

Third Edition

# Contemporary Issues in Marketing and Consumer Behaviour

Elizabeth Parsons, Pauline Mackenzie, Andreas Chatzidakis  
and Rachel Ashman



# Contemporary Issues In Marketing And Consumer Behaviour

**Ayantunji Gbadamosi**



## **Contemporary Issues In Marketing And Consumer Behaviour:**

*Contemporary Issues in Marketing and Consumer Behaviour* Elizabeth Parsons, Pauline Maclaran, 2009 Covers various buzzwords within marketing and consumer behavior building brand cultures gender ethics sustainable marketing and the green and the global consumer This book locates the development of both marketing ideas and applications within the wider global social and economic contexts

*Contemporary Issues in Marketing and Consumer Behaviour* Elizabeth Parsons, Pauline Maclaran, An exciting new book that covers all the latest buzzwords within marketing and consumer behavior building brand cultures gender ethics sustainable marketing the green and the global consumer among many more Importantly *Contemporary Issues in Marketing and Consumer Behaviour* makes clear links between theory and practice in marketing It also locates the recent development of both marketing ideas and applications within the wider global social and economic contexts Written by a team of experts in the field this title fills a gap in a growing market interested in these contemporary issues It provides a complete off the shelf teaching package for Masters MBA and advanced undergraduate modules in marketing and consumer behavior and a useful resource for dissertation study at both undergraduate and postgraduate levels

*Contemporary Issues in Marketing and Consumer Behaviour* Elizabeth Parsons, Pauline Maclaran, Andreas Chatzidakis, Rachel Ashman, 2023-07-31 This third edition of *Contemporary Issues in Marketing and Consumer Behaviour* has been revised and updated to reflect the fast changing world we live in The new state of the art chapter on digital marketing digs deeply into two new frontiers of marketing which have significant impact on contemporary social life influencer marketing and online gaming Other new topics help us to understand how marketing can perpetuate local and global inequality through creating and sustaining hierarchies of knowledge and influencing norms of race disability gender and sexual orientation Topics new to this edition include Digital Markets and Marketing Hierarchies of Knowledge in Marketing Marketing Inequalities Feminisms and intersectionalities The Ethics and Politics of Consumption New case studies include Emerging Economy Brands The Fairtrade Brand Disappearing Influencers Decolonising the Media Written by four experts in the field this popular text successfully links marketing theory with practice locating marketing ideas and applications within wider global social and economic contexts It provides a complete and thought provoking overview for postgraduate MBA and advanced undergraduate modules in marketing and consumer behaviour and a useful resource for dissertation study at both undergraduate and postgraduate levels Online resources include chapter by chapter PowerPoint slides

Critical Marketing Mark Tadajewski, Douglas Brownlie, 2009-12-21 Focusing on a new and developing field this text provides an overview of the development of marketing thought and the emergence of critical marketing It covers a range of topics important to a critical marketing or contemporary issues in marketing course including a number of topics e g postcolonialism and marketing previously not examined in detail in marketing

**Customer Engagement** Roderick J. Brodie, Linda D. Hollebeek, Jodie Conduit, 2015-12-14 How customers and consumer behavior have been changing due to

technology and other forces is of prime interest This book addresses the central questions regarding new emerging consumer behavior how does social media affect this behavior how and at what points do emotions affect consumer decisions and what triggers this is How should engagement be conceptualized defined and measured How do social media and other marketing activities create engagement The book draws on the rich extensive knowledge of the authors who are pioneers in the field The book s editors have identified the weakness in the current knowledge and aim to address this gap by touching on significant conceptual and empirical contributions to this emerging literature stream providing readers with a comprehensive contemporary perspective of customer engagement The book also endeavors to develop a richer narrative around the notion of social media and customer engagement and the non monetary notion of social media within new media based social networks

Contemporary Issues in Marketing Ayantunji Gbadamosi,2019-09-02 As the landscape of marketing knowledge changes contemporary buyers be it individuals or organisations are now more informed more demanding and crave value co creation with marketers This coupled with technological and socio cultural changes provides robust evidence that the old perspectives assumptions and practices of marketing are no longer satisfactory Contemporary Issues in Marketing is a comprehensive up to date and cutting edge resource that presents a coherent understanding of topical issues in marketing Bringing together theory and practitioners perspectives it firmly addresses the prevailing challenges in the marketing world Using vignettes on topics such as technology ethics and practitioner viewpoints this book explores the paradigm shift in marketing and developments in thoughts throughout the discipline

Contemporary Issues in Behavioral Finance Simon Grima,Ercan Özen,Hakan Boz,Jonathan Spiteri,Eleftherios I. Thalassinou,2019-07-04 This special edition of Contemporary Studies in Economic and Financial Analysis offers seventeen chapters from invited participants in the International Applied Social Science Congress held in Turkey between the 19th and 21st April 2018

