



# Commentary

## Internet marketing research (1987-2000): a literature review and classification

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**Keywords** *Internet, Marketing, Literature*

**Abstract** *This paper presents a literature review of, and classification scheme for, Internet marketing (IM) research. The review covers 270 journal articles published between 1987 and 2000 in three types of journals: marketing; economics, business and management; and information systems and information technology. The results show that an increasing volume of IM research has been conducted in a diverse range of areas. A total of 96 percent of the papers were published in the last five years (1996-2000) of this 14-year study, and the significance of IM to e-commerce will increase in the future. The 270 articles are classified into five distinct categories: the IM environment, IM functions, special IM applications, IM research, and other topics. A comprehensive list of references is presented. This review will provide a source for anyone interested in IM research, and will help to simulate further interest in the area.*

### 1. Introduction

Electronic marketing (EM) is the transfer of goods or services from seller to buyer that involves one or more electronic methods or media. EM began with the use of telegraphs in the nineteenth century. With the advent and mass acceptance of the telephone, radio, television, and then cable, electronic media have become the dominant marketing force (Hoge, 1993). In recent years, increasing numbers of businesses have been using the Internet in their marketing efforts. The Internet is unique because it is both a market and a medium. This means that it can efficiently assume a multi-channel role by serving as a computer-mediated market in which buyers and sellers access each other, and as a medium to conduct and execute business functions such as marketing, sales, and distribution (Farhoomand and Lovelock, 2001). This leads to increases in the efficiency of traditional marketing functions, and the technology of EM transforms many marketing strategies by adding customer value and/or increasing company profitability (Strauss and Frost, 2001).

Internet marketing (IM) is defined as the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both buyers and sellers (Imber and Betsy-Ann, 2000). IM is a hot topic and an exciting area for research due to its relative novelty and explosive growth. However, despite

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its popularity and importance in the digital economy, no comprehensive literature review has been conducted in the field of IM. Nevertheless, there is a need for conducting this kind of research, because it will serve as a roadmap of IM research for both academics and practitioners. It will also indicate the current state and direction of research topics, and should be of interest to many.

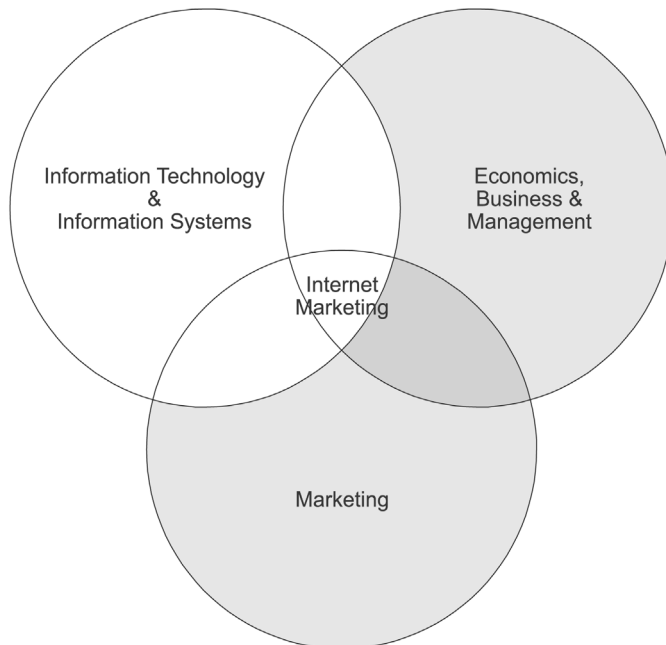
**2. Research methodology**

As the nature of research on IM is difficult to confine to specific disciplines, the relevant material is scattered across various journals. Hanson (2001) adopted a methodology which considered reinforcing trends and implications in marketing, technology, and economics. Based on his proposed Internet marketing framework, IM articles can be found in three types of journals:

- (1) marketing;
- (2) economics, business and management; and
- (3) information systems (IS) and information technology (IT) (see Figure 1).

