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Consumerism is clearly an interesting topic with sustained popularity in the marketing circle. This is applicable to all conceivable perspectives of the discourse around the phenomenon. Whether it is considered from the point of view of how it delineates the day-to-day consumption practices, materialism, its use to explain consumer movements and protection, or other relevant contexts in which it is being discussed, it remains a hot topic! The increasing attention devoted to this issue in the marketing literature is linked to the centrality of consumption issues to human endeavors. As consumers, we use a variety of market offerings, for a number of reasons, and in various contexts. Food consumption, hairdressing, dry-cleaning, the use of cars; and their maintenance are few of the examples that give insight into the world of consumption where we all live. Clearly, the act of consumption is very core to marketing and could be likened to the bone, ligament and tendon in the marketing system without which no articulation can take place. Accordingly, the key maxim of contemporary marketing revolves around creating and delivering value to customers efficiently and effectively better than competitors. It is philosophically about meeting the ever dynamic consumption needs in the society. This is because focusing on customer value is significantly linked to satisfaction on the part of the customer, and growth and sustainability on the part of the company. This accentuates the notion of consumer sovereignty in marketing or if stated differently the idea of ‘customer as the king’, as far as the marketplace dynamics is concerned. Meanwhile, delivering value to customers will unavoidably involve knowing what market offerings the consumers need, how they buy them, where they buy them, how often they buy them, and when they do so. These are key issues that preoccupy the thoughts of consumer researchers. According to Solomon (2013, p. 38), ‘...consumer response is the ultimate test of whether a marketing strategy will succeed’. Hence, these underlying issues around consumers’ reaction to the marketing stimuli are sine qua non to successful marketing.

Evidently, unpacking these issues is a herculean task for marketers and indeed consumer researchers. This is especially so as a growing body of knowledge argues that the idiosyncrasies of various consumer groups in terms of characteristics such as age, gender, income, ethnicity, communities, and cultural contexts constrain the extent to which we can generalize about existing postulations on consumer behavior (Zaichkowsky, 1986; Sudbur & Simcock, 2009; Gbadamosi, 2013). Hence, there is a growing need for research focusing on specific consumer groups towards enriching knowledge in the extant literature (Penaloza, 1994; Gbadamosi, 2015a, 2015b; Ojo et al., 2015; Yang, 2015). So, it will be theoretically beneficial and managerially gratifying to focus on particular consumer groups as it is the case in the focus of this book. In the consumer behavior literature, some studies provide examples that strengthen this approach and its specificity, and make the case for why studying consumption issues in developing countries is a worthwhile research endeavour. Over a decade ago, Palumbo and Herbig (2000) conducted
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a study which show that some new immigrants are familiar with a number of brands in their home countries and continue to use them based on emotional attachment to the brand for risk avoidance; while Moschis et al. (1997) examined the consumption pattern of the older consumers (the ‘mature’ market) in the society. Similarly, the consumption behaviour of the working female aged between 18 and 35 was studied and provides a very rich update to the literature (Tam & Tai, 1998). More recently, Bradford and Sherry Jr. (2013) specifically focus on the African American expatriates in South Africa, while the Jamal and Shukor’s (2014) study focuses on interpersonal influences, and acculturation among young British-Muslims. These authors and those that follow similar tradition have reported quite useful and interesting findings by focusing on clearly defined specific research areas or particular consumer groups in the society; and updated our knowledge on the key areas that the studies are centered upon.

