

1. Record Nr.	UNINA9910450742403321
Titolo	Consumer empowerment [[electronic resource] /] / guest editor: Len Tui Wright
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2006
ISBN	1-280-70554-X 9786610705542 1-84663-097-5
Descrizione fisica	1 online resource (236 p.)
Collana	European Journal of Marketing ; ; 40, no. 9/10
Altri autori (Persone)	WrightLen Tiu
Soggetti	Consumer behavior Consumers - Research Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; CONTENTS; EDITORIAL REVIEW BOARD; Guest editorial; Acknowledgement to referees; Enhancing consumer empowerment; The internet, consumer empowerment and marketing strategies; Mapping consumer power: an integrative framework for marketing and consumer research; The internet, information and empowerment; Assumed empowerment: consuming professional services in the knowledge economy; Consumer empowerment: a Foucauldian interpretation; Self-empowerment and consumption; Consumption as voting: an exploration of consumer empowerment Customer empowerment and relationship outcomes in healthcare consultations Brand community of convenience products: new forms of customer empowerment – the case "my Nutella The Community"; The evolution of the empowered consumer; "Mothers of invention": maternal empowerment and convenience consumption; Book reviews;
Sommario/riassunto	Guest Editor Len Tiu Wright's definition of consumer empowerment in marketing is: "A mental state usually accompanied by a physical act which enables a consumer or a group of consumers to put into effect their own choices through demonstrating their needs, wants and demands in their decision-making with other individuals or

organizational bodies in the marketplace." Through this e-book, which has received contributions from Australia, Canada, Italy, Portugal, UK and the USA, it is broadly argued that empowerment means consumers will become less passive in accepting whatever is offered by emplo