Consequently, the following online journal databases were searched to provide a comprehensive bibliography of the IM literature:

- ABI/INFORM database;
- Academic Search Elite;
- ACM Digital Library;
- CatchWord;



**Figure 1.**  
IM in three types of journals

- Emerald Fulltext;
- Ingenta Journals; and
- Science Direct.

The literature search was based on three descriptors: “electronic marketing (e-marketing)”, “Internet marketing”, and “electronic marketplace (e-marketplace)”. Furthermore, a search of references in several textbooks and journals on IM topics was conducted.

The full text of each article was reviewed to eliminate those articles that were not actually related to IM. The selection criteria were as follows.

- Only those articles that had been published in the three target types of journals were selected, as these were the most likely to be outlets for IM research.
- Conference papers, masters and doctoral dissertations, textbooks, and unpublished working papers were excluded, as academics and practitioners alike most often use journals for acquiring information and disseminating new findings, and journals thus represent the highest level of research (Nord and Nord, 1995).

The search yielded 270 IM articles from 46 journals. Each article was carefully reviewed and separately classified into five different categories, as shown in Table I. Although this search was not exhaustive, it serves as a comprehensive base for an understanding of IM research.

### **3. Classification method**

Each of the 270 articles was reviewed and classified according to the subject headings suggested by Leonard (2001). The articles were classified into five broad categories:

- (1) the IM environment;
- (2) IM functions;
- (3) special IM applications;
- (4) IM research; and
- (5) other topics.

Each of these was divided into sub-categories. All of the articles were further analyzed by looking at:

- the distribution of the years of publication;
- the percentage of total articles in each type of journal; and
- the distribution of articles by subject.

Subject headings	Number of articles	Percentage of subject	Percentage of all subjects
<i>1. The IM environment</i>			
1.1 Consumer behavior	32	65.3	11.9
1.2 Legal, political, and economic issues	11	22.5	4.1
1.3 Ethics and social responsibility	6	12.2	2.2
<i>Total</i>	49	100	18.2
<i>2. IM functions</i>			
2.1 Management, planning, and strategy	40	28.4	14.8
2.2 Retailing	19	13.5	7
2.3 Channels of distribution	28	19.9	10.4
2.4 Market structure	18	12.8	6.7
2.5 Physical distribution	1	0.7	0.4
2.6 Pricing	13	9.2	4.8
2.7 Product	4	2.8	1.5
2.8 Sales promotion	3	2.1	1.1
2.9 Advertising	14	9.9	5.2
2.10 Sales management	1	0.7	0.4
<i>Total</i>	141	100	52.2
<i>3. Special IM applications</i>			
3.1 Industrial	4	12.9	1.5
3.2 International and comparative	16	51.6	5.9
3.3 Services	11	35.5	4.1
<i>Total</i>	31	100	11.5
<i>4. IM research</i>			
4.1 Theory and philosophy of science	12	26.7	4.4
4.2 Research methodology	22	48.9	8.2
4.3 Information technology	11	24.4	4.1
<i>Total</i>	45	100	16.7
<i>5. Other topics</i>			
5.1 Educational and professional issues	2	50	0.7
5.2 General IM	2	50	0.7
<i>Total</i>	4	100	1.4

**Table I.**  
Distribution of IM articles by subject headings

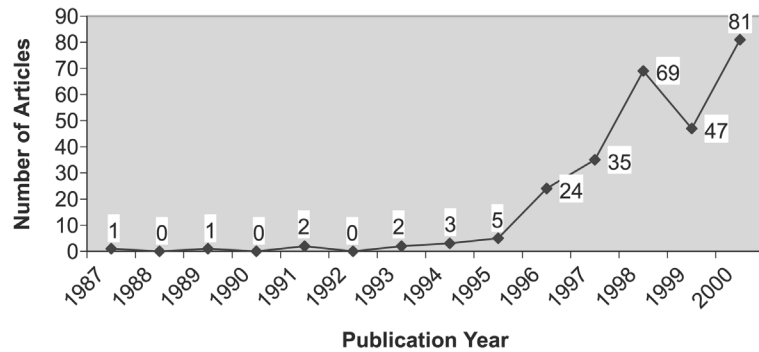
#### 4. Classification results

The articles were analyzed by topic area, year of publication, and percentage of the total number of articles in each type of journal.

