

Innovative behavior of consumers

There is an extensive literature on consumer behavior and its effects on business (Laato et al., 2020). However, today's environment is characterized by speed and uncertainty. These changes cause consumers to be more stringent in their needs (Al Mansoori & Ahmad, 2021) and companies have to innovate to satisfy their desires and be competitive within the environment (Joseph & Dhanabalyam, 2022). Moreover, in a post-pandemic situation, it has generated for many small and medium enterprises to accelerate digitization in their growth (Zwanka & Buff, 2021). This new situation has provided a great opportunity for innovative digital marketing development (Wood, 2022). Also, new technologies have fostered that the consumer has been affected by this situation (Stancu et al., 2022; Thota, 2018; Voramontri & Klieb, 2019). Therefore, this special issue provides new methods of understanding consumers, digital tools that cause consumers to be stricter, and skills developed by consumers in a post-pandemic environment. This special issue deals with challenges companies face in consumer behavior and innovation.

The papers were selected from the 2022 Academy of Innovation, Entrepreneurship, and Knowledge Conference, which took place in a hybrid form. The use of technologies made it possible for researchers from different parts of the world to connect with one another. The theme of the conference—"Greening, Digitizing and Redefining Aims in an Uncertain and Finite World"—perfectly suits the current context. The papers selected for publication in this special issue address consumer behavior, innovation, and strategies affecting consumers' responses from a comprehensive view in which firms are the leaders of the change that we are experiencing.

1 | CONTRIBUTORS

The paper by Gina Pipoli, Gustavo Adolfo Rodriguez, and Enver Tarazona Vargas shows the case of Starbucks, a widely established brand in Peru and around the world, which uses technology to interact with its customers through social media. Thus, the purpose of their paper was to analyze the impact of customer engagement on customer happiness and assess the impact of customer happiness on word of mouth (WOM) and purchase intention. Their study fills a research gap in retail businesses and provides information about the differences between passive and active engagement in customer happiness, as there is little evidence to explain these relationships in the available literature. Considering the flow theory and a positive psychology perspective, the authors link engagement to harmony, which has been related to happiness in previous research. Furthermore, according to relationship marketing, involvement is identified as a key to establishing customer-brand connections. In addition, engagement

(both passive and active) is considered a predictor of satisfaction, delight, and harmony, which represent the dimensions of customer happiness. From a customer perspective, the authors analyze the impact of different types of engagement on happiness and the effects of customer happiness on WOM and purchase intention. The data were collected through an online survey, achieving a valid sample size of 802 Peruvian customers. To analyze these responses, the reliability and validity of each construct were evaluated, and the theoretical framework was based on a partial least squares structural equation model (PLS-SEM). The results of the structural model suggest that both active and passive engagement can foster customer satisfaction with the brand. Also, both engagement types contribute to generating positive emotions in customers, which have a positive effect on customer delight and harmony. Similarly, purchase intention and WOM were both positively affected by customer happiness and explained by the exogenous variables; however, perceived social connectedness did not show a significant effect on customer happiness. In conclusion, their research contributes to the theory of customer happiness, as it was found that engagement is important to generate satisfaction, delight, and harmony in an international brand. The practical implications suggest that passive and active engagement achieved through social media can mitigate the effects of brand dissonance and help to characterize both engagement types.

The paper by Manuel Alonso-Dos-Santos, Orlando Llanos-Contreras, María José Ibáñez-Caamaño, and Pablo Fariñas-Nazal studies how corporate brand identity strategies and advertising duration influence the ability to communicate a family brand image when implemented on a radio platform. In particular, it examines how corporate brand identity strategies affect consumers' responses in terms of expectation, perceived quality, visit intention, and willingness to pay more when these cues are deployed in hotels' radio advertisements. Their study was based on an online experiment, a survey that raised data on the mentioned variables from a sample of 1002 participants. The experiment was applied through Toluna Global Panel Community. The results of this study confirm that a strategy that communicates the family image of a firm more openly (e.g., family preservation instead of family subordination) and ad length positively influences the perception of the family firm's image. This, in turn, has a positive direct and indirect influence on consumer responses regarding expectations about the hotel, perceived quality, and visit intention. The hypothesis on the direct influence of family firms' image on willingness to pay was not confirmed; however, an indirect influence through expectations about the hotel and perceived quality is confirmed. Their study also contributes to the marketing literature, particularly on media platforms (Michelson et al., 2020), as the research examines how the mentioned

