

# Handbook of Research on Consumerism and Buying Behavior in Developing Nations

Part of the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

Ayantunji Gbadamosi (University of East London, UK)

## Description:

Having a grasp on what appeals to consumers and how consumers are making purchasing decisions is essential to the success of any organization that thrives by offering a product or service. Despite the importance of consumer knowledge and understanding, research-based insight into the buying patterns and consumption habits of individuals in emerging nations remains limited.

**The Handbook of Research on Consumerism and Buying Behavior in Developing Nations** takes a critical look at the often overlooked opportunities available for driving consumer demand and interest in developing countries. Emphasizes the power of the consumer market in emerging economies and their overall role in the global market system, this edited volume features research-based perspectives on consumer perception, behavior, and relationship management across industries.

## Readers:

This timely publication is an essential resource for marketing professionals, consumer researchers, international business strategists, scholars, graduate-level students.

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## Topics Covered:

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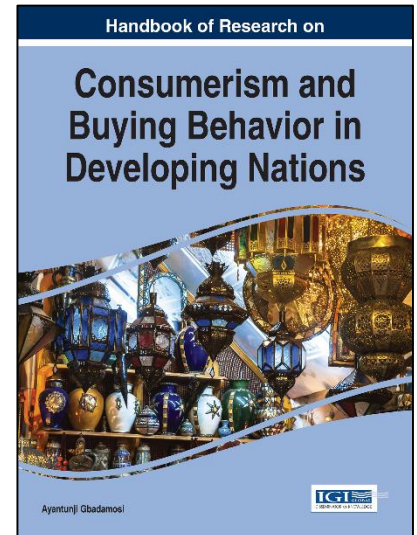
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## Table of Contents

### Foreword

### Preface

### Acknowledgment

#### Chapter 1

Consumer Behaviour in Developing Nations: A Conceptual Overview  
Ayantunji Gbadamosi, University of East London, UK

#### Chapter 2:

Customer Perceived Value of Frequent Flyer Programmes: An Empirical Study of Airline Passengers in China  
Zhibin Lin, Northumbria University, UK  
Rose Quan, Northumbria University, UK  
Marco Chi Keung Lau, Northumbria University, UK  
Jie Ma, Northumbria University, UK  
Derong Lin, Xiamen University, China

#### Chapter 3:

Consumers Attitudes towards Debt: An Empirical Evidence from Morocco  
Nicholas Hamelin, S P Jain School of Global Management, Dubai - Singapore - Sydney  
Ayantunji Gbadamosi, University of East London, UK  
Sofia Mohaouchane, Al Akhawayn University in Ifrane, Morocco  
Imane Benelkaid, Al Akhawayn University in Ifrane, Morocco

#### Chapter 4

Perfume Consumption in India: An Exploratory Study  
David James Bamber, University of Bolton, UK  
Clay Alex Gransden, Liverpool Hope University, UK  
Swati Aisha Beg, Liverpool Hope University, UK

#### Chapter 5

Market Receptiveness and Product Positioning Model of Chinese Firms in Emerging Markets  
Olukayode Ojo Iwaloye, Macau University of Science and Technology, Macau  
Guicheng James Shi, Macau University of Science and Technology

#### Chapter 6

Consumer acculturation and implications for brand preferences  
Rohini Vijaygopal, The Open University, UK

#### Chapter 7

Consumption of Landed properties in Africa: The Mediating Role of culture  
Sanya Ojo, University of East London, UK

#### Chapter 8

Technology is Transforming Shopping Behavior: In-store Mobile Technology Usage  
Süphan Nasır, Istanbul Üniversitesi İktisat Fakültesi İşletme Bölümü, Turkey  
Bengi Kurtuluş, Istanbul University, Turkey

#### Chapter 9

Consumer Adoption of E-government in South Africa: Barriers, Solutions, and Implications  
Richard Shambare, Tshwane University of Technology, South Africa

#### Chapter 10

Social Media Engagement: Reshaping the Consumption Patterns of Generation Y Caribbean and Latin American Consumers  
Kathy-Ann P Fletcher, University of East London, UK  
Christiana M Emmanuel-Stephen, University of East London, UK

