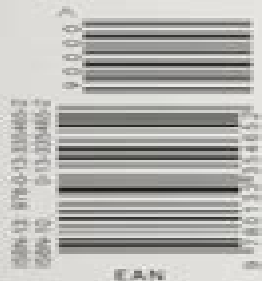


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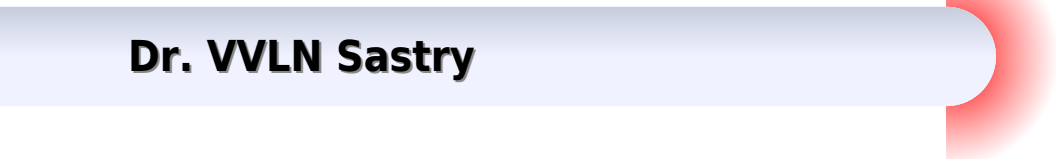
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Young Consumer Behaviour Ayantunji Gbadamosi, 2017-11-22 Although one perspective depicts young consumers as vulnerable and passive in the marketplace system our knowledge of this consumer group will be inadequate if limited to this contention Their roles and relevance in family consumption activities are becoming increasingly profound Available evidence shows that they cannot be ignored in the marketplace dynamics as they consume goods and services in their households and are involved in various other active roles in their household consumption including making decisions where applicable Hence the landscape of young consumer behaviour is changing Young Consumer Behaviour A Research Companion focusses on exploring the behaviour of young consumers as individuals and societal members The chapters address different aspects of consumption activities of children as individuals like motivation involvement perception learning attitude the self and personality Similarly chapters on consumer behaviour in social settings contextualised to young consumers including culture sub culture family and groups are incorporated into the book This book fills a gap in the literature by addressing the dynamics of consumption patterns of this consumer group in relation to various marketing stimuli and different stakeholders It combines eclectic perspectives on the

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Exploring the Dynamics of Consumerism in Developing Nations Gbadamosi, Ayantunji,2019-01-11 As developing nations increase their consumption rate their relevance in the global marketplace grows Existing assumptions and postulations about consumer consumption in various societies are being displaced largely due to the dynamic nature of the market However research has not been adequately devoted to explore the developments in consumer behavior in developing nations which has resulted in numerous unanswered questions Exploring the Dynamics of Consumerism in Developing Nations provides vital research on consumer behavior in developing countries and changes in the socio cultural dimensions of marketing While highlighting topics such as celebrity influence marketing malpractices and the adoption of e government this publication is ideally designed for researchers advanced level students policymakers and managers

Events Marketing Management Ivna Reic,2016-09-19 This textbook provides students with an essential introduction to the theoretical underpinnings and practicalities of managing the marketing of events In order to market events effectively it is vital to consider marketing of events from the organiser s perspective and to link it to that of the consumers attending events As such this is the first book on the topic which reflects the unique characteristics of marketing in the Events industry by exploring both sides of the marketing coin the supply and the demand in the specific context of events The book takes the reader from core marketing mix principles to exploring the event marketing landscape to consumer experience and involvement with event marketing and finally strategies and tactics employed to manage the marketing activities related to events The use of technology importance of sponsorship and PR are also considered International case studies are integrated throughout to show practical realities of marketing and managing events and a range of useful learning aids are incorporated to aid navigation throughout the book spur critical thinking and further students knowledge This accessible and comprehensive account of Events Marketing and Management is essential reading for all students and future managers

Marketing Communications Micael Dahlen,Fredrik Lange,Terry Smith,2009-12-21 Marketing Communications A Brand Narrative Approach is a mainstream student driven text which gives prominence to the driving force of all Marketing Communications the imperative of Branding The book aims to engage students in an entertaining informative way setting the conceptual mechanics of Marketing Communications in a contemporary dynamic context It includes key current trends such as Brand narrative approach Cases such as Dove Harley Davidson Nike and World of War Craft feature real life salient examples which are engaging for students and reflect the growth of co authored brand stories to help build and maintain brands by customer engagement through meaningful dialogues Media neutral multi media approach This text has a sound exploration of online and offline synergy combining one message delivery and multi media exposures through examples of

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Public Transport Passengers' Behavioural Intentions Sik Sumaedi,I Gede Mahatma Yuda Bakti,Nidya Judhi Astrini,Tri Rakhmawati,Tri Widiанти,Medi Yarmen,2014-01-22 This book is based on the behavioural intention of public transport passengers and the relationship between those factors in Indonesia The conceptual model in this book explains behavioural intentions of paratransit passengers which can result in recommendations to unravel the complexity of the congestion problem from consumer behaviour perspective Based on the results of survey research on behavioural intention of public transport users in Jabodetabek Indonesia the result of the study is presented in a model that describes the factors that influence This book is recommended for academics who wish to gain knowledge about the phenomenon of consumer behaviour for regulators whose duty is to make a decision and determine the strategic steps to overcome congestion and researchers who want to develop their knowledge and provide solutions related to congestion from the perspective of consumer behaviour

Consumer Behavior in Digital Age Dr. VVLN Sastry,2019-07-01 This book covers fundamentals as well as the core schema of digital technologies and consumer behavior While reading the book the reader can connect from the primary to advanced level of digital technologies and consumer behavior This book will prove to be useful for all the professionals and students of professional courses This book enriches the marketing management know how and enables in formulating the marketing strategies in the current digital age

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