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Nota di contenuto

Deeper Understanding of the Role of Mental Construal for Advertising Processing and Pictorial Product Presentations in Digital Environments -- Impact of Human-like Attributes on the Acceptance of Digital Voice Assistants -- More Profound Understanding of Complaint Management in the Eye of the Beholder in Online Environments -- Impact of Expectations on the Choice of eSports Event Consumption Form and Videogame Success.

Sommario/riassunto

A progress in technologies, the increasing expansion and use of digital environments lead to remarkable shifts of business activities. These transformations not only impact business but also affect consumers' attitudes, beliefs, and practices. Thus, Frederic Nimmermann sheds light on consumer behavior in central subareas in digital environments such as advertising. Six essays address specific phenomena in these central subareas for a more profound understanding of consumers and their related behavior. Both academia and practitioners profit from the results and implications of this study. Contents Deeper Understanding of the Role of Mental Construal for Advertising Processing and Pictorial Product Presentations in Digital Environments Impact of Human-like Attributes on the Acceptance of Digital Voice Assistants More Profound Understanding of Complaint Management in the Eye of the Beholder in Online Environments Impact of Expectations on the Choice of eSports Event Consumption Form and Videogame Success Target Groups Scientists and students in the field of marketing and distribution Practitioners in industry in these fields of expertise About the Author Frederic Nimmermann works as a research assistant at the Chair of Marketing and Retailing at the University of Siegen. His research focuses on consumer behavior in digital environments.