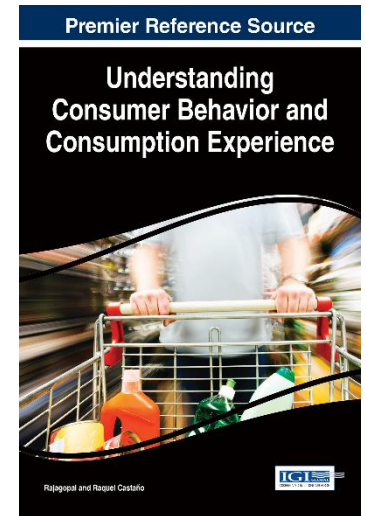


Understanding Consumer Behavior and Consumption Experience

Series: Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES)

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Description:

Success in the business world is not strictly reliant on producing valuable and in-demand products. Without a proper understanding of the consumers that a business markets and sells their products to, a company's accomplishments can quickly become failures.

Understanding Consumer Behavior and Consumption Experience discusses the indispensable value of understanding consumer activities and the crucial role they play in developing successful marketing strategies. Focusing on concepts such as consumer perceptions, consumption culture, and the influence of information technology, this book is a pivotal reference source for business managers, marketing executives, and graduate students interested in the relationship between consumer culture and businesses.

Readers:

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Topics Covered:

- Brand Relationships
- Consumer Emotions
- Cross-Cultural Perceptions
- Customer Vulnerability
- Multicultural Marketing
- Social Media
- Virtual Markets



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Chapter 1
Consumer Perception: Conscious and Non-conscious Processes

Chapter 2
Consumption Experiences

Chapter 3
Consumer Relationships with Products and Brands

Chapter 4
Consumer Well-being and Happiness

Chapter 5
Vulnerable Consumers

Chapter 6
Building and Changing Consumer Attitudes

Chapter 7
Cross-Cultural Variations in Consumer Behavior

Chapter 8
Social Group Influences

Chapter 9
Ethnic Identity

Chapter 10
Consumer Behavior in the E-Marketplace

Chapter 11
Routes to Market

Dr. Rajagopal is a Professor of Marketing at EGADE Business School, Tecnológico de Monterrey (ITESM), Mexico City Campus and Fellow of the Royal Society for Encouragement of Arts, Manufacture and Commerce, London. He is also Fellow of the Chartered Management Institute, and Fellow of Institute of Operations Management, United Kingdom. He has been listed with biography in various international directories including Who's Who in the World since 2008, and 2000 Outstanding Intellectual of the 21st Century published in 2009 by International Biographical Center, Cambridge UK. He offers courses on Competitor Analysis, Marketing Strategy, Advance Selling Systems, International Marketing, Services Marketing, New Product Development, and other subjects of contemporary interest to the students of undergraduate, graduate, and doctoral programs. Dr. Rajagopal holds Post-graduate and doctoral degrees in Economics and Marketing respectively from Ravishankar University in India. His specialization is in the fields of Marketing Management, Rural Economic Linkages and Development Economics. He has to his credit 38 books on marketing management and rural development themes and over 400 research contributions that include published research papers in national and international refereed journals. He is Editor-in-Chief of International Journal of Leisure and Tourism Marketing, International Journal of Business Competition and Growth, International Journal of Built Environment and Asset Management, and Regional Editor of Emerald Emerging Markets Case Studies. He is also member of editorial board of various journals of international repute. Dr. Rajagopal is a management educator, trainer and researchers of international repute. He has been a prestigious member of the National System of Investigators in Mexico since 2004 and has been conferred the highest recognition of National Researcher- SNI Level-3 by the National Council of Science and Technology, Government of Mexico in September 2012.

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