##### 4.1 Distribution of the year of publication

The distribution of articles published by year is shown in Figure 2 from 1987 to 2000. The research output in IM has increased significantly since 1995. The last five years of the study (1996-2000) registered a total of 258 publications, or 96 per cent of the total.

**Figure 2.**  
Distribution of articles  
by year



#### 4.2 Distribution by journal and type of journal

Tables II to IV show the distribution of IM articles in the 46 journals and the percentage distribution of articles by type of journal. Table II shows the distribution of 119 out of 270 IM articles, or 44 per cent of all publications, in the 23 marketing journals. More than ten articles that were related to IM topics were found in the *Journal of Interactive Marketing* (18 articles, or 15 per cent of the total), the *Journal of Consumer Marketing* (17 articles, or 14 per cent of the total), and the *European Journal of Marketing* (14 articles, or 12 per cent of the total). The *Journal of Interactive Marketing* is published quarterly and is devoted to shaping the issues and ideas that are associated with the emerging interactive/electronic commercial environment while elevating the level of research conducted in more traditional direct marketing areas. The *Journal of Consumer Marketing* provides insight into how people behave as consumers, and examines the theoretical and managerial implications of such behavior. The *European Journal of Marketing* aims to facilitate information among researchers on a worldwide basis and highlight developments in European marketing and Europe in the global context.

As shown in Table III, 50 IM articles were found in the eight economics, business, and management journals. The *Harvard Business Review* had by far the most articles (18) related to IM topics. The *Review* is a bi-monthly journal devoted to advancing the theory and practice of management, and covers a wide range of topics that are relevant to different industries, sectors, management functions, and geographic locations.

A total of 101 IM articles were found in 15 IS and IT journals (see Table IV), which had published the most articles related to IM topics. Table IV shows that the *Internet Research* had by far the most articles (23), which is not surprising as it is devoted to research about the Internet, its applications, and its uses. Its primary focus is on the business and organizational applications of the Internet, such as marketing, promotion, data collection, research, customer service, publishing, education, and legal and security issues. *Communications of the ACM* and the *International Journal of Electronic Commerce* had the second and third largest percentages of IM articles among the IS and IT journals. *Communications of the ACM*, a monthly publication of the

Marketing journal name	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	Total	Percentage of marketing journals	Percentage of all journals
<i>European Journal of Marketing</i>	0	0	0	0	0	0	0	0	0	0	0	12	0	2	14	11.8	5.2
<i>International Journal of Bank Marketing</i>	0	0	0	0	0	0	0	0	0	0	0	2	1	0	3	2.5	1.1
<i>International Journal of Research in Marketing</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	1.7	0.7
<i>Industrial Marketing Management</i>	0	0	0	0	0	0	0	0	0	0	0	1	0	1	2	1.7	0.7
<i>International Marketing Review</i>	0	0	0	0	0	0	0	0	0	0	6	2	0	1	9	7.6	3.3
<i>Journal of Advertising Research</i>	0	0	0	0	0	0	0	0	0	0	1	3	0	1	5	4.2	1.9
<i>Journal of Business and Industrial Marketing</i>	0	0	0	0	0	0	0	0	1	1	0	0	0	1	2	1.7	0.7
<i>Journal of Consumer Marketing</i>	0	0	0	0	0	0	0	0	0	4	0	2	3	8	17	14.3	6.3
<i>Journal of Interactive Marketing</i>	0	0	0	0	0	0	0	0	0	0	0	6	3	9	18	15.1	6.7
<i>Journal of International Marketing</i>	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0.8	0.4
<i>Journal of Marketing Communications</i>	0	0	0	0	0	0	0	0	1	1	1	1	0	0	3	2.5	1.1
<i>Journal of Marketing Management</i>	0	0	0	0	0	0	0	0	0	0	1	2	1	1	5	4.2	1.9
<i>Journal of Marketing Practice: Applied Marketing Science</i>	0	0	0	0	0	0	0	0	0	0	2	0	0	0	2	1.7	0.7

(continued)

**Table II.**  
Distribution of IM articles in marketing journals (1987-2000)

Table II.

