Table of Contents

Preface........................................................................................................................................................xxv

Volume I

Section 1
Fundamental Concepts and Theories

This section serves as a foundation for this exhaustive reference tool by addressing underlying principles essential to the understanding of Marketing and Consumer Behavior. Chapters found within these pages provide an excellent framework in which to position Marketing and Consumer Behavior within the field of information science and technology. Insight regarding the critical incorporation of global measures into Marketing and Consumer Behavior is addressed, while crucial stumbling blocks of this field are explored. With 18 chapters comprising this foundational section, the reader can learn and choose from a compendium of expert research on the elemental theories underscoring the Marketing and Consumer Behavior discipline.

Chapter 1
SMS Marketing: An Emergent Trend within SMEs ................................................................. 1
Amandeep Takhar, University of Bedfordshire, UK
Pepukayi Chitakunye, University of KwaZulu-Natal, South Africa
Ziska Fields, University of KwaZulu-Natal, South Africa

Chapter 2
Towards Customer Knowledge Management (CKM): Where Knowledge and Customer Meet .......... 31
Rawan Khasawneh, Yarmouk University, Jordan
Ameen Alazzam, Yarmouk University, Jordan

Chapter 3
Measuring the Effects of Advertising Polysemy on Branding.................................................... 44
Ulysses J. Brown III, Savannah State University, USA
Anshu Saxena Arora, Savannah State University, USA
Amit Arora, Georgia Southern University, USA

Chapter 4
Green Marketing Strategy: A Pedagogical View ...................................................................... 67
A. F. Wazir Ahmad, University of Liberal Arts, Bangladesh & City University, Bangladesh
Mohammad Fateh Ali Khan Panni, City University, Bangladesh
Chapter 5
Ambush Marketing ............................................................................................................................ 100
   Ran Liu, University of Leeds, UK
   Des Thwaites, University of Leeds, UK

Chapter 6
Marketing of Library and Information Products and Services: Using Services Marketing Mix....... 116
   Kavita Chaddha, Indian Institute of Management, India

Chapter 7
Consumer Culture: Literature Review ................................................................................................ 133
   Klaus–Peter Wiedmann, University of Hannover, Germany
   Nadine Hennigs, University of Hannover, Germany
   Stefan Behrens, University of Hannover, Germany
   Carmen R. Santos, University of León, Spain
   Ana R. Pertejo, University of León, Spain
   Inés Kuster, University of Valencia, Spain
   Stéphane Ganassali, University of Savoie, France
   Jean Moscarola, University of Savoie, France
   Daniele Dalli, University of Pisa, Italy
   Pirjo Laaksonen, University of Vaasa, Finland
   Darach Turley, Dublin City University, Ireland
   Alexandra Kenyon, Leeds Metropolitan University, UK
   Matteo Corciolani, University of Pisa, Italy

Chapter 8
Modernism to Postmodernism: The Transdisciplinary Mode-2 Knowledge Production of
Relationship Marketing.................................................................................................................... 154
   S. M. Riad Shams, Central Queensland University, Australia

Chapter 9
The Intellectual Structure in Brands and Branding Research: A Scientometric Analysis............ 167
   Jiaxun He, East China Normal University, China
   Cheng Lu Wang, University of New Haven, USA

Chapter 10
An Investigation of the Evaluation of the Viral Marketing Research........................................ 201
   Antonius Raghubansie, Worcester Business School, University of Worcester, UK
   Hatem El-Gohary, Birmingham City Business School, Birmingham City University, UK &
   Cairo University Business School, Cairo University, Egypt
   Chandrani Samaradivakara, Birmingham City Business School, Birmingham City
   University, UK
Chapter 11
Consumerism, Market Analysis and Impact on Business Plan Definition ........................................ 228
Alessandro Ruggieri, ‘Tuscia’ University of Viterbo, Italy
Cecilia Silvestri, ‘Tuscia’ University of Viterbo, Italy
Michela Piccarozzi, ‘Tuscia’ University of Viterbo, Italy

