

1. Record Nr.	UNINA9910865279703321
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Titolo	Decoding Digital Consumer Behavior : Bridging Theory and Practice // by Alfonso Pellegrino
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2024
ISBN	9789819734542 9789819734535
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (156 pages)
Collana	Business and Management Series
Disciplina	658.872 659.144
Soggetti	Telemarketing Internet marketing Advertising - Psychological aspects Consumer satisfaction Advertising Digital Marketing Advertising Psychology Customer Satisfaction
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Evolution of Marketing -- Digital Marketing: Overview and Evolutions -- Consumer Perceptions. How Digital Marketing has Changed Consumer Perceptions -- Digital Consumption and Risks -- Consumer Expectations in the Digital Environment -- Memory: How it Works and How to Become "Unforgettable" in a Digital World -- Online Persuasive Communication and its Applications -- Social Comparison, Problems of Digital Consumption and its Implications -- Humanistic and Sustainable Marketing. Marketing 4.0 - a "Humanistic" Approach -- Experience at the Core: Digital Customer Experience and Customer Satisfaction.
Sommario/riassunto	This book is a call to adopt more ethical, sustainable, and consumer-focused approaches in the digital era. The focus on consumer perceptions and expectations in a digital context is particularly

relevant, as it delves into the psychological and behavioral aspects of digital interactions. The chapters on digital consumption and risk, and memory in the digital world, are pivotal in understanding how digital mediums impact consumer choices and brand recall. Online persuasion, a key topic, explores ethical and effective strategies for influencing consumer behavior, emphasizing the importance of authenticity and trust. The discussion on social comparison and its implications in digital consumption underscores the psychological impact of digital platforms. The chapters on humanistic and sustainable marketing, and digital customer experience, reflect the growing importance of ethical, sustainable practices, and customer-centric approaches in building brand loyalty. The book is an essential guide for marketing professionals and students, offering a comprehensive understanding of the complex interplay between digital marketing strategies and consumer behavior.