Contemporary Issues in Branding Pantea Foroudi,Maria Palazzo,2019-12-06 This book provides students and academics with a comprehensive analysis of the theory and practice of branding The challenge to explore new and effective ways of harnessing the power of communication to engage with company stakeholders in interactive immediate and innovative ways is ever present in the digital era Digital marketing and social media create opportunities for managers to communicate their brand s identity to their consumers and stakeholders Yet limited empirical research exists to elucidate these issues and less still that assists our understanding of branding issues at an international level Recognising the complexity and plurality at the heart of the branding discipline this text explores the relationship between brands identity and stakeholders Working through building designing and maintaining a brand the authors consider such aspects as strategic planning and campaign management research and measurement media relations employee communication leadership and change communication and crisis branding Critically differing methods and approaches applied to branding and communication research design are assessed including both qualitative and quantative methods Proposing a mixture of theory and practice with international case studies this book is an invaluable

companion for advanced undergraduate and postgraduate students academics of marketing and strategic brand management as well as managers and decision makers globally *Handbook of Research on Managerial Thinking in Global Business Economics* Dinçer, Hasan,Yüksel, Serhat,2018-12-07 In a highly competitive global market companies need to equip themselves with best practices and strategies to survive Strategic management innovative managerial thinking and a clear decision making process must be utilized to boost company performance and ultimately drive the company s success The Handbook of Research on Managerial Thinking in Global Business Economics identifies the importance of strategic decision making in competitive environments and analyzes the impacts of managerial thinking on global financial economics The content within this publication examines globalization consumer behavior and risk management It is designed for researchers academicians policymakers government officials and managers and covers topics centered on innovation and development within organizations Consumer Behaviour and Digital Transformation Ayantunji Gbadamosi,2024-03-11 This comprehensive textbook explores how technological developments and emerging technologies impact on and engage with consumer behaviour and decision making globally The book will enable readers to develop a coherent understanding of the basic underpinnings of consumer behaviour as they relate to individual and group oriented consumption decisions offering insight into how consumer behaviour contemporary real life situations and digital technology are inextricably linked Key learning objectives exercises and activities boxed examples and analytical frameworks facilitate and enrich students learning Each chapter includes pause plan and practice PPP activities as well as real life case studies exploring digital consumption digital consumer experiences and digital trends across industries from global companies such as Nike and McDonald s to the digital transformation of SMEs Combining a thorough examination of traditional theory with a fresh approach to the impact of digital transformation on consumer behaviour this textbook should be core reading for advanced undergraduate and postgraduate students studying Consumer Behaviour Consumer Psychology Customer Experience Management and Digital Marketing This book will be accompanied by online resources for the use of instructors including PowerPoint slides and a test bank Contemporary Issues in Social Media Marketing Subir Bandyopadhyay,Bikramjit Rishi,2025-02-03 Contemporary Issues in Social Media Marketing provides the most cutting edge findings in social media marketing through original chapters from a range of the world s leading specialists in the area This second edition has been fully updated with new features such as discussion questions global case studies and examples and material reflecting the key trends in the field including The growth in user generated content The growing influence of AI in content creation including virtual influencers The development and utilization of social media analytics The use of social media as the primary search engine The relationship between social media and the customer experience of the brand Highly regarded for its breadth of topics range of perspectives and research based approach this text is perfect recommended reading for advanced undergraduate and postgraduate students studying Digital and Social Media Marketing Contemporary Issues in Marketing and Strategic