Marketing journal name	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	Total	Percentage of marketing journals	Percentage of all journals
<i>Journal of Marketing Research</i>	0	0	0	0	0	0	1	0	0	0	0	0	1	0	2	1.7	0.7
<i>Journal of Marketing Theory and Practice</i>	0	0	0	0	0	0	0	0	0	0	0	5	0	0	5	4.2	1.9
<i>Journal of Product and Brand Management</i>	0	0	0	0	0	0	0	0	0	0	0	0	1	2	3	2.5	1.1
<i>Journal of Public Policy &amp; Marketing</i>	0	0	0	0	0	0	0	0	0	0	1	0	0	1	2	1.7	0.7
<i>Journal of Strategic Marketing</i>	0	0	0	0	0	0	1	0	0	0	2	2	0	1	6	5.0	2.2
<i>Journal of the Academy of Marketing Science</i>	0	0	0	0	0	0	0	0	0	0	3	0	0	0	3	2.5	1.1
<i>Marketing Health Services</i>	0	0	0	0	0	0	0	0	0	0	0	1	1	2	4	3.4	1.5
<i>Marketing Intelligence &amp; Planning</i>	0	0	0	0	0	0	0	0	0	0	0	2	1	0	3	2.5	1.1
<i>Marketing Science</i>	0	0	0	0	0	0	0	0	0	0	0	1	1	4	6	5.0	2.2
Yearly total	0	0	0	0	0	0	2	0	0	7	17	42	15	36	119	100	44.1
Percentage within marketing journals	0	0	0	0	0	1.7	0	0	0	5.9	14.3	35.3	12.6	30.3	100		
Percentage within all journals	0	0	0	0	0	0.7	0	0	0	2.6	6.3	15.6	5.6	13.3	44.1		

Economics, business, and management journal name	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	Total	Percent of economics, business, and management journals	Percent of all journals
<i>Business Economics</i>	0	0	0	0	0	0	0	0	1	0	0	0	0	1	2	4	0.7
<i>European Management Journal</i>	0	0	0	0	0	0	0	0	0	0	0	1	1	0	2	4	0.7
<i>Harvard Business Review</i>	0	0	1	0	0	0	0	1	2	4	0	1	2	7	18	36	6.7
<i>International Journal of Retail &amp; Distribution Management</i>	0	0	0	0	0	0	0	0	0	1	2	1	4	1	9	18	3.3
<i>Industrial Management &amp; Data Systems</i>	0	0	0	0	0	0	0	0	0	0	0	2	0	1	3	6	1.1
<i>Journal of Business Research</i>	0	0	0	0	0	0	0	0	0	0	0	5	1	0	6	12	2.2
<i>Management Science</i>	0	0	0	0	0	0	0	0	0	0	1	0	2	1	4	8	1.5
<i>Sloan Management Review</i>	0	0	0	0	1	0	0	0	1	1	0	0	0	3	6	12	2.2
Yearly total	0	0	1	0	1	0	0	1	4	6	3	10	10	14	50	100	18.5
Percentage of economics, business and management journals	0	0	2	0	2	0	0	2	8	12	6	20	20	28	100		
Percent of all journals	0	0	0.4	0	0.4	0	0	0.4	1.5	2.2	1.1	3.7	3.7	5.2	18.5		

