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Collana	Advances in marketing, customer relationship management, and e-services (AMCRMES) book series
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Soggetti	Consumer behavior Customer relations Electronic commerce
Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The concept of "consumerism" from a consumer activist perspective / Ioanna Papasolomou -- Social impact in consumer behaviour-consumer boycotts as a consumerism activity / Dursun Yener -- Fuel efficient vehicles: the role of social marketing / Lisa Watson, Anne M. Lavack -- Customer satisfaction in the consumption of green products / Violeta Sima, Ileana Georgiana Gheorghe -- Marketing 4.0: enhancing consumer-brand engagement through big data analysis / Ana Isabel Jimenez-Zarco [and 3 others] -- Effective surveillance management during service encounters: a conceptual framework / Angelo Bonfanti -- Consumer information systems research agenda: meeting challenges for interactive television service development / Tuure Tuunanen, Michael David Myers -- Consumer information systems as services: study of emerging IPTV market in New Zealand / Tuure Tuunanen, Lesley Gardner, Martin Bastek -- About the e-commerce activities in Finnish Lapland - perspectives of consumers and entrepreneurs: e-commerce in Lapland / Rauno Rusko, Joni Pekkala -- Do stock markets

comove in emerging economies? / Sadullah Celik, Emel Baydan --  
Nowcasting capacity utilization in Turkey: a continuous wavelet analysis / Ozlem Tasseven -- Consumption and well-being: collecting experiences rather than material possessions / Sandra Maria Correia Loureiro -- The effect of the marketing strategy in performance of the pharmaceutical sector / Irene Samanta --  
The aural nature of atmosphere in a retail setting / Sanda Renko, Tomislav Gregur -- Enhancing retailer-consumers relationship through everyday sustainability: McDonald's in Italy / Elena Candelo, Cecilia Casalegno, Chiara Civera -- Conquering the digital customer: how Zara is confronting the digital innovation revolution / Eric Viardot, Petra A. Nylund.

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Sommario/riassunto

"[This book] is a comprehensive reference source on new innovative dimensions of consumer behavioral studies and reveals different conceptual and theoretical frameworks. Featuring expansive coverage on a number of relevant topics and perspectives, such as green products, automotive technology, and anti-branding, this book is ideally designed for students, researchers, and professionals seeking current research on the dimensions of consumer engagement and buying behavior"--Provided by publisher.

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