Preface

In this modern new trend of marketing practices marketing dimensions are changing and the new horizons are appearing in consumer behavioral contexts/perspectives. As consumer behavior is the cornerstone of any marketing domain, the strategies, tools, concepts and services of consumer engagement and their buying behavior are now being influenced by a variety of new emerging factors and antecedents. This research oriented book will delineate some new emerging trends relating to consumer buying behavior which are enhanced versions of the previously published IGI Global chapters though there are three new fresh submissions where two chapters are related to consumer behavior and engagement from a macroeconomic context and one on marketing strategy influence on pharmaceutical sector. To this vein, this book is illustrating some interesting new perspectives like: consumer behavior on some basic social perspectives, from macro perspectives, innovative, digital and technological platform in the context of some industry and corporate cases. This book is providing some insights on new dimensions and emerging contexts on the socioeconomic perspectives on the consumer engagement and behavior. The book has mainly a strong international orientation representing about 29 chapter authors from around 13 countries like Canada, Croatia, Cyprus, Finland, Germany, Greece, Italy, New Zealand, Portugal, Romania, Spain, Turkey, and UK.

The book is contributing in the area or discipline by providing some new trendy topics on some very novel and innovative perspectives of consumer engagement and buying behavior which illustrates an overall picture from the socio-economic perspective as well. In this regard, the book demonstrates some interesting contexts like fundamental concepts on consumerism, consumer boycotts or activism, customer satisfaction and consumption of green products. The book also contains some vital chapters in the area consumer behavior and engagement from marketing and technological perspective like marketing 4.0, consumer information system, surveillance in service encounters, e-commerce etc. In addition to this the book reveals about consumer engagement and buying behavior from macroeconomic perspective and finally the book delineates some interesting cases on tourism sector, pharmaceutical sector, retailing sector and technological sector.

TARGET AUDIENCE

The book can be seen as a collection of some conceptual, empirical and case studies on trendy contexts of consumer engagement and buying behavior in the canvas of socio economic context. As a result, the book is expected to serve as a high level reference to the University library, researchers and research students. Since the topic of the book covers some new innovative dimensions on consumer behavioral
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studies, it will also help to prepare an upper-level course supplement in the marketing discipline like consumer behavior, marketing management, strategic marketing or international/global marketing. Finally, the book reveals these new modern perspectives, tools and concepts on consumer behavior, thus, it will be a useful resource and reference to the marketing practitioners, for example, in the area of Marketing Management, Innovative, Strategic Marketing and Marketing Communications.

OBJECTIVES/PURPOSE OF THIS BOOK

This book contains cutting edge contributions on some new perspectives on dimensions on consumer engagement and buying behavior from both theoretical/conceptual context and corporate and industrial cases. Hence, it will serve as a comprehensive guide and reference to both academics and practitioners since it will expand their understanding on the role of these different cutting edge consumer behavior concepts and studies as learning tools for the academics, marketing students and marketing practitioners.

The book contains 16 chapters critically engaging the reader with new modern dimensions on consumer behavior from socio-economic perspective under 4 different sections.

The structure of the book has been designed to achieve the overall objectives of the book as to provide deeper conceptual understanding of Consumer Engagement and Buying Behavior as well as revealing different conceptual/theoretical frameworks and some interesting industrial and corporate cases.

RATIONALE OF THE SEQUENCE OF THE CHAPTERS WITHIN THE DIFFERENT SECTIONS

Section 1 ‘Social Perspectives of Consumer Behavior and Engagement’ begins with a contribution by Ioanna Papasolomou (Chapter 1) representing the consumer activism. This chapter delineates the concept of consumerism as consumer movement that has a far-reaching effect on consumer behavior which closely stays in socio-economic context. The chapter reveals all the necessities of consumerism integrated part of consumer movement.

Crystallizing the basic importance of consumer activism and consumer movement Chapter 2 of the section by Dursun Yener illustrates consumer boycotts as a specific dominant tool of consumer activism or movement. In this perspective, the chapter has clarified the definition of consumer boycotts as well as the motivational factors for participating in boycotts.

The third chapter by Lisa Watson and Anne M. Lavack of the section illustrates the fuel-efficient vehicles and its roles on the social marketing. This chapter examines the market for fuel efficient vehicles (FEVs) and alternate fuel vehicles (AFVs), including a discussion of consumer willingness to trade personal comfort in order to buy more fuel-efficient vehicles, and consumer price sensitivity with regard to purchasing higher-priced alternative fuel vehicles including hybrid-electric vehicles.

The last chapter of the section (Chapter 4) by Violeta Sima and Ileana Georgiana Gheorghe has explained the customer satisfaction level in consumption of green products, the applied chapters of the previous chapters. In this chapter the authors propose a new approach of the dimensions of the evaluation model for customer satisfaction including a new one, called The Green Dimension. An important goal was identifying the drivers of the consumer purchasing. The authors identified three main specific levels of the green dimension of customer satisfaction. They are related to: Company, Product/service, and Price.
Section 2 ‘Consumer Behavior and Engagement in the Nexus of Marketing and Technology’ starts with a very trendy topic by Ana Isabel Jiménez-Zarco, Asher Rospigliosi, María Pilar Martínez-Ruiz and Alicia Izquierdo-Yusta (Chapter 5) of consumer behavioral study marketing 4.0 in enhancing consumer-brand engagement through the tool of big data analysis. The chapter is particularly discussing the means of understanding marketing 4.0 and how it is growing and how a range of technologies including internet and social media can be used for this innovative marketing strategy and to enhance consumer brand relationship.

