Preface

The constantly changing landscape of Marketing and Consumer Behavior makes it challenging for experts and practitioners to stay informed of the field’s most up-to-date research. That is why Business Science Reference is pleased to offer this four-volume reference collection that will empower students, researchers, and academicians with a strong understanding of critical issues within Marketing and Consumer Behavior by providing both broad and detailed perspectives on cutting-edge theories and developments. This reference is designed to act as a single reference source on conceptual, methodological, technical, and managerial issues, as well as provide insight into emerging trends and future opportunities within the discipline.

*Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications* is organized into eight distinct sections that provide comprehensive coverage of important topics. The sections are: (1) Fundamental Concepts and Theories, (2) Development and Design Methodologies, (3) Tools and Technologies, (4) Utilization and Application, (5) Organizational and Social Implications, (6) Managerial Impact, (7) Critical Issues, and (8) Emerging Trends. The following paragraphs provide a summary of what to expect from this invaluable reference tool.

Section 1, “Fundamental Concepts and Theories,” serves as a foundation for this extensive reference tool by addressing crucial theories essential to the understanding of Marketing and Consumer Behavior. Introducing the book is “SMS Marketing: An Emerging Trend within SMEs” by Amandeep Takhar, Pepukayi Chitakunye, and Ziska Fields, a great foundation laying the groundwork for the basic concepts and theories that will be discussed throughout the rest of the book. Another chapter of note in Section 1 is titled “Green Marketing Strategy: A Pedagogical View” by A. F. Wazir Ahmad and Mohammad Fateh Ali Khan Panni, which discusses green marketing. Section 1 concludes, and leads into the following portion of the book with a nice segue chapter, “The Meaning of Consumption,” by Terry Smith. Where Section 1 leaves off with fundamental concepts, Section 2 discusses architectures and frameworks in place for Marketing and Consumer Behavior.

Section 2, “Development and Design Methodologies,” presents in-depth coverage of the conceptual design and architecture of Marketing and Consumer Behavior, focusing on aspects including CRM, brand loyalty, mobile advertising, social media marketing, cultural sensitivity, CKM, and many more topics. Opening the section is “The Role of Brand Loyalty on CRM Performance: An Innovative Framework for Smart Manufacturing” by Kijpokin Kasemsap. Through case studies, this section lays excellent groundwork for later sections that will get into present and future applications for Marketing and Consumer Behavior, including, of note: “Marketing Meets Social Media: Classification and Evolution of Internet Marketing” by Anteneh Ayanso, Kaveepan Lertwachara, and Brian Mokaya, and “Communication in a Healthcare Company” by Dina Rusnac. The section concludes with an excellent work by Ulas Akkucuk, titled “From Local Information Systems to Global Customer Relationship Management.”
Section 3, “Tools and Technologies,” presents extensive coverage of the various tools and technologies used in the implementation of Marketing and Consumer Behavior. Section 3 begins where Section 2 left off, though this section describes more concrete tools at place in the modeling, planning, and applications of Marketing and Consumer Behavior. The first chapter, “Impact of 2.0 on Contemporary Marketing,” by Dora Simões and Sandra Filipe, lays a framework for the types of works that can be found in this section, a perfect resource for practitioners. Section 3 is full of excellent chapters like this one, including such titles as “Customer Relationship Management and Data Mining: A Classification Decision Tree to Predict Customer Purchasing Behavior in Global Market” and “Acceptance of Branded Video Games (Advergames): A Cross-Cultural Study Spain-USA” to name a few. Where Section 3 described specific tools and technologies at the disposal of practitioners, Section 4 describes successes, failures, best practices, and different applications of the tools and frameworks discussed in previous sections.

Section 4, “Utilization and Application,” describes how the broad range of Marketing and Consumer Behavior efforts has been utilized and offers insight on and important lessons for their applications and impact. Section 4 includes the widest range of topics because it describes case studies, research, methodologies, frameworks, architectures, theory, analysis, and guides for implementation. Topics range from social marketing in healthcare to humor in TV commercials, green marketing, and culturally diverse markets. The first chapter in the section is titled “Applying Social Marketing to Healthcare: Challenges and Opportunities,” which was written by Maria do Rosário Cabrita and Miriam Cabrita. The breadth of topics covered in the chapter is also reflected in the diversity of its authors, from countries all over the globe, including Portugal, Turkey, India, Belgium, Iran, Australia, China, USA, Finland, Egypt, the UK, and more. Section 4 concludes with an excellent view of a case study in technology implementation and use, “Application of CRM 2.0 in Spanish Public Administration: Identifying Practical Results” by Daniel Pérez-González, Pedro Solana-González, Pedro Soto-Acosta, Simona Popa, and Sara Trigueros-Preciado.

