

CHANGING IMPACT OF E-BUSINESS ON MARKETING CHANNELS: THREE PHASES OF MARKETING CHANNELS EVOLUTION

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ABSTRACT

We have been witnessing a series of changes in many aspects of our lives as we have been incorporating the Internet in our daily routines over time. While many of these changes have required numerous parties modify the way they interact with others, we have been noticing that these modifications had to be adjusted constantly since we have become increasingly dynamic in ways we incorporate the Internet in our lives. When we were presented with the e-business options the first time, it took a while for many of us to get comfortable enough to change the ways we were used to for many years. As we got more comfortable, we gradually became more confident and we began to explore those options that we could influence and somehow personalize. By that way, we would feel that we play an active role in not only finding solutions but also creating those solutions. This paper reviews one of those avenues, specifically, marketing channels and examines how these channels have evolved as consumers got more involved in online options and gradually helped to change the nature of business practices on the Internet.

Keywords: *Web 1.0; Web 2.0; Disintermediation; Reintermediation; Apomediation*