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Harvard: Patten, M., 2017. The Impact of Social Media on Consumer Buying Intention. Journal of International Business Research and Marketing, 3(), pp.7-13. APA

The Impact of Social Media on Consumer Buying Intention

For companies, communicating about socially responsible activities does not always lead to benefits. This article aims to contribute to a better understanding of the conditions in which such communications are valuable. The authors investigated the effect of corporate social responsibility (CSR) communication on purchasing intentions, according to the focal company's governance.

Corporate Social Responsibility Communication Effects

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Social media campaigns that make a difference: what can public health learn from the corporate sector?

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Biological Trace Element Research - Springer

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organization's reputation. The point is that risks are higher than ever for the company that fails to

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Business and Management Research - Sciedu Press

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Consumer behaviour - Wikipedia

Quality of Life Research is an international, multidisciplinary journal devoted to the rapid communication of original research, theoretical articles and methodological reports related to the field of quality of life, in all the health sciences.

Quality of Life Research - Springer

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16 Journal of Consumer & Commercial Law McDonald's own quality assurance manager testified that McDonald's enforced a policy requirement that all coffee be served at 185 degrees, give or take five degrees.³⁸ He also admitted that its coffee was not "not for consumption"

The McDonald's Coffee Lawsuit - Journal of Consumer

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Marketing research - Wikipedia

DAVID CZERWINSKI, PH.D. David Czerwinski is an Associate Professor in the Department of Marketing and Decision Sciences at San Jos  State University and a Mineta Transportation Institute Research Associate.

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