**Table III.**  
Distribution of IM articles in economics, business and management journals (1987-2000)



**Table IV.**  
Distribution of IM  
articles in IS and IT  
journals (1987-2000)

Information systems and information technology journal name	Percentage of information systems and information technology journals												Total	Percentage of all journals			
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998			1999	2000	
<i>Communication of the ACM</i>	1	0	0	0	0	0	0	0	0	2	0	6	4	2	15	14.9	5.6
<i>Decision Support Systems</i>	0	0	0	0	0	0	0	0	0	0	4	1	2	3	10	9.9	3.7
<i>Electronic Markets</i>	0	0	0	0	0	0	1	0	0	0	2	2	1	7	13	12.9	4.8
<i>IEEE Internet Computing</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1.0	0.4
<i>IEEE Intelligent Systems</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1.0	0.4
<i>IEEE Journal on Selected Areas in Communications</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1.0	0.4
<i>International Journal of Electronic Commerce</i>	0	0	0	0	0	0	0	0	0	3	3	0	5	3	14	13.9	5.2
<i>International Journal of Information Management</i>	0	0	0	0	0	0	0	0	0	0	1	1	0	0	2	2.0	0.7
<i>Information and Management</i>	0	0	0	0	0	0	0	0	0	0	0	0	1	2	3	3.0	1.1
<i>Information Management and Computer Security</i>	0	0	0	0	0	0	0	0	0	2	0	0	1	0	3	3.0	1.1
<i>Internet Research</i>	0	0	0	0	0	0	0	0	0	0	5	4	4	10	23	22.8	8.5
<i>Journal of Computer- Mediated Communication</i>	0	0	0	0	0	0	0	0	0	4	0	0	0	0	4	4.0	1.5
<i>Journal of Information Technology</i>	0	0	0	0	0	0	0	0	0	0	0	0	4	1	5	5.0	1.9
<i>Journal of the American Society for Information Science</i>	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2	2.0	0.7
<i>MIS Quarterly</i>	0	0	0	0	1	0	1	1	0	0	0	1	0	0	4	4.0	1.5
Yearly total	1	0	0	0	1	0	2	1	1	11	15	17	22	31	101	100	37.4
Percentage of information systems and information technology journals	1.0	0	0	0	1.0	0	2.0	1.0	1.0	10.9	14.9	16.8	21.8	30.7	100		
Percentage of all journals	0.4	0	0	0	0.4	0	0.7	0.4	0.4	4.1	5.6	6.3	8.1	11.5	37.4		

Association for Computing Machinery, is dedicated to advancing the art, science, engineering, and application of IT, and the *International Journal of Electronic Commerce* is a quarterly journal specifically devoted to advancing the understanding and practice of e-commerce.

4.3 Distributions of articles by subjects

The distribution of articles by subjects is shown in Figure 3. A majority of articles (141 out of 270 or 52.2 per cent of the total) were related to IM functions, while the least published belonged to the other topics category (four articles, or 1 per cent of the total). Table I shows the distribution of articles in each IM subject. The IM environment category can be divided into three broad areas. The bulk of such articles (32, or 65 per cent of the total) were related to “Consumer behavior”. These were followed by those concerning “Legal, political, and economic issues” (11 articles, or 23 per cent of the total), and “Ethics and social responsibility” (six articles, or 12 per cent of the total). Within the 141 IM functions articles, 28 per cent (40) concerned “Management, planning, and strategy”, followed by 20 per cent that were related to “Channels of distribution” (28 articles). In the 31 special IM applications articles, 52 per cent (16 articles) were “International and comparative”, while 36 per cent (11 articles) were related to “Services”. Within the 45 IM research articles, 49 per cent (22 articles) were related to “Research methodology”, whilst 27 per cent (12 articles) were studies of the “Theory and philosophy of science”. Only four articles belonged to the other topics category, and they were related to “Educational and professional issues” (two articles), and “General IM” concepts (two articles). As indicated in Table I, the largest three subject areas were “Management, planning, and strategy” (15 per cent), “Consumer behavior” (12 per cent), and “Channels of distribution” (10 per cent). Table V summarizes all of the reviewed articles that correspond to the subject headings. This is a helpful resource for anyone searching for IM papers in a specific area.