#### Chapter 11

Sales Promotional Strategies and Buying Behavior in an Emerging Market at the Post Recession Period  
Süphan NASIR, Istanbul University, Turkey  
Esra BAL, Istanbul University, Turkey

#### Chapter 12

Neuromarketing and the Potential Application of Scientific Methods in Measuring Consumer Behaviour  
Cynthia A. BULLEY, CENTRAL UNIVERSITY, Ghana  
Veronica Adu-Brobby, University of Education, Winneba, Ghana  
Esther O. Duodu, ABL Intel Consulting Ltd., Ghana

#### Chapter 13

Exploring the changing role of children as consumers in India: Are they learning from us or teaching us?  
Adya Sharma, Symbiosis International University, India

#### Chapter 14

Consumer protection in Sub-Saharan Africa: An Exploration of "Big Tobacco" Marketing Practices  
Nnamdi O Madichie, London School of Business & Management, UK  
Abdullah Promise Opute, GPROM Academic & Management Solutions - JUamff Investments Limited

#### Chapter 15

Ethically questionable Behavior and consumerism in Uganda: A survey of university students  
Isaac Wasswa Katono, Uganda Christian University, Uganda

#### Chapter 16

Social Class and Consumer Behaviour in Sub-Saharan Africa: Implications for Cross cultural Marketing  
Ayodele Oniku, University of Lagos, Nigeria

#### Chapter 17

Consumer Values and Green Products Consumption in Malaysia: A Structural Equation Modelling Approach  
Brahim Chekima, Universiti Malaysia Sabah, Malaysia

#### Chapter 18

Sustainable Consumption and Social Institutions: Setting a Research Agenda for India  
Neha Purushottam, University of South Africa, South Africa

#### Chapter 19

Sustainable Consumption and Green Marketing in Developing Countries- Contemporary Perspectives on Nigeria and Kenya as Case Studies  
Abiodun Elijah Obayelu, Federal University of Agriculture, Abeokuta, Ogun State, Nigeria

#### Chapter 20

Correlates of Political Consumption in Africa  
Emmanuel Adugu, University of West Indies

#### Compilation of References

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#### Index

Ayantunji Gbadamosi is the Leader for Research and Knowledge Exchange at the Royal Docks Business School of the University of East London, UK. He received his PhD from the University of Salford, UK and has taught marketing courses at various institutions including University of Lagos (Nigeria), University of Salford (UK), Manchester Metropolitan University (UK), Liverpool Hope University (UK), and various professional bodies. He is a Fellow of the Chartered Institute of Marketing (FCIM) and a Fellow of the Higher Education Academy (FHEA). Dr 'Tunji Gbadamosi has several research outputs in the form of Journal articles, chapters in edited books, co-edited books, monograph, conference papers, and Case studies. His papers have been published in a variety of refereed journals including Journal of Brand Management, Thunderbird International Business Review, International Journal of Market Research, International Journal of Retail and Distribution Management, Marketing intelligence and Planning, Social Marketing Quarterly, Nutrition and Food Science, Young Consumers, Journal of Fashion Marketing and Management, Society and Business Review, International Journal of Consumer Studies, International Journal of Small Business and Enterprise Development, Entrepreneurship and Regional Development, International Journal of Entrepreneurship and Innovation, and Journal of Place Branding and Public Diplomacy. He is the author of the book entitled Low-income Consumer Behaviour. His co-edited books are: (a) Principles of Marketing – A Value-Based Approach, and (b) Entrepreneurship Marketing: Principles and Practice of SME Marketing. Dr Gbadamosi is a member of the editorial board of 4 academic journals. He has supervised several undergraduate and postgraduate students including PhD students to successful completion and served as an examiner for several doctorate degree examinations. His research interests are in the areas of Consumer Behaviour, SME Marketing, Marketing to Children, and Marketing Communications. He is the author of the paper entitled 'Symbolic Consumption among Black African Women in the UK' that won the EMERALD Best paper award at the International Academy of African Business Development (IAABD) 2014 conference. He is listed in who is who in the World

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