

1. Record Nr.	UNINA9910787281303321
Titolo	Digital behavioral and psychological principles // guest editor, Angela Hausman
Pubbl/distr/stampa	Bradford, [England] : , : Emerald Insight, , 2014 ©2014
ISBN	1-78441-386-0
Descrizione fisica	1 online resource (101 p.)
Collana	Journal of Research in Interactive Marketing, , 2040-7122 ; ; Volume 8, Issue 3
Disciplina	001.642
Soggetti	Computer programming Psychology - Data processing Social networks - Computer network resources - Econometric models
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; EDITORIAL ADVISORY BOARD; Guest Editorial; Consumer behavior in the online context; Consumer - brand engagement on Facebook: liking and commenting behaviors; Consumer responses toward online review manipulation; Advertising in online social networks: the role of perceived enjoyment and social influence
Sommario/riassunto	The chapters in this e-book lie firmly within Web 2.0 and deal with human aspects of interactions between consumers and between consumers and brands in digital space. The first chapter, Consumer Behavior in the Online Context, by Cummings, Peltier, Schibrowsky and Nill, provides an excellent introduction to this ebook by reviewing literature related to the consumer behavior and social network theory as they apply to the Internet, literature covering the period from 1993-2012, spanning over 900 articles across more than 85 marketing journals. The second chapter, by Kabadayi and Price, investiga