

Enhancing and Predicting Digital Consumer Behavior with AI

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

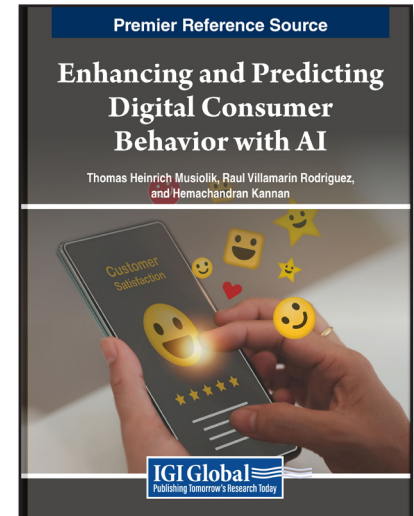
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Description:

Understanding consumer behavior in today's digital landscape is more challenging than ever. Businesses must navigate a sea of data to discern meaningful patterns and correlations that drive effective customer engagement and product development. However, the ever-changing nature of consumer behavior presents a daunting task, making it difficult for companies to gauge the wants and needs of their target audience accurately.

Enhancing and Predicting Digital Consumer Behavior with AI offers a comprehensive solution to this pressing issue. A strong focus on concepts, theories, and analytical techniques for tracking consumer behavior changes provides the roadmap for businesses to navigate the complexities of the digital age. Through multidisciplinary research and practice, specifically focusing on behavioral analysis, the book equips executives, entrepreneurs, marketers, and data analysts with the tools to make informed decisions that drive business success.

Enhancing and Predicting Digital Consumer Behavior with AI goes beyond immediate challenges, identifying future trends companies can leverage to develop new products and businesses. It also addresses the ethical implications of rapidly advancing technologies in consumer behavior analysis. By covering topics such as digital consumers, emotional intelligence, and data analytics, this book serves as a timely and invaluable resource for academics and practitioners seeking to understand and adapt to the evolving landscape of consumer behavior.



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Topics Covered:

- Behavioral Analytics
- Consumer Behavior
- Consumer Behavior & Ethics
- Consumer Behavior Prediction
- Consumer Experience
- Consumer Sentiment Analysis
- Customer Recommendation Model
- Customer Segmentation Model
- Data Analytics
- Data Structuring
- Digital Consumer
- Digital Customer Relationship Management
- Emotional Intelligence
- Online Purchase Decision Making
- Pattern Analysis

Subject: Business & Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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