Chapter 12
A Comprehensive Summary Review of Internet Advertising and Online Market Places that Provides Detailed Insights and Understanding On What Information Systems Discipline is About................................................................................................................... 263
Efosa Idemudia, Arkansas Tech University, USA

Chapter 13
The State of Internet Marketing Research (2005-2012): A Systematic Review Using Classification and Relationship Analysis................................................................. 282
Thamaraiselvan Natarajan, National Institute of Technology, India
Janarthanan Balakrishnan, National Institute of Technology, India
Senthilarasu Balasubramanian, National Institute of Technology, India
Jeevananthan Manickavasagam, National Institute of Technology, India

Chapter 14
The Role of Sports Marketing in the Global Marketplace................................................................. 306
Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Chapter 15
Consumerism: Some Fundamental Insights .................................................................................. 325
Ioanna Papasolomou, University of Nicosia, Cyprus

Chapter 16
Convergence towards Excellence Diversity: Mapping the Field of E-Resources Emerging Dynamics ................................................................................................................................. 342
Paula Ochôa, Nova University of Lisbon, Portugal
Leonor Gaspar Pinto, Nova University of Lisbon, Portugal

Chapter 17
Role of IFLA in Marketing Initiatives in Library and Information Services........................................ 380
Dinesh K. Gupta, Vardhaman Mahaveer Open University, India

Chapter 18
The Meaning of Consumption ......................................................................................................... 389
Terry Smith, University of Chester, UK
Section 2
Development and Design Methodologies

This section provides in-depth coverage of conceptual architecture frameworks to provide the reader with a comprehensive understanding of the emerging developments within the field of Marketing and Consumer Behavior. Research fundamentals imperative to the understanding of developmental processes within Marketing and Consumer Behavior are offered. From broad examinations to specific discussions on methodology, the research found within this section spans the discipline while offering detailed, specific discussions. From basic designs to abstract development, these chapters serve to expand the reaches of development and design technologies within the Marketing and Consumer Behavior community. This section includes 16 contributions from researchers throughout the world on the topic of Marketing and Consumer Behavior.

Chapter 19
The Role of Brand Loyalty on CRM Performance: An Innovative Framework for Smart Manufacturing

Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Chapter 20
Designing Effective Mobile Advertising with Specific Reference to Developing Markets

Shalini N. Tripathi, Jaipuria Institute of Management Lucknow, India
Masood H. Siddiqui, Jaipuria Institute of Management Lucknow, India

Chapter 21
Marketing Meets Social Media: Classification and Evolution of Internet Marketing

Anteneh Ayanso, Brock University, Canada
Kaveepan Lertwachara, California Polytechnic State University, USA
Brian Mokaya, Brock University, Canada

Chapter 22
MarketMaker™: An Innovative Network-Oriented Services Marketing Strategy for Emerging Economies

Chyi-Lyi (Kathleen) Liang, University of Vermont, USA

Chapter 23
A Model Proposal for Advertising Aestheticization

Recep Yilmaz, Beykent University, Turkey
Nurdan Oncel Taskiran, Kocaeli University, Turkey

Chapter 24
Creating a Culturally Sensitive Marketing Strategy for Diffusion of Innovations Using Hofstede’s Six Dimensions of National Culture

Harish C. Chandan, Argosy University, USA
Volume II

Chapter 25
Customer Relationship Management and Interface Redesign: A Study on the Website Design on the eBay Websites on Cultural Perspectives ................................................................. 558

Kevin K.W. Ho, School of Business and Public Administration, University of Guam, USA
Eric W.K. See-To, Hong Kong Polytechnic University, Hong Kong

Chapter 26
Communication in a Healthcare Company ................................................................. 575

Dina Rusnac, Bucharest University of Economic Studies, Romania

Chapter 27
How Customer Knowledge Management Is Becoming a Dominant Industry Trait ........ 599

A. F. Wazir Ahmad, University of Liberal Arts, Bangladesh & City University, Bangladesh
Mohammad Muzahid Akbar, Independent University, Bangladesh

