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| Nota di contenuto | Chapter 1. Examining the Impact of Provocation in Green Advertising on Consumers' Attitudes and Perceptions -- Chapter 2. Blink: Advertising in a Multi-Media Environment: An Abstract -- Chapter 3. Sensory Imagery in the Context of Beverage Advertising: How the Senses Affect Product Design and Attitude: An Abstract -- Chapter 4. Value Expressive Advertising and Innovation Acceptance in Healthcare: An Abstract -- Chapter 5. Exploring the Reciprocal Relationship between Brand Identity and Brand Image in a Context of Co-Creation: An Abstract -- Chapter 6. Co-Creation and Media Business: The Value Creation in a Brand Licensing Case: An Abstract -- Chapter 7. Special Session: Nonprofit and Nongovernmental Organization (NPO and NGO) Marketing – Examination of Multi-Cultural Perspectives: An Abstract -- Chapter 8. Cross-Cultural Examination of Arts Sector Governmental |

Policies and Development of Standardized Economic Analyses: An Abstract -- Chapter 9. Co-Production and Social Service Providers' Performance - Parental Satisfaction with Childcare Markets: An Abstract -- Chapter 10. Connecting with Consumers in Subsistence Marketplaces: An Abstract -- Chapter 11. Advancing Mission-Based Metrics: An Abstract -- Chapter 12. The Effects of the Mobile Technology on Overall Tourist Experience: The Case of Augmented Reality Used During a Visit of Chambord Castle: An Abstract -- Chapter 13. Big Consumer Behavior Data and their Analytics: Some Challenges and Solutions -- Chapter 14. Web Personalization Experience: Value Creation or Value Destruction? An Abstract -- Chapter 15. IoT's Consumer Acceptance: A New Perspective: An Abstract -- Chapter 16. New Dimensions of Postpurchase Behavior in the Service Environment: Consumer Behavior Toward Uber after Consumer Ratings: An Abstract -- Chapter 17. Improving Targeting by Taking Long-Term Relationships into Account -- Chapter 18. Managing the Bright and Dark Sides of Humorous Response in Service Recovery: An Abstract -- Chapter 19. Do Variety Seekers Rely on Information for Their Food Choice? – The Role of Type of Novelty of Food: An Abstract -- Chapter 20. Meanings and Values in the Purchase of a Brand New Car: Study with Brazilian Customers -- Chapter 21. Measuring Comprehensive Typology of Positioning Strategies: An Abstract -- Chapter 22. Think Twice Before Typing: Does Recall Message Strategy Affect Firm Valuation? An Abstract -- Chapter 23. Value Network Segmentation - A Three Factor Model -- Chapter 24. Sustainable Innovation: An Adaptive Capabilities Approach to Understanding its Antecedents and Consequences: An Abstract -- Chapter 25. Examining the Relationship Between Market Orientation and Service Innovation: Fit as Matching Perspective -- Chapter 26. Effect of Service Firm's Sustainability Orientation on New Service Development Competence and Performance: An Abstract -- Chapter 27. Unravelling the Challenges and Opportunities of Social Innovation across Market Boundaries through Images of Dress: An Abstract -- Chapter 28. Driving Sustainable Shopping by Utilizing In-Store Smartphone Messaging: A Reexamination of Regulatory Focus Theory: An Abstract -- Chapter 29. Redefining Generational Cohorts Based on Touchpoint Exposure in Italy and Japan: An Abstract -- Chapter 30. How Trust, Knowledge Integration and Team Sensemaking Capability Influence NPD Success: The Mediating Role of Team Members' Creativity: An Abstract -- Chapter 31. The Impact of Friendship on Entrepreneurial Decision-Making: An Abstract -- Chapter 32. The Impact of Organization Agility, Organization Flexibility, and Environmental Volatility on Radical and Incremental Innovation Performance: An Abstract -- Chapter 33. A Meta-Analytical Review on the Effects of In-Game Advertising on Consumers' Attitudes: An Abstract -- Chapter 34. Comparing Advertising Effectiveness: Successful versus Attractive Male Spokesperson: An Abstract -- Chapter 35. Misconceptions of Branding Behavior in the Retail Sector - A Delphi Study: An Abstract -- Chapter 36. Investigating Political Brands in Non-Party Political Environments: Post-Electoral Reform in Guernsey: An Abstract -- Chapter 37. How Much Change is Too Much? The Impact of Perceived Technological Change onto Sales Force Technology Acceptance: An Abstract -- Chapter 38. The Role of Mindfulness in Consumers' Experiences of Food Well-Being: An Abstract -- Chapter 39. Importance of Ethics and Sustainability in the Fashion Industry: An Abstract -- Chapter 40. Understanding the Relationship and Persuasion Mechanisms between Social Media Influencers and their Followers: An Abstract -- Chapter 41. Web Personalization: Experience, Antecedents and Consequences:

