

Netnography Trends: Market Research Report

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Abstracts

'Consumers are increasingly using the net to voice their opinion (contentment/discontentment) with regard to products/services in addition to using the information. This way, they are continuously adding to the already enormous information enabling companies to use and analyze the same for formulating new policies and strategies for product improvements or promotions.'

The report envisages that netnography provides companies with wholesome market analytical data, cultural and communicative understanding and clear comprehension of consumer trend. Netnography offers companies pertinent and critical data along with deep insights using fewer resources thus enabling them to offer consumer-centric innovations and realign product campaigns appropriately.

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The Social Studies Group (USA)

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