

1. Record Nr.	UNINA9910791941403321
Titolo	Online consumer behavior : theory and research in social media, advertising, and e-tail // edited by Angeline G. Close
Pubbl/distr/stampa	New York : , : Routledge, , 2012
ISBN	1-136-34221-4 1-280-66491-6 9786613641847 0-203-12391-3 1-136-34222-2
Descrizione fisica	1 online resource (401 p.)
Altri autori (Persone)	CloseAngeline
Disciplina	381/.142
Soggetti	Consumer behavior Internet marketing Electronic commerce - Psychological aspects
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 and index.
Nota di contenuto	Cover; online consumer behavior: theory and research in social media, advertising, and e-tail; Copyright; Contents; Foreword; Preface; About the editor; About the Contributors; Section I Consumers' Online Identity; 1 Snapshots of the Self: Exploring the Role of online Mobile Photo Sharing in identity Development Among Adolescent Girls; 2 Source Characteristics in online Shopping: Do Avatar Expertise, Similarity, and Attractiveness Affect Purchase outcomes?; 3 overcoming Human Limits Through the Satisfaction of Desires on Virtual Worlds; Section II Social Media, Blogs, and Privacy Issues 4 Managing new Media: Tools for Brand Management in Social Media 5 Consumer Activism Through Social Media: Carrots Versus Sticks; 6 Authenticity in online Communications: Examining Antecedents and Consequences; 7 Web 2.0 and Consumers' Digital Footprint: Managing Privacy and Disclosure Choices in Social Media; Section III Online Advertising and Online Search Behavior; 8 Viewer Reactions to online Political Spoof Videos and Advertisements; 9 Advertising Versus Invertising: The Influence of Social Media B2C Efforts on Consumer

Attitudes and Brand Relationships

10 Male Consumers' Motivations for online Information Search and Shopping BehaviorSection IV e-Tail Consumer Behavior and Online Channels; 11 Exploring Hybrid Channels from the Customer

Perspective: Offering Channels That Meet Customers' Changing Needs; 12 Consumer Trust and Loyalty in e-tail; 13 Toward a Theory of

Consumer Electronic Shopping Cart Behavior: Motivations of e-Cart Use and Abandonment; Author Index; Subject Index

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**Sommario/riassunto**

Social media (e.g., Facebook, LinkedIn, Groupon, Twitter) have changed the way consumers and advertisers behave. It is crucial to understand how consumers think, feel and act regarding social media, online advertising, and online shopping. Business practitioners, students and marketers are trying to understand online consumer experiences that help instill brand loyalty. This book is one of the first to present scholarly theory and research to help explain and predict online consumer behavior.

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