Journal Of Consumer Behavior

**Amalendu Bhunia,Rubi Binti
Ahmad,Yifeng Zhu**



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Consumer Behavior Wayne D. Hoyer, Deborah J. MacInnis, 2007 Active field researchers and award winning teachers Hoyer and MacInnis provide students with an accessible and topical introduction to consumer behavior A broad conceptual model helps students see how all chapter topics tie together and real world examples reinforce each concept and theoretical principle under review The text also focuses on the implications of consumer behavior research for marketers Updated to reflect the most recent research and examples the Fourth Edition features streamlined content and organization from 21 to 20 chapters as well as a new interior design and new photos and advertisements In addition several pedagogical features make the material accessible and meaningful to marketing students chapter opening cases show the anecdotal application of concepts while end of chapter questions and exercises require students to investigate consumer behavior issues and analyze advertisements and marketing strategies A range of technology resources supports instructors and students throughout the term New The chapters on culture have been reorganized to include recent developments in academic research such as new information about the values that characterize Western culture Consolidated and streamlined coverage also includes privacy social class influences household consumption demographics and diversity New Updated and expanded coverage includes an examination of AMA s new definition of marketing consumer behavior as related to environmental issues such as recycling the effects of memory and retrieval and word of mouth communication among others New Chapter opening cases focus on companies and topics such as Swatch ING Direct iPod Shopping com beer advertising product placement consumer behavior in China and Thailand buzz marketing and identity theft New Cases on consumer behavior are available through the HMXChange Business Case Database This online resource allows business instructors to assemble maintain and update casebooks from any web accessible location The result is a printed casebook tailored to meet course objectives New Designed specifically for users of the Fourth Edition the technology package includes the Online Teaching Center HM Testing basic and premium PowerPoint slides Blackboard WebCT course cartridges Overhead Transparencies with additional advertising examples videos and the Online Study Center with ACE practice tests Consumer Behavior is known for the inclusion of chapters and topics that often do not appear in other textbooks for this course such as Symbolic Consumer Behavior and The Dark Side of Consumer Behavior which explores obesity theft and compulsive spending

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Leveraging Consumer Behavior and Psychology in the Digital Economy Suki, Norazah Mohd,Suki, Norbayah Mohd,2020-06-26 With the increasing prevalence of information communication and technology including social media in the digital economy leveraging consumer behavior and psychology has become a dominant ground for researchers and practitioners to inspect the trends opportunities and challenges to social networking service SNS developers and online firms These platforms have become a key channel for social interactions and networking among individuals and online communities to leverage business activities in respect to product and service visibility and sustainability via the internet Leveraging Consumer Behavior and Psychology in the Digital Economy is a pivotal reference source that provides current research on topics relevant to consumer behavior consumer psychology consumer value customer satisfaction and loyalty and how best to utilize this research consumer behavior and psychology in the digital economy Emphasizing critical topics in the field of consumer behavior research this publication is a wide ranging resource for professionals practitioners marketers retailers business managers academics researchers and graduate level students interested in the latest material on consumer behavior and psychology in the digital economy