5. Conclusion and research implications

IM is relatively new for academics and practitioners, and is considered a paradigm change in the literature. Research activity in IM has increased

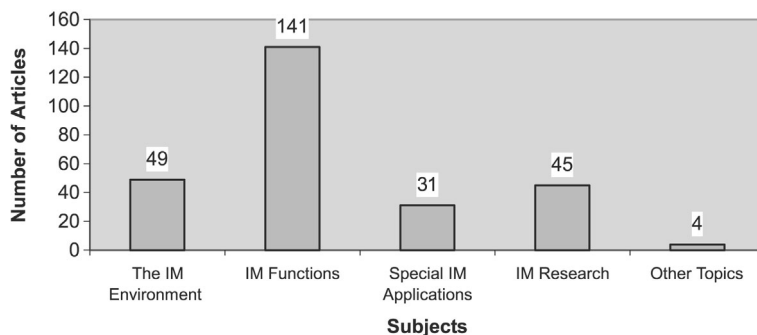


Figure 3. Distribution of articles by subjects

Subject headings	Bibliography
1. The IM environment	
1.1 Consumer behavior	Bellman <i>et al.</i> (1999); Butler and Joe (1998); Citrin <i>et al.</i> (2000); Cook and Coupey (1998); Degeratu <i>et al.</i> (2000); Deighton (1997); Dholakia (1999); Eastlick and Lotz (1999); Gould and Lerman (1998); Jones and Vijayarathy (1998); Littlefield <i>et al.</i> (2000); Lohse <i>et al.</i> (2000); McQuitty and Peterson (2000); Morganosky and Cude (2000); Pedersen (2000); Peterson <i>et al.</i> (1997); Phan and Poon (2000); Raman and Leckenby (1998); Reisenwitz and Cutler (1998); Rowley (2000a, b); Sahay <i>et al.</i> (1998); Sathye (1999); Sen <i>et al.</i> (1998); Sheehan (1999); Shih (1998); Spink <i>et al.</i> (1999); Sproule and Archer (2000); Sultan and Henrick (2000); Trocchia and Janda (2000); Venkatesh (1998); White and Manning (1998)
1.2 Legal, political and economic issues	Nicovich and Cornwell (1998); Petty (1998); Richards (1997); Spar and Bussgang (1996); Stewart and Zhao (2000); Strader and Shaw (1999); Streeter <i>et al.</i> (1996); Urban and Hoffer (1999); Wientzen (2000); Zugelder <i>et al.</i> (2000)
1.3 Ethics and social responsibility	Austin and Reed (1999); Cranor (1999); Henderson and Snyder (1999); Milne and Boza (1999); Prabhaker (2000); Wang <i>et al.</i> (1998)
2. IM functions	
2.1 Management, planning, and strategy	Aldridge <i>et al.</i> (1997); Angelides (1997); Archer and Yuan (2000); Barnatt (1998); Bell and Tang (1998); Birkhofer <i>et al.</i> (2000); Blattberg and Deighton (1991); Culkin <i>et al.</i> (1999); de Figueiredo (2000); Dholakia and Rego (1998); Dye (2000); Gallagher (1999); Gilbert <i>et al.</i> (1999); Heinen (1996); Helm (2000); Hoey (1998); Hoque and Lohse (1999); Huizingh (2000); Kambil (1995); Kambil <i>et al.</i> (2000); Keeney (1999); Koerner and Zimmermann (2000); Larsen and Bloniarz (2000); Lee <i>et al.</i> (2000); Maruca (1999); Maruca <i>et al.</i> (1999); McGinty (1998); Morris and Weir (1997); Nel <i>et al.</i> (1999); Palmer and Griffith (1998); Parsons <i>et al.</i> (1998); Rayport and Sviokla (1994); Reichheld and Scheffer (2000); Schlegelmilch and Sinkovics (1998); Schoder (1994); Shaw <i>et al.</i> (1997); Tan (1999); Watson and Zinkhan (1997); Watson <i>et al.</i> (2000); Wills (1996)
2.2 Retailing	Alba <i>et al.</i> (1997); Burke (1997); Davis <i>et al.</i> (1999); Doherty <i>et al.</i> (1999); Griffith and Krampf (1998); Hart and Doherty (2000); Jarvenpaa and Todd (1996); Kolesar and Galbraith (2000); Lohse and Spiller (1998); Murphy (1998); O'Keefe <i>et al.</i> (1998); Pavitt (1997); Reynolds (1997); Rowley (1996); Sauer and Burton (1999); Spiller and Lohse (1997); Vijayarathy and Jones (2000a); Wang and Head (2000); Westland and Au (1997)