Meanwhile, the strong relevance of developing nations in the global marketing system is becoming palpable by the day. The articles of Khanna and Palebu (2010) and Ichii et al. (2012) are among many publications that highlight this point. A plethora of evidence shows that, in terms of scale and significance, consumption activities in these nations are needed for a healthy world economy. Kathuria and Gill (2013) in their study on purchase of branded commodity products with reference to India show that there is a growth in the expansion in the economy of the country, and more consumers now aspire and can afford different products that they could not in the past, such as personal care products, motor vehicles, and home furnishing (Singh, 2005; Kathuria & Gill, 2013). The significant positive move of China towards a consumer society and globalization in recent times is also remarkable (Hooper, 2000). It is also documented (see Forbes, 2010; Adnan, 2014) that the online sales in China for the year 2009 were over £36 billion. With reference to Goldman Sachs’ forecasts, Ichill et al. (2012) show that while the market growth in developed economies is estimated at 2% (average annual forecast) for period between 2011 to 2020, developing economies have a forecasted average annual growth of 7% for the same period. These are considerable figures of high significance to the world economic activities that cannot be dismissed as mere statistics but information with massive implications. The conclusion of Al-Khatib et al. (2005) in their study to segment the Gulf market consumers’ ethical beliefs and orientations is that consumers in this region exhibit different ethical segments worthy of unique marketing strategies. Essentially and emphatically, a good number of developing countries have achieved liberalized economies as at the end of twentieth century (Yamoah, 2005). Hence, a number of changes are happening in this region with some implications for consumption and marketing activities. From a broad perspective, the oil-exporting developing countries had the average of 1.9% growth in 2014 which is an improvement compared to 0.8 recorded for 2013 (World Bank, 2015). Also, it is estimated that the largest regional percentage growth in population by 2050 would be in Africa with 2.3 billion while about 1 billion is expected to be added to the Asian population by the same projected period (Haub, 2012). It is interesting to see this pattern of population growth in developing countries.

Meanwhile, it is a truism that the growing consumer power coupled with population growth in the developing countries have created business opportunities and incentives for various business establishments. This is evident in the records of operations of multinational firms with presence in these marketing environments. Organisations like Coca-Cola, Unilever, P&G, and services-oriented companies to mention but few are among numerous establishments that have significant presence and activities in most developing countries as strengthened by globalization. It is now commonly stated that ‘the world is a global village’ with several of these companies spreading more and more to various previously unreached territories in developing countries. Consequently, from the point of view of consumer rights and
protection, consumerism activities are also now becoming gradually recognized in developing countries than several decades earlier when it was not so seriously discussed regarding this context. Nevertheless, there are lacunae in the extant literature on consumer behavior research specifically relating to these communities. Accordingly, this edited book which combines eclectic perspectives on the topic is introduced to address these gaps.

**TARGET AUDIENCE**

The primary target audience of this book comprises researchers, advanced-level students, and managers. Policy makers with an interest in developing nations will also find it enlightening.

**OBJECTIVE OF THE BOOK**

This comprehensive publication is intended as a compendium of research materials that will constitute an essential reference source, building on the extant literature in the field of Consumer behavior. It is hoped that this text will illuminate the field and provide the resources necessary for researchers, managers, and policy makers for insight into consumption practices in developing nations and the relevance of this for globalization.

**STRUCTURE OF THE BOOK**

Essentially, this book has twenty chapters and focusses on exploring the behavior of consumers in developing nations as individuals and societal members. Overall, the chapters address different aspects of consumption activities of the consumer as an individual like motivation and involvement, perception, learning, attitude, the self, and personality, as synthesized to be within the context of developing nations. Similarly, the chapters address consumer behavior in social settings contextualized to developing nations ranging from culture, sub-culture, income and social class, family, children as consumers, to groups. Apart from consumerism, the book also covers contemporary issues in consumer behavior such as neuromarketing, and the social media. A brief overview of each of the chapters is given below.

Chapter 1 of the book presents a critical overview of consumer behaviour with reference to developing nations to give a well-focused discussion of the topic. It shows that the consumer in these nations is influenced by personal, social and cultural factors, and the marketing stimuli. Nevertheless, it also emphasises that despite the conventional understanding that developing nations are characterized with low development in many areas, globalization and civilization are changing the consumption landscape in these societies. Hence, it is suggested that apart from contextualizing the marketing activities orchestrated for these market settings, there is a need to consider the dynamic nature of the consumption patterns of these consumers in such marketing efforts targeted at them.

Chapter 2 examines Chinese airline passengers’ perceived value of the Frequent Flyer Plan (FFP), and its impact on their loyalty. The authors developed and tested a conceptual model of three dimensions of FFP value (economic, emotional and social), and passenger loyalty towards FFP (programme loyalty) and the airline (brand loyalty) with a sample of airline passengers in China. The study highlights the
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importance of the emotional value over economic and social value for the development of the passenger
loyalty for FFP and the airline. The theoretical and managerial implications of the study are discussed
in the chapter.

