



Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series)

From Routledge

Download now

Read Online →

Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) From Routledge

Social media (e.g., Facebook, LinkedIn, Groupon, Twitter) have changed the way consumers and advertisers behave. It is crucial to understand how consumers think, feel and act regarding social media, online advertising, and online shopping. Business practitioners, students and marketers are trying to understand online consumer experiences that help instill brand loyalty. This book is one of the first to present scholarly theory and research to help explain and predict online consumer behavior.

 [Download Online Consumer Behavior: Theory and Research in S ...pdf](#)

 [Read Online Online Consumer Behavior: Theory and Research in ...pdf](#)

Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series)

From Routledge

Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) From Routledge

Social media (e.g., Facebook, LinkedIn, Groupon, Twitter) have changed the way consumers and advertisers behave. It is crucial to understand how consumers think, feel and act regarding social media, online advertising, and online shopping. Business practitioners, students and marketers are trying to understand online consumer experiences that help instill brand loyalty. This book is one of the first to present scholarly theory and research to help explain and predict online consumer behavior.

Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) From Routledge Bibliography

- Sales Rank: #710179 in Books
- Published on: 2012-04-25
- Original language: English
- Number of items: 1
- Dimensions: 1.00" h x 6.10" w x 9.10" l, 1.50 pounds
- Binding: Hardcover
- 400 pages

 [Download Online Consumer Behavior: Theory and Research in S ...pdf](#)

 [Read Online Online Consumer Behavior: Theory and Research in ...pdf](#)

Download and Read Free Online Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) From Routledge

Editorial Review

Review

"Online Consumer Behavior: Theory and Research in Social Media, Advertising, and E-tail is an important book brimming with compelling insights into consumers' use of social media, virtual worlds, online games, online shopping, and more. These studies address a great blend of consumer issues like consumer activism, identity performance, and privacy issues, as well as marketing management implications related to political campaigning, online advertising, and uses of social media. If anything can be said to be state-of-the-art in the ever-changing world of the Internet, this is it." - **Russell Belk, Schulich School of Business, York University**

"It's impossible to think about consumers nowadays without considering online behavior. But when, how, and why things like social media and electronic commerce impact what people do is less understood. This book shines an important light on these new and emerging areas." - **Jonah Berger, The Wharton School, University of Pennsylvania**

"Today, consumers purchase products and services in brick and mortar stores, through online Web sites as well as other venues. They share information readily and instantaneously via multiple social media outlets. Consequently, in many respects, researchers have had to rethink how to study consumers' behavior. Indeed, one of the effects of the World Wide Web is to make available to consumers throughout the world products and services any time of the day and night. It is important that we have this volume not only to raise critical research questions but also to begin suggesting solutions and to gain understanding of this phenomenon. This timely book of essays is an essential reference for helping us understand the implications of online consumer behavior." - **From the Foreword by Kent B. Monroe, J.M. Jones Distinguished Professor of Marketing Emeritus, University of Illinois**

About the Author

Angeline G. Close, Ph.D.
The University of Texas at Austin

Professor Close researches, teaches, and serves in the marketing community. A main interest is in event marketing—namely how consumers' experiences at sponsored events influence attitudes and consumer behavior. This research explains: engaging consumers with events, uncovering drivers of effective event sponsorships, how entertainment impacts affect towards events/purchase intention towards sponsors, the role of sponsor-event congruity, and why consumers may resist events. A scholarly book edited with Lynn Kahle, Ph.D., [Consumer Behavior Knowledge for Effective Sports and Event Marketing](#) (Routledge, 2011) synthesizes thinking in the area of sports and events.

Synergistically, Professor Close researches consumer experiences with electronic marketplaces—online experiences, and how they interplay with on-ground events. One of the goals of this current volume is to bring forward new thought in this topic. Her research ties theory with implications for consumers, society, or consumer-focused business practice. Professor Close has contributed over a dozen peer-reviewed research publications and book chapters. These appear in the *Journal of the Academy of Marketing Science*, *Advances in Consumer Research*, *Journal of Advertising Research*, and *Journal of Business Research*, among others. This research has been featured on CBS, and in *The New York Times*, *The Los Angeles*

Times, New Scientist, The St. Petersburg Times, and The Las Vegas Review-Journal.

