

Anthropological Approaches to Understanding Consumption Patterns and Consumer Behavior

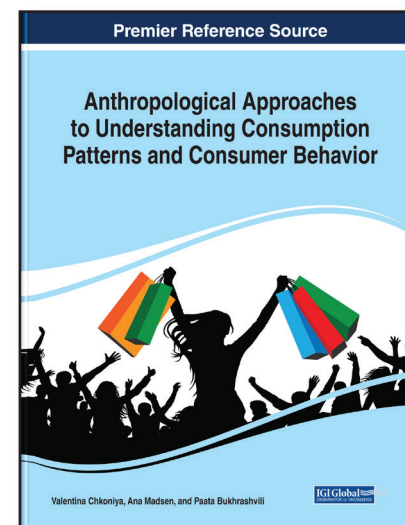
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Valentina Chkoniya (University of Aveiro, Portugal), Ana Madsen (Católica Porto Business School, Portugal), and Paata Bukhrashvili (Ilia State University, Georgia)

Description:

Anthropology is a science specialized in the study of the past and present of societies, especially the study of humans and human behavior. The disciplines of anthropology and consumer research have long been separated; however, it is now believed that joining them will lead to a more profound knowledge and understanding of consumer behaviors and will lead to further understanding and predictions for the future.

Anthropological Approaches to Understanding Consumption Patterns and Consumer Behavior is a cutting-edge research publication that examines an anthropological approach to the study of the consumer and as a key role to the development of societies. The book also provides a range of marketing possibilities that can be developed from this approach such as understanding the evolution of consumer behavior, delivering truly personalized customer experiences, and potentially creating new products, brands, and services. Featuring a wide range of topics such as artificial intelligence, food consumption, and neuromarketing, this book is ideal for marketers, advertisers, brand managers, consumer behavior analysts, managing directors, consumer psychologists, academicians, social anthropologists, entrepreneurs, researchers, and students.



ISBN: 9781799831150

Pages: 300

Copyright: 2020

Release Date: April, 2020

Hardcover: \$215.00

Softcover: \$165.00

E-Book: \$215.00

Hardcover + E-Book: \$260.00

Topics Covered:

Anthropology
Artificial Intelligence
Automotive Industry
Consumer Behavior
Ethnography
Food Consumption

Luxury Goods
Marketing
Neuromarketing
Supply Chain
Trends Studies

Subject: Business and Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

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

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