

The Deloitte Consumer Review The Growing Power Of Consumers

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in today's marketplaces we are witnessing a redistribution of power from producers to consumers particularly due to factors such as advances in technology the proliferation of information sources the internet of things artificial intelligence hypercompetition and the sharing economy consumer empowerment cannot be overlooked in the context of marketing strategies and it is prompting a renewed interest in the study of power as a psychological construct what does it mean for consumers to have power can power exist in an individual's mind independently of actual power and control the sense of power refers to an individual's perception of power and is the most proximate determinant of power driven psychological functioning and behavior beyond structural conditions and objective measures of power by unraveling the intricacies of consumer power this book equips researchers practitioners and graduate and undergraduate students in business marketing and consumer behavior with the knowledge and tools they need to effectively navigate the ever changing landscape of the modern marketplace

a definitive history of consumer activism buying power traces the lineage of this political tradition back to our nation's founding revealing that americans used purchasing power to support causes and punish enemies long before the word boycott even entered our lexicon taking the boston tea party as his starting point lawrence glickman argues that the rejection of british imports by revolutionary patriots inaugurated a continuous series of consumer boycotts campaigns for safe and ethical consumption and efforts to make goods more broadly accessible he explores abolitionist led efforts to eschew slave made goods african american consumer campaigns against jim crow a 1930s refusal of silk from fascist japan and emerging contemporary movements like slow food uncovering previously unknown episodes and analyzing famous events from a fresh perspective glickman illuminates moments when consumer activism intersected with political and civil rights movements he also sheds new light on activists relationship with the consumer movement which gave rise to lobbies like the national consumers league and consumers union as well as ill fated legislation to create a federal consumer protection agency

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