

# 02. E-Commerce Marketing

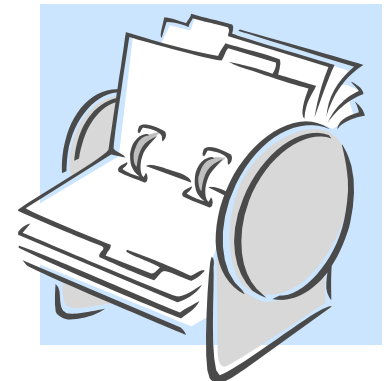
## E-Commerce Marketing



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

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# 02. E-Commerce Marketing

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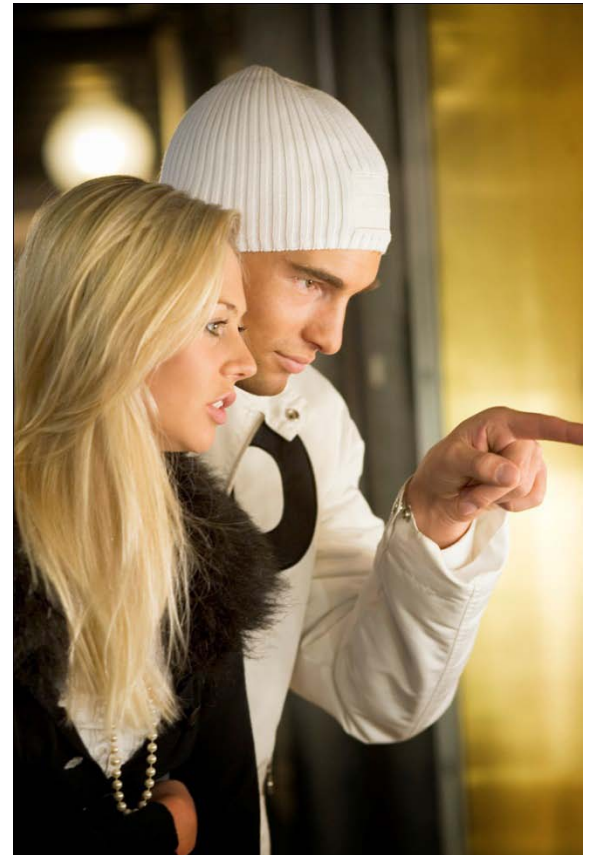
# 01. Changes of Markets and Consumers

- Changes of Markets
  - Utter subdivision of micro markets
  - Diversification of communication channels
  - Dynamic markets
  - Few limitations of space and time



# 01. Changes of Markets and Consumers

- Changes of Consumers
  - Extinction of asymmetry of consumer information
  - Easiness of consumer solidarity by use of communities
  - Consumer as a subject of manufacturer



# 01. Changes of Markets and Consumers

- An Example of Changes of Customers
  - BBS at www.yeoin.com

회성품, 영수전문 쇼방물, 여인닷컴에 오신걸 환영합니다 - Microsoft Internet Explorer

주소 http://www.yeoin.com/

장바구니 바로가기 목록보기 wish list

◆ 상품 구성 - A3F[on]원링 쉐일 200ml

◆ 사용법

- 지설은 주 2회, 중설은 주 1~2회, 건설은 주 1회가 적당함
- 세안후 적당량을 덜어내어 눈가와 입술을 제외한 얼굴 전체에 골고루 바르고, 손가락을 이용하여 부드럽게 마사지 한 후 다시 한 번 세안을 합니다.

| 날짜         | 작성자 | 내 용                                | 평가    |
|------------|-----|------------------------------------|-------|
| 2002/07/06 | 유순희 | 저 방금 이걸루 필링하고 왔어요^^ 여려개 필링제 품을 ... | ★★★★★ |
| 2002/07/06 | 김은철 | 사용 후 세안할 때 매끈한 느낌.관상은 제품 같아 요.알... | ★★★★  |
| 2002/07/06 | 원지영 | 이거.. 얼마전 "로망스"에서 김재원 누나가 마지막 으로... | ★★★★★ |
| 2002/07/05 | 김남현 | 효과만땅.. 풍기는 한데 가격은넘쳐럼 35000원주 고 ... | ★★★★★ |
| 2002/07/04 | 이기준 | 나두기스점헤알아봤는데여...내용물헤이상있고이 정도가격에점... | ★★★★★ |

◀ 1 2 3 4 5 6 7 8 9 10 ▶

## 02. Changes of Marketing

- Marketing
  - A process to define and manage a market in order that an organization or a individual can create and maintain exchanges for each goal. (Korea Marketing Society)
- Cf. Exchange
  - If two or more people exchange things of a particular kind, they give them to each other at the same time.



