

01. E-Commerce Waves

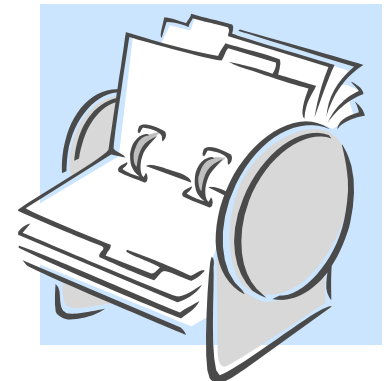
E-Commerce Waves



- Code: 166145-01
- Course: Electronic Commerce Marketing
- Period: Autumn 2011
- Professor: Sangwon Lee, Ph.D.

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01. E-Commerce Waves

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01. New Waves

- New Waves



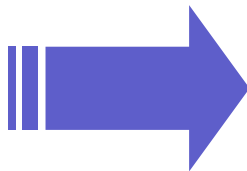
Appearance of Internet



Change of Communication Methods, Spatial Concepts, Values



Creation of Opportunities for New Economic Activities



Need for
A New Theory

02. New Economic Phenomena & Strategies

- Two Views about Internet Effects on Economy
 - Traditional economy will be replaced by new economy!
 - Toffler 2001
 - New technology will be grafted onto traditional economy!
 - Porter 2001



Replace!



Graft!

02. New Economic Phenomena & Strategies

- Differences between Traditional Industries and Internet Ones

	Traditional Industry	Internet Industry
Environment	Physical, Static	Virtual, Dynamic
Product	Physical Product	Information Product
Resource of Profit	Competition in Given Industries Economy of Scale	Creation of Network Economy of Network Economy of Scope
Industrial Situation	Maturity Stage	Initial & Growth Stage
Economic Law	Law of Diminishing	Law of Increasing
Industrial Growth & Destination	Linear, Balanced	S-curve, Imbalanced
Competitive Factor	5 Competitive Forces	Unstructured
Competitive Situation	Majority/Oligopoly Zero-Sum Game	Monopoly Positive-Sum Game
Economy of Information	Offset between the Quantity and Delivery Scope of Information	Extinction of Offset between the Quantity and Delivery Scope of Information

02. New Economic Phenomena & Strategies

- RV(Real-Virtual) Matrix
 - A method to classify business models by categorize products and markets into four according to real or virtual spaces
 - A movement among industries is possible.
 - Let's understand RV Matrix from the dynamic perspective, not static one.

		Products or Services	
		Real	Virtual
Markets	Real	<i>RR Business</i>	<i>VR Business</i>
	Virtual	<i>RV Business</i>	<i>VV Business</i>



03. Collaboration b/t Business & Consumer

- Collaboration between Business and Consumer
 - RR business model
 - Real product/service in Real market
 - Most of existing manufacturer's websites
 - VR business model
 - Virtual product/service in Real market
 - RV business model
 - Real product/service in Virtual market
 - Most of internet shopping mall
 - VV business model
 - Virtual product/service in Virtual market



03. Collaboration b/t Business & Consumer

- An Example of VR Business
 - Character product of internet animation portal site (www.n4.co.kr)



03. Collaboration b/t Business & Consumer

- An Example of VV Business
 - Avatar mall of internet community portal site (www.freechal.co.kr)