**Table V.**  
Classification of  
reviewed literature

(continued)

Subject headings	Bibliography
2.3 Channels of distribution	Ainscough and Lockett (1996); Armstrong and Hagel (1996); Bailey and Bakos (1997); Boute (1996); Breitenbach and Van Doren (1998); Forcht (1996); Gogan (1996); Hanson (1998); Herbig and Hale (1997); Hoffman <i>et al.</i> (1996); Kannan <i>et al.</i> (1998); Kenny and Marshall (2000); Kiang <i>et al.</i> (2000); Kiani (1998); Klein and Quelch (1997); McGaughey and Mason (1998); Nunes <i>et al.</i> (2000); Paul (1996); Peters (1998); Ramaswami <i>et al.</i> (2000); Ranchhod and Gurau (1999); Rao <i>et al.</i> (1998); Rayport and Sviokla (1995); Shikhar (1998); Sivadas <i>et al.</i> (1998); Takacs and Freiden (1998); Van den Poel and Leunis (1999); Vlosky <i>et al.</i> (2000)
2.4 Market structure	Bakos (1998); Benjamin and Wigand (1995); Bhargava <i>et al.</i> (2000); Choudhury <i>et al.</i> (1998); Daniel and Klimis (1999); Feldman (2000); Grover <i>et al.</i> (1999); Hess and Kemerer (1994); Kaplan and Sawhney (2000); Kollmann (1998); Lee and Clark (1996); Malone <i>et al.</i> (1987); Pattinson and Brown (1996); Sarkar <i>et al.</i> (1996, 1998); Steinfield <i>et al.</i> (1996); Weiber and Kollmann (1998); Wigand and Benjamin (1996)
2.5 Physical distribution	Loughlin (1999)
2.6 Pricing	Bakos (1991, 1997); Bakos and Brynjolfsson (1999, 2000); Brynjolfsson and Smith (2000); Dolan and Moon (2000); Kinney (2000); Lal and Sarvary (1999); Lee <i>et al.</i> (1999); Lynch and Ariely (2000); Massad and Tucker (2000); Semret <i>et al.</i> (2000); Sinha (2000)
2.7 Product	Maddox (1999); McKenna (1995); McWilliam (2000); Ward and Lee (2000)
2.8 Sales promotion	Langford (2000); Van Doren <i>et al.</i> (2000); Young and Sauer (1996)
2.9 Advertising	Briggs and Hollis (1997); Bush (2000); Bush <i>et al.</i> (1998); Gordon and De Lima-Turner (1997); Hofacker and Murphy (1998, 2000); Hoffman and Novak (2000); Loebbecke <i>et al.</i> (1998); Pardun and Lamb (1999); Schlosser <i>et al.</i> (1999); Sukpanich and Chen (1999); Wood (1998); Yang (1997); Yuan <i>et al.</i> (1998)
2.10 Sales management	Zellweger (1997)
3. Special IM applications	
3.1 Industrial	Beech <i>et al.</i> (2000); Eder and Darter (1998); Honeycutt <i>et al.</i> (1998); Palmer and Eriksen (1999)
3.2 International and comparative	Bennett (1997, 1998); Berthon and Pitt (1999); Fink and Laupase (2000); Hamill (1997); Hamill and Gregory (1997); Jevons (2000); Kaynak <i>et al.</i> (2000); Palumbo and Herbig (1998); Poon and Jevans (1997); Poon and Swatman (1997); Quelch and Klein (1996); Samiee (1998a, b); White (1997); Wymbs (2000)

(continued)

Table V.

