



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

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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.

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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.

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