

The Internet as an Enhancer of the Consumers' Empowerment - A Power to be Managed by Online Firms?

Inma Rodríguez, Francisco José Martínez, Antoni Meseguer

Abstract: Do consumers have more power when they make their purchases using the Internet? Are the electronic markets more price efficient? No definitive answers have yet been found to these questions. The current work analyses the power game between consumers and companies online. It considers the sources of consumer empowerment on the Internet and the marketing initiatives that firms develop in order to manage it. The work also analyses the impact of these two factors on electronic markets in the light of evidence from the literature examining their supposed greater efficiency. The article identifies various sources of power for the online consumer, and stresses that different groups of consumers exercise this power at different levels of intensity.

Keywords : Internet; consumer empowerment; electronic marketing; market efficiency; prices.

Track: New Technologies and e-marketing

<p>Pòster presentat a <i>37th EMAC 2008 Conference</i>, organitzat per European Marketing Academy. Brighton (Regne Unit), 27-30 maig de 2008.</p>
