

Internet Marketing Research: Theory and Practice

Ook Lee
University of Queensland, Australia

IDEA GROUP PUBLISHING
Hershey • London • Melbourne • Singapore

Internet Marketing Research: Theory and Practice

Table of Contents

	Preface	i
	<i>Ook Lee, University of Queensland, Australia</i>	
1	Online Marketing Strategies in the Information Economy: A Comparative Analysis	1
	<i>Bharat Rao, Institute for Technology and Enterprise, Polytechnic University, USA</i>	
	<i>Louis Minakakis, Chase Manhattan Bank, USA</i>	
2	Leveraging Online Information to Build Customer Relationships	15
	<i>Christian Bauer, Working Systems Solutions, Western Australia</i>	
	<i>Arno Scharl, Vienna University of Economics and Business Administration, Austria</i>	
3	The Evolution of Web Marketing Practice	31
	<i>Malu Roldan, San Jose State University, USA</i>	
4	Pricing Strategies for Digital Books: Issues and Directions for Research	47
	<i>P. K. Kannan, University of Maryland, USA</i>	
	<i>Barbara Kline Pope, National Academy of Press, USA</i>	
	<i>Eva Guterres, University of Maryland, USA</i>	
5	Factors Influencing Marketing Performance On the Web	61
	<i>Ashok Ranchhod, Julie Tinson, and Fan Zhou</i>	
	<i>Southampton Business School, UK</i>	

6	Positioning in Cyberspace: Evaluating Telecom Web Sites Using Correspondence Analysis	77
	<i>Pierre Berthon, University of Bath, UK, Leyland Pitt, Michael Ewing, Nimal Jayaratna, and B. Ramaseshan, Curtin University of Technology, Western Australia</i>	
7	Investigating Social Motivations for Internet Use	93
	<i>Thomas F. Stafford, Texas Woman's University, USA Maria Royne Stafford, University of North Texas, USA</i>	
8	Turning Browsers into Buyers: User Interface Design Issues for Electronic Commerce	108
	<i>Rex Eugene Pereira, Drake University, USA</i>	
9	41: A New Premise for Marketing Online	150
	<i>Amit Pazgal and Sandeep Sikka Washington University, USA</i>	
10	Exploring Consumers' Willingness to Contribute to Internet Web Sites	176
	<i>Benedict G.C. Dellaert Tilburg University, The Netherlands</i>	
11	The Theory Behind the Role of Leverage and the Strategic Alignment of Organisations While Creating New Markets (Internet Marketing and E-Commerce)...	187
	<i>S.I. Lubbe, Vista University, South Africa</i>	
12	Beyond CPMs and Clickthroughs: Understanding Consumer Interaction with Web Advertising	209
	<i>Patrali Chatterjee, Rutgers University</i>	

13	Comparing Consumer Purchase Behavior on the Internet and in Brick-and-Mortar Stores: An Overview of Recent Research	218
	<i>Jie Zhang, University of Michigan, USA</i>	
14	Satisfaction, Frustration, and Delight: A Framework for Understanding How Consumers Interact with Web Sites	231
	<i>Jennifer Edson Escalas, University of Arizona, USA</i>	
	<i>Kapil Jain, University of Arizona, USA</i>	
	<i>Judi E. Strebels, San Francisco State University, USA</i>	
	<i>About the Authors</i>	252
	<i>Index•</i>	259