Understanding Consumer Behavior and Consumption Experience

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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

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