The purpose of the study reported in Chapter 3 is to depict the attitudes of Moroccan consumers
towards the concept of debt, and gain knowledge about the factors that trigger their intentions to get a
loan. Based on the data collected through questionnaires, the study shows that Moroccans are willing
to take loans especially for education, housing and cars. It concludes that, to them, loans are a way of
gaining social acceptance and enjoying life. This research reveals that because respondents view them-
sew themselves as limited in options; they see financing purchases through debt as a viable solution. The chapter
discusses the implications of these findings including their link to religion in the context of the study.

Chapter 4 explores perfume consumption in India and shows the huge scale of marketing activities
around this product in the country. The authors provide a background from which the Indian perfume
industry can be understood in terms of the Berger’s STEPP model, and show how the consumers’ cogni-
tive schema and consumers’ behaviors are necessarily intertwined with the story of the product, brand
and their own stories. Three sets of themes: product perceptions, concerns, and consumers’ lifestyle are
identified, each with their own sub-themes that are antecedents to perfume purchasing behavior. Apart
from the theoretical contributions of the chapter, it also provides strategic directions to marketing man-
agers on gaining and maintaining competitive advantage.

Chapter 5 examines the common strategic moves of Chinese firms to create appeal for their products
in emerging markets. Using Nigeria as a contextual platform, the chapter shows the common competitive
factors of these firms that make them to have high success rate in developing countries’ marketplace in
comparison to the first mover firms from advanced markets. The chapter argues that despite the view
that Chinese firms lack established brands and important core capabilities, they have been able to dem-
onstrate a unique trend in emerging countries market place.

Overall, Chapter 6 of the book is about consumer acculturation with a focus on British Indian con-
sumers. Using the acculturation framework of Berry (1980), the author shows the brand preference
of separated consumers, and how this is different from that of assimilated consumers, and integrated con-
sumers vis-a-vis. ethnic and host brands. She also discusses the wider implications of the acculturative
process for brand preference in developing countries.

Chapter 7 draws on narratives gathered from in-depth interviews and demonstrates the impact of ethnic
entombment practices on the consumption of housing market in a heterogeneous society in Nigeria as
a developing country. It illustrates the dynamics in relationships, either in inter-family interactions or
exchanges between ‘the living and the dead’. The chapter analyses how circumstances of customs and
belief systems impact the supply of houses and consequent deterioration of neighbourhoods. Overall,
it reveals the interchange between culture and consumption in housing market and how the affective
potentiality of a tradition initiates emotive configurations.

Chapter 8 focusses on how consumers use mobile devices throughout their purchase journey in the
store from an emerging country perspective. The findings of this empirical study conducted in Turkey
indicate the importance of in-store mobile phone usage and the high level of acceptance of this trend. The
authors indicate that in-store mobile phone usage phenomenon will soon become an inevitable life style
for consumers in this age of technological developments even in the studied context. The chapter stresses
that this new development and the associated life style may either be an opportunity or an obstacle for
traditional brick and mortar retailers depending on how they respond to this in-store technology usage.
Chapter 9 examines South African consumers’ patterns of adoption of electronic governance systems. The focus of the chapter can be broken down into three parts in relation to e-government adoption in this country. The first one is about the development of e-government while the second centres on the barriers constraining the public’s utilization of the scheme. The third part provides suggestions on how the e-government initiatives could be better aligned to the Principles of Batho Pele, or people-centred governance.

Chapter 10 focuses on Generation Y and the social Media marketing in developing nations with specific reference to Latin America and The Caribbean. It explores consumption decision process, the relevant theories, and robustly links this to social media and how this is changing the consumption landscape of the developing nations. In the reviews of the extant research, the chapter examines the gap in the literature, and gives directions on future research in relation to developing nations.

The aim of the study reported in Chapter 11 is to investigate the influence of sales promotional tools on consumer buying behavior in an emerging market at the post-recession period. This study assesses consumers’ proneness to sales promotions and examines the effectiveness of four promotional tools on buying behavior in terms of brand switching, stockpiling, purchase acceleration, and product trial. The interesting findings and implications of the study on this important topic are detailed in the chapter.

