

Predicting Trends and Building Strategies for Consumer Engagement in Retail Environments

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

Giuseppe Granata (University of Cassino and Southern Lazio, Italy), Andrea Moretta Tartaglione (University of Cassino and Southern Lazio, Italy) and Theodosios Tsiakis (Alexander Technological Educational Institute of Thessaloniki, Greece)



Description:

Global economic scenarios are increasing in complexity due to the recent global financial crisis, globalization, the evolution of ICT, and the changing behaviors of consumers. This has made it difficult to predict trends and build strategies within the retail industry. As a result, long-term forecasts and schedules are not possible, and more research is needed to explore today's consumer profile and set the frameworks for future recovery strategies.

Predicting Trends and Building Strategies for Consumer Engagement in Retail Environments is a pivotal reference source that provides practical insights into improving the understanding of complex retail environments and consumer shopping behaviors in order to predict trends and develop strategies for retailers in times of economic crisis. While highlighting topics such as consumer engagement, industry models, and market globalization, this publication explores qualitative and quantitative methods of interest and the multidisciplinary approaches revolving around the industry. This book is ideally designed for marketers, managers, practitioners, retail professionals, academicians, researchers, and students seeking current research on relationship marketing, digital marketing, service management, and complexity theories.

ISBN: 9781522578567

Release Date: May, 2019

Copyright: 2019

Pages: 375

Topics Covered:

- Complexity Theories
- Consumer Behavior
- Customer Engagement
- Digital Marketing
- E-Commerce Research
- Industry Models
- Macroeconomic Environment
- Market Globalization
- Relationship Marketing
- Service Management

Hardcover: \$245.00

E-Book: \$245.00

Hardcover + E-Book: \$295.00

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA