# CONSUMER POWER AND MARKET EQUALIZATION

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## ABSTRACT

Today's consumers are now able to control many marketing communications and relationships as a result of increasing digitalization in consumer markets. Now, we are re-discovering the exercisable and active consumer power in this post-industrialization Internet time. It is argued that such increasing and transforming consumer power eventually brings markets equalization with companies as also discussed in the "market equalization" conceptualization [1]: *"eradication of the historical company-dominant market power gap to the benefit of consumers*". Such market equalization can be reached from the combination of two major processes: "economic equalization" and "speech equalization". Economic equalization is fed by exit-based consumer power while speech equalization is fed by voice-based consumer power, and they eventually lead to market equalization [2]. However, this new conceptualization needs an empirical investigation. Furthermore, there is not enough study investigates how this consumer empowerment and market equalization processes work and/or will likely change todays and future markets and society. Thus, this study's aim to fill these theoretical gaps and its contribution can be incremental.

## REFERENCES

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