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Essentials of Consumer Behavior Debra L. Stephens,2023-03-01 This thoroughly updated second edition of Essentials of Consumer Behavior offers a concise alternative to traditional textbooks with a practice based approach Stephens emphasizes that consumer behavior does not simply equate to buyer behavior She examines the thoughts feelings and behaviors that shape consumers attitudes and motivations in relation to brands products and marketing messages The new edition of this concise guide to the discipline offers comprehensive coverage of issues including Technology now integrated into all chapters Consumer vulnerability expanded beyond young consumers and

persons with disabilities to include the economically disadvantaged and those marginalized because of ethnicity and gender Consumers roles in the lives of nonhuman animals with extensive discussion of the consumer journey toward acquiring an animal companion and the impact of pet ownership on consumers non pet related purchases Suitable for marketing and consumer behavior students at advanced undergraduate and postgraduate levels this clearly written and thorough textbook will keep students engaged and help them to become savvier marketers Online resources include links to videos and podcasts further reading questions and exercises Instructor supplements include PowerPoint slides and chapter quizzes Consumer Behavior Del I. Hawkins,2007 Consumer Behavior 10 e by Hawkins Mothersbaugh and Best offers balanced coverage of consumer behavior including the psychological social and managerial implications The new edition features current and exciting examples that are tied into global and technology consumer behavior issues and trends a solid foundation in marketing strategy integrated coverage of ethical social issues and outlines the consumer decision process This text is known for its ability to link topics back to marketing decision making and strategic planning which gives students the foundation to understanding consumer behavior which will make them better consumers and better marketers Publisher description

Consumer Behavior Del I. Hawkins,Roger J. Best,Kenneth A. Coney,1995 **People and Products** Allan J. Kimmel,2015-03-05 By examining the interface between consumer behavior and new product development People and Products Consumer Behavior and Product Design demonstrates the ways in which consumers contribute to product design enhance product utility and determine brand identity With increased connectedness and advances in technology consumers and marketers are more closely connected than ever before Yet consumer behavior texts often overlook the application of the subject to product design testing and success This is the first book to explore this interface in detail exploring such issues as the attributes and qualities that consumers demand from products and services and social and cultural forces to be aware of design and form and how they facilitate product usage technological developments and the ways they have changed how consumers interact with products product disposal and sustainability emerging and future trends in consumer behavior and product development and design This exciting volume is relevant to anyone interested in marketing consumer behavior product development technology engineering design and brand management Handbook of Research on Managing and Influencing Consumer Behavior Kaufmann, Hans-Ruediger,2014-10-31 In recent years all types of businesses have increasingly focused on the importance of the relationship with the customer Customer knowledge management has become a well known term used in the business and academic worlds for understanding how to control consumer behavior The Handbook of Research on Managing and Influencing Consumer Behavior discusses the importance of understanding and implementing customer knowledge management and customer relationship management into everyday business workflows This comprehensive reference work highlights the changes that the Internet and social media have brought to consumer behavior and is of great use to marketers businesses academics students researchers and professionals Consumer

Behavior Frank Kardes, Thomas Cline, Maria Cronley, 2020-09-03 This wide ranging yet focused text provides an informative introduction to consumer behavior supported by in depth scientifically grounded coverage of key principles and applications CONSUMER BEHAVIOR Second Edition devotes ample attention to classic consumer behavior topics including consumer information processing consumer decision making persuasion social media and the role of culture and society on consumer behavior In addition this innovative text explores important current topics and trends relevant to modern consumer behavior such as international and ethical perspectives an examination of contemporary media and a discussion of online tactics and branding strategies This versatile text strikes an ideal balance among theoretical concepts cutting edge research findings and applied real world examples that illustrate how successful businesses apply consumer behavior to develop better products and services market them more effectively and achieve a sustainable competitive advantage With its strong consumer focused strategy oriented approach CONSUMER BEHAVIOR Second Edition will serve you well in the classroom and help you develop the knowledge and skills to succeed in the dynamic world of modern business *Consumer Behavior*

