

Preface

Internet marketing has become an important issue for many businesses around the world which have any form of commercial presence on the net. It is often perceived that doing business on the Internet mostly requires competency in the technology area. However as many dot com companies are failing due to lack of revenue generation, which could be induced by the inadequate marketing and marketing research, practitioners and scholars of e-commerce are keen to obtain a better understanding of the whole phenomenon of Internet marketing. To understand what's working as an Internet marketing strategy or tactic, one needs to conduct marketing research using rigorous statistical methodology.

In this book, early chapters introduce concepts of Internet marketing and its tools. For example, Rao and Minakakis' chapter does comparative analysis of Internet marketing companies with real-life company profiles. Bauer and Scharl's chapter gives an explanation on the technology used in collection of online consumers' information and on how online information can be utilized by Internet marketing context. Roldan's chapter gives an excellent survey of technical capabilities of Internet marketing practicing companies. Kannan, Pope, and Guterres' chapter concentrates on the marketing of e-books. They suggest that there could be various pricing tactics in order to prevent cannibalization with the printed books.

Subsequent chapters deal with rigorous statistical analysis in order to find what's working as a marketing tactic. For example, Ranchhod and Zhou conducted analysis of 122 UK companies to find out factors influencing marketing performance on the Web. Berthon, Pitt, Ewing, Ramaseshan, and Jayaratna conducted correspondence analysis of 15 telecom companies with Web presence in order to obtain objective evaluation technique of Web sites. Stafford and Stafford utilized regression analysis of questionnaires of 98 subjects to identify motivations for the use of commercial Web sites. A very extensive statistical analysis was completed by Pereira in order to investigate the interaction effects between the search strategy of software agents and the consumer's product class knowledge.

Later chapters contain mostly conceptual papers which envision the new paradigm for Internet marketing area. Pazgal and Sikka suggest that instead of Porter's 4P, we should adopt 4I (Intensity, Integration, Interaction, and Identification) for the fundamental marketing mix for Internet marketing. Dellaert applies household production theory to explain the causes of consumers' willingness to contribute to Internet Web sites including buying/selling/etc. Lubbe investigates the theory behind the role of leverage and the strategic alignment of organizations while creating new markets in Internet marketing and e-commerce.

The last chapters deal with more practical issues regarding Internet marketing such as measurement/consumer behavior/consumer interaction. Chatterjee gives a detailed tour of currently available Web advertisement measurement techniques and provides a framework for better metrics of Web advertisement effectiveness. Zhang overviews current research on comparing consumer purchase behavior on the Internet and in brick-and-mortar stores. Escalas, Jain, and Strebel's research provides a fascinating look into what goes on in the mind of a consumer while surfing the net; they include emotions such as satisfaction, frustration, and delight.

Internet marketing research can provide lots of useful information and insight to not only academics but also practitioners since knowledge obtained through this kind of research usually represents the statistically significant sample of real population. Thus research on this area should continue by collaboration between industry and academics for the purpose of acquiring and sharing valuable consumer data.