Interlinking the previous chapter the second chapter of this section (Chapter 6) by Angelo Bonfanti focuses on significance of effective surveillance in service encounters. The chapter has proposed a theoretical/conceptual framework that has provided a solid ground identifying some significant/important dimensions of service management.

The very next chapter (Chapter 7) by Tuure Tuunanen and Michael D. Myers, has focused on consumer information systems in a particular sector, from more conceptual, to a particular sector, interactive television. In fact, the chapter aims to pursue this agenda by primarily using design science research, supplemented by other research methods as needed. The expected contributions include new insights into effective management processes for service design, a better understanding of issues of integration of information systems development practices used to develop consumer information systems, and the development of methods for requirements discovery for service innovation. These three components aim to contribute to a holistic evaluation of consumer information systems.

The next Chapter of the section (Chapter 8) by Tuure Tuunanen, Lesley Gardner and Martin Bastek has revealed the consumer information system in a particular emerging market in New Zealand. In fact, this chapter is providing a picture regarding consumer information by providing a sort of empirical evidence though initially presents a theoretical framework in the earlier stage. Thus, this chapter can be considered as an immediate application of the conceptual discussions of consumer information system outlined in the previous chapter.

The last chapter of the section (Chapter 9) by Rauno Rusko and Joni Pekkala is an entire comprehensive empirical study of the nexus of marketing and technology. The chapter focuses on the activities of e-commerce from both the part of consumers and entrepreneurs in a Northern Finland. Through a detail empirical investigation, the chapter has also pointed out the challenges that SMEs face while starting e-commerce activities in Northern Finland. Thus, this chapter is a source of detail empirical investigation and data of the conceptual developments of the section made by the earlier chapters of the section.

Section 3 ‘Consumer Behavior and Engagement from a macroeconomic context’ contains two chapters from a broader socio-economic perspective. The first chapter of the section (Chapter 10) by Sadullah Çelik and Emel Baydan assesses the behavior of emerging stock markets during the turmoil using weekly data for Brazil, China, India, Indonesia, Russia, South Africa and Turkey with US as the benchmark for January 2003–March 2014 while the last chapter of this section (Chapter 11) by Özlem Taşseven has portrayed some very important socio economic factors and determinants of capacity utilization particularly from a specific country like Turkey. In this perspective, those well important socio-economic dimension of consumption and consumer behavior perspective like industrial production, gross domestic product growth rate, unemployment rate, consumer expenditures, financial variables such as return on BIST 100 index, exchange rate of currency basket, interest rates, survey variables such as consumer consumption index, business tendency survey and survey of expectations is investigated using data between 2006 and 2015 for Turkey.
Section 4 ‘Consumer Behavior and Engagement: Industry and Corporate Cases’ is a dedicated section on industry and corporate cases which has clearly outlined some dominant case studies both from the total industrial sector and the particular corporate context. The first chapter of the section (Chapter 12) by Sandra Maria Correia Loureiro provides a proposed framework with the state-of-art on consumption, anti-consumption and subjective well-being and a study into rural tourism context. Normally, this chapter contributes to the existing literature giving insights for a better understanding of the problematic of consumers, anti-consumers and subjective well-being as a whole and rural tourism consumption experience industry in particularly. The next chapter of the section (Chapter 13) by Irene Samanta is a comprehensive empirical study which provides a very important insight on the pharmaceutical sector in Greece. As per the chapter the importance of the Marketing Strategy (as outlined in the chapter) in the current economic conditions provides a practical indication of marketing decision making and if managed carefully and closely monitored it can offer a number of direct competitive benefits to the industries.

The next chapter of the section (Chapter 14) by Sanda Renko and Tomislav Gregur provides the atmospherics perspectives of retail setting where based on the empirical research the chapter provides an insight into the role of music as an important element in retail store atmosphere. The chapter concludes that music has a significant influence on consumer behavior, and that retailers must ensure that they are playing music that their target markets like in their stores.

The last two chapters (Chapter 15) by Elena Candeló, Cecilia Casalegno and Chiara Civera and (Chapter 16) by Eric Viardot and Petra A. Nylund are specific industrial cases where Chapter 15 has empirically investigated about the sustainability and CSR (Corporate Social Responsibility) practices in McDonald’s Italy while Chapter 16 is a detail case study on Zara regarding the effectiveness of pursuing a customer centric marketing approach to the digital market.

The value of the book can be summarized as follows:

1. Detailed conceptual and philosophical underpinnings on new trendy consumer engagement and buying behavior broadly from the socio-economic perspective.
2. An extensive review of conceptual and empirical studies in this area from new, dynamic innovative and international contexts and perspectives on the consumer engagement and buying behavior.
3. Interesting insights from some industrial cases like on tourism sector, pharmaceutical sector, retail sector and some corporate cases like McDonalds and Zara.
4. Recommendations to guide practitioners to successfully implement the concept in practice.
5. In general, a synthesis on some very new novel and emerging concepts, theories and practices related to modern era of consumer engagement and buying behavior in the socio-economic domain.