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Titolo	Celebrity, Social Media Influencers and Brand Performance : Exploring New Dynamics and Future Trends in Marketing // edited by Saloomeh Tabari, Qing Shan Ding
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ISBN	9783031635168 3031635167
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (227 pages)
Altri autori (Persone)	DingQing Shan
Disciplina	658.827
Soggetti	Branding (Marketing) Telemarketing Internet marketing Advertising media planning Branding Digital Marketing Media Planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1. Introduction -- Chapter 2. Conceptualising influencer, brand, and audience relationships on social media platforms -- Chapter 3. The effect of social media influencers on customers' perceived brand value, brand influencer, and purchase intention: A perspective of Gen Z -- Chapter 4. Impact of social media influencers (SMIs) on millennials choosing a travel destination -- Chapter 5. Advantages and disadvantages of using social media influencers -- Chapter 6. Research on the Effect of Brand Virtual Influencers Endorsement on Consumer Purchase Intention -- Chapter 7. Play or attack: Identity in the virtual world, a conceptual perspective on virtual influencers and influencer marketing -- Chapter 8. Virtual world, fear of missing out and its impact on impulsive buying -- Chapter 9. Virtual Influencers, the Future of Marketing and Branding? -- Chapter 10. Influencers, Materialism, Mental Health and Sustainability.

Celebrity endorsement has shown to be an effective way enhancing brand-related attitudes, reinforcing behavioural intentions, and shaping brand perceptions. Indeed, companies devote a lot of resources on celebrity endorsement to exploit emotional bonds between consumers and brands in order to accomplish their desired brand image and increase brand awareness, differentiation, and brand loyalty. In short, brands that are endorsed by a favourite celebrity and influencer become more credible and trustworthy. This edited book examines this new era of marketing by focusing on the impact of employing celebrities, SMIs and virtual influencers to endorse the brand as a key advertising tactic. In particular, it focuses on the rise of social media usage and the corresponding changes in advertising strategies in the digital era. As well as exploring this rise of celebrity influencers and their value, the book also takes a critical lens, examining their roles in fuelling the growth of materialism, causing mental health issues among adolescents, and aiding the development of fast fashion. With this balanced and comprehensive approach, this book is an essential resource for anyone interested in the future of advertising.

Saloomah Tabari is a Lecturer in Marketing and Strategy at Cardiff Business School, Cardiff University. Her research centres on customer experience in particular intercultural communication and sensitivity in service and marketing. She has published her research in various leading international academic journals, books and presented at international conferences. Saloomah is also on the editorial board of international journals and is currently the Associate Editor of the Journal of Islamic Marketing. Qing Shan Ding is a Senior Lecturer in Marketing at Huddersfield Business School, University of Huddersfield. His primary research interest is in consumer behaviour and branding, exploring how various cultural and identity factors influence brand preferences and purchase intentions. His research has been published in leading international journals and has recently moved into digital and social media marketing.

2. Record Nr.	UNIORUON00508056
Autore	Guyard, Stanislas
Titolo	Fragments relatifs à la doctrine des Ismaélis / Texte publié pour la première fois avec une traduction complète et des notes, par M. Stan. Guyard
Pubbl/distr/stampa	Paris, : Imprimerie Nationale, 1874
Descrizione fisica	177-430 p. ; 28 cm
Classificazione	RARI ARA I
Soggetti	Islam - Dottrine ISMALITI - Dottrine
Lingua di pubblicazione	Arabo Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia