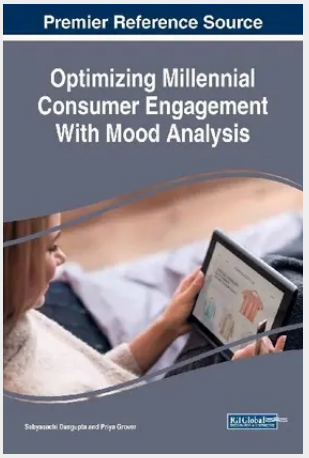
Business Science Reference

Optimizing Millennial Consumer Engagement With Mood Analysis



Consumer engagement is becoming crucial to the recall and survival of brands in intense competitive markets. Due to digital innovations, businesses have seen the emergence of the millennial population as a target audience, and many businesses are struggling with adopting methods to engage the generation to leverage an enriched brand experience. Optimizing Millennial Consumer Engagement With Mood Analysis is a critical scholarly resource that explores how companies ensure brand sustainability through influencing the minds and moods of consumers to create an interactive customer experience. Featuring coverage on a broad range of topics such product presentation, brand fandom, social media, lifestyle products, and buying behavior, this book is geared towards marketers, business managers, business practitioners, international business strategists, academicians, consumer researchers, and upper-level graduate students attempting to understand consumer engagement through mood analysis.

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