Chapter 28
Integrating Social Media and Traditional CRM: Toward a Conceptual Framework for Social CRM Practices ........................................................................................................ 624

Kanghyun Yoon, University of Central Oklahoma, USA
Jeanetta D. Sims, University of Central Oklahoma, USA

Chapter 29
Entrepreneurial Values, Environmental Marketing and Customer Satisfaction: Conceptualization and Propositions ................................................................................................. 652

Sumesh R. Nair, Monash University Sunway Campus, Malaysia
Nelson Oly Ndubisi, Griffith University, Australia

Chapter 30
Customer Centric Marketing Strategies: The Importance and Measurement of Customer Satisfaction – Offline vs. Online ................................................................. 666

Elsa Serpico, University of Tuscia Viterbo, Italy
Barbara Aquilani, University of Tuscia Viterbo, Italy
Alessandro Ruggieri, University of Tuscia Viterbo, Italy
Cecilia Silvestri, University of Tuscia Viterbo, Italy

Chapter 31
B2C Market: Development of a CRM Scale ..................................................................... 709

Gisela Demo, University of Brasilia, Brazil

Chapter 32
How to Develop WOM Marketing ................................................................................. 720

Manuela Lopez, University of Murcia, Spain
Maria Sicilia, University of Murcia, Spain
Chapter 33
How Consumer Mindset Response and Long-Term Marketing Effectiveness Differ in Emerging vs. Mature Markets ................................................................. 738
Selin Erguncu, Koç University, Turkey
Gokhan Yildirim, Lancaster University, UK

Chapter 34
From Local Information Systems to Global Customer Relationship Management .................. 759
Ulas Akkucuk, Bogazici University, Turkey

Section 3
Tools and Technologies
This section presents an extensive coverage of various tools and technologies available in the field of Marketing and Consumer Behavior that practitioners and academicians alike can utilize to develop different techniques. These chapters enlighten readers about fundamental research on the many tools facilitating the burgeoning field of Marketing and Consumer Behavior. It is through these rigorously researched chapters that the reader is provided with countless examples of the up-and-coming tools and technologies emerging from the field of Marketing and Consumer Behavior. With 9 chapters, this section offers a broad treatment of some of the many tools and technologies within the Marketing and Consumer Behavior field.

Chapter 35
Impact of 2.0 on Contemporary Marketing ................................................................. 767
Dora Simões, University of Aveiro, Portugal
Sandra Filipe, University of Aveiro, Portugal

Chapter 36
Customer Relationship Management and Data Mining: A Classification Decision Tree to Predict Customer Purchasing Behavior in Global Market .................................................. 789
Niccolò Gordini, University of Milan – Bicocca, Italy
Valerio Veglio, University of Milan – Bicocca, Italy

Chapter 37
Using Social Media as a Concept and Tool for Teaching Marketing Information Systems .......... 829
Theodosios Tsiakis, Alexander Technological Educational Institute of Thessaloniki, Greece

Chapter 38
Acceptance of Branded Video Games (Advergames): A Cross-Cultural Study Spain-USA .......... 851
José Martí-Parreño, European University of Valencia, Spain
Carla Ruiz-Mafé, University of Valencia, Spain
Lisa L. Scribner, University of North Carolina – Wilmington, USA

Chapter 39
Comparing Web 2.0 Applications as Marketing Tools ....................................................... 872
Erkan Akar, Afyon Kocatepe University, Turkey
Mete Karayel, Afyon Kocatepe University, Turkey
Chapter 40
Analyzing Customer Behavior Using Online Analytical Mining (OLAM)................................. 894
Thanachart Ritbumroong, King Mongkut’s University of Technology Thonburi, Thailand

Chapter 41
A Comparative Analysis of Functionalities of Salesforce.com, mySAP.com, and SiebelCRM........ 911
Vandana Ahuja, Jaypee Institute of Information Technology, India

