.

Experience Products: Those products for which either full information on dominant attributes cannot be attained without direct experience, or information search is more costly/difficult than direct product experience.

Forward Auctions: Auctions that tend to sell excess inventory at low prices and involve buyers bidding for inventory.

Internet: A global network connecting millions of computers.

Internet Marketing: See **Electronic Marketing**.

IT Infrastructure: The systems and network hardware and software that support applications. IT infrastructure includes servers, hubs, routers, switches, cabling, desktop, lap, and handheld devices.

Lifetime Value (LTV): The net profit a customer contributes to a business over the entire life cycle. Generally calculated as gross margin or contribution to overhead minus the promotional costs of acquisition and retention, including any discounts.

Marketing Strategy: The articulated plan for the best use of an organizations resources and tactics to meet its marketing objective.

Online Advertising: Advertising messages on the Internet.

Online Auction: A public sale online in which property (or an article) is sold to the highest bidder.

Online Marketing: See **Electronic Marketing**.

Online Shopping: Systems that provide a secure environment for browsing and purchasing products over an online service.

Reverse Auctions: Auctions that work with sellers bidding to arrange long-term contracts on standardized products.

Search Products: Products for which full information on the most important attributes can be obtained prior to purchase.

Supply Chain Management (SCM): The analysis of and effort to improve a company's processes for product and service design, purchasing, invoicing, inventory management, distribution, customer satisfaction and other elements of the supply chain. SCM usually refers to an effort to redesign supply chain processes in order to achieve streamlining.

Viral Marketing: The process of getting customers to pass along a company's marketing message to friends, family, and colleagues.

Virtual Community: A group sharing common interests in cyberspace rather than in physical space. Virtual communities exist in discussion groups, chat rooms, listservs, listprocs, and newsgroups.

World Wide Web (WWW): A system of Internet servers that supports specially formatted documents in a markup language called HTML (HyperText Markup Language).