Leveraging Consumer Behavior and Psychology in the Digital Economy
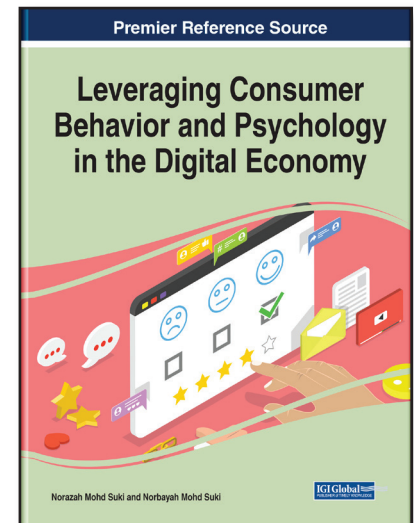
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Norazah Mohd Suki (Universiti Utara Malaysia, Malaysia) and Norbayah Mohd Suki (Universiti Utara Malaysia, Malaysia)

Description:

With the increasing prevalence of information, communication, and technology, including social media, in the digital economy, leveraging consumer behavior and psychology has become a dominant ground for researchers and practitioners to inspect the trends, opportunities, and challenges to social networking service (SNS) developers and online firms. These platforms have become a key channel for social interactions and networking among individuals and online communities to leverage business activities in respect to product and service visibility and sustainability via the internet.

Leveraging Consumer Behavior and Psychology in the Digital Economy is a pivotal reference source that provides current research on topics relevant to consumer behavior, consumer psychology, consumer value, customer satisfaction, and loyalty and how best to utilize this research consumer behavior and psychology in the digital economy. Emphasizing critical topics in the field of consumer behavior research, this publication is a wide-ranging resource for professionals, practitioners, marketers, retailers, business managers, academics, researchers, and graduate-level students interested in the latest material on consumer behavior and psychology in the digital economy.

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Topics Covered:

- Consumer Interaction
- Customer Satisfaction
- Digital Economics
- Digital Media
- E-Commerce
- Generational Marketing
- Global Branding
- Information Sharing
- Online Communities
- Social Media

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