Chapter 42
Collaborative Customer Relationship Management-Co-Creation and Collaboration through
Online Communities .......................................................................................................................... 923
Shirin Alavi, Jaypee Institute of Information Technology, India

Chapter 43
A Cloud Computing Model for Efficient Marketing Planning in Tourism................................. 940
George Mastorakis, Technological Educational Institute of Crete, Greece
Nikolaos Trihas, Technological Educational Institute of Crete, Greece
Constandinos X. Mavromoustakis, University of Nicosia, Cyprus
Emmanouil Perakakis, Technological Educational Institute of Crete, Greece
Ioannis Kapanakis, Technological Educational Institute of Crete, Greece

Section 4
Utilization and Application

This section discusses a variety of applications and opportunities available that can be considered by practitioners in developing viable and effective Marketing and Consumer Behavior programs and processes. This section includes 17 chapters that review topics from case studies in Turkey to best practices in India and ongoing research in the United States. Further chapters discuss Marketing and Consumer Behavior in a variety of settings (healthcare, television, green marketing, etc.). Contributions included in this section provide excellent coverage of today’s IT community and how research into Marketing and Consumer Behavior is impacting the social fabric of our present-day global village.

Chapter 44
Applying Social Marketing to Healthcare: Challenges and Opportunities............................... 957
Maria do Rosário Cabrita, Universidade Nova de Lisboa, Portugal
Miriam Cabrita, Universidade Nova de Lisboa, Portugal

Chapter 45
The Use of Humor in Award-Winning TV Commercials in Turkey.......................................... 972
Erdem Tatlı, İstanbul Commerce University, Turkey
Urun Anil Özdemir, İstanbul Culture University, Turkey

Chapter 46
A Study of Green Marketing Practices in Indian Companies .................................................... 991
Bhimrao Ghodeswar, National Institute of Industrial Engineering, India
Prashant Kumar, National Institute of Industrial Engineering, India
Chapter 47
Unveiling Culturally Diverse Markets: A Typology of Youth in Flanders, Belgium ................................. 1011
Joyce Koeman, University of Leuven, Belgium

Chapter 48
Anatomy of Green Marketing .............................................................................................................. 1033
Elif Yolbulan Okan, Yeditepe University, Turkey
Neva Yalman, Yeditepe University, Turkey

Chapter 49
Advertisements on the Internet: Ethics, Involvement, and Product Type .............................................. 1052
Mehdi Behboudi, School of Management and Accountancy, Islamic Azad University, Iran
Hamideh Mokhtari Hasanabad, Management and Productivity Research Center, Islamic Azad University, Iran

Chapter 50
Competitive Advantage in Market Space: Implications of Relationship Marketing ............................... 1075
S. M. Riad Shams, Central Queensland University, Australia

Chapter 51
Brand Positioning through Print Advertising .......................................................................................... 1095
JuanJuan Xu, Hohai University, China
Yeqing Bao, University of Alabama – Huntsville, USA
Timothy D. Landry, University of Alabama – Huntsville, USA

Chapter 52
Developing a Grassroots Cross-Cultural Partnership to Enhance Student Experiences .................... 1105
Iryna Pentina, University of Toledo, USA
Veronique Guilloux, UPEC IRG & EM Strasbourg (EA1347), France

Volume III

Chapter 53
Shopping in Cyberspace: Adolescent Technology Acceptance Attitude with Decision-Making Styles ............................................................................................................................. 1118
Han-Jen Niu, Tamkang University, Taiwan ROC

Chapter 54
Social Media Marketing in the Scandinavian Industrial Markets ............................................................ 1136
Jari Salo, Oulu Business School, University of Oulu, Finland
Tuula Lehtimäki, Oulu Business School, University of Oulu, Finland
Henri Simula, School of Science, Aalto University, Finland
Matti Mäntymäki, Turku School of Economics, University of Turku, Finland
Chapter 55
Customer Relationship Management (CRM) Practices by Small Businesses in Developing Economies: A Case Study of Egypt ................................................................. 1153
Hatem El-Gohary, Birmingham City Business School, Birmingham City University, UK & Cairo University Business School, Cairo University, Egypt
David J. Edwards, Birmingham City Business School, Birmingham City University, UK
Juanling Huang, Birmingham City Business School, Birmingham City University, UK

