Chapter 1
Consumer Behaviour in Developing Nations: A Conceptual Overview
Ayantunji Gbadamosi, University of East London, UK

Chapter 2:
Customer Perceived Value of Frequent Flyer Programmes: An Empirical Study of Airline Passengers in China
Zhabin Lin, Northumbria University, UK
Rose Quan, Northumbria University, UK
Marco Chi Keung Lau, Northumbria University, UK
Jie Ma, Northumbria University, UK
Derong Lin, Xiamen University, China

Chapter 3:
Consumers' Attitudes towards Debt: An Empirical Evidence from Morocco
Nicholas Hamelin, S P Jain School of Global Management| Dubai · Singapore · Sydney
Ayantunji Gbadamosi, University of East London, UK
Sofia Mohaouchane, Al Akhawayn University in Ifrane, Morocco
Imane Benelkaid, Al Akhawayn University in Ifrane, Morocco

Chapter 4
Perfume Consumption in India: An Exploratory Study
David James Bamber, University of Bolton, UK
Clay Alex Gransden, Liverpool Hope University, UK
Swati Aisha Beg, Liverpool Hope University, UK

Chapter 5
Market Receptiveness and Product Positioning Model of Chinese Firms in Emerging Markets
Olukayode Ojo Iwaloye, Macau University of Science and Technology, Macau
Guicheng James Shi, Macau University of Science and Technology

Chapter 6
Consumer acculturation and implications for brand preferences

Rohini Vijaygopal, The Open University, UK

Chapter 7

Consumption of Landed properties in Africa: The Mediating Role of culture

Sanya Ojo, University of East London, UK

Chapter 8

Technology is Transforming Shopping Behavior: In-store Mobile Technology Usage

Süphan Nasır, Istanbul Universitesi İktisat Fakultesi İşletme Bölümü, Turkey
Bengi Kurtuluş, Istanbul University, Turkey

Chapter 9

Consumer Adoption of E-government in South Africa: Barriers, Solutions, and Implications

Richard Shambare, Tshwane University of Technology, South Africa

Chapter 10

Social Media Engagement: Reshaping the Consumption Patterns of Generation Y Caribbean and Latin American Consumers

Kathy-Ann P Fletcher, University of East London, UK
Christiana M Emmanuel-Stephen, University of East London, UK

Chapter 11

Sales Promotional Strategies and Buying Behavior in an Emerging Market at the Post Recession Period

Süphan NASIR, Istanbul University, Turkey
Esra BAL, Istanbul University, Turkey

Chapter 12

Neuromarketing and the Potential Application of Scientific Methods in Measuring Consumer Behaviour

Cynthia A. BULLEY, CENTRAL UNIVERSITY, Ghana
Veronica Adu-Brobbey, University of Education, Winneba, Ghana
Esther O. Duodu, ABL Intel Consulting Ltd., Ghana
Chapter 13
Exploring the changing role of children as consumers in India: Are they learning from us or teaching us?

Adya Sharma, Symbiosis International University, India

Chapter 14
Consumer protection in Sub-Saharan Africa: An Exploration of "Big Tobacco" Marketing Practices

Nnamdi O Madichie, London School of Business & Management, UK
Abdullah Promise Opute, GPROM Academic & Management Solutions - JUamF Investments Limited

Chapter 15
Ethically questionable Behavior and consumerism in Uganda: A survey of university students

Isaac Wasswa Katono, Uganda Christian University, Uganda

Chapter 16
Social Class and Consumer Behaviour in Sub-Saharan Africa: Implications for Cross cultural Marketing

Ayodele Oniku, University of Lagos, Nigeria

Chapter 17
Consumer Values and Green Products Consumption in Malaysia: A Structural Equation Modelling Approach

Brahim Chekima, Universiti Malaysia Sabah, Malaysia

Chapter 18
Sustainable Consumption and Social Institutions: Setting a Research Agenda for India

Neha Purushottam, University of South Africa, South Africa

Chapter 19
Sustainable Consumption and Green Marketing in Developing Countries- Contemporary Perspectives on Nigeria and Kenya as Case Studies
Chapter 20
Correlates of Political Consumption in Africa

Emmanuel Adugu, University of West Indies

Compilation of References
About the Contributors
Index