Marketing It will also be valuable reading for academics in the field and reflective practitioners *Ethical and Social Marketing in Asia* Bang Nguyen,Chris Rowley,2015-02-16 There is a growing interest in firms adoption of ethical and social marketing approaches among academics and practitioners alike Ethical Marketing is the application of ethics into the marketing process and Social Marketing is a concept that seeks to influence a target audience for the greater social good Ethical and Social Marketing in Asia examines this so far unexplored area investigating why differing cultures and consumption behaviours require different emphasis in different markets The diversity of the Asian countries provides a perplexing environment to the development and management of ethical and social marketing The belief that bottom line profits is enough for a company is often not favourably viewed by Asian countries emphasising collective social and long term benefits for the people and country Due to these interesting characteristics and complexities the study of ethical and social marketing in Asia is a timely topic The first chapters introduce Ethical Marketing in Asia followed by case studies of how the approach is used across 14 diverse economies geographically based on clusters North East China Taiwan Japan South Korea South East Singapore Malaysia Thailand Vietnam Cambodia the Philippines Indonesia and South Asia India Pakistan Bangladesh The second part discusses Social Marketing using the same sequence of regions and economies and the third part explores the unique link to Fairness Management in Asia followed by a conclusion Explores the nature of ethical and social marketing from an Asian perspective Discusses current ethical and social marketing researches and practices in different areas industries commercial and non commercial sectors Serves as an invaluable resource for marketing academics and practitioners requiring more than anecdotal evidence of different ethical and social marketing applications Compares and contrasts unethical situations covering important aspects related to ethics society and fairness Includes an interesting mix of theory research findings and practices Governing Corporate Social Responsibility in the Apparel Industry after Rana Plaza Anil Hira,Maureen Benson-Rea,2017-05-22 This edited collection critically explores the efforts of the apparel industry to improve safety conditions and suggests governance reforms that will resolve lingering issues The volume examines two consortia the Alliance and the Accord which set up cooperative auditing systems of supplying factories and penalties for non compliance and include funding to help factories comply and for workers if factories are idled during repairs though the editors raise doubts about the long lasting value of such efforts In the wake of the 2013 Rana Plaza disaster leading researchers across labor relations and industry studies tackle and debate such issues giving their perspective of how multinationals operating in developing countries should regulate labor standards in order to resolve and improve the substandard working conditions under which much of our clothing is made *The Routledge Handbook of Tourism Marketing* Scott McCabe,2014-01-03 Tourism has often been described as being about selling dreams tourist experiences being conceptualized as purely a marketing confection a socially constructed need However the reality is that travel for leisure business meetings sports or visiting loved ones has grown to be a very real sector of the global economy

requiring sophisticated business and marketing practices The Routledge Handbook of Tourism Marketing explores and critically evaluates the current debates and controversies inherent to the theoretical methodological and practical processes of marketing within this complex and multi sector industry It brings together leading specialists from range of disciplinary backgrounds and geographical regions to provide reflection and empirical research on this complex relationship The Handbook is divided in to nine inter related sections Part 1 deals with shifts in the context of marketing practice and our understanding of what constitutes value for tourists Part 2 explores macromarketing and tourism Part 3 deals with strategic issues Part 4 addresses recent advances in research Part 5 focuses on developments in tourist consumer behaviour Part 6 looks at micromarketing Part 7 moves on to destination marketing and branding issues Part 8 looks at the influence of technological change on tourism marketing and Part 9 explores future directions This timely book offers the reader a comprehensive synthesis of this sub discipline conveying the latest thinking and research It will provide an invaluable resource for all those with an interest in tourism and marketing encouraging dialogue across disciplinary boundaries and areas of study This is essential reading for Tourism students researchers and academics as well as those of Marketing Business Events Management and Hospitality Management

Sustainability and Social Responsibility of Accountability Reporting Systems Kıymet Tunca Çaliyurt,Roshima Said,2018-03-01 This book explores sustainability and social responsibility from the point of view of accountability reporting systems The contributions to this volume open up discussions about the theory and application of sustainability and social responsibility across various corporate sectors and assists the reader in applying sustainable corporate social responsibility reporting across those sectors As a central theme the book addresses how the theory and application in sustainability and social responsibility has different dimensions and aspects which are impossible to apply across different sectors This point of view is supported by chapter contributions from countries around the world including Turkey Serbia Malaysia United States South Africa Italy China Brasil Romania Serbia Puerta Rico Algeria Academics worldwide will discover in Sustainability and Social Responsibility of Accountability Reporting Systems A Global Approach the latest developments about corporate social responsibility and sustainability of accountability reporting systems

**Marketing Case Studies in Emerging Markets** Dilip S. Mutum,Soo Yeong Ewe,Ezlika M. Ghazali,Racheal Louis Vincent,2024-04-01 There is an increasing interest in emerging markets because of the higher economic growth rates compared to developed economies However these markets have a diverse consumer base with unique needs and preferences As a result companies in these markets face different challenges and opportunities Unfortunately there is a lack of marketing cases from these markets This book presents actual real world marketing cases in these markets offering an in depth look at some of the issues faced by companies in different industries It is hoped that the cases would serve as valuable reference material for academics students professionals in marketing business strategy and other related fields as well as policymakers to better understand the challenges of these markets and develop strategies to succeed in them

