

Multifaceted Explorations of Consumer Culture and Its Impact on Individuals and Society

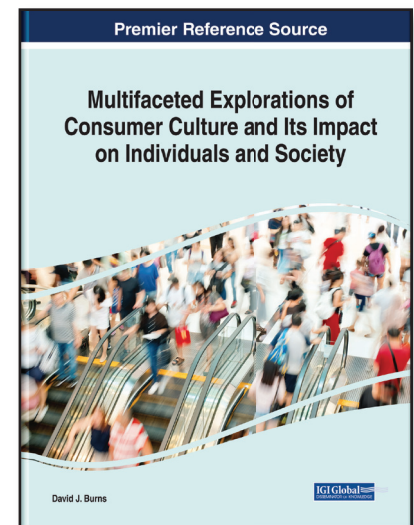
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

Consumer culture influences virtually all activities within modern societies and has become an important area of study for businesses. Logical analysis of consumer behavior is difficult as humans have different reasons for repeatedly buying products they need or want, and it is challenging to follow why they buy unneeded or unwanted products regularly. Without a comprehensive understanding of consumer culture as the basis, market discussions become empty and produce little insight into the power consumers hold in affecting other individuals and society.

Multifaceted Explorations of Consumer Culture and Its Impact on Individuals and Society provides emerging research from different perspectives on the basis and ramifications of consumer culture, as well as how it affects all aspects of the lives of individuals. While providing a platform for exploring interpersonal interactions and issues related to ethics in marketing, readers will gain valuable insight into areas such as consumer vs. producer mentality, the effects of consumerism on developing countries, and the consequences of consumerism. This book is an important resource for marketing professionals, business managers, sociologists, students, academicians, researchers, and consumer professionals.



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Topics Covered:

- Consumer Culture
- Consumer Engagement
- Consumer Value
- Consumer vs. Producer
- Culture and Media
- Digital Marketing
- Marketing Ethics

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