Chapter 56
Application of TOPSIS for Solving Optimal Brand Communication Effect on the Portal ............ 1173
Yueh-Hua Lee, Tamkang University, Taiwan
Feng-Yi Wu, Tamkang University, Taiwan
Chung-Chu Chuang, Tamkang University, Taiwan

Chapter 57
Impact Evaluation of Customer Knowledge Process on Customer Knowledge Acquisition: A Quantitative Study in Jordanian Banking Sector ................................................................. 1186
Samer Alhawari, World Islamic Sciences and Education University, Jordan

Chapter 58
The Identity Salience and Emotional Attachment Strategies in Alumni-University Relationships ................................................................. 1198
Junhong Min, Michigan Technological University USA
Madhave N. Segal, Southern Illinois University, USA
M. Deniz Dalman, Dogruluk International Transportation Co., Turkey & Ozdogruluk Custom Clearance Co., Turkey

Chapter 59
The Kosovo Agriculture Market and the Marketing Concept ................................................................. 1216
Mustafa Pllana, University of Prishtina, Kosovo
Iliriana Miftari, University of Prishtina, Kosovo
Njazi Bytyqi, University of Prishtina, Kosovo
Sali Aliu, University of Prishtina, Kosovo
Jehona Shkodra, University of Prishtina, Kosovo

Chapter 60
Application of CRM 2.0 in Spanish Public Administration: Identifying Practical Results ............ 1228
Daniel Pérez-González, University of Cantabria, Spain
Pedro Solana-González, University of Cantabria, Spain
Pedro Soto-Acosta, University of Murcia, Spain
Simona Popa, University of Murcia, Spain
Sara Trigueros-Preciado, University of Cantabria, Spain
Section 5
Organizational and Social Implications

This section includes a wide range of research pertaining to the social and behavioral impact of Marketing and Consumer Behavior around the world. Chapters introducing this section critically analyze and discuss trends in Marketing and Consumer Behavior, such as viral advertising, CRM and customer satisfaction, and SMS advertising. Additional chapters included in this section look at behavioral branding and CKM. Also investigating a concern within the field of Marketing and Consumer Behavior is research which discusses the effect of user behavior on Marketing and Consumer Behavior. With 16 chapters, the discussions presented in this section offer research into the integration of global Marketing and Consumer Behavior as well as implementation of ethical and workflow considerations for all organizations.

Chapter 61
Viral Advertising and the Implications of Social Media ................................................................. 1248
Maria Petrescu, Nova Southeastern University, USA

Chapter 62
A Study towards the Relation of Customer Relationship Management Customer Benefits and
Customer Satisfaction ...................................................................................................................... 1268
Nastaran Mohammadhossein, Universiti Teknologi Malaysia, Malaysia
Mohammad Nazir Ahmad, Universiti Teknologi Malaysia, Malaysia
Nor Hidayati Zakaria, Universiti Teknologi Malaysia, Malaysia
Shidrokh Goudarzi, Universiti Teknologi Malaysia, Malaysia

Chapter 63
An Empirical Study of Factors Influencing Consumer Attitudes towards SMS Advertising .......... 1288
Pradeep Dharmadasa, University of Colombo, Sri Lanka
Thilini Alahakoon, University of Colombo, Sri Lanka

Chapter 64
Using Sustainability Reports as a Method of Cause-Related Marketing for Competitive
Advantage ........................................................................................................................................ 1302
John Kenneth Corley, Appalachian State University, USA
Sandra A. Vannoy, Appalachian State University, USA
Joseph A. Cazier, Appalachian State University, USA

Chapter 65
The Relationships between the Organizational, Environmental Characteristics and Marketing
Performance: An Empirical Study ................................................................................................. 1319
Sally Kamel Ali Omran, Cairo University, Egypt

