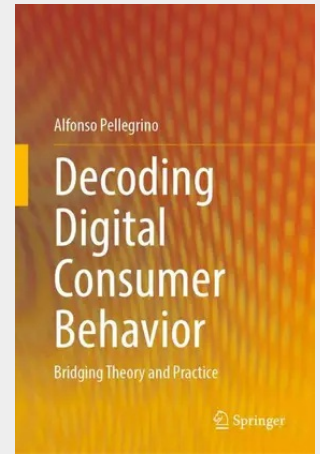


Decoding Digital Consumer Behavior

Bridging Theory and Practice

This book is a call to adopt more ethical, sustainable, and consumer-focused approaches in the digital era. The focus on consumer perceptions and expectations in a digital context is particularly relevant, as it delves into the psychological and behavioral aspects of digital interactions. The chapters on digital consumption and risk, and memory in the digital world, are pivotal in understanding how digital mediums impact consumer choices and brand recall. Online persuasion, a key topic, explores ethical and effective strategies for influencing consumer behavior, emphasizing the importance of authenticity and trust. The discussion on social comparison and its implications in digital consumption underscores the psychological impact of digital platforms. The chapters on humanistic and sustainable marketing, and digital customer experience, reflect the growing importance of ethical, sustainable practices, and customer-centric approaches in building brand loyalty. The book is an essential guide for marketing professionals and students, offering a comprehensive understanding of the complex interplay between digital marketing strategies and consumer behavior.

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