Ayalla Ruvio, Dawn Iacobucci, 2023-02-01 In *Consumer Behavior* the authors deliver a cutting edge examination of consumer behavior combining a thorough introduction to the subject with an overview of common and important consumer behaviors contemporary social issues impacting consumer behavior including social media a global mindset of consumer behaviors and the ethical aspects of consumer behavior The authors draw on extensive consumer behavior research and teaching experience to offer a streamlined pedagogical framework designed to provide a contemporary and fresh voice in the discipline *Consumer Behavior* is ideal for undergraduates graduate MBAs and executives seeking new insights to better understand consumers In this edition you will find An easy to follow introduction to and overview of consumer behavior The consumer buying process A thoroughgoing focus on global ethical and social media issues relevant to consumer behavior Supplementary materials for instructors including PowerPoint slides and a Test Bank *Online Consumer Behavior*

Angeline Close Scheinbaum, 2012-05-04 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 **Consumer Behavior**

Roger D. Blackwell, Paul W. Miniard, James F. Engel, 2006 CONSUMER BEHAVIOR 10th Edition offers a practical business approach designed to help students apply consumer behavior principles to their studies in business and marketing to their future business careers and also to their private lives as consumers This multi disciplinary field can tempt both students and instructors to stray from the basic business principles they should take away from the course Blackwell keeps students focused on consumer decision making as it applies specifically to an overall understanding of business theory and practices through the CDP Consumer Decision Process model

CONSUMER BEHAVIOR 10e focuses on why as well as how consumers make specific decisions and behave in certain ways what motivates them what captures their attention and what retains their loyalty turning customers into fans of an organization *Essentials of Consumer Behavior* Debra L. Stephens, 2016-10-26 *Essentials of Consumer Behavior* offers an alternative to traditional textbooks for graduate students Shorter than competing books but no less rigorous it includes unique material on vulnerable consumers and ethics Balancing a strong academic foundation with a practical approach Stephens emphasizes that consumer behavior does not simply equate to buyer behavior She examines the thoughts feelings and behaviors that shape consumers attitudes and motivations in relation to brands products and marketing messages Providing a concise guide to the discipline the author covers key themes such as vulnerable consumers new technologies and collaborative consumption The book is supported by a rich companion website offering links to videos and podcasts surveys quizzes further readings and more It will be a valuable text for any graduate student of consumer behavior or marketing as well as any interested consumers

Proceedings of the 2023 International Conference on Finance, Trade and Business Management (FTBM 2023) Amalendu Bhunia, Rubi Binti Ahmad, Yifeng Zhu, 2023-11-30 This is an open access book Finance and trade are the keys to the world's continued economic and social development Studying finance and trade can help us better understand how the world works In addition business management is crucial for an enterprise and a country's sustainable development The conference mainly focused on research fields such as finance trade and business management The 2023 International Conference on Finance Trade and Business Management FTBM2023 will be held on September 22-24 2023 by ZOOM The purpose of the conference is to provide a chance for experts and scholars engaged in finance trade and business management related research to exchange scientific research results and cutting edge technologies understand academic development trends broaden research ideas strengthen academic research and discussions and promote cooperation in the industrialization of academic achievements We sincerely invite experts scholars business people and other relevant people from universities and scientific research institutions at home and abroad to attend the conference

Consumer Behavior David L. Loudon, Albert J. Della Bitta, 1984 Abstract A college textbook discusses various theoretical concepts of consumer behavior and marketing research and their practical applications The 21 chapters of the text are organized into 5 principal sections covering basic fundamentals and models for assessing consumer behavior developing an understanding of consumer behavior relative to marketing strategies environmental influences affecting consumer behavior from the general cultural subcultural i.e. ethnic social class structure family level and personal influence standpoints specific determinants of consumer behavior e.g. motivational aspects learning and memory aspects self conceptual factors attitude characteristics and their modification and factors influencing consumer decision processes with respect to recognition of decision problems and purchasing processes and behavior Photographs charts and tables are used extensively Specific case studies are reviewed at the end of each of the 5 sections and each chapter includes discussion

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