Handbook of Research on Leveraging Consumer Psychology for Effective Customer Engagement

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

Norazah Mohd Suki (Universiti Malaysia Sabah, Malaysia)

Description:

Consumer behavior is becoming increasingly complex in the current global market. A broader understanding of the psychologically-driven motivation of consumers and characteristics of the consumer decision-making process is vital for effective customer engagement in the global economy.

The Handbook of Research on Leveraging Consumer Psychology for Effective Customer Engagement provides current research on topics relevant to consumer beliefs, feelings, attitudes, and intentions and how best to utilize this research improving consumer appeal and relationships. Emphasizes critical topics in the field of consumer behavior research.

Readers:

This publication is a comprehensive resource for marketing professionals, managers, retailers, advertising executives, scholars, and graduate-level students in marketing, psychology, and MBA programs.


Topics Covered:

- Consumer Attitudes
- Consumerism
- Online Marketing
- Purchasing Behavior
- Social Influence
- Sustainable Consumption

Hardcover + Free E-Access: $230.00  E-Access + Free Hardcover: $230.00  1 Year Online Subscription: $105.00  2 Year Online Subscription: $180.00

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
Table of Contents

Foreword

Preface

Acknowledgment

Chapter 1
An Online Marketing Strategies Assessment for Companies in Airlines and Entertainment Industries in Malaysia
Robert Jeyakumar Nathan, Multimedia University
Desmond Chong Fook Chiu, Multimedia University
Norazah Mohd Sukri, Universiti Malaysia Sabah, Malaysia

Chapter 2
Mastering Consumer Attitude and Sustainable Consumption in the Digital Age
Kipokin Kasemsap, Suan Sunandha Rajabhat University

Chapter 3
Consumer Acceptance of Internet Banking: Application of Unified Theory of Acceptance and Use of Technology
Fandy Boy Haking, Universiti Malaysia Sabah, Malaysia
Chin Chee Hou, Universiti Malaysia Sabah, Malaysia
Azan Shah Ambo Abdul Raoff, Universiti Malaysia Sabah, Malaysia
Mohd Rahmat Masri@Kahar, Universiti Malaysia Sabah, Malaysia
Jeffry Benjamin, Universiti Malaysia Sabah, Malaysia
Azeres Olennoro Boibi, Universiti Malaysia Sabah, Malaysia

Chapter 4
Students’ Acceptance of YouTube for Procedural Learning
Wen Ying Lim, Universiti Malaysia Sabah, Malaysia
Yun Xian Chew, Universiti Malaysia Sabah, Malaysia
Cyn Ye Chan, Universiti Malaysia Sabah, Malaysia
Shyir Khie Leow, Universiti Malaysia Sabah, Malaysia
Siti Mohammad Rozlan, Universiti Malaysia Sabah, Malaysia
William Yong, Universiti Malaysia Sabah, Malaysia

Chapter 5
Students’ Acceptance and Use of Interactive Whiteboard
Norsyfarafina Mokhtar, Universiti Malaysia Sabah, Malaysia
Heerashini Jothi, Universiti Malaysia Sabah, Malaysia
Rosalia Gilos, Universiti Malaysia Sabah, Malaysia
Gayathri Gunabalan, Universiti Malaysia Sabah, Malaysia
Rimayla Jalil, Universiti Malaysia Sabah, Malaysia
Dolfina Jimmy, Universiti Malaysia Sabah, Malaysia
Nur Mohamad, Universiti Malaysia Sabah, Malaysia

Chapter 6
Students’ Acceptance to Self-Archiving Institutional Repositories towards a Unified View
Fatim Amriah Masrich, Universiti Malaysia Sabah, Malaysia
Noraisah Dill, Universiti Malaysia Sabah, Malaysia
Umri Hamzah, Universiti Malaysia Sabah, Malaysia
Malisa Muhammed, Universiti Malaysia Sabah, Malaysia
Nuraida Aidi, Universiti Malaysia Sabah, Malaysia
Sailendra Kisa, Universiti Malaysia Sabah, Malaysia

Chapter 7
Predicting Users’ Intention towards Using Library Self-Issue and Return Systems
Siti Nadhirah Mohd Razip, Universiti Malaysia Sabah, Malaysia
Siti Fatnin Abdul Kadir, Universiti Malaysia Sabah, Malaysia
Siti Nur Aishah Saim, Universiti Malaysia Sabah, Malaysia
Farah Nadia Mohd Dolhan, Universiti Malaysia Sabah, Malaysia
Nurshamimi Jarmil, Universiti Malaysia Sabah, Malaysia
Nurul Hafizah Md Salleh, Universiti Malaysia Sabah, Malaysia
Grunsin Rajin, Universiti Malaysia Sabah, Malaysia

Chapter 8
Roles of Interactivity and Usage Experience in E-Learning Acceptance
Tan Pui Nee, Universiti Malaysia Sabah, Malaysia
Chan Si Ming, Universiti Malaysia Sabah, Malaysia
Kang Guan Kheng, Universiti Malaysia Sabah, Malaysia
Too Sit Wai, Universiti Malaysia Sabah, Malaysia
Ng Mei Wey, Universiti Malaysia Sabah, Malaysia

Chapter 9
Factors Affecting Hotel Visitors’ Usage of Guest Empowerment Technology (GET)
Lai Hang Kwan, Universiti Malaysia Sabah, Malaysia
Siew Jing Chia, Universiti Malaysia Sabah, Malaysia
Rickson Khor, Universiti Malaysia Sabah, Malaysia
Teck Hou Wong, Universiti Malaysia Sabah, Malaysia
Yuan Xin, Universiti Malaysia Sabah, Malaysia
Chen Xi Zhao, Universiti Malaysia Sabah, Malaysia

