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Volume 27, Issues 1, JanuaryFebruary 2007, Pages 47-56

An analysis of consumer power on the Internet

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<https://doi.org/10.1016/j.technovation.2006.05.002>

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Abstract

The industrial revolution was to manufacturers what the digital revolution is to consumers. What we are seeing today is a renegotiation of the relationships between companies and consumers, and a fundamental recasting of conventional marketing in favor of the consumer. This study, therefore, discusses consumer power in marketing theory and analyzes consumer power sources and changing power dynamics with case studies. Finally, it contributes to theory by investigating power dynamics in each stage of the consumer decision-making process.



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Keywords

E-commerce; Consumer power; Consumerism; On-line shopping; Search engine

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Research, Marketing Management, Knowledge, Technology & Policy and Business Horizons. He is the Associate Book Review Editor of the *Journal of Marketing Research* and a co-editor for a Special Issue of the *International Marketing Review* on E-Marketing. His writings in the business press have appeared on *Clickz.com*, *Digitrends.net* and *Marketingprofs.com*. Sandeep was recently featured on several major media outlets (TV—*MSNBC, CNN, KING5 News*; Radio—*KOMO 1000, Associated Press Radio Network*; Print—*Seattle Post Intelligencer, The Chronicle of Higher Education, UW's The Daily*; Web—*MSNBC.com, Slashdot.org*) for pointing out the flaws in Microsoft Word's Grammar Check. You can access his web site at <http://faculty.washington.edu/sandeep> and his blog at <http://sandeepworld.blogspot.com>.

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