

1. Record Nr.	UNINA9910367255303321
Autore	Nimmermann Frederic
Titolo	Congruency, Expectations and Consumer Behavior in Digital Environments / / by Frederic Nimmermann
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2020
ISBN	3-658-28421-8
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (226 pages) : illustrations
Collana	Handel und Internationales Marketing Retailing and International Marketing, , 2626-3327
Disciplina	658.8342
Soggetti	Marketing Electronic commerce Sales management e-Business/e-Commerce Sales/Distribution
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Deeper Understanding of the Role of Mental Construal for Advertising Processing and Pictoral 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 Pictoral 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.