Where creating knowledge via research is important, Professor Close believes that disseminating knowledge is crucial to move the field forward and to inspire young minds. She is currently teaching Integrated Communication Management, and she has taught MBA Market Opportunity Analysis, Marketing Management, Advertising, Integrated Marketing Communication, International Marketing, Strategy, and Sales/Promotions courses. A goal of this teaching is to spark student interest in the fields of advertising and marketing by involving students with research projects, co-collaborating on new ideas, and hosting esteemed marketing executives. She takes pride in engaging students' thinking in marketing theories and applications, especially in the local entertainment and technology economies.

For community service, Professor Close serves the local and national marketing and academic communities. Nationally, she serves as President of the American Marketing Association's Consumer Behavior division (CBSIG.org). Involved with doctoral education, she serves on the Board of Directors to current doctoral students AMA's doctoral student group. She serves various leadership roles for the Association for Consumer Research, Society for Marketing Advances, and Academy of Marketing Science.

Professor Close brings experience as a marketing research consultant, as she has contributed marketing research projects for: Hallmark, Coca-Cola, Dodge, Ford, Cingular, New Media Institute, Harvey's Grocery, United Community Bank, AT&T, Fashion Show Mall, Suzuki, Tour de GA, Road Atlanta, Red Rock Country Club, and Lexus.

Prior to joining Texas Advertising, Professor Close served the University of Nevada, Las Vegas's business faculty for five years. Prior to that, she studied advertising and marketing at the University of Georgia's Grady College of Journalism & Mass Communication (ABJ 1997; MMC 2000) and the Terry College of Business (Ph.D. 2006). Beyond her passion for advertising and marketing, she enjoys spending time with her husband Ben and baby Corbyn, playing tennis, volunteering, and travelling.

Users Review

From reader reviews:

Phillip Patten:

Book will be written, printed, or outlined for everything. You can understand everything you want by a e-book. Book has a different type. As we know that book is important issue to bring us around the world. Close to that you can your reading expertise was fluently. A publication Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) will make you to be smarter. You can feel more confidence if you can know about anything. But some of you think in which open or reading some sort of book make you bored. It's not make you fun. Why they could be thought like that? Have you seeking best book or appropriate book with you?

Hollie Hoffman:

Can you one of the book lovers? If yes, do you ever feeling doubt if you are in the book store? Make an effort to pick one book that you find out the inside because don't determine book by its include may doesn't work this is difficult job because you are afraid that the inside maybe not seeing that fantastic as in the outside search likes. Maybe you answer may be Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) why because the wonderful cover that make you consider about the content will not disappoint you. The inside or content is usually

fantastic as the outside or maybe cover. Your reading sixth sense will directly show you to pick up this book.

Michelle Seidl:

What is your hobby? Have you heard in which question when you got scholars? We believe that that problem was given by teacher with their students. Many kinds of hobby, Everybody has different hobby. And you know that little person including reading or as reading become their hobby. You should know that reading is very important in addition to book as to be the issue. Book is important thing to add you knowledge, except your personal teacher or lecturer. You see good news or update about something by book. A substantial number of sorts of books that can you go onto be your object. One of them is this Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series).

Terry McConnell:

Reading a publication make you to get more knowledge from this. You can take knowledge and information from your book. Book is written or printed or outlined from each source this filled update of news. On this modern era like currently, many ways to get information are available for anyone. From media social like newspaper, magazines, science publication, encyclopedia, reference book, new and comic. You can add your knowledge by that book. Are you ready to spend your spare time to spread out your book? Or just trying to find the Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) when you necessary it?

Download and Read Online Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) From Routledge #TKMX0L65YJ4

Read Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) From Routledge for online ebook

Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) From Routledge Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) From Routledge books to read online.

Online Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) From Routledge ebook PDF download

Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) From Routledge Doc

Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) From Routledge Mobipocket

Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) From Routledge EPub