

Optimizing Millennial Consumer Engagement With Mood Analysis

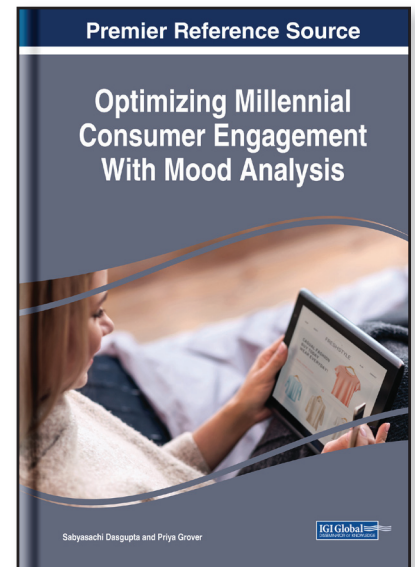
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Sabyasachi Dasgupta (O.P. Jindal Global University, India) and Priya Grover (Symbiosis International (Deemed University), India)

Description:

Consumer engagement is becoming crucial to the recall and survival of brands in intense competitive markets. Due to digital innovations, businesses have seen the emergence of the millennial population as a target audience, and many businesses are struggling with adopting methods to engage the generation to leverage an enriched brand experience.

Optimizing Millennial Consumer Engagement With Mood Analysis is a critical scholarly resource that explores how companies ensure brand sustainability through influencing the minds and moods of consumers to create an interactive customer experience. Featuring coverage on a broad range of topics such product presentation, brand fandom, social media, lifestyle products, and buying behavior, this book is geared towards marketers, business managers, business practitioners, international business strategists, academicians, consumer researchers, and upper-level graduate students attempting to understand consumer engagement through mood analysis.



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Topics Covered:

- Brand Quality
- Branding
- Buying Behavior
- Consumer Behavior
- Consumer Satisfaction
- Lifestyle Branding
- Millennial Marketing
- Mood Analysis
- Product Presentation
- Purchase Intention
- Social Media

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