



A Focus on Consumer Behaviours and Experiences in an Online Shopping Environment (Emerald Gems)

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A Focus on Consumer Behaviours and Experiences in an Online Shopping Environment is a collection of key articles on this topical area of increasing importance. This collection offers insights across a range of sectors. Some of the topics the book looks at include:

- Influences of socioeconomic characteristics in online shopping behaviour;
- Impact of e-service quality, customer perceived value, and customer satisfaction on customer loyalty;
- The role trust plays in an online shopping environment;
- The effectiveness of online blogging on consumer purchase decision;

In this digital era online shopping is more accessible than it has ever been before and as more people turn to the internet to buy goods and services it's important to understand the consumers' experiences and behaviours. Including articles from prestigious journals such as Internet Research and Journal of Services Marketing this book will be a valuable resource for researchers, managers and professionals.



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