Acknowledgment

Undoubtedly, the successful completion of this book would not have been possible without the support of many people that participated in different ways to make it a reality.

My sincere appreciation goes to all the authors of the chapters who demonstrated strong commitment and enthusiasm at every stage of this project and contributed their expertise and time to the book. They are indeed great scholars to work with. Similarly, the advice and contributions of the reviewers regarding the improvement of quality, coherence, and content presentation of the chapters are highly appreciated. Most of the authors played the double role as authors and reviewers of some of the chapters. This great support has contributed immensely to the work.

Special thanks go to the Editorial Advisory Board members for their support and words of encouragement. To them, I say many thanks! Moreover, I graciously acknowledge Professor Michael R. Solomon for writing the foreword. The gesture is invaluable! Also, it was a pleasure working with the IGI team that supported this project from the proposal to the final stage. The support and cooperation were instrumental to its successful completion. Without their support, Handbook of Research on Consumerism and Buying Behaviour in Developing Nations would not have seen the light of the day.

I would like to acknowledge the support of my wife Remilekun Gbadamosi and children – Miracle, Favour, and Joy during the period of working on the project. Their understanding and encouragement are well appreciated. To many others whom I have not specifically named, I think of you and thank you nonetheless. Above all, I am greatly indebted to God for the empowerment to work on the project. He is the source of my inspiration!

Ayantunji Gbadamosi
University of East London, UK