Chapter 12 provide insight into a burgeoning field of study, neuromarketing, and documents various studies and applications of mechanisms in determining brain activities and other uses of science to benefit marketing research. Data for the study is derived from impartial cross-referencing of conceptual and empirical articles published in major journals. The implication and causes of concern in using neuroscience methods in marketing are highlighted. The chapter also examines extant studies on this contemporary marketing topic in the developing country studies to determine its application and use as a marketing research tool.

Chapter 13 explores the growing importance of children as consumers. It discusses the importance, growth and views on consumer socialization theory. It shows the children not just as learners but as influencers. This deeply examines the discourse of two relevant theories—consumer socialization and reverse socialization. The theoretical overview provides the researchers a premise to integrate consumer socialization theory and reverse socialization to understand how children and parents acquire learning properties to be a consumer. The chapter discusses the changing social and economic scenario in relation to this topic in developing nations with special focus on India.

‘Children as consumers’ and ‘consumerism and consumer protection in developing nations’ are integrated in Chapter 14. By integrating these two streams the chapter highlights the implications of the marketing activities undertaken by tobacco companies (i.e. Big Tobacco) in Sub-Saharan Africa (SSA) for consumer protection in these countries and especially in the case of vulnerable groups such as children. The chapter focuses primarily on the marketing communications element of the traditional marketing-mix as well as the public policy implications.

Chapter 15 examines consumers’ green purchase intention, motivational drivers and the moderating effect of education levels, gender and income in Malaysia. With the use of Structural Equation Modeling (SEM) technique for evaluating the causal model, the study presents very interesting findings. Among the findings, it suggests that cultural values and environmental advertising are the main influence in building green purchase intention while environmental knowledge is not significantly related. The discussions and implications of these findings are deeply discussed in the chapter.

Chapter 16 stresses that the role of sustainable consumption in addressing challenges of sustainable development is widely acknowledged. It also highlights the complexity of that of developing country
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and shows that efforts to address sustainable consumption cover initiatives by individual consumers, business sector, governments, education and media institutions. It makes the case for why social institutions are the perfect fit for the purpose. Essentially, the chapter establishes research agenda to explore possibilities for social institutions in propagating sustainable consumption in India.

Chapter 17 provides an insight into why Green Marketing (GM) and Sustainable Consumption (SC) of green products constitute subject of research and discussion in contemporary society. It analyses the extent of GM in developing countries using cases of Nigeria and Kenya, factors influencing GM, the benefits of GM on the environment and firms, and the challenges of GM. Based on the findings of the study the chapter shows that concern for health and environment was considered as the most important in Nigeria, while in Kenya it was social awareness and value. It argues that for an effective GM and SC, government at all levels have a role of creating awareness to boost green knowledge through educative campaign programs and enforcing green agenda.

Chapter 18 of this book revolves around social class and its relevant to cross cultural marketing in sub-Saharan African market. The chapter traces the historical background of social class, examines its relevance to recent consumption activities. It argues that social class has witnessed development and improvement that has further improved marketing system and consumer understanding in the society through the design of market offerings. It is an interesting addition to the discourse of social class and consumption in the extant literature.

Chapter 19 pinpoints the dearth of information on the link between consumerism, unethical behavior and its antecedents - work ethic and perceived unfairness. The chapter compares female and male perceptions of work ethic, unethical behavior and consumerism and uses this as a basis to examine whether unethical behavior and its antecedents explain consumerism in an emerging market context where consumer protection is at a minimum. The findings of the study reported in the chapter indicate that women and male students do not differ much on most of the items on the three scales used. It also suggests a direct link between perceived unfairness, unethical behavior and consumerism, while work ethic and consumerism are mediated by unethical behavior.

Chapter 20 specifically examines the correlates of boycott as a form of political consumption in Africa. Based on binary logistic regression, the correlates of boycott action are identified to be: level of education, gender, social class, media usage, gender equality, institutional confidence, and social network. As shown in the study, other correlates noted are interest in politics, life satisfaction, seeing oneself as being part of world citizenship, seeing oneself as being embedded in local community, importance of doing something for the good of the society, importance of traditions, and importance of riches. The implications of the study are discussed in the chapter.

Evidently, attention is becoming more focused on developing nations and the associated consumption activities as demonstrated in the topics covered in this book. It is hoped that readers will find the book very exciting to use.

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REFERENCES


