عنوان فارسی مقاله:
نقش بازاریابی رسانه ای دیجیتالی و اجتماعی در رفتار مشتری

عنوان انگلیسی مقاله:
The role of digital and social media marketing in consumer behavior

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک کنید.
Recommendations for future research

The digital/social media consumer behavior literature is fast-growing and largely focuses on phenomena that are practically relevant and theoretically interesting. Researchers have mostly considered how consumers use information (e.g., online WOM, reviews) available to them in digital/social media environments. Future research should continue this approach, although in a more expanded fashion. Consumers’ behaviors other than those related to online WOM/reviews should be considered, and other types of information found (and inferences made) in online environments should be considered. For example, it would be interesting to consider the complex interplay between transmitter, receiver, linguistic/content, and context factors when it comes to antecedents and consequences of online WOM.