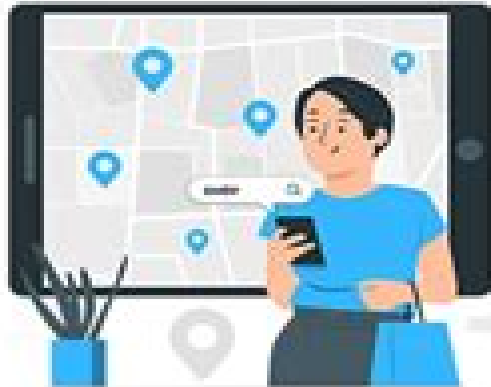


Factors influencing Consumer Behaviour



Situational factors



Personal factors



Social factors



Psychological factors

Handbook Of Research On Managing And Influencing Consumer Behavior

de Sousa, Joana Coutinho



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Pedellento, Giuseppe, 2018-02-02 In the rapidly changing landscape of society understanding how consumers make purchasing decisions is essential to the success of any product or service organization As such marketing professionals are looking for more effective ways to promote their goods and services to their customers Analyzing Attachment and Consumers Emotions Emerging Research and Opportunities is a critical scholarly resource that examines the application of attachment theory to consumer brands and products Featuring coverage on a broad range of topics such as customer satisfaction brand evaluation and brand authenticity this book is geared towards marketing professionals consumer researchers international business strategists scholars and graduate level students **Service Marketing Strategies for Small and Medium**

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Strategic Consumer Engagement: Emerging Research and Opportunities de Sousa, Joana Coutinho, 2017-12-30 A new sub area of marketing is emerging called neuromarketing It combines psychology neuroscience and economics with the study of consumer motivations This is leading to the creation of new technological approaches that enable companies to read the customer s mind and tailor marketing practices products and services Neuromarketing and Big Data Analytics for Strategic Consumer Engagement Emerging Research and Opportunities provides emerging information on the issues involved in the field of neuromarketing including models technologies and the methodology of this field Highlighting the intricacies of neuroscience biometrics multimedia technology marketing strategy and big data management this book is an ideal resource for researchers neuroscientists marketers suppliers customers and investors seeking current research on the integration of new neuromarketing trends and technologies

Localizing Global Marketing Strategies: Emerging Research and Opportunities Harvey, Janell NaKia, 2019-10-25 Years of technological advancements have made it possible for the smallest of trades to develop their companies to sell their products all over the world Global marketing initiatives allow a business to adapt its services and products to nations outside of its origin increasing its annual earnings and success However companies must first implement worldwide marketing programs that consider cultural dimensions and customs Localizing Global Marketing Strategies Emerging Research and Opportunities is a collection of innovative research on trends and strategies that are necessary to ensure the success of global marketing and identify the means of global market entry While highlighting topics including branding consumer management and joint ventures this book is ideally designed for administrators marketers managers executives entrepreneurs industry professionals researchers academicians and students seeking current research on establishing long lasting global marketing plans for a variety of industries

Building Brand Identity in the Age of Social Media: Emerging Research and Opportunities Ekhlassi, Amir, Niknejhad Moghadam, Mahdi, Adibi, Amir Mohammad, 2018-01-12 To survive in today s competitive business environment marketing professionals must look to develop innovative methods of reaching their customers and stakeholders Social media is a useful tool for developing the relationships between businesses and consumers Building Brand Identity in the Age of Social Media Emerging Research and Opportunities is a critical scholarly resource that examines the media consumption and habits of consumers to evaluate the challenges of brand building Featuring coverage on a broad range of topics such as brand identity brand loyalty and social media branding this book is geared towards marketing professionals business managers and individuals interested in how social media fits into today s marketing environments

Emerging Trends and Innovation in Sports Marketing and Management in Asia Leng, Ho Keat, 2015-01-31 Once only associated with North America and Europe formal athletic events are now becoming more prevalent in Asia as well With the expansion of this industry there is a need for efficient and strategic advertising to promote competitions events and teams Emerging Trends and Innovation in Sports Marketing and Management in Asia brings together research and case studies to evaluate and discuss the effectiveness of current

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