**Contemporary Issues**

**in Luxury Brand Management** Sylvie Studente, Eleonora Cattaneo, 2023-03-31 This book provides a comprehensive overview of the key themes surrounding luxury brand management and the core issues faced by luxury firms today The luxury industry has undergone a series of dynamic changes in the past twenty years Economic trends digital transformation and changing consumer habits are creating a new competitive landscape where traditional strategies will not necessarily provide continued growth and profitability Approaching luxury from a realistic brand management perspective this book works step by step through a typical luxury course structure covering sustainability heritage emerging brands digital marketing and analytics curation intellectual property and start ups Each chapter is illustrated by a relevant international case study and further examples as well as reflective questions to help gain insight from contemporary practice With additional PowerPoint slides and a test bank of questions available online this comprehensive textbook should be core reading for postgraduate students studying luxury brand management or luxury strategy      Religion and Consumer Behaviour in Developing Nations Ayantunji Gbadamosi, Ayodele C. Oniku, 2021-01-29 Examining how religion influences the dynamics of consumption in developing nations this book illuminates the strategic placement of these nations on the global marketing stage both in terms of their current economic outlook and potential for growth      *Contemporary Issues in Sport Management* Dr. Terri Byers, 2015-11-30 Contemporary Issues in Sport Management presents an extensive array of absorbing contemporary issues relevant to managing sport Internationally recognised scholars have contributed thought provoking chapters on current global and local issues that are challenging traditional ways of thinking about and delivering sport This exciting new book is rich in theory and stimulates readers to really think through the associated implications for sport management practice Tracy Taylor Professor and Deputy Dean University of Technology Sydney Business School Contemporary Issues in Sports Management offers a rich and dynamic introduction to the management of sport An essential companion for all students embarking on a sports management course or module it draws on research expertise from around the world and integrates these perspectives into engaging and accessible chapters This book offers Contemporary and international case studies followed by Tools for analysis so students can put the methodology into practice A range of pedagogical features including learning objectives learning outcomes and short Thinking points Useful websites and further reading at the end of each chapter A discussion of up to date issues including corruption in sport sport policy doping athlete transgressions and much more This book will lead students on a comprehensive exploration of global national issues and organizational issues in sport management The authors encourage critical thought investigation and the questioning of current practice in order to improve the leadership and management of sport in today s society Ideal for Undergraduate students of sport management sport business sport policy sport marketing and sport development      **Contemporary Issues in Commerce** Neha Soni Swati Sharma, 2024-06-26 With Contemporary Issues in Commerce readers go through a variety of contemporary business practices in an illuminating way The first section of the book provides a thorough introduction to



corporate social responsibility CSR examining its importance and effects on Indian businesses It explores certain CSR initiatives taken up by Indian businesses showcasing their dedication to environmental and social problems It includes discourse focus on Corporate Governance clarifying its tenets and significance in guaranteeing moral corporate behavior The story then moves smoothly to discuss artificial intelligence s AI significant impact on commerce and how AI technologies are transforming corporate processes Subsequent chapters highlight the changing environment of consumer behavior and sustainability practices providing insight into specialty marketing areas including Green Marketing Social Media Marketing and Rural Marketing A thorough examination of service marketing is provided highlighting the critical role that service centric strategies play in the modern company landscape Insights into current Banking and Financial Services trends are also provided to readers giving them a thorough grasp of the ever changing financial scene In order to provide readers a comprehensive understanding of the possibilities and problems facing businesses today the book concludes with a focus on recent financial issues GST and human resource management For scholars professionals and students attempting to understand the complexity of contemporary company operations and remain up to date on new developments and concerns Contemporary Issues in Commerce is an invaluable resource

This book delves into Contemporary Issues In Marketing And Consumer Behaviour. Contemporary Issues In Marketing And Consumer Behaviour is an essential topic that must be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Contemporary Issues In Marketing And Consumer Behaviour, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:
    - Chapter 1: Introduction to Contemporary Issues In Marketing And Consumer Behaviour
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    - Chapter 5: Conclusion
  2. In chapter 1, the author will provide an overview of Contemporary Issues In Marketing And Consumer Behaviour. The first chapter will explore what Contemporary Issues In Marketing And Consumer Behaviour is, why Contemporary Issues In Marketing And Consumer Behaviour is vital, and how to effectively learn about Contemporary Issues In Marketing And Consumer Behaviour.
  3. In chapter 2, this book will delve into the foundational concepts of Contemporary Issues In Marketing And Consumer Behaviour. This chapter will elucidate the essential principles that need to be understood to grasp Contemporary Issues In Marketing And Consumer Behaviour in its entirety.
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  5. In chapter 4, this book will scrutinize the relevance of Contemporary Issues In Marketing And Consumer Behaviour in specific contexts. The fourth chapter will explore how Contemporary Issues In Marketing And Consumer Behaviour is applied in specialized fields, such as education, business, and technology.
  6. In chapter 5, this book will draw a conclusion about Contemporary Issues In Marketing And Consumer Behaviour. The final chapter will summarize the key points that have been discussed throughout the book.
- This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Contemporary Issues In Marketing And Consumer Behaviour.

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### Contemporary Issues In Marketing And Consumer Behaviour Introduction

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