# 02. Changes of Marketing

- Paradigm Changes of Marketing

|                              | <b>Mass Marketing</b>                          | <b>Target Marketing</b>                     | <b>Relationship Marketing</b> |
|------------------------------|--|---|-------------------------------|
| <b>Objects</b>               | The Public                                     | Target Group                                | Individual                    |
| <b>Market Approaches</b>     | Undifferentiated Marketing                     | Differentiated Marketing<br>Focus Marketing | One-to-One Marketing          |
| <b>Marketing Goals</b>       | Market Share<br>Sales<br>Customer Satisfaction |   | Customer Share                |
| <b>Principles of Economy</b> | Economy of Scale                               |   | Economy of Scope              |
| <b>Management</b>            | Products                                       |   | Customers                     |
| <b>Communications</b>        | 1-Way  |   | 2-Way                         |



## 02. Changes of Marketing

- Paradigm Changes of Marketing
  - Undifferentiated marketing (for the public)
  - Target marketing (= focus marketing) (for a target market segment)
  - Differentiated marketing (for several target market segments)
  - Relationship marketing (= one-to-one marketing) (for individuals)



## 02. Changes of Marketing

- Changes of Consumer Concept
  - For collaboration
  - 2-way communication is important.

### Traditional Consumer

- Consumer of Product/Services
- Buyer of Product/Services
- Target of Sales



### E-Commerce Consumer

- Collaborator
- Partner to Coordinate for Each Success



# 03. Marketing Mix

- Marketing Mix

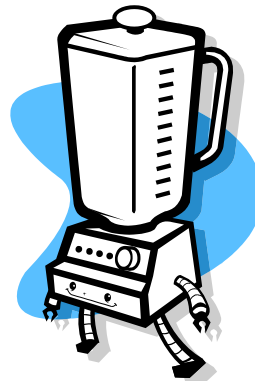
| Traditional Marketing Mix   |
|---|
| <b>4P</b>   |
| <ul style="list-style-type: none"><li>• Product</li><li>• Price</li><li>• Place</li><li>• Promotion</li></ul> |

- 1-Way
- Focused on Transactions
- Mass/Target Marketing



| E-Commerce Marketing Mix   |
|--|
| <b>5C</b>  |
| <ul style="list-style-type: none"><li>• Collaboration</li><li>• Contentware</li><li>• Communication</li><li>• Channel</li><li>• Commitment</li></ul> |

- 2-Way
- Focused on Collaboration
- Relationship Marketing



# 03. Marketing Mix

- An Example of Collaboration
  - Book Center at [www.koybobobook.co.kr](http://www.koybobobook.co.kr)

The screenshot shows the KYOBO Book Centre website in a Microsoft Internet Explorer browser. The page features a navigation menu on the left with categories like '커뮤니티' (Community), '이벤트 이력' (Event History), '보통방' (Regular Room), '독자서평' (Reader Reviews), '미디어서평' (Media Reviews), '전문서평' (Professional Reviews), '서가좌담' (Author Interviews), and '문학상' (Literary Awards). The main content area is titled 'Community' and contains several book reviews:

- “살며서 웃고싶을때.” (zmgma / 2002.7.10)**  
 따뜻한 추억이 담긴 책 > 다시 읽고 싶은 추억의 책  
 《홍살 인생(외판) / 위기철 / 청년사  
 책화정 서점 퀴่มือ이에서 죽치고 앉아서는 시간 가는줄 모르고 보던 책입니다. 물론 인터넷에 이책은 꼭 구입했지만, 한번 보고, 두번 보고, 계속 보드 정말 좋은책이라 권하고 싶어요. 노란노란이라는 녀석이 산동네에서 겪는 추억의 이야기거리들이 살며시 펼쳐져올때마다 배를 잡고 ...
- “선호를 거다려대 우리는 잠깐 그렇게 서로를 마주 보았을 뿐이었습니다.” (hjko78 / 2002.7.10)**  
 사랑하고 있습니까..? > 마음을 담고 사랑하는 그대  
 난 하나로 가득차는 바구니 / 이영연 / 신아출판사
- 나의 인생은 내가 만든다.. 참 좋은 말이지 않습니까.. (bagsangjin / 2002.7.9)**  
 친구애 > 친구에게 생일선물로 주고 싶은 책  
 나의 인생은 내가 만든다 / 윌리엄 A.폴코트 / 문학사

The reviews discuss themes of nostalgia, friendship, and self-actualization, highlighting the book's emotional resonance and readability.

# 04. Marketing Strategy

## • Procedure for Marketing Strategy