An Abstract -- Chapter 42. Why do I Follow Fashion Bloggers? Insights from Jordanian Consumers: An Abstract -- Chapter 43. Movie Piracy in Emerging Economies: I Want to be Innovative, and I Know How Explain My Bad Behavior: An Abstract -- Chapter 44. Implications of Consumer Animosity for Marketing Strategy: An Abstract -- Chapter 45. An Abstract: When and How Do Chief Marketing Officers Drive Firm Performance? CMO Characteristics, Managerial Marketing Capability, and Firm-Value Creation -- Chapter 46. Social Enterprise Legitimacy in a Hostile Market -- Chapter 47. Corporate Greed and its Effect on Customer Satisfaction, Corporate Social Responsibility and Corporate Reputation among Customers: An Abstract -- Chapter 48. Fusing Complex Big Data Sets to Understand Consumer's Online Relationships that Create In-Store Retail Bonding: An Abstract -- Chapter 49. Consumer Pleasure or Guilt: Luxury Fashion Brand Addiction and Social Media Marketing: An Abstract -- Chapter 50. Building Relationships through Stimulating Brand Experiences: The Role of Self-Expansion, Brand Identification, and Self-Esteem. -- Chapter 51. Micro-Blog Marketing of Luxury Consumption - The Role of Micro-Blog Contents and Envy in Purchase Intention: An Abstract -- Chapter 52. Limited-Quantity Scarcity Messages for Luxury Brands: Consider Customers in Cognitive and Emotional Consumption: An Abstract -- Chapter 53. I or We - The Persuasive Effects of Typeface Shapes: An Abstract -- Chapter 54. Participatory Impact Assessments from a Relationship Marketing Perspective: How to Balance Latent and Manifest Consulting Functions? -- Chapter 55. "The Others": The Cultural and Consumer Profile of Expatriates: An Abstract -- Chapter 56. Influencing Customer Experience by Activating Relationship Norms -- Chapter 57. Trade Fairs, Trade Shows and Exhibitions: A Literature Review: An Abstract -- Chapter 58. Conceptualising & Operationalising Respect in Consumer-Brand Relationships: An Abstract -- Chapter 59. Construing Loyalty through Perceived Quality and Brand Identification: The Mediating Role of Brand Trust and Brand Relationship Closeness: An Abstract -- Chapter 60. Service Brand Orientation and Firm Performance: The Moderating Effects of Relationship Marketing Orientation and Customer Orientation -- Chapter 61. Eye-Tracking Research Special Session (Part 1): How to influence in-store buying decisions? An Abstract -- Chapter 62. Visual Attention in Virtual Reality Settings: An Abstract -- Chapter 63. Antecedents and Consequents of the Anchoring Effect in Store Brand vs. National Brand Context: An Abstract -- Chapter 64. Enhancing Brand Commitment through Social Responsibility Associations: A Two-Path Moderated Model -- Chapter 65. Creating My Own Story: Maximizers, A Different Route to Information Evaluation: An Abstract -- Chapter 66. First Impressions: The Impact of Graphic Syllabi on Student Attitudes: An Abstract -- Chapter 67. The Consequences of Consumer Ethnocentrism upon Product Perceptions within Emerging Markets: The Case of Mexico: An Abstract -- Chapter 68. Acculturation of Indian Immigrants to the United States - Technology as a Coping Mechanism: An Abstract -- Chapter 69. Traditionscapes in Emerging Markets: An Abstract -- Chapter 70. New Perspectives on Justifying Customer Citizenship: An Abstract -- Chapter 71. An Abstract: Mission Statements as Marketing Messages: A Comparative Content Analysis -- Chapter 72. An Abstract: Intuitive versus Analytical Delight: How Customers Process Delightful Consumption Experiences -- Chapter 73. Marketing Strategy Implications of Employee Brand Engagement: Optimism and Commonality: An Abstract -- Chapter 74. Agency Theory in Marketing: An Abstract -- Chapter 75. A Model of Post-Installation Seller-Buyer Interactions in Technology-Based Industrial Markets: An Abstract --

Chapter 76. The Institutional Pressures in the Post-Adoption Use of Social Media: An Abstract -- Chapter 77. Customer Participation in New Product Development: The Crucial Role of a Firm's Absorptive Capacity: An Abstract -- Chapter 78. Influences of User Experience on Consumer Perception: A Study on "Autonomous Driving" -- Chapter 79. Don't Confuse Me! The Effect of Self-Construal on the Relationship between Context Visual Complexity and Enjoyment -- Chapter 80. Shopper's Experience of Digital Mall Signage as Atmospheric Stimuli: An Abstract -- Chapter 81. Special Session: Putting Knowledge into Action: An Abstract about Implementing Project-Based Learning Across Marketing Courses and University Campuses -- Chapter 82. What am I Going to Eat Here? Food Tensions of Immigrants in a Cosmopolitan City -- Chapter 83. Consumers Who Collaborate with the Firm, but Against Each Other: An Abstract -- Chapter 84. A Comparison of Organizational Sustainability Initiatives through Time in Public and Private Sectors: An Abstract -- Chapter 85. Brand Equity, Country of Origin Effect and Internationalization: An Abstract -- Chapter 86. Beyond Country-of-Origin: An Empirical Study on the Factors that affect American Consumers' Attitude and Purchasing Intentions: An Abstract -- Chapter 87. Special Session: Measurement Invariance and Innovation in Cross-Cultural Research: Revisiting Validity in an Interconnected World: An Abstr.

Sommario/riassunto

This proceedings volume explores the new and innovative ways in which marketers find new global customers and build meaningful bridges to them based on their wants and needs in order to ensure high levels of customer satisfaction. Customer loyalty is ensured through continuous engagement with an ever-changing and demanding customer base. Global forces are bringing cultures into collision, creating new challenges for firms wanting to reach geographically and culturally distant markets, and causing marketing managers to rethink how to build meaningful and stable relationships with evermore demanding customers. In an era of vast new data sources and a need for innovative analytics, the challenge for the marketer is to reach customers in new and powerful ways. Featuring the full proceedings from the 2018 Academy of Marketing Science (AMS) World Marketing Congress (WMC) held in Porto, Portugal, this volume provides current and emerging research from global scholars and practitioners that will help marketers to engage and promote customer satisfaction. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.
