

Globalized Consumer Insights in the Digital Era

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

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Description:

As brand activism, digital retail trends, artificial intelligence (AI) ethics, and the pervasive influence of social media continue to reshape the consumer landscape, marketing scholars and practitioners find themselves grappling with the complexities of this ever-evolving terrain. The need for comprehensive insights into these facets of consumer psychology, coupled with ethical considerations in the digital realm, has become increasingly urgent. Traditional marketing strategies risk obsolescence without a deep understanding of these forces, and the lack of a unifying resource hinders the development of effective, responsible marketing practices.

Impact of Globalization and Digital Dynamics on Consumer Behaviors is a groundbreaking publication, crafted by leading experts in the field, which addresses the pressing issues surrounding contemporary consumer behavior. Covering diverse topics such as brand activism, AI ethics, digital retail trends, and more, this book provides a comprehensive and insightful exploration of the challenges facing marketers today. With contributions from esteemed scholars, each chapter offers a unique perspective, fostering intellectual dialogue and inspiring novel approaches to comprehend and navigate the complex interplay of factors shaping consumer attitudes.

Impact of Globalization and Digital Dynamics on Consumer Behaviors is a solution to the intricate problems marketers face in the digital era. Anticipated to have a substantial influence on the research community, this publication is tailor-made for marketing academics, industry professionals, and postgraduate students seeking a deeper understanding of consumer behavior and ethical marketing practices. By offering fresh viewpoints, stimulating new research inquiries, and providing a valuable resource for both seasoned professionals and those entering the sector, this book catalyzes the continuous development of marketing strategies in the digital age. This book is not just a guide; it is a call to action, inviting readers to join the discourse, navigate the shifting landscape of consumer mindset, and become true marketing mavericks.



ISBN: 9798369338117

Pages: 300

Copyright: 2024

Release Date: March, 2024

Hardcover: \$325.00

E-Book: \$325.00

**Hardcover +
E-Book:** \$390.00

Topics Covered:

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- Consumer Loyalty
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- Digital Retail
- Entrepreneurial Orientation
- Individual Freedoms
- Literature Review
- Multichannel Marketing
- Omnichannel Marketing
- Robots in Marketing
- Social Media
- Social Media in Marketing

Subject: Business & Management

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