Handbook of Research on Consumerism and Buying Behavior in Developing Nations

Part of the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

Ayantunji Gbadamosi (University of East London, UK)

Description:

Having a grasp on what appeals to consumers and how consumers are making purchasing decisions is essential to the success of any organization that thrives by offering a product or service. Despite the importance of consumer knowledge and understanding, research-based insight into the buying patterns and consumption habits of individuals in emerging nations remains limited.

The Handbook of Research on Consumerism and Buying Behavior in Developing Nations takes a critical look at the often overlooked opportunities available for driving consumer demand and interest in developing countries. Emphasizes the power of the consumer market in emerging economies and their overall role in the global market system, this edited volume features research-based perspectives on consumer perception, behavior, and relationship management across industries.

Readers:

This timely publication is an essential resource for marketing professionals, consumer researchers, international business strategists, scholars, graduate-level students.

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Topics Covered:

- Consumer Acculturation
- Consumer Behavior
- Consumer Protection
- Consumer Psychology
- Electronic Marketing
- Globalization
- Marketing Strategies
- Sustainable Consumption

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