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Invertising: The Influence of Social Media B2C Efforts on Consumer Attitudes and Brand Relationships
10 Male Consumers' Motivations for online Information Search and Shopping Behavior
Section 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

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.