Chapter 66
Behavioral Branding as a Customer-Centric Strategy .................................................................. 1334
Milanka Slavova, University of National and World Economy Sofia, Bulgaria
Neva Yalman, Yeditepe University, Turkey
Chapter 67
Advertisement as Part of Entertainment Culture and Its Effects on City Culture .......................... 1352
Betul Onay Dogan, Istanbul University, Turkey

Chapter 68
Open Innovation through Customers: Collaborative Web-Based Platforms for Ethically and Socially Responsible New Products Part 1 ................................................................. 1371
Barbara Aquilani, University of Tuscia, Viterbo, Italy
Tindara Abbate, University of Messina, Italy

Chapter 69
Self-Brand Congruity and Brand Communication ................................................................. 1411
Mahdi Rajabi, University of Antwerp, Belgium
Nathalie Dens, University of Antwerp, Belgium
Patrick De Pelsmacker, University of Antwerp, Belgium & Ghent University, Belgium

Chapter 70
Consumer–Retail Structure Interrelations as Seen in the Young Consumers’ Photographs of Retail Environments ................................................................. 1428
Pirjo Laaksonen, University of Vaasa, Finland
Ari Huuhka, University of Vaasa, Finland
Martti Laaksonen, University of Vaasa, Finland

Chapter 71
CKM and Its Influence on Organizational Marketing Performance: Proposing an Integrated Conceptual Framework ................................................................. 1442
Mohammad Fateh Ali Khan Panni, City University, Bangladesh

Chapter 72
Interaction between Consumers and Businesses through Social Media: Trends and Future............. 1464
Huliane Medeiros da Silva, Universidade Federal do Rio Grande do Norte, Brazil
Gilson Gomes da Silva, Universidade Federal do Rio Grande do Norte, Brazil
Flavius da Luz e Gorgônio, Universidade Federal do Rio Grande do Norte, Brazil

Chapter 73
How Advertising Beauty Influences Children’s Self-Perception and Behavior............................. 1483
Iris Vermeir, Ghent University, Belgium
Dieneke Van de Sompel, Ghent University, Belgium

Chapter 74
Implications of Relationship Marketing Indicators to Enable Organizational Growth: A Stakeholder Causal Scope Analysis ................................................................. 1499
S. M. Riad Shams, Central Queensland University, Australia
Chapter 75
Determinants of Saudi Consumers’ Willingness to Participate in Cause-Related Marketing (CRM) Campaigns .............................................................. 1530

Sager Alharthi, University of New England, Australia
Fredy-Roberto Valenzuela, University of New England, Australia
Josie Fisher, University of New England, Australia

Chapter 76
Modernization, Consumer Personalities, and Global Brand Attitudes .................................................. 1550

Qianqian Li, Shanghai University, China
William Wei, Grant MacEwan University, Canada
Qiuzhi Xue, Fudan University, China

Section 6
Managerial Impact

This section presents contemporary coverage of the social implications of Marketing and Consumer Behavior, more specifically related to the corporate and managerial utilization of information sharing technologies and applications, and how these technologies can be extrapolated to be used in Marketing and Consumer Behavior. Core tools and concepts such as leadership marketing, competitive advantage, mobile applications, consumers’ social media participation, and legal issues are discussed. Equally as crucial, chapters within this section discuss how leaders can utilize Marketing and Consumer Behavior applications to get the best outcomes from their governors and their citizens.

