An analysis of consumer power on the Internet.

**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.

**Keywords**

E-commerce; Consumer power; Consumerism; On-line shopping; Search engine
S. Umit Kucuk is currently a Post-Doctoral fellow at the Darden Graduate School of Business Administration University of Virginia, where he also studied as a visiting researcher while completing his Ph.D. dissertation. Previously, he taught various Marketing and E-Commerce courses at Bilkent University and the University of Washington, Bothell. His research focuses on cross-cultural consumption issues on the Internet, product distribution and availability, brand loyalty and brand equity measures, behavioral economics. Dr. Kucuk has been awarded scholarships by the American Marketing Association, the Turkish Academy of Science, CHIEAM (Montpellier-France) and IAMZ (Zaragoza-Spain). His research appears in the *Journal of Euromarketing* and the *Journal of International Consumer Marketing*.

Sandeep Krishnamurthy is Associate Professor of E-Commerce and Marketing at the University of Washington, Bothell. He is the author of a successful MBA E-Commerce textbook “E-Commerce Management: Text and Cases” and has recently edited two books, “Contemporary Research in E-Marketing: Volumes I, II.” His academic research has been published in journals such as *Organizational Behavior and Human Decision Processes (OBHDP)*, *Marketing Letters*, *Journal of Consumer Affairs*, *International Marketing Review*, *Journal of Computer-Mediated Communication*, *Quarterly Journal of E-Commerce*, *Marketing Research*, *Marketing Management*, *Knowledge, Technology & Policy* and *Business Marketing*. 
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