



# Virtual Social Identity and Consumer Behavior

*Natalie T. Wood, Michael R. Solomon*

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The creation and expression of identity (or of multiple identities) in immersive computer-mediated environments (CMEs) is rapidly transforming consumer behavior. The various social networking and gaming sites have millions of registered users worldwide, and major corporations are beginning to attempt to reach and entice the growing flood of consumers occupying these virtual worlds. Despite this huge potential, however, experts know very little about the best way to talk to consumers in these online environments. How will well-established research findings from the offline world transfer to CMEs? That's where "Virtual Social Identity and Consumer Behavior" comes in. Written by two of the leading experts in the field, it presents cutting-edge academic research on virtual social identity, explores consumer behavior in virtual worlds, and offers important implications for marketers interested in working in these environments. The book provides special insight into the largest and fastest growing group of users - kids and teens. There is no better source for understanding the impact of virtual social identities on consumers, consumer behavior, and electronic commerce.

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