Chapter 77
Towards Leadership Marketing: An Exploratory and Empirical Study .................................................. 1570

Wilson Ozuem, Regents University, UK
Alina O’Keeffe, University of Wales, UK

Chapter 78
Significant Role of Religion in Influencing Consumer Behavior ........................................................... 1591

Munazza Saeed, Academy of Islamic Studies, University of Malaya, Malaysia

Chapter 79
How Marketing Capabilities Create Competitive Advantage in Turkey .................................................. 1602

Rifat Kamasak, Yeditepe University, Turkey

Chapter 80
Inside the Small Island Economies: Loyalty Strategies in the Telecommunications Sector .................. 1622

Wilson Ozuem, University of Gloucestershire, UK & Regents University, UK
Tara Thomas, London Metropolitan University, UK

Chapter 81
Evaluating Mobile Application Development Firms: Comparing Views of Advertisers and Advertising Agencies .............................................................................. 1656

Pi-Fang Hsu, Shih Hsin University, Taiwan
Tien-Chun Lu, Shih Hsin University, Taiwan
Chia-Wen Tsai, Ming Chuan University, Taiwan
Volume IV

Chapter 82
Effects of Consumers’ Social Media Participation on Consumer Behavior: A Marketing Perspective ................................................................. 1670
Ashish Kumar, Aalto University School of Business, Finland
Ram Bezawada, The State University of New York at Buffalo, USA

Chapter 83
The Impact of Marketing Strategy in Small Family Businesses ......................................................... 1695
Anastasios Ntanos, A.T.E.I. of Piraeus, Greece
Stamatios Ntanos, A.T.E.I. of Piraeus, Greece

Chapter 84
Legal Issues to Be Considered before Setting in Force Consumer-Centric Marketing Strategies within the European Union ........................................... 1708
Eleni Tzoulia, Ruprecht-Karls University of Heidelberg, Germany

Chapter 85
Customer-Based Corporate Brand Equity (CBCBE) in Business-to-Business Firms: An Emerging Market Perspective ................................................ 1729
Prashant Mishra, Indian Institute of Management – Calcutta, India
Soumya Sarkar, Indian Institute of Management – Udaipur, India

Chapter 86
E-Marketing as an Antecedent to Online Fraud ................................................................. 1747
Michelle Sofo, University of Canberra, Australia
Francesco Sofo, University of Canberra, Australia

Section 7
Critical Issues

This section contains 12 chapters, giving a wide variety of perspectives on Marketing and Consumer Behavior and its implications. Such perspectives include marketing education, the rise of consumerism, ethics, and several more. The section also discusses the psychology of consumerism, diversity, and much more. Within the chapters, the reader is presented with an in-depth analysis of the most current and relevant issues within this growing field of study. Crucial questions are addressed and alternatives offered.

Chapter 87
The Evolution of Consumerism in the Marketing Education: A Critical Discussion Based on Mezirow’s Critical Reflection ........................................... 1768
George S. Spais, Graduate Technological Educational Institute of Western Greece, Greece

Chapter 88
Marketing or Social Marketing: Is There an Identity Crisis? ........................................................ 1802
Avinash Kapoor, Management Development Institute, India
Chinmaya Kulshrestha, Management Development Institute, India
Chapter 89
The Ethical Dimension of Innovation

Leticia Antunes Nogueira, Aalborg University, Denmark
Tadeu Fernando Nogueira, Aalborg University, Denmark

Chapter 90
The Psychology of Consumerism in Business and Marketing: The Macro and Micro Behaviors of Hofstede’s Cultural Consumers

Ben Tran, California School of Professional Psychology at Alliant International University, USA

Chapter 91
Marketing vs. Games in Secondary School: Is It Secondary School?

Krunoslav Bedi, School of Civil Engineering, Art and Craft Čakovec, Croatia
Nikolina Žajdela Hrustek, University of Zagreb, Croatia

Chapter 92
Customer Relationship Management (CRM): A One-Size-Fits-All Philosophy?

Myria Ioannou, European University Cyprus, Cyprus

Chapter 93
A Rhetoric on Diversity and Marketing Theory: How Does Islam Fit?

