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, United Kingdom)

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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Ayantunji Gbadamosi is the Leader for Research and Knowledge Exchange at the Royal Docks Business School of the University of East London, UK. He received his PhD from the University of Salford, UK and has taught marketing courses at various institutions including University of Lagos (Nigeria), University of Salford (UK), Manchester Metropolitan University (UK), Liverpool Hope University (UK), and various professional bodies. He is a Fellow of the Chartered Institute of Marketing (FCIM) and a Fellow of the Higher Education Academy (FHEA). Dr Tunji Gbadamosi has several research outputs in the form of Journal articles, chapters in edited books, co-edited books, monograph, conference papers, and Case studies. His papers have been published in a variety of refereed journals including Journal of Brand Management, Thunderbird International Business Review, International Journal of Market Research, International Journal of Retail and Distribution Management, Marketing intelligence and Planning, Social Marketing Quarterly, Nutrition and Food Science, Young Consumers, Journal of Fashion Marketing and Management, Society and Business Review, International Journal of Consumer Studies, International Journal of Small Business and Enterprise Development, Entrepreneurship and Regional Development, International Journal of Entrepreneurship and Innovation, and Journal of Place Branding and Public Diplomacy. He is the author of the book entitled Low-income Consumer Behaviour. His co-edited books are: (a) Principles of Marketing – A Value-Based Approach, and (b) Entrepreneurship Marketing: Principles and Practice of SME Marketing. Dr Gbadamosi is a member of the editorial board of 4 academic journals. He has supervised several undergraduate and postgraduate students including PhD students to successful completion and served as an examiner for several doctorate degree examinations. His research interests are in the areas of Consumer Behaviour, SME Marketing, Marketing to Children, and Marketing Communications. He is the author of the paper entitled ‘Symbolic Consumption among Black African Women in the UK’ that won the EMERALD Best paper award at the International Academy of African Business Development (IAABD) 2014 conference. He is listed in who is who in the World.