ABSTRACT

In 2012, the internet advertising revenue in the United States of America reached a total of 36.6 billion dollars, a growth of 15.2% when compared to 2011. The efficiency of a marketing strategy relies in the ability to understand and to direct the consumers’ desires. In this work, the authors propose an approach that combines the Internet-Based Information Consumer Theory (IBICT) with semiotics to bring consumers’ desires to e-Market. Hence, we present IBICT’s framework as a collective network set based on a semiotic human-machine approach. For implementation purposes, we propose a text mining architecture towards IBICT’s framework, which leads to an IBICT’s architecture, and an Interdisciplinary Research Project Management (IRPM) approach to determine IBICT’s dimensions.

Keywords: e-Marketing, Interdisciplinary Research Project Management (IRPM), Internet-Based Information Consumer Theory (IBICT), Semiotics, Text Mining

INTRODUCTION

According to the Interactive Advertising Bureau (IAB), 2012’s report on the internet advertising revenue, only in the United States of America, the internet advertising revenues reached a total of 36.6 billion dollars for the full year, a growth of 15.2% when compared to 2011 (PWC, 2012), and that may be considered a measure of the importance of e-Marketing. Therefore, it is a measure of the importance to understand consumers’ desires and behaviors. Hence, in this work, we present an approach to bring consumers’ desires to e-Market. Our attempt resulted in a theoretical framework that is the combination of the Internet-Based Information Consumer Theory (IBICT) (Letouze & Oliveira, 2011), semiotics and the Interdisciplinary Research Project Management (IRPM) approach (Letouze, 2011).
IBICT was proposed in an attempt to answer the following question: how does Baudrillard’s object value system apply to the information consumption in the Internet? (Letouze & Oliveira, 2011). Now, the question is: how does the consumers’ desires can be brought to e-Market? Because information in the internet can be understood as an object, IBICT is a suitable background to build on a framework to answer the question. Additionally, objects can be evaluated as signs and symbols. Hence the theory and study of signs and symbols (semiotics) may be a complementary background to IBICT in search of the consumers’ desire.

Semiotics is also closely related to linguistics. In that sense, founded on direction of fit (Ascombe, 1963), word-to-world fit are cognitive attitudes expressed by propositional content in utterance as independently existing state of affairs in the world. In contrast, the world-to-word fit are conative attitudes that normally expresses a yet to be realized state of affairs, as a setup of a desire.

Instinctively, the use of the world-to-word fit concept for text mining could identify utterances from customers that express their desires. A speech act in linguistics is an utterance that attempts to change the reality that they are describing. Austin (1962) defined an illocutionary act as an attempt to communicate by expressing an attitude. Back to works of Searle (1976), the illocutionary acts from Austin (1962) revisited, Searle refers to Ascombe (1963) works for differences in direction of fit between words and world, classifying promises and requests as being to get the world to match the words. For differences in expressed psychological states, Searle describes desires as a request: when an agent requests someone to do something, then he expresses a desire (want, wish) that someone do something. For intentions, Searle defines as someone doing a promise to do something.

For our market purposes strategies in this work, we need to define in some way a different approach to Searle’s desire definition. We want to do a difference between when someone wants (desire or wish) to something happens, in contrast of, when someone do an actual action to something happens. This approach can distinguish when a customer has a desire to buy some product or service, but has done nothing to its realization. An opposing to when a customer has an intention to buy some product or service and actually has done something straightforward to make it happens.

For Bratman’s belief-desire-intentions works (Bratman, 1999), desires represent the motivational state of the agent. They represent objectives or situations that the agent would like to accomplish or bring about. And, intention is a present commitment for future conduction. Intentions represent the deliberative state of the agent – what the agent has chosen to do. Intentions are desires to which the agent has to some extent committed. Therefore, we can define a desire when the speaker did not yet made some act to realize the state of affairs. Hence, the speaker only expresses his wish that this state of affairs happens. But, actually there is no truly evidence for commitment.

By doing this distinction, we could tailor different strategies to approach customers for sale. For example, in the market place, we could search for customers’ desires and guide them to a situation where the customers act intentionally towards a state of affairs where their wishes happen.

Based on a different approach in application of Austin’s illocutionary acts by Searle’s work, but, founded on Bratman’s work, we could categorize the utterances below as desires.

- “I desire (wish) to buy something”,”Maybe it will better if I buy something”, “Maybe I could buy something”, “I would buy something”, “I have a dream to buy something”.

And, for customer’s intentions, we could categorize, as example, the following ones.

- “I’m going to buy this product”, “I’ll buy this product”, “I’m looking for this product to buy”, “I made a search to buy this product”, “I assure to buy this product”.

In this manner, the customer can have different system’s profiles approaches to be handled, as in a straightforward style to buy a determined product, or as a desire, thinking
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www.igi-global.com/chapter/does-mobile-mean/52419?camid=4v1a

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