Noha El-Bassiouny, The German University in Cairo, Egypt

Chapter 94
Exploring Marketing Theories to Model Business Web Service Procurement Behavior

Kenneth David Strang, APPC Research, Australia & State University of New York, USA

Chapter 95
How is Internal Marketing Understood? An Examination of Stakeholder Perspective

Wilson Ozuem, University of Gloucestershire, UK & Regents University, UK
Natalie Limb, University of Wales, UK

Chapter 96
Superfluous or Moderation? The Effect of Religious Value on Conspicuous Consumption Behavior for Luxury Products

Norhayati Zakaria, Universiti Utara Malaysia, Malaysia
Wan-Nurisma Ayu Wan-Ismail, Universiti Utara Malaysia, Malaysia
Asmat-Nizam Abdul-Talib, Universiti Utara Malaysia, Malaysia

Chapter 97
Consumer Culture Theory: Ideology, Mythology and Meaning in Technology Consumption

Domen Bajde, University of Southern Denmark, Denmark

Chapter 98
International Diversity Management Approaches for Marketing to Create Innovation

Geetha Garib, Tilburg University, the Netherlands
Section 8
Emerging Trends

This section highlights research potential within the field of Marketing and Consumer Behavior while exploring uncharted areas of study for the advancement of the discipline. Introducing this section are chapters that set the stage for future research directions and topical suggestions for continued debate, centering on the new venues and forums for discussion. In the final 11 chapters, the book concludes with a look ahead into the future of the Marketing and Consumer Behavior field. In all, this text will serve as a vital resource to practitioners and academics interested in the best practices and applications of the burgeoning field of Marketing and Consumer Behavior.

Chapter 99
The Role of Brand Management in Emerging Markets ................................................................. 2006
Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Chapter 100
Virtual Marketing .............................................................................................................................. 2024
Grzegorz Mazurek, Kozminski University, Poland

Chapter 101
E-Marketing and Online Consumer Behavior ................................................................................... 2044
Neha Jain, Jaypee Business School (JUIT), India
Vandana Ahuja, Jaypee Business School (JUIT), India
Y. Medury, Jaypee Group, India

Chapter 102
Personally Engaged with Retail Clients: Marketing 3.0 in Response to New Consumer Profiles ................................................................. 2060
Ana Isabel Jiménez-Zarco, Open University of Catalonia, Spain
María Pilar Martínez-Ruiz, University of Castilla la Mancha, Spain
Alicia Izquierdo-Yusta, University of Burgos, Spain

Chapter 103
A New Systems Perspective in Retail Service Marketing ............................................................... 2079
Sergio Barile, Sapienza, University of Rome, Italy
Marialuisa Saviano, University of Salerno, Italy

Chapter 104
Re-Conceptualizing Relational Integrated Marketing Communications from the Perspective of Social CRM................................................................................................................................. 2102
Kanghyun Yoon, University of Central Oklahoma, USA
Jeanetta D. Sims, University of Central Oklahoma, USA

Chapter 105
Using the Power of Social Media Marketing to Build Consumer-Based Brand Equity .................. 2135
Kelley O’Reilly, Western Michigan University, USA
Karen M. Lancendorfer, Western Michigan University, USA
Chapter 106
Conspicuous Consumption Behavior: Cultural Dimensions, Implications, and Future Research ................................................................. 2157

Wan Nurisma Ayu Wan Ismail, Universiti Utara Malaysia, Malaysia
Norhayati Zakaria, Universiti Utara Malaysia, Malaysia
Asmat-Nizam Abdul-Talib, Universiti Utara Malaysia, Malaysia

Chapter 107
Marketing Higher Educational Institutions on Social Network Sites ......................................................... 2169

Ho Keat Leng, Nanyang Technological University, Singapore
Dahlia Leng, Aston Group, Hong Kong

Chapter 108
G2C Marketing: Dimensions and Functions of ZRM................................................................. 2183

Babak Sohrabi, University of Tehran, Iran
Amir Khanlari, University of Tehran, Iran

Chapter 109
Mobile Advertising in Small Retailer Firms: How to Make the Most of It..................................... 2200

Wesley J. Johnston, Georgia State University, USA
Hanna Komulainen, University of Oulu, Finland
Annu Ristola, University of Oulu, Finland
Pauliina Ulkuniemi, University of Oulu, Finland

Index ................................................................................................................................................ xxviii