Socio-Economic Perspectives on Consumer Engagement and Buying Behavior

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

Hans Ruediger Kaufmann (University of Nicosia, Cyprus) and Mohammad Fateh Ali Khan Panni (City University, Bangladesh)

Description:

In modern business practices, marketing dimensions are changing with new opportunities appearing in consumer behavioral contexts. By studying consumer activities, businesses can better engage and retain current and new customers.

Socio-Economic Perspectives on Consumer Engagement and Buying Behavior is a comprehensive reference source on new innovative dimensions of consumer behavioral studies and reveals different conceptual and theoretical frameworks. Features expansive coverage on a number of relevant topics and perspectives, such as green products, automotive technology, and anti-branding.

Readers:

This book is ideally designed for students, researchers, and professionals seeking current research on the dimensions of consumer engagement and buying behavior.


Topics Covered:

- Anti-Branding
- Automotive Technology
- Boycotting
- Consumerism
- Corporate Social Responsibility (CSR)
- Effective Surveillance Management (ESM)
- Green Products
- Sustainable Marketing

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