

ELECTRONIC AND NON_ELECTRONIC COMMERCE: A FRAMEWORK FOR CHOOSING DEMAND MODELS

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ABSTRACT

With electronic commerce exponentially increasing, it has become important to understand how to effectively market to On-line and offline consumers. This paper examines which demand model is most appropriately used in electronic and non_electronic commerce for different combinations of business and individual transactions. A framework is developed to characterize which demand model, push or pull, is best suited for successful implementation of marketing strategy based on the type of transaction in electronic and non_electronic commerce.