

Pertemuan

5

- Fakta Perilaku Konsumen Dalam Internet Marketing

INTERNET MARKETING

Disarikan Dari :

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Biggest Reasons for Not Using the Internet *Source*: Pastore (2001) citing Ipsos-Reid study

Reason	%	Reason	%
No need for it	40	Content not of interest / relevance	2
Don't have a computer	33	Not my choice/decision at work	2
Not interested in it	25	Content not in my language	1
Don't know how to use it	16	Cost for ISP/access cost	1
Cost (general)	12	Cost for local telephone and toll service charges	1
Not enough time to use it	8		
Don't know how to get it	3	Other	4
Current PC can't access Web	2	Unsure	2

April 2002 Global Internet Usage *Source*: Data from
www.Nielsen/NetRatings

Metric	Quantity
Number of sessions for the month	18
Number of domains visited	48
Page views for each session	43
Time spent online for the month	9:50
Time spent per session	0:32
Duration of page viewed	0:00:44

Most Common Reasons for Failed Online Purchases

Source: Boston Consulting Group Study as reported in Wellner (2001)

Reason Given	%	Reason Given	%
Page took too long to load	48	Returned the product	10
Site was confusing/couldn't find product	45	Site wouldn't accept credit card	9
Product not available/in stock	32	Tried/failed to contact customer service	8
Got logged off / system crashed	26	Site made unauthorized charge to my credit card	5
Had to contact customer service	20	Ordered product but never came	4
Product took too long to arrive	15	Wrong product arrived and couldn't return it	4

Proportion Performing Relationship Activities Online in the U.S.

Source: Data from www.pewinternet.org

Outcome	%	Outcome	%
Send e-mail	95	Chat in online discussion	23
Send instant message	48	Make Internet phone call	12
Share files with others (music, video, games)	37	check e-mail on cell phone or PDA	10
Visit online support group	36	Visit dating Web site	9

Proportion Performing Entertainment Activities Online in the U.S.

Source: Data from www.pewinternet.org

Outcome	%	Outcome	%
Surf for fun	64	Listen/download music	37
Watch video or audio clip	51	Play a game	37
Download games, videos, pictures	41	Visit adult Web site	14

Proportion Performing Media Consumption Activities Online in the U.S.

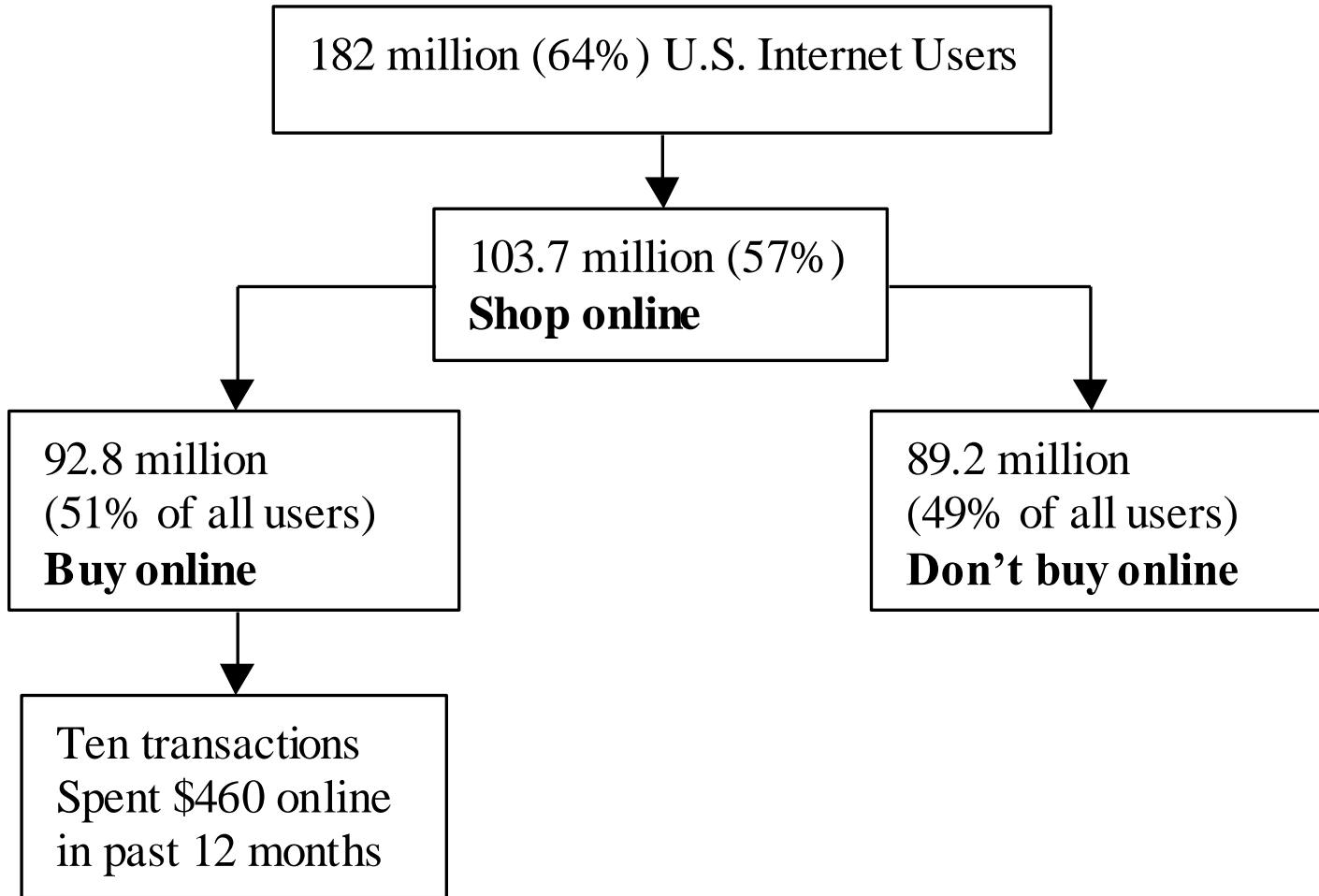
Source: Data from www.pewinternet.org

Outcome	%	Outcome	%
Get news	70	Political news / information	40
Check the weather	64	Sports scores	38
Listen to music from radio station, music store, recording artist	37		

Proportion Performing Information Consumption Activities Online in the U.S.

Source: Data from www.pewinternet.org

Outcome	%	Outcome	%
Hobby information	80	Find phone number /address	53
Map or driving directions	79	Research for school/training	53
Travel information	66	Financial	44
Books, movies, leisure activities	63	A job	37
Health/medical	61	A place to live	29
Government site	57	Religious/spiritual	28
Research for job	54	Family history/genealogy	20



Online Shopping Landscape *Source:* Data from
www.bcg.com

Proportion Performing Transaction Activities Online in the U.S.

Source: Data from www.pewinternet.org

Outcome	%	Outcome	%
Research product before buying	75	Groceries	8
Buy a product	56	Charity donation	7
Buy/make travel reservation	42	Gamble	5
Bank online	23	Take class for college credit	5
Participate in online auction	20	Take any online class	5
Buy/sell stocks, bonds, mutual funds	12		

Pertanyaan....

- Apa hubungan hasil-hasil penelitian di atas dengan aktivitas Internet marketing ?
- Bagaimana bila hal sama dilakukan survey di Indonesia. Buatlah kuesioner dan lakukan penelitian sederhana untuk menjawabnya...