



# Customer Behaviour in eCommerce

**Case Studies from the Online Grocery Market**

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## **WEITERE INFORMATIONEN UND BESTELLUNG**

<https://shop.lexisnexis.at/customer-behaviour-in-ecommerce-9783031235733.html>

## Details

Online shopping is undergoing significant changes around the globe, evolving in the food and non-food segments alike. Representing a vital distribution channel that reaches countless customers, sales from online shopping have long since exceeded USD 1000 billion per year and are growing steadily. This book is intended for general readers and professionals interested in companies' strategic orientation in connection with their online format and building and strengthening customer loyalty. In this regard, their business strategies are not considered in their full scope and complexity; instead, the book focuses more narrowly on the relationship between business strategy, buying behavior and customer loyalty.

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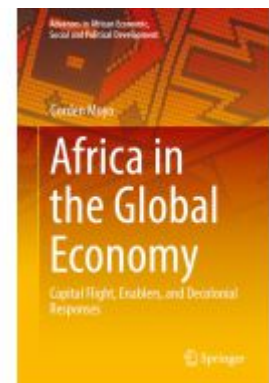
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