Subject headings	Bibliography
3.3 Services	Birch and Young (1997); Dannenberg and Kellner (1998); File and Russ (1993); Flory (2000); Mathur <i>et al.</i> (1998); Methlie and Nysveen (1999); Mols (2000); Roxas <i>et al.</i> (2000); Shepherd and Fell (1998); Staff (2000); Widmer and Shepherd (1999)
4. IM research	
4.1 Theory and philosophy of science	Bradlow and Schmittlein (2000); Casagrande <i>et al.</i> (1998); Day (1997); Duncan and Sandra (1998); Hoffman and Novak (1996); Jiang (2000); Jin and Robey (1999); Mahajan and Venkatesh (2000); Mata <i>et al.</i> (1995); Pfeifer and Carraway (2000); Schubert and Selz (1997); Strader and Shaw (1997)
4.2 Research methodology	Avlonitis and Karayanni (2000); Balasubramanian (1998); Berthon <i>et al.</i> (1997); Bruce (1998); Chang <i>et al.</i> (1999); Chen <i>et al.</i> (1998); Comer <i>et al.</i> (1998); Dellaert and Kahn (1999); Eighmey and McCord (1998); Englis and Solomon (2000); Ghose and Dou (1998); Haulb and Trifts (2000); Liang and Huang (1999); Liu <i>et al.</i> (2000); Montoya-Weiss <i>et al.</i> (1998); Nakayama (2000); O'Connor and O'Keefe (1997); Tung and Marsden (1998); Vijayasarathy and Jones (2000b); Wan (2000); Weinberg (2000); Zacharia <i>et al.</i> (2000)
4.3 Information technology	Arunkundram and Sundararajan (1998); Attaran (1999); Bhargava <i>et al.</i> (1997); Burke (1996); Gatarski and Lundkvist (1998); Lang and Whinston (1999); Mulvenna <i>et al.</i> (1998); Röhm and Pernul (2000); Trappey and Trappey (1998); Widing and Talarck (1993); Yager and College (2000)
5. Other topics	
5.1 Educational and professional issues	Hämäläinen <i>et al.</i> (1996); Langenbach and Bodendorf (1999)
5.2 General IM	Deighton (1996); Malone <i>et al.</i> (1989)

Table V.

significantly over the last few years, and it is important to identify the major sources and topics of articles in the field. This paper presents a comprehensive review of, and a system of classification for, 270 IM research related articles that were published between 1987 and 2000 in three types of journals: marketing; economics, business and management; and IS and IT. The paper is a helpful summary of the literature, and will be useful for researchers.

Although this review is not exhaustive, it does provide reasonable insights into the state of the art. The results presented in this paper have several important implications:

- There is no doubt that IM research will burgeon in future.
- Although research has been clearly fragmented, the three most popular topics addressed in the IM literature are “Management, planning, and strategy”, “Consumer behavior”, and “Channels of distribution”. Traditional marketing strategies are becoming less effective in today’s markets (Angelides, 1997). The Internet, as a new channel of distribution, has become a key area of interest for researchers, and it is

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necessary to understand consumer behavior in the new marketing environment.

- The product is one of the four Ps (price, place, product, and promotion) of the marketing mix. However, it is difficult to find papers that describe products in relation to IM. According to Kotler and Armstrong (1999), marketers must make five general product decisions to meet customer needs, namely: the highlighting of attributes, branding, support services, labeling, and packaging. The use of existing brand names or the creation of new brands in the electronic media, especially on the Internet, must be considered. Furthermore, new product mix strategies are necessary for IM success (Strauss and Frost, 2001).

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