Chapter 10
Factors Affecting Students’ Acceptance of SMART2 Learning Management System
Liew Kian Loo, Universiti Malaysia Sabah, Malaysia
Chin Chen Mun, Universiti Malaysia Sabah, Malaysia
Tewow Yong Kang, Universiti Malaysia Sabah, Malaysia
Sherah Chong Seh Rui, Universiti Malaysia Sabah, Malaysia
Lau Wei Ping, Universiti Malaysia Sabah, Malaysia
Magdaline Chan Vui Tung, Universiti Malaysia Sabah, Malaysia

Chapter 11
Factors Affecting the Students’ Intention to Use Web-Based Learning System
Chong Chin Fook, Universiti Malaysia Sabah, Malaysia
Desmond Low Jia Chin, Universiti Malaysia Sabah, Malaysia
Lau Yoon Tah, Universiti Malaysia Sabah, Malaysia
Mok Chui Teik, Universiti Malaysia Sabah, Malaysia
Tee Fang Yuan, Universiti Malaysia Sabah, Malaysia
Yau Thiam Rong, Universiti Malaysia Sabah, Malaysia

Chapter 12
Factors Influencing Consumer Acceptance of Internet of Things Technology
Liew Chung Sim, Universiti Malaysia Sabah, Malaysia
Ang Ju Min, Universiti Malaysia Sabah, Malaysia
Goh Yee Teen, Universiti Malaysia Sabah, Malaysia
Koh Wai Kin, Universiti Malaysia Sabah, Malaysia
Tan Shy Yin, Universiti Malaysia Sabah, Malaysia
Teh Ru Yi, Universiti Malaysia Sabah, Malaysia

Chapter 13
Consumer Intention to Use QR Code
Chen Tze Yen, Universiti Malaysia Sabah, Malaysia
Ng Wei Shan, Universiti Malaysia Sabah, Malaysia
Tan Wei Ling, Universiti Malaysia Sabah, Malaysia
Tan Yan Ying, Universiti Malaysia Sabah, Malaysia
Lee Pui Yue, Universiti Malaysia Sabah, Malaysia
H’ng Chee Peen, Universiti Malaysia Sabah, Malaysia
Luo Ji Wen, Universiti Malaysia Sabah, Malaysia

Chapter 14
Consumer Intention to Use Smartphone for Mobile Shopping
Lee Chong Ren, Universiti Malaysia Sabah, Malaysia
Tam Kah Yan, Universiti Malaysia Sabah, Malaysia
Lim Jee Yan., Universiti Malaysia Sabah, Malaysia
Seow Pei Ying, Universiti Malaysia Sabah, Malaysia
Lee Vivian Pooi Sun, Universiti Malaysia Sabah, Malaysia
Nurin Amanda Muhammad Faris, Universiti Malaysia Sabah, Malaysia
Hairunisa, Mohd Haris, Universiti Malaysia Sabah, Malaysia

Chapter 15
Consumer Perception towards Internet Health Information Resources
Khor Sheng Han, Universiti Malaysia Sabah, Malaysia
Wong Sie Lung, Universiti Malaysia Sabah, Malaysia
Michelle Wong Hui Ling, Universiti Malaysia Sabah, Malaysia
Ooi Jing Chin, Universiti Malaysia Sabah, Malaysia
Zhang Xuan Wei, Universiti Malaysia Sabah, Malaysia
Yang Cong Ni, Universiti Malaysia Sabah, Malaysia

Liew Tong Seng, Universiti Malaysia Sabah, Malaysia
Chapter 16
Students’ Experiential Motives and Intention to Play Online Games
Pang Ka Fung, Universiti Malaysia Sabah, Malaysia
Tan Huan Shee, Universiti Malaysia Sabah
Thilegawathy Sankaran, Universiti Malaysia Sabah
Ravin Nagarajan, Universiti Malaysia Sabah
Mary Chan Siew Choo, Universiti Malaysia Sabah
Aydawaty Mohd Ali, Universiti Malaysia Sabah
Nurfaaiqa Atiq Samsudin, Universiti Malaysia Sabah

Chapter 17
Students’ Information-Seeking Intention in Academic Digital Libraries
Faeizah Salim, Universiti Malaysia Sabah, Malaysia
Bavani Saigag, Universiti Malaysia Sabah, Malaysia
Pravin Armoham, Universiti Malaysia Sabah, Malaysia
Sarasvathy Gobalakrishnan, Universiti Malaysia Sabah, Malaysia
Michelle Jap, Universiti Malaysia Sabah, Malaysia
Nurul Lim, Universiti Malaysia Sabah, Malaysia

Chapter 18
Impact of Online Instructional Game Features on Students’ Perceived Motivational Support and Cognitive Investment
Angaliskaran Kumar, Universiti Malaysia Sabah
Kiratha Soundirapandian, Universiti Malaysia Sabah
Nor Huda Jariaime, Universiti Malaysia Sabah
Muruldharan Krishnan, Universiti Malaysia Sabah
Nurhafizah Salwatul Alzah Juno, Universiti Malaysia Sabah

Nurfaaiqa Atiq Samsudin is an Associate Professor at the Labuan Faculty of International Finance, Universiti Malaysia Sabah, Labuan International Campus, Malaysia. Her research interests include electronic marketing, E-commerce, M-commerce, consumer behaviour, mobile learning and areas related to marketing. She has mentored several post-graduate students, published papers in peer-review ISI and SCOPUS indexed journals, chapter books and international conference proceedings, and coordinated and participated in several research projects. She is the Editor-in-Chief to Labuan e-Journal of Muamalat & Society, a member in advisory board for several outstanding journals. She has sound experiences as speaker to public and private universities, government bodies on courses related to Structural Equation Modelling (SEM), Statistical Package for Social Sciences (SPSS), research methodology.

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