

Index

A

acceptable images 308
active user 143
AdMediation 42
advergame 2
adverse selection 43
advertainment 169
advertising strategies 172
advertising tool 1
aesthetics 112
American Airlines 251
analytical CRM 255
anonymity 213
association rules 57
audience 310

B

bass diffusion model 270
bookmarking 235
business-directed online communication
270, 274
business-to-consumer 270
business-to-consumer interaction 76

C

classification algorithm 56
click-through 233
clustering 56
clustering algorithm 56
collaborative CRM 256
competitive advantage 132
consumer behavior 135
consumer innovativeness 324
consumer knowledge 69
consumer skill 132
consumer-directed spontaneous
communication 276
consumer-to-consumer 270
consumer-to-consumer interaction 76
cookies 232
credibility 310
cross-cultural communication 301
cultural audience 304
culture-specific images 301
customer interaction center (CIC) 254
customer privacy 206
customer relationship management
(CRM) 250

customer service 254
 customization 99
 cyberspace 269

D

data mining 250
 data processing 56
 database registration table 5
 dial-up speed 109
 diffusion 278
 digital culture 167
 digital video disc (DVD) 268
 direct Internet connections 227
 direct response advertisements 17
 domain specific innovativeness 323,
 326

E

e-auctions 150
 e-business 50
 e-commerce 50, 69, 99, 298
 e-mail 18, 38, 239
 e-mail advertising 42
 e-marketing 250
 e-marketing intelligence 48
 e-marketing material 297
 early adopter fatigue 286
 ease of dialogue 103, 111
 ease of navigation 98
 eBay 149
 eBay rating impacts 153
 electronic environment 131
 environment data 55

F

face-to-face (FtF) communication 275
 financial security 214
 five-factor model of personality 325
 friendster 172

G

global innovativeness 323
 global peers 168
 growth over profit 134

H

hedonic service 107
 Hotmail 172
 hypertext links 19

I

independent-group-directed communica-
 tions 277
 inequality rules 173
 information sensitivity 192
 innovation effect 286
 innovativeness 323
 interactive audiences 167
 interactive marketing communication
 268, 269
 interconnectivity 168
 international e-marketing 301
 Internet 167, 210, 229, 250, 268, 297
 Internet diffusion 282
 Internet marketing 226
 Internet protocol (IP) 231
 Internet service providers (ISPs) 232
 Internet shopping 323
 Internet usage 208

J

junk mail 212

K

knowledge discovery in databases
 (KDD) 250
 knowledge management 69
 knowledge sharing culture 70

L

language barriers 305
 local area network (LAN) 136
 local cache 232
 location-based service 106
 longevity 156
 loyalty 131

M

m-service quality 102

m-services 95
 marketplace innovativeness 326
 mass media 272
 mobile digital service 102
 mobile Internet 102
 mobile service 93
 mobile service quality 93
 moral hazard 43
 MSQ-model 93
 My Twin 252

N

negative externalities 40
 net positive feedback 154
 new-product diffusion 272
 new-product diffusion studies 269
 non-reactive approach 53

O

online access 298
 online advertising 166
 online analytical processing (OLAP) 254
 online business transactions 298
 online buying 326
 online communities 74
 online displays 312
 online distribution channel 23
 online experience 208
 online experiments 226
 online innovativeness 326
 online marketing 229
 online media 301
 online privacy 186, 200, 208
 online privacy invasion 202
 open directory 4
 operational CRM system 256
 opt-in approach 40

P

p2p 170
 personalization 49, 99, 113
 personalization process 51
 personalized content 59
 personalized output 59

personalized structure 60
 physical privacy 189
 practice on perception 141
 predictive modeling algorithm 59
 price knowledge 115
 privacy 99, 114, 186
 privacy polls 187
 privacy protection 193
 product competition effect 285
 product complementary effect 285
 product contingency effect 284
 product oracle 21
 product substitution effect 286
 product type 154
 programmable autonomous business 3
 prototype theory 308
 provider driven 51
 public opinion 187
 pull services 94
 push services 94

R

reactive approach 53
 relationship marketing 250, 257
 reliability 112
 rhetorical theory 304
 robots 233

S

security 99, 114
 self-perceived technological competence (SPTC) 200, 209
 self-service technologies (SSTs) 94
 seller feedback ratings 149
 seller information 152
 sequential elimination 45
 sequential pattern discovery 58
 server log files 226
 service expectations 97
 service quality dimensions 98
 shareable product asset 22
 site depth 233
 site navigation 237
 skill acquisition 131, 139
 sociability 173
 social constructionist-critical theory 69

social constructionists 74
social oracles 1
software agent 2
spam 38, 212
supra-individual cognitive systems 7

T

technology mediation 14
time sensitiveness 107
traditional marketing communication
 theory 272
trust 100, 166
trusted third party 38

U

unsolicited commercial e-mailing (UCE)
 38
unsolicited e-mail 41
usage data 55
user acceptance 205
user data 54
user driven 51
user profile 52

V

video cassette recorder (VCR) 268
viral e-mail 20
viral experience 166, 175
viral mapping 176
viral marketing 171
virtual community 21, 74
visual design 302

W

Web crawlers 233
Web log data 230
Web personalization 48
Web site design 305
Web site goals 238
Web-mining 61
Wells Fargo & Co. 252
word-of-mouth 273

Y

YesNoMaybe.com (YNM) 3

Z

zone of tolerance 97