Section 5, “Organizational and Social Implications,” includes chapters discussing the organizational and social impact of Marketing and Consumer Behavior. The section opens with “Viral Advertising and the Implications of Social Media” by Maria Petrescu. Where Section 4 focused on the broad, many applications of Marketing and Consumer Behavior technology, Section 5 focuses exclusively on how these technologies affect human lives, either through the way they interact with each other, or through how they affect behavioral/workplace situations. Other interesting chapters of note in Section 5 include “A Study towards the Relation of Customer Relationship Management, Customer Benefits, and Customer Satisfaction” by Nastaran Mohammadhossein, Mohammad Nazir Ahmad, Nor Hidayati Zakaria, and Shidrokh Goudarzi, and “An Empirical Study of Factors Influencing Consumer Attitudes towards SMS Advertising” by Pradeep Dharmadasa and Thilini Alahakoon. Section 5 concludes with a fascinating study of a new development in Marketing and Consumer Behavior, in “Modernization, Consumer Personalities, and Global Brand Attitudes.”

Section 6, “Managerial Impact,” presents focused coverage of Marketing and Consumer Behavior as it relates to effective uses of leadership marketing, competitive advantage, mobile applications, and many more utilities. This section serves as a vital resource for developers who want to utilize the latest research to bolster the capabilities and functionalities of their processes. The section begins with “Towards Leadership Marketing: An Exploratory and Empirical Study.” The 10 chapters in this section offer unmistakable value to managers looking to implement new strategies that work at larger bureaucratic levels. The section concludes with “E-Marketing as an Antecedent to Online Fraud” by Michelle Sofo and Francesco Sofo. Where Section 6 leaves off, Section 7 picks up with a focus on some of the more content-theoretical material of this compendium.
Section 7, “Critical Issues,” presents coverage of academic and research perspectives on Marketing and Consumer Behavior tools and applications. The section begins with “The Evolution of Consumerism in the Marketing Education: A Critical Discussion Based on Mezirow’s Critical Reflection,” by George S. Spais. Other issues covered in detail in Section 7 include social marketing, ethics, the psychology of consumerism, diversity, and much more. The section concludes with “International Diversity Management Approaches for Marketing to Create Innovation” by Geetha Garib, a great transitional chapter between Sections 7 and 8 because it examines an important question going into the future of the field. The last chapter manages to show a theoretical look into future and potential technologies, a topic covered in more detail in Section 8.

Section 8, “Emerging Trends,” highlights areas for future research within the field of Marketing and Consumer Behavior, opening with “The Role of Brand Management in Emerging Markets” by Kijipokin Kasemsap. Section 8 contains chapters that look at what might happen in the coming years that can extend the already staggering amount of applications for innovations in Marketing and Consumer Behavior. Other chapters of note include “Viral Marketing” and “E-Marketing and Online Consumer Behavior.” The final chapter of the book looks at an emerging field within Marketing and Consumer Behavior, in the excellent contribution, “Mobile Advertising in Small Retailer Firms: Hot to Make the Most of It” by Wesley J. Johnston, Hanna Komulainen, Annu Ristola, and Pauliina Ulkeniemi.

Although the primary organization of the contents in this multi-volume work is based on its eight sections, offering a progression of coverage of the important concepts, methodologies, technologies, applications, social issues, and emerging trends, the reader can also identify specific contents by utilizing the extensive indexing system listed at the end of each volume. As a comprehensive collection of research on the latest findings related to using technology to providing various services, Marketing and Consumer Behavior: Concepts, Methodologies, Tools and Applications, provides researchers, administrators and all audiences with a complete understanding of the development of applications and concepts in Marketing and Consumer Behavior. Given the vast number of issues concerning usage, failure, success, policies, strategies, and applications of Marketing and Consumer Behavior in countries around the world, Marketing and Consumer Behavior: Concepts, Methodologies, Tools and Applications addresses the demand for a resource that encompasses the most pertinent research in technologies being employed to globally bolster the knowledge and applications of Marketing and Consumer Behavior.